GLOSSARY OF TERMS

A

A/B Testing A test that compares two versions of a web page, email or other marketing asset with just one element that changes. (i.e., if you're A/B testing a headline, you would create two versions of the same page with only the headline changed.) This can tell you which version proved most popular among your audience based on specific metrics, such as conversion rate or time spent on a page.

Ad Extension Additional pieces of information about your business that can help advertisers create more informative, in-depth ads. Some examples include a phone number, a link to a specific page on your website, reviews, address, pricing, callouts or app downloads.

Ad Network A company that connects advertisers to websites that want to host advertisements. This provides an aggregation of ad supply from publishers and matches it with advertiser's demand.

AdWords (Google Ads) A program that is used by advertisers to place ads on Google search results pages, on Youtube, and on Google ad network sites.

Algorithm Sets of processes used to order and rank websites in search results.

Analytics A collection of statistics and data that businesses can use to drive actionable insights.

Automation Using computer programs to perform tasks that are repetitive, that would otherwise normally be completed by a human.

B

Banner Ad A type of digital image ad that can be placed across various websites. There are many popular image ad sizes, such as square, banner, etc.

Behavioural Targeting Data based on visitor browsing habits or previous purchase/search behaviour is used to display relevant ads and offers, improving campaign effectiveness.

Blocklist A list that identifies the sites on which an advertiser does not want its advertising to appear.

Blog A web page or website that is regularly updated with new written content. Blogs can offer fresh content to help attract new visitors, engage existing visitors, etc.

Bot An automated program that visits websites so they can be ranked and added to search indexes.

Bounce Rate The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page.

Buying Journey The entire path a buyer takes before making a purchase.

C

Campaign A series of advertising messages that share a theme and have a shared goal of marketing a product or service. Campaigns can be run through various platforms such as search engines, social media, email or other online platforms.

Click-through Rate (CTR) Metric showing how often people click on an ad or search result after they see it. This can be useful when determining whether the messaging resonates with the consumer or matches what they're searching for. A higher click-through-rate = more engagement.

Contact Form A section on a website with fillable fields that visitors use to contact the website owner. These fields commonly collect names, phone numbers and email addresses of potential customers.

Content Any form of online media that can be read, watched or provides an interactive experience.

Content Marketing A form of marketing focused on creating, publishing and distributing content for an online target audience.

Content Syndication When any web-based content such as blog posts, videos, etc., is re-published by a third-party website.

Conversion Successfully enticing a prospect to complete a desired action, such as filling out a contact form, subscribing to a newsletter or completing a purchase.

Cookie A small item of data sent from a website that is stored on the user's device to track website activity. Cookies can also help that device remember useful data like items in a shopping cart, which pages have already been visited, etc.

Cost Per Acquisition (CPA) A metric that measures how much money is spent in order to acquire a new lead/customer.

Cost Per Click (CPC) The amount of money paid for each click on an ad.

GLOSSARY

Cost Per thousand (CPM) The amount an advertiser pays per 1,000 impressions of their ad.

Call to Action (CTA) An element on a web page used to induce a viewer, reader or listener to perform a specific act, such as *buy now* or *click here*.

D

Display network A network of websites and apps that show display ads on their web pages. Businesses can target consumers on the display network based on keywords/topics or placement on specific webpages.

F

Featured Snippet These appear in a block at the top of search results with a link to the source. They provide users with concise, direct answers to their questions on the search results page without the users having to click through to a specific site.

G

Geotargeting A method of determining the geographic location of a user or prospect and delivering specific content to that user based on their location.

Google Analytics A free software platform used to analyze users accessing a website. Site traffic, conversions, user metrics, historical data comparisons and effectiveness of each channel can all be managed using this tool.

Google Partner Agency Agency or third-party that manages Google Ads accounts on behalf of other brands or businesses. The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up to date with the latest product knowledge.

I

Impression A term that represents when an ad renders on a user's screen. Also called a "view." Impressions are not action-based.

Inbound Marketing A technique for drawing potential customers to products, services or websites via content, social media marketing, search engine optimization and branding strategies. Differs from outbound marketing that pushes the brand toward prospects.

K

Keyword Words or phrases a person uses in a search engine query. These words should be found in your web content to make it possible for people to find your content via search engines.

