



# Introduction to Digital Analytics

A stylized illustration of a whiteboard on a dark blue stand against a green background. The whiteboard is filled with various data visualization icons: a blue bar chart, a red and yellow line graph, a bar chart with a downward arrow, two pie charts, a red bar chart, a red bar chart with a blue dot legend, a red bar chart, a pie chart, and a yellow square. The whiteboard is tilted slightly to the right.

## Why We Rely on Digital Analytics

Key data points and performance metrics often provide an advertiser with valuable insight when breaking down whether a digital advertising campaign is successful in creating brand awareness and/or converting people into customers.

Is a digital advertising campaign succeeding where it needs to? Most of the time the answer can be found in the numbers.

Let's take a look at the metrics you're going to hear people talking about and that you should focus on.

# Common Metrics and Terms

# Analytics

Performance metrics associated with a digital advertising campaign

➔ Campaign analytics are available for all digital advertising products

# Budget

The amount of money that an advertiser is committing to an ad campaign

➔ The budget includes all money that is put toward running a campaign

# Click

Recorded when a user interacts with an ad by clicking on it

➔ This is an important metric that is used to analyze user engagement within a campaign

# CPM (Cost Per Thousand)

The amount an advertiser pays per one thousand impressions served

➔ **Tip:** To calculate CPM, divide total cost of impressions by total impressions, then multiply by 1,000  
**Example:** The budget is \$10,000 and the campaign receives 500,000 impressions, the CPM is \$20



## CTR (Click-Through Rate)

The ratio of users who click on an advertisement to the total number of users who are served the ad



**Tip:** To figure out the CTR, divide the number of clicks an ad receives by the total impressions **Example:** If a campaign receives 5 clicks on 10,000 impressions, the CTR is .05%

## Flight

Refers to the start and end dates of a digital advertising campaign



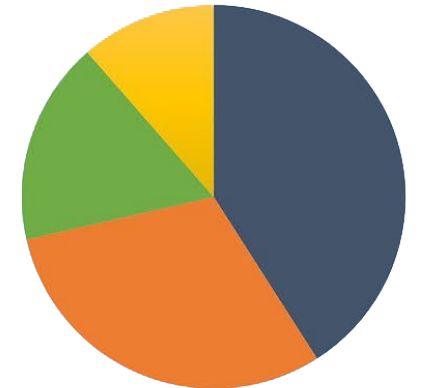
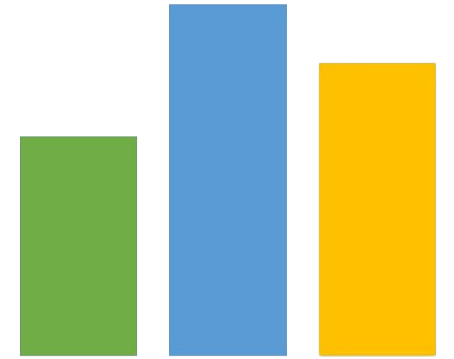
The flight can be adjusted before the campaign launches or while it is running

## Impression

Recorded each time a digital advertisement is served to a website or application



Impressions are an important indication of whether a campaign is reaching the desired amount of people online



## KPI (Key Performance Indicator)

A KPI describes an analytic that is important to a campaign's success



A metric that demonstrates the effectiveness of a digital advertising campaign and whether it is meeting certain goals

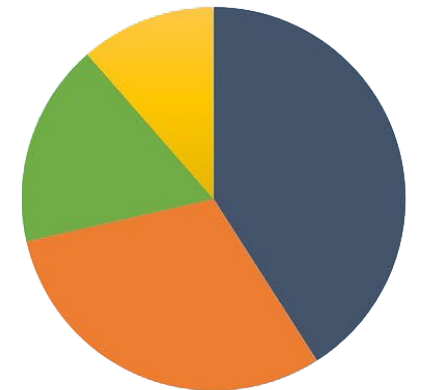
## ROI (Return on Investment)

While this is the ratio between net profit and the amount of money spent on a campaign, this term is also used to discuss gain vs. amount of resources put forth

**Example:** A local hardware store spends \$2,000, and a lot of time, producing a video for a campaign aimed at letting people know about its annual sale on power tools.



