



# Facebook Marketing Course

## Marketing Terms

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Ahead of the course (and the entrance exam), please make sure you are familiar with the following terms:

**Click:** The act of someone 'clicking' on an ad.

**Impression:** The point in which an ad is viewed once by a visitor, or displayed once on a web page.

**CPM:** CPM (Cost per Mille) = Cost per 1,000 impressions. If a website publisher charges \$2 CPM, that means an advertiser must pay \$2 for every 1,000 impressions of its ad.

**CPC:** CPC (Cost per Click) = Cost per 1 click. The cost an advertiser pays each time a user clicks on an ad.

**CTR:** CTR (Click Thru Rate) =  $\text{Clicks} \div \text{Impressions}$ . This rate tells you how many times people are actually clicking on your ad out of the number of times your ad is shown.  
**Conversion:** The point at which a recipient of a marketing message performs a specific, desired action. Conversion can be a click, filling out a form, purchasing a product, installing an app, etc.

**ROI:** ROI (Return on Investment) =  $[\text{Net Profit}/\text{Cost of Investment}] \times 100$ .

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### Elevation Academy

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