DEMYSTIFYING DIGITAL: DIGITAL MARKETING TERMINOLOGY YOU NEED TO KNOW

Stuff

Everything in digital moves fast and often it can seem like it's in a completely foreign language.
Stuff has put together a glossary of key terms you need to know to help navigate digital marketing campaigns.

Bounce rate
The measurement of visitors to your website that enter the site then leave without visiting any other pages.

Call to action (CTA)
The instruction in your advertising telling the audience/customer what you want them to do next. For example 'Download now' or 'Learn more'. If the purpose of your advertisement is to induce the audience to take an action then a strong call to action is needed.

Click through rate (CTR)
The proportion of people who click on your ad/link to your website. This is worked out by dividing the number of clicks your ad receives by the number of times your ad was shown.

Conversion rate
A measure to gauge campaign success. The conversion rate is worked out by dividing the number of people who completed a desired goal (conversions) after interacting with your ad by the total number of interactions with your ad. For example a conversion could be people who downloaded a brochure from your website.

Cost per acquisition (CPA)
This can be a useful metric to determine how effective your campaign or a particular marketing channel was. To calculate the cost per acquisition of customers from your marketing campaign divide your total campaign spend by the number of acquisitions it generated. You can break this out further into different advertising platforms.

Cost per click (CPC)
A CPC campaign means that you are paying for your advertising based on the clicks your ad receives. If you have a strong call to action in your ad, this could be a good model for your campaign.

Cost per day (CPD)
If you buy a campaign based on CPD then you are buying a share of voice (SOV) of the total available impressions over 1 day. Typically Stuff sells CPD campaigns at 100% SOV, meaning you are purchasing all available impressions on a certain day.

Cost per lead (CPL)
A digital advertising pricing model where you pay per lead rather than per impressions or day.

Cost per thousand (CPM – cost per mille)
One of the most popular ways to buy digital advertising. When you purchase on the basis of CPM the rate is based on what it costs to show your ad 1,000 times.

Digital display advertising
Is advertising that delivers a general message to audiences through standard advertising units such as banners and mrecs. The ads are usually a mix of text with images or video and differ from other formats of advertising such as native or content.

Geo targeting
A method of controlling who sees your advertising campaign. Geo-targeting targets your ad to a specific predetermined audience based on their location.

Impression
The number of times your ad is shown. An impression is counted every time your ad is shown whether or not the person has seen it before.

Native advertising
A form of marketing where the advertisement mimics the form and function of the platform it is appearing in.

Page views (PVs)
The number of times a webpage has been viewed in a given period. This measurement is about counting the number of times a page is served up, not about counting visitors or individuals to the page.

Programmatic
Is an automated way of buying and selling digital advertising. Programmatic advertising is sold in real-time via a bidding platform. Audiences are segmented so that advertisers only buy ad space that targets the specific audiences they want to reach.

Remarketing
A marketing tactic where you serve targeted ads to people who have previously visited your website or clicked on your advertisement.

Search engine marketing (SEM)
A form of paid digital marketing to increase a website's visibility in online search results.

Search engine optimisation (SEO)
The process of improving the quality and quantity of leads to your website from search engines. This targets unpaid leads.

Share of voice (SOV)
Share of voice is measured in percentage and is the percentage of impressions purchased versus the total impressions forecast. For example if you have bought 100% SOV, then you have purchased 100% of the total impressions available.

Unique visitor (UV)
The number of individuals that view a website or page in a given period from a certain device. For example if one person on their mobile viewed a single page 100 times during the same visit, they would only be counted once as 1 unique visitor. Note however that if this person viewed that page again from a desktop they would be counted as another unique visitor.

Unique audience (UA)
This is a measurement which takes into account that one person might visit a website from a number of different devices. When an individual visits a website from their desktop, their ipad and then their iphone, if we are measuring the unique audience rather than the unique visitors to the website they will only be counted as one visitor.

Vanity metric
Metrics which make you look good but which don't help you gain true insight into how a campaign or marketing tactic is performing. An example is a 'like'. While it might feel and look good to gain 250 'likes' on a post, what does it actually tell you about customer engagement with your marketing campaign?