

MEASURING MARKETING SUCCESS

BRAND MENTIONS & SHARE OF VOICE (SOV)

Brand Mentions Volume

Brand Sentiment

Competitive Share of Voice

SEARCH ENGINE VISIBILITY

Branded Search Volume

Keyword Visibility

Domain Authority

SOCIAL MEDIA + RELEVANCE

Post Impressions

Post Engagements

Page Followers

EARNED MEDIA

Media Mentions

Backlinks

CUSTOMER SURVEYS & REVIEWS

Net Promoters Score (NPS)

Survey Results

ADVERTISING IMPACT

Ad Reach

Ad Impressions

Ad Engagement (Clicks, CTR)

WEBSITE TRAFFIC

Organic Traffic

Direct Traffic

New & Returning Visitors

Pageviews

Time Spent on Website

Engagement Rate

MEASURING BUSINESS IMPACT

CONTRACT & REVENUE GROWTH

Defense contract awards won

Defense revenue growth year-over-year

Average contract value trend

PRIME CONTRACTOR RELATIONSHIPS

Active teaming agreements in place

Primes listing ThinKom as preferred supplier

Joint proposals submitted

PIPELINE DEVELOPMENT

Qualified program opportunities identified

New prime contractor teaming conversations

RFI and RFP invitations received

MARKET EXPANSION

New program offices engaged

New defense domains entered

Government customer retention rate

PROGRAM ACCESS

Briefings secured with PEOs and program offices

Conference speaking and demo slots won

SBIR / OTA solicitation invitations

BUSINESS OUTCOMES

Total defense revenue influenced by engagement

Revenue from new vs. existing relationships

Defense vs. commercial revenue mix shift
