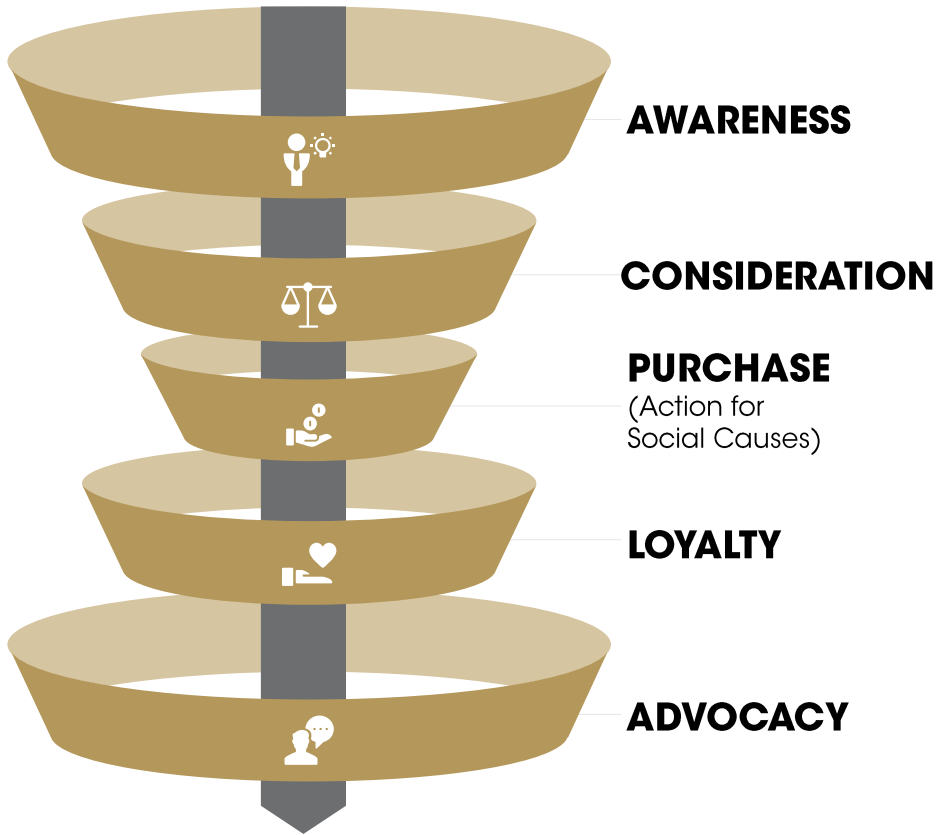


OBJECTIVE TYPE GUIDE

For each objective, please select an Objective Type. Any type of marketing touchpoint can play a role along each step of the way (e.g. TV, digital, print, sampling, trial, pricing, packaging).



Objective Type	Definition for Products or Service Marketing	Definition for Non-Profit and Cause Marketing	Related Digital Marketing Terminology	Creative Tendency
Awareness	Knowledge and familiarity of brand, product or service.	Knowledge and familiarity of non-profit or institutional mission or cause.	Upper Funnel	Tends to focus on Emotional or Aspirational Story-Telling.
Consideration	Researching, receiving or obtaining additional details and evaluating a product or service.	Researching, receiving or obtaining additional educational information about the cause.	Middle Funnel	Tends to focus on functional benefits product design, ingredients, features or use experience.
Purchase/Action (Action for Social Causes)	Buying a product, service or subscription.	Making a charitable donation or taking other meaningful action to show for support the cause.	Lower Funnel	Tends to focus on commercial tactics.
Loyalty	Repurchasing a product, subscriptions or service or buying another product within the brand's ecosystem.	Repeat of charitable donation or other meaningful action o support for the cause.	Replenishment or Renewal	Tends to focus on commercial tactics.
Advocacy	Customers relay their own stories and experiences.	Supporters relay their support for the cause and/or their own stories and experiences related to the cause.	User generated recommendations, reviews, testimonials, comments.	Tends to inspire, celebrate and acknowledge customers.

