

THE ULTIMATE DIGITAL MARKETING DICTIONARY

INDEX OF
INDUSTRY
ACRONYMS
INCLUDED

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INTRODUCTION

In the world of digital marketing, an entire sentence can be made up of acronyms and jargon. It can be confusing to say the least, and when you're aiming for maximum efficiency and effectiveness, trying to establish common terminology among your team can take up valuable time. That's why IgnitionOne has created the Ultimate Digital Marketing Dictionary. Enjoy!

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The list of marketing jargon can seem to be endless, but we're here to make it simple. From A-Z, we've compiled both the most common and obscure words and phrases in the industry, complete with brief definitions for easy reference.

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The world of acronyms is infinitely vast, and oftentimes the same three letters put together can mean fifteen different things. Confusing? Sure. But our comprehensive list of the most-used acronyms in digital marketing can help untangle even the biggest communication knots.

DIGITAL MARKETING DEFINITIONS



2D Bar Code Marketing

This bar code, commonly known as a quick response (QR) code, can be created and printed on the back of products and other materials and scanned to access information.



A/B Testing

Testing two (or more) options in media to gauge a statistical difference in the influence of each.

Above the Fold

Content that can be viewed on a screen without the user having to scroll down, or the portion of an opened email that can be viewed in the preview pane.

Action Item Management

The control of mentions of a company, organization or product that are dealt with through immediate response to ensure minimal negative impact.

Ad Ops

The measurement and optimization of advertising through programmatic techniques and the management of paid media investments.

Ad Tech

Technology for managing the placement, optimization and automation of digital advertisements across channels.

Ad Verification Services

Offerings that ensure ads are running appropriately and in compliance with contract terms and privacy regulations.

Advertisement Action

An activity associated with an advertisement that encourages contact between the user and advertiser.

Advocacy Marketing

Utilizing a brand's advocates as an asset to encourage purchase among potential buyers, often through digital media.

Affiliate Marketing

The act of promoting another company with the goal of delivering leads in exchange for potential commission.

Agile Marketing Project Management

A method of quick iteration and adaptation derived from software development workflow to make marketing programs more effective and efficient.

Analytics

The collection and use of meaningful, company-specific data to aid in problem solving, product-improvement and better customer engagement.

Attribution Modeling

Techniques created to help marketers evaluate the best use (and proper value) of each aspect of a multi-channel campaign.

Augmented Reality (AR)

The integration of physical and digital environments to enhance a user's experience in real time.

Automatic Content Generation

Systems that automatically create and aggregate content (i.e. blog posts, articles, social media posts) for user consumption.

Automatic Content Recognition

Software that allow a technological device to identify content within its proximity.

Auto Responder

A technological program designed to automatically respond to an email, comment or other message.

**Blacklist**

A list of websites, email addresses or IP addresses that have been identified as spam.

Blogging Platforms

Communication systems that enable the publishing of articles and direct user response through comments, likes and similar social interactions.

Boilerplate

A standardized block of copy about an organization that generally appears at the bottom of press releases, articles, etc.

Bounces

Emails that are unable to reach their final destination due to invalid recipient address, being caught in a spam filter or other send failures.

Brand Awareness

How quickly a brand can be called to mind or recognized by consumers.

Business Analytics

Utilizing data collected by analytical tools to improve an organization and optimize performance.

Buyer Persona

A fictional person created to represent all attributes or characteristics of a potential buyer. Created based on research so that brands can better understand who the buyer is how, how they think and how they can best be reached.

Buyer's Journey

The experience a potential or existing customer has from start to finish over the course of purchasing a product, often categorized by four stages: discovery, consideration, decision and advocacy.

Buzz

Positive chatter, mentions and posts online regarding a brand, product or event.

**CAD**

Computer aided design, or the act of using a computer program to assist with the creation of design or graphics.

Call to Action

The portion of an advertisement that encourages a user to act (i.e. “click here” or “enter now”).

Campaign Management

The overseeing of a marketing campaign from start to finish, including planning, research, execution and the tracking of the campaign.

