

Glossary



Engagement

A metric that measures how people interact with a brand's social media content and accounts. Engagement included actions such as likes, comments, shares, retweets, replies, direct messages, saves, clicks, and mentions.



Reach

The number of unique individuals exposed to and who saw a piece of social media content.



A/B Testing

A method of comparing two variations of an ad, piece of content, or other material to determine which version performs better.



Reactions

A form of engagement that indicates users' feelings about your content, often expressed through emojis.



CPC

$\text{Total Ad Spend} \div \text{Number of Ad Clicks} = \text{Cost per Click (\$)}$



Conversion Rate

$\text{Number of Ad Conversions} \div \text{Number of Ad Clicks} \times 100 = \text{Conversion Rate}$



CTR

$\text{Number of Ad Clicks} \div \text{Number of Ad Impressions} \times 100 = \text{Click-Through Rate (\%)}$

Benchmarks According to LocaliQ

(Some industries may vary)

Lead Generation

- Click-through rate: 2.53%
- Cost per click: \$1.88
- Conversion rate: 8.78%

Traffic Campaigns

- Click-through rate: 1.57%
- Cost per click: \$0.77