

Marketing terms & abbreviations

CTR anyone? How about CPM? How is your CPC doing?

AIDA

Attention, Interest,
Desire, Action

The AIDA model is just one of a class of models known as **hierarchy of effects models** or hierarchical models, all of which imply that consumers move through a series of steps or stages when they make purchase decisions.

KPI

Key Performance Indicator

A performance numeric indicator or key performance indicator is a type of performance measurement.

Conversion

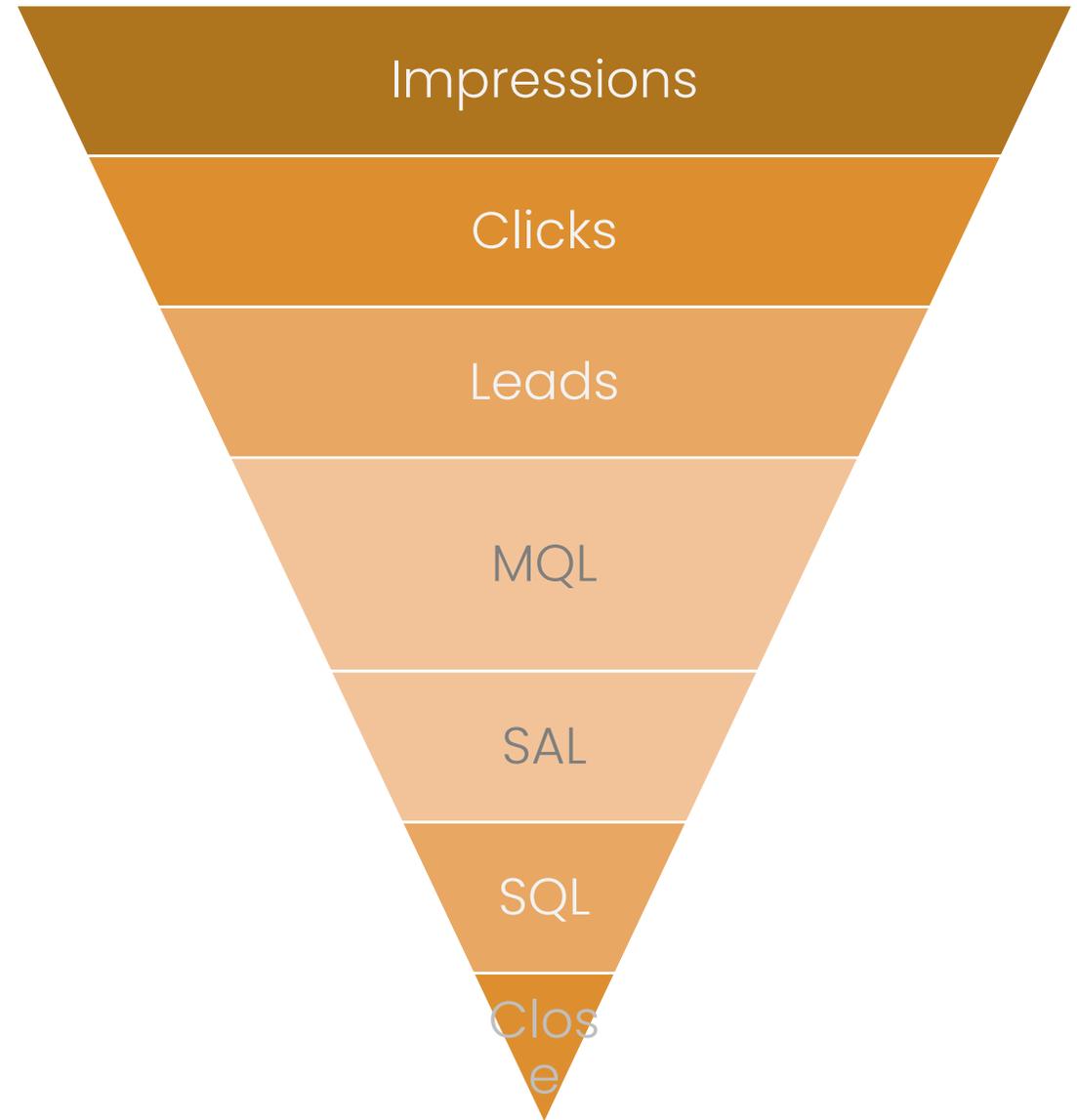
A process when a **prospect advances** in one stage of marketing / sales funnel.

