

Digital Marketing Encyclopedia

Terms related to digital marketing and the related subjects regarding those terms are explained briefly in this .



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A/B Split Test

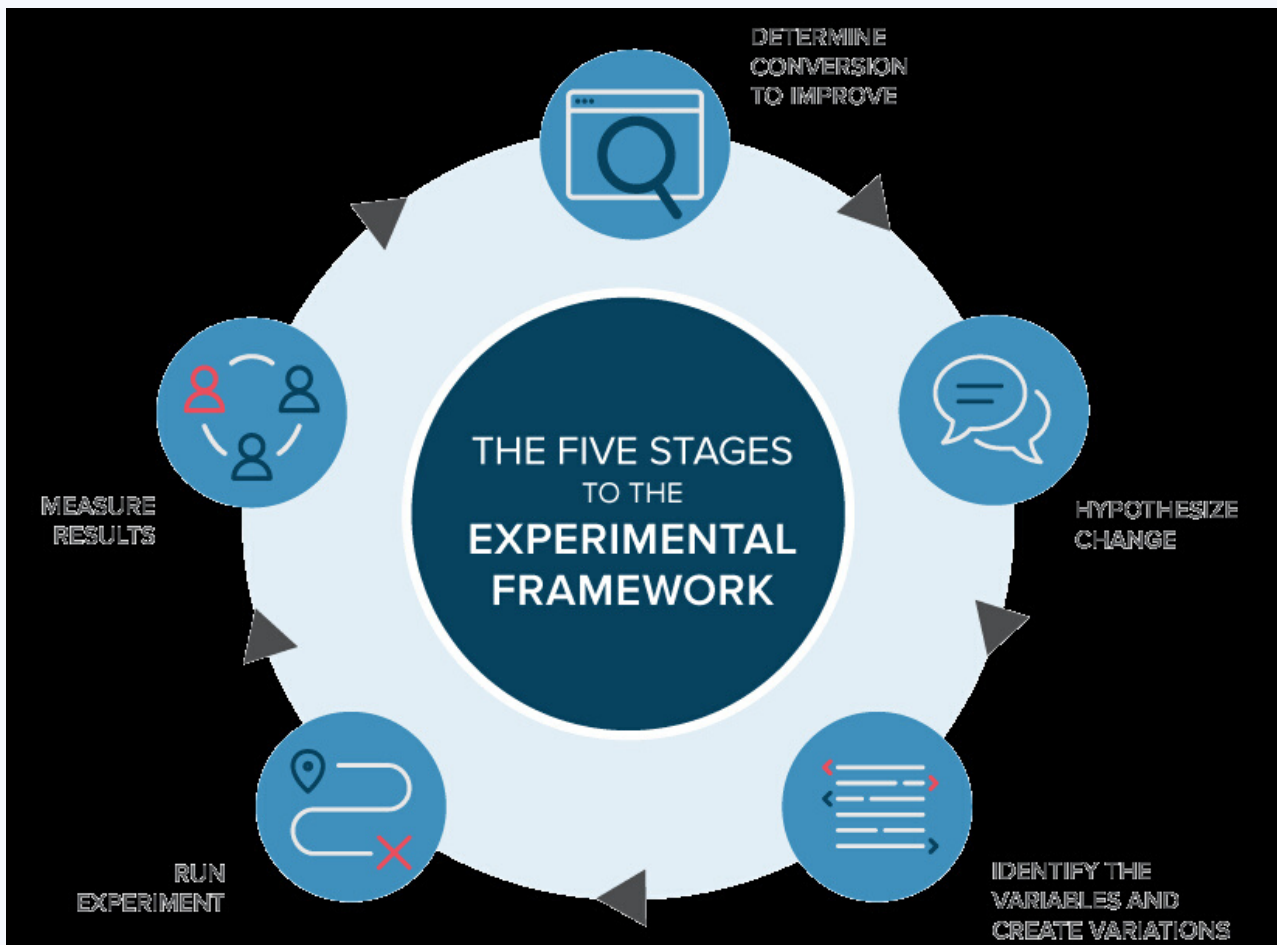
What is A/B Split Test?

A/B Split Test is a method of comparing two different webpages or app to determine which one performs better for a specified conversion goal. It is also called A/B Testing or Bucket Testing. The testing enables you to make data-focused decisions through a statistical engine, in order to have positive results with change producing. This change may be a headline, a button, or a complete redesign of the webpage.

A/B Testing Process

A/B testing framework to process A/B Testing is given below;

- **Data Collection:** Provide data for webpages with low conversion rates or high but decreasing conversion rates to improve those pages.
- **Goal Identification:** Point out your conversion goals (such as increasing click rate, email signups or clicks to product purchases).
- **Hypothesis Generation:** Explain why you think they would be better than the current versions.
- **Variation Creation:** Make the wanted changes in your website or in your mobile app (such as changing colors, elements on the page, revealing navigation elements or customizing).
- **Conduct Experiment:** Create your experiment and encourage your visitors to participate. These interactions will be then used to measure the performance of each page.
- **Results Analyzing:** Look at the results which are presented by A/B Testing software, to decide on whether they need a significant change.



A/B Split Test Tools/Softwares

- Google Analytics
- Optimizely
- Visual Website Optimizer

A/B Testing & SEO

A/B testing;

Increases your ability to rank better in search engines, and Decreases the risk of cloaking.

If you run a split test with multiple URLs, use `rel="canonical"` to prevent Googlebot from getting confused by similar versions of the same page.

If you run a split test that redirect the original URL, use 302 (Temporary) Redirects rather than 301s (Permanent) to enable Google keep the original URL.

You need to avoid conducting experiments that are unnecessarily long and that do not seem necessary.

Instances for Variations of A/B Split Test

1. A media company might want to increase readership, increase the amount of time readers spend on their site, and amplify their articles with social sharing. To achieve these goals, they might test variations on:

- Email sign-up modals
- Recommended content
- Social sharing buttons

2. A travel company may want to increase the number of successful bookings are completed on their website or mobile app, or may want to increase revenue from ancillary purchases. To improve these metrics, they may test variations of:

- Homepage search modals
- Search results page
- Ancillary product presentation

3. An e-commerce company might want to increase the number of completed checkouts, the average order value, or increase holiday sales. To accomplish this, they may A/B test:

- Homepage promotions
- Navigation elements
- Checkout funnel components

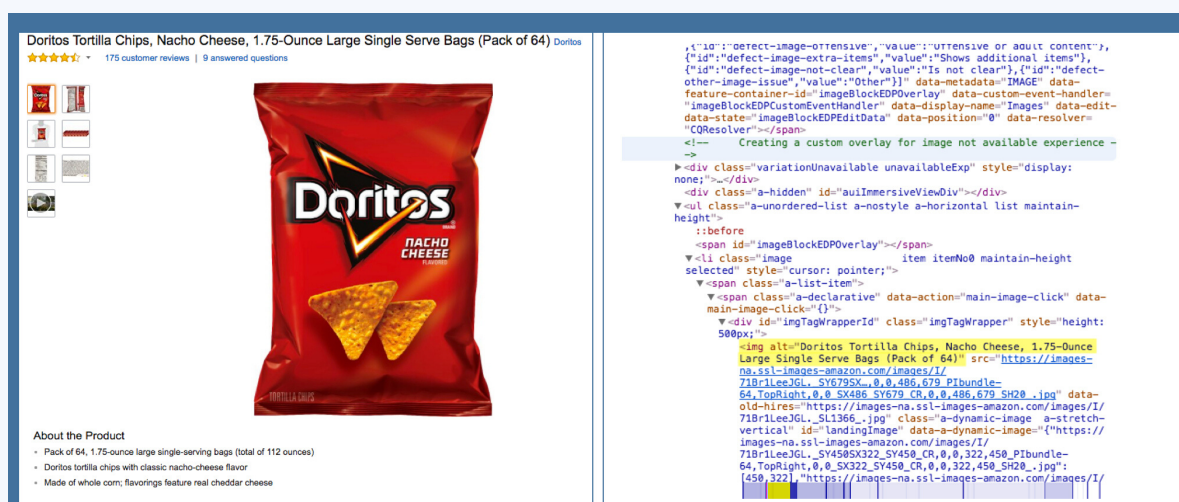
A technology company might want to increase the number of high-quality leads for their sales team, increase the number of free trial users, or attract a specific type of buyer. They might test:

- Lead form components
- Free trial signup flow
- Homepage messaging and call-to-action

ALT Tag

What is ALT Tag?

An alt tag is an HTML attribute applied to image tags in order to procure an alternative text for search engines. It is also known as "ALT Attribute" and "ALT Description". Applying images to alt tags has a positive impact on search engine rankings.



The screenshot shows an Amazon product page for Doritos Tortilla Chips, Nacho Cheese, 1.75-Ounce Large Single Serve Bags (Pack of 64). The product image is a red bag of Doritos chips. The page includes a star rating, customer reviews, and a code editor displaying the HTML source code for the image tag. The code shows the ` tag with its attributes and surrounding HTML structure.`

An ALT Tag's Purpose

Search engine robots cannot interpret images, therefore, ALT tags provide opportunity for readability.

Alt tags are also beneficial for visitors on browsers that can't process images or on a screen readers' webpage.

Cautions for Using ALT Tags

- Product images have to be optimized for site speed and have the same keyword as the product page.
- The text should be kept short and include the topic to maximize its impact.
- Avoid keyword stuffing, because popular search engines do not like such odnesses.

Autoresponder

What is Autoresponder?

An autoresponder is an email service providers program that automatically answers e-mails sent to it.

There are types of automated email or series of emails that you write once, schedule, and are sent automatically;

Types of Autoresponder

For business accounts;

Autoresponder business emails are sent automatically when the system triggered by a user action.

1. Welcome Emails

When a visitor signs up for a newsletter, purchases a product, or signs up for a discount, the welcome email is sent soon after the action.

2. Email Course

When a visitor joins for an email course, the course emails which are created to teach a topic to subscribers, are sent automatically in a predetermined intervals.


3. Upsell and Cross-Sell Emails

When a customer purchases a product, upsell and cross-sell type of email is sent to user automatically. This type of email may contain recommendations based on the customer taste.


4. Abandoned Cart Emails

When a customer adds an item to a shopping card on the organization's webpage, abandoned cart email is sent in order to remind the customer that their wished products are waiting for them.

Forgot something? Make it count now...



MEN WOMEN KIDS CUSTOMISE STORE FINDER



IS YOUR WI-FI OKAY?

Maybe your browser crashed when looking at the iconic Gazelle silhouette. You don't want to miss out on this staple item in your collection. Think we're biased? Check out some reviews below. Didn't like any of the colours or designs? Feel free to customise your own model with miadidas and step out in style.

SHOP NOW CUSTOMISE

For individual accounts;

1. Time-Based Emails

When an email account user sets a time limit to reply an email message and exceed this limit, time-based email is sent automatically.

2. On Leave Emails

When an email account user goes on leave, she creates an autoresponder saying that she is on vacation and will be back in two weeks later. The on leave email is sent automatically to those who email her during two weeks.

3. Occasional Emails

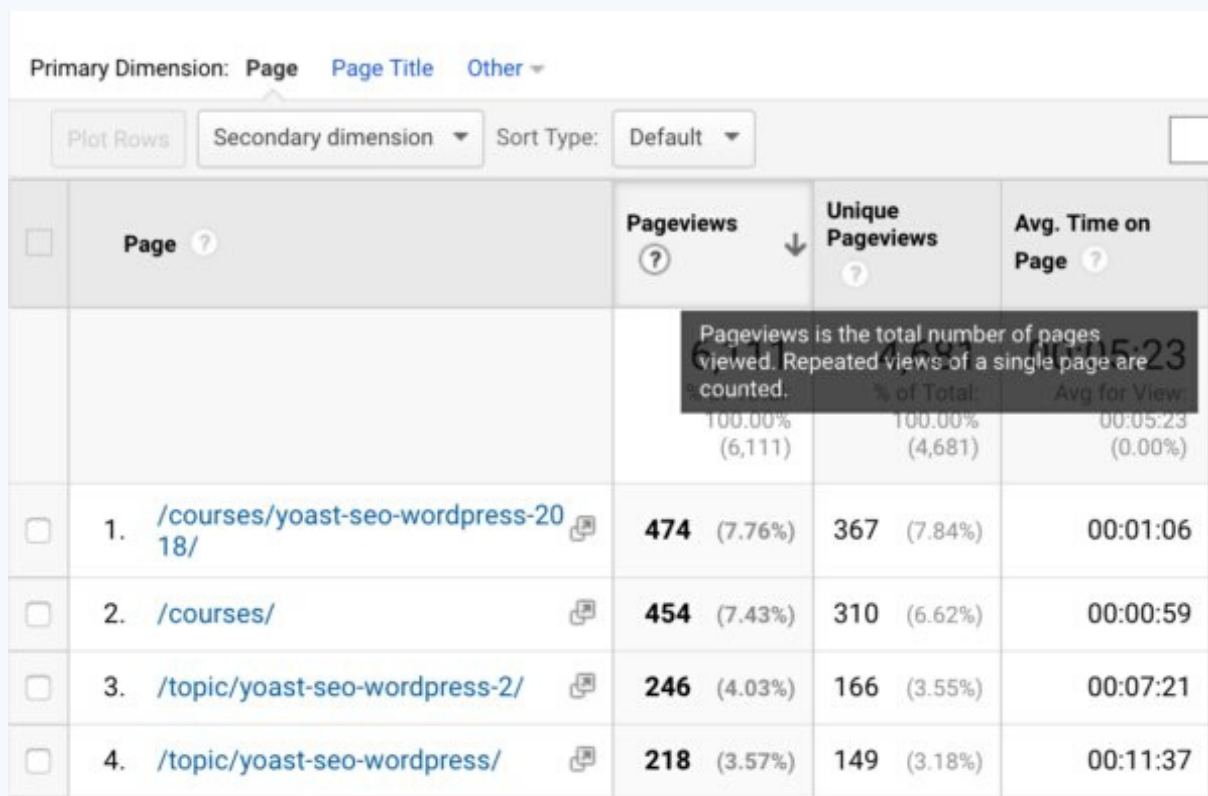
When an email account user want to celebrate a special day of her email senders, she creates an automatic occasional email.

How to Create Autoresponder in Gmail?

- Open "Settings"
- Turn on "Canned Responses"
- "Create a template you want to use for auto-replying messages."
- Select "Show Search Options"
- .Define the criteria to apply the filter, such as email of sender or any words in subject line.
- Select "Create Filter"
- Choose and set criteria for skipping, deleting or replying the message.

Average Page Views Definition

What is a Page View?



Primary Dimension: Page Page Title Other ▾

Plot Rows Secondary dimension ▾ Sort Type: Default ▾

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
		6,111 (100.00%)	4,681 (100.00%)	00:05:23 (0.00%)
<input type="checkbox"/>	1. /courses/yoast-seo-wordpress-2018/	474 (7.76%)	367 (7.84%)	00:01:06
<input type="checkbox"/>	2. /courses/	454 (7.43%)	310 (6.62%)	00:00:59
<input type="checkbox"/>	3. /topic/yoast-seo-wordpress-2/	246 (4.03%)	166 (3.55%)	00:07:21
<input type="checkbox"/>	4. /topic/yoast-seo-wordpress/	218 (3.57%)	149 (3.18%)	00:11:37

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

% of Total: 100.00% (4,681)

Avg for View: 00:05:23 (0.00%)

According to Google Analytics, the definition of a page view (or pageview hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. Page Views is a metric defined as the total number of pages viewed. Average views of page views are the average amount of people viewing a single page. High average page views is a good sign as soon as there occur conversions because it leads to customer engagement.