Click-Through Rate

The measure of how many times a button is clicked by individual visitors to a website or individual recipients of an email in which the opportunity to click was present.

Cloud Advertising

Services that support the selection and delivery of advertising data based on an auction mechanism that matches bidders with advertising impressions.

Content Aggregator

An organization that amasses content from multiple sources and provides it to businesses/companies/brands for a fee.

Content Analytics

The process of tagging and analyzing content to find patterns that can aid in improving business outcomes.

Content Management System

A script or program that aids in maintaining websites.

Content Marketing

The practice of creating and curating content with the goal of improving brand awareness, consumer/brand relationships, customer experiences, industry influence and loyalty. Content can include but is not limited to text, video, imagery, thought leadership pieces, etc.

Content Marketing Platforms

Multi-channel services that act as a foundation for content creation, including user-generated content, manufactured content and third party content.

Contextual Targeting

An ad-serving process in Google and Yahoo that displays advertisements triggered by keyword searches entered by the website user.

Conversion

When a user complete a target action, such as signing up for a newsletter or clicking through on a website.

Crowdsourcing

The processes for sourcing a task through web or social channels utilizing a broad set of contributors.

Customer Acquisition Cost

The cost to a business of securing a customer.

Customer Analytics

The use of data to understand the needs, preferences and demographics of a customer base.

Customer Effort Score

A measure of the effort it takes for a customer to engage and do business with a brand.

Customer Engagement Hub

Applications that allow for personalized engagement among customers across channels, usually including social media communication. =

Customer Experience

The sum of all interactions a customer has with a brand, from marketing to purchase to digital communication and beyond.

Customer Lifetime Value

The estimated value a customer will provide for a business over time based on their spending patterns.

Customer Loyalty Programs

The use of purchase-related incentives by a brand to encourage customers to engage and purchase more often.

Customer Segmentation

Utilizing data and analytics to group customers based on identifying characteristics and the creation of profiles based on demographics.

Customer Touch Points

The opportunities available to a brand to engage with customers across multiple channels, both digital and traditional.

**Data-Driven Marketing**

Marketing that is powered by data acquired regarding customer behaviors and desires.

Data Management Platforms

Software systems that ingest data from multiple sources and centralize it in one place for marketers in order to build segments, profiles and targets to increase the effectiveness of digital marketing campaigns.

Data Ops

The hub for collecting and distributing data that protects the privacy and integrity of data while allowing controlled access.

Design

The creation of style for a brand or company, including imagery, video, website and collateral aesthetic to communicate information and personality on behalf of the brand.

Digital Business Models

The use of data analytics and cross-channel communications to provide new information and other services.

Digital Commerce

Utilizing the Internet for the buying and selling of goods within a commerce infrastructure.

Digital Commerce Experience

The process of browsing, researching and purchasing products either exclusively utilizing a digital sales channel or by leveraging digital technology throughout the journey to purchase.

Digital Customer

Customers who utilize digital channels (i.e. the Internet and mobile devices) to interact with and complete transactions with a brand.

Digital Marketing

A discipline defined by the use of integrated technology and information to create and market new products and services, improve processes and engage with influencers and buyers with the goal of acquiring and retaining customers.

Digital Marketing Budget

A portion of a larger overall marketing budget that is dedicated to the digital aspects of the department, including technology-related expenses, cross-channel campaigns, external services and more as determined.

Digital Marketing Hub

Software that provides marketers with centralized access to data, analytics and workflow across multiple channels, both digital and traditional.

Digital Marketing Strategy

The process of creating a plan based on the vision of a brand with the ultimate goal of increasing and deepened customer interactions, creating more intuitive customer experiences and increasing company sales.

Digital Media Metrics

Published measurements of audience behavior online, including the number of unique visitors to a website per month, the length of their stay on the website, etc.

Digital Out of Home

The hardware, software and services that support the electronic distribution of content to networked screens that are placed in well-trafficked areas for advertising, experiential and informational purposes. Such screens are referred to collectively as “digital signage.”

Digital Touch Points

Interactive opportunities during the customer purchase journey that are enabled by digital media and may require action (i.e. click-through).

