RESULTICKS

Periodic table of analytics

General

- **Cp** — Campaign performance
- **Lg** — Leads generated
- **TpC** — Top-performing campaigns
- **TeC** — Top-earning campaigns
- **NsC** — Number of scheduled campaign
- **NcD** — Number of campaigns delivered
- **TpT** — Top product types
- **BpP** — Best-performing periods
- **BpC** — Best-performing channels
- **LgC** — Lead generation funnel
- **MeD** — Most-engaged departments
- **AcT** — Average conversion time
- **Rh** — Reach
- **Eg** — Engagement
- **Cv** — Conversion
- **Bd** — Bounced
- **Sp** — Spammed
- **UsB** — Unsubscribed
- **Fwd** — Forwards
- **DND** — DND
- **Td** — Total delivered
- **Dt** — Device type
- **Av** — App versions
- **Ov** — OS versions

Demographics

- **Gnd** — Gender
- **Ae** — Age
- **Cy** — City
- **Cty** — Country
- **Ind** — Industry
- **Jf** — Job function
- **MaD** — Most-active day
- **MaT** — Most-active time
- **MaC** — Most-active channel

Account Based Marketing

- **Pa** — Priority accounts
- **Mm** — Mid Market
- **TIA** — Top leads per account
- **SmB** — SMB
- **Ay** — Account yield
- **As** — Account score
- **UsCs** — Upsell/cross-sell opportunity
- **CcT** — Best content types
- **TpI** — Most-engaged Industry
- **LgS** — Lead-generation sources
- **MeP** — Most-engaged personas
- **Stg** — Strategic
- **Ent** — Enterprise

Channel Specific

- **Cp** — Channel performance
- **AvCt** — Average conversion time
- **RpK** — Response per keyword
- **Exp** — Expired
- **Dsc** — Disconnected
- **Us Bu** — User busy
- **RgT** — Ring timeout
- **Nr** — Not reachable
- **KcT** — KYC count

Audience

- **AuC** — Audience size per channel
- **NbC** — Next best content
- **Adv** — Advocates
- **NbO** — Next best offer
- **Spt** — Spectators
- **Kw** — Known
- **Inf** — Influencers
- **Ukw** — Unknown
- **Ct** — Critics
- **Snt** — Sentiment
- **Cn** — Customer name
- **KtU** — Unknown-to-known conversion
- **Ls** — Lead score
- **MeT** — Most-engaged topics
- **It** — Interaction timeline
- **MeK** — Most-engaged keywords
- **Bev** — Behavior
- **Int** — Int - Interest

AI insights

- **PcA** — Pre-campaign analytics
- **PcR** — Profile completeness reccomendations
- **Cr** — Campaign reccomendations

ROI

- **RoT** — ROI Trend
- **StA** — Single-touch attribution
- **MtA** — Multi-touch attribution
- **Rc** — Revenue by channel
- **Ib** — Industry benchmark
- **Rb** — Regional benchmark
- **Cb** — Company benchmark

Mobile analytics dashboard

- **AaU** — Active app users
- **ApR** — App store ratings
- **GcR** — Goal conversion rate
- **IaU** — Inactive app users
- **AsR** — App store reviews
- **Dtt** — Daily traffic trend
- **Te** — Top events
- **Ss** — Sessions
- **Ue** — Unpopular events
- **Sv** — Screen views
- **Ts** — Top screens
- **DaU** — Average daily active users
- **Us** — Unpopular screens
- **WaU** — Average weekly active users
- **Aud** — App user demographics
- **MaU** — Average monthly active users
- **Lo** — Location
- **ApD** — App store downloads
- **La** — Language
- **ApU** — App store uninstalls
- **Ub** — Usage behavior

Social

- **Pl** — Page Likes
- **CvR** — Comments vs responses
- **NpL** — New page links
- **Cm** — Comments
- **Sh** — Shares
- **SpM** — Spam
- **HdN** — Hidden
- **Rt** — Retweets
- **Re** — Reply
- **Mt** — Mute
- **Blk** — Block

Web Analytics

- **Trs** — Traffic sources
- **Vr** — Visitor recency
- **Tos** — Average time on site
- **Pd** — Page depth
- **Br** — Bounce rate
- **Pv** — Pages viewed
- **SsD** — Session duration
- **Nss** — New sessions
- **NoSs** — Number of sessions
- **Uv** — Unique visitors
- **Tv** — Total visitors
- **Vf** — Visitor frequency

Legend: General · Demographics · Account Based Marketing · Channel Specific · Audience · AI insights · ROI · Mobile analytics dashboard · Social · Web Analytics

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