Glossary of Digital Marketing Terms

Term	Category	Defintion
A/B Testing	Digital Media	A testing technique that enables you to test one thing against another. i.e. (A) versus (B). You could test creative, images, copy, CTA's, targeting, ad units etc. If (A) works better, it will become the 'Champion' you will then drop (B) and put another 'Challenger' against it.
Ad Blocker	Digital Media	Software on a user's browser which prevents advertisements from being displayed.
Ad Network	Digital Media	An aggregator or broker of advertising inventory for many sites. Think of them like a sales representative for hundreds of websites within a network. For example, the Google Display Network (GDN).
Ad Serving	Digital Media	This technology is used by advertisers to serve ads onto a publisher's website. It is critical to measurement of campaigns and more advanced options offer the ability to serve dynamic content (see DCO).
Ad Units	Digital Media	Types of ad formats or templates, each with different specifications e.g. MREC, Leader board, Skyscraper, Carousel, Video etc.

Term	Category	Defintion
AdWords	Search	Googles paid search engine marketing platform. This is the technology that powers Google's PPC advertising. It facilitates targeting adverts to specific searches, and the adverts appear above and to the right of the organic searches.
AI	Digital Media	Artificial Intelligence is intelligence demonstrated by machines. In digital marketing machine learning is being applied to social media listening, ad campaign optimisation and conversational commerce through chatbots.
Anchor Text	Search	The anchor text is the text that the user clicks on for a link. It is also what a web crawler uses to decide what the linked page is about. Therefore, a link using exact keywords in the anchor text is the ideal. Or at least it used to be, unless there are too many links with the same anchor text, as Google will penalise this as inorganic. Instead it is more effective to include some keywords in the anchor, separated by a few words, which will create a Partial Match. It is becoming better to use PMAT rather than Exact Match (EMAT).

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Term	Category	Defintion
API	Web Dev	Application Programming Interface, an interface that allows software applications to plugin and interact with other applications. For example, Salesforce API to input / output lead data.
ASO	Search	App Store Optimisation is SEO for app stores, not websites. The process of using keywords and optimised assets to improve the overall visibility of your app within an app store (e.g. Apple of Google Play).
Back Link	Search	SEO tactics include encouraging a link to a specific website. It increases the websites standing when evaluated by a web crawler such as PageRank, in essence telling it that the website must be popular.
Behavioural Targeting	Digital Media	A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioural targeting uses information collected on an individual's web browsing behaviour such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual.

Term	Category	Defintion
Bitly	Digital Marketing	A free URL shortening application which can be used to create CTA's. They also provide analytics on your links. Particularly important in Twitter with character limits and Instagram profiles as you can't create clickable links in all type of content (e.g. stories).
Black/White Hat SEO	Search	'White hat' activities are any technique to increase a website rank that follows search engines rules. More generally, this means ethically promoting a website without resorting to spam and other such 'black hat' activities.
Bounce Rate	Measurement	The number of users who visit a website but leave within a defined period of time (e.g. 10 seconds). It can also be used to describe an Email Bounce Rate (see Email Bounce).
Brand Safe	Digital Media	In the past an advertiser would buy a specific placement in a specific publication. However, in programmatic media the advertiser does not know the exact website or placement of their ad. There have been examples of banks advertising credit cards on porn sites and brands being shown in front of ISIS videos on YouTube. This has driven the rise of premium programmatic offerings where the websites in the network are checked to be brand safe.

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Term	Category	Defintion
Brand Terms	Search	A branded keyword or search terms / phrases that include the brand name of a company, a variation of that brand name or specific trademarked terms.
Carousel	Social	Facebook offers an ad unit where a user can scroll through multiple images and videos in one ad unit enabling the advertiser to tell a story.
Chatbot	Social	A computer program designed to stimulate conversation with human users. Most common in messenger apps, but also found on websites. They can be programmed as a guided conversation or advanced bots will use AI to understand the user's needs.
Click Bait	Search	Content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page. Usually sensationalistic in nature and often not leading to useful or interesting content. Its purpose is to drive website visits and advertising revenue rather than provide a relevant customer experience.

