

**Glossary of Advertising Terms**

**Clicks**

The number of clicks, taps or swipes on your ad.

**Conversions**

Conversions are customer-completed actions, such as purchases or adding to a basket on a website.

**Impressions**

The number of times that your adverts were on-screen.

**Link Clicks**

The number of clicks on links within the ad that led to advertiser-specified destinations.

**CPC**

The average cost for each click on your ad.

**CPM**

The average cost for 1,000 impressions.

**Cost per result**

The average cost per result from your adverts. A result is the number of times that your ad achieved an outcome, based on the objectives you selected.

**Frequency**

The average number of times that each person sees your ad.

**Landing Page Views**

The number of times that a click on an ad resulted in the successful loading of a linked web page.

**Reach**

The number of unique accounts that saw your ads at least once.

**Results**

The number of times that your ad achieved an outcome, based on the objective and settings you selected.