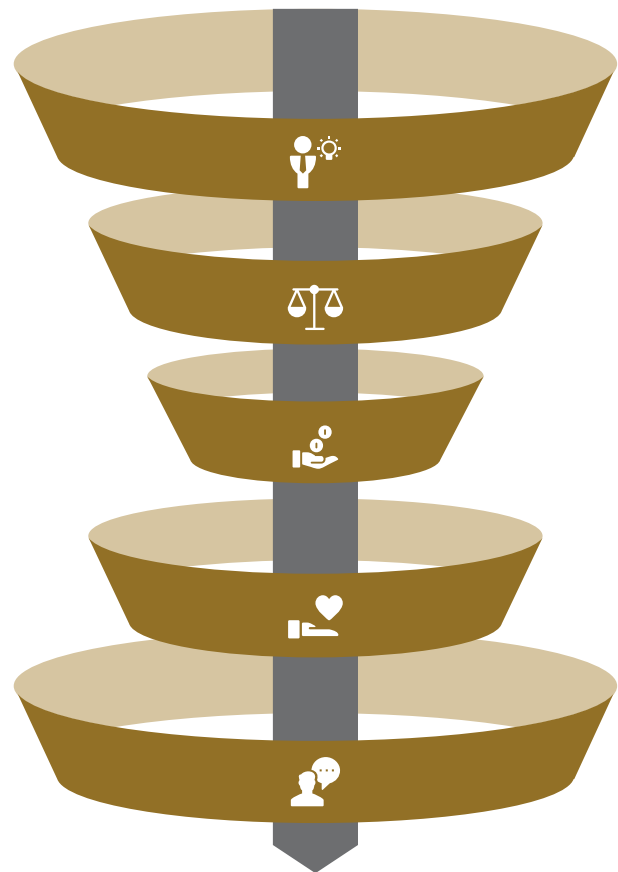


For each objective in your Effie entry, please select an objective type:



Objective Type	Definition for Product or Service Marketing	Definition for Non-Profit and Purpose Driven 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 storytelling.
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 user experience.
PURCHASE / COMMITMENT	Purchase. Buying a product, service or subscription.	Commitment. Donating or taking meaningful action in support of a cause.	Lower funnel / conversion	Tends to focus on commercial tactics.
LOYALTY	Repurchasing a product, subscription or service or buying another product within the brand's ecosystem.	Repeat of donation or other meaningful action to support 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.

The Effie Awards honour ideas that work. Any type of marketing touchpoint can play a role along each step of the way (e.g., product innovation, customer experience, TV, digital, PR, print, sampling, trial, pricing, packaging, radio, word of mouth, etc.)

Objective Type Examples

Note: This list is offered as guidance and 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			
		Traffic generation to website or app download page	Email or digital ads	Social media	Site or app experience optimization
AWARENESS	<ul style="list-style-type: none">Brand awareness scoresAchieve PR impression benchmarkAchieve in-store display benchmark	<ul style="list-style-type: none">Increase in new site visitorsIncrease in organic search trafficIncrease SEO keyword positions	<ul style="list-style-type: none">Attribution from interest based or behavioural based display or ads	<ul style="list-style-type: none">Non-paid social media Impressions or viewsNon-paid follower growth	<ul style="list-style-type: none">Achieve higher ranking within marketplaces
CONSIDERATION	<ul style="list-style-type: none">Purchase intent scoresAchieve a marketing program participation rate benchmarkIncrease in lead generationIncrease shopper marketing performance as part of marketing mix analysis	<ul style="list-style-type: none">Increase direct site trafficIncrease referral site trafficIncrease in time spent on siteIncrease in page viewsDecrease in bounce rateIncrease video view completion rateAchieve a video view time benchmark	<ul style="list-style-type: none">New email sign upsIncrease in email open rateIncrease in email or ad click-thru-rate (CTR)Increase in email traffic	<ul style="list-style-type: none">Video % viewedIncrease in CTR from non-paid social media postsIncrease in social media follower base	<ul style="list-style-type: none">Increase click-throughs to product detail pagesIncrease free or discounted trialsIncrease sample content downloadsAchieved webinar sign up or attendance benchmark
PURCHASE OR COMMITMENT	<ul style="list-style-type: none">Increase in \$ value or unit purchase amountIncrease in AOV (average order value)Decrease in cost per acquisition (CPA)\$ or volume market shareIncrease in new customers or members / supportersIncrease in ROI or ROASIncrease lifetime or 1 yr. customer valueIncrease average selling priceIncrease basket valueBehaviour change	<p>Any of the following attributed to traffic generation efforts:</p> <ul style="list-style-type: none">PurchaseMembership sign - upVolunteer sign upDonation	<p>Any of the following attributed to email or a digital ad:</p> <ul style="list-style-type: none">PurchaseMembership sign - upVolunteer sign upDonation	<p>Any of the following attributed to a social media ad, sponsored post or organic post to:</p> <ul style="list-style-type: none">PurchaseMembership sign-upVolunteer sign upDonation	<ul style="list-style-type: none">Increase in online transactionsIncrease share of online transactions as % of all transactionsIncrease cart value / AOVAchieve cross-selling benchmarkAchieve up-selling benchmarkDecrease in shopping cart abandonmentDownload app
LOYALTY	<ul style="list-style-type: none">Increase in repurchase rateIncrease in 1-year sign ups (vs. monthly sign ups)Increase in customer or member retentionIncrease customer or member renewal or repurchase rateReduction in customer churn rate	<ul style="list-style-type: none">Enrollment in auto-replenishmentAchieve a customer lifetime value benchmark	<p>Last touch attribution to email or digital ad towards</p> <ul style="list-style-type: none">RepurchaseMembership renewalRepeat donation	<p>Last touch attribution to social media towards:</p> <ul style="list-style-type: none">RepurchaseMembership renewalRepeat donation	<ul style="list-style-type: none">Increase in loyalty program sign-upsIncrease in auto-replenishment sign-ups
ADVOCACY	<ul style="list-style-type: none">Increase in customers / purchase via referralsIncrease in positive customer referralsAchieve a net promoter score (NPS) benchmarkIncrease in word-of-mouth scores	<ul style="list-style-type: none">Increase product page sharesIncrease landing 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 virality rateIncrease in positive social media comments / likes.	<ul style="list-style-type: none">Achieve customer review benchmarkAchieve customer rating benchmarkNumber of product shares