Term	Category	Defintion
Cloaking	Search	Search engine web crawlers don't look at the pictures and text on a website the way we do. They look at the code, the tags etc. Cloaking is the practice of trying to trick the web crawlers by including hidden text or links that the user doesn't see but the crawler does. This should not be done. It is a 'black hat' technique and will be penalised by search engines.
CMS	Web Dev	Content Management System provides a user-friendly interface so that website content can easily be updated without the need for a developer, with a range of templates available. e.g. WordPress is the most popular CMS in the world.
Cookie	Measurement	A small piece of information (i.e. text-only string of program code) that's stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. They help your browser (Chrome, Explorer) remember your user preferences, the contents of your shopping cart, or browsing history.

Term	Category	Defintion
CPA	Measurement	Cost per Action / Acquisition. Cost of advertising based on a visitor taking some specifically defined action in response to an ad. 'Actions' need to be defined but usually include such things as an appointment, a sale transaction, a customer acquisition etc.
CPC	Measurement	Cost per Click. Cost of advertising based on the number of clicks received.
CPE	Measurement	Cost per Engagement is a social media measurement that calculates engagement volume divided by advertising spend. It is critical for measuring the cost-effectiveness of a campaign.
CPL	Measurement	Cost per Lead. Cost of advertising based on the number of database records (leads) received.
CPM	Measurement	Cost Per Thousand. Media term describing the cost of 1,000 impressions. For example, a website that charges $1,500 per ad and reports 100,000 visits has a CPM of $15 ($1,500 divided by 100).

Term	Category	Defintion
CRM	CRM	Customer Relationship Management. Often used to refer to an email program but can encompass other customer communication channels such as text message, in-app notifications, chat messaging, phone calls, direct mail.
CRO	Digital Media	Conversion Rate Optimisation. A conversion rate is how many people go from just browsing on a website to providing their data and becoming a lead, or ultimately buying. Optimising aims to make adjustments (often through testing) to the ads, the landing page and the UX to ensure the highest conversion rate.
CSS	Web Dev	Cascading Style Sheet. CSS is a language of style rules that apply styling to HTML content. The CSS sets the background colours, fonts, and layout of content in columns. It is the style guide that the website conforms to, providing a consistent look throughout all pages.
CSV	Data	Comma Separated Values - a CSV file is often used to download and transfer customer / lead data. It is a simple file format used to store tabular data, such as a spreadsheet or database. By using a comma to separate each column / field in a data file, it can be easily exported and imported between different programs such as Excel, Salesforce or Facebook.

C-D

Term	Category	Defintion
CTA	Digital Marketing	Call to action. The button or prompt that asks a user / customer to act. e.g. Call Now, Register Today etc.
CTR	Measurement	Click Through Rate. The ratio of users who click on a specific link, to the number of total users who viewed the page, email or advertisement that contained the link.
Custom Audiences	Social	Facebook and Twitter offer the ability to create a Custom Audience by uploading your customer data (email addresses) into the platform. They can match your email address to your social media profile and can identify you as a 'targetable' audience for specific messages, or to create look-a-like audiences.
CX	Digital Marketing	Customer Experience - meaning the perception that your customers have of each interaction with your company / brand. This includes but is broader than UX.
Dark Pattern UX	Web Dev	Deliberate tricks used in websites and apps that make you buy or sign up for things that you didn't mean to. e.g. when you try to close a pop-up, but it takes you somewhere else.

Term	Category	Defintion
DCO	Digital Media	Dynamic Content (Creative) Optimisation engine is display advertising technology that creates personalised ads based on data about the view at the moment of ad serving. e.g. if you have just visited a website, the content in the ad might change, if you are in a certain segment the content will change, if the weather hits a certain temperature the ad content will dynamically change.
Display Ads	Digital Media	A form of online advertising where an advertiser's message is shown on a destination web page, the ad units are generally a Leader board, Skyscraper, MREC.
DMP	Digital Media	Data Management Platform is a system that advertisers use to connect data that they find out about consumers and the marketplace. First party data is uploaded from their customer database / CRM system and it is anonymised then combined with ad tracking / online behavioural data. This is connected to a DSP (see DSP).