Average Page Views

The total number of page views divided by the total number of visits during the same timeframe.

Average Page Views per Visit= Page Views / Total Visits

Sophisticated users may also want to calculate average page views per visit for different visitor segments.

“Page Views” is a fairly generous measurement. If you land on a page, that’s a pageview. If you reload that same page, it counts as another. If you leave the page and come right back, it’s yet another pageview—all from the same page and user.

Average Time on Site

Definition

What is Average Time on Site?

Average time on site is the average duration that people have viewed on your site. A high bounce rate means a low average time on site - users are not staying enough to take the desired action for achieving the business goal. Also known Session

Duration in Google Analytics, it is calculated by dividing the total duration of all sessions (in seconds) by the number of sessions. Session in Google Analytics is simply a visit to your website. A session starts when someone views a page on your website and ends either when they leave your website or after 30 minutes of inactivity. Everything a user does during that visit is counted as a single session.

Acquisition			Behavior		
Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
757,968 % of Total: 100.00% (757,968)	57.48% Avg for View: 57.45% (0.06%)	435,709 % of Total: 100.06% (435,426)	85.84% Avg for View: 85.84% (0.00%)	1.31 Avg for View: 1.31 (0.00%)	00:01:00 Avg for View: 00:01:00 (0.00%)

Are users consuming content? This data doesn't make sense to our publisher!

Here's how to calculate average session duration:

Total duration of all sessions (in seconds) / The number of sessions

Call-to-Action

What is Call-to-Action?

Call to Action (CTA) is all of the warning messages inviting the user in accordance with a specific purpose.

You can see the most common CTAs almost every day, such as "Add to Cart", "Buy Now", "Subscribe", or "Download for Free". You encounter CTAs in almost every digital platform from e-commerce sites to technology sites, news sites, and corporate websites; mostly in the form of a button.

CTAs are becoming ordinary and losing their effect because they are everywhere on the web. In other words, it is difficult to deliver the message to the user or potential customer.

How an Effective CTA Should Be?

- **Clear:** You can create your CTAs with a direct and straightforward leaning because users would want to know what happens when they present the desired action (for example, when they click the button).
- **Design:** A good CTA is not just about the right text. It also needs to have the right colors and design. For instance, a CTA of interest can be created with the right color, correct shape, correct contrast.
- **Positioning:** The position of CTA in the web page is as important as the text, format, color. In an e-commerce site, the product page must have the "Add to Cart" button in the correct place, or the "Sign Up" button on a landing page should be placed in the appropriate place with the appropriate magnitude. You may examine whether CTAs are used correctly or not by analyzing or performing regular tests.

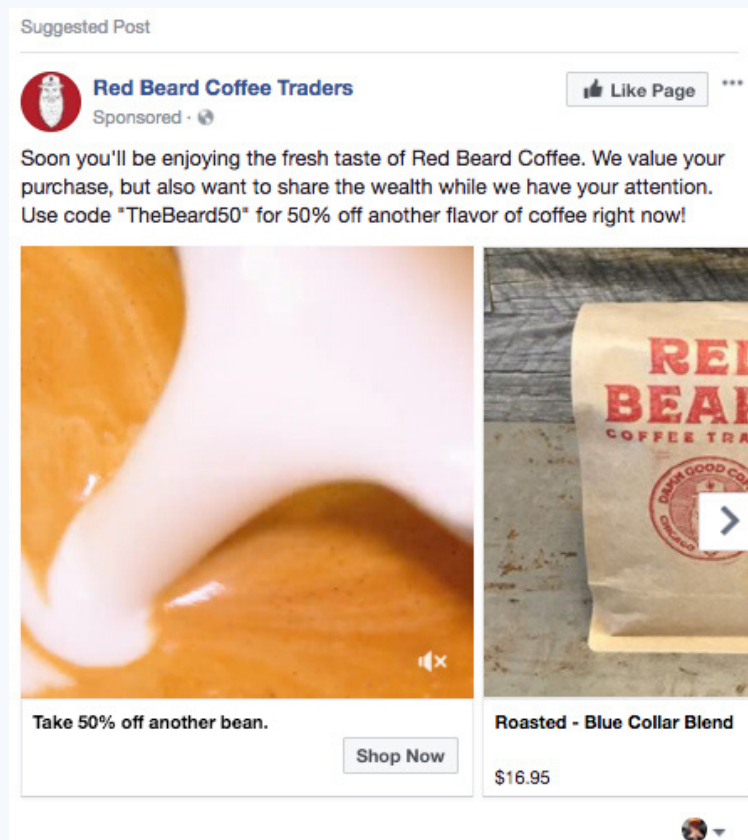
Effective CTA Samples

CTAs with Social Evidence

Social proof is to provide testimonials from previous users to convince the user and to create a perception of reliability.

Customized CTAs with Retargeting

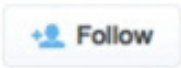
By using Facebook Pixels or Google Remarketing offerings, you can present CTAs to segmented users who have visited certain pages or performed specific actions on your website. With a more personalized communication experience, the likelihood of user engagement will increase. For example, you can increase the conversion rate by showing ads which encourage people who have viewed certain categories on your e-commerce site or who have added products to the shopping cart but have not completed their order.



In the example above, there is a Facebook Carosel ad for Red Beard Coffee, which targets real coffee drinkers. The CTA of "Earn 50% Discount" by giving a discount code to a specific audience can be the example for retargeting.

Highlight Problem and Offer a Solution Using CTAs

Whether you sell products or services, you can attract users by highlighting a specific problem which your potential customers may have faced with. Then, you emphasize that you have the solution to this problem, with the help of a CTA.



Don't settle for bad stock photos. Twenty20 has the authentic, real-world photos you need. hubs.ly/y0ZX1h0



In the example above, you can see a brand that offers stock photos. "Don't settle for bad stock visuals. We have real visuals from the real world" completes the text with "Use better visuals" CTA and is able to draw traffic to the website.

NEILPATEL | EN ▾

Do you want more traffic?

Do you want more traffic, leads, and sales? Enter your URL below if you want to grow your traffic and revenue.

Neil Patel who most people following foreign sources of the digital marketing sector are familiar with, communicates with his users by "Do you want more traffic, more sales?" CTA. The CTA is successful to encourage users to write their email addresses on the relevant form. This also gives the user the chance to get in touch with site admins who are exactly there to help.

Use CTAs Effectively

The most important feature of CTAs is that they have differentiable by the user. Different fonts, different colored-texts, different sizes are often used in CTAs. However, in Instagram, which is very important for almost every brand today, it is not possible to create a differentiated call to action button. Nevertheless, the space reserved for the website link on Instagram bio section enables user to have different colored and a thicker font texts. This means that you can use your creative CTA there.



In the example above, you can see a customized CTA link on Instagram.

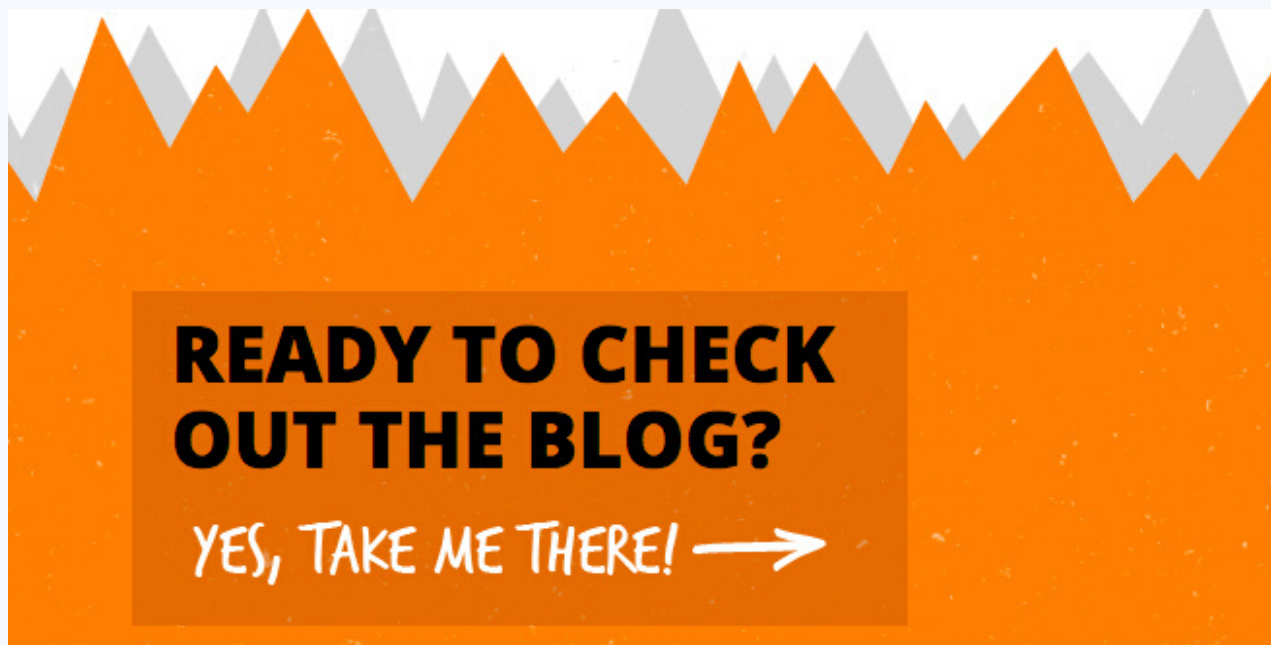
Have Simple But Creative CTAs

Sometimes, when you say it should be "better", or "more creative", nothing comes up. In such cases, simple thinking will save lives. Simple CTAs attracting the attention and sympathy of the target audience are more clickable than you think.



The above is a delightful visual example of a simple and creative CTA. "Let us find your next car. This will be much easier than drawing." Don't you think it's sympathetic? Because the company did not get the expected results from the A/B split test, they thought they should go with something simpler, so they have prepared this image and rewarded with an increase in conversion rates by 33.5%.

Feel Free to Try Different Fonts in Your CTAs



CTA text is written in a darker box compared to the background color. This box in the form of a button is not interesting when it is viewed as a CTA. But CTA text in different colors and fonts in the button draws a great attention and encourages clicks, right?

Most designers and marketers do not prefer such sharp transitions between fonts, however, using the right color and the right fonts can really serve its purpose.

CAN SPAM Act

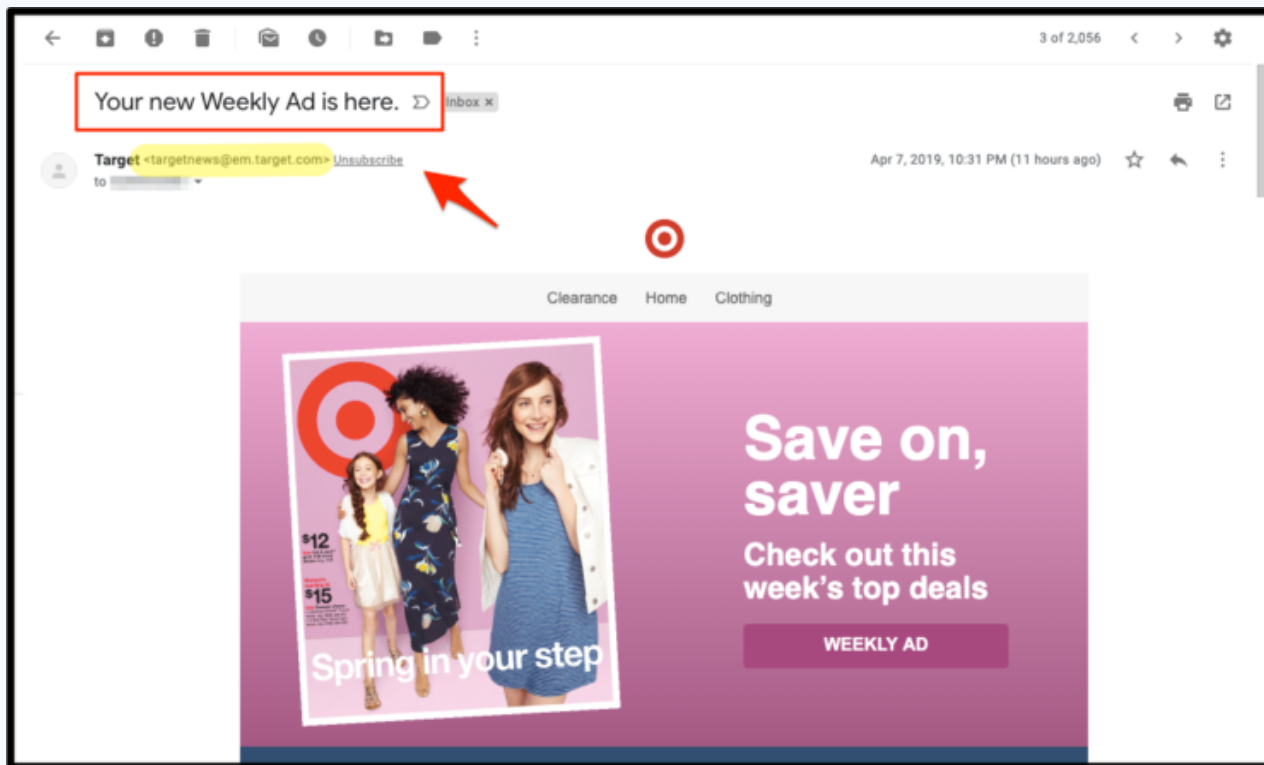
According to Federal Trade Commission, the CAN-SPAM Act is a law by US government, which sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations. Declination of the CAN-SPAM Act is Controlling the Assault of Non-Solicited Pornography and Marketing

Act. Each separate email being contrary to law may subject to a penalty up to \$42,53.

