2X · CONNECTING BRAND VISIBILITY TO BUSINESS IMPACT

The A-T-M Measurement System

Audience Growth → Trust & Engagement → Monetization, read as one chain. Each metric earns its place only if it influences something downstream or is influenced by something upstream. The spine is the relationship: **anonymous → known → buying.**

AUDIENCE GROWTH

Grow the captive audience

How well are we bringing new eyes to us, and getting them to choose to keep hearing from us?

FINDABILITY

Reach: are new people finding us?

- Earned Media Coverage
- PR Impressions
- Accounts Reached
- Unique Web Visitors
- GenAI Search Traffic
- Backlinks
- Anonymous Account Engagement

OWNED AUDIENCE

Capture: growth of each owned asset. Engagement lives in Trust.

- Social Media Follower Growth
- Email Subscriber Growth
- Community Member Growth

DOMINANCE

Authority and mindshare: are we winning the category?

- Domain Authority
- Branded Search
- Traditional SOV
- AI Citation
- AI Visibility
- AI Sentiment
- Must-Win Keyword Rankings
- Social Media SOV

RELATIONSHIP **Anonymous / one-way.** New eyes. We are broadcasting; they have not identified themselves yet.

TRUST & ENGAGEMENT

Build trust with them

How well are we building trust and driving engagement with our captive audience?

AUDIENCE ENGAGEMENT

Known to us: do they engage back?

- Unique Visitor Conversion Rate
- Accounts Engaged
- Qualified Accounts Worked
- Email Engagement %
- Social Media Engagement
- Community Engagement

AUDIENCE PERCEPTION & LOYALTY

Do they believe us, and stay?

- Net Promoter Score (NPS)
- Net Revenue Retention (NRR)

RELATIONSHIP **Known / two-way.** They have identified themselves and engage back. We are known to each other.

MONETIZATION

Monetize the audience

How well are we monetizing our captive audience to fuel pipeline and accelerate revenue, tracked as monthly demand cohorts moving through the revenue waterfall?

DEMAND PROGRESSION

Does the funnel move, and how fast?

- Engaged → MQA
- MQA → Opportunity
- Opportunity → Sale
- Demand Velocity
- End-to-End Conversion
- Third-Party Referrals

BUSINESS IMPACT

The money: pipeline created, converted, and grown.

- Pipeline Created $
- Pipeline Coverage
- Net New Revenue $
- Average Deal Size / ACV
- Account Growth $
- Pipeline Influence $

RELATIONSHIP **Hand-raise / buying.** They want to talk to sales. It becomes pipeline and revenue.