



**SNS COLLEGE OF
TECHNOLOGY**
(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering

19CSO404 – Fundamentals of Digital Marketing

DIGITAL METRICS

- ▶ Digital Marketing Metrics and KPIs are values that marketing teams use to measure and track the performance of a digital marketing campaign.
- ▶ Digital marketing teams use a number of platforms and tools to promote their product or service offering, and tracking the results can be time-consuming and challenging.

Click-Through Rate(CTR): ONE OF THE DIGITAL METRICS

- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown:

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} * 100$$

Clicks
number of people
who clicked the ad

Impressions
number of people
who saw the ad

AD IMPRESSIONS:

- An Ad impression is recorded whenever an ad is displayed on the user's screen through your website.
- It is simply the number of times an ad is displayed.
- Eg. If you visit a website and an ad loads, it is considered as one ad website.
- Display ads are run on many digital media platforms such as Facebook, LinkedIn, Twitter and the search engines.

Overview

Overview

All time Jul 16, 2003 - Mar 27, 2019

Recommendations

Accounts

Campaigns

Change history

Partners program

