

Digital Definitions 101



Understanding key digital terms and metrics is the first step to assessing the performance of your digital marketing initiatives. Some definitions or terms may vary slightly by platform. This list provides an overview of commonly used metrics.

Acquisition: Acquiring new customers/visitors/leads

Ad Spend: Total amount of money you spent on advertising over a given period of time

Bounce Rate (email): Percentage of emails that were not delivered

Bounce Rate (website): Frequency of users landing on your page and leaving without engaging or interacting with your content

Call to Action (CTA): The action you want your audience to take. Ex. call now, sign up, learn more, etc.

Clicks: The number of times your content was clicked (people may click it more than once)

Click-Through Rate (CTR): The number of clicks divided by impressions

Conversion: A unique user from your audience completes a desired goal

Conversion Rate: Total number of conversions divided by the total number of people who viewed your content

Conversion Rate Ranking: How an ad's expected conversion rate compares to ads with the same optimization goal competing for the same audience

Cost Per Result: Otherwise called cost per click – the amount you pay for each unique click on your content

CPM: Cost per 1,000 impressions

Engagement: All the ways someone interacts with your content

Engagement Rate: The number of times the audience interacted with your content (paid and free clicks divided by total impressions)

Engagement Rate Ranking: How an ad's expected engagement rate compares to ads competing for the same audience

Frequency: The number of times a person sees your content

Impressions: The number of times the content was displayed to a user no matter if it was clicked or not

Interactions: The number of likes, reactions and comments for your published posts

KPI: Key performance indicators - metrics used to determine performance over time

Lead: A potential customer

Likes: The number of people who liked your content

Open Rate: The number of subscribers who opened your content - typically used for email

Quality Ranking: The overall performance of the ad based upon content quality, correct formatting, engagement, targeting, etc.

Reach: The number of people who saw your content (some people see it more than once)

Reactions: A form of engagement on social media that includes emoji reactions to a post

Sessions: Average number of pages viewed from all users on your website

Sentiment: Percentage of overall brand mentions that are positive, neutral and/or negative in sentiment

Shares: The number of people who shared your content

Time on Page: How long users stay on a specific page of your website

Traffic: Number of visitors to your website

Unique Link Clicks: The number of unique individuals who clicked on your content's link to get more information - only one number is recorded per user

Visits: Total number of times a visitor navigates to a website



Different metrics matter for different reasons. To measure digital performance, it is important to understand how they fit together. Contact us to learn how we can help you better understand the performance of your digital marketing efforts and take that information to create campaigns that are effective in reaching your intended audiences.