



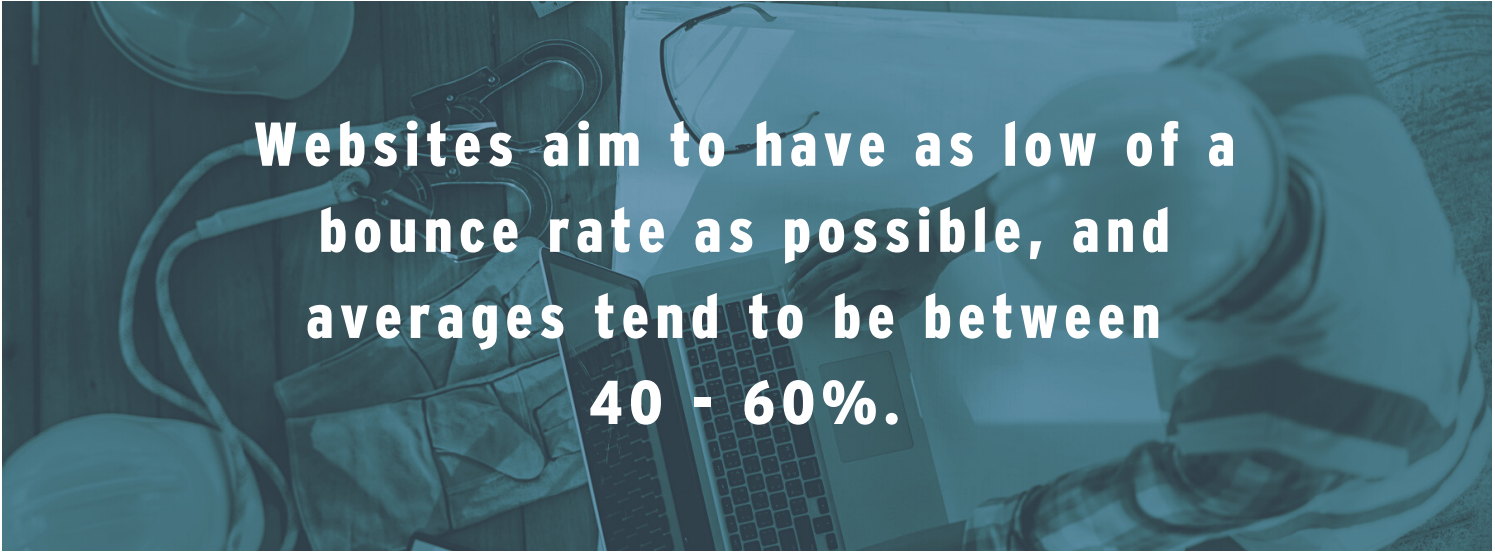
KHL GROUP DIGITAL GLOSSARY

**THE TERMS YOU NEED TO KNOW TO UNDERSTAND
DIGITAL CAMPAIGN RESULTS**



BOUNCE RATE

The percentage of visitors to a website that leave immediately without clicking or interacting with any portion of the page. For example, if 100 people visit a website, and 50 of them immediately leave, the website has a bounce rate of 50%.

A photograph of a person's hands typing on a laptop keyboard, with a teal-colored overlay. The text is centered over the image.

Websites aim to have as low of a bounce rate as possible, and averages tend to be between 40 - 60%.

CALL TO ACTION (CTA)

The part of the advert or marketing content that attempts to persuade the viewer to take an action.

CLICK (EMAIL)

Every time a link, advert or promotional email is clicked on.

CLICK RATE (EMAIL)

The number of clicks in an email campaign divided by the total number of emails delivered.

CLICK-THROUGH RATE (CTR)

A metric showing how often people click on an ad or search result after they see it. It can be calculated by dividing the number of clicks, by the number of impressions (how many times the ad or search result was seen). This ratio can be useful when determining whether the messaging matches what the consumer is searching for, and if it resonates with them. A higher click-through-rate means more engagement, which generally leads to more quality conversions.

