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Digital Marketing

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Digital Marketing

"Marketers need to build digital relationships and reputation before closing a sale."

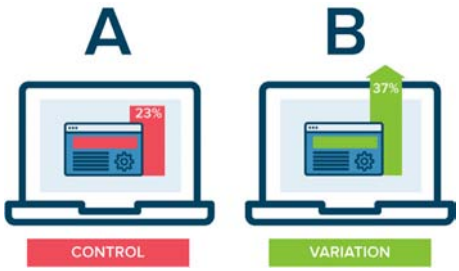
—Chris Brogan

Marketing has always been about connecting with the audience in the right place and at the right time. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. By implementing an Omni-channel digital marketing strategy, marketers can collect valuable insights into target audience behaviors while opening the door to new methods of customer engagement. Lack of ample terminology fluency is considered a major difficulty for understanding of subject. Undoubtedly, students with good vocabulary knowledge master the material faster, communicate their knowledge better, and start critical analysis of the discussed material sooner. The coverage of this illustrated dictionary is extensive, and includes terms from the related fields of digital marketing.

A

A/B Testing

A method used to compare different versions of digital ads or website landing pages in order to determine which one performs better. A typical A/B test for ads involves running the two ads simultaneously and then measuring which version gets a better response from the audience. When running an A/B test, only one element of the ads should be changed at a time. This is because the goal of these tests is to determine which variables generate the best responses from the audience. Once a winner is selected, it is then used as the next control and compared with another version to isolate and identify, the ad element that causes the audience to respond favorably to the ad.

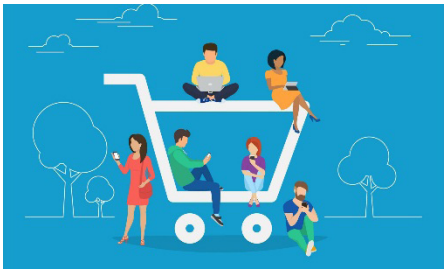


Abandonment Live Chat

An abandonment live chat is a specific proactive live chat support service set up

on an ecommerce site to prevent check out or shopping cart abandonment.

The proactive chat proposal occurs generally when the visitor is waiting too long to make the sought action. Business rules and predictive intelligence technology can be used to detect risky visit behaviors.



Abandonment Rate

Abandonment rate is a term associated with the use of virtual shopping carts. Also known as "shopping cart abandonment". Although shoppers in brick and mortar stores rarely abandon their carts, abandonment of virtual shopping carts is quite common. Marketers can count how many of the shopping carts used in a specified period result in completed sales versus how many are abandoned. The abandonment rate is the ratio of the number of abandoned shopping carts to the number of initiated transactions or to the number of completed transactions. The typical shopping cart abandonment rate for online retailers varies between 60% and 80%, with an average of 67.91%.

Above the Fold

A term derived from the print advertising industry. It describes the area of a web page that's visible before the website visitor scrolls down the page. Note: There is no set pixel size for the fold; it will vary depending on the visitor's screen size and resolution.

Account-based Advertising

One tactic in an account-based marketing (ABM) strategy. It's the practice of serving display advertising *only* to specified titles at the target accounts you designate. For example, if you're marketing a new type of food packaging to General Mills, you might target multiple levels of responsibility, such as Senior Product Manager, Senior Product Marketer, VP of Product Marketing. Only people who work at General Mills and have these titles would be shown your ads.

Ad Audience

The total number of people that have been exposed to or could possibly be exposed to an ad during any specific time period.

- Your ad audience determines where your ad can appear, as well as what types of searches will cause your ad to appear.
- Choosing the right ad audience can help you reach the right customers for your business.

Example

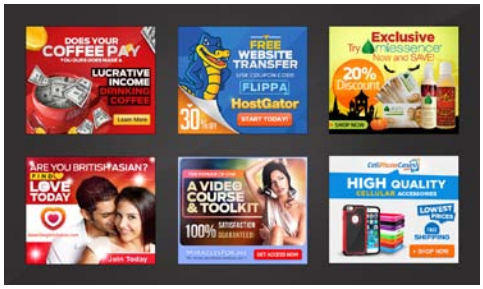
You create an ad for your dentist's office and target your ad to Los Angeles. When someone in Los Angeles searches for dentist on Google, your ad is eligible to appear. Another person in San Diego searches for Los Angeles dentist on Google. She can also see your ad because she included your targeted location "Los Angeles" in her search.

Ad Banner

The most common form of digital advertising. These ad units, which include static graphics, videos and/or interactive rich media, are displayed on a web page or in an application.

Banner ads are rectangular image or text ads that occupy a spot within an app's layout. They stay on screen while users are interacting with the app, and can refresh automatically after a certain period of time. If you're new to mobile advertising, they're a great place to start.

This guide shows you how to integrate banner ads from Ad-Mob into an Android app. In addition to code snippets and instructions, it also includes information about sizing banners properly and links to additional resources.



Ad blocking

The blocking of Web advertisements, typically the image in graphical Web advertisements.

AdCenter

Ad-Center offers affiliates unlimited revenue potential with tools and resources that allow them to simply convert their traffic into more revenue. Affiliates can log into their accounts from desktop or mobile and get instant access to live stats, or breakdowns by keywords, campaign, country and much more.

Ad Click

Ad clicks are the total number of clicks

on online ads we're running for your company. Every time someone clicks on an ad this is recorded and then displayed as the total each week. The total only includes those clicks for that week.

The action taken when a user interacts with an ad by either clicking on it with their mouse or by pressing enter on their keyboard.

Ad Exchange

A technology-facilitated marketplace that allows Internet publishers and advertisers to buy and sell advertising inventory in real-time auctions.

Ad exchanges are a departure from the historical method of buying ad inventory, where advertisers and publishers would enter price negotiations in order to show ads on a particular website. With an ad exchange, an auction is conducted in real-time, providing instantaneous bidding for ad space that's available across the Internet.

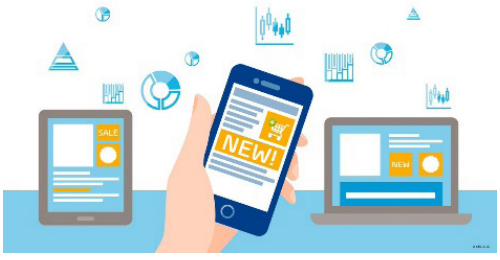
Ad Extensions

Additional pieces of information that can be added to Google Adwords ads, including reviews, address, pricing, callouts, and app downloads, sitelinks, and click-to-call. Ad extensions help advertisers create richer, more informative ads that take up more on-page real estate, which generally lead to higher click through Rates.

Extensions expand your ad with additional information—giving people more reasons to choose your business. They typically increase an ad's click-through-rate by several percentage points. Extension formats include call buttons, location information, links to specific parts of your website, additional text, and more.

Ad Impressions

The number of times an ad has been served, regardless of whether the user has actually seen or interacted with the ad in any way.

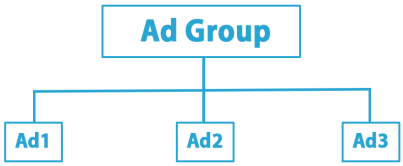


Ad fatigue

This is what happens when users are over-exposed to the same ad and it results in less clicks and conversions. Commonly used in Facebook, advertisers will use this as a benchmark to determine when to update ad creative so they stay relevant and give users a positive advertising experience.

Ad Group

In a pay-per-click account, these are the subcategories that contain ads, targeting a group of keywords. These are often broken out into various 'themes' that make up a campaign.



Ad Inventory

Website publishers serve ads to visitors when they visit a web page. The number of potential ads that can be served is considered their ad inventory. For example, if The Gotham Times averages 1,000 visits to their home page in any given week, and they have space for two display ads on their home page, then their potential ad inventory is 2,000 impressions per week.

Ad Manager Account

An advertising account on Facebook that allows you to run ads on the Facebook Ad Network.

Ad Network

Ad network is a company that connects advertisers to websites that want to host advertisements. The key function of an ad network is aggregation of ad space supply from publishers and matching it with advertiser demand. The phrase "ad network" by itself is media-neutral in the sense that there can be a "Television Ad Network" or a "Print Ad Network", but is increasingly used to mean "online ad network" as the effect of aggregation of publisher ad space and sale to advertisers is most commonly seen in the online space. The fundamental difference between traditional media ad networks and online ad networks is that online ad networks use a central ad server to deliver advertisements to consumers, which enables targeting, tracking and reporting of impressions in ways not possible with analog media alternatives.

A grouping of websites or digital properties (like apps) where ads can appear. For example, Google has 2 ad networks: the search network (text ads that appear in search results) and the display network (image ads that appear on millions of websites that have partnered with Google).

Adsense (Google Adsense)

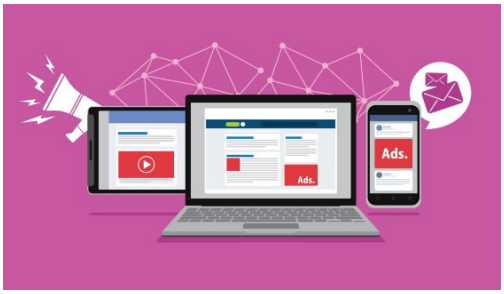
A Google platform that allows websites to earn money by publishing Google network ads on their website. Google AdSense is a program run by Google that allows publishers in the Google Network of content sites to serve automatic text, image, video, or interactive media advertisements, that are targeted to site content and audience. These advertisements are administered, sorted, and maintained by Google. They can generate revenue on either a per-click or per-impression basis. Google beta-tested a cost-per-action service, but discontinued it in October 2008 in favor of a DoubleClick offering (also owned by Google). In Q1 2014, Google earned US $3.4 billion ($13.6 billion annualized), or 22% of total revenue, through Google AdSense. AdSense is a participant in the AdChoices program, so AdSense ads typically include the triangle-shaped AdChoices icon. This program also operates on HTTP cookies. Over 14.3 million websites use AdSense.

Ad Serving

The delivery of an ad from a web server to the end user's device, where the ads are displayed on a browser or an application.

Ad Space

The space on a Web page available for advertisements.



Ad Targeting

Delivering ads to a pre-selected audience based on various attributes, such as geography, demographics, psychographics, web browsing behavior and past purchases.

Ad Unit

A size-and-format specification for an ad. The Interactive Advertising Bureau, a trade association promoting digital ad standard and practices, has a set of guidelines for sizes.

Advertising Network

A network representing many Web sites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

Adwords (Google Adwords)

A Google owned program that is used by advertisers to place ads on Google search results pages, on Youtube, and on Google ad network sites. Adwords is the primary platform for PPC advertising.

Google AdWords is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users. Google AdWords' system is based partly on cookies and partly on keywords determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy. Partner websites receive a portion of the generated income. AdWords has evolved into Google's main source of revenue, contributing to Google's total advertising revenues of USD $43.7 billion in 2012. AdWords offers services such as pay-per-click (PPC) advertising and cost-per-acquisition (CPA) advertising.

Affiliate

The publisher/salesperson in an affiliate marketing relationship.

- *Commerce*: Two parties are affiliates if either party has the power to control the other, or a third party controls or has the power to control the both. Affiliation also exists in (1) in interlocking directorates or ownership, (2) in identity of interests among members of a family and, (3) where employees, equipment, and/or facilities, are shared. Affiliates are subject to greater than normal legal prohibitions and requirements to guard against insider trading.
- *Electronic commerce*: Firm which sells other merchants' products at its own website. Visitors to the firm's website may order merchandise from there, but the sale is transacted actually

at the principal's site who passes on a commission to the website from where the order originated.

Affiliate Directory

A categorized listing of affiliate programs. Affiliate Programs are a great way of generating revenue. Many do it professionally and make careers out of being affiliates. Others become affiliates to add to their income or revenue stream. We list thousands of affiliate programs covering a broad range of topics.

Affiliate Fraud

Affiliate fraud refers to any false or unscrupulous activity meant to generate commissions from an affiliate marketing program. Affiliate fraud also encompasses any additional activities that are explicitly forbidden under the terms and conditions of an affiliate marketing program. In affiliate marketing, publishers and website owners can insert tracked links in their content which lead to a company's online store, product pages, registration pages, and so on. When a specified action takes place, such as a registration or sale of a product, the affiliate is paid a commission. Of course, the lure of money causes some affiliates to find ways to game the system with fake activity in order to generate or increase the payments.

Affiliate Manager

A person responsible for managing an online affiliate program for an affiliate merchant. Affiliate management may be in-house (using a company's own employee) or outsourced (using a 3rd-party specialist company). For in-house arrangement, larger programs may have a full-time affiliate manager position, or even a dedicated affiliate management team. Companies with smaller affiliate programs may assign the affiliate management tasks to a digital marketing generalist. Or they may work with an outsourced affiliate management company. These outside companies alleviate the issue of maintaining a right-sized staff, while providing experience and relationships within the affiliate marketing industry.

Affiliate Marketing

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

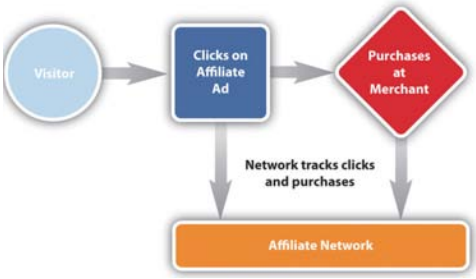
Revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations, or a hybrid model.

Affiliate Merchant

The affiliate merchant is responsible for implementing a sales tracking system, providing a selection of linking methods, attracting affiliates, monitoring results and paying affiliates. Some (or all) of these functions may be outsourced.

Affiliate merchants may track their program in-house using an affiliate software program or through a 3rd-party affiliate network. Actual day-to-day management of the program can similarly be kept in-house or outsourced.