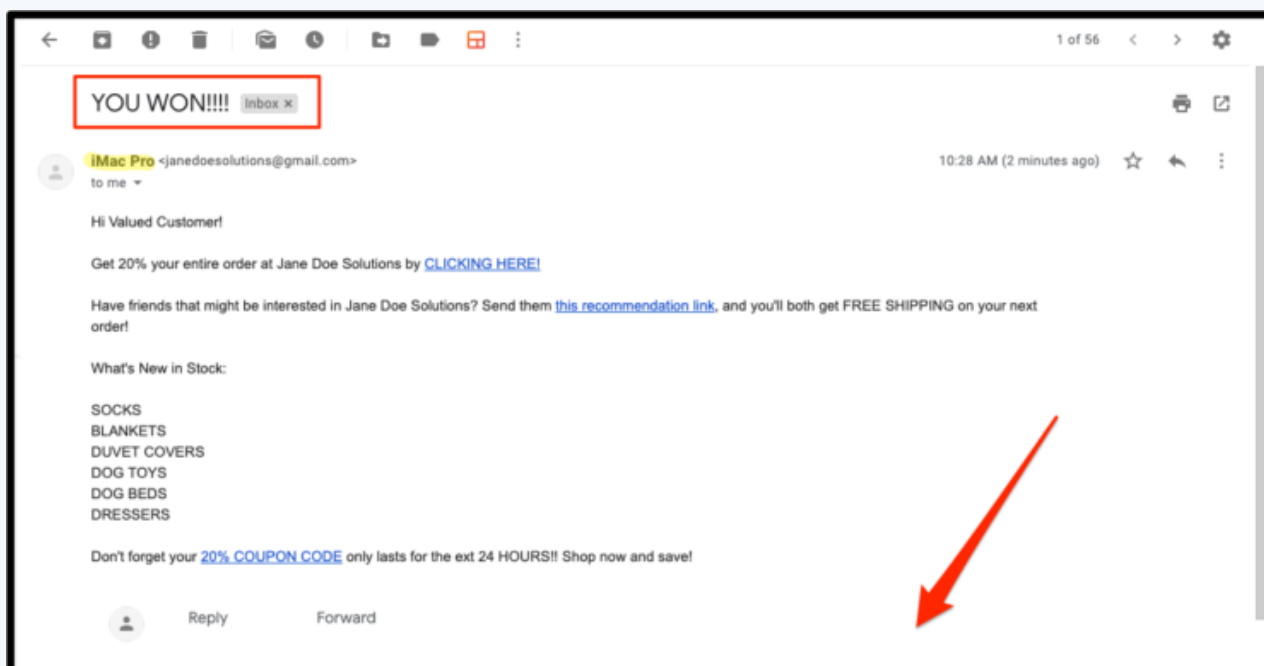
CAN-SPAM Act Requirements

- Details in your commercial messages should be clear and truthful: subject line, email addresses and domain name, and "To" and "From"
- .Emails that are sent for advertising purposes must be clearly and obviously indicated as an ad.
- Messages containing sexual content must contain "SEXUALLY-EXPLICIT:" expression at the beginning of the email subject line. Also, information need to be viewable only in the condition of opening the message.
- Emails must contain a valid, registered postal address every time.
- Under the legislation, subscribers have the right to opt out from your email list at any time, so opt-out opportunity have to be presented in every email.
- You need to ensure that emails sent from a third party-services for you must comply with these necessities. Otherwise, you will be the one penalized.

Here is an example of CAN-SPAM compliant email;



Here is an example of CAN-SPAM non-compliant email;



Canadian Anti-Spam Law (CASL)

What is CASL (Canadian Anti-Spam Law)?

CASL is anti-spam legislation that will apply to all types of electronic messages businesses send in concert with commercial activity. It is ruled in order to;

- Prevent misuse of digital technology and electronic treats,
- and Help organizations stay competitive in the global digital market.

! CASL requires organizations to take permission from recipients before sending commercial electronic messages (CEMs).

CASL Canada's Anti-Spam Legislation

The logo features the letters 'CASL' in a bold, white, sans-serif font. The 'C' and 'A' are positioned on a red rectangular background, while the 'S' and 'L' are on a white background. A red maple leaf is superimposed over the white background, partially overlapping the 'S' and 'L'.

CASL

How to Take Permission from Recipients?

- Clearly identify the brand name asking for consent,
- Provide your email address, phone number or website to be reachable all the time,
- Create a relationship guaranteeing that their personal information will not be shared with third parties, and
- Offer a free unsubscribe mechanism for those subscribers.

What happens if we don't comply with CASL?

- Organizations that do not meet with the requirements of CASL may be punished by;
- Penalties up to \$10 million
- Criminal charges
- Civil charges and/or
- Personal liability for executives.

How can we prepare for CASL?

- Identify the channels that you send commercial electronic messages (CEMs),
- Check if you have obtained the permission of your subscribers for CEM,
- Draw your path to meet with CASL requirements,
- Make sure your CEM content is in line with CASL requirements,
- Control that every single electronic message allows for unsubscribe.

Cinemagraph

What is a Cinemagraph?

Cinemagraphs are moving photographs without any noticeable breaks or edits. They are the hybrid of photography and video. Businesses using cinemagraphs often have longer session times for their websites and apps, higher click rates over banners and displayed-ads, and greater user engagement in social media.

Where to Use a Cinemagraph?

Like image and video, the creative use of cinemagraph may be limitless.



Instances of how and where cinemagraphs can be used include:

- Digital advertisements
- Websites, landing pages, and blogs
- Email/newsletters
- Social media
- Digital displays and billboards
- Long form videos
- Museum and galleries

Format for Cinemagraph

Back to the history of cinemagraphs, they were in the format of GIF, however, because of the limitations in GIF format, usually HTML 5 video format is used to display cinemagraphs at a high quality and small folder sizes.

Click-to-Open Rate (CTOR)

Click-to-open rate is a metric to measure the effectiveness of your email content because if your links, the layout, and the content are attention-grabbing, the recipients will want to click a CTA to learn more. CTOR leaves room for the interpretation between the number of people who opened the email and the number of people who opened and actually had an actual activity (click).

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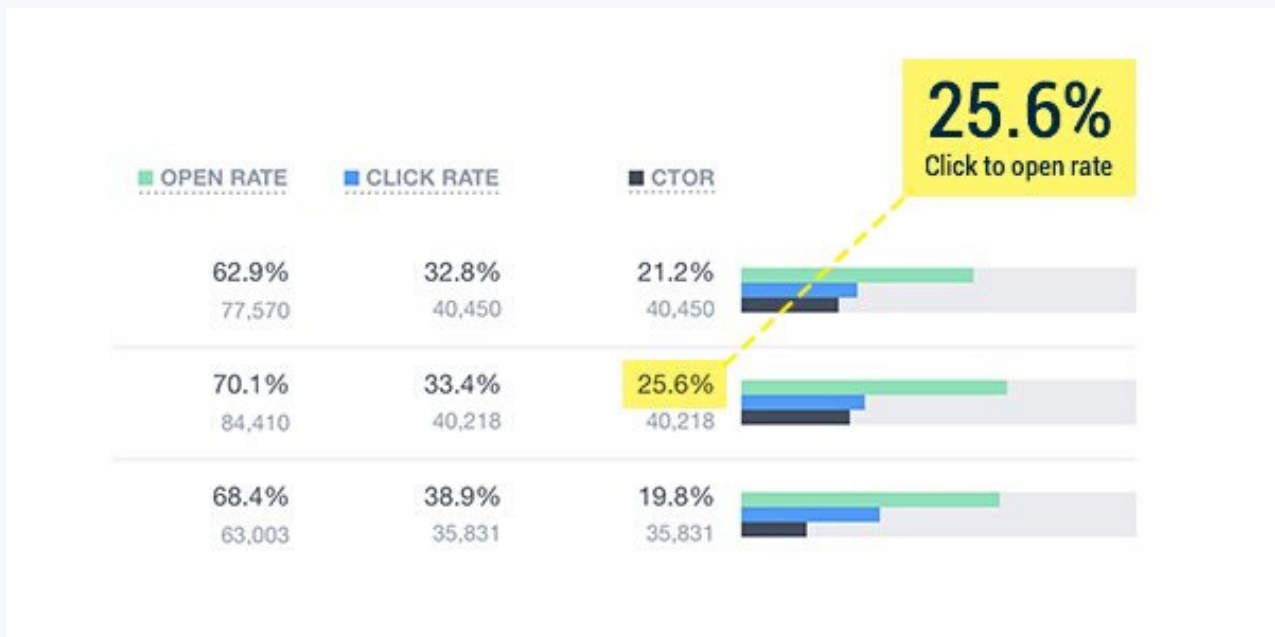
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Click-to-Open Rate (CTOR)

Click-to-open rate is a metric to measure the effectiveness of your email content because if your links, the layout, and the content are attention-grabbing, the recipients will want to click a CTA to learn more. CTOR leaves room for the interpretation between the number of people who opened the email and the number of people who opened and actually had an actual activity (click).

CTOR metric is calculated by the number of clicks divided by the number of opens

.Example. If there are 100 clicks and 180 opens of an email, its CTOR results in (55% (100/180)*100)



A good CTOR should be around 20%-30% depending on the industry and on the goal of the email campaign.

In order to obtain the best results and make the necessary improvements, you need to categorize your emails (newsletter, promotional, welcome etc.), then apply the metric separately for each type.

Tips to Generate More Clickable Emails

- Make your emails easily scannable,
- Create a dynamic content with clear calls-to-action,
- Design convincing and effective emails for conversion.

Click-Through Rate vs. Click-to-Open Rate

The difference between CTR and CTOR is slight, but crucial.

Let's explain both the difference and the importance through an instance;

- Email A: 100 sent, 10 people opened, 5 recipients clicked.

CTR: 5% CTOR: 50%

Interpretation:

Its overall performance is around 5%. The success of the content within the email is 50%.

- Email B: 100 sent, 50 people opened, 10 people clicked.

CTR: 10% CTOR: 20%

Interpretation:

Its overall performance is around 10%. The success of the content within the email is 20%.

Click-Through Rate (CTR)

What is Click-Through Rate (CTR)?

The percentage of the people who saw a search result, ad, or e-mail who then clicked through to your website. (clicks / impressions=CTR)


$$\frac{\text{CLICKS}}{\text{IMPRESSIONS}} = \text{CTR}$$

(CLICK-THROUGH RATE)

CTR is the English abbreviation of Click-Through-Ratio. CTR is also called the click through rate. Click-Through ratio means that the click-Through ratio is expressed as a percentage. The click-through ratio shows the ratio of the number of people who see an advertisement or search engine result and the number of people who actually click on the website.

CTR on Ads

In the case of an advertisement, CTR is a key factor. The higher the CTR, the more people who have seen the ad also click on it. CTR is also a factor in determining the quality score in AdWords. Increasing CTR can include making the ad more attractive to the target audience.

CTR in the Search Engine

The CTR in the search engine indicates how often people click on your ad in the search engine after they have viewed it. The height of the CTR depends on your spot in the search engine. Ads that are in the top spot in the search engine deliver a higher CTR than ad that is at the bottom of the search engine. Besides the spot of the ad in search engine, an attractive text can also provide a higher CTR. If your ad is more attractive than your upstairs in the search engine, you may still have a higher CTR. And this contributes back to a better quality score!

Quality Score

All your ads have a high CTR, it means that people find your ad useful or relevant. Google rewards this by giving high CTR ads a higher quality score. A higher quality score can help reduce costs and increase your ad position.

Cloaking

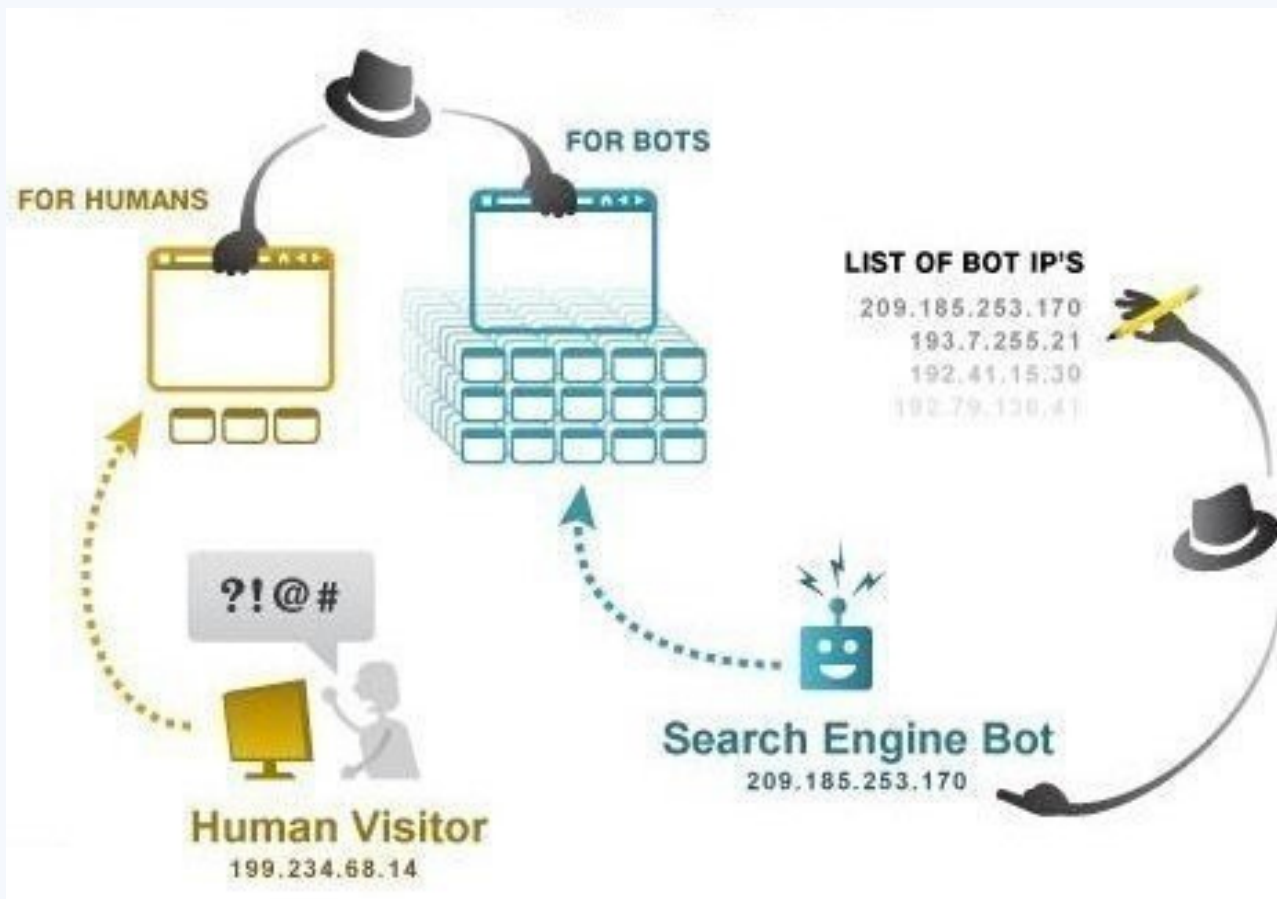
What is Cloaking?

Cloaking is a technique of showing search engines different content than a regular visitor would see.

The goal of cloaking is to boost a website's search engine rank on certain keywords.!

Cloaking may lead being demoted or being removed from search engine results.

To prevent cloaking, do not presume to exhibit different content to Googlebot based on user-agent or IP address.



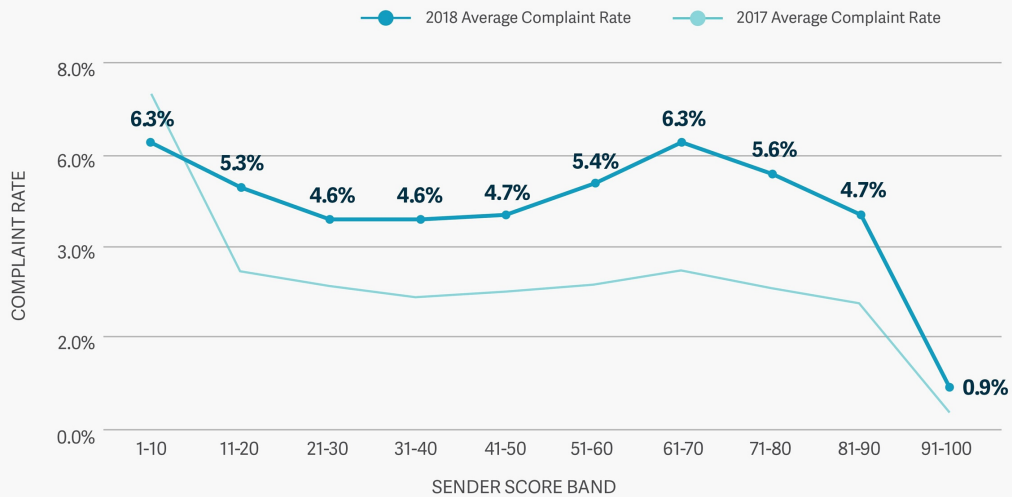
Complaint Rate

What is Complaint Rate

Complaint rate is the percentage of recipients who flagged your email as spam. You need to measure your complaint rate on a weekly basis. There are five main reasons why your complaint rate may be high;

- Purchased email lists,
- Not including an unsubscribe link,
- Irrelevant content, Incorrect email addresses,
- Email sending frequency.

