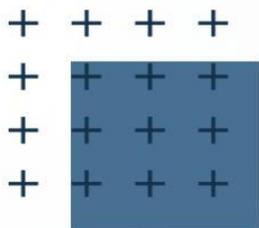


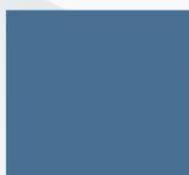
# GLOSSARY

# DIGITAL

# MARKETING



**OBIZMAX CONSULTING**  
DRIVING GROWTH POTENTIAL



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# METRICS & ANALYTICS

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# MARKETING

## A/B Testing

A methodology used to compare two or more versions of a single variable, typically by testing an audience's response to variation A against variation B. In marketing, A/B testing is often used to test the performance of different headlines, images, videos, and other items of content and messaging elements. Sometimes called Split Testing.

## Affiliate Commission

An amount of money paid to an affiliate marketer for each lead or sale they generate.

## Affiliate Marketing

A marketing arrangement by which a business pays other people or organizations (affiliates) for the qualified leads they direct to the business.

## Analytics

The insights drawn from analyzing data. May also include presenting or communicating the data and insights.

## Authority

The importance or weight given to an item of content based on its source and how it relates to a given search query. The greater the authority, the higher the ranking in search results.

## Brand

An intangible marketing concept that helps people identify a person, organization, good, or service and how they feel about it.

## Brand Awareness

A measure of how well a brand is recognized by consumers.

## Brand Equity

The value of a brand as determined by consumer sentiment.

## Brand Loyalty

A measure of the likelihood that a consumer who has previously purchased from a brand will continue to purchase from the same brand in the future because of their positive feelings and dedication to the brand, despite the availability of competitive offerings.

## Brand Positioning

The process of positioning a brand in the mind of consumers by differentiating it from competing brands.

## Business to Business (B2B)

When a business sells goods or services to other businesses or organizations, rather than to individual consumers.

## Business to Consumer (B2C)

When a business sells goods or services to individual consumers, rather than to other businesses or organizations.

## Call To Action (CTA)

The part of a marketing message that prompts a person to take an action.

## Chargeback

Occurs when a person disputes a financial transaction made on their credit card, debit card, or online wallet.

## Consumer

The end user of a good or service.

## Content Marketing

A marketing strategy focused on creating and sharing content intended to attract a specific audience.

## Content Strategy

The planning, creation, and deployment of content to achieve a marketing objective.

## Cross Sell

A call to action that appears after a customer has submitted an order. The objective is to introduce the customer to an offer, website, or store that is complementary, or somewhat related, to the good or service the customer has just purchased.

## Customer

A person or organization that buys a good or service from a business.

## Customer Experience

All interactions and feelings a customer has with a business, brand, good, or service.

## Customer Life Cycle

The various stages a customer goes through before, during, and after a transaction.

## Customer Pain Point

A problem experienced by a person who is likely to seek out a solution.

## Customer Support

A service provided to users or customers to assist with the use of a good or service. This may include answers to frequently asked questions, how-to guides and tutorials, and a way to communicate with the provider of the good or service.

## Digital Marketing Strategy

A plan to achieve specific marketing goals by using online content and tactics.

## Direct Traffic

When a visitor arrives at a website by typing the URL into a browser or clicking a local bookmark, rather than by having clicked a link elsewhere on the Internet.

## Downsell

An offer to purchase a similar good or service of lower value that appears in a popup window immediately after a consumer declines an upsell offer.

## E-commerce

The buying or selling of goods or services, or transmitting funds over the Internet or other electronic network. Short for electronic commerce.

## Event Marketing

A marketing strategy where consumers are invited to an event where they can experience a brand, good, or service.

## Freemium

A business model in which a good or service with basic or limited features is offered at no cost, while a more advanced version of the good or service is available for a fee. "Freemium" is a combination of the words "free" and "premium."

## Geofencing

A software feature that tracks the location of a device to determine its proximity to a defined geographic area.

## Geo-targeting

A method of delivering different content to people based on their geographic location.

## Heatmap

A technique for visualizing data. Color is used to identify variations in quantity, allowing marketers to better understand how people view and navigate online content.

