



WHAT DO MY DIGITAL RESULTS MEAN?

Now that you've got a handle on digital advertising jargon (check out Stuff's making sense of it all resource) the next step is to understand the results you're getting. Here's some pointers on the terms used, to give you the best idea of how you're tracking.

ANALYTICS

The data that is captured when someone visits your website. How long are they on your site, where do they come from, what pages perform better than others? Analytics allow you to analyse trends and take action to improve site performance or better inform your marketing decisions.

COST PER CLICK (CPC)

Purchasing online advertising where you only pay for the number of times your advertisement is clicked, not on the number of times it is displayed.

COST PER THOUSAND

Purchasing online advertising based on the number of impressions, purchased in lots of 1000 (hence the Roman numeral M, in CPM). If the advertising rate has a \$20 CPM, purchasing 100,000 impressions will cost \$2,000. This is a guaranteed purchase where you know your ad will be displayed a set number of times.

CONVERSION RATE

The percentage of visitors to your website that complete a desired action. If 200 people clicked the link in your email and 10 people bought your widget, you have a 5% conversion rate. High conversion rates are driven by successful marketing and web design. Low conversion rates mean one of two things - either people don't want what you are offering or it's too difficult for them to get it!

ENGAGEMENT RATE

Often used on Social Media. How many of the people who saw your content, interacted with it, ie: liked, shared or commented. Do more of the content that your audience finds engaging and less of the content they scroll passed.

LANDING PAGE

A web page that has been specifically designed to receive and convert traffic from an online marketing campaign in a particular way, for a particular reason. This could be to make a purchase, complete a form, subscribe to a newsletter or email list or register for an event.

MOBILE OPTIMISATION

The process of adjusting your website content to ensure that visitors that access your site from mobile devices have an experience customised to their device. Optimised content flows easily when your site is displayed on your desktop and mobile. Generally around two-thirds of website traffic is displayed on mobile phones and that is only going to grow as mobile devices and connections continue to develop, so ensuring your site looks great on a mobile screen is vital.

NATIVE ADVERTISING

This is paid advertising that matches the look and feel of the format they appear on. They are often found in social media feeds, as "Recommended Content" on web pages, advertorial feature articles in the newspaper or Sponsored Content stories online. They are an effective way to tell your story, when it is deeper than what can be told in a standard display ad. They are more effective when they do have some value for the reader and at all costs avoid "click-bait" style headlines. You'll do negative damage to your brand with the consumer leaving feeling duped.

SHARE OF VOICE (SOV)

A calculation of your share of advertising compared to all your competitors. So if there are four advertisers on a webpage, each has a 25% share of voice.