Term	Category	Defintion
Domain Name	Web Dev	The unique name that identifies an Internet site. Every domain name consists of one top or high-level and one or more lower-level designators. Top-level domains (TLDs) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non commercial), .gov (governmental), .mil (military); .biz (business), .info (informational),.name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (United States), .fr (France), .uk (United Kingdom), etc.
DSP	Digital Media	Demand Side Platform is one of the three key technologies used in the buying & selling programmatic advertising ecosystem. It allows the advertiser and/or their agency to bid for advertising in an automated fashion. This is where the advertiser can manage their campaigns, set up automated bids etc. They plug into the Ad Exchange and SSP.

Term	Category	Defintion
EDM	CRM	Short for Email. This comes from the idea that an email is an Electronic Direct Mail.
Email Bounce	CRM	An email that cannot be delivered to the mailbox provider and is sent back to the email Service Provider that sent it. A bounce is classified as either hard or soft. Hard bounces are the failed delivery of email due to a permanent reason, such as a non-existent address. Soft bounces are the failed delivery of email due to a temporary issue, such as a full inbox or an unavailable ISP server.
EMAT	Search	Exact Match Anchor Text vs Partial Match - see Anchor Text.
Engagement Rate	Measurement	Social media measurement technique whereby engagement volume (see engagement metrics) divided by the number of users or events that could have triggered the engagement action. (e.g. engagement rate per follower, number of shares per impression).
Engagement Volume	Measurement	Social media measurement of conversation, amplification and consumption. Such as likes, follows, shares, comments. These raw counts are totalled and that makes the total engagement volume.

Term	Category	Defintion
Expandable	Digital Media	Expandable banners. A banner ad which can expand after a user clicks on it or after a user moves his / her cursor over the banner.
Eyeballs	Digital Media	Slang term for audience. The number of people who view a certain website or advertisement. YouTube often refer to their viewers as 'active eyeballs' as they are choosing to not skip an ad and watch it. Versus TV which has 'passive eyeballs.
Facebook	Digital Media	Brainchild of Mark Zuckerberg and portrayed in the film The Social Network. It is the social network of choice for Australians and is constantly evolving with new functionality to mimic its Asian counterparts.
Facebook Insights	Social	A tool that can be used to find insights about a particular audience.
Facebook Pixel	Social	Code that can be placed on your website to help track conversions from Facebook ads, optimise ads based on collected data, build target audiences for future ads and remarket to qualified leads.

Term	Category	Defintion
FAN	Digital Marketing	Facebook Audience Network. This allows advertisers to extend their ad campaigns 'off Facebook', using the same targeting data they use on it. The network heavily focuses on mobile app and mobile website publishers.
First Party Data	Digital Marketing	This is data owned by an advertiser. It includes site analytics, email / lead database, CRM data, customer sales. This can be uploaded into a DMP or directly into Facebook to create a Custom Audience.
Floating ads	Digital Media	An ad or ads that appear within the main browser window on top of the web page's normal content, thereby appearing to 'float' over the top of the page.
Fold	Web Dev	The line below which a user has to scroll to see content not immediately visible when a web page loads in a browser. Ads or content displayed above the fold' are visible without any end-user interaction. Screen size and resolution determine where on a web page the fold lies - particularly with mobile content.

F-G

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Term	Category	Defintion
Frequency	Digital Media	The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency. Reach & Frequency is a traditional media buying methodology often used to generate broad awareness.
Freshness	Search	As with a campaign that is in market for a long time, SEO links tends to decrease in their power over time. A backlink may do better for your website today than it will in a year if it remains unchanged, to stop results pages being clogged up with outdated material. Therefore, it is a necessary to always get new, fresh, links.
GA	Web Dev	Google Analytics - A free, online tool that allows users to track many different statistics concerning their own (or their clients) website. This tool is vital for SEO. For instance, a webmaster will be able to track from which search engines, so users arrive on the site, and what search terms they used. They will also be able to set goals that show how effectively users are navigating the website to reach your desired goal.

Term	Category	Defintion
GDN	Digital Media	Google Display Network is a network of websites which run Google display ads. The GDN provides the ability for an advertiser to target websites based on their ad words targeting.
Geo Fence	Digital Media	Establishing an area that when the user is identified as be in that location an ad will show e.g. Near a particular retail environment.
Geo Targeting	Digital Media	The practice of using a geographical reference (where you are) for audience targeting, to trigger an action, prevent the display of an ad or to narrow content results e.g. If you want to find a cafe it is useless to you if it is 5,000 km away! This geographical reference is usually based on automated or assumed knowledge of an end user's location.
Google Trends	Search	A tool that shows search density by keyword. It can show the keyword popularity in comparison to others, as well as popularity over a given amount of time.