## Inbound Marketing

A marketing strategy that attempts to motivate consumers to contact a business, instead of the business directly reaching out to the consumer. In marketing, this is often done by sharing content, building brand, and online advertising.

## Influencer

A person who affects the opinions or behaviors of their followers. Often a celebrity or recognized expert.

## Intent

Consumer online behavior that indicates the likelihood of making a purchase.

## Keyword Marketing

An advertising method where an advertiser pays to have their ad displayed to a person who conducts an online search for a specific keyword or phrase.

## Keyword Stuffing

The practice of repeating a keyword many times on a web page or content item in order to artificially increase its ranking in search results.

## Lead

A prospective customer who has expressed interest in a good or service.

## Lead Generation

The process of identifying and nurturing the interest of people that match the profile of a target audience.

## Lead Magnet

A free item or service that is offered to a target audience for the purpose of gathering contact information to be used for additional marketing campaigns.

## Lead Nurturing

The process of developing a relationship with potential customers so that they gain the information and trust needed to make a purchase.

## Marketing and Sales Funnel

A visual representation of the path that a consumer takes from the point of discovering that a business, good, or service exists to the end goal of becoming a customer.

## Marketing Plan

A strategic plan that identifies how an organization plans to reach a target audience and motivate people to take a specific action.

## Market Segment

A group of consumers with similar needs, wants, or buying profiles.

## Member

A person who has subscribed to be included in a specific group.

## Member Quality

A qualitative measure of how well the profile and activity of members in a specific group align with the desired objectives of the group.

## Messaging

A message sent and received using an email application, social media platform, or other method of electronic communication.

## Organic Traffic

Traffic that is directed to a destination at no financial cost.

## Opt-In

Allowing a person to give their permission to be contacted in the future.

## Opt-Out

Providing a person the choice to not be contacted in the future.

## Order Bump

An offer presented to a consumer on the final step of the online shopping process, which can be added to an order with one click.

## Outbound Marketing

A marketing strategy that reaches out to consumers through tactics such as cold calling, cold emailing, billboards, tradeshow, and conventional advertising.

## Paid Search

An advertising model in which the advertiser pays a fee for an ad or content item to appear in a list of search results.

## Pay Per Click (PPC)

An advertising model in which the advertiser pays a fee each time their ad is clicked.

## Pay Per Lead (PPL)

An affiliate marketing program where a marketer pays an affiliate for each lead generated.

## Pay Per Sale (PPS)

An advertising or marketing model in which the seller pays a fee for each sale generated by the marketer or advertising network.

## Participant Engagement

Measurable actions that indicate participants are committed and emotionally involved in an event.

## Participant Quality

A qualitative measure of how well the profile and behavior of event participants align with the desired objectives of an event.

## Persona

A description of a fictional character who represents the common profile of a target audience.

## Prospect

A person or organization that is likely to become a customer.

## Referral

A recommendation for an organization, business, brand, good, or service made by one person to another.

## Refund

A repayment to a customer of some or all of the money they paid to purchase a good or service.

## Remarketing

A marketing strategy where existing customers are targeted to make new purchases.

## Retargeting

A marketing strategy where ads are targeted at people who have previously visited a website or engaged with specific content without having taken a specific action.

## Sales Qualified Leads (SQL)

Potential customers that have shown an intent to make a purchase.

## Search Engine Marketing (SEM)

An advertising method where an advertiser pays to have their ad displayed in search engine results.

## Search Engine Optimization (SEO)

The process of increasing the likelihood that a specific online resource will appear in search results and with the highest ranking possible.

## Social Listening

Monitoring content and conversations on social media platforms to better understand current trends, brand mentions, and other information-gathering objectives.

## Social Proof

Stories, testimonials, reviews, case studies, and other content that describe how specific people or organizations have benefited from an organization, business, brand, good, or service.

## Social Selling

Communicating and building relationships with potential customers through social media.

## Statistical Significance

When the relationship between a set of variables are determined to be caused by something other than random chance.

## Targeting

The process of identifying a specific audience for which to deliver a message.

## Traffic

The activity of people who visit an Internet destination, such as a website, app, or other online resource.