The store owner, Ned, takes a risk by committing this much money toward creating a video ad, but the store ends up pulling in twice as many customers as the previous year and sells \$25,000 worth of merchandise. Ned is glad that he invested the time and money in the ad campaign. In this case, Ned's ROI is very high.



# Display, Geofencing and Video

## Baseline Rate

Ratio of users who visited websites where a campaign's ad was served, these users were not served an ad, but they visited the advertiser's website within 30 days

➔ Like exposed rate, this metric is available with display and video analytics

## Exposed Rate

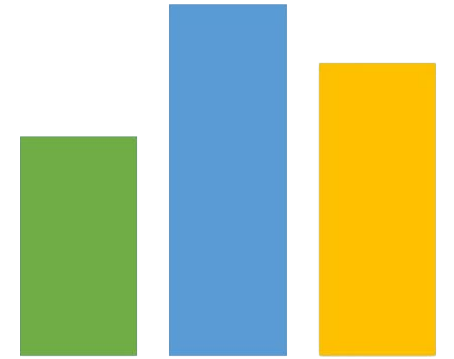
Ratio of users who visited websites where a campaign's ad was served, were served an ad and then they visited the advertiser's website within 30 days

➔ This metric is available with display and video analytics

## Lift Trend

A monthly breakdown of display lift, baseline rate and exposed rate

➔ Looking at the lift trend graph can reveal whether a display or video advertisement is relaying the campaign message to people in an impactful way





## Completion

Occurs when a user watches a video advertisement from start to finish



This metric is associated with video advertising campaigns and shows whether the ad is holding a viewer's attention

## Completion Rate

Percentage of users who are watching a video advertisement from start to finish



As an extension of completion, completion rate looks at the percentage of people who are served a video ad and are interested enough in the content to watch the entire video

## Digital Lift

How many times more likely a user who sees an ad is to visit the advertiser's website than a user who does not see the ad



Available with display and video analytics, digital lift can be a defining metric as it shows how impactful an advertisement is with users who see the campaign



## Engagements

The number of visits an ad produces plus total ad interactions



This metric provides insight into how often users are interacting with an advertisement

## Frequency

The amount of times a single user is served an advertisement



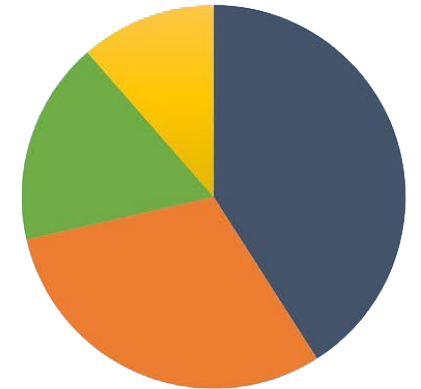
This analytic looks at the amount of times an ad is served to a targeted user

## Hover

When a user moves their cursor or mouse over a digital advertisement



Available as a display analytic, a hover indicates that a user is showing interest in an advertisement by briefly interacting with it



## Radius

Area around a geofenced location where users are targeted on devices with location services enabled



Setting up a radius that includes enough qualified customers in the targeted area is critical to creating impressions and encouraging user interactions with a location-based advertisement

## Reach

The number of individual users who are served an advertisement



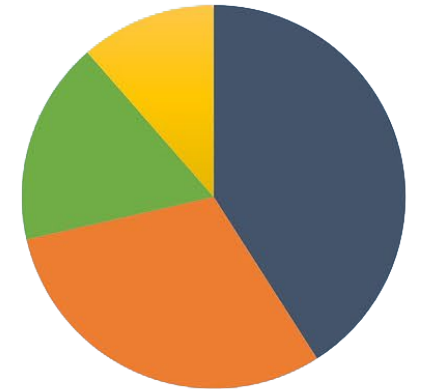
Reach is an indication of how many unique users are served an ad

