<div align="center">**Octopi Analytics - GLOSSARY**</div>

We understand there may be a few words or concepts in this assessment that you haven't heard of before. We will provide great training on these topics upon hire. For now, please reference the Glossary below to support your work in the assessment.

- **Media Mix:**
    - A media mix is the blend of media channels & subchannels that the company uses to get it's messaging across to customers
- **Media Channels are categorized by the type of platform where ads are placed.**
    - Paid Search = Any ads you see on search engines (Google, Bing, Yahoo, etc)
    - Paid Social = Any ads you see on social media sites (Facebook, Instagram, Pinterest, etc)
- **A subchannel is a specific category within the broader channel.**
    - **For Paid Search**, we're leveraging brand vs non-brand. This refers to whether the customer searched using specific brand or generic terms (ex: Nike shoes vs. running shoes)
    - **For Paid Social,** we're leveraging the purpose of the ad - Acquisition, Retention, Retargeting, and Reactivation.
        - Acquisition = An ad working to gain new customers.
        - Retention = Ad working to retain active current customers.
        - Retargeting = Ad working to recapture potential leads that may have left your site without making a purchase
        - Reactivating = Ad working to help old customers (who haven't purchased in a while) purchase again.
- **Media Spend** refers to the amount of money spent on advertising.
    - What does it mean to keep media spend flat? You have the same budget to use this year as you did in the year prior
- **An impression** is counted each time a user sees your ad.
- **Orders** are counted each time a customer makes a purchase
- **Clicks** are counted each time a user clicks on your ad
- **Revenue** is the amount of money generated from purchases.
- **New customers**: Those who are purchasing from the company for the very first time.
- **Existing customers**: Those who are currently purchasing from the company
- **KPIs: Key Performance Indicators – The primary indicators of progress toward a goal**
    - **CPC**: Cost per Click - how much company's pay for the ads, based on the number of clicks the ad receives
    - **CPO**: Cost per order – Cost incurred by the company by a customer making a purchase
    - **AOV**: Average order value - average amount spent by customers per transaction
    - **ROAS**: Return on ad spend - amount of revenue that is earned for every dollar spent on a campaign.