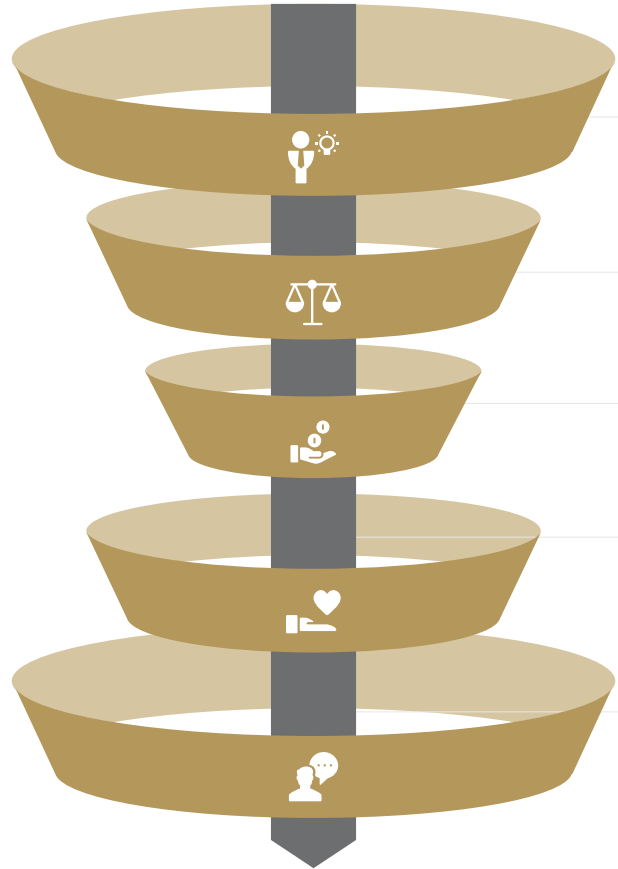# For each objective in your Effie entry, please select an objective type

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 honor **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.)

Awarding Ideas that Work®

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	• Brand awareness scores • Achieve pr impression benchmark • Achieve in-store display benchmark	• Increase in new site visitors • Increase in organic search traffic • Increase SEO keyword positions	• Attribution from interest based or behavioral based display or ads	• Non-paid social media Impressions or views • Non-paid follower growth	• Achieve higher ranking within marketplaces
CONSIDERATION	• Purchase intent scores • Achieve a marketing program participation rate benchmark • Increase in lead generation • Increase shopper marketing performance as part of marketing mix analysis	• 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	• New email sign ups • Increase in email open rate • Increase in email or ad click-thru-rate (CTR) • Increase in email traffic	• Video % viewed • Increase in CTR from non-paid social media posts • Increase in social media follower base	• Increase click-throughs to product detail pages • Increase free or discounted trials • Increase sample content downloads • Achieved webinar sign up or attendance benchmark
PURCHASE OR COMMITMENT	• 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 or members / supporters • Increase in ROI or ROAS • Increase lifetime or 1 yr. customer value • Increase average selling price • Increase basket value • Behavior change	Any of the following attributed to traffic generation efforts: • Purchase • Membership sign - up • Volunteer sign up • Donation	Any of the following attributed to email or a digital ad: • Purchase • Membership sign - up • Volunteer sign up • Donation	Any of the following attributed to a social media ad, sponsored post or organic post to: • Purchase • Membership sign-up • Volunteer sign up • Donation	• 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 • Decrease in shopping cart abandonment • Download app
LOYALTY	• Increase in repurchase rate • Increase in 1-year sign ups (vs. monthly sign ups) • Increase in customer or member retention • Increase customer or member renewal or repurchase rate • Reduction in customer churn rate	• Enrollment in auto-replenishment • Achieve a customer lifetime value benchmark	Last touch attribution to email or digital ad towards • Repurchase • Membership renewal • Repeat donation	Last touch attribution to social media towards: • Repurchase • Membership renewal • Repeat donation	• Increase in loyalty program sign-ups • Increase in auto-replenishment sign-ups
ADVOCACY	• Increase in customers / purchase via referrals • Increase in positive customer referrals • Achieve a net promoter score (NPS) benchmark • Increase in word-of-mouth scores	• Increase product page shares • Increase landing page shares	• Increase in online reviews via CRM email prompt	• Increase in social media in non-paid shares or virality rate • Increase in positive social media comments / likes.	• Achieve customer review benchmark • Achieve customer rating benchmark • Number of product shares