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Term	Category	Defintion
GTM	Web Dev	Google Tag Manager is a script / tag management system that allows you to install tags, scripts and other helpful pieces of code onto your website. The benefit is that you don't have to rely on a developer to write the code. Tags for Google Analytics or Facebook's Pixel are most commonly used.
Hashtags	Social	A word or phrase preceded by a hash sign #. Primarily used on social media as a way of searching, sorting, identifying content. They are not just for Twitter, Instagram and even Facebook make strong use of them.
HTML & (HTML5)	Web Dev	Hyper-Text Mark-up Language is the code that the World Wide Web is written with. It gives structure and meaning to web content by defining paragraphs, headings, data tables or embedding images &videos in a page. The latest version is HTML5 which incorporate features that were previously only seen with Flash. See also CSS and JavaScript.
HTTP	Web Dev	Hyper-Text Transfer Protocol. The format most commonly used to transfer documents on the web.

Term	Category	Defintion
HubSpot	CRM	Inbound marketing and sales software that helps companies attract visitors, convert leads and close sales. It integrates uses its tracking technology with landing pages, social media and now chatbots. See also Salesforce.
IAB	Digital Marketing	Interactive Advertising Bureau represents the digital media and marketing industry https://www.iab.com/.
Impression	Digital Media	An impression is simply someone seeing an advert. They may not click on it or buy anything, but the ad has been served to that user's browser.
Influencer	Social	Someone who is an expert in a certain field and, or has a large social media following. Influencers are often paid or incentivised to create content that will be shared with their community / following. They see themselves as Content Creators.
Instagram	Social	Facebook's photo-sharing social network differs from others as it runs as a mobile application.
Interstitial Ads	Digital Media	Ads that appear between two content pages. Also known as transition ads, intermercial ads and splash pages.

Term	Category	Defintion
JavaScript (JS)	Web Dev	Often abbreviated as JS, is a scripting or programming language that allows you to implement complex things on web pages. Every time a web page does more than just display static information it is using JavaScript e.g. Interactive maps, animated 2D/3D graphics, scrolling video, multimedia etc. It layers on top of the HTML and CSS.
Jump page ad	Digital Media	Page which is reached via click-through from button or banner ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site. This term has been replaced by Landing Pages and Pop-Ups / Interstitials.
Keyword	Search	Specific word/s entered into a search engine by the user that result/s in a list of websites related to the key word. Keywords can be purchased by advertisers in order to embed ads linking to the advertiser's site within search results. SEO content is built using these keywords.

Term	Category	Defintion
Keyword Stuffing	Search	A webpage has a section that is hidden from users but contains all the words relevant to the page. Keyword stuffing is a 'black hat' technique whereby this section is abused and filled with a high amount of irrelevant keywords, in the hope that it will be associated with these words and found when these words are searched for. As with all 'black hat' techniques, Google will penalise websites doing this.
Landing Page	Web Dev	The specific webpage that a user is taken to when clicking on a search engine result or a PPC advert. While this could simply be the homepage, often it is more helpful to the customer (and therefore your profits) if they are taken to a page that is specific to their search terms. A Landing Page has minimal navigation and a clear single-minded call to action.
Lead Magnets	Digital Marketing	A lead magnet is an incentive that marketers offer to potential buyers in exchange for their email address or other contact data. Lead magnets usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook, whitepaper, video, sneak preview etc.

Term	Category	Defintion
Lead Nurture	Digital Marketing	The process of developing a relationship with a potential buyer (lead) through each stage of the buyer journey. Different communications and information can be provided to fulfil their needs and keep them warm until they are ready to buy.
Lead Scoring	Digital Marketing	A methodology used to rank potential buyers (leads) according to their perceived value or readiness to buy. The resulting score is used to determine which leads will receive a follow up e.g. email vs sales call, and in an order of priority. Cold to Hot leads.
Link Bait	Search	A webpage with great, interesting content that people will share with others. They may share it through email, or over Facebook or Twitter, or even social news and bookmarking sites like Reddit or Digg. The link bait may depend on your market; it could be an interesting infographic, a funny video or even a picture of a cat with some text on it. Depending on who links to it, creating link bait is vital for creating a high search rank.