Digitalized Business Processes

Types of business operations that manage the interaction of customers, employees and business overall utilizing digital marketing or digital business.

E**Electronic Service Enablement**

The addition of revenue-enhancing electronic services to products by Internet.

Electronic Payment

The giving and receiving of payment via the Internet or other digital financial application.

Emarketing

Utilizing digital techniques to market a brand on the Internet through websites, social media, mobile devices, etc.

Event-Triggered Marketing

A discipline that personalizes the customer experience by offering deals and communications based on details that are specifically relevant to a customer and their interests.

External Referrer

A URL present on a website that exists outside of that website.

F**Facebook**

A social networking website that allows users to create profiles, find friends and interact online.

Flash

A technology used to allow video and animation to be embedded on a website or in a digital advertisement.

Fold

Everything that can be seen on a computer screen by scrolling down.
See “Above the Fold”.

**Gamification**

The use of game mechanics to drive engagement in unrelated business interactions, i.e. the use of incentives or points in loyalty programs.

Geofencing

The use of technology to create a virtual perimeter for a real physical location in order to more effectively geotarget potential customers.

Geotargeting

Services that allow advertisers and marketers to target users by location in order to deliver more immediately relevant content or advertising. Generally achieved by using an IP lookup service, a device-based GPS or cell tower triangulation.

Google Analytics

Free traffic analytics software provided by Google.

**Hacking**

An unauthorized attempt to gain access to a network or information system.

Hard Bounce

The failure of an email to reach its destination due to a concrete failure, such as a nonexistent or misspelled email address.

Hyperlink

A link embedded in an electronic document that, when clicked, navigates the user to the corresponding webpage.

**Idea Management**

A structured process that allows for greater opportunities to create and improve insights that would otherwise be overlooked.

Impression

The appearance of an organic search engine listing or sponsored ad appearing on a specific website and being viewed.

In-App Advertising

The placement of paid media within an app, either on mobile or social platforms.

In-Game Advertising

Paid media placed within an online or mobile game.

IP Address

A unique sequence of numbers and periods that represents the address of an Internet user.

**Java**

A popular programming language that can run on multiple operating systems and computers.

Javascript

A scripting language related to Java, but less complex.

**Keywords**

Terms that a user enters into a search engine, or terms that a website utilizes with the goal of increasing the likelihood of ranking high in search engines.

**Landing Page**

The webpage a user first arrives on, often following a click-through on an advertisement or hyperlink within an email.

Lead Management

The process of finding unqualified contacts and potential customers and vetting them for actionable opportunities and closure.

LinkedIn

A social network website that is business-oriented, where members can create profiles, network and connect with other users based on career focus.

Location-Based Advertising

Advertising that is designed to appeal to potential customers in a specific location, often utilizing IP addresses or mobile GPS information.

Location-Based Offers

Digital offers that are based exclusively on a prospect's location.

Loyalty Marketing

A type of marketing based on creating a sustained, beneficial relationship with customers through convenience, competitive pricing and customizable incentives.

**Market Penetration**

An equation for measuring success based on the percentage of customers a company has, divided by the total number of customers or businesses within the company's industry overall.

Market Segmentation

The process of creating subsets within an overall market based on more specific categories uncovered through data and analytics.

Marketing Applications

Software designed to aid marketers in industry tasks, such as managing campaigns, customer data and analytics, and performance measurement tools.

Marketing Automation

Marketing applications that automate various aspects of a campaign process.

Marketing Capital Budget

The predicted annual capital expenditure for marketing assets that exist to create income or support team operations.

Marketing Expense Budget

The predicted annual expenses for a marketing department.

Marketing Ops

The management and operation of marketing applications and technology platforms, often applicable to both digital and traditional channels.

Marketing Qualified Lead

A prospective customer who meets pre-determined criteria that indicate they would be a likely customer and should be pursued.

Marketing Service Providers

Organizations that offer marketing-related services such as content creation, platform hosting, digital services and more.