- An affiliate merchant is a business that increases sales, traffic and brand awareness through online advertising via a network of affiliate websites.
- Affiliate merchants create ads such as text links, static banner ads, flash banner ads and now even video ads for placement on affiliate websites.
- Merchants will normally pay affiliates a commission for every visit to the website or every sales conversion meaning they only pay for results.
- Affiliate merchants may run their own in house affiliate program using in house affiliate software or they may use an affiliate network to find affiliates.
- Using in house affiliate tracking software can be very cost effective for affiliate merchants, saving on often expensive membership fees and commissions payable to affiliate networks.
- Traditional affiliate networks charge affiliate merchants a membership fee and also take additional commission on top (override) of the total commission payable to the affiliates each month which is typically around 30%.
- The Reseller Network helps affiliate merchants find new affiliates to increase sales, traffic and brand awareness but unlike affiliate networks we don't charge any commissions at all.

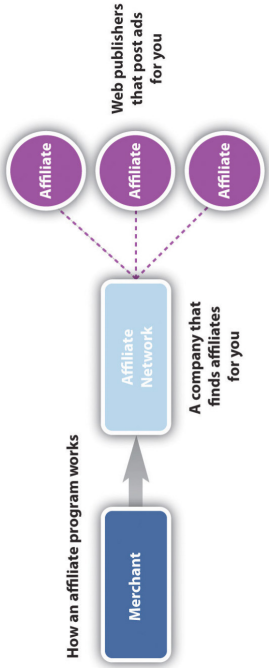


Affiliate Network

An affiliate network acts as an intermediary between publishers (affiliates) and merchant affiliate programs. It allows website publishers to more easily find and participate in affiliate programs which are suitable for their website (and thus generate income from those programs), and allows websites offering affiliate programs (typically online merchants) to reach a larger audience by promoting their

affiliate programs to all of the publishers participating in the affiliate network. A value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

Traditional affiliate networks enable merchants to offer publishers a share of any revenue that is generated by the merchant from visitors to the publisher's site, or a fee for each visitor on the publisher's site that completes a specific action (making a purchase, registering for a newsletter, etc.). The majority of merchant programs have a revenue share model, as opposed to a fee-per-action model.



Affiliate Software

Software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations, or clicks) from affiliate links.

Aggregator

An Internet-based tool or application which collects and curates content (often provided via RSS feeds) from many different websites and displays it in one central location. Google Reader is one popular example of an aggregator.

Agent Name Delivery

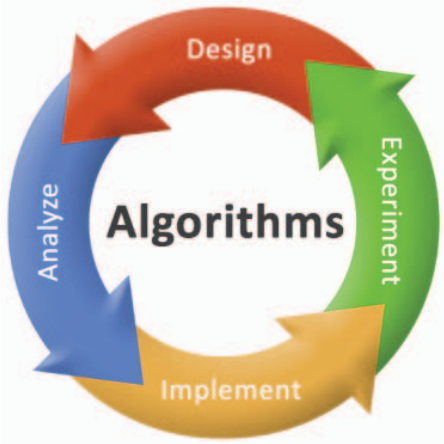
Agent name delivery is an old kind of cloaking which consists of displaying dynamically an optimized specific page to search engines bots and spiders and a different version of the webpage to human visitors. This dynamic page attribution is based on the HTTP user agent identified during the webpage request made by the browser.

Originally, search engine bots had a specific agent user and differed from the one used by internet user browsers. Nowadays, many search engine bots are hidden behind a Mozilla kind of agent and this practice becomes much less reliable.

Algorithm

A process or set of rules that computers follow to perform a task. In digital marketing, algorithm usually refers the sets of processes Google uses to order and rank websites in search results. The SEO industry gives various Google

algorithms their own nicknames like Penguin (which analyzes the quality of links pointing to a website) and Panda (which assesses the quality of the content on a website). The main ranking algorithm is SEO is referred to as "The core algorithm".



Algorithm Update

A change made to a Google algorithm. Updates typically affect the rankings of websites. Google makes hundreds of adjustments to their algorithms throughout the year, as well as several major updates each year.

Alexa (Amazon Alexa)

Amazon's home assistant device that uses voice commands to do various things like: play music, answer questions, give weather updates, and more. Voice search is becoming more interesting to the SEO industry as more people use devices like Alexa in place of computers for searches.

Alt Text (or Alternative Text)

An attribute added to HTML code for images, used to provide vision impaired website visitors with information about the contents of a picture. Best practice dictates that all images on a website should have alt text, and that the text should be descriptive of the image.

Amazon Tax

The Amazon tax is a law passed in several US states which requires e-retailers to collect sales taxes for a state in which they have affiliates.

Ambush Marketing

Ambush marketing consists in directly interfering with a popular event which benefits of high media exposure without being an official partner or sponsor. The goal is to get visibility for a brand or product without paying for an official partnership. The most elementary form of ambush marketing is probably the naked "striker" who crosses sports fields during a TV retransmission with the domain name of an online

casino tattooed on his chest. However, ambush marketing operations can be much more planned, organized and be more rewarding for the brand. Aerial marketing in the area of a big event can be considered as ambush marketing. Instructions are given to TV production teams not to broadcast any ambush marketing operations but those operations can still find a significant echo on the Internet and social networks.

Ambush marketing generally suggests a surprise or a field "attack" during the event which breaks the organizer's rules. Smoother forms of ambush marketing can be used by simply using the context of the event. In this case it is more appropriate to speak about parasitic marketing or indirect ambush marketing.

Analytics (or Google Analytics)

A Google platform that allows webmasters to collect statistics and data about website visitors. Google Analytics (sometimes abbreviated as GA) allows webmasters to see where web traffic comes from and how visitors behave once on the site.

Data and statistics about the users of a website and how they interact with the website. Analytics can be used to uncover information about how many people browse a website, how much time they spend on the website and the specific actions they take on the website. This information is then used to target audiences, understand consumer behavior, improve user experience and optimize advertising campaigns.

Anchor Link

The anchor link, also called anchor text, is the visible text that is used as a hypertext link support. The link anchor plays roles in digital marketing. To provoke a click, on a newsletter link text or sponsored link, the link anchor needs to be incentive and to include, for instance, an action verb.

The link anchor matching a backlink or a backlink anchor also plays a role in SEO and needs to be optimized for its recognition by Google and others search engines.

Anchor Text

The clickable words in a hyperlink. In SEO, anchor text is a ranking signal to Google, as it provides context about the destination site. For example, if many websites link to one particular website using the anchor text "free stock photos", Google uses that information to understand the destination site is likely a resource with free stock photos. Theoretically, that could help the stock photos website rank in Google for keywords related to stock photography.

Android

Android is an operating system (OS) for smartphones and tablets developed by Google. It is used by numerous mobile phone manufacturers. On the second trimester of 2012, Android was present on more than 68 % of the smartphones sold on the global market.

Android SDK

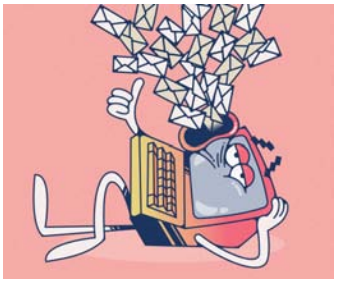
Android SDK is the development kit offered by Google to developers wanting to build and publish apps for mobiles running with Android OS (smartphones, tablets…).

Animated gif in Email

Animated gifs in email are a means to grab reader attention and to more effectively promote an offer or product without raising issues and costs associated with embedded video

Animated gifs are supported by almost all email clients and services. When animated gif is not supported, only the first frame (image) is displayed. Of course, animated gif can't be seen when images are blocked by email clients.

Animated gifs are more an alternative than a substitute to video in email because the animation is shorter and less evolved.



AOV

AOV is short for Average Order Value. AOV is calculated by dividing sales revenue by number of orders. It is an essential KPI of ecommerce websites used to measure:

- merchandising results
- cross-sell and up-sell performances
- acquisition channels value

The AOV indicator is monitored in ecommerce web analytics dashboards

API

API stands for Application Programming Interface. An API is a set of standards and instructions allowing two software applications to interact and exchange data. A software or system owner offers an API to clients and partners which are

then able to connect their own software components.

App ranking

App ranking refers to how a mobile application ranks in an app store - mainly Apple's App Store and Android Apps on Google Play. Ranks are obtain on home pages, search pages and category pages.

Applications

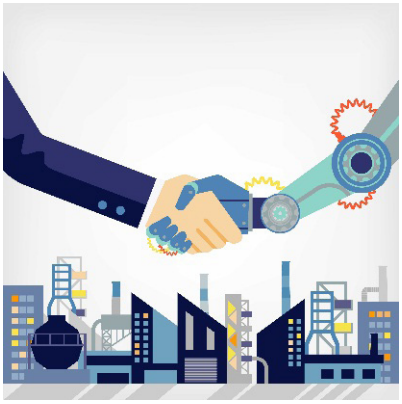
A program that is designed to run Ads on mobile devices, smartphones, and tablets. From Android to iPhone, you can run these applications on all kinds of smart devices.

AR (Augmented Reality)

The integration of digital information with the user's existing environment to enhance it. An example of this is the Pokémon Go app, where your avatar is overlaid on a real-world map and content.

Article Spinning

When you spin an article you can create hundreds of unique articles from 1 seed article by providing alternative words and sentences in the text.



ATD

In digital advertising lingo, ATD is short for Agency Trading Desk. An ATD is then a trading desk developed within a "traditional" agency and working for different advertisers.

Attribution

The goal of attribution is to identify which touch, of the many possible, is most (or partially) responsible for a conversion, so ROI can be calculated. First touch, last touch, and multi-touch are common attribution models. For example, a sale might begin with an ad, lead to an email campaign, and end with a phone call from a sales person. With first-touch attribution, the ad would get the entire credit for the sale. With last-touch, the phone call gets all the credit. With multi-touch, the ad, the email and the phone call each get partial credit.

Attribution Model

An attribution model is a set of rules that measures how credit for conversions on a website is assigned to each marketing channel and touch point in paths to conversion. Attribution model results are then used for marketing analysis, budget allocation and possibly partner payments.

Before attributing credit for conversion, each channel or touch point must be identified within the path to conversion for a given period of time before the conversion or purchase.

In fact, more often, only digital channels are taken into account in the conversion path because it is difficult and sometimes impossible to identify individual offline touch points except if personalized landing URLs are used (via QR codes for instance).

Some attribution models are only based on clicked channels and others also encompass viewed channels (display ads that are not clicked for instance).

Attribution Modeling

Strictly speaking attribution modeling can be defined as the art of creating an attribution model which gives credit for each channel or touch point contributing to a conversion and which gives the fair share for each channel.

Attribution modeling is then practiced by top of the notch agencies and analytic services. In a broader sense, attribution modeling can be viewed as choosing the best attribution model among attribution options offered by an analytic solution.

Audience Extension

Audience extension is an application of behavioral targeting. Audience extension allows advertisers to target a premium site audience, which is often sold out, across other sites that belong to the same ad network. The ad buy is then made at a lower CPM than running ads on the premium site alone.

Audience extension is used for

premium site audiences which are especially sought after. Amazon and eBay have an audience extension offer. Moreover, an audience extension feature is offered in DoubleClick for Publishers ad server.

Principles of audience extension are sometimes used within a publisher site to extent audience of high potential channels (travel, financials, automotive). This valuable audience is then partially "recovered" on less sought after channels (weather, local news...) on the same publisher website.

Audience Targeting

Audience targeting is not really an agreed-upon concept or definition in digital advertising context. Nevertheless, audience targeting is sometimes used to refer to the practice of targeting users according to first or third party data related to these users. Audience targeting data is often opposed to contextual or brand targeting where it is globally the advertising vehicle or website which is chosen.

Audience Verification

Auto-optimization is a principle by which a digital marketing tool or service allows advertisers and agencies to obtain optimized results without human intervention. Auto-optimization processes are often based on more or less complex algorithms or multivariate testing

Auto-optimization tools or functions are usually found in:

- search advertising platforms
- ad serving solutions
- email delivering solutions
- e-merchandising functions
- retargeting
- affiliate programs

Auto-optimization processes are used to meet CPC, CPA or margins goals.

Audit

A full scope look at how a website is performing. Often for SEO purposes, this gives the company in-depth look at all aspects of their website, and tells them where they can improve for a more optimized website.

Audience

A group of people identified by a brand for ad targeting purposes. Facebook and Twitter, as examples, offer Custom Audiences and Tailored Audiences, respectively. To reach them, brands provide email addresses of consumers they want to target on those platforms. Some audiences are also known as "segments," groups of people that share the same characteristics or took the same online actions.

Authority

Authority (derived from the Latin word auctoritas), as a concept, can be used to mean the right to exercise power given by the State (in the form of government, judges, police officers, etc.), or by academic knowledge of an area (someone that can be an authority on a subject) or, in some societies, by higher spiritual powers or deities. The overall authority a website has based on a range of factors such as popularity, traffic, backlinks, social media shares and so forth. The more popular a website is, the more authority it has.

When the word authority is used in the name of an organization, this name usually refers to the governing body upon which such authority is vested; for example, the Puerto Rico Electric Power Authority or the Massachusetts Bay Transportation Authority. It can also mean the right to do something or execute an order.

Authority Site

An authoritative site in its niche that is well established with a great user experience and fantastic content.

An authority site is a very high quality website that is respected by knowledgeable people in its industry. It is a website that has content on it that is so good and makes the site so useful that people are actually glad they landed on it and want to share it with their friends.

Authorship

Google Authorship is used to identify the author of a particular piece of content on the web via their Google+ profile and Authorship rich snippet markup.

Automated Affiliate Marketing

Automated landing pages are landing pages that are created through automation process when high volume of specific and personalized landing pages are needed for optimizing conversions.

The most common forms of automated landing page are used for AdWords campaigns when keywords figuring in adgroups are displayed on landing pages for ensuring ad continuity. Thus, the landing page delivers relevant content for the visitor and converts.

