

# The Tech Marketers complete A-Z of Acronyms



## A

### A/B Testing

**Split Testing:** A/B testing is when you use two variables of the same webpage or digital ad to determine which one resonates most with your audience.

### AIDA

**Awareness, Interest, Desire, Action:** A model that describes the steps a customer goes through in the process of purchasing a product.

### AOV

**Average Order Value:** The average value of orders received in a given time period.

### ASP

**Application Service Provider:** Internet hosting that provides computer-based services (aka SaaS products) to customers over a network.

### ABM

**Account Based Marketing:** A strategic approach to marketing, where sales and marketing work together to target individual prospects or customer accounts.

### AMA

**Ask Me Anything:** Commonly used on social media platforms. It is a type of informal interview whereby the interviewee opens up questions from the public.

### API

**Application Programming Interface:** A software intermediary that allows two applications to talk to each other.

## B

### B2B

**Business to Business:** A transaction between two different businesses, most often used in marketing when an organisation is your customer.

### BANT

**Budget, Authority, Need, Timeline:** A formula used to determine whether business prospects have the budget, authority, need, and timeline to buy what you are selling.

### BR

**Bounce Rate:** The percentage of the people who land on your web page and return within 3 seconds.

### B2C

**Business to Consumer:** A transaction between a business and an individual consumer.

### BH

**Black Hat:** People who increase their page's SEO rankings through illegal means.

## C

### CAC

**Customer Acquisition Cost:** The cost of acquiring a new customer

### CMS

**Content Management System:** A web application that is specifically designed to make the process of creating, editing, and managing website easy for non-technical users.

### CPC

**Cost per Click:** The amount of money spent to get an ad clicked when running PPC campaigns.

### CPM

**Cost per Thousand:** Used to denote the price of 1000 views or impressions of an ad.

### CRM

**Customer Relationship Management:** At the simplest level, CRM is a piece of software that enables you to manage all of your companies' relationships and interactions with current and potential customers.

### CSS

**Cascading Style Sheets:** A language that manages the design and presentation of web pages: colour, look, feel, and so on.

### CTR

**Click Through Rate:** The percentage of the number of clicks on CTA over the total number of people that can click.

### CAPTCHA

**Completely Automated Public Turing Test to Tell Computers and Humans Apart:** A method used to check whether the user is a person or a robot.

### CPA

**Cost per Action:** A model in which an advertiser pays only for the action someone takes like a click, impression or sale.

### CPL

**Cost per Lead:** The amount it costs for your organisation to acquire a lead.

### CR

**Conversion Rate:** The percentage of people who completed the desired action on a web page, such as making a purchase.

### CRO

**Conversion Rate Optimisation:** The process of optimising your website to increase the likelihood that visitors will complete a specific action.

### CTA

**Call To Action:** This refers to the desired action you would like your prospect to take. For instance sign up, watch video, buy now.

## D

### DA

**Domain Authority:** A search engine ranking score that predicts how likely a website is to rank in search engine result pages (SERPs).

### DM

**Direct Message:** A private form of communication, most commonly used in reference to social media, where the messages are only visible to the sender and receiver.

### DNS

**Domain Name System:** A DNS translates domain names into IP addresses so computers can comprehend them.

## F

### FAQ

**Frequently Asked Questions:** A document that provides answers to a list of typical questions that users might ask regarding a particular subject.

## G

### GA

**Google Analytics:** An online tool that generates detailed statistics about a website's traffic and traffic sources. It also enables you to measure conversions, sales and provides insight into your Google advertising ROI.

### GMB

**Google My Business:** A free and easy-to-use tool that helps local businesses manage their digital footprints across Google, including Search and Maps.

### GDPR

**General Data Protection Regulation:** A legal structure with set rules for collecting and processing personal information from individuals who live in the European Union (EU).

### GTM

**Google Tag Manager:** A tool that allows you to manage all of your website tags without editing code.

## H

### HTML

**Hyper-Text Markup Language:** The standard language for documents designed to be displayed in a web browser.

## I

### IBL

**Inbound Link:** Also known as backlinks, they are links from other sites that point to your site. Backlinks are especially valuable for SEO purposes as they infer a vote of confidence from a third party.

### IP Address

**Internet Protocol Address:** A numerical label assigned to each device connected to a computer network.

### ISV

**Independent Software Provider:** An organisation that makes and sells software products, rather than computer hardware.