## Tripwire

An attractive low-priced offer for an item or product whose purpose is to convert a potential customer into an actual customer or to re-engage with past customers.

## Upsell

An offer to purchase a similar good or service of higher value that appears in a

popup window immediately after a consumer adds a specific good or service to their shopping cart.

## Word-of-Mouth Marketing

A marketing strategy where existing customers recommend a business, brand, good, or service to their friends and followers.

# CONTENT

## Allowlist (formerly Whitelist)

A list of identifiers, such as names, emails, or IP addresses, that are explicitly allowed to access specific content or systems.

## Blocklist (formerly Blacklist)

A list of identifiers, such as names, emails, or IP addresses, that are explicitly blocked from accessing specific content or systems.

## Clickbait

A sensationalized or misleading headline used to attract attention and encourage people to click through for more information.

## Content

A broad term that refers to the information contained within any type of communication. Content on the Internet consists mainly of text, graphics, photographs, sounds, music, and video.

## Copy

The written text that is used in books, magazine, news articles, websites, and advertisements.

## Copywriting

The act of writing copy — written text that is used in books, magazine, news articles, websites, and advertisements.

## Emoji

A small image or icon used in text to express an idea, feeling, or emotion.

## Evergreen Content

Timeless content that is useful now and for months or years into the future.

## Hashtag

A word or phrase that is prefixed with the pound symbol # and used to index topics, making them easier to find and follow.

## Headline

The title or heading of a post, story, or other item of content, that is often written using expressive language to draw attention.

## Hyperlocal

Information that is directly relevant to people in a defined, and often small, geographic area, such as a city, town, or neighborhood.

## Keyword

Common words or phrases that people use when searching for a specific item.

## Keyword Density

The number of times a keyword appears on a given web page or content item. May be measured as a percentage of the overall word count. Also called Keyword Frequency.

## Link

Short for hyperlink or hotlink — refers to text or images that have been programmed to direct a user to another destination or resource when clicked.

## Long-Tail Keywords

Longer and more-specific keyword phrases that are searched less frequently, but which may indicate a higher intent to take action.

# WEBSITES

## Algorithm

In software and data processing, a sequence of rules and instructions followed when performing a calculation or solving a problem.

## Backlink

A hyperlink to a web page or online resource from an external web page or online resource. Also called an inbound link.

## Member-Contributed Content

Content created and shared by members of an online group.

## Metadata

Data that describes other data to make it easier to find, use, and manage.

## Personalization

Tailoring a message to an individual person or group of people with similar profiles.

## Spam

Unwanted and unsolicited messages.

## Username

An unique identification used by a person to access a computer, network, or online service.

## Viral

Content that is quickly and widely circulated online from one person to another.

## Chat Bot

A software app designed to simulate human like text conversations with people.

## Cookies

Small blocks of data created when viewing a website or accessing a software app and stored on the user's device to track information about the user and their actions.

## Crawler

A software app that automatically scans online networks to index content in search engines.

## Domain Name

The top-level address of a website. A domain name is unique in the world and is similar in format to example.com or example.org or example.net.

## Gated Content

Content that is only accessible with a private link or login.

## Hypertext Markup Language (HTML)

A programming language designed for displaying text, colors, graphics, audio, and video on web pages, emails, and other content on the Internet.

## Landing Page

A standalone website page that is designed for a single and specific message or purpose, often used as the destination page for an advertising campaign.

## PageRank

An algorithm used by the Google search engine to determine the importance of a web page based on its content and other factors, which affects when and where the web page will be displayed in search results.

## Page Load Speed

The time it takes for a web page to load in its entirety.

## Referrer

The web page address or URL from where a

visitor clicked a link to arrive at the destination website.

## Search Engine

A software program that indexes content on the Internet or other content network or platform and makes it possible for people to search and discover this content.

## Session

A user's interaction with a website or software app that takes place within a period of time.

## Shopping Cart

A software app that allows consumers to add items to a shopping list to be purchased online.

## Traffic Sources

The origins through which people discover and visit a website or other online destination.

## User

A person who visits a website or uses a software app.

## Visitor

A person who visits a website.

