



## Social Media: Advanced Level

90 words

ENGLISH	TRANSCRIPTION
<b>conversion</b>	[kən'veɜːʃn]
<b>conversion rate</b>	[kən'veɜːʃn reɪt]
<b>retention</b>	[rɪ'tenʃn]
<b>churn</b>	[tʃɜːn]
<b>funnel</b>	['fʌnl]
<b>top of funnel</b>	[tɒp əv 'fʌnl]
<b>mid-funnel</b>	[mɪd 'fʌnl]
<b>bottom of funnel</b>	['bɒtəm əv 'fʌnl]
<b>attribution</b>	[,ætrɪ'bjuːʃn]
<b>touchpoint</b>	['tʌtʃpɔɪnt]
<b>cohort</b>	['kəʊhɔːt]
<b>segmentation</b>	[,segmen'teɪʃn]
<b>audience segment</b>	['ɔːdiəns 'segmənt]
<b>targeting</b>	['tɑːɡɪtɪŋ]
<b>retargeting</b>	[,rɪ:'tɑːɡɪtɪŋ]
<b>lookalike audience</b>	['lʊkələɪk 'ɔːdiəns]
<b>creative</b>	[kri'eɪtɪv]
<b>ad set</b>	[æd set]
<b>campaign</b>	[kæm'peɪn]
<b>campaign objective</b>	[kæm'peɪn əb'dʒektɪv]
<b>budget</b>	['bʌdʒɪt]
<b>daily budget</b>	['deɪli 'bʌdʒɪt]
<b>lifetime budget</b>	['laɪftaɪm 'bʌdʒɪt]
<b>bid</b>	[bɪd]

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<b>bidding strategy</b>	[ˈbɪdɪŋ ˈstrætədʒi]
<b>A/B test</b>	[,eɪ bi: test]
<b>experiment</b>	[ɪkˈsperɪmənt]
<b>optimization</b>	[,ɒptɪmaɪˈzeɪʃn]
<b>scaling</b>	[ˈskeɪlɪŋ]
<b>frequency</b>	[ˈfri:kwənsi]
<b>ad fatigue</b>	[æd fəˈti:g]
<b>brand lift</b>	[brænd lɪft]
<b>conversion lift</b>	[kənˈvɜ:ʃn lɪft]
<b>engagement lift</b>	[ɪnˈɡeɪdʒmənt lɪft]
<b>social listening</b>	[ˈsəʊʃl ˈlɪsnɪŋ]
<b>sentiment</b>	[ˈsentɪmənt]
<b>sentiment analysis</b>	[ˈsentɪmənt əˈnæləsɪs]
<b>brand safety</b>	[brænd ˈseɪfti]
<b>community management</b>	[kəˈmjʊ:nɪti ˈmænɪdʒmənt]
<b>crisis response</b>	[ˈkraɪsɪs rɪˈspɒns]
<b>content strategy</b>	[ˈkɒntent ˈstrætədʒi]
<b>content mix</b>	[ˈkɒntent mɪks]
<b>content funnel</b>	[ˈkɒntent ˈfʌnl]
<b>editorial strategy</b>	[,edɪˈtɔ:riəl ˈstrætədʒi]
<b>brand voice</b>	[brænd vɔɪs]
<b>performance marketing</b>	[pəˈfɔ:məns ˈmɑ:kɪtɪŋ]
<b>attribution model</b>	[,ætrɪˈbjʊ:ʃn ˈmɒdl]
<b>last click</b>	[lɑ:st kɪk]
<b>first click</b>	[fɜ:st kɪk]
<b>multi-touch</b>	[,mʌlti ˈtʌtʃ]
<b>conversion window</b>	[kənˈvɜ:ʃn ˈwɪndəʊ]

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tracking	['trækɪŋ]
pixel	['pɪksl]
link tracking	[lɪŋk 'trækɪŋ]
growth	[grəʊθ]
growth loop	[grəʊθ lu:p]
lifecycle	['laɪfsaɪkl]
customer journey	['kʌstəmə 'dʒɜ:nɪ]
retention rate	[rɪ'tenʃn reɪt]
engagement depth	[ɪn'geɪdʒmənt depθ]
benchmark	['benʃmɑ:k]
reporting	[rɪ'pɔ:tɪŋ]
dashboard	['dæʃbɔ:d]
insight	['ɪnsaɪt]
content audit	['kɒntent 'ɔ:dɪt]
optimization loop	[,ɒptɪmaɪ'zeɪʃn lu:p]
creative testing	[kri'eɪtɪv 'testɪŋ]
attribution window	[,ætrɪ'bju:ʃn 'wɪndəʊ]
incrementality	[,ɪnkrɪmen'tælɪtɪ]
lift test	[lɪft test]
media mix	['mi:diə mɪks]
creative fatigue	[kri'eɪtɪv fə'ti:g]
ad recall	[æd rɪ'kɔ:l]
brand consideration	[brænd kən,sɪdə'reɪʃn]
conversion funnel	[kən'veɜ:ʃn 'fʌnl]
lead quality	[li:d 'kwɒlɪtɪ]
audience overlap	['ɔ:diəns 'əʊvəlæp]
frequency cap	['fri:kwənsɪ kæp]

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<b>creative rotation</b>	[kri'eɪtɪv rəʊ'teɪʃn]
<b>cost per result</b>	[kɒst pə rɪ'zʌlt]
<b>campaign pacing</b>	[kæm'peɪn 'peɪsɪŋ]
<b>budget reallocation</b>	['bʌdʒɪt ,ri:ælə'keɪʃn]
<b>creative briefing</b>	[kri'eɪtɪv 'brɪ:ʃɪŋ]
<b>performance benchmark</b>	[pə'fɔ:məns 'bentʃmɑ:k]
<b>attribution model</b>	[,ætrɪ'bjʊ:ʃn 'mɒdl]
<b>traffic quality</b>	['træfɪk 'kwɒlɪti]
<b>data-driven</b>	['deɪtə 'drɪvŋ]
<b>incremental revenue</b>	[,ɪnkri'mentl 'revənju:]
<b>creative performance</b>	[kri'eɪtɪv pə'fɔ:məns]
<b>channel mix</b>	['tʃæneɪl mɪks]

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