AVERAGE COMPLAINT RATE BY SENDER SCORE BAND



Complaint Rate Calculation:

$\text{Total Number of Complaints} / \text{Number of Emails Delivered}$

You can decrease your complaint rate by following tips given below;

- Create a win-back campaign,
- Regularly remove inactive users from your list,
- Set expectations in your customers' mind,
- Maintain consistency,
- Make it easy to unsubscribe,
- Use double opt-in.

Confidence Level

What is Confidence Level?

Confidence Level is the percentage of time that a statistical outcome would be sufficient if numerous random samples are taken.

Confidence level carries a great importance in interpreting A/B testing results.

Let's give an example to clarify the knowledge;

>>> An A/B testing with the two email variations is conducted, and gives the following results:

Variation	Number of Emails Sent	Number of Clicks	Conversion
A	5,000	100	2.0%
B	6,000	150	2.5%

Conversion= Number of Clickthroughs / Number of Emails Sent

A: 0.02

B: 0.025

Standard Error= Square root of $\langle \text{Conversion Rate} * (1 - \text{Conversion Rate}) / \text{Sample Size} \rangle$

A: 0.00198

B: 0.0020

Significance= $\frac{\text{Conversion Rate}(\text{Variation B}) - \text{Conversion Rate}(\text{Variation A})}{\sqrt{(\text{Standard Error}(\text{Variation A}))^2 + (\text{Standard Error}(\text{Variation B}))^2}}$

Z-Score: 1.77

Interpretation:

The probability corresponding to Z-Score of 1.77 is 0.96. This means the test is 96% confident that conversion derived in Variation B is truly higher than conversion in Variation A.

Generally in the case of email A/B testing, a confidence level of 95% or above is recommended.

Conversion Rate

The percentage of the people who clicked through to your website who then took a positive action, such as purchasing something or signing up for a newsletter.

Conversion Rate on Google Analytics

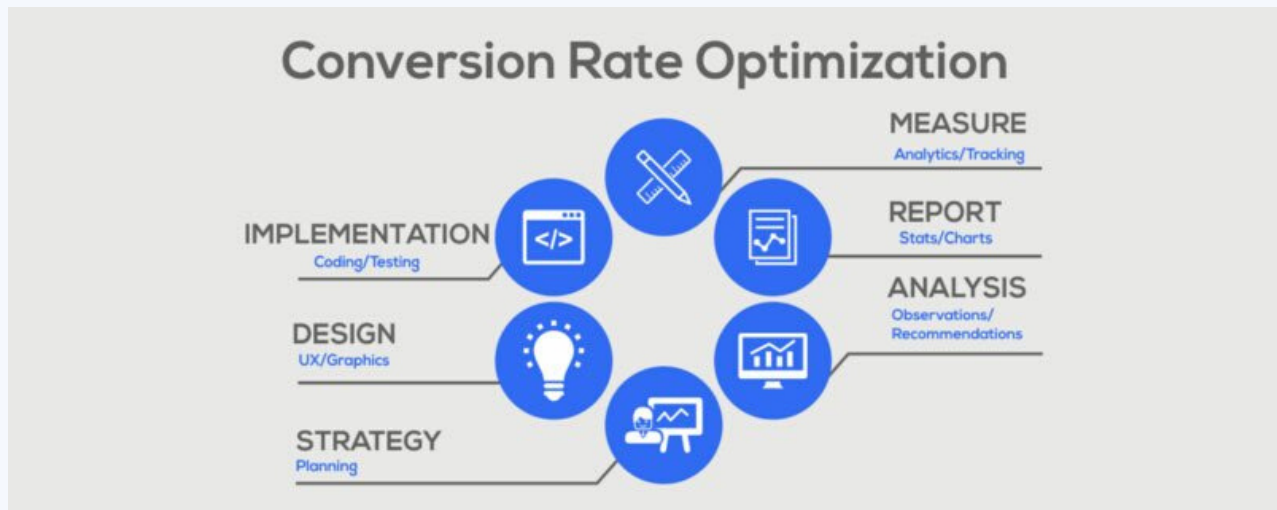
Conversions means in Google Analytics: achieving goals. A goal can be set up in Analytics in the form of an ordered product, a newsletter subscription or a page sent via a tweet.

What is Conversion?

Conversions are expressed in conversion rates. A conversion rate indicates how many percent of visitors who have completed specific conversion. For example, if there are 100 visitors on your website but 20 visitors is going to buy your product, then the conversion rate will be : $(20/100) \times 100\% = 20\%$. For a better analysis it's important to know your conversion rate. This conversion rate can relate to all site visitors, but also be segmented. This allows you to view the conversion rate per traffic source.

Conversion Rate Optimization

As well as the search ability of a site can be optimized, it is also possible to optimize the conversion. The fewer obstacles in the way to a goal, the more people will complete that goal.



Cost-per-Click (CPC)

What is Cost per Click (CPC)?

The amount you pay on an advertising platform for each click.

CPC Formula
How to calculate the Cost Per Click

$$\text{CPC (Cost Per Click)} = \left(\frac{\text{Total Ad Spend}}{\text{Total Measured Clicks}} \right)$$

What does it mean?
Total Ad Spend: Amount of money used on a set of ads
Total Clicks: Number of times an ad was clicked on (and counted by a server)

TO AG

CPC is the English abbreviation of Cost Per Click. CPC is a calculation model for online advertising. An amount is actually agreed per click. The advertiser pays a certain amount at a time when the advertisement is clicked. The number of times the ad is displayed is separate from it. For example, an ad can display 100 times and receive 10 clicks. The CPC calculation model only pays the clicks.

Automatic CPC Bidding

You can choose automatic bidding and bidding manually. With automatic bidding, Google chooses the bid amounts that fall within your budget. Be careful not to put your daily budget too high, because it can go hard! Automatic bidding is useful if you haven't mastered the AdWords system as well. With manual bidding, however, you can achieve a better return.

Manual CPC Bidding

With manual bidding you choose the bid amounts yourself. The advantage is that you have full control over the amount you have for a click. Manually bidding is advisable if, for example, you have more money for one word than for another word. With automatic bidding you don't have this in hand.

Maximum CPC Bidding

Google AdWords can give you a maximum of the cost of a click, which is the maximum CPC bid (Max CPC). This is the highest amount The advertiser is willing to pay for a click. Sometimes the CPC pricing model also mentions pay per click (PPC, Pay-per-click).

Conversion Rate

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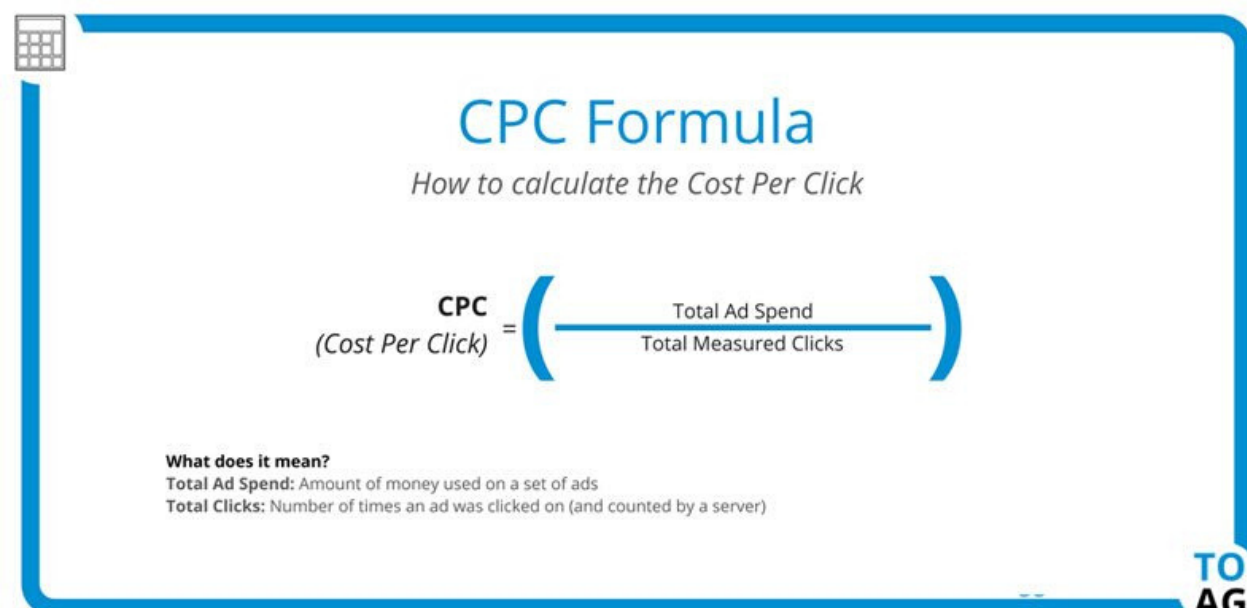
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The graphic features a blue border and a calculator icon in the top left. The title 'CPC Formula' is centered in blue, with the subtitle 'How to calculate the Cost Per Click' below it. The formula is presented as
$$\text{CPC (Cost Per Click)} = \left(\frac{\text{Total Ad Spend}}{\text{Total Measured Clicks}} \right)$$
. Below the formula, a section titled 'What does it mean?' defines 'Total Ad Spend' as the amount of money used on a set of ads and 'Total Clicks' as the number of times an ad was clicked on (and counted by a server). The 'TO AG' logo is in the bottom right corner.

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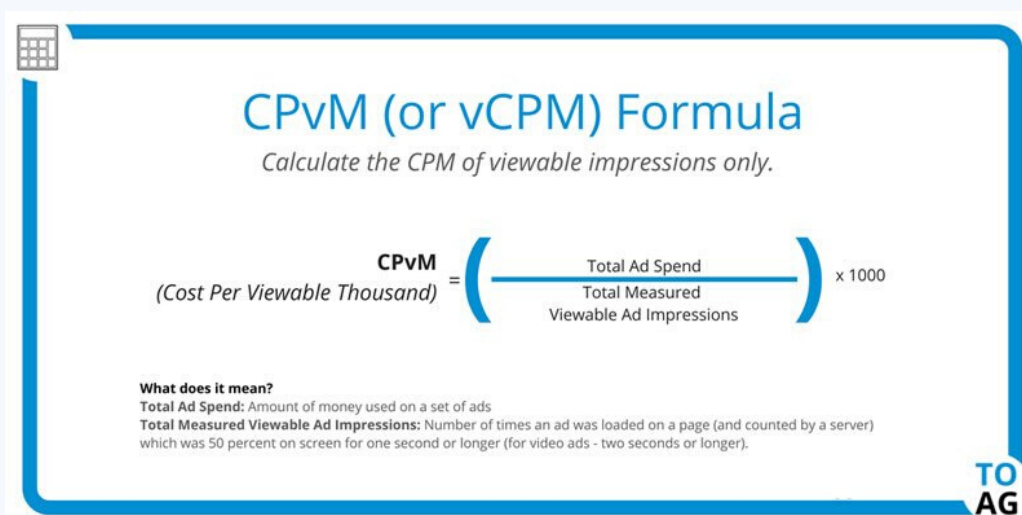
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Cost-per-Thousand Impressions (CPM)

What is Cost per Thousand Impressions (CPM)?

The amount you pay on an advertising platform per thousand times people see your ad.



CPvM (or vCPM) Formula
Calculate the CPM of viewable impressions only.

$$\text{CPvM (Cost Per Viewable Thousand)} = \left(\frac{\text{Total Ad Spend}}{\text{Total Measured Viewable Ad Impressions}} \right) \times 1000$$

What does it mean?
Total Ad Spend: Amount of money used on a set of ads
Total Measured Viewable Ad Impressions: Number of times an ad was loaded on a page (and counted by a server) which was 50 percent on screen for one second or longer (for video ads - two seconds or longer).

TO AG

Cost Per Thousand Impressions, better known as CPM in the online marketing world, means literally translated "Cost per thousand". The thousand refers to the number of impressions. CPM is therefore the cost per thousand views.

Here one speaks mainly about the representations of a certain type of advertisement, usually in the form of a banner on a website or an advertisement on Facebook. CPM is usually applied when people want to increase brand awareness by displaying advertisements. You then pay an amount per 1000 views.

What are the benefits of CPM

The biggest advantage of CPM is that a publisher (the person who places the advertisement on his site) has a very clear insight into the income (or expenses). You simply see how many times the webpage on which the banner is displayed

on an advertisement has been visited and you also immediately know how many times the advertisement has been displayed. To increase the income of CPM you therefore have 2 options. On the one hand you can add more valuable content to your website so that you get multiple impressions of the advertisement. Or you negotiate for a higher payout per 1000 impressions. Our opinion? Go for both and achieve maximum results.

What to watch out with CPM!

If you are an advertiser, you are therefore going to create a banner or advertisement and look for relevant sites that want to show your advertisement. However, make sure that you properly negotiate the placement of your ad. It does not mean that the page has been viewed 10,000, that your ad has been viewed 10,000 times. You should actually view it as a piece of digital estate. And just like in the real estate world, only one thing is important, location, location and location. If your banner is at the bottom of a page, the chance is much smaller that it will be seen every time. It is logical that you will pay less CPM than with a position at the top of the page. So agree well in advance where your advertisement will be and what you pay for it.

How to calculate your CPM?

When it comes time to prepare the invoice, you must of course first calculate the CPM. Fortunately this is not difficult at all. We will take as an example that your page has been viewed 370,000 times and that you will receive 3.50 euro CPM. Then the calculation of this is the following: $370,000 / 1,000 \text{ impressions} = 370 \times 3.5 = 1,295 \text{ euros}$

Customer Acquisition Cost (CAC)

What is Customer Acquisition Costs (CAC)?

The total sales and marketing cost required to earn a new customer over a specific time period.

The Customer Acquisition Costs (CAC) are the average recruitment costs that you pay for a new customer. This KPI is mainly interesting because it shows you from when you have recouped the costs for recruiting a customer. For example, bringing in a new customer can cost € 250. If you offer a service that costs € 50 per month, you will have recouped the costs after five months. You calculate the CAC by adding together the costs of marketing and sales (including salaries) of a month. To calculate the average cost per new customer, divide the CAC by the number of new customers of the period: $CAC = (\text{Marketing \& Sales costs} + \text{Salaries Marketing and Sales}) / (\text{Number of new customers})$ For example: you spent € 5,000 on advertisements and selling costs, and the salary costs were € 7,500 for the same month. When you have acquired 50 new customers, the CAC is: $(€ 5,000 + € 7,500) / 50 = € 250 \text{ per customer.}$

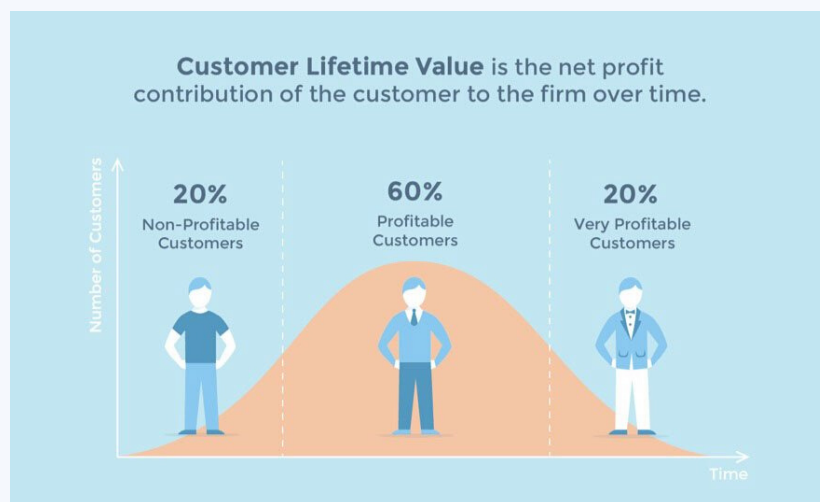
Customer Acquisition Costs By Industry



Customer Lifetime Value (CLV)

A prediction of the net profit attributed to the entire future relationship with a customer.

