

## 30 General Digital Marketing Terms

### **#1 Bounce Rate:**

The percentage of people who visit your website but leave without visiting any other page or taking an action.

### **#2 Brand Awareness:**

How aware of your brand others are. What happens after you put your brand out to the world.

### **#3 Brand Personality:**

A set of human characteristics that are attributed to a brand. An effective brand increases its brand equity by having a consistent set of traits expressed through all of its content and communications that a specific consumer segment enjoys.

### **#4 Brand Recognition:**

The tools that you use to make your brand recognizable - logo, brand colors, brand fonts, etc. The work you put in before you put your brand out to the world

### **#5 Business To Business (B2B):**

Businesses that sell to other businesses.

### **#6 Business To Consumer (B2C):**

Businesses that sell directly to consumers.

### **#7 Buyer Persona:**

A representation of your ideal consumer based on current consumers and market research.

### **#8 Call to Action (CTA):**

A word or phrase used to inspire the end-user to take a specific action, often via a button or another stylized link.

### **#9 Churn Rate:**

The net % of customers that a business loses over a given time period, If a company started last quarter with 100 customers, then lost 50 customers over the same time period, their churn rate would be 50%.

**#10 Click-Through Rate (CTR):**

The percentage of the people who saw a search result, ad, or e-mail who then clicked through to your website. (clicks / impressions=CTR)

**#11 Cohort:**

A group of individuals (e.g. users, customers, prospects) that exhibit the same, or similar characteristics. Example: Any visitor to your site that fills out a form, but does not convert could be labeled as a 'non-converters cohort.

**#12 Conversion:**

The completion of a predefined goal. This is often used to track the number of site visitors that have been "converted" into paying customers, though sales are not always chosen as the metric.

**#13 Conversion Rate:**

The percent of people who complete an action prompted on a specific web page. (Example, filling out a form on a page.)

**#14 Conversion Rate Optimization (CRO):**

A process or system for increasing the percentage of visitors to a website that converts into leads or customers or any desired action on a website or dedicated landing page is being taken.

**#15 Cost Per Acquisition (CPA):**

How much it costs to acquire what is defined as an 'acquisition'. This could include a lead, a free trial or acquiring a new customer—sometimes stated as cost per conversion.

**#16 Cost Per Click (CPC):**

The amount you pay on an advertising platform for each click. CPC (Cost Per Click) – The amount of money spent for a click on an ad in a Pay-Per-Click campaign.

**#17 Cost To Acquire A Customer (CAC):**

Primarily used in Software-as-a-Service (SaaS) businesses. Calculated by dividing the marketing cost (can include just media spend or media spend and fully loaded cost of team members) by the number of paying customers.

**#18 Customer Lifetime Value (CLTV) or Lifetime Value (LTV):**

Prediction of the net profit value attribute to the entire future relationship of a customer.

**#19 Key Performance Indicators (KPIs):**

KPIs are measurable data that is used to evaluate how effectively a marketing campaign succeeded. They are extremely helpful and valuable when making decisions.

**#20 Keyword:**

A word or group of words a user uses to perform a search in a search engine or search bar.

**#21 Landing Page:**

A single web page that serves as the destination for a click on any ad or search engine optimized search result. The intent of this page is to focus on generating an action (lead, sale, download).

**#22 Lead:**

An individual or organization with an interest in what you are selling who confirms their interest by filling out some sort of contact form.

**#23 Marketing Funnel:**

The concept of leading customers through a series of events or actions that can be mapped out in the shape of a funnel. The action at the top of the funnel would focus on attracting and driving users to your website, after which they move down the funnel as they download a resource or sign up for your email list, after which they (ideally) move to the bottom of the funnel and become a paying customer.

**#24 Reach:**

Reach is a term associated with the content you digitally release. Not to be confused with impressions, reach is the total number of people that see your given content.

**#25 Retention Rate:**

The net % of customers that a business retains over a given time period, If a company started last quarter with 100 customers, then lost 10 customers over the same time period, their retention rate would be 90%.

**#26 Sales Funnel:**

The sales funnel is the experience a prospect would encounter after certain touchpoints from within the marketing funnel up until the point when the sale is actually made. The stages of the sales funnel could include; purchase contemplation, making a purchase decision, experiencing post-purchase engagement.

**#27 Sitemap:**

This is really just what it sounds like—a map listing the pages on your website that allows search engines like Google and Bing to identify where pages are, what order they come in, their importance, and how to generally navigate your site.

**#28 Search Engine Results Page (SERP):**

The page displayed by a web search engine in response to a query by a searcher. Every time you perform a Google search, you are greeted by a SERP.

**#29 Search Intent:**

The reason or reasons someone typed their question into a search engine.

**#30 Search Term:**

A word or combination of words entered into a search engine in order to search a specific thing. Also known as a Search Query.