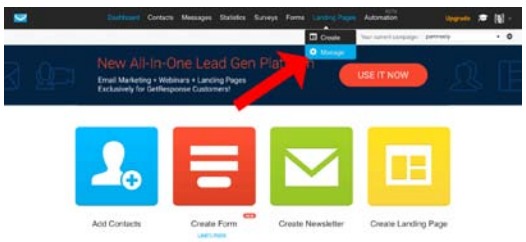
Searchable and indexable automated landing pages created for PPC campaigns can also be used for search engine

optimization. But in some contexts, automated landing page are willfully non indexable for specific offers.

Automated Landing Page

Automated monetization solutions allow publishers to optimize the monetization of their traffic with the insertion of a single third party code provided by the monetization solution.

There is no need for the publisher to go through the process of signing up to many affiliate programs or advertising networks. Instead all links and ad placements are controlled and organized automatically by the monetization solution which automatically chooses the most gainful affiliate program, product or ad network for each ad placement or link.



Automated Monetization

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Automation

Using computer programs to perform tasks that are repetitive, that would normally be completed by a human. Email programs can use automation to send email messages to people based on certain triggers (new customers, did or did not open the last email, etc.). Marketers also use automation to nurture leads by sending relevant content to previous visitors of a website, in an attempt to get the visitor back to convert into a sale.

Auto-optimization

Auto-optimization is a principle by which a digital marketing tool or service allows advertisers and agencies

to obtain optimized results without human intervention. Auto-optimization processes are often based on more or less complex algorithms or multivariate testing.

Auto-optimization was designed to automate the decision-making process when optimizing a campaign. Based on the optimization rules that you define, the system will make decisions on your behalf. You can think of it as a transparent algorithm that you configure and control.

Autoplay Video

Autoplay video refers to a video display mode by which the advertising video is played when the advertising creative is displayed or visible on the page or when it is flown over by the mouse. With autoplay mode, a video starts to play in the email client as soon as the email is opened or for an ad, as soon as it is displayed on the webpage.

In some cases, the sound can also be enabled during the autoplay. The autoplay feature obviously plays significantly on the number of considered ad video views, but it also raises questions about the real impact of the advertising message. The autoplay mode is generally considered intrusive. It also may cause disturbance and bandwidth issues.

Autoplay Video for Ads

Autoplay video in ads refers to the technical option by which a rich media video ad is implemented to play as soon as the ad is displayed on the page. Autoplay activation is used to draw attention and to maximize chances of the video being played but it doesn't ensure that the ad is effectively seen. Furthermore, autoplay video ads may be seen as intrusive and a source of disturbance, in particular at work. Autoplay is an open option for video ads with pros and cons according to the context.

Autoplay Video in Email

Autoplay video in email refers to the technical option by which an embedded video starts to play as soon as the message is displayed in inboxes.

Autoplay activation is theoretically used to maximize chances of the video being played but it raises several issues additionnal to usual rendering and deliverability issues.

- autoplay may be seen as a disturbance in particular with sounds and for adwork opening.
- autoplay consumes bandwidth.
- autoplay can consumes bandwidth at the recipient expenses when the email is opened on smartphones.

Autoresponder

A program that sends an automatic form response to incoming emails.

Average CPMs

Average CPM has been estimated to be $2.66 in 2012 according to a survey conducted by Forrester which took into account all forms of display advertising. Due to the large diversity of ad formats, targeting options and publishers, an average CPM is of little significance.

Adify (Now Coxdigitalsolutions) published in 2009 a CPM report based on a sample of 200 niche vertical networks and 12 000 sites.

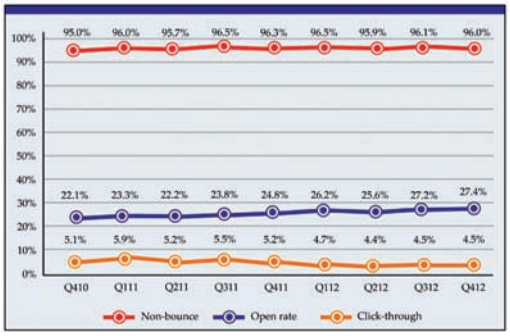
Average CPMs for US Primetime TV Upfront Ads, Broadcast vs. Cable Networks, 2008-2018

	Broadcast	% change	Cable	% change
2008-2009	$--.--	-.-%	$-.--	-.-%
2009-2010	$--.--	--.-%	$-.--	--.-%
2010-2011	$--.--	-.-%	$-.--	-.-%
2011-2012	$--.--	--.-%	$--.--	--.-%
2012-2013	$--.--	-.-%	$--.--	-.-%
2013-2014	$--.--	-.-%	$--.--	-.-%
2014-2015	$--.--	-.-%	$--.--	-.-%
2015-2016	$--.--	-.-%	$--.--	-.-%
2016-2017	$--.--	--.-%	$--.--	-.-%
2017-2018	$--.--	-.-%	$--.--	-.-%

Note: ages 18+
Source: ----------

Average Deliverability Rate

Average deliverability or delivery rate are commonly calculated by ESP which compile data relative to all campaigns delivered for their clients. Average delivery rates shown below are based upon the classic definition of deliverability rate also known as no-bounce rate. Logically it is higher than the average inbox placement rate.



As with all averages, it has to be taken with a step back. It mostly refers to “good” opt-in campaigns with good list hygiene.

Average Email Open Rate

Average email open rates are usually published by email marketing service providers which aggregate and analyze open rates observed for their client campaigns. Thus, for big ESPs, average open rates can be computed for hundreds of email marketers.

There can be significative differences between stats published by ESPs. For example Silverpop benchmark found an average open rate of 19.7% for 2012 and a benchmark report from Epsilon and the Email Institute found 27,4% for the Q4 2012. Gaps in figures can be explained by different client profiles and different practices.

Average Facebook Click Through Rate

Facebook click through rate refers traditionally to the CTR observed for sponsored links appearing on the right side of news feeds or directly in news feeds. Since 2012, it can also refer to ads displayed on mobile news feeds.

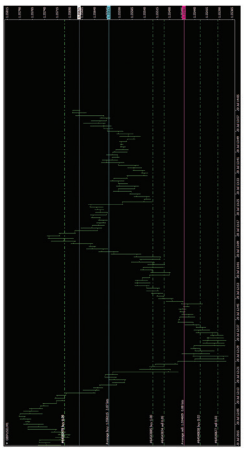
Average Inbox Placement Rate

Average inbox placement rate are statistics usually provided by ESP or seed list provider and based upon the inbox placement rate concept. It is calculated by aggregating all clients' campaign results.

Most often, inbox placement rate statistics come from Return Path as it the dominant seed list monitoring solution used by email marketers and ESPs. Logically, average inbox placement rates are lower than average delivery rate due to different methodologies.

Average Position

A metric in Google Adwords that helps advertisers understand where, on average, their ads are showing in Google search results pages. There are usually 4 available ad slots at the top of a search result page (where 1 is the first ad, 2 is the second ad, etc.), so for the best results advertisers typically want an average position between 1-4. Average position 5+ indicates that your ads are showing at the bottom of the search results page.



B

B2B Marketing

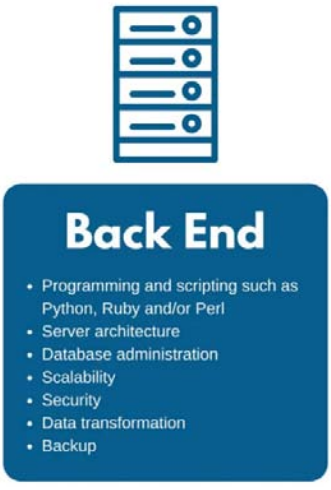
B2B (business-to-business) marketing is marketing of products to businesses or other organizations for use in production of goods, for use in general business operations (such as office supplies), or for resale to other consumers, such as a wholesaler selling to a retailer. While business-to-business activity exists both online and offline, the acronym B2B has primarily been used to describe the online variety. In the wake of the dot-com crash, online B2C companies were shunned by investors in favor of B2B companies, with their potential for large, steady sources of revenue. Now, both are thriving, with new technologies and business models permitting online businesses of all kinds to rapidly scale into sustainable businesses.

B2C Marketing

B2C, marketing is a common term company's use when referring to the type of business they operate. B2C companies focus on selling to individuals and market their products for personal use. They also offer packaging options that are appropriate for individual consumption. While many companies sell to both businesses and consumers, the focus of selling to consumers alone is drastically different than selling to other companies. Let's look at grocery stores, for instance. You probably go to the grocery store to stock up on food and items for your house. These stores package food in small containers that are appropriate to take home. Promotions and sales are targeted to you, the individual consumer. For example, your local grocery store may offer a small price discount or free product when several other similar items are purchased. They are acting like a B2C company.

Back End

The 'behind the scenes' part of a website that makes it run and is typically not visible to the user interacting with the website.



Background Skin

Background skin is an ad format by which the ad frames the webpage. It is also called background advertising, page skin or wallpaper advertising. Background advertising is particularly adapted for branding campaigns and product launches. It is sold at CPM or fixed price. Background skin can also be used for newsletter sponsorship.

Background Spoofing

Background spoofing consists of including the same keyword many times on a webpage while making it invisible for visitors. In order to be invisible, those words are of the same color as the background of the page.

Originally, the goal of background spoofing is to increase the keyword density and thus to be considered by search engines as relevant for the matching query .

This practice belongs to "SEO prehistory" and is detected and sanctioned by search engines for many years now.

Backlink Anchor

A backlink anchor is the anchor text associated with a backlink.

Backlink anchor optimization is important for SEO but delicate. Indeed backlink are more often created independently by third parties without the website owner being aware of it.

Some practices allow to control backlink anchors redaction, but those practices are often black hat SEO.

Since its algorithm update in spring 2012, called Penguin, Google seems to search to penalize or to reduce the recognition of over-optimized backlink anchors. Thus, the presence of a great number of identical anchors for the same website or page can now carry a risk of penalty.

Backlink Blast

A backlink blast refers to using black SEO practices and tools to generate thousands of links for a website within a few hours or within a day.

Different black hat SEO techniques can be used to generate backlink blasts:

- autoblog
- profile blast
- social bookmark blast
- comment spam
- etc.

Backlink blasts can be detected by Google's Penguin algorithm update due to the low quality and specificity of backlinks, due to backlink profiles and because of the quick massive production of links. For the last reason, massive blasts are replaced by backlink drip feeding practices.

Backlink Blaster

In SEO lingo, a backlink blaster is a black hat partisan or expert who heavily uses backlink blasting techniques for gaining good SERP rankings.

The term backlink blaster can also refer to specialized softwares or services used for massively generating backlinks.

Backlink Cleaning

Backlinks cleaning is a process which appeared with the fears associated with Google Penguin launch which aimed at penalizing websites with too many inorganic backlinks.

Backlink Drip Feeding

Backlink drip feeding is the practice of progressively creating artificial links over time for a website instead of making a single massive backlink full blast. The goal of backlink drip feeding is to stay below the Google's radar.

There is no rules about how many links per day have to be created according to drip feeding principles. Some software tools and services still create more than one thousand links per day, others a few hundred. With most elaborate "manual" link schemes, it can be a few per day.

With blasting tools, backlink blast are scheduled in a calendar.

Backlinks

Links from other websites pointing to any particular page on your site. Search engines use backlinks to judge a site's credibility; if a site links to you, the reasoning goes, it is in effect vouching for your authority on a particular subject. Therefore, Link Building is an incredibly important part of Search Engine Optimization. How many links, the quality of the sites linking to you, and how they link to you all are important factors. Also called Inbound Links.

Baidu

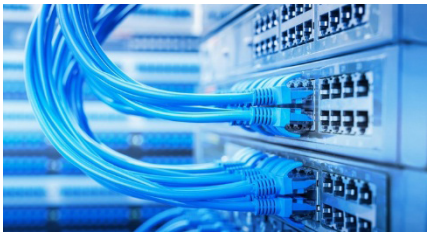
Serving primarily China, Baidu is the largest non-US based search engine in the world (although it was started in the United States). Sites can be optimized for Baidu and they offer their own paid search service.

Ban

Removal from a search index when a page and/or entire website breaks a search engine's terms of service and is not deemed appropriate for results, usually on a temporary basis until the offending site corrects itself.

Bandwidth

How much data can be transmitted in a time period over a communications channel, often expressed in kilobits per second (kbps).



Banned

When pages are removed from a search engine's index specifically because the search engine has deemed them to be violating their guidelines. Although procedures are starting to loosen up somewhat, typically a search engine will not confirm to you that your site has been banned or why it has been banned. If you knowingly did something against the rules (written or unwritten) that got your site banned, you can probably clean up your act and get back in the game. We hear stories, though, from time to time of companies hiring Search Engine Optimization companies that deliver great, fast results, leave town, and then their website mysteriously disappears from the rankings. Google won't tell them why their site got banned, so the company ends up left out in the cold unless another company can come in and backwards engineer the issues, unravel the work, and get the search engine to reinclude the site.

Banner Ad

A popular type of digital image ad that can be placed across various websites. The largest and most popular image ad network is run by Google, and allows ads in the following common sizes:

- 250 x 250 – Square
- 200 x 200 – Small Square
- 468 x 60 – Banner
- 728 x 90 – Leaderboard
- 300 x 250 – Inline Rectangle
- 336 x 280 – Large Rectangle
- 120 x 600 – Skyscraper160 x 600 – Wide Skyscraper
- 300 x 600 – Half-Page Ad
- 970 x 90 – Large Leaderboard

Banner Blindness

The tendency of web visitors to ignore banner ads, even when the banner ads contain information visitors are actively looking for.

Banner Exchange

Network where participating sites display banner ads in exchange for credits which are converted (using a predetermined exchange rate) into ads to be displayed on other sites.

Banner Fatigue

Banner fatigue occurs when the consumer has seen a same banner or creative too often and gets bored and no longer notices. In the best cases banner fatigue leads to CTR decrease and in the worst to irritated consumers.

