

Glossary

Bounce vs. non-bounce sessions indicate the users that come to just one page of your site and ‘bounce’ or leave versus those who stay and click through more pages, thus counting as non-bounce traffic. This is usually one signal of quality traffic.

CPA is the Cost per Acquisition of something, like an email from an ad.

CAC/Cost per donor is the Cost per Customer from an ad in the for-profit world, for us this is the cost per donor.

CPM is the Cost per Thousand Impressions. Yeah, for some reason the M is the latin mille for thousands.

CTR is the Click-Through-Rate of an ad or an email. It is measured by dividing the number of clicks or opens by the total number of impressions.

Conversion is a broad term used across platforms that signals an action you define as good for your company. This could include everything from time on-site, to email submissions, and even donations.

Conversion rate is the amount of pre-defined conversions over the amount of traffic to a form or CTA (call-to-action).

CTA is a call-to-action that directs a user to click, submit a form, or take a desired action leading to a conversion.

Direct traffic is a bit of a catch-all that accounts for the traffic for users typing in the address of your site, bookmarks and any source of traffic that hasn’t been categorized. Some people retag searches for their organization’s brand terms as Direct Traffic.

Donation cycle is the period of time between acquiring a relationship or email to the actual donation.

DLTV or LTV is the Donor Lifetime Value, measured by adding the total amount of donations made by a donor across their entire history with your organization.

Keywords in the context of search engine optimization or search ads, we use them to refer to the thematic words Google search engines associate with your site content. Organizations deliberately use keywords to build content around them to attract relevant users.

Landing page is the first page that a user lands on your site. The common misconception is that the homepage is the landing page of the website when search results may actually be sending a lot more traffic to other, more relevant sub pages of your site.

New vs. returning sessions indicates whether the cookie that tracks a user has been active on your site during the past two years. If the user cookie has been to your site in the past two years, it counts as a returning user, otherwise it is a new user.

Organic traffic comes from users that search through any major search engine and end up clicking on your result and come to your site for more information.

Pop-ups are light boxes that block a page of a website with the intention of getting users to pay attention and they also have a call to action, whether that be to sign up for emails or highlight a campaign. They are annoying but they work. They can be prompted by user behavior and be customized with different “asks” including asks for petition, donations, and email form submissions.

Paid traffic is any traffic to your site that was paid for on social or search or other platforms. As long it is tagged properly, this will show up in your Google Analytics as Paid.

ROAS is the Return on Ad Spend, traditionally calculated by total revenue generated over the amount spent. Remember this doesn’t account well for attention campaigns focused on quality impressions.

Referral traffic is counted as clicks coming from other websites that link or refer to your website (not including social platforms).

Rev/1k emails sent is the amount of directly attributable donations made per one thousand emails sent.

SEO stands for Search Engine Optimization and the activities that help increase your rank in search results.

SEM page is the Search Engine Marketing page designed to turn paid traffic into leads or conversions. These pages are also referred to as squeeze pages or lead pages.

Sessions in Google Analytics are defined as the total number of visits to your site — including both new and repeat visits.

User means the number of unique visitors to your site.