## Retargeting Clicks

Number of clicks generated by retargeting users who were previously shown the same ad



Retargeting clicks lets an advertiser know if the retargeting portion of a campaign is generating user engagement



## Retargeting Click Rate

Rate of clicks on an ad that has been re-served to users who were previously shown the same ad



Retargeting click rate shows the percentage of retargeted users who are interacting with the campaign and provides information relating to the effectiveness of retargeting efforts

## Retargeting Impressions

Number of impressions served through retargeting an ad to users who were previously shown the same ad



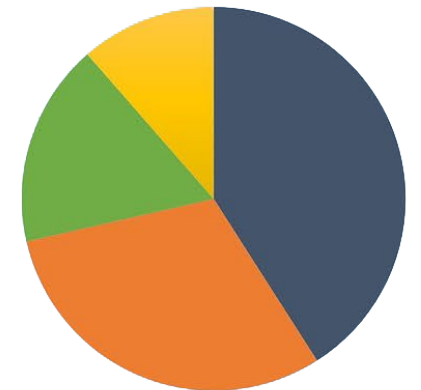
Retargeting impressions is a valuable metric when looking at whether a campaign is creating brand awareness

## View-Through

Recorded when a user is served an advertisement, does not click on the ad, but does visit the advertiser's website



The number of view-throughs indicates whether the campaign is enticing people to visit an advertiser's website



## View-Through Rate

The ratio of post-impression visits by users on the advertiser's website to the total number of impressions



As an extension of a view-through, the view-through rate displays the ratio of people who are intrigued by the campaign and choose to go to the advertiser's website at a later time after viewing an ad

## Visits

This metric is calculated by adding clicks and view-throughs



Visits provides a clear look at how many users are ending up on the advertiser's website after seeing an ad



# SEM/Pay-Per-Click

## Absolute Top Impression

Percentage of ad impressions that are shown as the very first ad above organic search results



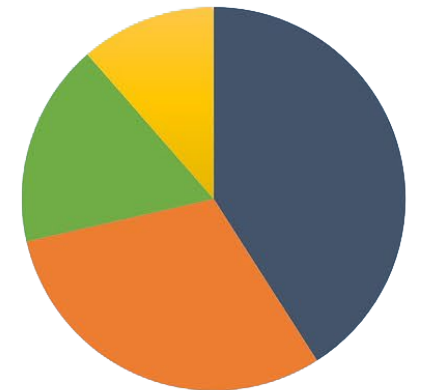
This analytic is available with SEM campaigns and indicates how often users see an ad as the absolute top result when entering keywords or search terms into an online search engine

## Top Impression

Percentage of ad impressions that are shown anywhere above organic search results



This analytic is available with SEM campaigns and indicates how often users see an ad as one of the top results when entering keywords or search terms into an online search engine



## Call

A call is a performance metric that is included with SEM. This is a voice call made by user when clicking on the advertisement's call extension button



The call extension button is usually located next to the advertiser's contact information when it appears in Google search results. A call is a performance metric that is included with SEM

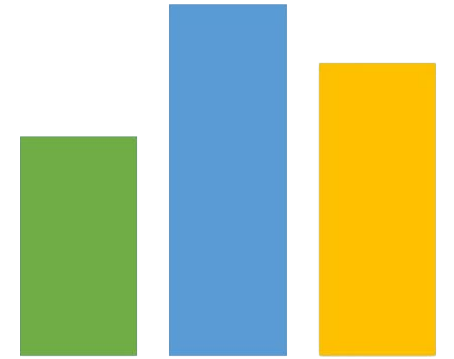
## Cost

Breakdown of the different devices that an ad was served on and how that affects the campaign budget



This metric is available with search engine marketing (SEM) campaigns

**Example:** A campaign delivered 10,000 impressions, 5,000 of those were served on mobile. In this case, 50% of the money allocated for impressions was spent on mobile.







**Thank you**  
for your time today.

If you have any questions, please  
don't hesitate to email us at:

[help@marketron.com](mailto:help@marketron.com)