Banners

Picture advertisements placed on websites. Such advertising is often a staple of internet marketing branding campaigns. Depending upon their size and shape, banner ads may also be referred to as buttons, inlines, leaderboards, skyscrapers, or other terms. When using specifics, banner ads refer to a 468×60 pixel size. Banner ads can be static pictures, animated, or interactive. Banner ads appear anywhere on a site – top, middle, bottom, or side. Banner costs vary by website and advertiser; two of the most popular pay structures are Cost per 1,000 Impressions (CPM) and flat costs for a specified period of time.

BANT Criteria

"BANT" is an acronym representing Budget, Authority, Need, and (purchase) Timeframe. These are criteria used to help determine whether or not a prospect represents a qualified sales opportunity They are considered "explicit" criteria (the prospect provides the information, or it is obvious) rather than "implicit" criteria (usually behavior you can observe, such as web pages visited, content downloaded, or webinars attended).

Barter

To exchange goods or services directly without the use of money.

Baseline

An established level of normalcy; in digital marketing, for example, the normal or regular number of unique visitors per day to a website.

Beacon Technology

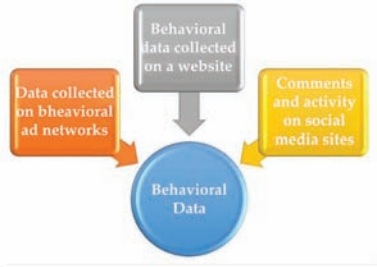
Beacon technology is a form of technology that allows companies, primarily retailers and marketers, to connect and engage wirelessly with consumers via their mobile devices. The appeal is that companies can use the Bluetooth signal to deliver geo-targeted, personalized messages, and push notifications, when the customer is in range of the beacon, and can even act as an analytics tool to decipher steps taken to reach a purchasing decision.

Behavioral Data

Behavioral data are all types of data collected about an individual behavior for marketing purposes. In digital marketing, the data are mainly collected online but it can also originate from offline too.

The data includes customers' buying habits, brand preference, product usage, the way they respond to the products, usage, loyalty etc.

Some kinds of online behavioral data are:



Behavioral Email

An email generated when a known user performs a certain action – such as completing a video – on a website, and the owner of the website then contacts the known user regarding that video as a follow up to the user's behavior.

Behavioral Targeting (BT)

An area of internet marketing becoming increasingly refined, behavioral targeting looks to put ads in front of people who should be more receptive to the particular message given past Web behavior, including purchases and websites visited. The use of cookies enables online behavioral targeting.

Below First Page Bid

The alert Google will apply to your keywords when the bid you have

selected is not high enough to get your ad on the first page of the search results due to the competitive nature of that keyword.

Below the Fold

Refers to the content, ads, etc. that are only seen after you begin scrolling down the page. The term was taken from print newspapers where stories "below the fold" were actually below the physical fold on the front page of the paper. In the digital context, this is also known as "below the scroll".

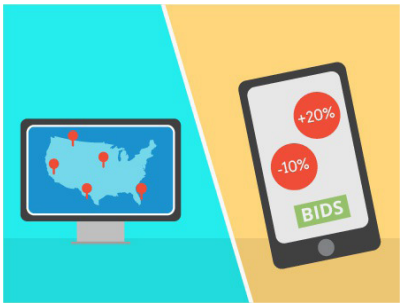
Beyond the Banner

Online advertising not involving standard GIF and JPEG banner ads.

Bid Adjustment

A specific percentage increase or decrease on your bids across keywords, locations, devices, schedules, and more. They give you more control over the circumstances in which your ads are served by Google.

For example, if you are advertising a mobile app it would make sense to serve more ads on mobile than on desktop. You can set up to a 300% bid adjustment on mobile devices, which will let Google know you want your ads to be served more on mobile than any other device.



Bid

The price a marketer will pay to show their ad. Used in pay-per-click advertising, this often refers to keyword bidding, and the amount an advertiser will place on a keyword so Google will consider them in their algorithm.

Billing Threshold

The amount of money or time that, when crossed, will trigger Google to charge you for your accrued costs. This applies to automatic payments only.

Bing

Bing is Microsoft's search engine, which replaced live.com in June 2009. Bing results now power Yahoo!'s search for paid (except display; through Microsoft adCenter) and organic (except local listings) through an alliance entered into between the two Web giants in December 2009. The deal cleared regulatory concerns in early 2010 and was fully completed in November of the same year.

Bing AdCenter

A platform for SEM where users can manage their pay-per-click advertisements on Yahoo! and Bing. It is the Microsoft alternative to Google AdWords.

Bing Ads Editor

Bing Ads Editor is a free downloadable application for managing Bing Ads advertising campaigns. It allows the advertiser to manage multiple accounts at the same time, make bulk changes, copy or move items between adgroups and campaigns, and more. Also, it allows you to keep working offline.

Bing Ads

A platform that provides pay-per-click advertising on both the Bing and Yahoo! search engines. The service allows businesses to create ads, and subsequently serve the ads to consumers who search for keyword that the businesses bid on. This platform also offers targeting options such as location, demographic, and device targeting.

BING Merchant Center

Bing Merchant Center is a tool that helps you upload your store and product data to Bing and make it available to Bing Shopping.

Black Hat SEO

The opposite of White Hat SEO, these Search Engine Optimization, or SEO, tactics are (attempted) ways of tricking the Search Engines to get better rankings for a website. If not immediately, using black hat methods will eventually get your site drastically lower rankings or banned from the search engines altogether. While there are completely legal and ethical techniques you can use to improve rankings, if you design and market a website mostly for humans and not for the search engines' Spiders, you should be okay.

Blip

A "blip" can refer to a music or video clip which a user has posted via the popular media hosting sites, Blip.fm and Blip.tv.

Blog

Short for Web log, blogs are part journal, part website. Typically the newest entry (blog post) appears at the top of the page with older entries coming after in reverse chronological order. Several blogging platforms exist; our favorite is WordPress.

Blog Network

A collection of blogs usually owned by the same person that are setup anonymously to manipulate search engine rankings through backlinks.

Blogger

An individual who generates content for blogs, either personal or professional. Reasons for being a professional blogger are many: delivering timely commentary; showcasing expertise; engaging with audiences and fellow bloggers; and building personal brands. Some professional bloggers generate levels of esteem and prestige equivalent to that of journalists, an occupation which has also found value in blogging for the above reasons.

Blogosphere

The community of blogs and everything else related to them.

Blogroll

A resourceful list of recommended or similar blogs that a blogger lists on his or her own blog as a resource for their audience.

Bookmark

A saved a website address for future reference through the tools provided by the web browser.

Bookmarking

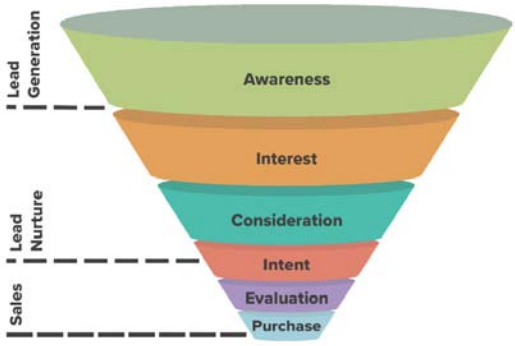
The act of saving a website address for future reference. This can be done individually on an Internet browser, such as Mozilla Firefox, or through a dedicated social bookmarking site, such as del.icio.us. Social bookmarking allows visitors to easily share groups of bookmarks with each other across computers regardless of browser, as well as comment on and rate the stored content. Other social bookmarking sites include Digg, StumbleUpon and Mixx.

Bot

An automated program that visits websites, sometimes also referred to as a "crawler" or a "spider". A spam bot visits websites for nefarious reasons, often showing in Google Analytics as junk traffic. However, Google uses a bot to crawl websites so that they can be ranked and added to Google search.

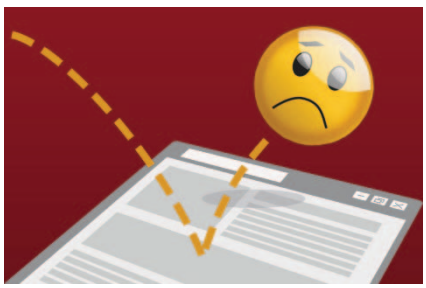
Bottom of the Funnel

Bottom of the funnel is the last stage in the buying process when your prospects are close to becoming new customers. Messages at this stage usually include a product offer, a product demo, a free consultation, etc.



Bounce Rate

A "bounce" is a website visit in which the visitor looked only at the single page they landed on, did not interact with it, and then left the site. The "bounce rate" expresses such visits as a percentage of the total visitor sessions, within a specific time frame. For example, suppose a website has 100 sessions in one day. (Note that this is different from 100 visitors. Any visitor could visit multiple times, and each time would count as a session.) If 75% of the visits are bounces, then the bounce rate will be 75%. A high bounce rate is often indicative of a poorly designed landing page. It can also indicate that a page completely fulfilled what the visitor was looking for, so the visitor did not need to keep clicking to find out more. (But more often it means the page failed, underscoring how important it is to design landing pages for visitor engagement.)



Bounce

A bounce refers to a website visit that terminates with only one page viewed. The term is also used in email marketing to describe the case where an email cannot be delivered to the specified address.

Brand Awareness

The extent or level to which a potential consumer can recall and identify a particular product or service. Increased brand awareness is one of the two customary important goals for a digital advertising campaign (the other being a conversion of some kind).

Brand Stacking

Multiple page one listings from a single domain. Prior to 2010, a site would be fortunate if it had three first page results for branded searches. Since Google tweaked its algorithm to include Brand Stacking, that number has risen to as many as eight of the top search rankings

Brand

A business's brand is the sum total of all its users' and customers' opinion of that business; a business can choose to intentionally shape its brand or allow the market forces to shape its brand.

Branding

The process of using marketing images to get people to easily remember your products & services over competitors; by 2005 over 50% of internet ad spending.

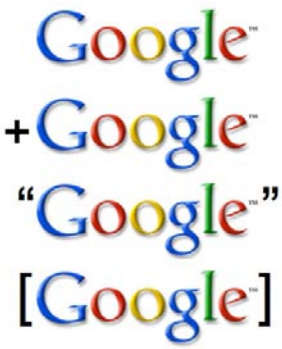
Bread Crumbs

Navigation links at the top of a webpage that better help the user understand where on the website they are. These links often appear near the web page's title and look something like this:

Home > Services > Specific Service

Broad Match

This is the default matching option. With this bid type your ad may show if a search term contains your keywords in any way. Your ads may show for synonyms of your keywords, related searches, and other relevant variations or phrases. This match type is best when trying to reach the largest possible audience with your keywords.



Broad Match Modifier

The keyword setting that will give you reach (impressions) similar to broad match keywords, but also give you

more control over who you're serving your ads to. They tell Google certain words in your keywords phrase need to be present in the search term of your customers. Broad match keywords are indicated by a ' ' sign.

The broad match modified keyword" women's hats" will only cause your ads to trigger if the term "women's" is in the search phrase. The order of the words does not matter.

Broken Links

Links to pages which no longer exist or have been moved to a different URL without redirection. These links usually serve pages with the "404 error" message. Incidentally, most search engines provide ways for visitors to report on broken or "dead" links.

Browser

A software program with a graphical interface that people use to navigate all the information available on the World Wide Web. Examples include Firefox, Chrome, and Internet Explorer.

Budget Order

A payment feature that allows you to tell Google how much money you want to spend over a specific period of time. This feature is only available to advertisers that have set up monthly invoicing.

Bulk Edit

The feature that allows you to make edits to campaigns across your account all at once.

Burstable Bandwidth

A hosting option that allows sites to use the available network capacity to handle periods of peak usage.

Business Manager

A Facebook platform that allows marketers to manage multiple pages and ad accounts in one central location.

Business Model

An entity's business model defines how the business creates its product or service, delivers the product or service to the intended audience, and then collects payment for the service or product from the intended audience.

Business Rules

Rules that determine how a process will work and how different groups (e.g., sales and marketing) interact. Business rules may be accompanied by a Service Level Agreement that has a time constraint. An example of a process rule is the instructions inside an automated program, such as "If the recipient clicks on the link in this email, give them a lead score of 10 points and advance them to the next step." An example of how groups (e.g. sales and marketing) might apply a business rule is "all leads achieving a lead score greater than 55 will be routed to sales within 4 hours."

Button ad

A graphical advertising unit, smaller than a banner ad.

Buyer Persona

Fictional depiction of your target customers that serve as a valuable points of reference for various digital marketing strategies. Marketing professionals take considerations from buyer goals, industry research, customer data, demographics, and natural human behaviors when forming buyer personas. The ultimate goal of this practice is to create an image of your ideal customer. That way, you can personalize your site layout, develop new content, or tailor any marketing strategies to increase the chances of acquiring the customers you need to grow your business.

Buyer's Journey

Vendor-customer interactions used to be framed from the sales perspective, often termed the "sales funnel." But buying patterns have changed: According to Forrester Research, the typical buyer is anywhere from two-thirds to 90 percent of the way through the buying process before agreeing to engage with sales. Buyers are more autonomous, and so many marketers find that seeing vendor customer interactions from the buyer's timeline and point of view – the "buyer's journey" – allows them to build stronger relationships with prospects than adhering to the old sales funnel view does.

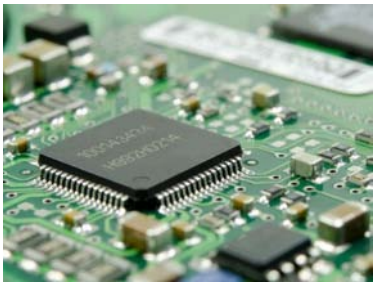
Buzzword

A trendy word or phrase that is used more to impress than explain.

C

Cache

Serves static versions of dynamic web pages to reduce server load, bandwidth and increase page speed.



Caching

The storage of Web files for later re-use at a point more quickly accessed by the end user.

Call Extensions

An AdWords feature that allows you to include your phone number in the ad text to increase phone calls to your business. We show you how to include call extensions in this post.

