



Glossary of Terms



Glossary of Digital Marketing Terms

Digital marketing is an ever-changing industry made up of a wide range of disciplines and specialisms. As such, digital marketing leaders and experts have coined phrases and terms to describe various aspects of the profession.

While these terms are essential to understand and are very useful, having so many acronyms and definitions to remember can be overwhelming.

We've worked with some of our marketing experts to develop this lexicon of essential digital marketing terms for your ongoing reference. We hope this proves to be a valuable resource for you to use in your work and study.

Quick search tip – Click Ctrl + F to open a search bar and enter the term you're looking for.

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Alphabetical letters above are those included within the Glossary.

Click on a letter above to move directly to the associated page for quick reference to digital marketing terms.

#

% New visits

The percentage of visits that were first-time visits (from people who had never visited your site before).

A

A/B testing

Also referred to as split testing, the process in which email and content marketers compare two versions of a single variable to determine which one performs better. This process is undertaken in order to optimize content and marketing efforts.

Account

An account in a CRM tool is a company that you do business with.

Action plan

A coherent project structure outlining the steps that need to be taken as a result of your strategic planning with key objectives aligned to the core strategy, delivering against a specific timeframe.

Activity rate by channel

A SAM metric for measuring how many sales activities are made in different channels. Explains the key channel used for SAM by a rep.

Ad

A paid marketing communications message conveyed to the consumer.

Ad click

A click on an ad impression served in the period being measured.

Ad impression

Each instance that a consumer is served an ad.

Ad impression arrival

A user arriving at a site who has been exposed to an ad served on behalf of that site.

Ad network

A system that manages ad inventory from publishers and operators to efficiently match the inventory with advertiser demand.

Ad space

The area on a website and within a mobile app that is dedicated to displaying ads.

Ad unique user

A unique device that has made a request for an ad impression served in the period being measured.

Ad unit

An advertising vehicle (*for example, a mobile banner*) that includes creative assets inside a mobile ad space

Advertiser

An organization that wants to get its message to the right audience, efficiently and effectively.

Aggregated posting

Posting across multiple social networks from one location.

Alt text

A text description of an image on a website, used to describe images to users who are unable to see them.

Analytics

The collection, measurement, and analysis of digital marketing channel performance and website data.

Analytics tool

A software and web application that can help indicate whether activity being undertaken by a business is having an impact on its goals.

App

An abbreviation for application. An app is typically a small, specialized program that is downloaded onto a device.

App monetization

Making money from a mobile app through advertising, app download promotion, or other methods.

Audience attitude

A set of emotions, beliefs, and experiences the audience brings with them about a particular object, person, thing, or event.

Audience behavior

The attitudes that affect the behavior of an audience towards a brand or category.

Audience levels of understanding

An understanding of where your audience lies on the spectrum of knowledge about your product, service, or brand.

Audience research

The process of determining the make-up, habits, communities of interest, and density within an audience.

Average deal size by lead source

A SAM metric which indicates the most profitable channels for SAM.

Average position

The position at which an ad appears on average on a search engine results page (SERP).

Average visit duration

The average duration of a session or website visit.

B

B2B content

Content specifically targeted for B2B audiences. For example, white papers, industry-relevant articles, blog posts, podcasts, and infographics for clients, potential clients, colleagues, partners, and suppliers.

B2C content

B2C customers respond better to content that demonstrates emotional satisfaction, targets benefits, and proves value for the price on highly targeted, relevant channels.

Banner ad

A display ad unit that employs simple creative assets and hyperlinks.

Benchmarking

A process to evaluate the performance of your team, campaign, or performance by setting a list of targets, or benchmarks that you will compare them against. Areas to consider are efficiency, lead time, close rate, adoption rate, digital selling behavior, feedback, and industry performance metrics.

Best case

The total revenue amount if everything closed for the forecast period.

Blog

A website with regular entries of commentary, descriptions of events, and other embedded multimedia content such as graphics, videos, and presentations.

Blogging

Creation and distribution of content that can complement and support existing digital selling goals.

Boolean search

A type of search allowing users to combine keywords with operators such as AND, NOT, and OR to further produce more relevant results.s.

Bottom of funnel (BOFU)

When it comes to engagement, refers to the stage where the seller needs to differentiate their product or service to drive prospects further down the funnel.

Bottom of the funnel customers

Potential customers who are ready to make a purchase.

Bounce rate (BR)

A metric based on the percentage of users who visit your website or landing page without visiting any other page on the website.

Brand affinity

When a consumer has an emotional connection with a brand.

Brand ambassador

A trusted person who uses social sharing to spread knowledge and valuable content related to a brand on social channels.

Budget, Authority, Need and Timeframe (BANT) criteria

A method of assessing the quality of prospects and tracking them through the sales qualification process.

Business Value Proposition (BVP)

The modern expression of solution selling is to sell the business value or end-user benefits rather than the components of a product or service.

