



Social Media: Advanced Level

90 words

ENGLISH	TRANSCRIPTION
conversion	<i>[kən'veɜːʃn]</i>
conversion rate	<i>[kən'veɜːʃn reɪt]</i>
retention	<i>[rɪ'tenʃn]</i>
churn	<i>[tʃɜːn]</i>
funnel	<i>[ˈfʌnl]</i>
top of funnel	<i>[tɒp əv ˈfʌnl]</i>
mid-funnel	<i>[mɪd ˈfʌnl]</i>
bottom of funnel	<i>[ˈbɒtəm əv ˈfʌnl]</i>
attribution	<i>[.ætrɪ'bjuːʃn]</i>
touchpoint	<i>[ˈtʌtʃpɔɪnt]</i>
cohort	<i>[ˈkəʊhɔːt]</i>
segmentation	<i>[.segmen'teɪʃn]</i>
audience segment	<i>[ˈɔːdiəns 'segmənt]</i>
targeting	<i>[ˈtɑːɡɪtɪŋ]</i>
retargeting	<i>[.rɪˈtɑːɡɪtɪŋ]</i>
lookalike audience	<i>[ˈlʊkəlaɪk ˈɔːdiəns]</i>
creative	<i>[kri'eɪtɪv]</i>
ad set	<i>[æd set]</i>
campaign	<i>[kæm'peɪn]</i>
campaign objective	<i>[kæm'peɪn əb'ʃɔːktɪv]</i>
budget	<i>[ˈbʌdʒɪt]</i>
daily budget	<i>[ˈdeɪli ˈbʌdʒɪt]</i>
lifetime budget	<i>[ˈlaɪftaɪm ˈbʌdʒɪt]</i>
bid	<i>[bɪd]</i>

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bidding strategy	<i>[ˈbɪdɪŋ ˈstrætədʒi]</i>
A/B test	<i>[ˌeɪ biː test]</i>
experiment	<i>[ɪkˈsperɪmənt]</i>
optimization	<i>[ˌɒptɪmaɪˈzeɪʃn]</i>
scaling	<i>[ˈskeɪlɪŋ]</i>
frequency	<i>[ˈfriːkwənsi]</i>
ad fatigue	<i>[æd fəˈtiːg]</i>
brand lift	<i>[brænd lɪft]</i>
conversion lift	<i>[kənˈvɜːʃn lɪft]</i>
engagement lift	<i>[ɪnˈɡeɪdʒmənt lɪft]</i>
social listening	<i>[ˈsəʊʃl ˈlɪsnɪŋ]</i>
sentiment	<i>[ˈsentɪmənt]</i>
sentiment analysis	<i>[ˈsentɪmənt əˈnæləsis]</i>
brand safety	<i>[brænd ˈseɪfti]</i>
community management	<i>[kəˈmjʊːnɪti ˈmænɪdʒmənt]</i>
crisis response	<i>[ˈkraɪsɪs rɪˈspɒns]</i>
content strategy	<i>[ˈkɒntent ˈstrætədʒi]</i>
content mix	<i>[ˈkɒntent mɪks]</i>
content funnel	<i>[ˈkɒntent ˈfʌnl]</i>
editorial strategy	<i>[ˌediːtɔːriəl ˈstrætədʒi]</i>
brand voice	<i>[brænd vɔɪs]</i>
performance marketing	<i>[pəˈfɔːməns ˈmɑːkɪtɪŋ]</i>
attribution model	<i>[ˌætrɪˈbjʊːʃn ˈmɒdl]</i>
last click	<i>[lɑːst kɪk]</i>
first click	<i>[fɜːst kɪk]</i>
multi-touch	<i>[ˌmʌlti ˈtʌtʃ]</i>
conversion window	<i>[kənˈvɜːʃn ˈwɪndəʊ]</i>

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tracking	[ˈtrækɪŋ]
pixel	[ˈpɪksl]
link tracking	[lɪŋk ˈtrækɪŋ]
growth	[grəʊθ]
growth loop	[grəʊθ lu:p]
lifecycle	[ˈlaɪfsaɪkl]
customer journey	[ˈkʌstəmə ˈdʒɜ:nɪ]
retention rate	[rɪˈtenʃn reɪt]
engagement depth	[ɪnˈɡeɪdʒmənt depθ]
benchmark	[ˈbenʃmɑ:k]
reporting	[rɪˈpɔ:tɪŋ]
dashboard	[ˈdæʃbɔ:d]
insight	[ˈɪnsaɪt]
content audit	[ˈkɒntent ˈɔ:dɪt]
optimization loop	[ˌɒptɪmaɪˈzeɪʃn lu:p]
creative testing	[kriˈeɪtɪv ˈtestɪŋ]
attribution window	[ˌætrɪˈbjʊ:ʃn ˈwɪndəʊ]
incrementality	[ˌɪnkriːməntəlɪti]
lift test	[lɪft test]
media mix	[ˈmi:diə mɪks]
creative fatigue	[kriˈeɪtɪv fəˈti:g]
ad recall	[æd rɪˈkɔ:l]
brand consideration	[brænd kənˌsɪdəˈreɪʃn]
conversion funnel	[kənˈvɜ:ʃn ˈfʌnl]
lead quality	[li:d ˈkwɒlɪti]
audience overlap	[ˈɔ:diəns ˈəʊvərlæp]
frequency cap	[ˈfri:kwənsi kæp]

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creative rotation	<i>[kri'eitiv rəs'teɪʃn]</i>
cost per result	<i>[kɒst pə rɪ'zʌlt]</i>
campaign pacing	<i>[kæm'peɪn 'peɪsɪŋ]</i>
budget reallocation	<i>['bʌdʒɪt ,ri:ælə'keɪʃn]</i>
creative briefing	<i>[kri'eitiv 'bri:fiŋ]</i>
performance benchmark	<i>[pə'fɔ:məns 'benʃmɑ:k]</i>
attribution model	<i>[.ætrɪ'bju:ʃn 'mɒdl]</i>
traffic quality	<i>['træfɪk 'kwɒlɪti]</i>
data-driven	<i>['deɪtə 'drɪvŋ]</i>
incremental revenue	<i>[.ɪnkri'mentl 'revənju:]</i>
creative performance	<i>[kri'eitiv pə'fɔ:məns]</i>
channel mix	<i>['ʃænəl mɪks]</i>

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