

Measure marketing performance success

Use data insights to improve a strategy

Pursue your new career

Review: Measure marketing performance success

Video: Wrap-up

59 sec

Reading: Glossary terms from week 4

20 min

Quiz: Weekly challenge 4

10 questions

Course review: Foundations of Digital Marketing & E-Commerce

Glossary terms from week 4

Terms and definitions from Course 1, Week 4

- Attribution:** Determining which content and channels are responsible for generating leads, conversions, or sign-ups
- Change management:** Methods, practices, approaches, and processes that organizations take to ensure changes are implemented smoothly
- Customer lifetime value (LTV or CLV):** The average revenue generated per customer over a certain period of time
- Data:** A collection of facts or information
- Data analysis:** Examining data to draw conclusions, make predictions, and drive informed decision-making
- Data analytics:** Monitoring and evaluating data to gain actionable insights
- Data anonymization:** Techniques to mask or remove personal information from data to protect the identities of people
- Data bias:** Human error that skews data collection or interpretation of data in a certain direction
- Data-driven attribution:** Measures customer engagement with marketing content across channels to understand what is motivating them to take action
- Data ethics:** The study and evaluation of moral challenges related to data collection and analysis
- Data privacy:** Rights of individuals under the law to control how their personal information is collected, processed, shared, archived, and deleted
- Data pulling:** Collecting data from analytics tools and putting it in a spreadsheet or database
- Data reporting:** Organizing and summarizing data to track performance across marketing and sales efforts
- Data storytelling:** Conveying data insights to a specific audience using a clear and compelling narrative
- Data visualizations:** Graphical representations of data that convey information
- First click attribution:** Assigns all the credit to the first touchpoint that eventually leads to a conversion
- Key performance indicator (KPI):** A measurement used to gauge how successful a business is in its effort to reach a business or marketing goal
- Last click attribution:** Assigns all the credit to the last known touchpoint before conversion
- Linear attribution:** Assigns equal credit to each touchpoint along the customer journey
- Performance marketing:** The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies
- Performance reporting:** (refer to **data reporting**)
- Personally identifiable information (PII):** Information that could be used to directly identify, contact, or locate an individual
- Return on ad spend (ROAS):** How much revenue is gained versus how much was spent

Terms and their definitions from previous module(s)

- A**
- Ad extension:** A Google Ads feature that shows additional information about the business
- Agency:** An outside partner that fulfills a company's digital marketing and advertising needs
- Awareness stage:** The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service
- B**
- Brand:** How a business or organization is perceived by the public
- Brand equity:** The value consumers attribute to one brand's offerings when compared with similar products from another brand
- Brand safety:** Keeping a brand's reputation safe when they advertise online
- Business goal:** A desired aim, achievement, or outcome for a business
- Business-to-business (B2B):** Refers to when businesses sell products or services to other businesses (when businesses purchase from each other)
- Business-to-consumer (B2C):** Refers to when businesses sell products or services to consumers (when consumers purchase from businesses)
- C**
- Consideration stage:** The second stage of the marketing funnel, when a potential customer's interest builds for a product or service
- Consumer-to-business (C2B):** Refers to when individuals (consumers) sell products or services to businesses (when businesses purchase from consumers)
- Consumer-to-consumer (C2C):** Refers to when individuals (consumers) sell products or services to other consumers (when consumers purchase from each other)
- Content marketing:** A marketing technique that focuses on creating and distributing valuable content to a specific audience
- Conversion:** The completion of an activity that contributes to the success of a business
- Conversion rate:** The percentage of users or website visitors who completed a desired action, such as clicking on a link in an email or purchasing a product
- Conversion stage:** The third stage of the marketing funnel, when marketers capitalize on the interest people have already shown
- Cost per click (CPC):** The amount an advertiser pays when someone clicks on a PPC ad
- Customer journey:** The path customers take from learning about a product, to getting questions answered, to making a purchase
- Customer journey map:** A visualization of the touchpoints a typical customer encounters along their purchase journey
- Customer persona:** Represents a group of similar people in a desirable audience
- D**
- Digital channel:** Any communication method or platform a business can use to reach their target audience online
- Digital marketing:** The practice of reaching consumers online through digital channels with the aim of turning them into customers
- Display ad:** A visual ad format placed on websites or applications
- E**
- Earned media:** Positive digital exposure generated through personal or public recommendations
- E-commerce:** The buying and selling of goods or services using the internet
- Email marketing:** Sending messages to a list of existing subscribers to share information, drive sales, or create community
- Engagement marketing:** (refer to **experiential marketing**)
- Experiential marketing:** The process of encouraging consumers to not only purchase a brand or product, but to experience it
- F**
- Frequency:** How many times an individual encounters an ad
- I**
- Impressions:** The total number of times an ad appears on people's screens
- Inclusive marketing:** The practice of improving representation and belonging within the marketing and advertising materials that an organization creates
- Influencer marketing:** The process of enlisting influential people to endorse or mention a brand or product to their followers on social media
- In-house:** Within a single company
- K**
- Keyword:** A search term people use to find information, products, and services online
- L**
- Lead:** A potential customer who has interacted with a brand and shared personal information, like an email address
- Local search:** A search query that generates local-based search results
- Local SEO:** Optimizing content so that it displays in Google's local search algorithms
- Loyalty stage:** The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates
- M**
- Marketing funnel:** A visual representation of the process through which people go from learning about a brand to becoming loyal customers
- Media mix:** A combination of digital channels used to reach goals and how the budget is divided among them
- O**
- Omnichannel:** The integration or synchronization of content on multiple channels
- Owned media:** All the digital content a brand fully controls
- P**
- Paid media:** Any form of digital promotion a brand pays to put online
- Pain points:** The problems customers want to solve
- Pay-per-click (PPC):** A type of advertising that allows the advertiser to pay only when someone clicks on an ad link
- R**
- Reach:** The total number of unique individuals who encounter an ad across their different devices
- S**
- Search engine marketing (SEM):** Generating traffic to a website through paid ads that appear in search engine results
- Search engine optimization (SEO):** The process of increasing the visibility of website pages on search engines to attract more relevant traffic
- Search engine results pages (SERPs):** The pages of results a search engine produces when someone performs a search
- Segmentation:** Dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history
- Social media marketing:** The process of creating content for different social media platforms to drive engagement and promote a business or product
- T**
- Target audience:** The group of people most likely to purchase a company's products
- Touchpoint:** Any interaction a customer has with a brand during their purchase journey
- Transferable skills:** Skills from other areas that can help someone progress in a career in marketing
- Mark as completed**