Business-To-Business (B2B)

Used to describe a business that normally provides products or services to other companies or organizations. The term is also sometimes used to describe the business's marketing content.

Business-To-Consumer (B2C)

Used to describe a company that normally provides products or services directly to consumers, as opposed to other companies. The term is also sometimes used to describe the business's marketing content.

Buyer persona

A fictional representation of your ideal customer, based on market research and real data about your existing customers.

Buying signal

Any cue from a sales prospect – direct or indirect – that indicates an intention to make a purchase.

C

Calendar sharing

Integrating with multiple calendars and putting control in the hands of the prospect or lead. He or she can simply choose a preferred date and time and then the seller's diary is booked for that date and time.

Call to action (CTA)

A text prompt on a web page, in an email, or on an advertisement that tells the user to perform some specific action, such as clicking a button or a link. These are usually written as a command, such as 'Sign Up' or 'Buy Now'.

Campaign

A marketing project you want to track or manage.

Campaign and ad groups

Advertising on digital platforms is generally organized into campaigns and ad groups or ad sets. Ad groups and ad sets contain the targeting options and each campaign will be made up of a series of targeting groups. A business will typically start with one campaign, which has its own budget and targeting preferences, and then add more campaigns as it expands its advertising.

Canvas application

An application that is not loaded up in the context of, or visually connected with, a Facebook business page. Instead, the application is consumed elsewhere on Facebook (for example, in an app directory).

Cascading Style Sheets (CSS)

These describe how HTML elements such as color and font should appear on web pages and adapt when viewed through different devices or platforms.

Channel

An individual digital channel. For example, Facebook is a platform or channel on which businesses can connect with fans via a business page. See also platform.

Chief Executive Officer (CEO)

The highest-ranking role within a company. The CEO oversees the entire operations of a company.

Chief Information Officer (CIO)

An executive level individual who is responsible for the implementation and practicalities of information, systems, and technologies within an organization.

Chief Marketing Officer (CMO)

A role that sees the individual managing and overseeing of all essential marketing communications and initiatives for a company or organization. A similar professional who manages marketing for smaller businesses is often called a Marketing Manager.

Chief Operating Officer (COO)

The most senior role with regards to managing and overseeing the continued business operations within a company. Typically, the COO reports to the Chief Executive Officer (CEO) and is often second-in-command within the company.

Chief Security Officer (CSO)

The person in charge of developing and overseeing all of the policies and programs that protect the employees, processes, intellectual assets, and tangible property of a business. These elements cover everything from privacy and data protection to environmental security, health, and safety.

Chief Technology Officer (CTO)

An executive who typically handles all technological implementations and initiatives used by the business. CTOs often work in close conjunction with CMOs as well as the heads of other internal departments.

Churn rate

The number of customers or subscribers who cut ties with your service or company during a given time period.

Click

The measurement of a mouse click on a hyperlink or ad. If a customer sees your ad and clicks on it to learn more or to do business with you, it's recorded in your account as a click.

Click-to-call

A service within an ad that enables a mobile user to initiate a mobile phone call by clicking a mobile ad.

Click Through Rate (CTR)

The percentage of people who saw your ad and then clicked on it. The formula for CTR is clicks divided by impressions.

Client lifecycle

A buyer journey transitions to the client lifecycle when a prospect becomes a client. It comprises of four elements: on-boarding, active, inactive, and lost.

Close plan

The fourth step in the Excel CRM tool. It outlines a series of actions that must be met by a salesperson to close a deal.

Commit

The revenue amount you can generate in a forecast period.

Community of interest

A community of people who share a common interest or passion.

Competitive landscape

The third step in the Excel CRM tool. It helps salespeople strategize against the competitor.

Competitive research

The process of narrowing the competition by discovering their strengths and weaknesses and discovering which audience(s) your competition is or is not serving well.

Completed download

A request for a file, typically audio or video, which can be used offline, where the size of the file transferred is greater than 95 percent.

Connection

An interactive connection made on social networks where data and updates are exchanged.

Content curation

Act of accumulating relevant, valuable third-party content online and reposting or sharing it appropriately to support your digital sales strategy.

Content distribution

The process of publishing and promoting content online to ensure it reaches the largest possible relevant audience.

Content management

Administration of digital content throughout its lifecycle, from creation to promotion to repurposing.

Content Optimization System (COS)

A software platform that focuses on optimizing content to deliver a fully personalized web experience to customers.

Content strategy

Strategy for the creation, curation, and distribution of useful, usable, and appropriate content as part of an overall digital selling strategy.

Conversion

An activity carried out by a user that fulfills the intended purpose of the web page. It could be, for example, a download, filling in a form, a purchase, making contact, and a newsletter subscription.

Conversion rate

The percentage of visitors who buy, convert or take a desired action. This metric is a measure of the effectiveness of the sales process from engagement, to close of sale.