Key Performance Indicator (KPI) A measurable value, such as profit margins or revenue-per-click, that demonstrates how effectively a company is achieving business objectives.

BRAND CULTURE MARKETING

L

Landing Page The destination webpage a user lands on after clicking on a search result or call-to-action.

Lead A potential customer who has communicated with a business with intent to purchase.

Lead Generation The initiation of consumer interest of products or services of a business.

Lead Nurturing The process of developing relationships with buyers at every step of the buyer's journey. This includes customizing marketing efforts, listening to the needs of prospects, and providing the information and answers they need.

Link/hyperlink An icon, graphic, or text in a document that links to another file or object; used to connect web pages on the internet.

Location Targeting A setting that allows you to choose your target locations in order to reach out to customers. These can include specific areas, countries, etc.

Long-tail Keyword Search phrases with longer word counts. Their length makes them more specific than searches with fewer words. A long-tail keyword gets less searches per month but has a higher search intent.

M

Marketing Qualified Lead (MQL) A lead who has been deemed more likely to become a customer compared to other leads based on the interest they have shown in a brand.

Metadata A set of data that describes and summarizes basic information about other data, which can help to decide what information from a webpage to display in their results. Examples can include the date the page was published, the page title, author and image descriptions.

N

Native Advertising Ads that match the look, feel and function of the media format in which they appear. Often found in social media feeds or as "recommended content" on a web page.

O

Organic (traffic) A source of traffic to a website that comes through clicking on a non-paid search engine result.

P

Pay-per-click (PPC) A way of using search engine advertising to generate clicks to your website, rather than "earning" those clicks organically; advertisers are charged for their ad once it is clicked.

Paid Search Allows you to pay to have your website prominently displayed on the search engine results page when someone types in specific keywords or phrases.

Persona Characters created to represent your different ideal customers, their backgrounds, goals, challenges, etc. Personas are based on research data about your existing customers.

Persona Targeting Reaching a target audience based on predefined "personas" that represent your different potential customers.

Podcast A set of digital audio files that are available on the internet for downloading.

Programmatic The algorithmic purchase and sale of advertising space in real time using automated bidding. This provides the opportunity to show an ad to a specific customer in a specific context.

R

Ranking Where a website appears in search engine results. A site's "ranking" may increase or decrease over time for different search terms. Factors that influence ranking include the content relevance to the search term.

Reach The potential number of customers your business can reach through any marketing channel or campaign.

Retargeting A type of paid advertising that allows marketers to show ads to customers based on previous actions, such as those who have already visited their site but did not convert or purchase.

Return on Investment (ROI) The ratio of gain to outlay. This helps an organization measure the degree to which marketing efforts contribute to revenue growth.

Real-time Bidding (RTB) The means by which advertising inventory is bought and sold on a per-impression basis in real time.

S

Sales Qualified Lead (SQL) A lead that has been identified and vetted by the marketing and sales teams as a potential customer.

Search Engine Marketing (SEM) A form of Internet marketing that promotes websites by increasing their visibility in search engine results pages, primarily through paid advertising.

Search Engine Optimization (SEO) Using a variety of methods to improve a website's performance and positioning in organic search engine results.

Search Engine Results Page (SERP) The page(s) displayed by search engines in response to a query by a user.

Site Retargeting A technique used to show display advertising to people who have previously visited your website.

Social Selling/Targeting The process of using social media to develop relationships and nurture leads as part of the sales process.

U

Unique Visitor A metric used to show how many different, unique people view a website. Unique visitors are tracked by their IP addresses, so if a visitor visits the same website multiple times, they will only be counted once as a unique visitor.

URL The address of a web page.

User Experience (UX) This encompasses all aspects of the end-user's interaction with the company, its services and its products, including websites or apps.

V

View-through A post-impression response. Occurs when a customer sees an ad, doesn't click, but then later completes a conversion on your site without directly clicking on the ad.

W

Webinar An online seminar used to train, inform or sell to an audience of viewers.

Whitelist The opposite of blocked list. Identifies only the sites on which an advertiser approves its advertising to appear.

White Paper A report used as a tool meant to educate and inform customers/partners and potentially to promote a product or viewpoint.

For more information about Brand Culture,

and how we can help your business reach its target audience

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CONTACT US TODAY!

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