IndiKit

COST-PER-CLICK

Indicator Phrasing

English: the price paid for a click on the communicated content

French: prix payé pour un clic sur le contenu communiqué

Portuguese: preço pago por um clique no conteúdo comunicado

Czech: průměrná cena zaplacená za kliknutí na komunikovaný obsah

What is its purpose?

The indicator helps you understand how cost-efficient your campaign was. It is relevant for paid content only. It compares the number of people clicking on communicated content with the price paid for disseminating it among the target audience.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

1) **Count how much was paid** (to social media companies) to deliver the communicated content to the targeted audience.

2) Using this guidance, **count the total number of clicks** the same content received.

3) To **determine the indicator's value**, divide the price paid for disseminating the communicated content by the total number of clicks. For example, 5,000 USD divided by 1,000 clicks equals to 5 USD per click.

Disaggregate by

Disaggregate the data by social media channels and other factors relevant to the focus of your social media campaign.