Conversion Rate Optimization (CRO)

Optimizing your website and marketing efforts and digital content to gain more conversions.

Conversion tracking

A form of tracking that gives advertisers insight into how many consumers are taking valuable actions, or making conversions, on their site or in their mobile app. Advertisers do this by defining traceable events on mobile websites or within apps to assess consumer engagement or the impact of direct-response campaigns.

Cookie

A text file placed on a web user's hard drive by a website to enable the website to remember data about the user's visit.

COPE

(Create Once, Publish Everywhere) The cornerstone of content creation. For example, you might take an ebook and break it down into a white paper, several blog posts, an infographic, and a video, publishing each to different users along the content funnel and on different channels to maximize your return.

Cost Per Action (CPA)

An advertising model where the advertiser pays for each specified action linked to the advertisement, typically registration for an online application.

Cost Per Click (CPC)

Under a CPC pricing arrangement, advertisers pay only when a user clicks on their ads.

Cost Per Download (CPD)

An advertising model where the advertiser pays for each specified action linked to the advertisement, typically the downloading of an application or other file.

Cost Per Mille (CPM)

Cost per thousand. Under a CPM pricing arrangement, advertisers pay for every 1,000 impressions of their ads.

CRM dashboard

CRM reports are often shown in the dashboard to provide an overview of business performance using charts, graphs, and maps.

Cross-linking

The process of linking between two sites. It allows users to reference sites with content similar to that which they are already viewing, and may be of further interest to them.

Crossing the chasm

A theory that argues there is a chasm between the early adopters of the product (the technology enthusiasts and visionaries) and the early majority (the pragmatists).

Cultural trend research

The process of researching unique cultural characteristics and trends within communities of interest and how they will help you create targeted digital sales strategies for your audience.

Customer Acquisition Cost (CAC)

The cost of acquiring a new customer through marketing efforts.

Customer detail

The second step in the Excel CRM tool. In this step, a salesperson can align the pain of the customer to the solution.

Customer Lifetime Value (CLV or CLTV)

The overall value of a customer for the duration of their relationship with a company. This metric is usually higher in companies which have high numbers of repeat customers.

Customer persona

A representation of your ideal customer based on research and data on your existing customers.

Customer Relationship Management (CRM)

A tool used for managing all business relationships with existing and potential customers. By tracking interactions and creating reports, CRM enables businesses to make informed and justified business decisions.



D

Dayparting

Scheduling ads by dividing the day into different time slots.

Deal review

The first step in the CRM Excel-based methodology. It can can yield major outcomes as to how probable a deal is to closing.

Digital channels

Online means of distributing social content. Channels include owned media, paid media, and earned media methods.

Digital crisis management

Acts an organization should take to control a crisis and reduce its impact to a minimum.

Digital cross-selling

Using digital tools and platforms to suggest additional products or services that complement what you are currently providing.

Digital display advertising

A form of digital marketing that uses display ads appearing on web pages as a means of communicating relevant commercial messages to a specific audience based on the profile of its members.

Digital engagement

The process of building relationships, whether proactive or reactive, with contacts, prospects, and leads.

Digital marketing plan

A plan for implementing digital marketing within the organization.

Digital research

A process of getting to know your audience better in order to create more engaging content, spend your budgets more wisely, understand the culture of your audience, find out what influences them and, ultimately, create more successful digital strategies.

Digital sales forecasting

The maximum use of all available data to deliver the most consistent and dependable projections of sales revenue.

Digital sales leadership

A discipline of leading the organization towards digital transformation in order to stay competitive in a rapidly evolving sales landscape.

Digital sales messaging

Tailoring your communications to your digital target audience to encourage them to buy your products or services.

Digital sales strategy

An extension of the core business strategy. The execution of any digital plan needs to ensure the core business objectives and goals are delivered. The failure of digital strategies is often caused by a mismatch between business and digital directions.

Digital selling

Leveraging digital channels and advanced tools and techniques to fill your pipeline with the right people, insights, and relationships.

Digital territory analysis

A method of enhancing the productivity of your sales resources by using digital tools to identify geographical problems that may be affecting your business's performance.

Digital upselling

Using digital tools and platforms to suggest that customers purchase similar, more expensive products or services to make the sale more profitable.

Direct Mail or Message (DM)

A marketing communication that is delivered by personal message directly to a consumer, either via email or a social media 'inbox' such as Facebook Messenger or a Direct Message on Twitter.

Direct marketing

A form of advertising (not tied to a specific channel) that allows businesses and nonprofit organizations to communicate directly with customers via advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising

Domain Name System (DNS)

A system that regulates and tracks domain names and addresses across the internet.

Dynamic content

Content that's unique to the user(s) visiting a site. Many websites can tailor the user's experience (based on cookies tracking their returning visits) and using their history or declared interests.

E

Email marketing

A form of permission-based direct marketing, which uses mail as a means of communicating relevant commercial messages to a specific audience based on the profile of its members.

