

Moving targets: Adjusting media and performance goals

Performing and analyzing results from A/B tests

What does a successful marketing campaign achieve?

Review: Measure the success of marketing campaigns

Video: Wrap-up  
1 min

Reading: Glossary terms from week 3  
20 min

Quiz: Weekly challenge 3  
10 questions

## Glossary terms from week 3

### Terms and definitions from Course 5, Week 3

**Confidence interval:** The range of possible values after accounting for the margin of error

**Confidence level:** How likely an experiment's range of results would contain all results if the test ran longer; most researchers select a 95% confidence level

**Continuous metrics:** Metrics that are measured and change over time

**Customer acquisition cost (CAC):** The average cost of acquiring a paying customer

**Customer lifetime value (LTV or CLV):** The average revenue generated per customer over a certain period of time

**Discrete metrics:** Metrics that have specific values, can be counted, or are binary—like on/off or true/false settings

**Lifetime ROAS:** The result of multiplying the number of new customers by the total LTV and dividing the result by the ad spend

**LTV to CAC ratio:** The total LTV (total lifetime value) divided by CAC (customer acquisition cost)

**Margin of error:** The statistically-calculated difference between a test result and the theoretical result that could have come from a test with a lot more users

**Marketing mix models:** Statistical models advertisers use to predict the effectiveness and ROI of an advertising spend

**Marketing return on investment (ROI):** A metric calculated by subtracting the marketing cost from the total sales growth and dividing the result by the marketing cost

**Media mix models:** (refer to **marketing mix models**)

**Multivariable testing:** (refer to **multivariate testing**)

**Multivariate testing:** A method of testing where two or more versions of content with several differing variables are compared to determine which combination yields better results

**Predicted lifetime value (pLTV):** The predicted revenue generated by customers over a period of time that includes the future

**Redirect testing:** A method of testing where two ads or webpages with different URLs are tested against each other to determine which yields better results

**Return on investment (ROI):** A ratio of net income (money made) to investment (money spent)

**Statistical significance:** A determination of whether a test result could be due to random chance or not

**Total LTV:** The average revenue generated per customer over a period of time that includes the past to the present

**Variants:** Different versions of the same content served to users during an A/B test

### Terms and their definitions from previous module(s)

#### A

**A/B testing:** A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

**Artificial intelligence (AI):** A field developing intelligent machines and software that simulate human thought or work

**Attribution:** Assigns credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion

**Attribution project:** Organization for macro and micro conversions in Google Analytics

**Autonomous marketing:** Uses real-time analytics to automate marketing activities

**Average order value (AOV):** The sum of individual order amounts divided by the number of orders

#### B

**Big data:** A field in analytics that systematically mines and extracts information from very large datasets for insights

**Bucket testing:** (refer to **A/B testing**)

**Budget spend:** How much is allocated to or spent on a campaign

**Business goal:** A desired aim, achievement, or outcome for a business

#### C

**Conversion paths:** A feature in Google Analytics that enables a marketer to view the first and last touchpoints before conversion and touchpoints in between

**Comma-separated values (CSV):** A file format in which a comma is placed between each data value in the file

**Cookie:** A small file saved on computers to store user preferences and other information

**Cost per acquisition (CPA):** The average cost of acquiring a potential customer

**Cost per click (CPC):** The amount a marketer pays when someone clicks on their ad

**Cross-channel attribution:** A model in Google Analytics that attributes a percentage of a conversion to all advertising channels with touchpoints

**Customer acquisition:** The process of gaining new customers

#### D

**Data-driven attribution:** A model in Google Analytics that uses an account's historical data to calculate the percentage of a conversion to attribute to each channel

**Dimensions:** Attributes or characteristics of an event that determine the metrics collected in Google Analytics

**Duration:** How long a campaign will run

#### E

**Event:** An activity that causes data collection to occur in Google Analytics

#### F

**Federated Learning of Cohorts (FLoC):** Grouping people together when they have similar browsing characteristics without the use of a unique identifier per browser; may be used for internet-based advertising which is an alternative to using cookies

**Flight:** (refer to **duration**)

#### I

**Incremental sales:** The sales during a period of time that are above and beyond what a business normally sells in that timeframe

#### K

**Key performance indicator (KPI):** A measurement used to gauge how successful a business is in its effort to reach a business or marketing goal

#### L

**Lifetime value (LTV):** The average revenue generated by customers over a certain period of time

#### M

**Macro conversion:** A completed purchase transaction

**Marketing goal:** An objective in a marketing plan or strategy that supports a business goal

**Media mix:** A combination of digital channels marketers use to reach their goals and how they divide their budget among them

**Media plan:** Contains details about where, when, and how often an ad will appear across all media channels

**Metric:** A quantifiable measurement that is used to track and assess a business objective

**Micro conversion:** A completed response that indicates a user is moving toward a completed purchase transaction

#### P

**Performance goal:** A target that has a measurable, numeric value

**Personalized advertising:** A type of advertising that relies on user interest or behavior data to determine the right audience for ads

**Predictive analytics:** Uses historical data to predict what might happen

**Property:** A website, mobile application, or web page that is associated with a unique measurement ID in Google Analytics to enable metrics collection

#### R

**Real-time analytics:** Monitors immediate data for insights to respond to events more quickly

**Remarketing:** A strategy in which a marketer uses paid ads to target customers who have visited a website, app, or social media profile

**Return on ad spend (ROAS):** How much revenue is gained versus how much was spent

#### S

**Segment:** A subset of analytics data that features a common characteristic; examples are a user segment, an event segment, or a session segment

**Smart campaign:** A Google Ads feature that enables a marketer to advertise on Google Search, Google Maps, Gmail, YouTube, and certain Google partner websites without having a dedicated website

**Split testing:** (refer to **A/B testing**)

#### T

**Tag management system (TMS):** Enables the deployment and management of many tags for multiple advertising platforms and systems in a simple and centralized way

**Target audience:** The group of people most likely to purchase a company's products

**Third-party cookies:** Cookies that aren't developed and distributed by a website's owner but are distributed through third-party tools

#### U

**UTM:** A text tag added to a URL to help monitor that content

#### V

**Variables:** Refers to the segments, dimensions, and metrics configured in a Google Analytics account

Mark as completed

