Prepared by Alex Giedt
Last update 7/26/2023

Glossary of Web Metrics Terminology

Sessions - A web session is a discrete visit to the website and includes the pages visited. A session typically ends when either the user navigates away from the site or the session becomes inactive after 30 minutes.

Pages Per Session - The average number of pages viewed during a session. This is often used as an indicator of engagement. Higher Pages per Session typically indicates higher engagement with a site and its content.

Unique Users/Active Users - The number of unique users (i.e. visitors) to a website in a defined time period.

New Users - The number of new unique users (i.e. visitors) to a website in a defined time period. Note: A previous user that deletes the Google Analytics cookie to their website and then returns to that website will appear as a new user.

Average Session Duration - The average duration in minutes and seconds of a session. This is often used as an indicator of engagement. Longer Average Session Duration typically indicates higher engagement with a site and its content.

Pageviews - The total number of pages viewed by users during sessions in a defined time period.

Unique Pageviews - A unique pageview is a pageview by a unique user. Two pageviews in a defined time period by a single user will result in one unique pageview.

Engaged Session/Engagement Rate - An engaged session is a session where the user moves to at least one additional page from the page they land on. Engagement rate is the percentage of users that have been engaged during the period under review. Engagement rate is the inverse of bounce rate from Universal Analytics.

Bounce Rate - A bounce is a session that includes a single pageview (the entry page). Bounce rate is often used as an indicator of page quality. Bounce rate is the rate of bounces per total number of sessions. Note that a page that is a natural endpoint in a a visit (e.g. recipe pages or contest entry pages) may naturally have a high bounce rate yet is still a page that is delivering a quality experience. An example is a contest page that houses all of the content that encompasses that experience may have a high average time on page duration and a high bounce rate. This page likely still provides a high quality experience to users. Conversely a

page that has a very brief average time on page (e.g. <:10) and a high bounce rate likely is not providing a quality experience to users.

Glossary of Search Marketing Terminology

Impression - An impression is an instance of content (e.g. a facebook post, display ad, search ad, etc.) being presented to a user. Note: an impression is not necessarily seen by a user.

Click - A click occurs when a user clicks on a link, content, facebook post, etc.

Click-Through Rate (CTR) - CTR is the rate of clicks over impressions.

Average Position - Average position is the average ranking of a search ad impression on the search engine results page (SERP). Higher position is desirable and generally leads to a higher click rate.

Referring Site/Referral - A referral is a session that originated from another website. The Referring Site is the site that referred the session.

Cost - The total cost of a campaign, adgroup, ad, etc. during a defined time period.

Cost Per Click (CPC) - CPC is cost over the total clicks derived from that cost. Generally, lower CPCs are desirable. Note: CPC by itself, is not a complete metric. Attention must be paid to the quality of the click-derived visit by understanding different metrics like bounce rate and average session duration in order to understand the context of the CPC.

Quality Score - Google provides a quality score (1-10) that is an assessment of the relevance between the Keyword/Keyphrase targeted and the landing page and its content.

Search Impression Share - This metric provides the percent of times an ad impression is displayed for all searches of a keyword.

Glossary of Email Marketing Terminology

Email Deployment - An email deployment is an instance of an email being sent to an audience. For example, a monthly newsletter is one deployment in a month.

Emails Sent - The total number of emails deployed to an audience. Two emails to 1,000 subscribers results in 2,000 emails sent. Note: a sent email is not necessarily delivered.

Email Delivery Rate - This is the rate of emails delivered into a target audience's inbox. It is calculated by dividing total emails delivered by the total emails sent.

Email Opens/Open Rate - An email open occurs when a target audience opens a delivered email. The Open rate is the number of opens divided by the number of emails delivered.

Email Clicks/Click Rate - An email click occurs when a link in an opened email is clicked. A click is not necessarily equivalent to an email-derived web session. Click rate is the number of clicks divided by the number of emails delivered.

Email Spam/Spam Rate - An instance of email spam is when a user/audience member reports the email as spam by clicking the spam button in their email client. The spam rate is calculated by dividing the number email spam instances by the number of emails delivered.

Email Unsubscribes/Unsubscribe Rate - An email unsubscribe instance occurs when a user/audience member unsubscribes from an email subscription after receiving an email. This is generally completed by clicking on the CANSPAM-mandated unsubscribe link in an email. The unsubscribe rate is the rate of unsubscribes for an email or defined time period and is calculated by dividing the number of email unsubscribes by the number of emails delivered.

Email Clicks to Opens Rate - The ratio of email clicks to email opens. This metric speaks to the effectiveness of the email content towards generating clicks to the site.

Glossary of Facebook Marketing Terminology

Facebook Posts - A facebook post is an instance of posting content (organic or paid) to Facebook.

Facebook Impressions - A Facebook impression is an instance of a piece of Facebook content (e.g. post, ad, etc.) being presented to a facebook user. Note: An impression is not necessarily seen by the user.

Facebook Reach - Facebook reach is the unique number of audience members that were presented with a facebook impression (e.g. post, ad, etc.).

Facebook Clickers - Facebook clickers are the number of unique audience members who clicked on a facebook impression (e.g. post, ad, etc.).

Facebook Engagement Rate - Facebook engagement is generally defined as a like, comment or share of Facebook content (post, ad, etc). The Facebook Engagement Rate is calculated by dividing the total number of engagements by the total number of Facebook Impressions.

Facebook Relevance Score - This is Facebook's proprietary relevance score. The score, 1-10, provides the advertiser with an idea of how relevant the Ad is to the audience targeted.

Glossary of Pinterest Marketing Terminology

Pinterest Average Monthly Viewers - The average number of unique Pinterest users that are presented with a Pinterest Pin from a Pinterest ID during a defined month.

Pinterest Average Monthly Engaged - The average number of Pinterest Users who engage with a pin (e.g. clicking, re-pin) during a defined month.

Pinterest Average Daily Re-Pins - The average number of daily re-pins of a pin from a particular Pinterest ID.

Pinterest Average Daily Re-Pinners - The average number of daily Pinterest Users who re-pin a pin from a particular Pinterest ID.

Pinterest Average Daily Clicks - The average number of daily clicks on pins from a Pinterest ID.

Pinterest Average Daily Impressions - The average number of daily Pinterest Impressions (e.g. The number of times a Pin showed up in the Home Feed, search results and category feeds.) that are presented to users. Note: Impressions are not necessarily seen.

Pinterest Average Daily Viewers - The average daily number of Pinterest Users who are presented with Pinterest Impressions (e.g. pins).