Marketing Talent Communities

Marketplaces that connect brands and companies with qualified freelance writers and other creative and marketing professionals on a contract basis.

Marketing Technology Integrators

Organizations that create and implement software, data and other digital solutions for marketing organizations.

Meta-Tags/Meta-Data

Information imbedded in the code of a webpage that contains the basic description of a page, often used for the purpose of search engine optimization.

Mobile Commerce/M-Commerce

The act of buying and selling goods and services through mobile devices using wireless technology.

Mobile Ad Networks

Services that grant advertisers mobile advertising access and offer targeting opportunities.

Mobile Advertising

Advertising that is placed on mobile devices.

Mobile Analytics

Programs that collect mobile data and provide tools for understanding and uncovering patterns of use in terms of mobile goals.

Mobile App Marketplace

A digital “store” of both free and for-sale mobile applications along with reviews and additional data for each application.

Mobile Coupon

A type of coupon sent to a mobile device in the form of a unique serial or bar code, as a downloadable coupon from the Internet or as a text message.

Mobile Marketers

Individuals dedicated to the practice of marketing specifically in the mobile space, including advertisers, content creators and campaign planners.

Mobile Marketing

A subsection of digital marketing that focuses exclusively on the use of mobile devices.

Mobile Media and Targeting Services

Aggregators of mobile-formatted media and audience data for advertisers.

Mobile-Optimized Websites

Websites that have been created or updated so that the mobile experience is the primary focus.

Mobile Search

A function of mobile devices that allow users to search for information, either via text or voice activation, which is then served up in a manner optimized for mobile users.

Mobile Videos

Video ads or packages that have been formatted specifically to fit best with mobile devices.

Mobile Wallet

Applications on smartphones and tablets that allow for payment capabilities and the opportunity to organize and use digital coupons.

Mobile Web

Internet access via smartphones, tablets and other mobile tech devices.

Mobility

Programs tasked with ensuring that consumers have access to relevant digital marketing services and offers in any context at any time or place.

Multichannel Campaign Management

Processes and software that allow for the planning, creation and execution of campaigns across many different channels (i.e. web, print and mobile).

Multichannel Marketing

A type of marketing designed to optimize a customer experience and increase the likelihood of engagement by orchestrating interactions across multiple traditional and digital channels.

**Native Advertising**

Advertisements designed to blend in with the environment of the media in which they are placed, often by use of similar style or thematic elements. Popular uses include video ads that play before a chosen video, or advertorials.

Native Mobile Applications

Applications that are built using kits from specific vendors in order to fit with that vendor's other products.

**Online Advertising Data Exchanges**

Online marketplaces where members can buy and sell data with the aim of boosting the effectiveness of advertising.

Online Product Recommendation Engines

Software that utilizes the data gathered on a specific shopper to make relevant product offers or attempt to upsell on a product during the e-commerce experience.

Online Retailers

Companies that sell products or services online.

Organic Listings

Search engine results that have not been purchased.

Outbound link

A link within a website that will take the user to a page outside of that website.



Paths to Purchase See Customer Journey.

Pay-Per-Click

Paid search marketing that places advertisements around free search engine listings, with the highest-positioned advertisement being placed based on a per-click bid.

Persona Management

Tools and applications that allow a person to keep track of how they are presented in various social communities.

Phone Bar Code Reader

Mobile software that allows a phone's camera to capture and understand bar codes.

Podcast

Audio or video content that can be downloaded online and listened to offline, usually appearing in episodic format.

Predictive Analytics

The utilization of data to predict future occurrences based on rapid analysis and business relevance.

Predictive Behavior Analysis

The use of data and algorithms to uncover trends that allow for accurate prediction in terms of future customer behaviors. Such behaviors may include purchase, engagement or disengagement.

Privacy Compliance

Tools that ensure all data collected from the web, advertising or other parties is within the regulations set forth by privacy laws.

Privacy Management Tools

Applications that aid an organization in ensuring that their data is both legally usable and well protected, while also tracking user awareness and acknowledgement of privacy policies.

Product Design

Services and software for creating design focused on user experience and digitally enabled offerings.

