SPIRE

A GUIDE TO UNDERSTANDING DIGITAL MARKETING TERMINOLOGY

The world of digital marketing can be complicated to understand, but interpreting your reports and cover sheets is possible with a basic understanding of terminology used in marketing. Here are definitions of some common terms used on your reports.

Digital Advertising Terminology

These terms count the number of interactions at different points in the sales funnel, from seeing the ad to taking the desired action.
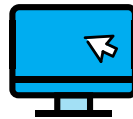
IMPRESSIONS
The number of times an ad is visible / has been shown on any given device.

REACH
How many individual people have seen an ad on social media (not applicable for Google).

CLICKS
Someone has clicked on or interacted with an ad.

CONVERSIONS (GOALS)
When a visitor takes a desired measurable action.

Digital Ad Ratios

These measurements help us understand an ad's effectiveness.

FREQUENCY
Impressions / Reach
Average times a Facebook user has seen an ad

CTR | "Click-Thru Rate"
Clicks / Impressions
Helps us measure how customers are engaging with ads (if the objective is to take action)

CPC | "Cost Per Click"
Ad Spend / # of Clicks
Helps us measure how much we're spending per engagement (if the objective is to take action)

Advertising Bidding Strategies

PPC | "Pay Per Click"
An ad bidding strategy in which we're only charged when someone clicks the ad, no matter how many impressions the ad receives.

CPM | "Cost Per 1,000 Impressions"
An ad bidding strategy used when we want lots of people to see the ad and are less concerned with immediate action (seeking brand awareness).

Common Types of Digital Ads

TEXT ADS
Displayed in search engines when a user types in a search phrase.
Commonly Used Ad Platform: Google Search (Formerly AdWords)

DISPLAY ADS
Image or video-based ads that show up on websites (like weather.com) that allow advertising slots.
Commonly Used Ad Platform: Google Display Network

SOCIAL ADS
Ads (image or video) that are displayed on specific social media platforms.
Commonly Used Ad Platforms: Facebook, Instagram, Pinterest, LinkedIn

RETARGETING ADS
Ads directed to people who have visited a website or specific page but have not taken a desired action.
Commonly Used Ad Platforms: Google Display, Facebook

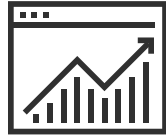# Website Analytics Terminology

Website Terminology

USERS
Number of visitors who have engaged with your site during a specific time period.
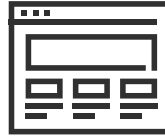
NEW USERS
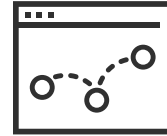Number of first-time users during the selected time range.

PAGEVIEWS
Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

SESSIONS
A session is a period of time a user is actively engaged with your site. If a user visits multiple times during a date range, the multiple visits are tracked as separate sessions.

BOUNCE RATE
The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

Traffic Source, or Source

Every referral to a website has a "source," or a place of origin that brought them to your website. Here are a few common sources that may appear in your report:

{DIRECT) / (NONE)
A user came to your site by typing your URL directly into their browser or clicking on a link from an email, PDF, or saved bookmark (unless the link is tagged by a marketer to track the activity).

GOOGLE, FACEBOOK, IFS, KEAP, MAILCHIMP, ETC.
A user who came to your site from a specific website, email marketing tool, or social media platform.

NOT SET
When "not set" shows, it means Google Analytics cannot trace the arrival information of that user. It can mean there is a redirect in the URL or manually tagged URLs are missing a parameter.

Medium

Mediums are categories that describe the kind of traffic coming to your website. They are paired with source by a slash - the source is the actual location from which your traffic originated, and the medium is the type of traffic, so in the example of Google / organic, we can deduce that a user performed an organic (medium) search on Google (source) that brought them to your website.

ORGANIC
Traffic to the site through a search engine through the unpaid search results

REFERRAL
Traffic to the site from another website

SOCIAL / POST
Traffic to the site from a social media post (unpaid)

PAID / CPC /PPC
Traffic to the site from a paid ad

Still have questions? Contact a project manager or reach out to Spire directly! We're here to help you with all of your digital marketing needs.

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