To determine LTV, multiply the average purchase value by the average number of sales in a customer's lifetime by your company's gross margin.



What is Customer Lifetime Value and how do you measure it in Google Analytics?

When you measure Return On Investment you are doing well as a web store, but is it possible to use your marketing budget even more effectively for the long term? Yes, that's possible! Using the Customer Lifetime Value (CLV). CLV is the Key Performance Indicator that determines the value of a customer. With this you determine how much you can spend to attract customers in the long term. Taking into account the repeat purchases of the customer.

This article describes the added value of CLV and how Google Analytics (GA) can be used to measure this. The deployment of GA described below also offers more analysis options for new and existing customers.

What is Customer Lifetime Value?

CLV is a calculation of the net revenue that a customer generates in the total period that that customer is. This is the revenue that the customer has generated from the first to his last purchase.

Satisfied customers continue to buy at the same web store. They order again and therefore generate more revenue. The budget that was used to recruit these customers then again generates revenue. This principle is based on the principles of CLV. Calculating CLV sets a guide value for the limit that can be spent to recruit a customer. This has made CLV indispensable for many companies in determining the marketing budget.

CLV is therefore the potential contribution of a customer to the profit your company in the period that this customer buys products.

How do you calculate Customer Lifetime Value?

CLV is an expanded version of Return On Investment (ROI). ROI is calculated by dividing the costs by the revenue. CLV also takes into account the period that a customer is a customer. The period between the first and the last purchase can vary, this depends on the type of product. For travel this can be a year, for branded products this can be many years.

Dedicated Server

What is Dedicated Server?

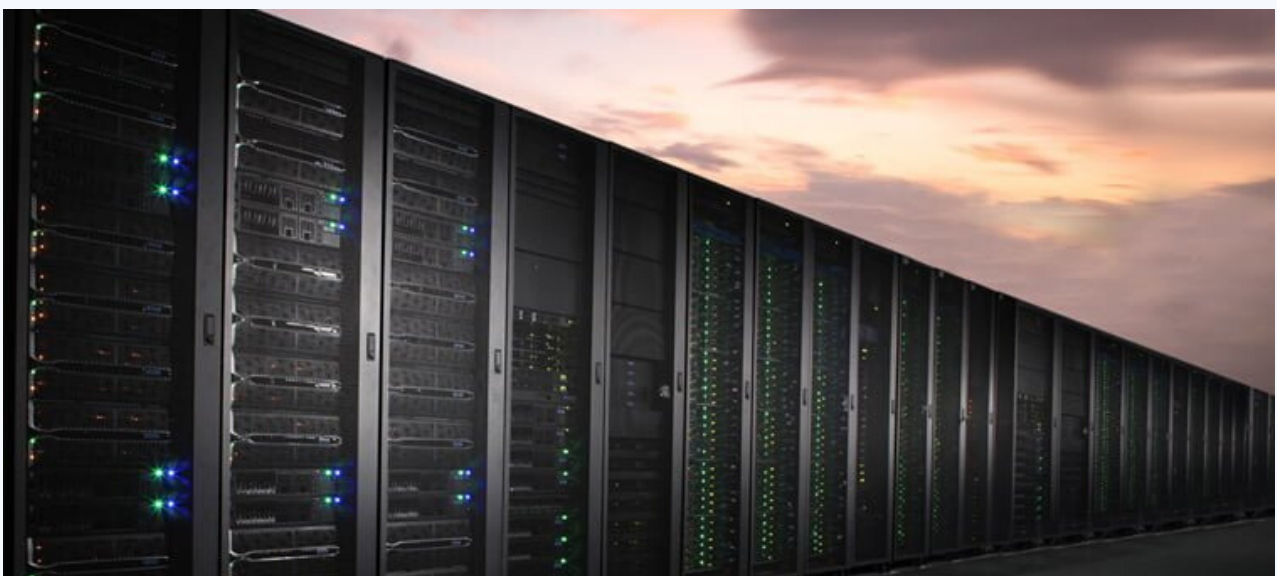
Dedicated server is a server that is hosted by a company and only allows one client company to access the server. The word "dedicated" comes from that it is "dedicated" to the one client and is not allowed to be used by any other clients.

A dedicated server is used to host applications and services. It is hosted by an organization and allows the access of one company. The server is operated by the backend provider in exchange for a fee. The client can also remotely connect with the server to perform a server based issue.

Clients of an hosting company usually pay monthly, quarterly or yearly fee for the use of a dedicated server.

Dedicated server helps the user to save money over; hosting, maintaining and managing on-site servers in their own.

In most cases, the hosting company deals with most of the maintenance issues on the dedicated server of the client.



This includes:

- Operating system updates,
- Updates to any installed applications,
- Monitoring of the server and applications,
- Firewall maintenance,
- Intrusion detection and prevention,
- Data backups,
- Disaster recovery.

Domain Authority

What is Domain Authority?

Domain authority is a search engine ranking score that estimates a website's ability to rank on Search Engine Results Pages (SERPs). Domain authority ranges from a score of 1 to 100. The higher your score, the better your website will rank.



How is Domain Authority scored?

Domain Authority is scored on a 100-point logarithmic scale. Note that it's easier to increase your score from 20 to 30 than it is to grow from 70 to 80.

What is a "Good" Domain Authority?

Domain authority is a comparative tool, therefore, having a higher score than your competitors must be the goal to be good.

Where to Find Domain Authority?

Domain Authority metrics are included in lots of SEO and online marketing platforms in the web. Moz ecosystem is the suggested one by Popupsmart.

How to Influence Domain Authority?

Domain Authority is not influenced directly by a component. The best way to affect the Domain Authority metric is to improve your overall SEO and to obtain more links from other high ranking web pages.

Drip Marketing

What is Drip Marketing?

Drip marketing is a strategy mostly used by email marketers and is a constant flow of sending electronic marketing material for a certain time period. Drip marketing is also known as "Drip Campaign", "Lifecycle Emails", "Automated Email Campaign", "Marketing Automation", or "Auto-Response Campaign".

You may use other types of mediums (such as direct mail, social media, SMS etc.) to apply drip marketing.



The primary goal of an email drip marketing campaign is to attract the right subscribers who will be exposed the goods of the organization repeatedly and for a long time.

One way to build an email list and to obtain user engagement at the same time is launching a drip email campaign.

Drip Marketing Campaigns

To constitute an effective email drip campaign, you need to determine things you want to automate;

- Checkouts,
- One-off website visitors,
- Engagement,
- Set up of onboard user accounts.

Don't tell anyone but the secret to generate an effective drip is to feed your insights by results in your existing drips and to customize them accordingly.

Types of Drip Campaigns

1. Top-of-Mind Drips Help keep your leads engaged with your company throughout the sales process.
2. Educational Drips Provide relevant product information to prospects to prepare them for purchase.
3. Reengagement Drips Are designed to win-back the interest of your colder leads.
4. Competitive Drips Targets your competitor's customers with explaining the benefits of switching to your product.
5. Promotional Drips Entice prospects with limited-run promotions and special pricing offers.
6. Training Drips Can be used for new clients or internally use to move readers through a training program.

Why Drip Campaigns?

Executing a drip campaign is a great way to maintain consistent growth and automate manual tasks which are time-consuming, delicate, and demanding.

Successful Drip Campaign Examples

1. Headspace welcomes new users with a playful drip email and a brief explanation about what they offer.

We're pleased to meet you



Hi Joe,

Just by signing up you've taken the first step towards a life of less stress, more sleep and better focus. We'll be popping in now and again to help make sure you're getting the most from Headspace Take10: your 10 x 10-minute sessions of gently and expertly guided meditation.

2. Box employs drip campaigns to teach people how to use their product.



Box Tip #2

Create and share content with friends and colleagues

Creating and sharing files is easier than ever with Box. [Create content with Box Notes](#) for your daily to-do list, drafts for blog posts, notes from meetings, and more, all while collaborating in real time with friends and colleagues. Add collaborators to a folder to share everything inside or [simply send them a link](#) for secure sharing of individual files or folders. However you do it, Box gets better the more you share.


Learn how to

[Add Collaborators](#)

and

[Share Something](#)

3. Fairfield uses drip campaigns to confirm user reservations, and show off some of the hotel amenities.




We're ready for your arrival.

Fairfield Inn & Suites Atlanta Downtown

54 Peachtree Street SW . Atlanta, Georgia 30303 USA

1-878-702-8600 [Hotel Website](#) [Map & Directions](#) [Plan Your Stay](#)



Dear Mr. Matthew Guay,

Your reservation [redacted] at Fairfield Inn & Suites Atlanta Downtown begins soon. We look forward to your arrival and would like to share some information to help you prepare for your visit. Please let us know how we can help make your stay comfortable and productive.

Sincerely,
Fairfield Inn & Suites Atlanta Downtown

MARRIOTT REWARDS MEMBER

RESERVATION CONFIRMATION
[redacted]

CHECK-IN DATE
[redacted]

CHECK-IN TIME **04:30 PM**

CHECK-OUT DATE
[redacted]

CHECK-OUT TIME **11:00 AM**

[View your reservation](#)

4. Sark eMedia's 30-day Blogging Challenge aims to teach different ways of writing content for the challenger's blog while targeting a specified objective.

Welcome Challenger

Welcome to day 2 of the 30 day business blogging challenge.

I love blogging. By the end of this challenge you will too.

Yesterday we looked at what you can blog about, I shared 31 different blogging prompts and showed you how they work.

Today we're going to look at Keywords.

Keywords help you get found by both your readers and the search engines. They are not the only search engine ranking factors though, so don't go keyword crazy.

<http://www.sarkemedia.com/using-keywords/>

Don't panic if keywords are not coming to you naturally. I've been blogging since late 2006, and did my first 30 day challenge in 2007 and they still get me.

We're on day 2 of this 30 day challenge and by day 30 you'll understand keywords a whole lot better than you think.

You know if you start dreaming in keywords it's time to pack it up ;), so don't dwell on them.

Today's challenge - create a list of Keywords and Phrases you'd like to

How to Create Drip Campaigns

You may create your drip campaign and schedule when the emails will be sent automatically to the subscribers by using a marketing automation tool.

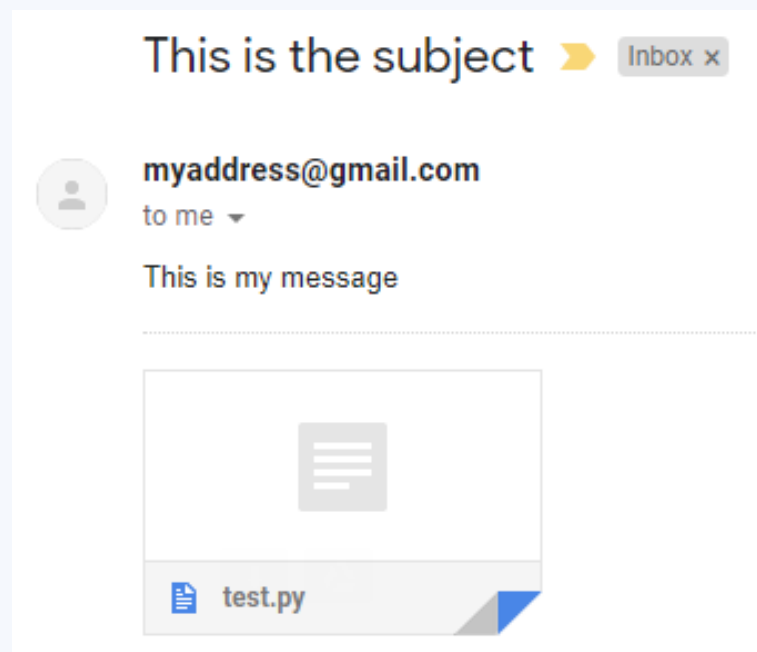
Email Attachment

What is Email Attachment?

Email attachment is a computer file sent within an email message.

An email attachment can be in the type of;

- Image (photo),
- Video,MP3,
- Document,
- Zipped file/folder.



How to Add an Attachment to an Email?

- Open a new email message window (Click the "New Message" or "Compose Email" icon, or use the keyboard shortcut of CTRL + N)
- Click on the paperclip icon saying "Attach a File/Files"
- "Browse through your computer's folders and click to select the targeted files/folders. You can select multiple files at once.
- Click the "Open" or "Choose File" icon to attach the file to your email.

How to Download an Attachment from an Email?

Download to Computer

- On your computer, go to your email.
- Open an email message.
- Hover your mouse over the thumbnail, then click Download.

Download to Smartphone

- Make sure you've downloaded the mail app.
-
- On your smart phone, open the mail.
-
- Open the email message.
-
- Tap the attachment to open it.
-
- Tap the attachment again.
-
- In the top right, tap "Share".
-
- Tap "Save Image".

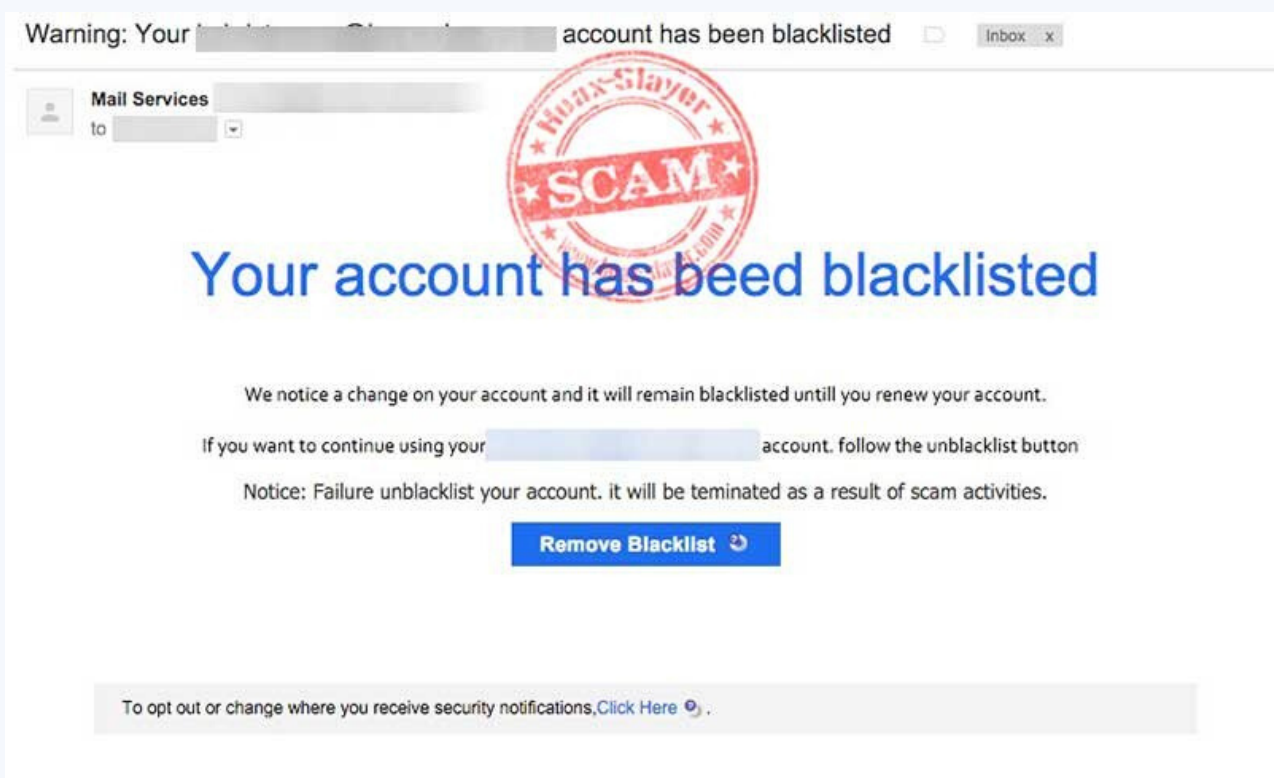
How to Forward Email Messages with Attachments?