Email Service Provider (ESP)

A commercial-level email host with integrated features for digital marketing.

Employee advocacy

The process of turning employees into trusted advocates and brand ambassadors who share content that is relevant, timely, educational, and entertaining.

Empowered customers

Customers who know about product, price, features, and reviews before they talk to you.

Enablement

Phase that equips digital sellers and marketers with the tools to identify customer personas, target key decision-makers, establish a personal brand online, build a network of contacts, distribute relevant content, and capture vital information in CRM.

Engagement

Phase that enables sellers to build relationships throughout the customer lifecycle, turn cold contacts into hot prospects, prequalify contacts, close new business and cross-sell or up-sell to existing ones and use a range of tools to maximize successful engagement.

Entry page

The first page viewed by a website visitor.

Evergreen content

Content that can remain relevant and of interest to readers for years after its initial creation and publication.

Executive profile

A fully optimized profile on all of your social networks.

Executive sponsor

Someone who is respected internally, has significant influence, understands the key goals and outcomes of the program, understands internal politics, and has executive goals that align with program objectives.

Exit page

The last page viewed by a website visitor.

Expanded Text Ad (ETA)

Expanded text ad format allowing for longer headlines and descriptions than standard text ads in paid search campaigns.

Explicit lead scoring metric

Information that is voluntarily submitted (for example, **BANT**) to help evaluate lead value in relation to the seller's goals.

F

Feature creep

The ongoing expansion or addition of new features in a product, such as in computer software. Extra features go beyond the basic function of the product and so can result in software bloat and over-complication rather than simple design.

File Transfer Protocol (FTP)

The process in which a pre-built website is uploaded to a web server. An FTP client is used to perform this action.

Filter

A rule that limits or shapes the results that are returned from an analytics database when an information query is submitted to it.

First response time

The amount of time taken for your business to respond to a customer issue. It is one of the most important metrics that affects customer satisfaction.

Flash impressions

The total number of requests made for pages that include Flash-based content by users of that site in the period being measured.

Followers

Non-mutual connections on social media channels who receive updates from those who they follow.

Forecast

A best guess at an outcome, such as how much revenue will be generated from certain campaign activity or over a time period.

Forum

A website that allows the exchange of ideas and other information among users. A forum is usually monitored by a moderator.

Friends

Users on social networks who are mutually connected and who typically exchange data and updates.

Funnels

The pathway visitors typically follow on a website towards a conversion point.

G

Geofencing

A technology that allows an advertiser to select a geographic point using latitude and longitude information and thereby create a virtual fence around a given radius of that point. For example, an advertiser could select a geographic point representing the location of a bank branch in order to deliver a specific ad to anyone who comes within a 200-meter radius. Ads delivered through geofencing typically yield higher conversions and better ROI for advertisers.

Geographical IP analysis

A way of establishing the percentage of users by country for a given metric, such as unique users.

Google Analytics (GA)

Google's popular web analytics platform which measures website, app, digital, and offline data usage.

Google Analytics (GA)

Google's popular web analytics platform which measures website, app, digital, and offline data usage.

GROW

Grassroots, rationalization, operationalization, and widespread adoption. The four stages of organizational maturity.

H

Hashtag

A clickable keyword that sums up the content of a tweet or social media status update. A hashtag is a dominant feature of both Twitter and Instagram.

Heat map

A graphical representation of web page engagement data using colors to indicate the level of activity, usually using darker blue colors to indicate low activity, and brighter red colors to indicate high activity.

Hypertext Markup Language (HTML)

A set of commands used by web browsers to interpret and display page content to users.

Hypertext Markup Language 5 (HTML5)

A more comprehensive, more recent version of HTML, which includes sophisticated coding for features such as animation and video.

I

Implicit lead scoring metric

Information attained through observation of 'digital body language' (such as site browsing activity).

Impression

When an ad is viewed by a user on a website, app, or social media platform.

Inactive client

An element within the client lifecycles that signifies a client is no longer actively using your product or service.

Inbound link

A link from external an web page to your website. They are the source of trust and page rank for organic search. Also called in-link and incoming link.

Industry influencers

Individuals in a specific industry who have positioned themselves as trustworthy authorities and whose names are synonymous with a particular area of expertise.

Industry trend research

The process of learning about your industry as a whole by identifying any disruptions in your industry that may affect you and identifying technological or other advances that could be used to your advantage.

Influenced customers

Customers who are being influenced by family, friends, industry experts, or your competition.

Influencers

High-profile individuals who have the ability to influence the opinions or buying decisions of your target audience, largely thanks to their social media following.

Initiate (DMI) Principle

Using digital methods to locate where your customers are interacting online.

InMail

A LinkedIn tool that allows you to send messages to any LinkedIn member, even if there are no prior connection, relationships, or available contact details.

Insights tool

An application that can help indicate whether a business's activity is having an impact on its goals.