Term	Category	Defintion
Link Building	Search	The process by which you increase the amount of links to your website. It may involve generating more interesting or newsworthy content, creating a blog, asking clients to link, plus many other techniques. It is the goal of SEO to build many good links to a website.
Link Spam	Search	As the amount of links pointing to a website tell the search engine how popular it is and therefore how high up the website will be on the results page, some people attempt to create vast amounts of links to a website to try to increase its apparent popularity. There are several ways to do so, but they are all unethical. While spamming was useful in the past, search engines are getting better at distinguishing these unethical links and ignoring them. It may produce short term success nowadays, but the search engine will penalise websites that have many spam links to them in the long run.

L-M

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Term	Category	Defintion
Long Tail	Search	Many terms are searched for through search engines, and many people search for the same things. As these terms are so popular, it is very difficult / expensive to compete against established websites. However, there are a vast amount of terms that are searched for relatively rarely. These terms are said to be part of the 'long tail', as when plotted on a graph the terms are searched for infrequently, but there are many of them. It is far easier for a starter company to rise to the top of the results with long tail keywords, albeit with fewer potential searchers.
Marketo	CRM	Is a marketing automation platform which can create automated email, mobile, social, digital media ads and website banner campaigns in response to a trigger from a buyer e.g. downloading a white paper triggers a follow up email.
Messenger	Social	Facebook messenger is a messaging app / platform that allows users to instantly chat with each other over the Internet. It also enables gaming, chatbots and conversational commerce. Other popular messenger services include WhatsApp and WeChat.

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Term	Category	Defintion
Multivariate Testing	Digital Media	This is a more complex testing technique than A/B testing. It allows for multiple variables to be tested at the same time and determines which combination of variations performs the best out of all possible combinations. Often used to test website design where multiple elements are changed on a page.
Neighbour-hood Link	Search	Search engines evaluate the trustworthiness of a website based on how many links point to that website. But links from trustworthy sites are better than links from untrustworthy, and potentially spammy, websites. If a website is within a system of bad websites that all link to it, it is seen to be in a bad link neighbourhood. So, while the website may have many links pointing to it, a search engine may still evaluate it untrustworthy based on the websites that point to it. On the other hand, if many trustworthy websites link to it, the search engine can be reasonably certain that it too is trustworthy.
News Feed	Social	The hub of everyone's posts. For Facebook, the news feed is made up of friend's posts. On Twitter, it is known as Timeline as is made up of tweets of those you follow. The news feed is constantly refreshed with the latest posts.

Term	Category	Defintion
No Follow Link	Search	A No follow command is a HTML attribute used to instruct a search engine bot that a specific hyperlink should not be counted as a 'vote' in that websites favour and impact their search ranking.
Opt-in	CRM	Refers to an individual giving a company permission to use data collected from or about the individual for particular reasons such as to receive future emails, marketing materials, product updates or to hear from other 3rd party companies.
Organic Search Listings	Search	These are the results of a web search that have not been paid for. The positions of the results should be organic in that they reflect the popularity/trustworthiness of the website without being influenced by paid advertising. SEO is the optimisation of these organic listings.
Organic Social	Social	This is the reach, engagement that occurs when a post or piece of content is shown to existing followers or shared by users. Facebook has limited organic reach and brands now have to pay / boost their posts to ensure their followers will see it. A user can now tell Facebook which content they would like to see first (or see less of) – this will impact the algorithm and what content is organically shown.

ADMA
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Term	Category	Defintion
OTT	Digital Media	An Over-The-Top media service is a streaming media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms that traditionally act as a controller or distributor of such content.
Page Rank (PR)	Search	The algorithm or web crawler that powers Google's search. It is named after Larry Page, a cofounder of Google and not web pages. PageRank indexes all the accessible web pages on the web and ranks them by how many important websites link back to a particular page. The higher the rating, the further up the results page they are than similar websites with lower ranks. Other search engines, such as Yahoo and Bing, use similar systems. A PR is usually accompanied by a number i.e. PR6. A score of 10 is the highest and hard to attain. A score of 0 is the worst.
Pay-per-Impression	Digital Media	An advertising pricing model in which advertisers pay based on how many users were served their ads. See CPM.
Pay-per Lead	Digital Media	An advertising pricing model in which advertisers pay for each 'sales lead' generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form. See CPL.

