



Annex No. 5 - Crossword

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3									
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9									

1. A standard of measurement for success, like clicks or conversions.
2. The stage when customers first learn about a product.
3. The process of gathering information about markets or users.
4. A word or phrase used to target search engine traffic.
5. A common direct digital marketing channel.
6. The ideal customer or audience for a campaign.
7. A person who promotes products to their followers.
8. A focused, specific segment of a market.
9. An increase in audience, users, or revenue.

GAME MASTER correction sheet

The final answer is **MARKETING**.

Answers to the questions are:

1	M	E	T	R	I	C			
2	A	W	A	R	E	N	E	S	S
3	R	E	S	E	A	R	C	H	
4	K	E	Y	W	O	R	D		
5	E	M	A	I	L				
6	T	A	R	G	E	T			
7	I	N	F	L	E	N	C	E	R
8	N	I	C	H	E				
9	G	R	O	W	T	H			