OBJECTIVE TYPE EXAMPLES

Please note is list is not comprehensive. Effie welcomes entrants to define objectives and effectiveness in their own way.

Objective Type	Examples of General Objectives (Offline and/or Digital)	Examples of Digital Objectives			
		Site Traffic or App Use	Email or Digital Ads	Social Media	Actions on Site or In-App
Awareness	<ul style="list-style-type: none"> Brand Awareness Scores Achieve PR Impression benchmark Achieve in-store display benchmark 	<ul style="list-style-type: none"> Increase in new site visitors Increase in Organic Search Traffic Increase SEO Keyword Positions 	<ul style="list-style-type: none"> Attribution from interest based or behavioral based Display or Ads 	<ul style="list-style-type: none"> Non-Paid social media Impressions or Views Non-Paid Follower Growth 	<ul style="list-style-type: none"> Achieve higher ranking within marketplaces
Consideration	<ul style="list-style-type: none"> Purchase Intent scores Achieve a marketing program participation rate benchmark Increase in Lead Generation Increase Shopper Marketing performance as part of marketing mix analysis 	<ul style="list-style-type: none"> Increase Direct site traffic Increase Referral site traffic Increase in time spent on site Increase in page views Decrease in bounce rate Increase video view completion rate Achieve a video view time benchmark 	<ul style="list-style-type: none"> New email sign ups Increase in email open rate Increase in email or ad click-thru-rate (CTR) Increase in email traffic 	<ul style="list-style-type: none"> Video % viewed Increase in CTR from non-paid Social Media Posts Increase in Social Media Follower base 	<ul style="list-style-type: none"> Increase click-throughs to product detail pages Increase free or discounted Trials Increase sample content downloads Achieved Webinar sign up or attendance benchmark
Purchase	<ul style="list-style-type: none"> Increase in \$ Value or Unit Purchase Amount Increase in AOV (Average Order Value) Decrease in Cost per Acquisition (CPA) \$ or Volume Market Share Increase in New Customers Increase in ROI or ROAS Increase in Lifetime Customer Value or 1-Year Customer Value, etc. Increase Average Selling Price Increase Basket Value 	<ul style="list-style-type: none"> Subscriptions In-product purchases Increase in Online Transactions Decrease in shopping cart abandonment 	<ul style="list-style-type: none"> Purchase attribution to email or digital ad 	<ul style="list-style-type: none"> Purchase attribution of social media ad, sponsored post or organic post. 	<ul style="list-style-type: none"> Increase in online transactions Increase share of online transactions as % of all transactions Increase Cart Value / AOV Achieve Cross-Selling benchmark Achieve Up-Selling benchmark
Loyalty	<ul style="list-style-type: none"> Increase in Repurchase Rate Increase in 1-year sign ups (vs. monthly sign ups) Increase in Customer Retention Increase Customer Renewal or Repurchase Rate Reduction in Customer churn rate 	<ul style="list-style-type: none"> Enrollment in auto-replenishment Achieve a Customer Lifetime Value benchmark 	<ul style="list-style-type: none"> Last touch attribution to email or digital ad towards repurchase 	<ul style="list-style-type: none"> Last touch attribution to email or digital ad towards repurchase 	<ul style="list-style-type: none"> Increase in Loyalty program sign-ups Increase in Auto shipment/Auto replenishment sign-up
Advocacy	<ul style="list-style-type: none"> Increase in customers / purchase via referrals Increase in positive customer referrals Achieve a Net Promoter Score benchmark Increase in word-of-mouth scores 	<ul style="list-style-type: none"> Increase product or page shares 	<ul style="list-style-type: none"> Increase in online reviews via CRM email prompt 	<ul style="list-style-type: none"> Increase in Social Media in non-paid shares or virility rate Increase in positive social media comments / likes. 	<ul style="list-style-type: none"> Achieve customer review benchmark Achieve customer rating benchmark Number of product shares