

Communications and Marketing Terminology

Organic: Data without paid advertisement

Reach: Number of people who saw a post

Impressions: Number of times a post is seen

Engagement: Number of interactions on a post, including likes, comments, shares, and clicks

Engagement rate: The percent of people who saw the post and interacted with it

Click through rate: The percent of people who saw the post and clicked through

Frequency: The average amount of times our ad was shown to someone in our selected audience

Flight: Multiple posts that are grouped by either the similarity of their content, the timing of when the post is running, or both

CPC: Cost per click; the amount we pay per user click

CPM: Cost per 1,000 impressions; the amount we pay for an ad to garner 1,000 impressions

CPE: Cost per engagement; the amount we pay per user engagement

OOH: Out-of-home ads, can be billboards, bus shelters, posters, etc.

Digital advertising: any ad existing in a digital space; social media, display, search, digital audio

Traditional advertising: ads in print media, OOH, terrestrial radio, television