- Open the email message that you want to forward.
-
- Click on the "Forward" icon
-
- You will face with a box saying "Do you want to include attachments?"
-
- Click "Yes".

Email Blacklist

Email Blacklist Definition

Blacklist is a database of senders who have been reported as sending spam by the receivers. Email addresses from this list are believed to distribute spammy emails, so they are either blocked or flagged as spam in the recipient's folder.



Warning: Your [redacted] account has been blacklisted Inbox x

Mail Services [redacted]
to [redacted]

Wax-Slayer
SCAM

Your account has been blacklisted

We notice a change on your account and it will remain blacklisted until you renew your account.

If you want to continue using your [redacted] account, follow the unblacklist button

Notice: Failure unblacklist your account, it will be terminated as a result of scam activities.

[Remove Blacklist ↻](#)

To opt out or change where you receive security notifications, [Click Here](#) .

How do Businesses Get Blacklisted?

High Volume of Mail: A server sending too many messages to subscribers in his email list can get flagged as spam.

Email Forwarding: When an IP relays spam to another and when you forward this type of an email, it may seem like the spam is created by you.

Attachments: Sending too many attachments in your email marketing campaign may lead being blacklisted.

High Bounce Rate: This rate is a strong indicator for ISPs that a mailing list has not been legally obtained.

Including too Many Materials: Emails containing lots of graphic, image and animation materials trigger spam filters.

How to Get Removed from a Blacklist

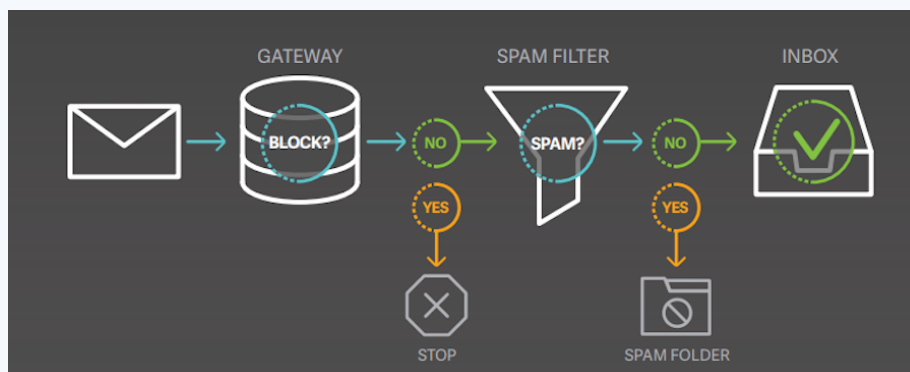
To check your blacklist condition, you may enter your IP address to Mx Toolbox or Return Path Sender Score

If your company is included in a blacklist, you can submit a request for removal to the website housing the blacklist. The fundamental here are to follow their instructions carefully and to obey their requests without demur.

Email Deliverability

What is Email Deliverability?

Email deliverability is the percentage of emails which are delivered successfully to the subscribers' inboxes. It can also be called "inbox placement". It is an important measure of success because emails which are able to reach the targeted inboxes have a great chance of being opened.



The Elements of Email Deliverability

Email deliverability is influenced by three core factors:

1. Identification: Gatekeepers of a subscriber's inbox or ISP determine whether you are using a set of standard protocols (Domain-Based Message Authentication, Reporting and Conformance (DMARC), Domain Keys Identified Mail (DKIM) and Sender Policy Framework (SPF)).
2. Reputation: Reputation is a score of your domain which specifies your level of trustworthiness as a sender. It is indicated based on your blacklist listings, bounce rates, complaint rates, and email volume.
3. Content: The quality of your content has a significant effect on whether or not your email will be delivered to the recipient's inbox. Emails with spammy subject lines, in unusual formatting or with suspicious URLs trigger ISPs to confirm the content. Rather than that, your content must be high-quality and relevant to your subscriber's wants/needs.

Email Delivery

What is Email Delivery?

Email delivery determines whether or not the email you send is accepted by ISP. In other words, email delivery only gauges the emails which are not bounced, regardless of if the email reached the recipient's inbox folder or not. It is also called "acceptance rate".

Email Delivery vs. Email Deliverability

"Email delivery" and "email deliverability" are two different metrics even though they sound very similar. You may think the correlation between them as two steps in the same process;

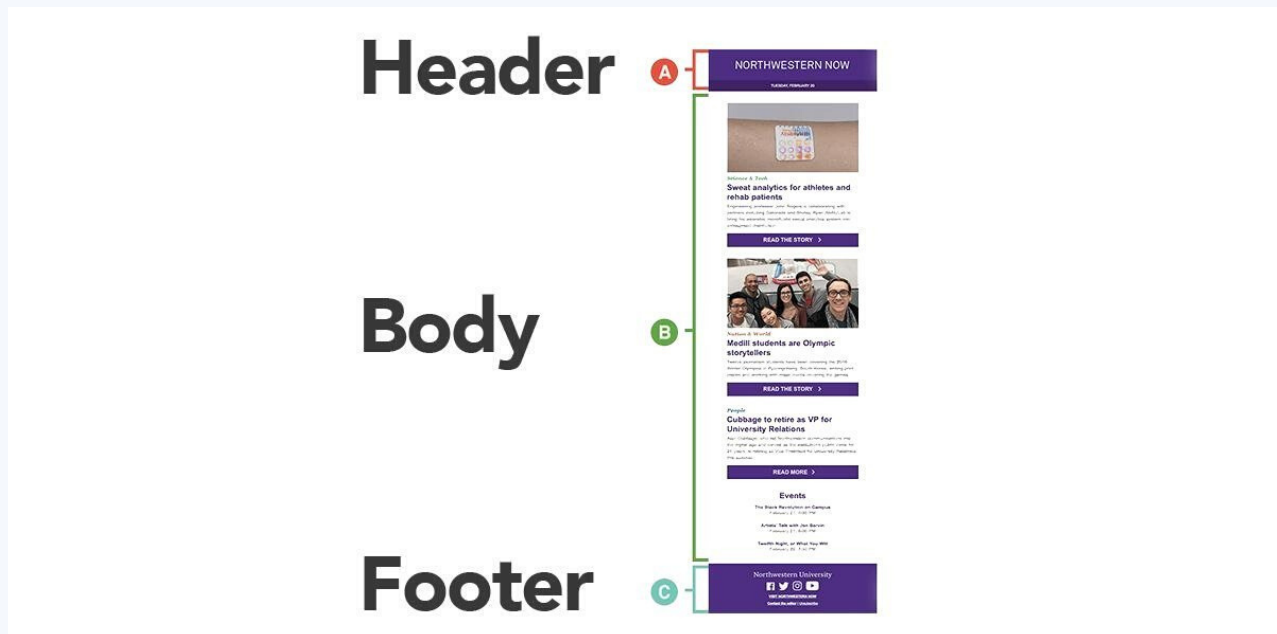
Step 1: Email Delivery Is the email accepted by ISPs?

Step 2: Email Deliverability Is the email reached to the targeted inbox?



Email Header, Email Body, and Email Footer

Email Marketing: Creating an Email Campaign



Email Header

The header should describe everything to your audience because they see it before opening your email. The header contains the least amount of content but it is the most important because it's what email receivers will use to decide whether they open your email or not.

Email From (Sender) Name: People tend to open emails when they come from a personalized account. Instead of using your company name, send from a recognizable name linking the actual sender.

Email Subject Line: Your subject line needs to be attention-grabbing. It should be short, personal, and action-oriented. You should never use spammy words in your subject line.

Email Preheader: A preheader is the short preview of an email. You can include a call-to-action to this blank. However, remember that different mobile devices and email providers allow different character limits for preheaders.

Email Body

You were able to convince your subscribers to open your email. The next challenge is to induce them that you are saying something important, valuable and interesting to prompt an action.

- Do not talk to your subscribers, start a conversation with them. Make them feel special, show authenticity, touch their pain points.
-
- People allocate very little time reading emails. Your text should be kept short, clear, simple, and direct.
-
- You should never send text-only or image-only emails.
-
- Including visuals that reflect your creativity may help you to grab the attention of the recipient.
-
- If the email seems too long, it creates a bias for its readability and it leads attention losing relatively.
-
- Add your company logo right at the top of your email and make it directly leading to your website.
-
- Use calls-to-action in your emails several times. It will increase your click-through rate and provide convenience for your readers to reach your website.

Email Footer

Finally, your subscriber viewed your email and it is time to see your signature. This is where you will thank your reader for her time and invite her to engage you in other channels.

Contact Information: Include the physical address of your company and telephone number of customer relationships department to show your reachability. By this way, you also comply with federal anti-spamming laws.

Social Media Accounts Links: Add buttons that direct your subscriber to your social media accounts like Twitter, Facebook, Pinterest, Instagram, and YouTube.

Unsubscribe Links: Don't forget to create an unsubscribe link at the end of your email to write off subscribers who don't want to hear from you.

Email List Decay

What is Email List Decay?

Email list decay is a condition when somebody unsubscribes from an email list. List decay, on the other hand, is the situation when someone unfollows the organization on social media channels.

Companies need to be active all the time on social media. Otherwise, their messages could never be reached the right people due to target audience's feed. Therefore, marketing through email is a more simple way since the messages are stored in the targeted inboxes.

Additionally, companies should optimize their content and sharing frequency.



Why Subscribers Abandon a Mailing List?

The main reasons for unsubscribing a mailing list;

- Content may be boring and repetitive.
- Organization may send a similar content too frequently.
- Newsfeeds may be too clutter.

How to Keep Customers Subscribed?

Here, some tips to maintain customer retention are given;

- Creating interesting and relevant content,
- Continuous engagement with followers,
- Consistent frequency of sending emails.

Email List

Email list is basically the collection of email contact information of people who gave the required permission for receiving update and promotion emails from a business. In other words, it is compiled of prospects or leads with their email addresses, which are used in email marketing efforts of a digital marketer.



Why is Email List Important?

- Emails are direct and personal. Therefore, they provide you opportunity to create personalized campaigns and a special tone of voice in your content.
- Your digital marketing and SEO efforts may go waste if platforms like Google, Facebook, or Twitter change their policies. However, you own your email list which cannot be influenced by the decisions of third parties.
- People check their email inboxes several times in a day, which offers you a chance to communicate with them whenever you want.
- With segmenting your email list, you may deliver highly relevant offers to people having interest in your product or service.

Which Priorities are Important While Building an Email List?

Quality: Obtaining real information from people who check their email inboxes frequently.

Relevance: Including people who willingly want to receive emails from your business and are interested in your industry.

Volume: Focusing on the quantity of subscribers.

===Caution: Quality is much more important than quantity in email marketing, so buying an email list to reach high volumes is always a terrible idea!

Email Marketing

Email Marketing Definition

Email marketing is the use of email to develop and maintain relationships with (potential) customers and clients. More basically, it is the use of email to promote the marketing efforts of a business.



Advantages of Email Marketing

- Permission-based approach to increase subscriber engagement with your business,
- Different design options to create your email campaign: plain text, graphs, pictures, videos, attach files - whichever fits your message the best,
- Scalable because it can be used to deliver customized messages or to reach mass audiences,
- Forward and share email content opportunity,
- Call-to-action buttons and links easing the way of purchasing a product or service,
- Measureable with using web analytics software,
- *A/B testing,
- Less intrusive because audiences can read your message whenever they are available,
- Very cost effective,
- Environmentally friendly form of marketing (no print-outs),
- High Return on Investment (ROI) >> 3800%.

Email List Segmentation

What is Email Segmentation?

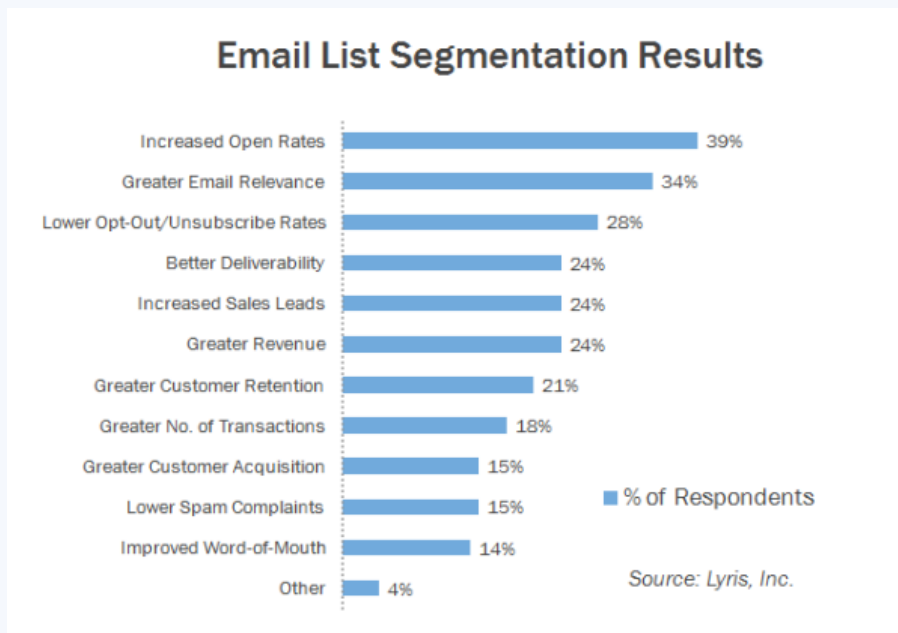
It is the segmentation of email list subscribers into smaller groups based on selected criteria. Typically, email list segmentation is used as a customization tactic to present more precious content to subscribers.

It is also called "email list segmentation".

Why is Email Segmentation Important?

Email Segmentation is important because it;

- Eases the way of learning more about the customers,
- Helps clarify the goals of your email marketing campaign easily,
- Motivates to have a relevant email database and to do email list cleaning,
- Increases efficiency of your email marketing efforts by raising open rates and click-through rates,
- Improves email reputation because email segmentation helps to deliver targeted and valuable information to those who are willing to engage.



You may segment your subscribers based on;

Location: Notify your local subscribers about your local event.

Preferences: Send an email to people who want to hear about blog posts or something specific.

Interests: Subscribers who like A, who like B or who like C. (It can be anything regards to your business)

Cart Abandonment: Remind people who put items into the cart but didn't complete the purchase.

Lead Magnet: Send emails based on the topic of the lead magnet that the targeted customers opted in for.

