

CTM Digital Performance Index™

What is the CTM Digital Performance Index™?

The CTM Digital Performance Index™ is ClickThrough Marketing's proprietary benchmarking framework for assessing overall digital performance at a sector level.

Designed for CMOs and senior marketing leaders, the Index provides an objective, balanced view of how brands perform across the digital landscape — moving beyond single-channel metrics to reveal true, sustainable digital strength.

Rather than rewarding dominance in one area alone (such as SEO scale or traffic growth), the CTM Digital Performance Index™ evaluates how effectively brands combine visibility, engagement, authority, technical experience and momentum to deliver long-term digital performance.

How the CTM Digital Performance Index™ works

Each brand is assessed across six core digital performance metrics:

- Engagement Score
- Top 3 Desktop Keyword Rankings
- Universal Search Presence
- Mobile Page Speed (where lower load time indicates better performance)
- Domain Rating (authority and backlink strength)
- Desktop Organic Traffic Year-on-Year

For each metric, brands are ranked best to worst relative to their sector peers. Scores are then combined across all six metrics.

👉 The brand with the highest total score is ranked #1 overall and named the CTM Digital Performance Index™ Winner for that category.

This approach ensures the Index rewards consistent, well-rounded digital performance, not just isolated spikes in one metric.

Quarterly evaluation and reporting

The CTM Digital Performance Index™ is updated and reported on a quarterly basis.

Each quarter, we:

- Re-evaluate all brands in the category using the same consistent methodology
- Identify the overall sector winner
- Highlight best-in-class performers across each individual metric

- Track movement, momentum, and shifts in competitive positioning

This allows marketing leaders to see:

- Who is leading the market overall
- Where competitors are gaining or losing ground
- Which brands are setting the benchmark in specific areas such as engagement, search visibility, authority or speed

Why the CTM Digital Performance Index™ matters

For CMOs and leadership teams, the Index provides:

- A credible, independent benchmark of digital performance
- Clear insight into what “good” really looks like in your sector
- Evidence-based context for strategic decisions, prioritisation and investment
- A repeatable framework for tracking progress over time

Ultimately, the CTM Digital Performance Index™ is designed to answer one simple but critical question:

Who is delivering the strongest overall digital performance — and why?