CONVERSION RATE

The percentage of visitors who take a desired action.

IMPRESSION


An impression is counted every time an advert or search result appears on someone's screen.

KEYWORD

A word or phrase indicative of the major theme in a piece of content. When you search for something in a search engine, you type in a keyword and the search engine gives you results based on that keyword. One major Goal of SEO is to have your website show in searches for as many relevant keywords as possible.

LANDING PAGE

The destination webpage a user lands on after clicking on a link.



Some landing pages are designed with the purpose of lead generation, while others are used to direct the flow of traffic throughout a site.

OPEN (EMAIL)

Every time an email from a campaign is opened.

OPEN RATE

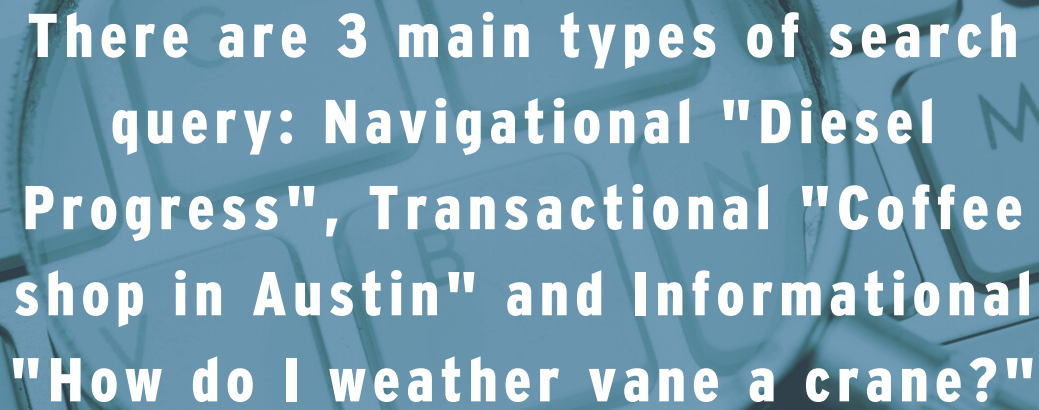
The number of times emails from one campaign are opened divided by the total number of delivered emails.

PAY-PER-CLICK (PPC)

An online advertising model in which advertisers are charged for their ad once it is clicked. The PPC model is commonly associated with search engine and social media advertising.

QUERY

The term given for what a user types and searches using search engines like Google, Bing, and Yahoo.



There are 3 main types of search query: Navigational "Diesel Progress", Transactional "Coffee shop in Austin" and Informational "How do I weather vane a crane?"

REFERRAL

A medium denoted in Google Analytics that represents a website visit that came from another website (as opposed to coming from a Google search, for example). When users click on a link to another, external webpage, they are said to have been "referred" there.

SEARCH ENGINE OPTIMISATION (SEO)

The practice of increasing the number of relevant people that come to your website and are exposed to your brand through non-paid, organic search engine results.

SESSIONS

A metric in Google Analytics that measures one user interacting with a website during a given period of time, which Google defaults to 30 minutes. A session is not dependent on how many pages are viewed, so if a person goes to a website and looks around at different pages for 20 minutes, it would count as 1 session.

SOURCE

A term in Google Analytics that helps webmasters classify where traffic is coming from (ie. the "source" of the web traffic). Source can be a search engine (for example, Google) or a domain (website-example.com)

UNIQUE CLICK

The number of times an individual clicked on a link in an email campaign. Repeated clicks are not counted.

UNIQUE CLICK RATE

The number of unique clicks on one email campaign divided by the total number of delivered emails.

UNIQUE OPEN

Number of individuals who open an email campaign.

UNIQUE OPEN RATE

The number of individuals who open an email campaign divided by the total delivered emails.

USERS / UNIQUE VISITORS

A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses. If a visitor visits the same website multiple times, they will only be counted once in the unique visitors metric.

**FOR MORE INFORMATION CONTACT THE
KHL GROUP DIGITAL TEAM**

DIGITAL@KHL.COM