Product Information Management

Various tools, software and other technology used to manage information about various products, allowing for easier tracking and management of product sales through multiple channels.

Product Reviews and Recommendations

Publicly shared product opinions aggregated in one space on an e-commerce website.

Profile

A personal webpage on a social media site containing biographical information created and supplied by the user.

Programmatic Direct Advertising

Advertising that relies on automation technology for the tracking and placement of digital ads, generally based on contracts between the advertiser and another media company. Also applicable to television advertising placement.

**Quantified Self**

The sum of all analytics, social and mobile activity and other digital activity of a single user, collected by the user themselves to better understand their digital footprint.

Query

The words entered into a search engine.

**Ranking**

The position of a website within search engine results.

Real-Time Bidding (RTB)

A format allowing for real-time online auction opportunities between buyers and sellers of advertising, allowing for impressions to be bid on as they happen.

Real-Time Decisioning

The act of identifying the optimal action to take during customer interaction based on their needs and ultimate company goals as understood by analytics.

Real-Time Marketing

Rapid response to various opportunities and threats with the goal of taking the action consumers need in the moment, as opposed to a long-term set schedule that may not allow for quick, relevant action.

Responsive Design

The application of design to optimize user experiences in the digital realm.

Retargeting

Re-engaging with individuals who have expressed interest in a product but failed to make a purchase using techniques based on data and analytics surrounding that individual.

**Search Engine**

A website that allows a user to enter in keywords and search the Internet for websites and information related to those keywords.

Search Engine Optimization

The process of creating copy, design and other website elements in such a way that they will receive the highest possible positioning when relevant keywords are entered into a search engine.

Search Marketing

Techniques designed to create more website traffic through the use of search engines.

Search Retargeting

Services that use information gathered from a consumer's search data to target them with ads and offers in other locations on the web.

Shopping Cart Abandonment

The term used when a shopper on an e-commerce site places items in their digital cart to purchase, but leaves the site without purchasing those items.

Site Retargeting

Services that use advertisements, emails and other marketing tools to encourage customers who have abandoned carts or other transactions to return and complete the transaction.

Smart Kiosk

An interactive piece of technology in a public place that delivers information based on techniques such as motion sense or recognizing features of a user like age or gender.

Social Analytics

The analysis of data and information gathered based on digital interaction and engagement with people and ideas in a social communication context.

Social Co-browsing

Collaborative screen sharing with multiple parties in a social network so that each party can view the same screen as the others, regardless of location.

Social Commerce

The use of social networks to drive sales.

Social Content

Organic ideas, statements, opinions, blog posts, imagery, etc. that are delivered through a social channel and intended for viewing by other users.

Social Feedback

Commentary provided by social media users on pieces of content.

Social Feedback Management

Processes that allow for the accurate and appropriate interaction to enhance brand voice and engagement on social media sites.

Social Interactions

The exchange of content via opinions, conversations, image postings, etc. between users on a social media platform.

Social Listening

The following and monitoring of various social media platforms with the goal of better understanding and conforming to the needs of consumers.

Social Marketing

A subcategory of marketing dedicated to engagement, brand enhancement and success via social interactions.

Social Marketing Management Platforms

Tools that exist to aid in a brand's social presence, voice and social interaction.

Social Media

A series of digital platforms that exist as an online world of social communities in which users create profiles and interact with others, sharing content, thoughts, images and other information.

Social Media Tools

Applications that aid in social media, such as videos, memes and other content.

Social Network Analysis (SNA)

Collecting and analyzing data from multiple platforms within social networks to better identify information and relationships.

Social Networking

The utilization of personal and professional connections with the goal of sharing information with or benefiting from a network of people online.

Social Networking Sites

Websites including Facebook, Twitter and LinkedIn that users can join with the goal of connecting with other members.

Social Ops

The operation of public conversations with customers on social media sites with the goal of cultivating relationships and improving brand awareness and engagement.

Social Search

A style of Web search that uses elements of a user's social behavior — such as places visited, likes/dislikes, favorites, recent activities and conversations — to improve the results of searches inside and outside enterprises. Such elements are typically stored as metadata, making social search a type of metadata mining. It also enables users to disambiguate results from their queries more effectively.

