

e-Marketing Analytics Glossary

EMAIL

- **Open Rate** is the percentage of recipients who open an email you've sent. As long as either the images load in your email or a tracked link is clicked, the *open* will be recorded.
- **Bounce Rate** is the percentage of recipients who could not receive the email you sent (usually due to an invalid email address).
- **Click (Through) Rate** is the percentage of people who opened your email and clicked at least one of the embedded links.
- **Number of Opt-Outs** is a count of recipients who have opted to *unsubscribe* from your email list.

WEBSITE

- **Visitor** is any person who comes to your website. Website statistics often break down stats into separate categories for visitors and visits. A visit constitutes an amount of time that a visitor comes to your site. One visitor could make multiple visits to the same site.
- **Visit** and **Session** mean the same thing. It's the set of interactions by an individual visitor during a single span of time on the website. If the same user exits the website and comes back later, it's counted as a single *unique visitor* but two *visits* or *sessions*.
- **Visit Duration** is the length of time a *visitor* spent on your website during a single session.
- **Traffic** is used as an aggregate term for the set of *visits* or *visitors* to your website.
- **Pageviews** occur when a *visitor* visits one of the pages on your site. *Page views* do not take into consideration how many different people look at the pages on your site. This analytic only keeps track of how many pages were opened in an Internet Browser.
- **Entry Page** is the first page viewed in a visit.
- **Landing Page** is a page intended to identify the beginning of the user experience, such as the Home Page.
- **Exit Page** is the last page of the website viewed during a single session.

- **Exit Ratio** looks at the number of people who leave your website from a specific page.
- **Referrals** occur when another website directs a visitor to your website via a link. Referrals can be internal (from somewhere else on your webpage) or external (from another website). The website linked to yours is the **Referrer**. A **Search Referrer** is an external search engine, such as Goodsearch or Google.
- **Bounce Rate** is the percentage of *visitors* who exit your website after looking at only one page. It's calculated as the number of page views divided by the number of *entry pages*.
- **Click-Through** is a count of the number of times a link was actively clicked by a *visitor* in a single *session*.
- **Click-Through Rate (or Ratio or Percentage)** is the percentage of times a link was clicked by a *visitor* in a *session*. It's calculated as the number of *click-throughs* for a specific link divided the number of times that link was viewed.
- **Conversion** is the successful completion of a target action, such as signing up for a mailing list, making a purchase, sending an contact request, etc.

FACEBOOK

"**Total Reach**": The number of Unique Users who have seen any content associated with your FB Page.

"**Organic Reach**": The number of Unique Users who visited your Page, or saw your Page or one of its posts in a news feed or ticker. These can be people who have liked your Page and people who haven't.

"**Paid Reach**": The number of Unique Users who saw a sponsored (paid-for) story or ad pointing to your Page.

"**Viral Reach**": The number of Unique Users who saw your Page or one of its posts from a story shared by a friend. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location.

"**Total Post Reach**": The number of Unique Users who saw a post on your FB Page, either directly or in a newsfeed or ticker. Also called *Page Post Reach*.

"**Page Stories**": The total count of stories created by FB users about your Page.

"**Like**": An essential Facebook action that associates an individual user to another user's FB Page. The actionable option is shown on every FB Page as a "thumbs-up Icon.

“Fan”: A Facebook user who has *liked* your FB Page.

“Total Page Likes”: The number of unique users who have liked your page in the past 7 days or in a specified date span.

" Lifetime Total Likes": The total number of *Unique Users* who have *liked* your Page.

"Logged-in Page Views": The total count of *Page Views* of your Page from users logged into Facebook.

"Total Consumers": The number of *Unique Users* who clicked on any of your FB Page content. Clicks that create stories are included in "Other Clicks." Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included in the count.

"Page Consumption": The total number of clicks on any of your FB Page content. Clicks generating stories are included in "Other Clicks." Stories generated without an actual click on page content , such as *liking* the page in a *Timeline*, are not included.

“Page Stories”: The number of stories written about your page on another FB page.

"People Talking About This": The number of people sharing a story about your page, including *liking* your Page, posting to your Page's timeline, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, *mentioning* your Page, *tagging* your Page in a photo or *checking in* at your location.

"Page Engaged Users": The number of *Unique Users* who clicked on a link on your Page, *liked*, *mentioned* or created a story on their FB Page about content on your Page.

“Engagement Rate”: The percentage of unique users who saw a post on your Page and *liked*, shared, *mentioned*, or clicked on it.

"Total Impressions": The total number of times a *Unique User* saw your page posts or any content associated with your page in a news feed or ticker, impressions seen of. These impressions can be by people who have liked your Page and people who haven't. An impression can be Organic, Paid or Viral.

"Negative Feedback": The number of unique users who have unliked you page, hidden links, or reported your page as spam.

"Total Check-ins": A total count of *unique users* who responded to a FB invitation to an event within three hours of the event's start time.

“Logged-in Tab Views”: Tabs on your Page that were viewed when logged-in unique users visited your Page.

Tags: a feature in Power Editor that let you to organize your campaigns into groups.

Lists are a way to organize things on Facebook, such as your friends or the things you're interested in. You can use lists to filter the stories you see in your News Feed or post an update for specific people, like

your coworkers or friends who live near you.

Social Plugins: Tools that other websites can use to provide people with personalized and social experiences. When you interact with social plugins, you share your experiences off Facebook with your friends and others on Facebook.

Conversions: A conversion is an action that a person takes on your website such as checking out, registering, adding an item to the shopping cart, or viewing a particular page. Virtually any page on your website can represent a conversion, and you can create and add the conversion tracking code on any page of your website.

TWITTER

TWEET: A message posted via Twitter containing 140 characters or less. Also the action of creating a tweet.

RETWEET: You can pass along someone's Tweet by retweeting it. Just hit the Retweet button to send the original message to all of your followers.

FOLLOW: To *follow* someone on Twitter is to subscribe to their Tweets in your timeline. A *follower* is another Twitter user who has followed you. To stop following another Twitter user is to *unfollow* them. Once you do this, their Tweets no longer show up in your timeline.

FAVORITE: Similar to a 'like' on Facebook.

HASHTAG: Users often add the hashtag symbol (#) before words or phrases in their Tweets to categorize them for others or to organize conversations around a theme. Users can click on hashtags to see similarly-themed Tweets.

MENTION: Bring a Tweet to a user's attention by including their @username in a Tweet. This is called a mention and will appear to the @username you mentioned as well as to all of your followers. You can see who mentioned you in the mention section of your Twitter profile.

DM: A direct message that only you and the recipient can see. To DM someone, start your Tweet with DM, eg: "DM @joesmith234 what is your order number?"

TIMELINE: Your timeline is a list of real-time Tweets from the users you are following.

@REPLY: An @reply is a Tweet posted in reply to another user's message. This is usually done by clicking the "reply" button in their Tweet. @replies always begin with the "@" symbol, followed by the username.