Call Only Campaigns

A campaign feature that allows you to make calling your business the only action your customers can take from viewing your ad. Call Only campaigns will not direct clicks to your website. If a customer calls you through your Call Only campaign, you Call to Action:

Call to Action (CTA)

A suggestion to someone to take an action. Often it's an encouragement to buy now, or call now. In digital marketing, it's often an invitation to click to receive some kind of benefit, such as the opportunity to register for a webinar or download a white paper. CTAs are most often seen as a banner, button, or some type of graphic or text on a website, in an email, or in a pay-per-click ad. The marketing goal of a CTA is to prompt a user to click and continue down a conversion funnel. CTAs can be tested with A/B testing, and they can be measured via a conversion rate formula that calculates the number of clicks over the times the CTA was seen.

Call Tracking

The ability to track how many calls your business received as a result of your AdWords campaigns. You need to enable

a Google Forwarding Phone Number in order to effectively leverage Call Tracking.

Callout Extensions

Additional text that appears with your ad that calls out some piece of value for your customer. Basic examples of Callouts include: 24/7 Support, Free Shipping, and Cancel Anytime. Callouts are not clickable.

Campaign Management

The end-to-end process of planning, creating, executing, and measuring marketing programs, which are usually directed at specific audience segments.

Campaign Status

An indicator to let you know where or not your ads can run or are running at that moment. A few examples of Campaign Status' include: Eligible, Paused, Removed, and Ended.

Campaign

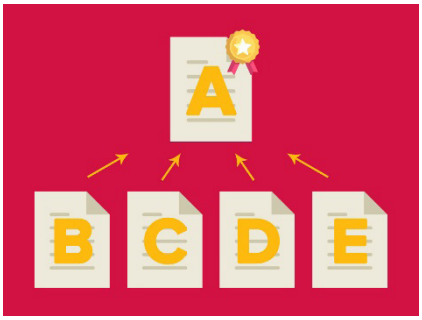
A series of advertising messages that share a theme, and market a product or service. In the context of digital marketing, campaigns can be run through search and display network advertising platforms (i.e. Google, Bing), social media, email, or other online platforms.

Canonical (rel=canonical)

A piece of code that is added into the html head of a webpage to indicate to Google whether a piece of content is original or duplicated from somewhere else. Original content should canonical to itself, and content taken from other places should point the canonical to the original source URL. Canonicals can also be used to avoid duplicate content issues within a website.

Canonical Tag

A canonical tag tells (most) search engines which page is preferred when two URLs are similar or duplicate. In most instances this tag is used when you have products or content that is accessible by multiple URLs or in some cases, even websites. The tag is part of the HTML head code using the attribute rel=canonical.

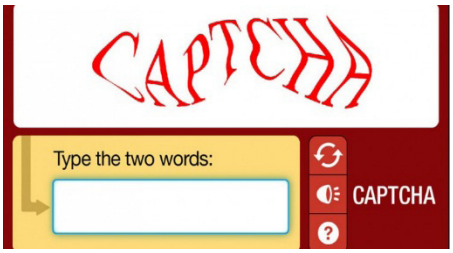


Can-Spam

CAN-SPAM is a law in the United States that governs the rules for email and commercial messages. It was signed into law in 2003 and stands for Controlling the Assault of Non-Solicited Pornography And Marketing. As part of the rules all emails must have an unsubscribe link at the bottom.

Captcha

A challenge/response test to reduce spam. Usually asking people to type in the characters they see in an image or solve a simple math problem.



Card Verification Number (CVN)

The 3-digit security number that most often located on the back of your credit card. CVN is needed to complete the AdWords billing requirements.

Cascading Style Sheet (CSS)

Defines how HTML elements such as layout, colors, & fonts will be displayed. External style sheets can be stored in CSS files which allow for faster loading pages, smaller file sizes, and other benefits for visitors, search engines, and designers.

CASL

CASL is Canada's email spam law and was passed in 2013. It's similar to CAN-SPAM in the United States and also covers email, texts and instant messages. CASL stands for Canadian Anti Spam Legislation.

Categories

Words or phrases used to organize blog posts and other pieces of information, such as albums for photos. Categories are generally broader than tags and used in instances when there will generally be multiple posts or other data points per category.

ccTLD

ccTLD's are "Country-code" TLD's showing what country a site is focused on or based in. Using Google and the United Kingdom as an example, Google UK is google.co.uk. Sometimes these ccTLD's are two sets of letters separated by a period (e.g. "co.uk" for the UK or "com.au" for Australia) and sometimes they are just one set of letters (e.g. ".fr" for France). Use of separate websites on unique ccTLD's is typically viewed as the best way for exporters to target other countries via search engine optimization. However, site owners can also target outside countries through other means such as through country-focused subdomains or even subdirectories.

CDN (Content Delivery System)

A system of geographically distributed servers designed to accelerate the delivery of web pages and files by routing user requests to the server that's in the best position to serve them.

Change History

A report that allows you to look back at all the changes you made to your account and campaigns. All changes are time stamped and include the person that was signed in to make the changes.

Channel

A distribution method; in advertising, it's an outlet used by advertisers to reach audiences, such as direct mail or radio. Digital advertising includes channels such as display advertising, social media advertising, and mobile in-app advertising.

Chatbot

A software application that processes the text presented to them (usually over Facebook messenger or a website popup) and responds according to a set of rules or specific commands for the purposes of simulating a conversation with human users.

Citation

Mention of your business name or address on another webpage, with or without a backlink.

Click Fraud

A type of internet crime when a user or program imitates an interaction with an ad for the purpose of generating a false charge.

Click Through Rate (CTR)

Click through rate (CTR) # of clicks / # of impressions. Click through rate is a common internet marketing measurement tool for ad effectiveness. This rate tells you how many times people are actually clicking on your ad out of the number of times your ad is shown. Low click through rates can be caused by a number of factors, including copy, placement, and relevance.

$$CTR = \frac{Clicks}{Impressions}$$

Click

The act of clicking the link in your ad. A click most often leads to a website visit.

Clickbait

Something (such as a headline) designed to get attention and make readers want to click on a link. Often it is misrepresenting what the content will entail and the content will under-deliver.

Clickstream

Record of a user's activity on the internet, including the websites & pages that the user visits, how long the user was on a page or site and in what order they were visited. Upstream is pages clicked "from", while Downstream is pages clicked "to".

Click-through

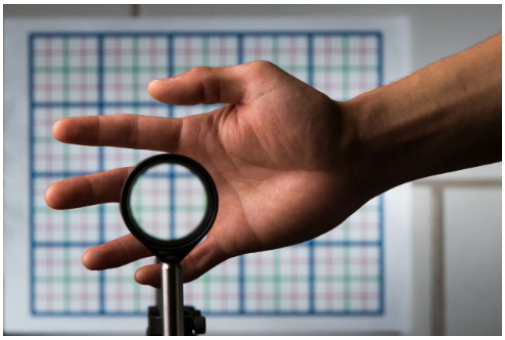
The process of clicking on an online advertisement to the advertiser's website destination.

Cloak

When you show different content to search engines and humans. Usually serving up a highly optimized page to search engine bots and an entirely different page to human visitors.

Cloaking

Showing a search engine spider or bot one version of a Web page and a different version to the end user. Several search engines have explicit rules against unapproved cloaking. Those violating these guidelines may find their pages penalized or banned from a search engine's index. As for approved cloaking, this generally only happens with search engines that offer a paid inclusion program. Anyone offering cloaking services should be able to demonstrate explicit approval from a search engine for what it is they intend to do.



Cloud Computing

If you do not have space or resources to build your own computing infrastructure, then cloud computing is for you! It allows its users to store, manage, and transfer data using host servers. There are several types of clouds with different purpose and benefits.

CMP (Cloud Management Platform)

CMP is a group of products that can be used to manage and monitor cloud computing resources either in private, public, or multi-cloud models.

Code

The languages used to build a website. The most commonly used languages in web design are HTML, CSS, JS, and PHP.

Collaboration

The act of working with another publisher to create content viewed by both publisher's audiences. Often times this is associated with both dual backlinks and increased exposure.

Collective Intelligence

The idea that a community or group of individuals is more efficiently capable of higher thought processes than an individual. Social-media applications of this concept include online communities which provide user-created informative content, such as Wikipedia.

Colocated Hosting

When one party houses their web server(s) at another company's location for Internet connectivity.

Comment Spam

Irrelevant comments posted to a blog for the sole purpose of dropping a link to the spammer's website.

Comments

Comments are content generated by users in response to an initial publication, most notably blog posts. These are usually posted below the blog entry, and can often be vehicles for creating advanced levels of discussion that increase the lifespan of blog posts. Comments are also typically associated with news articles, videos, media-sharing sites, and Facebook posts.

Congoo

Congoo is a news-sharing social network that offers free subscription content across hundreds of broad and niche topics.

Congoo
stay connected.

Consistency

The importance of continuing with a course of action, such as blogging, in a regular frequency in order to repeatedly expose the intended audience to the marketer's message.

Consolidated Billing

A feature that allows you to receive one bill for the costs accrued across multiple AdWords accounts.

Consumer Data

How an individual interacts with marketing efforts or website. This is a very specialized, linear approach to interpreting digital marketing data, and allows a brand to hone in on key influencers, rather than the audience as a whole. Going off of this information, a brand can better target marketing efforts to a particular segment of their audience.

Contact Form

A section on a website with fillable fields for visitors to contact the website owner, most commonly used to collect name, phone number, and email address of potential customers.

Content Management System

Content Management Systems (CMS) allow website owners to make text and picture changes to their websites without specialized programming knowledge of software like Adobe Dreamweaver or Microsoft FrontPage. Content Management Systems can be edited by anyone with basic word knowledge via an internet connection. No need for length or costly web development contracts or need to wait on someone outside your company to make changes. CMS examples include WordPress, Drupal, and Joomla.

Content Marketing

In opposition to traditional online advertising methods, content marketing is an inbound marketing practice that seeks to generate leads and traffic through the creation and distribution of content that caters to the needs of a defined audience of prospective customers. Content marketing as a strategy for SEO service providers achieved critical mass in the latter part of 2012 following the release of the Penguin algorithm update by Google, which adjusted a number of spam factors and affected a high percentage of search queries.

Content Network

Each major search engine offers a form of a content network within its paid search interface, typically referred to as content networks, although Google just renamed their content network the Google Display Network. Within Google AdWords, advertisers have two options for content network advertising:

- Pick sites. With this option, you can choose the actual sites, or in some cases, sections and pages of sites, on which you want to display your ads.

- Contextual advertising. Contextual advertising allows you to use keywords like you would in traditional paid search advertising and the search engines will display your ads next to articles, blog posts, and other Web pages that are related to those keywords.
- Interest categories. Target users who display a common interest like sports, travel, shopping, etc.
- Both options are great for inexpensive brand awareness on massive scales in addition to more direct means such as lead generation. The days of buying remnant display ads not being worth it are behind us.

Content Spinning

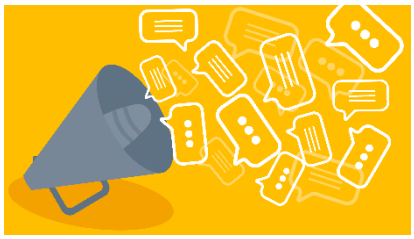
When you take a seed piece of content and 'spin' it with alternative words and sentences to produce hundreds of unique articles.

Content Tags

HTML tags which define the essence of the content contained within them and readable by search spiders. These include Header and Alt Tags.

Content

Any form of media online that can be read, watched, or interacted with. Content commonly refers specifically to written material, but can also include images and videos.



Contextual Advertising

A feature offered by major search engine advertisers allowing your advertisement to be placed next to related news articles and on other Web pages. Contextual advertising seeks to match Web content from the display page with your advertised search term(s). Contextual advertising isn't perfect (what in life is?), but it's come a long way from its inception to the point where it can provide great value to advertisers when used correctly.

Contextual Link Inventory

An extension of search engines where they place targeted links on websites they deem to have similar audiences.

Contextual Targeting

Selecting audiences based on the type of content being displayed on a particular webpage. An example of contextual advertising is placing ads for hair care products on the Vogue website.

Conversion

The completion of a predefined goal. This is often used to track the number of site visitors that have been "converted" into paying customers, though sales are not always chosen as the metric. Other common goals are newsletter subscriptions and downloads of content from the website.

Conversion Funnel

A term used to describe the customer path to purchase – includes brand awareness, consideration, conversion, loyalty, and advocacy.

Conversion Optimizer (No Longer Available)

An AdWords tool that predicts which types of clicks are the most valuable to your business, and then automatically adjusts your bids to attract the clicks that are most likely to drive conversions.

Conversion Path

This is defined as a series of actions by which an anonymous website visitor becomes a known lead. Typical steps in your conversion path may be a call-to-action, a lead capturing form, a thank you page, etc.

Conversion Pixel

A 1×1 image pixel placed on a web page (such as a thank-you page) which is triggered whenever a conversion occurs. Usually transparent.

Conversion Rate (CR)

The percentage measure of conversion in various stages in the buyer's journey. For example, if one person in every hundred visitors to a landing page fills out a form, that page's conversion rate

is 1:100, or 1 percent. Another example: The number of leads that convert to an opportunity in the sales cycle. Conversion rates help you determine which marketing programs and tactics are working, so you can emphasize what works and fix what's broken.

Conversion Rate Optimization

Depending on what your site deems as a conversion, there are steps that can always be taken to improve the likelihood that visitors to your site will perform a conversion driven action. Typically, this means changing certain aspects centered around the conversion. For example, if you have an ecommerce site, you may change the orientation of certain elements or their physical appearance like the color of the "Add to cart" button or removing certain steps to make it easier to purchase an item. Conversion rate optimization relies heavily on A/B testing as what may work for one website may not necessarily work for another.

