

The Right Metrics for CRO Decision-Makers

Learning objective: You'll distinguish vanity metrics from CRO-relevant KPIs and define a lean GA4 reporting framework for your shop that leads directly to decisions.

Key Takeaways

- Focus on CRO-relevant metrics, not vanity metrics.
- RPU is often the strongest primary metric for CRO decision-makers.
- Segmentation and funnel gaps reveal the real levers.

Framework steps

1. **Spotting vanity metrics**
2. **Five key metrics**
3. **Building your report**
4. **CR**
5. **RPU**
6. **ATC**
7. **Drop-off**

Key points at a glance

CONCEPT

Vanity Metrics vs. Decision Metrics

Vanity metrics: page views, sessions, followers. They look impressive but tell you little about real business performance.

CONCEPT

The Five GA4 Metrics for CRO

One: Conversion Rate. The share of visitors who complete the desired goal.

CONCEPT

Why Revenue per User Is the Better Primary Metric

Conversion rate alone ignores order value.

CONCEPT

Segment, Don't Just Aggregate

Aggregated metrics often hide the real levers.

GA4 offers several attribution models.

Correctly'.

View, Interest, Cart, Purchase

How to use this job aid: Use it as a quick reference before you tackle a campaign, an audit, or a strategy decision. The takeaways and the decision matrix help you focus quickly and avoid common mistakes.