Instant message

A message sent between two connections in real time through a social media network or email platform. Facebook, Skype, and WhatsApp all support instant messaging.

Integrate (DMI) principle

Wholly integrating and implementing each phase of the process into your overall digital selling strategy.

Internet Protocol Address (IP address)

A numerical label or tag assigned to every device or entity participating in a computer network that uses the internet protocol as a basis of communication.

Interstitial ad

A mobile ad unit that appears between two views on a mobile website or mobile app. The word interstitial derives from interstice, which means a small space between things, especially when part of a series of uniform spaces and parts (think of a picket fence, which has interstitial spaces between slats).

Inventory

Available advertising space on all web and mobile channels, including banners, native ads, video, in-app, SMS, audio, and mobile web.

IP Tracking

Enables you to track and monitor people who have visited your web pages. With IP tracking, you can identify the server that accessed your site and thus in many cases the name of the business or organization.

Iterate (DMI) Principle

Continually using learnings from each phase of the digital sales process to re-inform its next iteration.

K

Key Performance Indicator (KPI)

A measurable value that demonstrates how effectively a company is achieving key business or marketing objectives. KPIs are integral to digital marketing as they provide metrics, data, and benchmarks from which to improve processes, campaigns, and content.

Key phrase

A search phrase. The keywords that advertisers choose are those that cause an ad to appear when entered by users. See also keyword.

Keyword

A term or phrase that you want to 'trigger' your ad to appear.

Keyword density

The percentage of words on a web page that are related to your target SEO keywords.

Keyword research

The process of determining which keywords are appropriate for targeting.

Keyword spam

Inappropriately high keyword density. Also called keyword stuffing.

Keyword stuffing

Inappropriately high keyword density. Also called keyword spam.

Landing page

The page that users land on when they click an online advertisement, email, or link in a search engine result page.

Lead builder

Tool that lets you build your search criteria according to your target market using premium search filters.

Lead nurturing

The process of developing relationships with buyers at every stage of the sales funnel, and through every step of the buyer's journey. It focuses marketing and communication efforts on listening to the needs of prospects, and providing the information and answers they need.

Lead nurturing funnel

The process of developing relationships with buyers at every stage of the sales funnel and through every step of the buyer's journey.

Lead response time

A SAM metric used to indicate how leads are being handled amongst sales reps.

Lead scoring

Ranking prospects against a scale of factors to evaluate the quality of each lead. Lead score is used to determine which communication goes to which prospect.

Link building

The process of actively cultivating incoming links to a site in order to improve organic search performance.

Link popularity

A measure of the popularity of a site based upon the number and quality of sites that link to it.

LinkedIn sales navigator

A sales tool used to gain deep insights into a team's digital selling practices. The 'Usage Reporting' feature provides trend graphs that allow you to measure and monitor metrics.

Listening

The act of monitoring keywords, topics, individuals, and groups for the purpose of either engagement or research.

Location-based advertising

A mobile ad unit being delivered to mobile users based on specific geographic coordinates (such as latitude or longitude, DMA, and so on).

Lost client

An element within the client lifecycle that signifies a client has discontinued using your product or service.



M

Mail merge

A tool that is used to send personalized email to recipients in your address list. Each message has the same kind of information, yet the content of each message is unique.

Marketing Qualified Lead (MQL)

A prospect who has come through expressing interest in a product and then converting into a lead. This lead fits the qualifications, or standards, that a lead must possess as determined by marketing.

Maslow's hierarchy of needs

A description of the five primary needs that motivate human behavior: Physiological, Safety, Belonging, Self-Esteem, and Self-Actualization.

Measurement

Within the context of engagement, measurement means the ability to gather data, create insights from the data, and then use these insights to take actions to improve the success of subsequent engagements.

Metatag

A statement in the web page's HTML that provides important information about the page's content. The information provided is used by search engines to index a site.

Metrics management

The process of using key metrics such as quality of leads, connections, and time to close to help measure the success of your digital sales program.

Middle of the funnel customer

Potential customers who are in the research phase of purchase.

Mobile ad server

A scalable, high-performance system made up of hardware and software that reliably delivers mobile ad units across all mobile channels.

Mobile marketing

Marketing using mobile devices in order to distribute promotional or advertising messages to targeted customers through wireless networks.

MOFU

Middle of funnel. When it comes to engagement, refers to the stage where a relationship is being built with your prospect.

Multi-threading

The practice of finding, connecting, and engaging with multiple contacts within the same target account. As buying committees have expanded, and the likelihood of key contacts leaving has increased, sellers have been forced to break the one-relationship habit in their target accounts.

Multimedia Message (MMS)

Generally used to describe text messages with multimedia elements sent to a mobile device.

N

Narrowing statement

An exercise used when narrowing your audience focus that helps define who your audience is, the specific needs you can help them with, and how you are qualified to do this.

Natural search results

Search engine results that are not sponsored or paid for.