## Web Page

An electronic document that can be viewed on the Internet using an Internet browser app.

## Website

A collection of individual web pages that are linked together, often by a common domain name.

# EMAIL & MESSAGING

## Broadcast Email

An email message that is sent to multiple people at the same time.

## Direct Message (DM)

A private message sent through a social media platform where only the sender and the intended recipients can see the message.

## Drip Campaign

A planned series of emails sent over a scheduled period of time.

## Email

An electronic message sent and received using an email application.

## Email Automation

A marketing technology that sends email to a mailing list on a timed schedule or other defined event.

## Email Filters

An email software app or feature that scans the content of emails to categorize them according to a user's specifications or to mark them as spam.

## Email Marketing

Email is an electronic message sent and received using an email application. Email marketing is the process of sending emails to a target audience in order to achieve a marketing objective.

## Hard Bounce

An email address that cannot accept incoming messages due to a permanent error, such as the email address not existing or messages being blocked by an email filter.

## HTML Email

An email message that may be formatted with different font styles, colors, and images.

## Online Form

An electronic document that allows people to submit information.

## Plain-Text Email

An email message that cannot contain formatting, such as font styles, colors, and images.

## Recipient

A person who receives a message.

## Social Networking

Using social media platforms to interact with other people or find people with similar interests.

## Soft Bounce

An email address that cannot accept incoming messages due to a temporary issue, such as the mailbox being full or unavailable.

## Subject Line

The single line of text in an email message that is visible before the message is opened.

## Unsubscribe

When a person chooses to stop receiving

content, messages, or a service provided by another person or organization.

# METRICS & ANALYTICS

## Average Order Value (AOV)

A metric that indicates the average revenue earned from each customer purchase. Calculated as the revenue earned from all orders divided by the number of orders.

## Bounce Rate

A metric that indicates the percentage of visitors to a website who navigated away from the website after viewing only one web page and not taking any action. Calculated as the number of visitors who viewed only one web page divided by the total number of visitors, multiplied by 100%.

## Chargeback Rate

A metric that indicates the percentage of purchasers who disputed a financial transaction. Calculated as the number of disputed transactions divided by the total number of transactions, multiplied by 100%.

## Churn Rate (Attrition Rate)

A metric that indicates the number of people that leave a group within a period of time, such as lost customers or email subscribers. Calculated as the number of people lost in a given period divided by the number of people started with at the beginning of the period, multiplied by 100%.

## Clicks

A metric that indicates the number of times a link has been clicked in a content item.

## Click-Through Rate (CTR)

A metric that indicates the number of times a content item was clicked as compared to the number of times it was displayed. Calculated as the number of clicks divided by the number of impressions, multiplied by 100%.

## Click To Open Rate (CTOR)

A metric that indicates the percentage of people who clicked a link in a broadcast email as compared to the number of people who opened the email. Calculated as the number of clicks divided by the number opens, multiplied by 100%.

## Conversion

Occurs when a person has taken an action that aligns with a marketing objective.

## Conversion Path

The specific steps a person needs to follow to complete a specific goal.

## Conversion Rate

A metric that indicates the percentage of people who took an action that aligns with a marketing objective. Calculated as the number of conversions divided by reach, multiplied by 100%

## Conversion Rate Optimization (CRO)

The process of improving marketing efficiency to increase the percentage of people who take a desired action.

## Cost of Goods Sold (COGS)

A metric that indicates the cost to buy or make a good that has been sold.

## Cost Per Acquisition (CPA)

A metric that indicates the financial cost of acquiring a new non-paying user through a signup, registration, activation, or other similar opt-in action. Calculated as the marketing and sales costs divided by the number of new non-paying users.

## Cost Per Action (CPA)

A metric that indicates the financial cost of getting a person to take an action that may eventually lead to a conversion. The action may include a click, download, app install, sale, or other desired action that achieves a marketing objective. Calculated as the total marketing and sales costs divided by the number of new people taking the desired action.

## Cost Per Click (CPC)

A metric that indicates the amount of money paid by an advertiser each time a person clicks on their digital ad.