Term	Category	Defintion
Pay-per Sale	Digital Media	An advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad. See CPA/CPA (Cost Per Sale).
Performance Pricing	Digital Media	An advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. See CPA, CPC, CPL, CPO, CPS, CPT.
PII	Data	Personally, Identifiable Information such as name, phone number, email address etc. This data is subject to privacy laws and must be handled securely.
Pinterest	Social	A social network for people to create image boards. Images are pinned from websites or within the Pinterest community. These images are then placed onto image boards.
Pixel	Digital Marketing	Picture element (single illuminated dot) on a computer monitor. The metric used to indicate the size of Internet ads. Also, see Facebook Pixel which is used as a tracking tag.

Term	Category	Defintion
PMAT	Search	Partial Match Anchor Text vs Exact Match. See Anchor Text.
PPC	Digital Media	Pay-per-Click - an advertising pricing model in which advertisers pay based on how many users clicked on an online ad or e-mail message. If no one clicks, they don't pay. See CPC.
PreRoll	Digital Media	Form of online video ad placement where the advertisement is played before the content video plays.
Privacy Policy	Digital Marketing	A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can opt out; and what security measures are being taken by the parties collecting the data.
Programmatic	Digital Media	Programmatic ad buying refers to the use of technology to purchase digital advertising through real-time bidding. It can apply to website display ads digital out-of-home and now television. Benefits include the ability to target an individual audience across multiple ad networks.

Term	Category	Defintion
Reach	Measurement	The number of people who see your ad or content. Most Display advertising can only tell you the number of Impressions because they can't identify individuals, just the number of times an ad was served. Where as Facebook can identify the number of people because you are logged in when looking at an ad (no matter if it is on a mobile, or desktop, work computer or home).
Reddit	Social	A social news site that is made up of users who share and leave comments on stories. It is not considered a brand safe environment for marketers.
Remarketing	Digital Media	Often referred to as Retargeting, uses tracking codes to identify a visitor to your website and then serve them an ad as they browse elsewhere on the Internet. This enables follow up messaging that can push a potential buyer further into the conversion funnel.
Responsive Design	Web Dev	Responsive web design (RWD) is an approach to web design which makes web pages render well on a variety of devices and window or screen sizes. Given the rise of Internet access via mobile phones, it is essential that websites are designed as a mobile first experience and is then responsive to use on a wide range of screen sizes including Tablets, Desktop and now TV screens.

Term	Category	Defintion
Rich media	Digital Media	Advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, and with programming languages such as Java, JavaScript, and DHTML.
ROAS	Measurement	Return on Advertising Spend. If an advertiser puts $200 into an ad campaign, a return on advertising investment is any business generated above that initial investment. It can be represented as percentage.
ROI	Measurement	Return on Investment. Similar to ROAS & ROMI, the true ROI includes all the costs invested to achieve the resulting revenue return. These costs can include the advertising & media spend, plus the cost of the goods sold, the cost to process the sale etc. As this can get complicated, simpler metrics such as ROAS and ROMI are often used.
ROMI	Measurement	Return on Marketing Investment as per ROAS, however this also includes the cost to create the content, agency and production fees. It is the contribution to profit attributable to marketing investment.

R-S

Term	Category	Defintion
RON	Digital Media	Run-of-Network. The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventor. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM.
ROS	Digital Media	Run-of-Site. The scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site subsections.
RTB	Digital Media	Real-time bidding is a means by which advertising inventory is bought and sold via programmatic auctions, similar to financial markets. See Programmatic.
Salesforce	CRM	A sales and marketing database platform that enables lead management. Salesforce Cloud is a suite of tech solutions including automation / email dispatch, social media management, ecommerce etc.
Search	Search	An overarching term that can refers to the marketing practices of both SEM and SEO.