Near-Field Communication (NFC)

A set of standards for smartphones and other mobile devices that enables them to communicate over short distances (typically less than 4cm or 1.6 inches).

Netiquette

Network etiquette. Essentially, the expected standard of behavior for online communication. Netiquette covers both common courtesy online and the informal 'rules of the road' of cyberspace.

Network

An advertising management system that aggregates ad inventory from publishers and operators to efficiently match the inventory with advertiser demand. Examples include Google Search Network and Google Display Network. Ads can appear beside or above search results for keywords that an advertiser chooses. See also ad network.

Nofollow

A command found in either the head section of a web page or within individual link code that instructs search engines either not to follow any links on the page or not to follow a specific link.

Nurture stream

A container of sorts that holds the targeting for your audience as well as each wave of creative you intend to push.

Nurturing prospects

Building your prospects' trust in you, your services, and your products. This is typically done through created and curated content, as well as highly targeted communications and messaging.

O

Off-ramp

Taking people from a social media network to a landing page where you can capture data.

On-boarding client

An element within the client lifecycle that signifies that a prospect has turned into a client and must be shown or taught the value of your product or service.

Onlyness

A term used to describe the thing only you can bring to the world. It could be experience, knowledge, vision, passion, and so on.

Open Opportunity Rate

A SAM metric for measuring how many opportunities are in the stage 'open' from all opportunities.

Opportunities

A sales deal you want to track, engage with, and use for forecasting.

Opportunity by lead source

A SAM metric for measuring how many opportunities are created from different channels.

Opportunity methodologies

Third-party methodologies that help CRM tools deliver further by guiding sales reps through a sales process in a standardized way.

Organizational flow

Communications which facilitate a flow of information between an organization, its employees, and an external audience.

Organizational maturity

A measurement of a company's readiness and capability in relation to its people, processes, technologies, and data. See also GROW.

P

Page application

An application that is loaded as part of a Facebook business page to provide more functionality to the page. Page applications include competitions, inquiry forms, storefronts, embedded websites, and more. Page applications sit underneath the cover photo.

Page impression

A request for a page of a site's content made by a user of that site. Advertisers are charged per period being measured.

Page views

The total number of pages viewed. Repeated views of a single page are counted.

Page views (PV)

The number of times a particular web page is visited in a particular time frame.

Pages per visit

The average number of pages viewed during a visit to a site. Repeated views of a single page are counted.

Paid search

Search engine results that are sponsored or paid for in some way.

Pay per click (PPC)

A form of paid media in which search marketers can bid on ads that appear above the organic results on search engines, by bidding on particular keywords and terms. Google Ads is Google's PPC advertising platform.

Percentage of new visits

The percentage of visits to a site that came from people who had never visited a site before.

Permission-based marketing

Marketing efforts in which recipients of the marketing have opted in or given their permission to the marketer to send them information.

Personal brand

The image that you convey. It clearly describes what you do and is the same image buyers see when they research you. A strong personal brand makes it more likely that prospects will respond to your outreach.

Pipeline

The sum of all open sales opportunities in a forecast period.

Plan of action

A clear roadmap for carrying out all the tactics necessary for your email strategy. It specifies the staff, time frame, and budget or other resources that are required for each tactic. The plan coordinates these elements in chronological order where necessary.

Platform

An individual digital channel or social network. For example, Facebook is a platform on which businesses can connect with fans via a business page. See also channel.

PointDrive

A feature in LinkedIn Sales Navigator. With PointDrive, you can seamlessly package, share, and track content with customers and prospects in a professional, branded, and highly engaging way. PointDrive will also enable you to track engagement and provide insights round the content is being consumed. In addition it will help build a complete view of all those involved in the decision-making process.

Political mapping

A visual map of CRM contacts which can be used to visualize where influence lies in an opportunity or account.

Predictive analytics

The use of data, statistical algorithms, and machine-learning techniques to identify the likelihood of future outcomes based on historical data.

PRISM funnel

A content conversion process that allows you to connect social media through to the bottom line (sales). The PRISM acronym stands for: People (target audience), Relationships (with the target audience members), Inbound traffic from your audience, for subscribers or social and Monetization.

Propensity model

A statistical analysis of your consumers: who they are, what they're buying, and how they're buying it. These models gather information about customers, factoring in demographics, psychographics, and purchase history to predict future buying behavior.

Psychographics

The study and classification of people according to their attitudes, aspirations, and other psychological criteria, especially in market research.

Q

Quality metrics

Data that measure potential business impact, for example, close rates, time to close, and deal size.

Quality score

A measure of relevance applied to an ad, keyword, or web page.

R

Real-time bidding

Technology that allows advertisers to bid on each ad impression as it is served. Serving is based on behavioral targeting via cookies. Advertisers buy an audience, not a placement. Ad placements are auctioned to the marketplace and the highest bidder's ad is shown.

Really Simple Syndication (RSS)

A standardized system for the distribution of content from an online publisher to web users.