Lead

A received contact
(a personal enquiry)
of prospect
expressing interest
for a given
product/service.

Marketing / Sales Funnel

A visual representation of all stages in marketing / sales process from first exposure to final (deal) close.



CR

Conversion Rate

A percentage of user converted at given stage out of total users.

CTR

Click-through rate

Click-through rate is the ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

MQL

Marketing Qualified Leads

Marketing qualified leads (MQLs) are leads yet to interact with sales teams but have met certain lead scoring criteria.

SAL

Sales Accepted Leads

Sales accepted leads are MQLs that have been examined by a salesperson and deemed acceptable by sales for follow-up.

SQL

Sales Qualified Leads

Sales qualified leads are leads salespeople have interacted with and have identified as having an opportunity for a deal to be made. Qualifying criteria include need, budget, capacity, time-frame, interest, or authority to purchase.

LP

Landing Page

(Campaign) landing page is a web page specially designed with **one primary goal: conversion.**

In broader sense a landing page is any entry webpage.

Lead generation

Lead generation is set of campaigns/tactics targeted for initiation of consumer interest or enquiry into products or services of a business.

ROI

Return on investment

Return on investment is a ratio between net income (over a period) and investment (costs resulting from an investment of some resources at a point in time).

ROAS

Return on
advertising
spent

ROAS is often expressed as a percentage and represents the revenue gained from each unit-of-money spent on advertising.

BR

Bounce Rate

The percentage of the people who land on your web page and **return** within short given time or have not made any subsequent action (e.g. browsing more pages).

CRO

Conversion Rate Optimization

Conversion rate optimization is the process of **increasing the percentage of conversions** at each stage of your marketing / sales funnel in order to optimize final ROAS.

Customer journey

Customer journey is **detailed map that shows the full experience a customer has with a company and shows every interaction they have (even before and after they engage). It is usually used to map and optimize friction points & detect opportunities.**

VP

Value proposition

A value proposition is a **promise of value** to be delivered, communicated and acknowledged.
A value proposition can apply to an entire organization or products or services.

UI

User interface

In the industrial design field of human-computer interaction, a user interface is the space where interactions between humans and machines occur.

UX

User experience

The user experience is how a **user interacts with and experiences a product, system or service**. It includes a person's perceptions of utility, ease of use, and efficiency.

CX

Customer Experience

Customer experience is a **totality of cognitive, affective, sensory, and behavioural consumer responses** during all stages of the consumption process including pre-purchase, consumption, and post-purchase stages.

USP

Unique selling proposition

Unique selling proposition, (also unique selling point, or the unique value proposition) in the business model canvas, is the marketing strategy of informing customers about how one's own **brand or product is superior to its competitors** (in addition to its other values).

SER

Search Engine Ranking

**A relevancy of
particular web page /
website for particular
search term.**

SERP

Search Engine Results Page

Search Engine Results Pages are the pages displayed by search engines in response to a query by a user having results of two general types:

- **organic search:**
retrieved by the search engine's algorithm
- **sponsored search:**
advertisements.

SEO

Search engine optimization

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic (known as "natural" or "organic" results) rather than direct traffic or paid traffic.

SEM

Search engine marketing

Search engine marketing is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) **primarily through paid advertising**. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking.

Opt-in email

Opt-in email is a term used when someone is not initially added to an emailing list and is instead given the option to join the emailing list. Typically, this is some sort of mailing list, newsletter, or advertising. Opt-out emails do not ask for permission to send emails, these emails are typically criticized as unsolicited bulk emails, better known as spam.

PPC

Pay-per-click

Pay-per-click is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.

CPC

Cost-per-click

Cost-per-click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement.

CPA

Cost-per-action

Cost-per-action, also sometimes misconstrued in marketing environments as cost-per-acquisition, is an online advertising measurement and pricing model referring to a specified action, for example, a sale, click, or form submit (e.g., contact request, newsletter sign up, registration, etc.).

