



HEY!

THANK YOU FOR
DOWNLOADING OUR
GUIDE ON CTR!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

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WEBSITE AND FIND OUT MORE:

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CTR (Click-Through-Rate)

What is a CTR?

The click-through rate (CTR) is a key KPI that measures how appealing and effective content is. It shows how often users click on it and where there is room for improvement.



Applications of CTR

Search engine advertising (SEA):

- Tracking how often users click on ads that appear in search engine results.

Search Engine Optimization (SEO):

- Indicates how often users clicked on the website when it appeared in organic search results (SERPs)

Display advertising

- Covers banner and video ads on websites
- Shows how effectively these formats encourage users to click

Email Marketing

- Tracks how often users click on links in newsletters
- Measures the effectiveness of email campaigns

Social Media Advertising

- Provides CTR data for ads on platforms such as Facebook or Instagram
- Allows you to analyze ad performance within the platform