Reciprocal link

A link allowing two sites to link to each other.

Referral

Occurs when a third-party recommends a company or salesperson to a buyer. A traditional example of a referral is when a satisfied customer tells a peer why they should use a specific business.

Remarketing

A system that allows an advertiser to continue to show ads to people who have visited a mobile website.

Remnant inventory

Advertising space that a publisher or operator is unable to sell directly through its sales force. It is typically sold at a discounted price through an intermediary.

Reports

Reports contain performance insights that enable informed business decisions across all key areas in the CRM.

Return On Investment (ROI)

The profit or financial growth generated from a particular investment.

Return On Marketing Investment (ROMI)

Similar to ROI, but refers specifically to all marketing investments and activities.

Revenue by lead source

A SAM metric for measuring how much revenue is created by different lead source. This metric indicates what channels converts most revenue.

RFM analysis

A marketing technique which works by determining which customers are the 'best' ones by considering how recently a customer has purchased (recency), how often they purchase (frequency), and how much the customer spends (monetary).

Rich media

A broad range of interactive and engaging ad formats, including expandable banners and embedded audio and video.

Robots.txt

A file in the root directory of a website used to restrict and control the behavior of search engine spiders.

S

Sales accepted lead (SAL)

An MQL that has been reviewed and passed to the sales team. It means an opportunity has been approved by the sales team as worthy of pursuing. After becoming an SAL, the sales process begins.

Sales enablement

A systematic approach to increasing sales productivity, by supporting sales representatives with the content, training, and analytics they need to have more successful sales conversations.

Sales funnel

A buying process that companies lead customers through when purchasing products, solutions, or services. A sales funnel is divided into steps, starting at the top with the awareness stage and concluding with the purchase stage at the bottom.

Sales method

Principles-based framework for the application of digital selling to achieve business goals. The DMI Method for digital selling consists of DMI 3i Principles, DMI Sales Framework and DMI Digital Sales Process.

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Sales Qualified Lead (SQL)

A prospective customer who has been researched and vetted - first by an organization's Marketing department and then by its sales team – and is deemed ready for the next stage in the sales process.

Scheduling

The act of prescheduling your activity on a social media channel. Actions on Facebook, Twitter, and LinkedIn can be scheduled in advance in order to save time.

Search Engine Marketing (SEM)

Using search engines to market to your target audience, either through SEO or paid methods such as PPC. This is geared towards increasing the volume of quality traffic to your website.

Search Engine Optimization (SEO)

The process of optimizing your website or web page to improve its visibility and gain high rankings in organic search engine results, thereby increasing the volume of non-paid search traffic to the site.

Search Engine Results Page (SERP)

The page of results that is displayed when you search for a keyword or key phrase on Google, Bing, and other search engines.

Segmentation

Distinguishing between different groups of subscribers based on what we know (demographics: age, gender) or what we learn about them (interests, preferences).

Sentiment analysis

Also known as opinion mining. The analysis of feelings (attitudes, emotions, and opinions) using natural language processing tools to score words for neutral, negative, or positive sentiment.

Share Of Wallet (SOW)

The maximum revenue return of a customer. It gives you a good indication of how much revenue you can extract from a single customer.

Short Message Service (SMS)

Generally used to describe text messages sent to a mobile device. The original SMS specification limited messages to 160 characters.

Site map

A page or structured group of pages on a website that link to every page accessible to users.

Situation analysis

Understanding your organization's activities (digital and non-digital). This involves conducting various types of research and analysis into the market, competitors, customers, and territories.

Slumped contacts

A prospect or customer whom you haven't had any contact within a given period of time (amount of time will vary depending on business or industry).

SMART goals

Goal setting in early stages in order to track, report, and measure the success of digital sales leadership: Specific, Measurable, Actionable, Relevant, Time-bound. Alternative versions of SMART include:
Specific, Measurable, Attainable, Realistic, Timely
Specific, Measurable, Achievable, Realistic, Time-based

Smartphone

A mobile phone built on a mobile computing platform that has more advanced computing and connectivity capabilities than a feature phone. Advanced capabilities or elements can include portable media players, digital cameras, pocket video camera, and GPS navigation units.

Social account management (SAM)

The use of digital and social tools to further develop relationships with new and existing clients for the purpose of generating repeat sales.

Social account management tools

Tools that enable digital sellers to track, monitor and measure client interactions around social environments in order to keep the relationship active.

Social account plan

A best practice document that involves analyzing the past and present performance of an account and building a strategy to maximize its future performance in line with agreed targets or goals.

Social bookmark

A form of social media in which users' bookmarks are aggregated for public access.

Social collaboration

A process that works on two levels in a CRM tool. The first is via the private social network that exists in all modern CRM tools. The second is the connection between the CRM and the social components of the internet.

Social content

Informative, educational content that is created in a variety of formats to anticipate and fulfil the needs of your target audience.