### ILV

**Inbound Lead Velocity:** The rate at which leads are increasing.

### ISP

**Internet Service Provider:** An organisation that provides internet services

## K

### KPI

**Key Performance Indicator:** A type of performance measurement companies use to evaluate an activity's success. While KPIs are used throughout a business, marketers look at KPIs to track progress towards marketing goals.

### KW

**Keywords:** Any word or phrase that people enter into search engines to retrieve the information they're looking for.

## L

### LB

**Link Building:** The process of getting links from another website to point to yours.

### LTKW

**Long Tail Keywords:** Keywords that have more than 3 words.

### LP

**Landing Page:** A standalone web page created specifically for a marketing campaign.

### LTV

**Lifetime Value:** How much money a customer will bring your brand throughout their entire time as a paying customer.

## M

### MAP

**Marketing Automation Platform:** The use of software to automate marketing activities.

### MDF

**Market Development Funds:** Funding that vendors grant to its indirect sales channel partners to help the channel with sales and marketing programs.

### ML

**Marketing Qualified Lead:** A lead that marketing identifies as valuable because it meets a set of pre-defined criteria, and is deemed as more likely to become a customer compared to other leads.

## O

### OBL

**Outbound Link:** Also called an external link, it is a link that points from your website to another.

## P

### PPC

**Pay Per Click:** An online advertising model in which an advertiser pays a publisher everytime an advertisement is "clicked" on.

### PR

**Public Relations:** PR refers to the strategic communication from an organisation to the public to maintain or cultivate public image and/or respond to public discourse.

## P

### PV

**Page View:** A request to load a single web page on the internet. Marketers use page views to analyze their website and gauge how large their audience is.

## Q

### QR Code

**Quick Response Barcode:** A type of barcode that contains various forms of data and often points to an online destination.

## R

### RDA

**Responsive Display Ads:** Ads that adjust their size, appearance and format without manual intervention, so it fits available ad spaces on Google's Display Network.

### ROI

**Return on Investment:** A profitability metric used to evaluate how well an investment is performing.

### RSS

**Rich Site Summary:** A web feed that allows users and applications to access updates to websites in a standardized format.

### ROAS

**Return on Ad Spend:** A marketing metric that measures the amount of revenue your business earns for each pound spent on advertising.

### ROMI

**Return on Marketing Investment:** A metric used to measure the effectiveness of a marketing campaign. It examines results in relation to the specific marketing objective.

### RT

**Retweet:** The reposting of a tweet on Twitter.

## S

### SaaS

**Software-as-a-Service:** A way of delivering applications over the internet, as a service.

### SEO

**Search Engine Optimisation:** The optimization of your website for getting ranked in search engine result pages.

### SEM

**Search Engine Marketing:** The process of gaining traffic to your company's site by purchasing ads on Google and other search engines.

### SERP

**Search Engine Results Page:** Webpages served to users when they search for something on a search engine.

# S

## SLA

**Service Level Agreement:** A commitment between a service provider and a client.

## SMART

**Specific, Measurable, Attainable, Relevant, Time-bound:** An acronym that provides criteria to guide the setting of goals and objectives.

## SOW

**Scope/Statement of Work:** An agreement on the work that's going to be performed on a specific project. The document usually includes deliverables, a timeline, milestones, and reports.

## SWOT

**Strengths, Weaknesses Opportunities, Threats:** A SWOT analysis is when a company conducts a study to pinpoint its internal strengths and weaknesses and its external opportunities and threats.

## SM

**Social Media:** The collective term for websites and applications that facilitate content creation and the sharing of information, ideas and interests within a virtual community.

## SMM

**Social Media Marketing:** The use of social media platforms and websites to promote a product or service.

## SQL

**Sales Qualified Lead:** A lead that has moved through the sales pipeline to a position where the sales team can now work on converting them into an active customer.

# U

## UI

**User Interface:** A good user interface provides user-friendly experience by allowing users to interact.

## UV

**Unique Visitor:** A person who visits your website more than once within a defined period of time.

## USP

**Unique Selling Point:** The unique benefit exhibited by a company, service, product or brand that enables it to stand out from competitors.

## UX

**User Experience:** The overall experience that a customer has with your business. This is most often referenced in relation to a user's experience when navigating your website.

# V

## VOD

**Video on Demand:** A way of consuming video content that is stored within online libraries.

# W

## WoM

**Word of Mouth:** The passing of information from person to person.

# Y

## YTD

**Year to Date:** A period starting from the beginning of the current year and continuing up to the present day.