

WHAT THE H*LL ARE YOU TALKING ABOUT?

MARKETING SERVICES CAPABILITIES DICTIONARY

Digital Advertising and Targeting Tactics

TERM	DEFINITION
Geofencing	Within a space, we collect the people in a certain area at a certain time and then retarget them with DIGITAL and SOCIAL ads during the event and again later on. You can add additional layers for more specialized targeting as well.
Geotargeting	You can select regions down to zip code areas to target specific people within that region, used within social and digital platforms.
Programmatic Digital	Targeted digital ads through layered data points that show up wherever the user is. Focused on placing ads based on where the user goes on the internet.
Contextual Ads	Digital ads placed within web-based content selected based on our understanding of the targeted audience and what they are looking for or reading.
Search Targeting	Using keywords that the audience would use to target digital ads to them based on those search words.
SEM	Search Engine Marketing are paid placements like Google Ads that show up based on selected words, URLs, or other set search parameters based on audience understanding.
SEO	Search Engine Optimization is used to achieve a higher ranking and show up earlier on search pages such as Google or Bing. Search engine tags, metadata, and other keywords can be placed in and on the development side of a website to reach more search criteria and increase search status.
Digital Ad	This is a static (non-moving), video, or animated (HTML or GIF) ad placed within websites for targeted audiences.
Retargeting	Tracking audience engagement by their clicks to send them additional aligned content later.
Pixels	Placed tracking links on buttons or other clickable content that report user actions for metrics and follow-up (retargeting).
Firing	When pixels are placed for tracking, this means they are accurately working.

Web Analytics & Digital Traffic Metrics

TERM	DEFINITION
Impressions	Number of unique views on an ad.
Click-Through Rate (CTR)	Number of users who clicked on an ad divided by the total number of impressions.
Sessions	Total number of sessions within the date range. A session is the period of time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, etc.) are associated with a session.
Sessions Per User	The average number of sessions per user.
Pageviews	The total number of pages viewed.
Pages Per Session	Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
Session Duration	The average length of a session spent browsing the site.
Bounce Rate	The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 10 seconds.
Google Analytics	Behind-the-scenes tracker of audience data geography, originating source, times of use, length of use, content consumed, etc.
URL	The address or domain that you type in to arrive at a website or other online asset.
Domain	The URL that you type in to arrive at a website or other online asset.
Hosting	This is the provider that keeps your website inside their database.
Vanity URL	A unique and personalized URL used often in specific campaigns to drive awareness based on the URL used.
Forward	A way of automatically sending people from one web asset to another by using the domain provider's tools.
CMS	A Content Management System is the platform on which the web asset is built—WordPress is one example.
Web Builder	Builders are used within a CMS to provide structure and easy-to-use components on a website, avoiding full coding to achieve a website.
API	Essentially a connection, the Application Programming Interface is the go-between for two web assets that allows them to connect/interconnect.
Embed	Embedded code in a website or other online asset will pull information from the original source and place it in the designated spot on the receiving asset.

Business, Strategy & Performance Metrics

TERM	DEFINITION
KPIs	Key Performance Indicators—used to set goals for specific success measurements.
Conversion Rate	The number of actions that took place—form fill-outs, downloads, etc.—compared to total targeted audience members.
CPA	Cost Per Acquisition is the cost to capture the desired audience engagement click, lead generation, or even a sale.
OUS	Outside the United States.
SOW	Scope of Work.
AOR	Agency of Record.
Funnel	The flow of a potential customer, for example: from awareness to interest, interest to trial, trial to purchase, and purchase to loyalty.
Sentiment Scores	Based on customer impressions and feedback via media channels, a metric demonstrating the temperature of the audience: positive, negative, or neutral.
Net Media Impact	A summary of all media pickup and what the value of earned media connections would be if the same placements were paid for.

Brand Architecture & Messaging

TERM	DEFINITION
Value Proposition	A summary of what problem you're solving and why you're better or different at solving it for your target customer.
Positioning Statement	An internal summary of what problem you're solving and for whom, why you're better at it, and why your target customer should agree.
Brand Attributes	The core principles, values, or identifying characteristics of your brand and how it is—or is desired to be—known by customers and employees alike.
Brand Essence	The authentic and central core of your brand—how you act, feel, and want to be perceived.
Brand Archetype	The personality characteristics of your brand aligned with Carl Jung's definitions.
Brand Personality	How your brand would be perceived if it were human. The traits you would be—or desire to be—known for.
Key Message	The central and repeatable statement of what you provide to customers in a single and simple statement.
Message Hierarchy	A matrix of key, secondary, tertiary, and supporting statements that deliver the full scope of what you want to communicate to your targets.
Supporting Message	A secondary or tertiary message that delivers on key points that are important, but not as critical as your key message.

Target Audience	Your key customer or potential customer with outlined demographic and psycho-graphic details.
Secondary Audience	The second most important target customer you want to communicate with.

Creative & Campaign Execution

TERM	DEFINITION
Concepting	New creative based on potential campaign directions derived from the provided creative brief. Ideas to discuss and progress into a full campaign.
Brand Guide	A comprehensive summary of the brand, including target customer, market dynamics, messaging, brand attributes, positioning, logos, fonts, photography, and other brand design elements.
Style Guide	A visual summary of how the brand should be implemented, including fonts, colors, photography, logo use, and other brand visual elements.
Creative Brief	A documented summary of what is needed to move a campaign or project forward with intentional alignment between the creative agency and the client partner.