Conversion Ratio

Conversion ratio is the number of people who convert from one step to another as defined by the conversion. A conversion may be from click to registration. From a registered user to a paying customer or from a paying customer to a premium customer. For example, if 100 people visit a Landing page and 10 of them convert into subscribers, then the conversion ratio from visits to subscription is 10%.

Conversion Tracking

The method of tracking the important actions your customers make (sales, sign-ups, etc.) that come as a result of Google AdWords ads.

Conversion Window

The number of days after a click that a conversion can still be recorded. You can set the conversion window to be more or less than the default (30 days).

Conversion

When a prospect takes another step in the buyer's journey, such as when a visitor to your website fills out a form and becomes a lead, or when a lead meets your requirements to become a qualified lead, or when an opportunity becomes a closed sale.

Cookie

Think of cookies like Batman's Bat Tracer. When you visit a website, Batman sticks a cookie on your browser to follow you around. Batman can then go back to his Bat Cave and watch where you're going and where you've been. A little

Big Brother-ish to be sure, but cookies also provide direct benefits to surfers, including remembering passwords and bringing you offers in which you are genuinely interested.

Copy

Copy is the term that marketers use for the actual text and words in an advertisement.

Copypasta

Text that is copied and pasted from somewhere and posted in a forum, usually from an unknown source.

Copywriting

The use of words to create compelling text usually used to sell products or capture peoples attention.

Cost Per Acquisition (CPA)

Cost per acquisition is a type of pricing model where your advertising is only charged when a lead, sale or conversion is generated. Instead of being charged for clicks or views with CPA you're charged for exactly the result that you want.

Cost Per Action (CPA)

A pricing model in which a publisher gets paid every time a user and makes a purchase after seeing the ad.

Cost Per Click (CPC)

A common way to pay for search engine and other types of online advertising, CPC means you pay a pre-determined amount each time someone clicks on your advertisement to visit your site. You usually set a top amount you are willing to pay per click for each search term, and the amount you pay will be equal or less to that amount, depending on the particular search engine and your competitors' bids. Also referred to as Pay Per Click (PPC) or Paid Search Marketing.

Cost Per Impression (CPM)

A common internet marketing cost structure, especially for banner advertising. You agree to pay a set cost for every 1,000 Impressions your ad receives. Search engine marketing may involve CPM costs for Contextual Advertising. This internet advertising pay structure should really be called

Cost per 1,000 Impressions.

Cost Per Install (CPI)

A pricing model in which a publisher gets paid every time a user installs an app or downloads a software after seeing the ad.

Cost Per Lead (CPL)

A pricing model in which a publisher gets paid every time a use submits personal information after seeing the ad.

Cost Per Thousand (CPM)

CPM is probably the most used payment model for online advertising. The M in CPM comes from "mille" meaning thousand. CPM was easier to say than CPT we guess. With CPM your ads are charged based on the number of thousands of impressions you receive. For example if your CPM is $10 and you get 2,000 views you will be charged $20.

CPM (Cost Per Mille) / CPT (Cost Per Thousand)

When your ad loads and displays for a user, it counts as one impression. Cost Per Mille (CPM), also called Cost Per Thousand (CPT), is used for a thousand impressions on one website. It is similar to CPC (Cost Per Click) and CPA (Cost Per Action).

Crawler

Component of a search engine that gathers listings by automatically "crawling" the Web. A search engine's crawler (also known as a Spider or robot) follows links to Web Pages. It makes copies of those pages and stores them in a search engine's index.

Cross Site Scripting (XSS)

A security vulnerability in web forms that can be used to inject code & gain admin access.

Creative

The imagery of an advertisement. Creative is the meat of the ad that is meant to draw in the audience's

attention and get them to perform an action.

Cross-Device Targeting

Serving the same buyer targeted ads across multiple devices. Cross-device targeting allows advertisers to reach their audiences in a sequential, repetitive manner regardless of the device they're on, whether it's a tablet, desktop or smartphone. This has a similar effect to the old-school tactics of gaining reach and frequency through using a range of channels such as radio + newspaper + billboards + direct mail.

Cross-device

Involving multiple screens—those of laptops, tablets, phones, desktop computers or TVs. Marketers are trying to understand when their messages reach consumers on different devices throughout the day, identifying users accurately as they switch screens. Cross-device data lets marketers avoid repeating messages to the same person on different screens more than they want to, among other things.

Crowdsourcing

In the context of social media, this is a process used by many social bookmarking sites where individuals are allowed to vote on news stories and articles to determine their value and relevancy within the site. Related to other social media concepts such as *collaboration* and *collective intelligence*, it can also be a research tool. Due to its significant popularity, this new word famously has entered standard English dictionaries in recent years.

Customer Acquisition Cost (CAC)

This is the total cost to acquire a new customer. To calculate CAC take the total amount spent in an advertising campaign and divide by the total number of new customers acquired.

Customer ID

The unique number that's assigned to your Google Adwords account. It's a 3-part number that can be found on the top right corner of your AdWords dashboard.

Customer Lifecycle Management

The process of a vendor actively engaging with a buyer throughout the buyer's entire cycle, beginning as a prospect, through the funnel to qualification and closing, then retention, loyalty, advocacy, and re-purchase. The customer acquisition process gets a lot of attention, but given that increasing customer retention rates by 5% increases profits by 25% to 95% – and 80 % of your future profits will come from just 20% of your existing customers – it makes sound financial sense to pay attention to the entire lifecycle, with emphasis on retaining existing customers.

Customer Relationship Management (CRM)

Software solutions that help enterprise businesses manage customer relationships in an organized way. An example of a CRM would be a database containing detailed customer information that management and salespeople can reference in order to match customer needs with products, inform customers of service requirements, etc.

D

Daily Budget

The maximum amount of money you tell Google you want to spend across your campaigns per day. It's important to note that Google can spend up to 20% over your daily budget on some days, so long as the average number of dollars spent over 30 days does not exceed your daily budget.

DAM (Digital Asset Management)

When you're handling many digital files on a daily basis, DAM may come in handy. This process helps you store and categorize your digital assets easier, so thar you can access them at any time from one place.

Dark Web (or Dark Net)

A part of the internet that is not indexed by search engines and is generally found only on secret or encrypted servers and requires special software or configurations to access. The Dark Web is thought to be used for illicit activities like black markets, illegal information sharing and underground political discourse.

Dashboard

A web page that contains and displays aggregate data about the performance of a website or digital marketing campaign. A dashboard pulls information from various data sources and displays the info in an easy-to-read format.

Data Driven Marketing

Data marketing, or data-driven marketing, refers to all marketing actions based on available customer / prospect data or on other types of data related to the environment.

The concept of data marketing is not new in itself as "traditional" direct marketing has always been based on the use of data available within the marketing database. However, data marketing occupies a place increasingly

important in the marketing field with the growing use of data made in the digital marketing field and with the rise of big data.

While "traditional" advertising doesn't use individual data on targeted consumers, digital advertising uses a lot of them notably with behavioral targeting. Furthermore, the digitalization of marketing suggests that in future, TV advertising and even digital out of home advertising could be based upon individual data.

Data marketing thus represents a more and more important share of marketing practices.

Data Leakage

Data leakage is, in digital marketing context, the process by which visitor data is unwittingly transferred from the visited website to third party servers. Data leakage usually occurs by the way of third party tags, cookie matching, and cookies which are not sufficiently controlled.

Publishers are particularly exposed to data leakage through ad serving and ad tags. Stolen or leaked data can be used for selling the publisher audience on other websites or directly by competitors.

By unwittingly sharing user information with the advertiser, the advertiser will be able to target the same user elsewhere on cheaper publishers (on Google AdSense Network for instance). Data leakage is mainly a financial risk trough ad revenues for premium and niche publishers.

Merchant websites are also exposed due to all marketing partners and vendors who need third party tags implementation. The leaked data could be used by competition.

Data leakage can be prevented by:

- effective tag management
- data policy stating data collection and re-use rights
- observing IAB guidelines "site tagging best practices"
- bot monitoring of tag requests

Data Management Platform (DMP)

Stores, organizes, and analyzes 1st and 3rd party data to better discover and reach and target audience; it then applies in-depth measurement to optimize media buying and creatives.

Data Mining

The practice of examining data in user databases and websites to find consumer behaviors that can be useful in online marketing.

Data Transfer

The total amount of outbound traffic from a website*, typically measured in gigabytes (Gb).

Data

This includes 1st party data – collected first hand from owned media, analytics tools, CRM systems, and performance analysis tools; 2nd party data – another site's first party data; 3rd party data – bought from DMPs or data aggregators that collect data from publishers.

Data Visualization

This is the process of visually representing specific information to make it easier to understand. Dashboards and infographics are common examples of visualizations.

Database

A database stores information like personal details, last interaction, contact information etc that can enable a business to keep in contact with their customers. Information can also be extracted for marketers to analyse buying habits and keep customers informed of upcoming marketing activities.

Day Parting

Day parting refers to serving ads at different times of the day and days of the week, or even changing bids or copy / creative at different times. For example, you may not want your ads to show from 11AM-2PM on Tuesdays. This

can be done manually in most online platforms, or automatically in some such as Google AdWords. Automated day parting is not currently available directly through many social media advertising platforms such as facebook ads and LinkedIn direct ads.

Dedicated Hosting

Website hosting that is not shared with anyone else. You have a dedicated server serving only your website without sharing resources with other sites.

Dedicated IP

An IP address dedicated to a single website.

Deep Linking

When you create a backlink to an inner page of a website (any page that isn't the homepage).

Deep Web

In contrast to the Surface Web (indexed sites), this part of the internet that is not indexed by search engines, but does not deal in illegal activities, like the Dark Web. This consists of a variety of databases, documents, reports and other information that is not available to the public. It can also include things like web mail, online banking or subscription based content like videos, magazines, newspapers or other publications.

Del.icio.us

A popular social bookmarking site which allows members to share, store and organize their favorite online content.

Delisting

When pages or whole websites are removed from a search engine's index. This may happen because, but not necessarily, they have been banned.

Delivery

When the good or service provided by a business is provided to and accepted by the user or customer; in digital marketing, also the receipt of a message from the marketer to a group or individual in the target audience.

Demand Generation

Demand generation is an overarching program and process for driving broad awareness and interest in a company's products and/or services. It calls for marketing programs coupled with a structured sales process. Typically, demand generation programs involve multiple marketing and sales components facilitating a stepped process that could

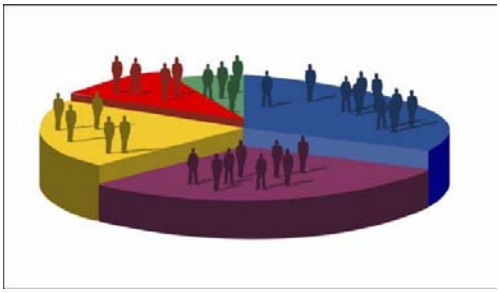
include: building awareness, facilitating discovery, supporting buyers as they consider solutions, and validating purchase decisions. One of the outcomes of demand generation is the positioning of your brand, company, and products or services in ways that makes your audience more likely to purchase. Lead generation is one demand generation tactic.

Demand Side Platform (DSP)

A software that executes programmatic media buying - a form of buying in which inventory is purchased real-time to show one specific ad, to one consumer, in one individual context, including determining which media, how much to buy, and at what price. This means that ad placement is bought on an individual-impression basis, as opposed to being bought per thousand impressions (CPM). By doing so, advertisers are able to execute more granular targeting while also being able to scale in mass. The DSP algorithm then automatically optimizes buying decisions to lower buying costs and maximize performance.

Demographic Segmentation

Audience is divided into externally measurable characteristics of potential consumers, such as age, gender, race, occupation, education, income level, household size, and stage in the family life cycle.



Demographics

Quantifiable statistics of people in a given population, and/or its quantifiable subsets. These are used to sort people into meaningful market segments. B2C demographics might include factors such as gender, age, or location. B2B demographics tend more to factors such as title or department. “Firmographics” apply similar factors to organizations; common attributes are industry, revenue, and number of employees.

Description Lines

The two lines of text that exist between the headline and display URL of your text ad. Each line allows for 35 characters. *Note:* This term only applied to standard text ads which are no longer available in AdWords.

Description Tags

HTML tags which provide a brief description of your site that search engines can understand. Description tags should contain the main keywords of the page it is describing in a short summary – don't go crazy here with Keyword Stuffing.

Destination URL

The "real" URL that will take your customers to your website after click on your ad. The Destination URL often looks a little different than the Display URL. *Note:* Google announced that the Final URL was replacing the Destination URL in a "URL Upgrade."

Deterministic

Data that can accurately identify a consumer for targeting ads, such as a visitor's login information for a website. Other deterministic data points are credit cards, phone numbers and addresses.

Device Fingerprinting

Device fingerprinting is a process by which a fingerprint of a connected device - desktop, tablet, smartphone, game console, etc. - is captured when visiting a website.

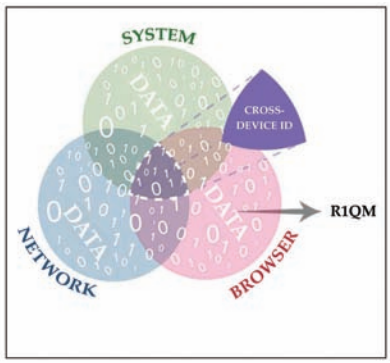
The fingerprint is established and captured by gathering more than 100 types of informations or parameters about the device. A unique ID or fingerprint is then generated from those data and added to a database managed by the fingerprinting service or directly on client (merchant) server. It allow merchants to identify a particular device without gathering any personally identifiable information.

Some of the data used for fingerprinting and most often collected via Javascript are:

- operating system
- language
- display parameters
- installed sofwares
- browser version
- time displayed by clock
- etc.

With device fingerprinting technologies, no PII is ever collected.

Device printing principles by Mediamath :



Digg

Not as popular as it once was, Digg is a tech-centric social bookmarking

and crowdsourcing site with a large, devoted audience that famously directs server-busting traffic to websites that have articles linked from its popular top rankings.