Social CRM

A CRM platform that integrates social media and gives you access to the same level of insight you have for more traditional channels, plus the ability to use social tools for communicating internally.

Social intelligence

The management and analysis of customer data from social sources in order to activate and recalibrate marketing or business programs.

Social listening

The process of using tools and digital or social media channels to discover and assess what people are saying about a company or brand online.

Social media

A catch-all term used to describe the tools and technologies that facilitate social interaction over the internet.

Social Media Marketing (SMM)

Describes all activities performed via social media that are used to market and promote a business and its products or services.

Social monitoring

The process of identifying and responding to individual brand mentions.

Social network

A web-based platform that allows users to construct a personal or professional profile from which they can share news and data and connect and communicate with other users.

Social selling

The process of using social media platforms and tools to develop meaningful relationships with potential and existing customers..

Social selling index (SSI)

A measure of a salesperson's social selling skills and execution. It is measured across four social selling pillars: Brand, People, Insights, and Relationships.

Software as a Service (SaaS)

A web application that charges a one-time or periodic subscription fee for an automated system or application that performs a specific task or set of tasks.

Spam

Unsolicited email.

Storyboarding

The process of creating a compelling business story to leverage sales

Strategic statement

A succinct description of a firm's core strategy in exploiting its opportunities and avoiding the exposure to identified risks.

Strategic writing

A writing process that emphasizes the goal-oriented mission of engaging successfully with your clients and leads, based on a well thought out strategy and plan.

Strategy

The general approach businesses take to achieve objectives.

Style guide

A set of standards that specify complete guidelines for writing and document design, to ensure brand consistency in communication.

Sweet spot

The point at which your customer's interests align with your company's expertise.

SWOT analysis

An analytical exercise in identifying your company's Strengths, Weaknesses, Opportunities, and Threats.

I

Tactics

The specific actions, decisions, and resources required to implement predefined strategies.

Team link

A tool by LinkedIn that finds the best path to a lead using an introduction through either a common connection or a team member.

The Snorkel/Scuba Method

The expedient process of seeking insights by gathering large amounts of data, structuring it to discover patterns, and identifying the patterns that require further scrutiny.

TIMITI

Try it, measure it, and tweak it. This is a continuous iterative process followed when testing marketing campaigns.

TOFU

Top of Funnel. When it comes to engagement, refers to the early stages of contact.

Total Order Value (TOV)

The measure of a single sale but may not be the highest value you can obtain at that time.

Touchpoint

Any encounter where a prospective buyer engages with you or your business (to exchange information, address questions, or handle a transaction, and so on).

Tracking

The process of tracking conversations in addition to tracking the actions that specific individuals may be carrying out such as opening emails, registering for webinars, or downloading content.

Trigger event

An action that signals a buying opportunity. Examples include a new acquisition at a target account, a prospect complaining about their current solution online, or a customer advocate moving to a new company.

Tweet

A message sent from Twitter, a microblogging service that enables users to send and read short text-based messages.

U

Uniform Resource Locator (URL)

A particular character string that refers to a resource and is displayed on the top of a web browser inside the web address bar. Essentially, it's the address for a web page.

Unique Selling Point (USP)

The uniqueness of a product or service. In other words, this is what makes it different from its competitors.

Unique user

A unique device (such as a computer or mobile phone) making requests for site content in the period being measured.

Unique user duration

The number of unique visitors to a website over the course of a specified time period.

Unique visitor (UV)

A person who visits a website at least once within a defined timeframe.

Unique visitors

The number of unduplicated (counted only once) visitors to a website over the course of a specified time period.

Uplift modelling

A predictive modelling technique that directly models the incremental impact of a treatment on an individual's behavior.

Upselling

The practice of encouraging customers to purchase a comparable higher-end product than the one in question.

User Experience (UX)

The overall experience of a person using a website or digital app, rather than just the visual appearance of the site.

V

Vanity metrics

Metrics that are impressive but don't relate directly to business goals. For example, a high volume of page views that may not result in conversions.

Video Interstitial

An interstitial mobile ad unit that displays a video between views within a mobile app or between pages within a mobile website.

Virality

A measure of how popular and how fast a message has been shared and amplified. It can be measured through analytics on the platform you post, such as Facebook, or other third-party systems.

Virtual Desktop Infrastructure (VDI)

A development that hosts a desktop operating system on a centralized server within a data center.

Visit

The total number of times that a user (a device) has engaged in a single burst of activity with less than 30 minutes between requests for content. A new visit occurs when the gap between requests for content is at least 30 minutes.

W

Warm introduction

Where you are introduced to a sales prospect through a mutual connection. This is important because statistics show that buyers are five times more likely to engage when outreach is through a mutual connection.

What You See Is What You Get (WYSIWYG)

“What You See Is What You Get”. In marketing, an example of this would be a website editor or email testing tool feature that allows you to see a preview of a web page or email exactly as it will be when published or sent to recipients.