Social TV

Social interaction related to TV (either through the TV or through a digital device) that creates community engagement in real time or regarding on-demand content.

Social TV Enablers

Platforms that are designed to aid in the development of social applications to support the interaction of TV programming with social media.

**Tag**

A keyword attached to a piece of content, such as a blog post, to aid in search results.

Tag Management

Systems that manage the use and maintenance of tags in meta data and simplify the tag usage between online content and external applications.

Text Analytics

The data and information collected from text, which aids in understanding the overarching goals, topics and arguments of the content.

Transactional Ad Units

Software within advertisements that allows for a safe transaction opportunity once a user clicks the ad.

Tweet

A piece of content sent out on Twitter.

Twitter

A social media website where users can create profiles, follow the profiles of others and share thoughts (tweets) using 140 characters or less.

**Unique Visitor**

A user who has visited a website and been counted as one statistical viewing, despite the possibility that the user has been on the website multiple times. This is distinguished from the overall number of viewers, which may contain those who have visited more than once.

User Experience Design

The creation of a digital experience that is focused on the user's needs and preferences, usually the result of user consultation and engineering.

User Experience Platforms

Technology that provides the capabilities to create a user experience-focused design.

User-Generated Content (UGC)

Content that is created organically by a user on a website for use on that website or to be distributed to other sites additionally.

**Virtual Actors**

Human figures, often holograms, that bring life to a brand and can act as virtual guides or salespeople in advertising and sales settings.

**Web Analytics**

Applications that allow for the understanding, improvement and optimization of online user experience and digital campaign development.

Webinar

An online seminar including audio and/or video that users can join via phone lines or a call-in line on the web.

Web Ops

The management of a company's digital brand and content, including deployment, updates and analysis of success.

Website Experience Analytics

A subcategory of web analytics with the purpose of analyzing how effectively a website provides a positive user experience.

Wikipedia

The largest encyclopedia in the world, an open-source, free encyclopedia that consists of user-generated content on innumerable subjects.

**YouTube**

A video-centric website consisting of user-generated content for the entertainment and information of other users.

**Zine**

A magazine that is only published digitally (online), as opposed to published in the traditional print medium. Zines cover a wide variety of topics, and range from the obscure to the well-known.

.ZIP

A .ZIP file is a file format that allows large amounts of data to be compressed and sent from one user to another. These files can then be decompressed and used in their original form.

DIGITAL MARKETING ACRONYMS



ABM – Account Based Marketing

AC – Associated Content

AD – Advertisement

AE – Account Executive

AIDA – Attention, Interest, Desire, Action

AJAX – Asynchronous Javascript and XML

ALN – Authority Link Network

AM – Affiliate Manager

AOV – Average Order Value

API – Application Program Interface

AQL – Automation Qualified Lead

AR – Analyst Relations

AR – Augmented Reality

ARR – Annual Recurring Revenue

ASCII – American Standard Code for Information Interchange

ASP – Application Service Provider

ATD – Agency Trading Desk

ATF – Above the Fold

B

B2B – Business To Business

B2C – Business To Consumer

B2G – Business To Government

BANT – Budget, Authority, Need, Timeline

BANTQ – BANT Qualified

BDR – Business Development Representative

BFSO – Backlinks, Forum, Special Offer

BL – Backlink

BP – Back Page

BPO – Business Process Outsourcing

BT – Behavioral Targeting

BTF – Below The Fold

BTW – “By The Way”

C

CAC – Customer Acquisition Cost

CAN-SPAM – Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003

CAPTCHA – Completely Automated Public Turing Tests to Tell Computers and Humans Apart

CASL – Canada Anti-Spam Law (July 1, 2014) CGI – Common Gateway Interface

CLV – Customer Lifetime Value

CMS – Content Management System

CPA – Cost Per Acquisition

CPA – Cost Per Action

CPC – Cost Per Click

CPL – Cost Per Lead

CPM – Cost Per Thousand (i.e. “Mille”)

