CONTENT SELLS
PART 4 – GLOSSARY AND TOOLS

Glossary

Cost Per Lead
$$ spent on advertising / # leads generated

Revenue Per Lead
$$ generated / # leads generaed

ROI
Return on Investment

Revenue Per Lead – Cost Per Lead X 100
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Cost Per Lead

SEO
Search Engine Optimisation – the optimization of a site based on getting higher ranking in natural/organic search results..

SEM
Search Engine Marketing – paid advertising that increases the visibility of a website in the search engine results/rankings.

Re-targeting - Site
A cookie-based technology that uses simple Javascript code to anonymously 'follow' your audience all over the Web and display specific ads to them based on their behaviour when on your site.

Re-targeting - Search
Targeting an audience with specific ads based on the previous searches they conducted on other websites.

eDM
Electronic Direct Mail – a dedicated eDM that a third party sends out on your behalf to their list. Typically no other offers included. Exclusively your offer.

Native Ads
A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Pop Up
A window that appears over the top of your existing browser window (usually with a specific call to action) based on user's action or time on page.

CPC
Cost Per Click

CPM
Cost Per 1000 Impressions

CPA
Cost Per Action