Digital Assistant

Sometimes known as a virtual assistant or intelligent personal assistant, this software or application can perform tasks or services via verbal commands from a user. These assistants are generally used to answer questions, set events and to-do lists, and can be set up to control utilities like lights and other automated devices in homes or businesses. Most smart devices also have built in digital assistants like Siri or Alexa.

Digital Marketing Calendar

A tool that provides for time-based structure and discipline for the digital marketer in planning, assigning, creating, and delivering content to the marketer's target audience.

Digital Marketing Funnel

How companies attract and retain clients through search engine marketing. The six stages of the digital marketing funnel are:

- Exposure- this is done through SEO and PPC Ads
- Discovery- When a potential customer clicks through your site to learn more about you, your product, and service
- Consideration- Potential customer considers purchasing your product
- Conversion- Potential customer buys something, or completes an actionable item on your site, turning them into an actual customer
- Customer Relationship- Maintain a good relationship with your client base through engagement, communication, and customer service
- Retention- Creating value for customers that they do not receive from competitors is crucial. By creating value, maintaining excellent service and user experience, customers often return or stay

Digital Marketing

A catchall term for online work that includes specialized marketing practices like SEO, PPC, CRO, web design, blogging, content, and any other form of advertising on a internet-connected device with a screen. Traditionally, television was not considered digital marketing, however the shift from cable television to internet streaming means that digital advertising can now be served to online TV viewers.

Direct Response

A marketing-strategy approach that elicits an immediate response from the consumer such as an immediate sign-up or purchase.

Direct Traffic

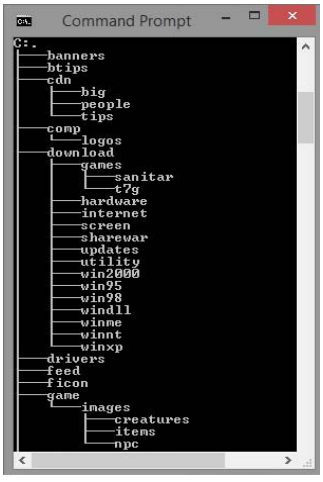
Visitors who come to a website without first visiting a search engine, another site or a marketing tactic.

Directories

A type of search engine where business listings are gathered through submissions, information pulled from data aggregators (e.g. Acxiom), or a combination of the two. Websites are often reviewed and placed in a relevant category. Directories can be utilized for strengthening local SEO and providing relevant referral traffic.

Directory

A website that is used for categorically listing of other websites that have similar themes for example chambers of commerce (a list of businesses in one geographic area) that can be beneficial for SEO.



Disapproved

The status your ad receives if it violates one of Google's policies.

Disavow

The Google Disavow tool that allows you to tell Google which backlinks it should ignore when calculating your sites ranking.

Disintermediation

The elimination of intermediaries in the supply chain, also referred to as "cutting out the middlemen."

Display Ads

Ads on a display network which include many different formats such as: images, flash, video, and audio. Also commonly known as banner ads, these are the advertisements that are seen around the web on news sites, blogs, and social media.

Display Advertising

A digital advertising format where graphic ads are shown on a web page. The term originated in newspapers, and the principles still apply.

Display ads can be graphics, videos, interactive images (a quiz or a game), and expandable.

The most common sizes for display ads are:

- Banner: 728 x 90
- Rectangle: 336 x 280
- Skyscraper: 160 x 600
- Square: 250 x 250

Display Network

A network of websites and apps that show display ads on their web pages. Google's display network spans over 2 million websites that reach over 90% of people on the internet. Businesses can target consumers on the display network based on keywords/topics, placement on specific webpages, and through remarketing.

Display Partners

The websites that partner will Google to serve Display ads.

Display Planner

A tool that helps you determine which display placements would be the best fit for your business goals.

Display URL

This is the URL that is displayed along with your ads. This URL can vary from the Destination URL, but must use the same root domain. You are allowed 35 characters for a Display URL in AdWords.

Distribution

The means by which a product or service is delivered to its end user or customer

DMOZ

Also known as the Open Directory Project, is a continually expanding directory run by volunteers. It is claimed to be the largest of the human-edited directories. As of Mar 17, 2017, dmoz.org is no longer available.

DMP (Data-Management Platform)

The systems that brands use to make sense of any information they can find about consumers and the marketplace. Brands upload first-party data (consumer emails, sales figures, etc.) to a DMP and combine it with other data sets to make better decisions for their marketing.

DNS

Stands alternately for "Domain Name Service," "Domain Name Server," and "Domain Name System": the DNS is a name service which allows letters (and numbers) that constitute domain names to be used to identify computers instead of numerical IP addresses.

Dofollow

A phrase that denotes a hyperlink absent of a "nofollow" tag. By default, a hyperlink is a dofollow link until a "nofollow" piece of code is added to it. Dofollow links pass SEO equity to the destination URL, while "nofollow" links do not.

Domain Authority

Developed by Moz, domain authority is a score ranging from 0 – 100 that predicts how a website will rank on search engines. It is often used by SEOs to compare one site to another as well as tracking the improvement overtime.

Domain Name Monitoring

Watching Domains across various extensions. Some companies offer to do this for, say a .com site by checking the same domain name in .net, .org, .eu, etc.

Domain Name

A domain name is the text that you enter into a web browser to access a website. Usually the sitename.com, .net, .org, etc.

Domain names typically cost between $10 to $15 per year to register. They must be unique and not already registered by someone else.

The domain name for this website is: realtydigitalmarketing.com

Domain

A unique website name that distinguishes between the rest of the sites on the web. The domain is the address in the browser address bar with a name and domain extension.

Doorway Domain

A domain used specifically to rank well in search engines for particular keywords, serving as an entry point through which visitors pass to the main domain.

Doorway Page

A Web page created to rank well in a search engine's organic listings (non-paid) and delivers very little information to those viewing it. Instead, visitors will often only see a brief call to action (i.e., "Click Here to Enter"), or they may be automatically propelled past the doorway page. With cloaking, they may never see the doorway page at all. Several search engines have guidelines against doorway pages, though they are more commonly allowed through paid inclusion programs. Also referred to as bridge pages, gateway pages and jump pages and not to be confused with Landing Pages.

Double Geeking

When you use two computers at the same time.

DoubleClick

It is a subsidiary of Google which develops and provides Internet ad serving services. Its clients include agencies, marketers, and publishers who serve businesses such as Microsoft, General Motors, Coca-Cola, L'Oréal, Apple, Visa, Nike, Carlsberg, and many others. At the beginning of 2018, Google announced the merge of DoubleClick and Google Analytics 360 Suite into a

new Google Marketing Platform and Google Ad Manager.

Downsell

Part of a sales funnel when a user has rejected a more expensive product. You try to sell them something more affordable instead.

Drip Marketing

Marketing communications that are written in advance of delivery, and then sent to prospective customers or current customers at pre-determined intervals in their buyer or customer journey. The \"drip\" moniker of this online marketing strategy was devised by the way the messages are crafted and sent. Typically, these email messages are sent one at a time, about one specific product or service, with a pre-determined amount of time between the next email being sent."}" data-sheets-userformat="{"2?:13057,"3?:{"1?:0},"11?:4,"12?:0,"15?:"Arial","16?:10}">An electronic form of marketing communications that are written in advance of delivery, and then sent to prospective customers or current customers at pre-determined intervals in their buyer or customer journey. The "drip" moniker of this online marketing strategy was devised by the way the messages are crafted and sent. Typically, these email messages are sent one at a time, about one specific product or service, with a pre-determined amount of time between the next email being sent.

Drip Nurturing

Is a lead nurturing method that uses automated tailored content & triggers that are 'dripped' at a specific time with the goal of driving a desired action (e.g: a sale). Drip campaigns or drip emails are usually used here.

Dripfeed

When you drip out a certain action over a period of time. Such as drip feeding 70 backlinks over a week, would see them drip feed at a rate of 10 per day.

DSP (Demand-side platform)

A demand-side platform is one of three key technologies used in the buying and selling ecosystem. Commonly referred to as a DSP, this software allows marketers and agencies to buy digital ads in automated fashion. Without it, marketers would have to call publishers to buy ads manually. A DSP is often coupled with a data management platform for additional help reaching key audiences. The DSPs are where the advertisers manage their digital campaigns, setting up their automated bids, the types of impressions they want to buy and the ad creative they want to disseminate. They plug into

ad exchanges and ad-supply platforms known as sell-side platforms.

Duplicate Content

Refers to instances where portions of text are found in 2 different places on the web. When the same content is found on multiple websites, it can cause ranking issues for one or all of the websites, as Google does not want to show multiple websites in search results that have the exact same information. This type of duplicate content can occur because of can result from plagiarism, automated content scrapers, or lazy web design. Duplicate content can also be a problem within one website — if multiple versions of a page exists, Google may not understand which version to show in search results, and the pages are competing against each other. This can occur when new versions of pages are added without deleting or forwarding the old version, or through poor URL structures.

Dynamic Content

Dynamic content refers to content on a website that changes. This could be anything from a stream of social media pages to a call to action that gets personalized for the visitor.

Dynamic IP

A temporary IP address assigned by a Dynamic Host Configuration Protocol (DHCP) computer from a pool of IP addresses.

Dynamic Retargeting

Ads shown to users who have already been to your site containing images and information about the exact item they viewed.

E

Early Adopter

Early adopters are a consumers segment particularly in favour of new products and technologies.

Early adopters can play a leadership role in a new product or service launch.

The Internet is a recommended medium to reach early adopters who are often scanning the web for novelties and who tend to communicate on social media about their discoveries.

Some softwares or high tech products companies initiate early adopters programs to validate beta test products or services.

Early Adopter Program

An early adopter program is a program established with selected prospects or customers of the early adopters segment who collabore to a new service or product launch.

The program goals are:

- to provide suggestions on the features of new products before they're released
- to report identified bugs and defaults
- to obtain quotes and case studies
- to obtain initial references
- to gain publicity ...

Early adopter programs are especially used in B to B activities.

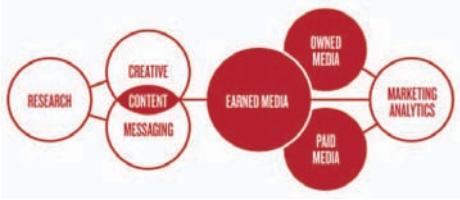
Earned Content

Content not created by the marketer, but rather created and shared by fans of the marketer's message to the fan's social and other digital connections.

Earned Media

Publicity or social buzz that's free. In essence, the press and/ or your customers become a free distribution channel for your marketing messages. It's usually generated by your (not-so-free) strategic deployment of carefully crafted content assets (owned media). As an example, if a New York Times reporter writes a story about your company, that story is earned media. To get that story, a highly trained media relations person probably personally pitched a thoughtfully written press release to an editor at the paper. That press release is owned media. If you want to drive traffic to that story, you could run an advertising campaign promoting it. Those ads are "paid media" – you pay for time or

space. For another example, imagine that someone on your social team tweets an observation that goes viral and is shared by a million people. Your tweet is owned media; all the shared tweets are earned media.



Earnings Per Click (eCPC)

How much on average is earned from the user clicking on the ad. (Commission/ total clicks)

Eating Your Own Dog Food

When a computer company uses its own software for internal projects.

Ebook

A digital version of a book which can be delivered in a number of formats including PDF or for a device like the Amazon Kindle.

Echo Chamber Effect

When a message within a network (such as a Facebook group) is passed around or shared, meaning the network of members are more likely to see the message again and again.

Ecommerce

The ability to purchase online. eCommerce also goes by other super-snazzy names like etail. Website features that allow ecommerce are commonly called shopping carts.

eCPM

Effective cost per thousand impressions (technically, "effective cost per mille").

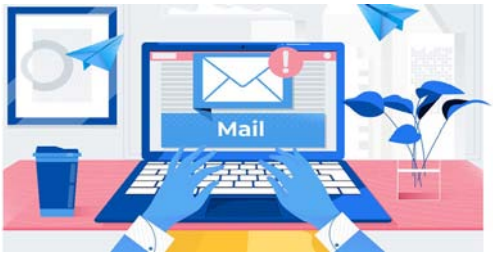
EdgeRank

The algorithm Facebook uses to rank business / brand pages, groups, celebrity pages or individual accounts to determine which posts from those accounts will appear in the Newsfeed of users connected to those pages and profiles (or pages and profiles tagged in the posts). The higher the EdgeRank, the more likely your posts will appear in the

Newsfeeds of your followers. Originally this algorithm was primarily influenced by the level of engagement accounts receive from their posts, but has since been updated to take more factors into consideration. Facebook does not release this data publicly, nor does it use the term internally.

EDM (Electronic Direct Mail)

An email used to target a large group of prospects, with the goal of building customer relationships and generating leads. Commonly in the form of a e-Newsletter or e-Bulletin.



Effective Cost Per Mile (eCPM)

Total earnings divided by impressions - a useful statistic to track ad performance.

Ego Keyword

A keyword an individual or organization feels it must rank for in either or both natural listings or paid search results regardless of cost and Return on Investment. Read more about ego keywords.

Eligible

The status your ad receives before it's officially reviewed by Google. Eligible ads can still be served and will be seen on Google's search results page.

Email Address

An email address is a chain of characters allowing the routing of an electronic message on the Internet network. It is formed of a username and a domain name which are separated by the at sign (@).

name@domain.com

In the process of transporting email messages, the right part of the address is first used to transfer the message to the email server managing the domain. Once at the server level, this later transfers the message to the recipient according to the left part of the address.

Email Advertising

Marketing through an email message - Emails are sent via sold/publisher lists or using an existing customer base.

Email Automation

A marketing system that uses software to automatically send emails based on defined triggers. Multiple automated emails in a sequence are used create user funnels and segment users based on behavior. For example, an automation funnel could be set to send email 1 when a person provides their email address, then either email 2a or 2b would be sent based on whether or not the person clicked on the first email.