CPM

Cost-per-mille

Cost per impression (CPI) and cost per thousand impressions (CPM) are terms used in traditional advertising media selection, as well as online advertising and marketing related to web traffic.

CPL

Cost-per-lead

Cost per lead is an online **advertising pricing model**, where the advertiser pays for an explicit sign-up from a consumer interested in the advertiser's offer or a **metric showing advertising cost per one lead**.

Frequency cap

Restriction on the amount of times a specific visitor is shown a particular advertisement.

Impression share

The **percentage of impressions** your ads received compared to the **number of impression** your ads were eligible for.

LTV/CAC

**Customer Lifetime
Value to Customer
Acquisition Cost**

The Customer Lifetime Value to Customer Acquisition Cost (LTV:CAC) ratio measures the relationship between the lifetime value of a customer and the cost of acquiring that customer. The LTV/CAC ratio is calculated by dividing your LTV by CAC.

IP

Internet protocol

The Internet Protocol is the network layer communications protocol in the Internet protocol suite for relaying datagrams across network boundaries. Its routing function enables internet working, and **essentially establishes the Internet.**

HTML

HyperText Markup Language

The HyperText Markup Language is the standard markup language for documents designed to be displayed in a web browser. **It is not programming language.**

CSS

Cascading Style Sheets

Cascading Style Sheets is a style sheet language used for describing the **presentation** of a document written in a markup language such as HTML.

JS

JavaScript

JavaScript is a **programming language** that is one of the core technologies of the World Wide Web, alongside HTML and CSS.

URL

Unique resource
locator

A Uniform Resource Locator, colloquially termed a **web address**, is a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it. A URL is a specific type of Uniform Resource Identifier (URI), although many people use the two terms interchangeably.

UTM

UTM codes

A group of Google Analytics tracking parameters added to the end of URLs to track the effectiveness of marketing campaigns. (UTM = Urchin Tracking Module, from the Urchin analytics software that preceded Google Analytics.)

DNS

Domain Name System

The Domain Name System is the hierarchical and decentralized naming system used to identify computers, services, and other resources reachable through the Internet or other Internet Protocol networks.

CMS (web) Content Management System

A software behind a website that **enables non-technical people** to edit, publish and manage (web) content.

CRM

Customer Relationship Management

Customer relationship management is a process in which a business administers its interactions with customers, typically using data analysis to study large amounts of information.

Native Advertising

Ads that adapt their appearance based on the website they appear on, in order to blend in with the content.

Spam



CAPTCHA

Completely
Automated Public
Turing Test to Tell
Computers and
Humans Apart



I'm not a robot



reCAPTCHA
[Privacy](#) - [Terms](#)

LLM

Large Language Model

In AI, LLM is **large language model** notable for its ability to achieve **general-purpose language generation and other natural language processing.**

GDPR

General Data
Protection
Regulation

The General Data Protection Regulation is a Regulation in EU law on data protection and privacy in the EU and the European Economic Area (EEA).

B2B

**Business to
Business**

In context of
marketing,
endeavour targeted
towards **businesses.**

B2C

Business to
Consumer

In context of
marketing,
endeavour targeted
towards **end-users /
consumers / clients.**

Freemium

A technique / business model where a business offers a **free basic product**, giving the customer an option to use an **advanced version for a premium cost**.

Upselling

Trying to persuade shoppers/customers to **buy a more expensive product** or package than what were considering (or in addition of what they already have).

ATL

Above-the-line

Traditional marketing term for marketing segment used for advertising involving mass media, or in digital context, to anonymous audience (e.g. Display channel).

BTL

Below-the-line

Traditional marketing term for marketing segment used for more targeted forms of advertising and promotion, or in digital context, to known contacts (e.g. E-mail).

Cohort Analysis

An **analytics method** of breaking a data set into **smaller groups** (defined by attribute) to observe differences in activity/performance over given time.

CLTV

Customer

Lifetime Value

In marketing, customer lifetime value, lifetime customer value (LCV), or life-time value (LTV) is a **prognostication of the net profit contributed to the whole future relationship with a customer.**

The prediction model can have varying levels of sophistication and accuracy, ranging from a crude heuristic to the use of complex predictive analytics techniques.

**Thank you for your
attention!**

Questions?