CPN – Cost Per Name

CPO – Cost Per Opportunity

CPO – Cost Per Order

CPS – Cost Per Sale

CPV – Cost Per View (see also PPV)

CR – Conversion Rate

CRM – Customer Relationship Management

CRO – Conversion Rate Optimization

CSE – Comparison Shopping Engine

CSE – Custom Search Engine

CSS – Cascading Style Sheets

CTA – Call to Action

CTR – Click-Through Rate

CX – Customer experience



DBA – Doing Business As

DC – Data Center

DDM – Dimensional Direct Mail

DDM – Direct Digital Marketing

DHTML – Direct Hyper Text Markup Language

DM – Digital Marketing

DM – Direct Mail

DM – Direct Message (social)

DMOZ – Directory-Mozilla

DMP – Data Management Platform

DNS – Domain Name Service

DNS – Domain Name System

DR – Direct Response

DRM – Dynamic Rich Media

DRPs – Directory Results Pages

DSP – Demand-Side Platform



E-BOOK – Electronic Book (digitally delivered)

ECPM – Effective CPM

EM – Email Marketing

EOC – Email Optimization Consultant

EPC – Earnings Per Click

EPM – Earnings Per Thousand (“Mille”)

ESP – Email Service Provider

F

FOTP – From Zero To Profits

F500 – Fortune 500

FAQ – Frequently Asked Questions

FB – Facebook

FBML – Facebook Markup Language

FCM – Fresh Content Marketing

FFA – Free For All (links)

FTP – File Transfer Protocol

FYI – “For Your Information”

G

G – Google

GA – Google Analytics

GAN – Google Affiliate Network

GAP – Google Advertising Professionals

H

H1, H2, H3, H4, H5 – Heading Levels 1, 2, 3, 4, 5

HIPPO – Highest Paid Person’s Opinion

HTML – Hyper Text Markup Language

HTTP – Hyper Text Transfer Protocol

HTTPS – Hyper Text Transfer Protocol Secure



IAB – Interactive Advertising Bureau

IBL – Inbound Link

ICANN – Internet Corporation for Assigned Names and Numbers

IM – Instant Messaging

IMAP – Internet Message Access Protocol

IMHO – “In My Honest Opinion”

IP– Internet Protocol

IP – Intellectual Property

IPB9 – Internet Business Promoter

IPTV – Internet Protocol Television

ISP – Internet Service Provider



JS – Javascript

JSP – Java Server Pages

JV – Joint Venture

K

KDA – Keyword Density Analyzer

KDM – Keyword Driven Marketing

KPI – Key Performance Indicator

L

LLC – Limited Liability Company

LPO – Landing Page Optimization

LSI – Latent Semantic Indexing

LTV – Lifetime (customer) Value

M

MA – Marketing Automation

MAL – Marketing Accepted Lead

MAN – My Article Network

MAP – Marketing Automation Platform

MCC – My Client Center

MKTG – Marketing

MLM – Multi-level Marketing

MMC – Microsoft Management Console

MMO – Make Money Online

MoM – Month on/over Month

MQL – Marketing Qualified Lead

MRR – Monthly Recurring Revenue

MSN – Microsoft Network

MSP – Managed Service Provider

MT – Modified Tweet

MVT – Multivariate Testing



NDA – Non-Disclosure Agreement

NM – Niche Marketing

NPS – Net Promoter Score



OBL – Outbound Link

OEM – Original Equipment Manufacturer

OOP – Over Optimization Penalty

OP – Original Post (or Poster)

