Chapter 9

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|  | **Concept** | **Definition** |
| 1 | % of consumers who research and buy online |  |
| 2 | % of tickets purchased online |  |
| 3 | % of gate receipts of total revenue |  |
| 4 | Table 9.1 Online sources during search process |  |
| 5 | Table 9.2 Device activity during search |  |
| 6 | Consideration stage in decision making |  |
| 7 | Google search ad extensions |  |
| 8 | % of fans live streaming sports on PC & phone |  |
| 9 | % of fans watching short clips on laptop, mobile & tablet |  |
| 10 | Adwords campaign (google it!) |  |
| 11 | Components & results of Magic’s first Adwords campaign |  |
| 12 | SEO |  |
| 13 | % of sport event discovery on league/team website, social network websites and venue sites (Table 9.3) |  |
| 14 | Reach of Google Display Network |  |
| 15 | Google TrueView instream ads |  |
| 16 | Digital analytics: audience data, acquisition data, behavioral data, conversions |  |
| 17 | Bounce rate |  |
| 18 | Google Analytics |  |