## Cost Per Lead (CPL)

An advertising model or a metric that indicates the price paid by an advertiser when they acquire, or are provided, the contact information of a person who matches the profile of their target audience.

## Cost per Thousand (CPM)

A metric that indicates the amount of money paid by an advertiser to have their ad achieve 1,000 impressions. The “M” is an abbreviation of the word “mille” which means one thousand.

## Customer Acquisition Cost (CAC)

A metric that indicates the financial cost of acquiring a new paying customer. Calculated as the marketing and sales costs divided by the number of new paying customers.

## Customer Relationship Management (CRM)

The process of analyzing and managing the data and interactions of customers and prospective customers.

## Deliverability

A metric that may use both quantitative and qualitative measures to indicate the likelihood that an email message has been successfully delivered to recipients, without having been delayed or redirected as spam or other unwanted bulk email.

## Engagement Rate

A metric that indicates the rate at which people interacted with a content item, most commonly by liking, commenting, clicking, sharing, or other action. Calculated as the number of engagements divided by reach, multiplied by 100%.

## Growth Rate

A metric that indicates the percentage change of a variable over a specific period of time. Calculated as the value of the variable at the beginning of the period minus the value of the variable at the end of the period, with this result divided by the value of the variable at the beginning of the period, multiplied by 100%.

## Impressions

A metric that indicates the number of times a content item is made visible for people to see on screen.

## Key Performance Indicator (KPI)

A metric that indicates the amount of progress made toward the accomplishment of a specific goal.

## Lifetime Value (LTV)

A metric that indicates the amount of revenue received from a customer over the life of their relationship with a business.

## New Visitors

A metric that indicates the number of people who visited a website for the first time.

## Followers

A metric that indicates the number of people who have subscribed to receive messages or content from a person or organization.

## Opens

A metric that indicates the number of times a broadcast email has been opened by recipients.

## Open Rate

A metric that indicates the percentage of people who opened a broadcast email sent to them. Calculated as the number of emails opened divided by the number of recipients, multiplied by 100%.

## Page Views

A metric that indicates the number of times a web page has been loaded for viewing.

## Pages Per Session

A metric that indicates the average number of web pages viewed by people visiting a website. Calculated as the number of webpages loaded divided by the number of website sessions.

## Participants

A metric that indicates the number of people who attend an event.

## Profit

A metric that indicates a financial gain or an earned surplus (often referring to money).

## Profit Margin

A metric that indicates the percentage of profit earned as compared to revenue. Calculated as profit divided by revenue, multiplied by 100%.

## Qualitative & Quantitative Data

Quantitative data is information that is numerical, countable, or measurable. Qualitative data is information that is based on observation, language, and interpretation.

## Ranking

A metric that identifies the priority order in which an organization, business, brand, good, service, or item of content has been assigned based on a specific ranking methodology.

## Reach

A metric that indicates the number of people estimated to have seen a content item.

## Registrations

A metric that indicates the number of people enrolled to participate in an event.

## Repeat Visitors

A metric that indicates the number of people who visited a website more than one time.

## Return on Ad Spent (ROAS)

A metric that indicates the amount of revenue earned as compared to the amount of money spent on advertising. Calculated as the revenue attributed to an ad or ad campaign divided by the financial cost of the advertising.

## Return on Investment (ROI)

A metric that indicates the percentage of profit earned (or anticipated earnings) for a given amount invested. Calculated as the profit earned divided by the amount invested, multiplied by 100%.

## Revenue

Money earned from customers purchasing goods or services.

## Session Duration

A metric that indicates the average period of time people were estimated to be actively viewing and navigating through a website or app. Calculated as the total session time divided by the number of sessions.

## Shares

A metric that indicates the number of times a content item has been shared by people using the sharing mechanism provided by a specific app or platform.

## Shopping Cart Abandonment Rate

A metric that indicates the percentage of people that have added items to an online shopping cart but did not complete the purchase. Calculated as the number of completed purchases divided by the number of shopping carts initiated — then subtract the result from 1 then multiply by 100%.

## Social Media

Social media is a form of communication over the Internet, typically through specialized websites or applications (apps) that allow people to view, create, and share text, images, videos, and other types of content.

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