Term	Category	Defintion
Second Party Data	Digital Marketing	This is data that comes from a partner or vendor e.g. relationship with multiple Sales agents. This can be uploaded into a DMP to provide a complete picture of an audience.
SEM	Search	Search Engine Marketing. A form of Internet Marketing that seeks to pay for ads that promote websites by increasing their visibility in the Search Engine result pages. The most popular search engines are Google (AdWords) & Bing.
SEO	Search	Search Engine Optimisation By tailoring the specific of a website, (its content, link, structure and code) a website can move further up the results page on a search engine when a user searches. These are organic search results, without needing to pay for advertising.
SERPS	Search	Search Engine Results Pages. You probably see this every day; it is the page that is displayed when you search with a search engine. It will have a list of organic results relevant to your search, as well as paid adverts. The goal of SEO is to move a website to the top of the results page of relevant searched terms. SEM are the paid adverts.

Term	Category	Defintion
Skyscraper	Digital Media	A display media ad unit. A tall, thin online banner ad that appears on a website. The IAB guidelines recommend two sizes of skyscrapers: 120 X 600 and 160 x 600.
Social Media Listening	Social	This is the process of 'listening' of public conversations that are happening on social / digital platforms (blogs, social media with public settings) outside of your own pages. The purpose is to better understand what consumers are saying about your brand, products or key issues / trends. Tools exist to help this process; however, they must be setup to listen, then AI technology can help the tool learn appropriate sentiment e.g. "sick" for a surf brand is positive, however "sick of it" for another brand is negative.
Social Media Management	Social	The act of managing conversations and customer service responses on your own social media pages / channels. Tools can help support the escalation of comments and publishing of content across channels. See Social Media Monitoring.
Social Media Monitoring	Social	The act of proactively monitoring and tracking engagement, comments, queries on your own social media pages. See Social Media Management.

Term	Category	Defintion
Spam Filter	CRM	Spam describes unsolicited emails. A Spam Filter is software built into e-mail gateways as well as email client applications designed to identify and remove unsolicited commercial messages from incoming email before the end user sees them.
Splash page	Web Dev	A preliminary page that precedes the user requested page of a web site that usually promotes a particular site feature or provides advertising. A splash page is times to move on to the requested page after a short period of time or a click. Also known as an interstitial.
Split Testing	Digital Media	See A/ B Testing.
SQL	Measurement	In the context of lead generation scoring/ measurement SQL means a Sales Qualified Lead. Once a lead is gathered by Marketing it then goes through an agreed qualification process / questions to ensure that the lead is ready to buy.
SQL	Web Dev	Refers to a programming language. It is an abbreviation for structured query language and pronounced either see-kwell or as separate letters. SQL is a standardized query language for requesting information from a database. The original version called SEQUEL (structured English query language) was designed by an IBM research centre in 1974 and 1975.

Term	Category	Defintion
Squeeze Page	Web Dev	A squeeze page is a landing page, but a more specific type of landing page. Squeeze pages are designed to serve one core function: to collect a user's email address. While landing pages might be used to educate users on a specific product or service, squeeze pages are generally shorter and smaller, containing little to no images and very minimal text. Landing pages can include multiple sections, display different types of content, and possibly even have multiple call to action buttons within a single page. A squeeze page on the other hand focuses on quickly communicating a single core offer. This could be to download an eBook, watch a video, register for an event, etc.
Stickiness	Measurement	Measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit.
SVOD	Digital Media	Subscription Video On Demand (SVOD) services use a subscription business model in which subscribers are charged a regular fee to access unlimited programs. Examples of these services include Netflix, Amazon Prime Video, Disney+ and Hulu.

Term	Category	Defintion
Tag	Digital Media	Tracking tags, pixels and beacons, are the means by which data is collected on a website or in an ad. They are either a 1x1 transparent pixel or a piece of code. They instruct your web browser (chrome, explorer) to collect data, set cookies or report on an action e.g. click. They are not cookies but can be used to set a cookie.
Textual ad impressions	Digital Media	The delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable 'auto load images' in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text only browser, only textual ads are delivered and recorded as textual ad impressions.
Third Party Data	Digital Marketing	This is data that is bought from a data provider to enrich your DMP or first party customer data e.g. Experian, Quantum.
Third-party ad server	Digital Media	Independent outsourced companies that specialise in managing, maintaining, serving, tracking, and analysing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumer's declared or predicted characteristics or preferences.

