

BOUNCE RATE

The percentage of visitors to a your website who navigate away from the site after viewing only one page.

"I only need to check one quick information so I visited the company website but close out after 15 seconds."

CLICK THROUGH RATE (CTR)

how many people CLICK on your ad

how many times they SEE your ad

"If your ad for cat rental is shown 1000 times and 20 people clicked on it, you have a CTR of 2%."

COST PER ACQUISITION (CPA)

This is the cost it takes per action. The action must be defined up front in order to calculate the cost, ie. the desired action is to get the client to click on the ad, then sign up for the mailing list. CPA's vary greatly from industry to industry and it can also vary based on the desired "action".

"Arthur is a CPA running a digital advertising campaign to acquire more members for his accounting firms email list. Because he is all about numbers, he is trying to get the lowest CPA he can."

EXIT RATE

page that was last in the session

all pageviews to the page

"Day #1: Page B > Page A > Exit
Day #1: Page B > Page A > Exit
Exit rate: 50%"

GEO TARGETING

Targeting your potential digital customer by a geographic area (State, city, zip codes or radius)

"NyQuil uses Geo-Targeting to target flu outbreaks when they happen in specific cities."

BUMPER AD

With YouTube, you can create an unskippable, 6-second video before the regular video.

"Use bumper ad to boost your brand presence while staying on budget"

COMPLETION (PRE-ROLL)

Percentage of times the video played to the end

"If you want to increase completion rate for pre-roll, focus on interesting content."

COST PER CLICK (CPC)

The cost you pay for one click on your ad, you don't pay for impressions, you only pay for the people that click on it.

"To improve your CPC, improve your message."

COST PER VIEW (CPV)

For YouTube video ad, cost per view is what you pay when the viewers watch at least 30 seconds or the end of your video, whichever is shorter.

"Although the viewers watch your pre-roll, you won't get charged after 30 seconds or till the end of your video"

GEO-TAGGING

In terms of social media, Geo tagging is tagging your location in your social media post whether it be a picture, tweet, post, etc.

"Whenever Jess takes a trendy Instagram photo of her latte at a cool hipster coffee shop she is always sure to geo tag her location."

GOOGLE AD WORDS

Google AdWords is an advertising platform that utilizes the Google network and their affiliates (such as YouTube).

"Google paid advertising can be quickly identified with the little word "ad" next to them. If you click on it, they pay."

CATEGORICAL TARGETING

Targeting your potential digital customer by observable characteristics

"BRICK targeted audiences for Glamos Wire Products campaign to people who are interested in gardening."

CONVERSION

A conversion is counted when a specified action takes place during your campaign.

"I wanted more people to sign up for my newsletter, so for this campaign a conversion was defined as anyone who gave me their email once directed to my site. I had 30 conversions this month!"

COST PER THOUSAND (CPM)

This is a commonly used term in radio and digital ads. This is the tied to the amount your ad is viewed, you are charged for every 1000 times your ad is displayed or played.

"While some advertising such as Google is run by CPC, other types of advertising like internet radio us CPM."

DISPLAY AD

Display ads are banner ads on websites that you go to on a regular basis. This ads have pictures, not text, and usually have a standard ad size and delivery methods.

"Display ads are more similar to traditional marketing because they show up in front of people unwillingly, but online BRICK can target more effectively in a digital environment than one would be able to accomplish in traditional marketing."

GOOGLE ANALYTICS

Google analytics shows the majority of the user data from your website. This can include behavior, demographics, trends, etc.

"Google analytics is an important tool for managing your digital marketing and advertising."

KEYWORD

A keyword is anything that is relevant to your target audience.

"I am hungry, so I googled the keywords "where to eat cheap in Minneapolis."

OPTIMIZATION

Optimization is improving upon campaigns using a variety of tools which are specific to each platform.

"Optimization takes place after starting a campaign, gathering data, and then analyzing that data to determine what couple work better. Part of the optimization is automated and most of it comes from our skilled team at BRICK."

PAID TRAFFIC

Traffic that would not be driven to your site with organic searches, it has been driven there by paid advertising.

"Brick specializes in helping businesses with paid traffic. This may be via Google ad words, banner ads or social advertising."

SEARCH ENGINE MARKETING (SEM)

Promoting your website using paid advertising

"SEM needs to be part of a company's overall marketing strategy."

VIEW

Despite its self-explanatory definition, it gets tricky. Depends on platform, an ad is counted as "viewed" after a certain length.

"For Facebook and Instagram, viewing only 3 seconds of an ad is considered a view, while it's 30 seconds for YouTube"

IMPRESSION

When your ad is shown, it is counted as an impression.

"High impressions are usually one of the goals of a brand awareness campaign."

LANDING PAGE

This is the page you land on after clicking on an ad. It may be a home page, a specific page of the website that the client wants the end user to see, or possibly a pop up asking for an email. The landing page will vary based on the goal of the campaign.

"Your landing page is just as important, if not more important than your ad. Your ad gets people to your site, but the landing page will get your conversion."

ORGANIC TRAFFIC

Online searches that result in traffic that is not paid for.

"Marketers love organic traffic."

PRE-ROLL

You see it every day, you just don't know the name of it. A pre-roll ad is a promotional video that plays before the main content.

"It's weird but I enjoy watching the commercial before viewing the YouTube videos"

SEARCH ENGINE OPTIMIZATION (SEO)

Let's break it down. Search engine, another fancy word for Google, Yahoo, Bing and all others. So why do you need optimization? The order of the websites appears when you search for some "keyword" is not random, they are all calculated by multiple factors run by these search engines. That's when optimization comes in and makes sure that your related content beats the others.

"Since we have invested in SEO our website has been performing better in search results and getting more organic traffic."

INTERACTION

The main user action associated with an ad format: clicks and swipes for text and Shopping ads, views for video ads, calls for call extensions, and so on.

"Ad with a strong call to action will increase interaction"

META

Meta description is a meta tag that helps search engines and searchers know what a webpage is about (a quick snapshot that summarizes).

"Google places a Meta Description of your webpage in their search results."

PAID SOCIAL MEDIA ADVERTISING

It appears as a social media "post" and often it's labeled as "sponsored". This is an excellent tool in your digital marketing strategy if your end users are found on social media, which almost all users are in some way, shape or form. The biggest limitation of social media is you are limited to sending ads on just one platform, so this is a very targeted strategy.

"I know that my audience is mostly on LinkedIn, so that is where I invest most paid social media advertising"

RE-TARGETING

When you get sent an ad from a website you have previously visited.

"I saw the re-targeting ad ten minutes after I left the website. They got me!"

SUBSCRIBER

They are your fans, they chose and have usually given you permission to automatically receive news from you.

"I have subscribed to my favorite coffee shops newsletters because they always have awesome coupons that they send me."