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Glossary of Key Terms
Case 1 - Setting the Direction for #RealGlow

Term	Definition / Description
Analytics Mandate	A formal declaration outlining the purpose, scope, and expected outcomes of the analytics initiative.
Authenticity	The alignment between brand messaging and genuine values, creating emotional trust among audiences.
Benchmark	A reference point used for comparison, often derived from past campaigns or industry norms.
Business Challenge	The underlying strategic or operational problem that analytics seeks to clarify or solve.
Campaign Objective	A clearly defined purpose that connects marketing actions to business goals.
Competitor Analysis	The evaluation of rival brand strategies, communication styles, and performance to identify differentiation opportunities.
Data Ethics	The responsible and transparent use of data, ensuring user privacy, consent, and fairness.
Funnel Approach	A structured framework that organizes campaign goals and activities through stages such as awareness, engagement, and conversion.
Guiding Research Questions	Central questions that shape the data collection, analysis, and interpretation process in a project.
Listening Dashboard	A visualization interface used to monitor and analyze brand-related social conversations in real time.
Listening Data	Qualitative online content (posts, comments, hashtags) analyzed to uncover audience sentiment and emerging themes.
Objective Setting	The process of transforming strategic ambitions into actionable and measurable goals that guide analytics work.
Perception Gap	The difference between how a brand intends to be perceived and how audiences actually describe or experience it.
Privacy Standard	The ethical rule restricting analysis to publicly available or anonymized data sources.
Problem Statement	A concise description of the issue motivating the analytics exercise, linking business context and analytical goals.
Qualitative Insight	Interpretive understanding derived from audience words, emotions, and behaviors found in social conversations.
Research Framework	The structural map connecting objectives, data sources, and analytical steps in a systematic way.
SMART Framework	A goal-setting model ensuring objectives are Specific, Measurable, Achievable, Relevant, and Time-bound.
Social Listening	The ongoing process of monitoring and interpreting public online discussions about a brand or topic.
Stakeholder Alignment	Consensus among decision-makers and team members about project goals, success criteria, and priorities.
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Strategic Clarity	A shared understanding across departments of how analytics contributes to business outcomes.
The #RealGlow Campaign	AURORA Skincare's initiative to reposition the brand through authentic, data-guided engagement and storytelling.
Transparency	The organizational practice of communicating openly about data sources, methodologies, and ethical boundaries.
Value Proposition	The unique promise or benefit a brand communicates to its customers, guiding message development.