New Subscribers: Send welcome mail and welcome series to those new subscribers of your website.

Inactivity: Remind your subscribers who haven't engaged for a while and didn't complete the next step you want.

Open Rate: Reward the most engaged subscribers with a special offer. Remove people who have not opened your emails for a long time.

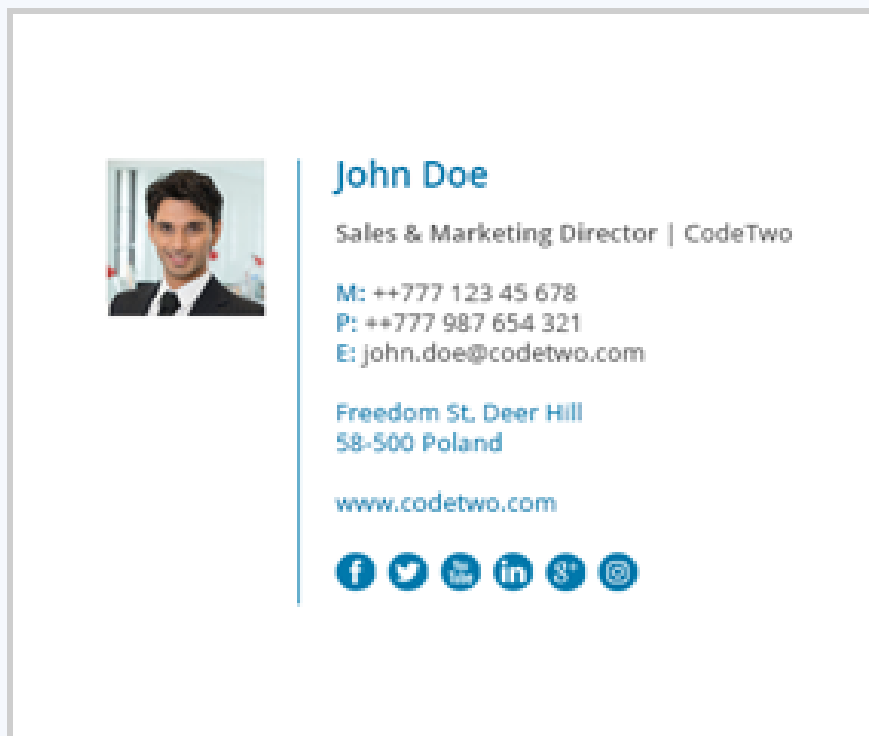
Email Signature

What is Email Signature?

An email signature is a block of text added automatically to at the end of an email message.

It generally includes the sender's;

- Name and surname,
- Cellphone number,
- Image,
- Title and company that he is working in,
- Call to action landing social media channels or website
- Personal information (but not that frequently).



How to Generate an Email Signature in Gmail

- Open Gmail,
- Click Settings in the top right.
- You will see "Signature" section, click the option,
- Add your signature text to the box (you can also format your email signature by adding an image or by changing the text type),
- Click the "Save Changes" which is at the bottom of the page.

Email Validation

What is Email Validation?

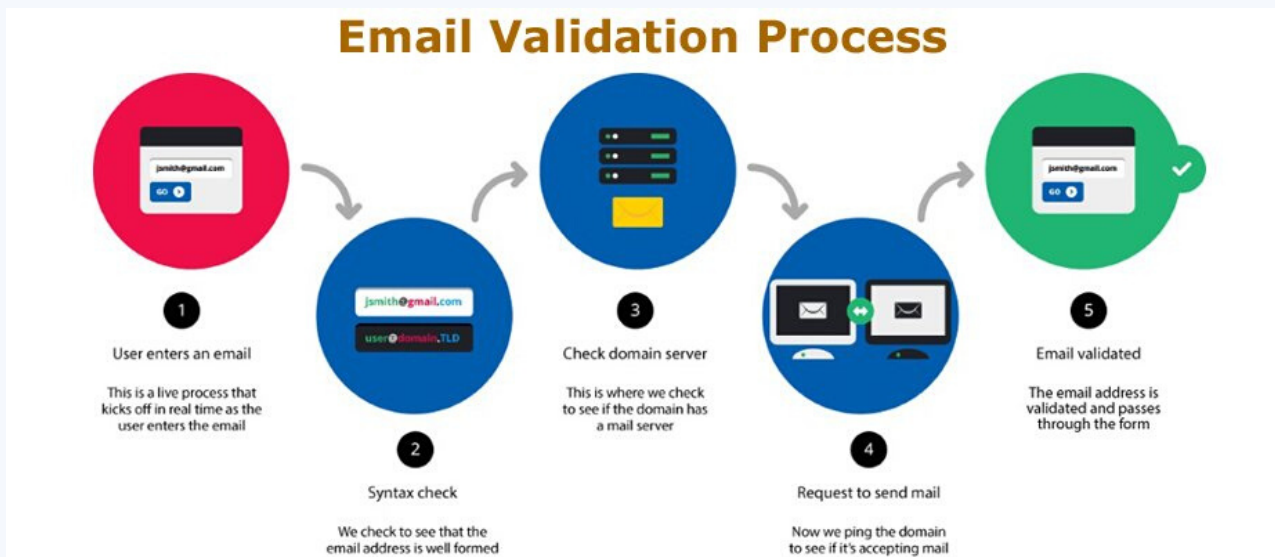
Email Validation is a method of verifying if an email address is valid and deliverable. You need to also confirm that if an email address exists with a reliable domain such as Gmail or Yahoo.

Most of the email service providers (ESPs) offer email validation services. You may use lots of free tools to validate email addresses in your list;

The results of these providers will be like;

Valid: The email address exists, and this mail-sending process will be completed to the mailbox level.

Risky: The subscriber exists but there is still a risk that this address could result in a bounce. or **Invalid:** There are syntax errors, DNS errors or mailbox errors.



Benefits of Email Validation

You need to validate your email list before executing an email marketing campaign.

- Email delivery increases,
- Email deliverability improves,
- A high sender score is maintained,
- Cost per user decreases,
- ROI increases,
- The efficiency of your email program maximizes,
- Conversion rate will be higher (opens and clicks).

The Ways of Doing Email Validation

- You can have an auto-complete of writing feature that allows them to select the appropriate email address type (@gmail, @yahoo.com, @hotmail.com). This reduces the risk of obtaining invalid email addresses with typos.
- An email marketing tool like Return Path may be used to receive real-time validation of an email address.
- Having double opt-in forms in your email subscriber options is the best way to validate an email address.

Email Verification

What is Email Verification?

Email verification is a method that when a visitor subscribes to an organization's email list, the visitor gets a unique link to approve receiving emails from the business.

This link both protects the business from having unvalidated email addresses and the user from getting unwanted emails. Email verification also helps in the improvement of the company's email account.

Reaching the proper receivers is crucial for businesses in order not to end up with spam folder of subscribers.

There are many verification tools that are available freely online. Using those tools eases the way of organizations which want to do email list cleaning.

Exit Rate

Exit rate is a google metric that shows the rate of exits from a web page. It determines whether the user continued to surf on your website or not. Its calculation is the percentage of total exits divided by total page views.

There are two types of an exit:

1. Unnatural Exits: when visitors unwillingly leave your website due to a technical problem.
2. Natural Exits: when visitors willingly close your website in an explorer.

Exit Rate vs Bounce Rate

These two terms often confused with each other. If the user ended the session, by closing the first page in the session, this means he/she bounced. However, if the user clicked another page inside that website then exited, this means he/she exited, not bounced.

The diagram is a blue rectangular box containing two white boxes side-by-side. The left white box is titled 'Bounce Rate' and contains the formula $R_b = \frac{T_{visits}}{T_{enter}}$. The right white box is titled 'Exit Rate' and contains the formula $R_e = \frac{T_{exits}}{T_{views}}$. Below each white box, the variables are defined: R_b = Bounce Rate, T_{visits} = Total one-page visits, T_{enter} = Total entrance visits; and R_e = Exit Rate, T_{exits} = Total exits, T_{views} = Total visit to a page.

Metric	Formula	Variables
Bounce Rate	$R_b = \frac{T_{visits}}{T_{enter}}$	R_b = Bounce Rate T_{visits} = Total one-page visits T_{enter} = Total entrance visits
Exit Rate	$R_e = \frac{T_{exits}}{T_{views}}$	R_e = Exit Rate T_{exits} = Total exits T_{views} = Total visit to a page

Bounce rate's calculation is the percentage of total page visits divided by total entrance visits.

Therefore, every bounce is an exit but not every exit is a bounce. Both terms are important and Google takes both of them into account.

How to Decrease Exit Rate?

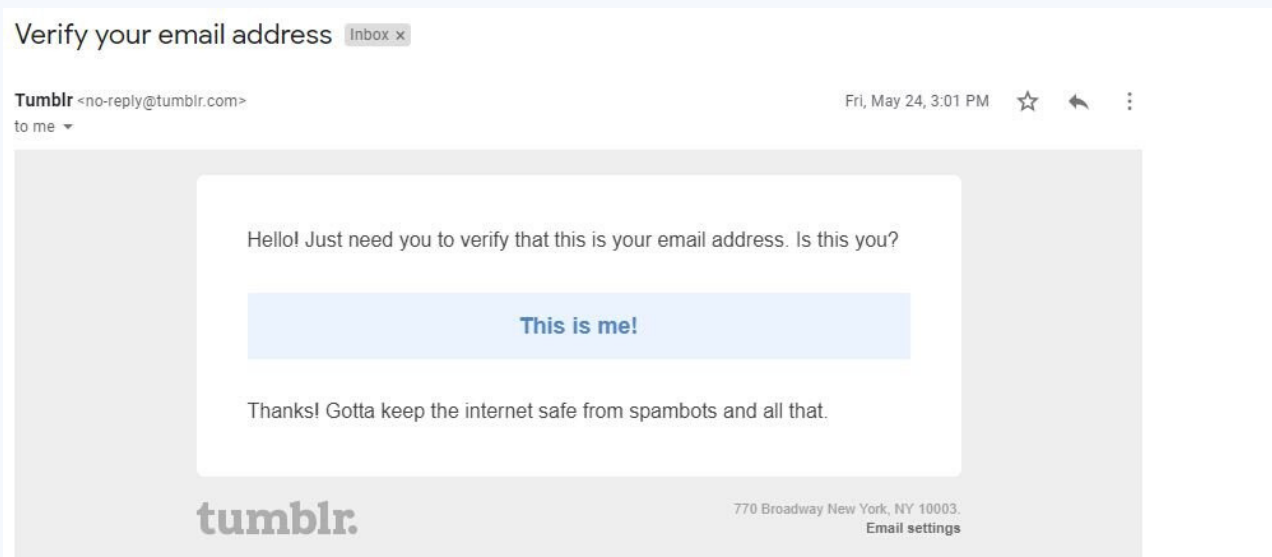
If your website has a high exit rate although your main goal is to pull the user deep inside your website, you should consider making some adjustments. In order to decrease it, firstly, you need to understand why people are leaving. Following reasons might be the problem

- Annoying music/video
- Poor design
- Slow loading speed of a page
- Confusing pathing in the website

Additionally, you need to give users a reason to stay more, this is more challenging than just fixing the problems above. You might need to change your conversion funnel.

Here are some useful resources to understanding funnel analysis which you should check out:

- [Funnel Analysis: Finding and Fixing Conversion Problems with Google Analytics](#)
- [How to Design an eCommerce Checkout Flow That Converts](#)



Graphic Interchange Format Animated (GIF)

What is a Graphic Interchange Format (GIF)?

Graphic Interchange Format is a type of bitmap image file format which is used for sprite images on the web and in software programs. It is introduced by CompuServe in 1987 and has gained a wide support on World Wide Web, has attracted a great attention of lots of internet users.

A standard GIF image can contain a maximum of 256 colors because GIFs store image data using indexed color.

The GIF has become popular because it uses the LZW (Lempel-Ziv-Welch) compression method, which is the approach of reducing the file size without lowering the quality of the image.

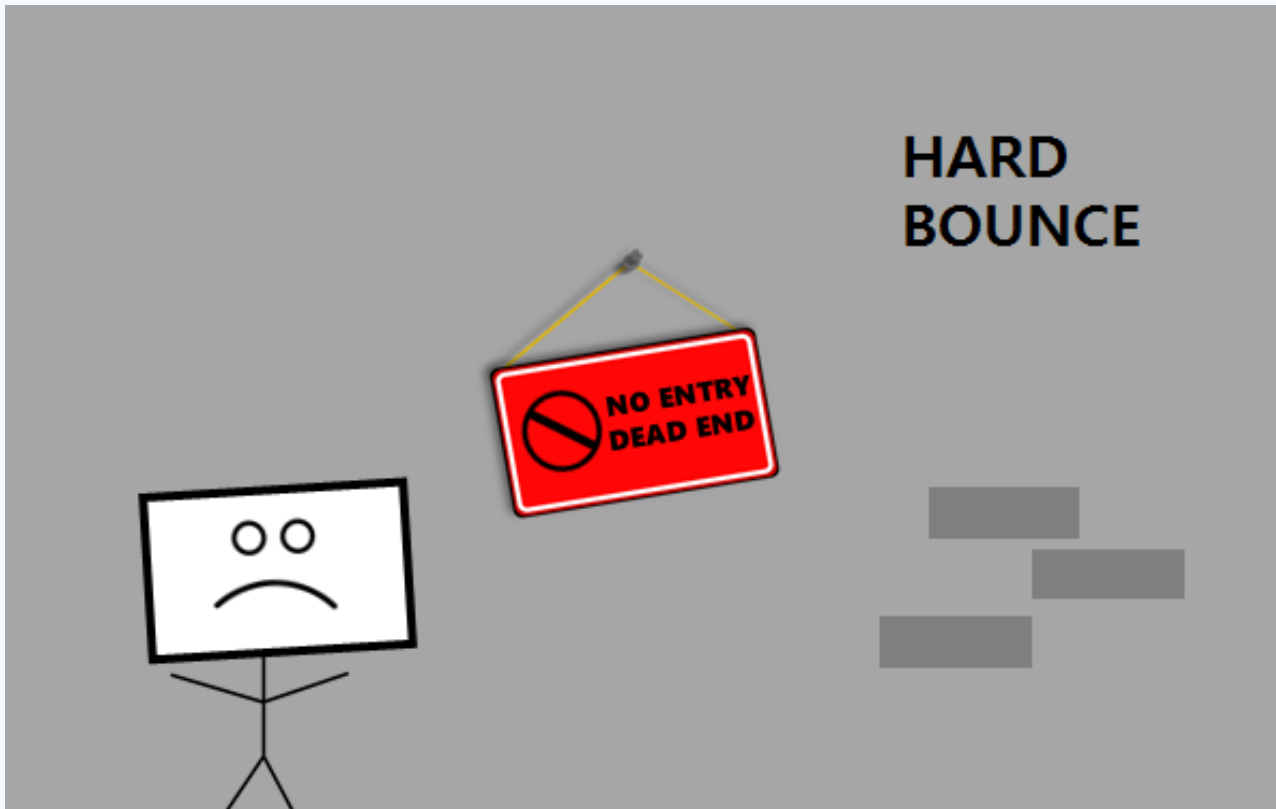


Animated GIF

The most distinctive feature of GIF is the support for animation. Animated GIFs contain a some amount of images or frames in a single file and is identified by its own graphic control extension. .

