



Crestcom Leadership Training

NON-DISCLOSURE NOTE: This is a confidential document and it may contain trading secrets and strategies. If you wish to forward or distribute copies of this document please contact us for permission.

Compare Search terms ▾

SEO

Search term

PPC

Search term

CRO

Search term

AdWords

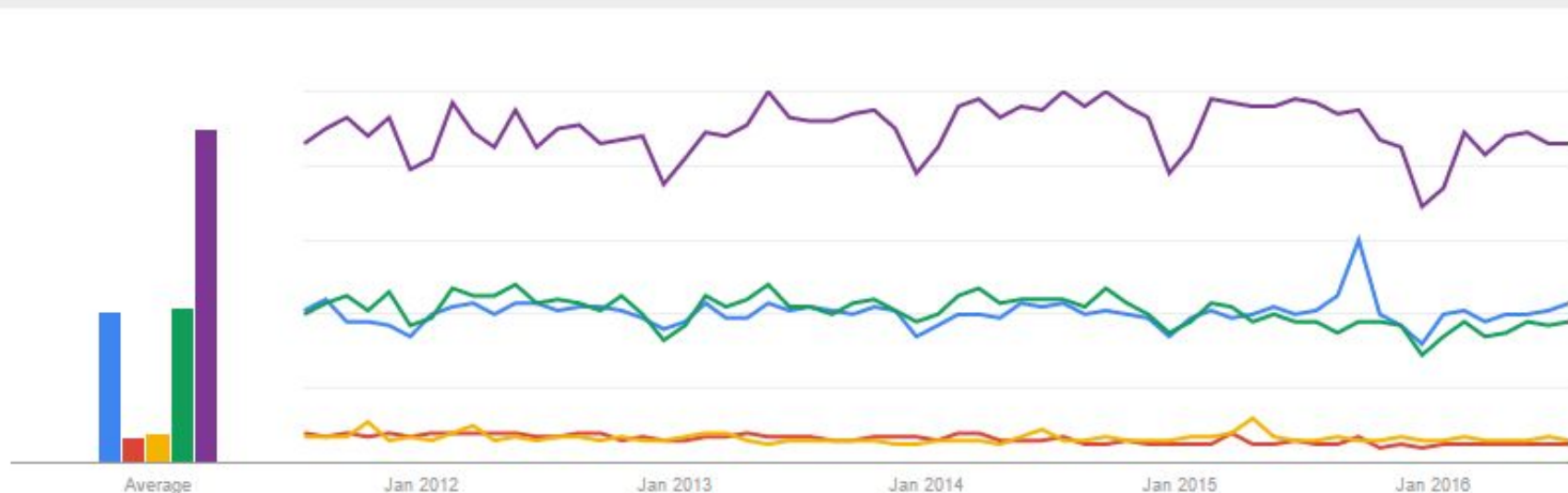
Search term

Analytics

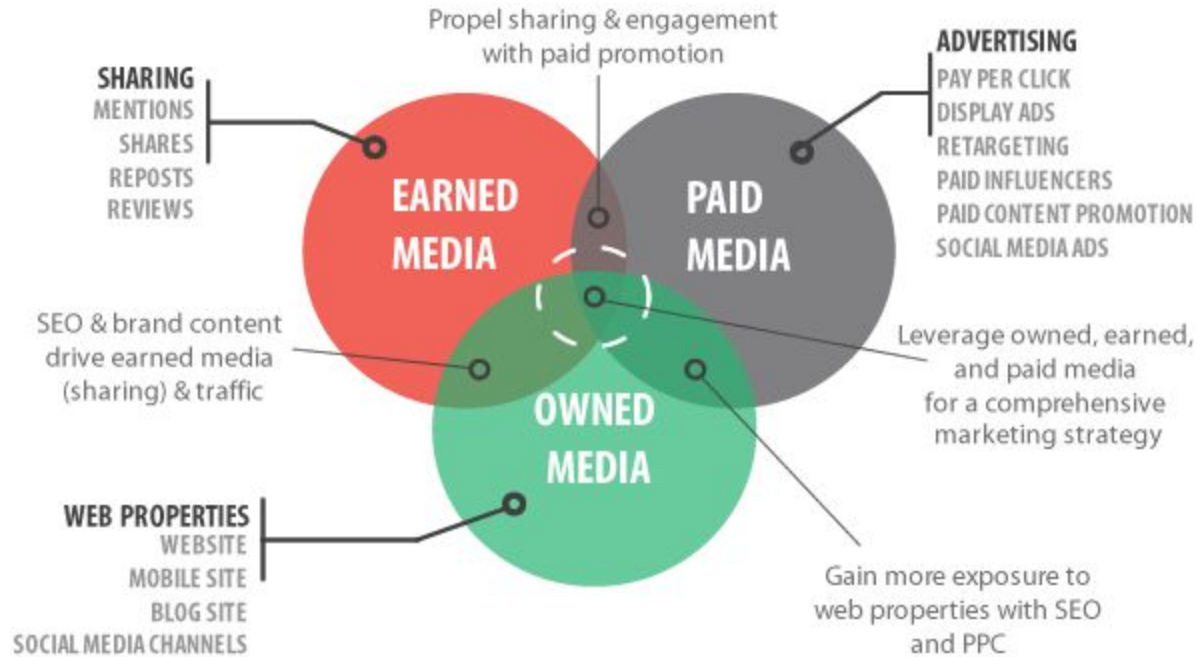
Search term

Interest over time ?

News headlines ? forecast ?



EARNED, OWNED & PAID MEDIA



Click-through rate (CTR)

1000 impressions and 5 clicks = 0.5% CTR

$$\frac{5}{1000} = \frac{0.5}{100} = 0.5\%$$

1% CTR = 10 clicks



DEJAN
M A R K E T I N G