

# Set Internal Benchmarks for Success

Middle-of-the-funnel (MOFU) efforts are often the hardest to measure and tie to ROI, despite being the **biggest source of engagement**.

Before starting this exercise, complete a [ROT analysis](#) of your content to understand what's working, what's not, and where you have gaps in performance.

Then, fill out the table on the next page with your three highest- and lowest-performing pieces of content based on the number of conversions. Then, fill in [engaged time](#), [recirculation rate](#), [returning visitors](#), and pageviews for each piece. These additional metrics are crucial for measuring MOFU success as they help determine how likely a user is to convert.

*Note:* Only choose content pieces that are similar in format, such as blog articles. Complete the same exercise for other types in a separate table.

# Benchmarks

	CONVERSIONS	ENGAGED TIME	RECIRCULATION RATE	RETURNING VISITORS	PAGEVIEWS
TOP PIECE #1					
TOP PIECE #2					
TOP PIECE #3					
BOTTOM PIECE #1					
BOTTOM PIECE #2					
BOTTOM PIECE #3					
AVERAGE (BENCHMARK)					

The main goal of MOFU content is to push the audience to the bottom of your funnel where they complete a conversion event. Identify content with gaps in conversion performance based on these new benchmarks.

For example, if a blog exceeds your benchmarks for engaged time and recirculation rate, but has below-average conversions, something is wrong. Identify areas of improvement. Try moving your CTA higher in the copy or adding a graphic to draw more attention to your [desired action](#).



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