Hard Bounce

A hard bounce says 'an email you sent has returned because there is a permanent reason about the reachability of this subscriber'. Bounced email addresses need to be cleaned in your email list immediately either manually or automatically. Not excluding hard bounce email addresses will lead being flagged as spam in your future campaign sends. Also, repeated hard bounces could affect a sender's reputation badly.



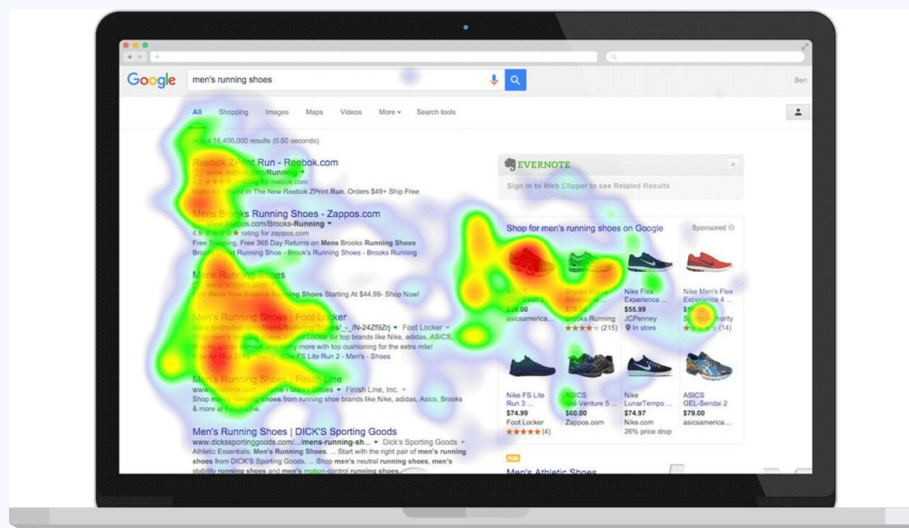
The common reasons why an email may hard bounce are listed below;

- Recipient email address may not exist,
- Domain name of sender doesn't subsist,
- Recipient email server has completely blocked delivery.

Heat Map

A heat map is a representation of data using colors in two dimensions. A heat map uses warm to cold color spectrum in which the warm areas' values are high and the cold areas' values are low. There are many ways to display a Heat Map but they all use color to represent the data.

In order to understand how visitors behave on your website, heat mapping is crucial. Every mouse move, click, keystroke determines the heat map of a web page.



How to Read a Heat Map?

Reading a heat map depends on which data is representing in that particular map. Bear in mind that, warmer colors indicate higher values and colder colors indicate lower values. Red is the warmest color and purple is the coldest one in these maps.

You need to analyze colors and understand the intensity of the map. For example, in the image above, the intensity is the highest at the first 5 searches. This map shows us that the top 4-5 pages in a Google search get the attention majorly. Also, the shopping part of the page is red because of the visual source.

Heat Map Generators

There are many websites that you can use to generate a heat map. Although there are numerous ways to analyze data, a heat map provides you a visual and clear representation. It is useful for looking at your web page from a browser's perspective and customizing and replacing things in warmer and colder areas.

- GazeHawk
- Crazy Egg
- Clicktale

Inbox Placement Rate

What is Inbox Placement Rate?

Inbox Placement Rate (IPR) is the percentage of sent emails that were able to reach the targeted inboxes rather than the spam or junk folders of subscribers.

If you have a low inbox placement rate, it may be due to;

- Irrelevant content,
- Bad IP and/or domain reputation,
- Constantly sending messages to invalid or unknown email addresses.



How to Calculate Inbox Placement Rate

Inbox Placement Rate: Number of emails delivered to inboxes of recipients / Number of emails sent by your organization.

Landing Page

What is Landing Page?

Landing page is your web page which is created to capture the attention of your customers in exchange for an offer.

Grabbing a customer's attention may be gained by offering an ebook, a course, or a template. The offer should have enough differentiated value for a visitor to share his personal information in exchange for obtaining it.

Types of Landing Page

Lead Generation Landing Page

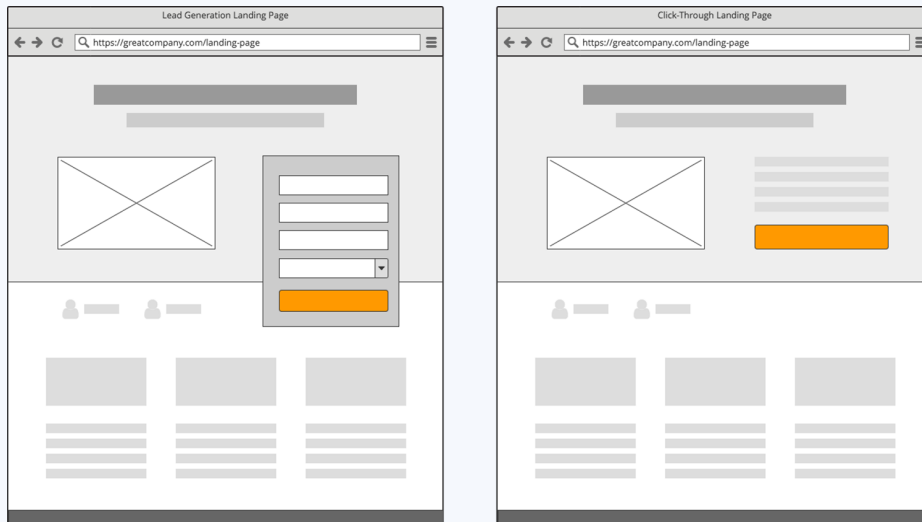
Lead Generation landing pages;

- Are typically created for collecting leads (personal information of visitors),
- Have a web-formed call-to-action button,
- Are generally used for B2B marketing.

Click-Through Landing Page

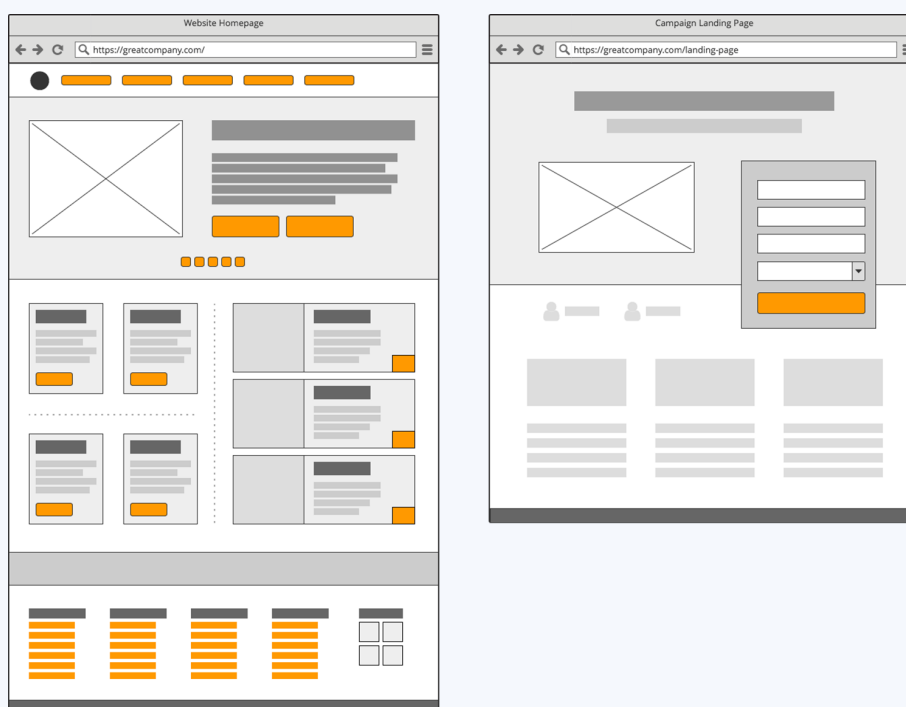
Click-Through landing pages;

- Are typically created for e-commerce purposes,
- Have a simple call-to-action button,
- Are generally used for B2C marketing.



The Difference Between a Homepage and a Landing Page

A website's homepage generally has several links and calls-to-action while a landing of a business has only one, single link. Having one link rather than offering several links is much more better because there is no distractions for visitors, and it is proven to increase conversion rates more.



Lead

What is a Lead?

Lead is an individual who is interested in what your business is selling or providing. Here, interest means sharing contact information (email, phone number, social media account) with your organization.

What is Lead Generation?

Lead generation is the process of converting visitors into loyalists who show regular interest in your company. Instances of lead generators can be listed as;

- Job applications,
- Blog posts,
- Social media channels,
- Discounts and coupons,
- Live events,
- Online content.

Why do We Need to Generate Leads?

When a visitor begins an intimate relationship with your organization by presenting an organic interest, the conversion from being a stranger to becoming a customer occurs naturally. Generating leads is a fundamental point in an individual's journey to becoming a delighted customer.



How to Generate Leads?

The steps of the lead generation process are that;

- A visitor faces with your business through one of your digital marketing channels (lead generators),
- He clicks on your call-to-action (CTA) button in those channels,
- He goes to your landing page,
- The offer in your landing page attracts the visitor's attention,
- The form on your landing page is filled out by the visitor,
- And you have obtained a new lead!

Lead Marketing

What is Lead Marketing?

Lead marketing, or lead generation marketing, is the process of attracting the interests of potential customers and then being able to convert them into buyers.

The first necessity to establish a relationship with potential customers is to encourage them to share their personal data.



Examples for ways to obtain leads:

- Downloading an e-book in exchange of contact information,
- Subscribing to a newsletter of your business, or
- Signing up for a high-quality webinar.

The challenge in lead marketing is to attract the attention of potential customers and to have their trust. This is why the most of the companies use several channels to handle with this challenge;

- Search Engine Optimization (SEO)
- Search Engine Advertising
- Social Media
- Landing Pages
- Banner Advertising
- Online Public Relations
- Trade Shows
- Conferances
- High-quality Content

Macro Conversion







Macro conversion is the main conversion on a website. Macro conversions are primary. Macro means big, on a large scale. Macro conversions show the website's Conversion Rate's which is quite important for a brand or a service.

For example, selling a product or receiving a service request are macro. Micro Conversions may often promote to macro conversions. That's why you should track micro conversations.

Macro Conversion Examples

There are fewer macro conversions than micro conversions because macros mostly exist at the end of the sales funnel. If you get a macro conversion, this means that you successfully achieved your goal for that particular customer.

Macro Conversions

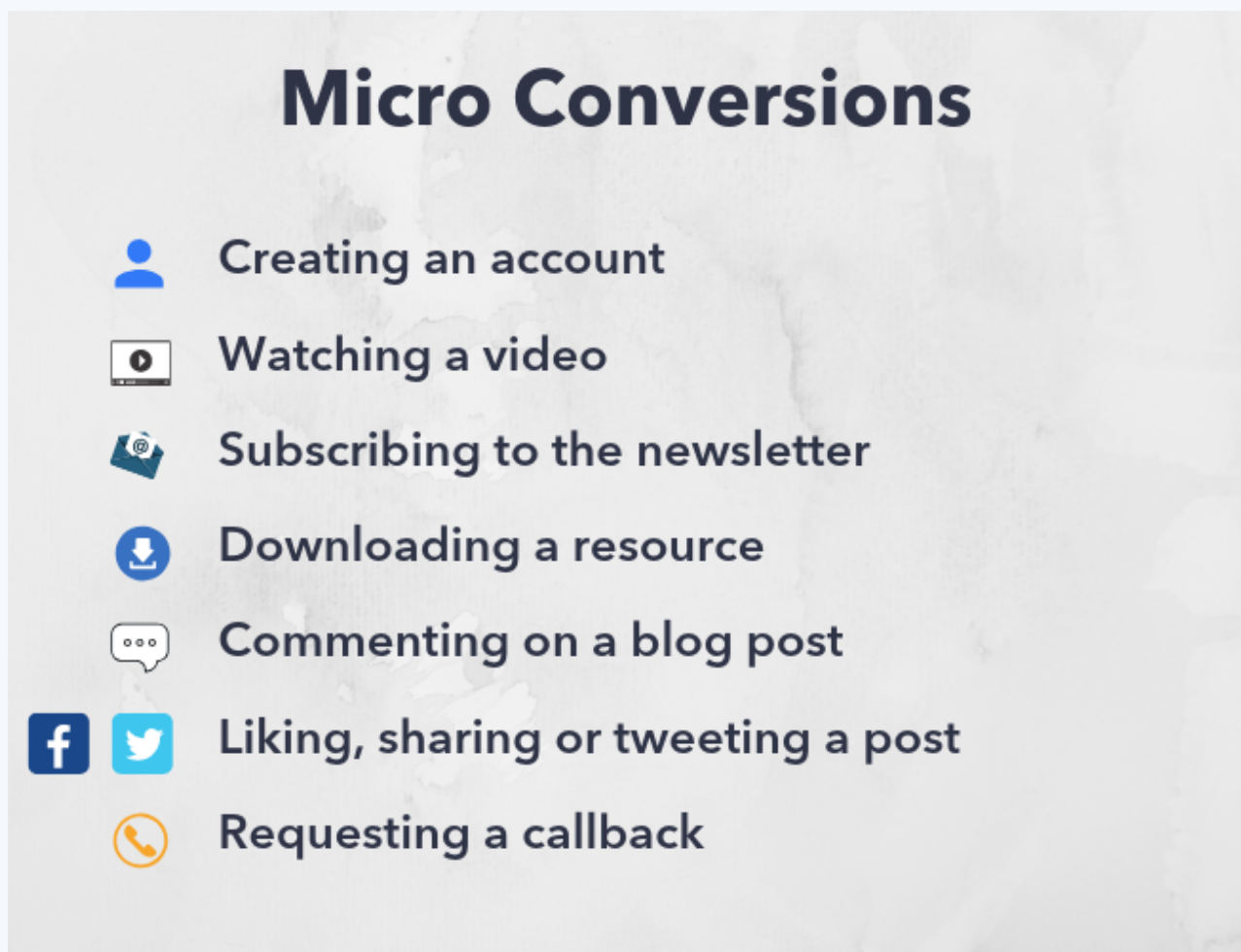
-  **E-commerce order completion**
-  **Premium subscription sign up**
-  **Application form completion**
-  **Phone call**
-  **Providing a service**
-  **Paid app**

Micro Conversion

A micro conversion is the first step of your main conversion goal, often called macro-conversions. Micro conversions may not seem like a win. However, it shows you that the user has an interest in your product or service.

Micro Conversion Examples

In order to increase our micro conversions, we need to understand what is a micro conversion. One of the easy ways of figuring it out is checking out common examples. However, some examples may not be suitable for your website. Also, your website may have some micro conversions which are not listed below.



Why Should You Track Micro Conversions?

You should track your Micro Conversions in order to

- Understand user attitude,
- Nurture leads,
- Choose suitable conversion funnels,
- Fix mistakes.

New Normal in Digital Marketing

What's New Normal In Digital Marketing?

One thing is clear in 2018—digital no longer represents merely one component of a larger marketing strategy. It is now foundational. It's no longer a question whether or not digital avenues will be considered in collection of data, inbound and outbound communication with customers, and marketing techniques, but a question of how. We're seeing changes in the digital sphere daily—from the changing screen sizes we're tapping to the changing software updates and user interfaces to the changing complexity of customer data available to marketers.

In the words of Mark Hodges, Sales Director at Teradata, "Consumers expect you to market to them like you know them. The rise of mobile has dramatically changed everything in that regard they also expect you to respect that they have the ability to throw the privacy flag when they want to." Mark was referring to consumer backlash against "the creep factor" of marketers mistaking context for relevancy when personalizing communications.