

Metrics Glossary

METRIC	DEFINITION	CALCULATION
Media Spend	Amount of money spent on paid advertising in a time period. It can include activity across multiple digital and non-digital platforms or channels. It is only direct media dollars; agency fees, promotional, and personnel costs are not included.	= Media Dollars Spent on Facebook + Instagram + Paid Search + TV + Radio + Print + Out of Home + Online Display + Online Video + Affiliate
Impressions	In online advertising, impressions are often loosely referred to as the number of times an ad is shown to someone, e.g., eyeballs on an ad. More accurately, impressions are the number of times an ad server responds to a page request from users' browsers. This number is taken into account with viewability to verify a human in fact viewed the ad and for how long and what % of the ad.	= Impressions from Facebook + Instagram + Online Display + Online Video + Paid Search + Affiliate; only includes national ads since co-operative retailers do not share media performance
CPM	In online advertising, Cost Per Mille (CPM) denotes the cost of buying 1,000 ad impressions on a given platform. In our framework, we exclude search impressions from the CPM calculation since search is bought based on clicks.	= $1000 \times (\text{Media Spend} / \text{Impressions})$; does not include media spend on digital co-op ads since we do not have the corresponding impressions; doesn't include spend or impressions for search in num. or dem.
Clicks	In online advertising, a click occurs when a person viewing an ad unit or social post clicks on it.	= Facebook + Instagram + Online Display + Online Video + Affiliate + Paid Search; does not include media spend on digital co-op ads since we do not have the corresponding impressions
CTR	Click Through Rate (CTR) is a percentage showing how often people who see an ad click on it.	= $100\% \times (\text{Clicks} / \text{Impressions})$
CPC	Cost Per Click (CPC) refers to the average price a marketer pays for each click on one of their ads.	= $\text{Media Spend} / \text{Clicks}$; does not include media spend on digital co-op ads since we do not have the corresponding impressions

Metrics Glossary (Continued)

METRIC	DEFINITION	CALCULATION
Interactions	In online media, interactions are the number of times a user engages with a brand's advertisement or social profile. For ELC's paid advertising efforts, this count includes Facebook and Instagram interaction metrics (i.e. consumptions, comments, likes, link clicks, mentions and shares) as well as YouTube "Ad Engagement" metrics (i.e. clicks on interactive elements, such as teasers or icons to expand cards on a video). These metrics do not include clicks that take people to a website or other external destination. ELC may have previously called these Actions or Engagements.	= Facebook (FB-Ad 3-Second Video Views + FB-Ad Link Clicks + FB-Ad Post Reactions + FB-Ad Offers Saved + FB-Ad Page Likes + FB-Ad Post Shares + FB-Ad Post Comments + FB-Ad Photos Views + FB-Ad Leads (Form)) + Instagram (IG-Ad 3-Second Video Views + IG-Ad Link Clicks + IG-Ad Post Reactions + IG-Ad Offers Saved + IG-Ad Page Likes + IG-Ad Post Shares + IG-Ad Post Comments + IG-Ad Photos Views + IG-Ad Leads (Form)) + Online Video (The number of custom and standard events that were triggered when users interacted with Rich Media creatives. This number is reached by totaling all custom counter, exit, and timer events, as well as standard events triggered upon user interaction, such as video plays, video mutes, expansions, and so on.) + Online Display
Video Views	Video Views refer to the number of times a video is watched. That said, each marketer may have a different definition of how long a video must be watched to count as a view. ELC defines a Video View as at least 10 seconds on Facebook and Instagram. On YouTube, it is 30 seconds unless the video is <30 seconds, in which case 10 sec is the minimum.	= Facebook + Instagram (+ YouTube depending on agency/Google's provision of added video metrics)
Engagement Rate	Engagement Rate is a percentage indicating the rate at which interact with a certain ad or content piece. It's a good proxy for the creative/message/offer resonance.	= $100\% \times (\text{Interactions} / (\text{FB} + \text{IG} + \text{YT Impressions}))$
Sales	Sell-thru at the retailers, free-standing stores, and brand.com based on weekly SAP feed, with sales aggregated monthly. For product campaigns, sales are those associated with the product-line (franchise) as defined in SAP in the weeks media was spent. Since sales are aggregated monthly, when displaying weekly sales, the totally monthly sales are divided equally based on the number of weeks in that month.	= SAP sell-thru retailers brand.com + free-standing stores (as applicable by brand)

Dimensions Glossary

METRIC	DESCRIPTION
Division	For most ELC brands, this is synonymous with brand name. However, there are some exceptions where one division has two brands, e.g., Division = Estee Lauder, Brands = Estee Lauder and Aerin
Campaign Master	This is the name of a brand's campaign for a product-line, category, or for the brand overall. This is the unifying campaign name that ties spend, performance and sales across all platforms and systems.
Major Category	This is the SAP term for the following 4 categories: Makeup, Skincare, Haircare, Fragrance
Category	This is the SAP term for the next-level-down categories from majority category, e.g., foundation, lip color, masks, etc.
Product Line	This is the SAP term for franchise. This is the lowest-level down currently being calculated in Beckon to tie media spend and performance to sales. Examples of product-lines are Advanced Night Repair, 3-Step, Tom Ford Cosmetics.
Funnel	This is the dimension to distinguish spend and performance based on media funnel: Upper/Middle, Lower, and Co-op/Other. As we get more sophisticated, we will be able to distinguish between upper vs. middle funnel activities.
National/Co-op	This dimension separates media activity for national campaigns vs. co-op with retailer activities