OS – Open Source

OS – Operating System

OTO – One-Time Offer

OWBL – One-Way Back Link

P

3PAS – Third-Party Ad Server

PFI – Pay For Inclusion

PPF – Pay For Performance

PHP – PHP Hypertext Preprocessor

PLR – Private Label Rights

POS – Point of Sale

PP – PayPal

PPA – Pay Per Action

PPC – Pay Per Click

PPI – Pay Per Impression

PPI – Pay Per Install

PPL – Pay Per Lead

PPV – Pay Per view

PR – Press Release

PR – Public Relations

PR – Page Ranking

PV – Page Views

Q

QA – Quality Assurance

QR Code – Quick Response Code

QS – Quality Score

R

RFI – Request For Information

RFP – Request For Proposal

RI – Regular Index

ROAS – Return On Ad Spend

ROI – Return On Investment

RON – Run Of Network

ROS – Run Of Site

RPA – Revenue Per Acquisition

RPC – Revenue Per Click

RPO – Recruitment Process Outsourcing

RR – Resale Rights

RSS – Really Simple Syndication

RT – Retweet

RTB – Real-Time Bidding

RTD – Real-Time Data

RTD – Real-Time data

S

S2S – Server To Server

SaaS – Software as a Service

SAL – Sales Accepted Lead

SE – Search Engine

SEF – Search Engine Friendly

SEM – Search Engine Marketing

SEO – Search Engine Optimization

SEP – Search Engine Positon (Positioning)

SERP – Search Engine Results Page

SGL – Sales Generated Lead

SI – Supplemental Index

SLA – Service Level Agreement

SM – Social Media

SMB – Small-Medium Business

SME – Small-Medium Enterprise

SME – Subject Matter Expert

SMM – Social Media Marketing

SMO – Social Media Optimization

SMP – Social Media Platform

SMS – Short Message Service (text message)

SOV – Share Of Voice

SOW – Statement Of Work

SPD – Sales Per Day

SQL – Sales Qualified Lead

SSE – Yahoo! Search Submit Express

SSI – Server Side Include

SSL – Secure Sockets Layer

SSP – Yahoo! Search Submit Pro

SSP – Supply-Side Platform

STET – editing term for “Let it stand” or “No changes”

SWF – Shockwave Flash File(s)

SWL – Site-Wide Link

SWOT – Strengths, Weaknesses, Opportunities, Threats

T

TAL – Tele-prospecting Accepted Lead

TAP – Targeted Accounts Program

TBPR – Toolbar Page Rank

TCO – Total Cost of Ownership

TGL – Tele-prospecting Generated Lead

TL;DR – “Too Long; Didn’t Read”

TLD – Top Level Domain

TOS – Terms of Service

TQL – Tele-prospecting Qualified Lead

U

UCD – User-Centric Design

UGC – User-Generated Content

UI – User Interface

ULD – Universal Lead Definition

URL – Uniform Resource Locator (i.e. website address)

USP – Unique Selling Proposition

UV – Unique Visitor

UVP – Unique Value Proposition

UX – User Experience



VALS – Values, Attitudes and LifeStyles

VAR – Value Added Reseller

VM – Voice Mail

VM – Viral Marketing

VOD – Video on Demand

VPN – Virtual Private Network

VPS – Virtual Private Server

VSEO – Video Search Engine Optimization



WHM – Web Host Manager

WOMM – Word of Mouth Marketing

WP – WordPress

WTB – Want To Buy

WTT – Want to Trade

WWW – World Wide Web

WYSIWYG – What You See Is What You Get



XML – Extensible Markup Language



YoY – Year on/over Year

YPN – Yahoo! Publisher Network

YTD – Year to Date



ZMOT – Zero Moment of Truth

ABOUT US

IgnitionOne is a global leader in cloud-based digital marketing technology. The company's Digital Marketing Suite (DMS) simplifies life for marketers by providing an integrated suite of solutions that significantly improve digital marketing performance across all devices. The DMS encompasses algorithmic media management across channels such as search, programmatic display, email and social; advanced data management; user scoring, lead optimization and website personalization. With a global footprint of over 450 employees in 17 offices across 10 countries, IgnitionOne is one of the largest independent marketing technology companies in the world.

For more information, please visit <http://www.ignitionone.com>, follow the company on Twitter @ignitionone or visit the blog at <http://www.digitalmarketingsuite.com>.

Sources: Gartner Glossary of Digital Marketing, Trillium Marketing Guild: Lead Generation Essentials, Quirk's Digital Marketing Glossary, Fathom Digital Marketing Glossary of Terms

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