



# MAKING SENSE OF IT ALL

Ever had that moment where someone says a whole bunch of technical words that you don't understand at all, but you smile and nod anyway?

Digital marketing and advertising are full of such terms, so here's a handy guide of our favourites, demystified for you.

## A/B TESTING

The process of comparing two variations to determine which performs best in order to help improve marketing efforts. This could be in email marketing (different subject lines), calls-to-action (different colours or phrases) or digital advertising (different ad creative) and reviewing which performs the best.

## BOUNCE RATE

The number of people who land on a page of your website and leave without clicking on anything or visiting another page on your site. A high website bounce rate means not a lot of visitors are staying on your site long enough to read your content or buy what you are selling. Email bounce rates also refer to the rate at which an email was unable to be delivered to a recipient's inbox.

## CLICK-THROUGH RATE (CTR)

This represents the number of times someone clicks on your ad, as a percentage of the total number of times it was displayed. If you ad was displayed 10,000 times and 1000 people clicked to find out more, this generated a CTR of 0.1%.

## CALL TO ACTION

Words or phrases used in your advertising to encourage consumers to take action. What do you want the person viewing your advertising to do? Visit your website? Call you? The clearer this is, the more likely this action will occur.

## DEMOGRAPHICS

A means of profiling your current or potential market, e.g. age, gender, household income, family or occupation. You can't be all things to all people so, within reason targeting a segment of the population that is more likely to respond to your offer, product or service should result in higher return on investment.

## GEO-TARGETING

This is used in online digital advertising to target visitors in a certain geographic location. Why pay for your message to be shown to Aucklanders if you can't sell/deliver to them? Geo-targeting allows you to remove wastage from your advertising budget.

## IMPRESSION

When an advertisement or any other form of digital media shows on a visitor's screen.

## RE-MARKETING

Ever visited a website and then somehow the only online advertising you see afterwards is for that website? That's re-marketing. It allows you to connect with people who previously interacted with your website or mobile app, helping you increase your brand awareness to an audience that has an obvious interest in your product or service.

## SEARCH ENGINE OPTIMISATION (SEO)

The process of optimising your website to increase the quality (good) and quantity (even better) of the visitors to your site.

## UNIQUE VISITOR (UV)

Describes a person who visits a website at least once within the reporting period. Each visitor is only counted once during the reporting period, so if a user's computer or phone's IP address accesses the site multiple times, it would only count as one visitor. Unique visitors tells you the total number of individuals you have visiting your site per day, week or month.

Knowing the terminology is handy. But, knowing your business, your point of difference, your customers and what they love about you is even better.