

Campaign KPIs by Funnel Stage

Source: [Demand Gen vs Paid Social, Where Google's Visual Inventory Now Fits in the Funnel Angle: Compare Demand Gen, YouTube Shorts, and Meta-style discovery campaigns for modern acquisition.](#) Good for readers choosing budget splits.

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Key performance indicators and success thresholds for awareness, consideration, and conversion campaigns.

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Metric	Awareness Campaigns	Consideration Campaigns	Conversion Campaigns
Primary KPI	CPM, Reach	Engagement Rate, CTR	CPA, ROAS
Secondary KPI	View-Through Rate	Time on Site	Conversion Rate
Success Threshold	Competitive CPM	CTR > 1.5%	ROAS > 2.5x
Attribution Window	28-day view	7-day click	1-day click

[Read the full article ?](#)

<https://ronnyhossain.com/demand-gen-paid-social-google-visual-inventory-funnel/>