Term	Category	Defintion
Time Spent	Measurement	The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent should represent the activity of a single cookied browser or user for a single access session to the website.
Trading Desk	Digital Media	A trading desk is where transactions for buying and selling occur. A media agency Trading Desk is a team within an ad agency that executes online media buying as a managed service. They use either proprietary technology or a demand side platform (DSP) to buy and optimise media campaigns.
Traffic	Measurement	Website traffic refers to the number of visitors to a Web site (these can also be tracked as unique visitors).
Trafficking	Digital Media	Advertising trafficking refers to the process of technically setting up an ad campaign. An ad trafficker starts with an IO (insertion order) approved by the client and uploads the creative to the ad server. Various elements are set up in the ad server interfaces for trafficking: creative placements on the site or network, targeting options, campaign dates, capping, impressions or click volumes, CPM or CPC for automated invoice edition, access to campaign report for agency and advertiser.

Term	Category	Defintion
Troll	Social	Someone who has the intention to get an emotional response from others online. They generally post controversial, provocative & irrelevant messages for their own amusement. Their views do not necessarily reflect the ones they post about.
Tumblr	Social	A microblogging platform and social network that allows users to post images, text, video's, links and quotes.
Twitter	Social	A social media website where users can post short messages, known as tweets (up to 140 characters) for anyone who is following them to see. It is sometimes known as microblogging as it is similar to blogging but with a strict limit to what can be posted. Companies and individuals can use them and is a great way to draw attention to certain things, as well as maintain a social media presence. It has a political aspect to it as well; it was used to organise and track the Arab spring revolutions.
UGC	Social	User Generated Content: A term given to all user-created data such as blogs, comments, reviews, podcasts and more.

Term	Category	Defintion
Unduplicated audience	Measurement	The number of unique individuals exposed to a specified domain, page or ad in a specified time period. If the audience is duplicated it means that the same person has seen that ad or visited that site more than once.
Unique Browser	Measurement	An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period. We should remember that whilst this is often reported as Unique Users, unless you are Facebook or Google and can identify a profiled individual, this metric reflects a cookied browser - there may be multiple users per browser or a single user accessing your content via multiple browsers. Plus, there may be potentially inflationary numbers due to cookie deletion. See Unique User and Unduplicated Audience.
Unique User	Measurement	A unique individual which has either accessed a site (see Unique Visitor) or which has been served unique content and/or ads such as email, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies (however please note issues regarding 'users' as part of the Unique Browser description.

Term	Category	Defintion
URL	Web Dev	Uniform Resource Locator - the unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name) and format (usually HTML or CGI).
URL Tagging	Measurement	The process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided.
UX Design	Web Dev	User Experience Design is the process of designing and enhancing an experience that meets a user's needs when visiting a website or similar application / interface. It includes the consideration of their objectives, the usability, accessibility and pleasure provided in the interaction. Outputs can include Persona's, Needs Identification, User Flows, Storyboards, Information Architecture, Wireframes, Prototypes, Responsive Interface Designs (touch, sound, movement).

Term	Category	Defintion
View	Measurement	Often used as a synonym for 'impression' in advertising measurement. e.g. 1,000,000 video views.
View Through Window	Measurement	A cookie dropped period of time, tracking exposure to a range of advertising over time.
Viewability	Measurement	Viewability is an online advertising metric that aims to track only impressions that can actually be seen by users. For example, if an ad is loaded at the bottom of a webpage but a user doesn't scroll down far enough to see it, that impression would not be deemed viewable.
Visit	Measurement	A website visit is a single continuous activity attributable to a cookied browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a website.
Visit Duration	Measurement	The length of time the visitor is exposed to a specific ad, Web page or Web site during a single session.
Visitor	Measurement	Individual or browser which accesses a Web site within a specific time period. See Unique Browser / User and Unduplicated Audience.

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Term	Category	Defintion
Web Crawler	Search	Sometimes called a bot, robot or spider. Search engines work by indexing all available web pages and scoring them based on a number of factors to gauge their trustworthiness or popularity. Web crawlers are automatic routines that travel the web using links and carry out evaluations of each individual website. Google's PageRank Web Crawler is possibly the most famous.
WeChat	Social	China's most popular social media platform. It is like a mixture between Messenger, Twitter, Facebook & more including booking & payment services. It is often used as a connection instead of email. Approx.; 1 million Australian users.
WordPress	Web Dev	An open source CMS which is used for blog publication. There are currently over 70 million WordPress sites in the world.
YouTube	Social	A global video community where users upload and share videos. Owned by Google.