Email Beacon

Email beacon commonly refers to the transparent gif used for email campaign tracking.

Email Blast

An email blast is a somewhat pejorative term used to refer to the practice of sending a unique email to all newsletter subscribers without using email segmentation and personalization.

It can also refers to some spam practices.

Email Campaign System

Email is perhaps the most overlooked and underutilized (based on cost and effectiveness) form of internet marketing today. Email campaign systems allow organizations to send out emails to their email lists with a standard look and feel. Features often include the ability to segment lists.

Email List

A collection of email addresses that can be used to send targeted email marketing campaigns. Lists are typically segmented by user classification, so a list of existing customers can receive one type of communication, while potential customers can receive more promotional communication.

Email List

A collection of email addresses that can be used to send targeted email marketing campaigns. Lists are typically segmented by user classification so a list of existing customers can receive one type of communication, while potential customers can receive more promotional communication.

Email Marketing

A form of direct marketing delivered to peoples email inbox's. Sometimes this maybe an email to alert of a new blog post or new special offers etc.

End Date

A feature that allows you to select the length of time you want your campaigns to run. After that date, your ads will stop running.

Endless aisle

Endless aisle refers to the concept of using in-store kiosks to allow customers to order products which are no longer in stock or not sold in the store. The customers then have the product shipped to their homes.

Endless aisle is a concept which can be used by retail chains which have ecommerce presence.

Endless aisle benefit are:

- increasing conversions and sales in retail stores
- preventing sales loss
- ensuring customer satisfaction and fidelity
- expanding offerings / inventory without space constraint
- using ecommerce cross-selling and product recommendations
- possibly referring sales to partners
- removing some products with to low stock rotation

A connected kiosk:

Engagement

Measurement of the extent to which a consumer has a meaningful brand experience when exposed to advertising. The Advertising Research Foundation defines: Engagement + Trust x Targeted Contacts = Brand Impact.

Engagement Rate

This is a valuable metric used to describe the amount of social media interaction a post, ad, or campaign has. This is usually measured based on interactions like Comments, Shares, and Like.

Enhanced Bidding

A feature specific to Google AdWords.

When you select to utilize enhanced bidding, you're giving AdWords the power to adjust your bidding in order to increase conversions. With this feature, you can pay up to 30% over the keyword bid that you set. Think of it like a hybrid between CPC and CPA bidding, albeit still more heavily weighted toward cost per click. Be careful with enhanced bidding – many search engine marketers will tell you that they have had poor experiences with cost per acquisition bidding within AdWords.

Enhanced CPC (ECPC)

A bidding feature that allows Google to automatically bid up 30% when it thinks a click will lead to a conversion. You want between 50-100 conversion before you enable eCPC.

Enquiry

Where a user has taken action towards showing interest in gaining an understanding about something, perhaps for a problem they need solved. For example, they might submit a contact form on your website or ask to be contacted on social media.

Entry

A writing submission posted to a blog, microblog, wiki, or other easy-access Web publishing platform.

Event Tracking

If you want to track beyond revenue and conversion metrics, keep an eye on Event Tracking. This is a method for analytics and social (e.g. using Facebook's pixel) that helps you track your customers' journey every step of the way by analyzing certain behaviors like form fills, cart additions, or newsletter sign-ups.

Evergreen Content

This is content that still provides value no matter when someone reads it. This post is an example of evergreen content. Years from now these definitions will still apply although we might have to update with a few new ones.

Exact Match

This is the most specific of the match types. With this type your ad will only show if the search term contains your keywords exactly as they are written.

Exclusivity

Contract term in which one party grants another party sole rights with regard to a particular business function.

Expandable Banner

Banners that increase in size when a user hovers over them.

Expanded Text Ads

These are text ads with double the characters compared to standard text ads. The new ads feature two 30-character headline fields, one 80-caracter description field and two 15-character paths in the display URL field. Also, ETAs are mobile-optimized, so you can reach potential customers on desktop and mobile devices with the same ad.

Expected CTR

Expected click-through rate is a measure of how likely your ad will get clicked on using a particular keyword. It is one of the three major factors in determining your quality score.

Expired Domain

The used car world of domains. An expired domain was previously registered by someone else but they chose not to renew it and let it expire.

Extended Headline

The trick that allows you to create a larger headline by including a period after the last word in the first description line. This feature has become outdated ever since Expanded Text Ads have gone live.

External Link

A link on a webpage that points to a webpage on a different site/domain name.

Eyetracking

A process that allows testing of websites for usability or any other purpose. Eyetracking is performed by a small number of companies utilizing high-speed cameras to monitor and record where the eyes of test subjects actually move on screen.

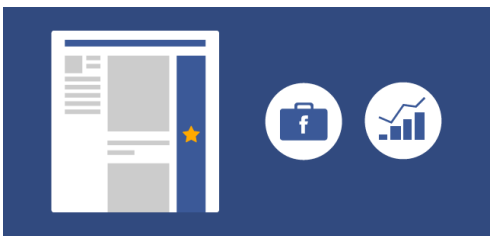
F

Facebook Ads Manager

Ads Manager is a tool for creating Facebook ads, managing when and where they'll run, and tracking how well campaigns are performing on Facebook, Instagram or their Audience Network.

Facebook Ads

The program operated by Facebook that enables paying customers to use hyper-targeting via Facebook profile tags and traits to reach a certain specific audience via advertisements placed in the users' timeline.



Facebook Advertising

Facebook allows advertisers to reach its users through their ad network. A range of ad types can be created to reach various goals set by companies. Facebook advertising is unique in that audiences are set up based on vast demographic information that Facebook has about their users, as compared to Google advertising that uses keywords.

Facebook Business Page

A public webpage on Facebook created to represent a company. Using a business page gives users access to Facebook Ads Manager. It also allows businesses to engage with users (i.e. page likes, message responses, post content).

Facebook Profile

A personal Facebook account. Profiles are automatically created when a user signs up.

Facebook Retargeting

While this term can also refer to other forms of retargeting, it is most often used to mean serving ads to prior site visitors while those visitors are on facebook. Facebook opened its ad exchange in December 2012 to allow partners to offer Facebook retargeting.

Fat Fingers

Used to refer to clumsy typing typically resulting from one finger striking two keys at the same time.

Facebook

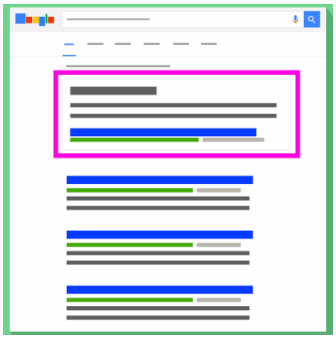
A dominant, free-access social-networking site which is available to companies and any person 13 years of age or older. Facebook was initially non-commercial and limited to students with a college email domain, but has since expanded to accommodate fan pages, paid advertising, and e-commerce stores.

Favicon

A small icon that is used by some browsers to identify a bookmarked Web site.

Featured Snippet

A summarized piece of information that Google pulls from a website and places directly into search results, in order to show quick answers to common and simple queries. Featured snippets appear in a block at the top of search results with a link to the source. Featured Snippets cannot be created by webmasters; Google programmatically pulls the most relevant information from an authoritative site. Most featured snippets are shown for question queries like "what is _____" or "who invented _____".



Feed

Coming in an XML language that uses either RSS or Atom formatting are an extremely popular way for organizations to get their messages through the clutter and into the hands of interested parties. With the simple click of an orange button (right), users can stay connected to a site's content (Blogs, news, podcasts, etc.) automatically anytime their computers are connected to the internet. That button will connect you to the feed for the Found Blog.

Filter

A basic capability in AdWords that lets you restrict the type of data that you see in your tables and charts.

Final URL

The URL address for the page you're sending traffic to from your ads. This can be different than the Display URL, but must use the same root domain.

First Page Bid Estimate

Google's estimated bid you will need to set in order for your ad to appear

on the first page of the search results. These are positions #1-10.

First-mover Advantage

A sometimes insurmountable advantage gained by the first significant company to move into a new market.

Flash Cookie

A flash cookie is a message used in Adobe Flash that is sent from a Web server to a Web browser and is then stored as a data file in the browser. Flash cookies behave like convential cookies by personalizing the user's experience, but they can hold much more data than conventional cookies. Flash cookies behave differently from conventional cookies in that they may stay installed on a drive after basic cleanup operations. They are also represented on a drive differently than the average cookie, so that many users don't know they exist.

Flash Sales Site

Flash sales sites are "members-only" ecommerce sites which offer one or many daily deals at discounted prices for high end or luxury goods.

Flash

Multimedia technology developed by Macromedia to allow much interactivity to fit in a relatively small file size.

Flexible Bid Strategy

One of the core bid strategies that automate your budget allocation across multiple campaigns, ad groups and keywords. Google allocates your budget to maximize performance. You can create and store a flexible strategy in the Shared Library. You can then apply your strategy from the Campaign, Ad group, or Keyword level.

Flickr

A media-hosting network where users can upload and share image files. It is the largest photo-storage and photo-sharing site on the Web.

Footprint

Something that is constant across a number of websites. For example most sites that used the WordPress CMS can be found by searching for the "powered by wordpress" footprint in Google.

Form Fill

When a visitor has filled out a contact form on a website, commonly used as a noun to refer to a conversion. "This month our marketing campaign generated 20 phone calls and 8 form fills."

Forms

Where users input their information on a web page in exchange for something. For example, filling out a contact form with name and email information in exchange for a free downloadable ebook.

Forum

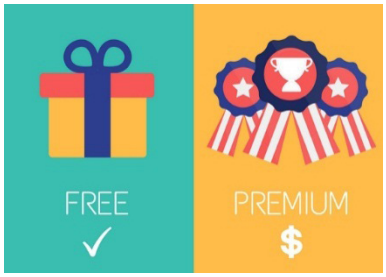
A place on the internet where people with common interests or backgrounds come together to find information and discuss topics.

Frames

A structure that allows for the dividing of a Web page into two or more independent parts.

Freemium

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

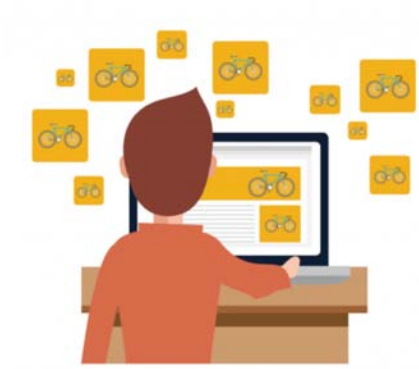


Frequency Cap

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

Frequency Capping

A feature that lets you control the number of times your ad appears to the same person on the Display Network.



Frequency

In digital marketing, how often a task is performed; for example, the frequency of a blog post or twitter update.

Friction

This refers to elements on your website that are confusing, stressing or distracting. Friction causes people to leave your website and increases your bounce rate. Examples of friction include poor design, lack of mobile optimization, complex menus or too much text.

Friction Element

A friction describes any type of element that causes your website visitors or campaign to stop taking a desired action. On a website, a friction can be a distracting color, a confusing message, etc.

Friends

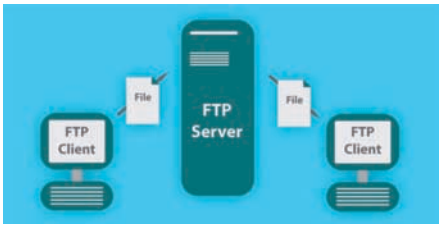
Individuals connected to one another's profiles on a social networking site, most frequently used in association with Facebook (e.g., Facebook friends).

Front End

The front end of a website is all the parts of a website that can be seen and interacted with by visitors.

FTP (File Transfer Protocol)

The method of moving files between two Internet sites, using a software application called a FTP server.



G

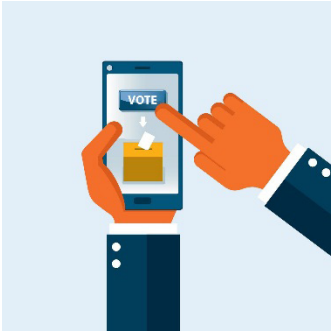
G2B

G2B (Government to Business) is a term that refers to the relationships between organizations (subjects) of public administration and enterprises (businesses). The designation can be used for any relationship between the subject of public administration and the enterprises as one of the basic e-Government models.

The model covers an electronic exchange of any information between businesses and the government, usually using internet so the cooperation or communication is more efficient than is usually off the internet. In G2B, government agencies and business use websites, procurement marketplaces, applications, web services.

G2C

G2C (Government to Citizen) is a term that refers to the relationships between organizations (subjects) of public administration and a citizen(s). The designation can be used for any relationship between the subject of public administration and the citizen, most often it is used as one of the basic relationship within e-Government models. The initiative comes from a federal organization (public administration) and citizens are the target group.



G2G

Government to government (G2G) is the electronic sharing of data and/or information systems between government agencies, departments or organizations. The goal of G2G is to support e-government initiatives by improving communication, data access and data sharing. Several factors are driving local and federal governments to institute G2G initiatives. One of theme is federal government legislation such as the Open Government Directive. G2G initiatives are also being driven by budgets and funding. By sharing information and systems, governments are able to reduce IT costs government offices can be more efficient and streamline procedures, allowing citizens to access information over the Internet.

Game Advertising

Game advertising refers to all forms of using games for advertising purposes. Game advertising stakes are raising with games reach. Furthemore, advertising effects benefit from gaming experience.

Gamification

Gamification for a digital marketing context may be defined as the process of using game mechanincs in an initially non-game environment for marketing purposes and better ROI. Gabe Zichermann offers a short generic definition of gamification: "The process of using game thinking and game mechanics to engage audiences and solve problems."

Gamification Analytics

Gamification analytics is a term used sometimes for referring to different metrics and dashboards offered by gamification dashboards. Gamification metrics relate to users' behaviors and actions.

Gated Content

Gated content is online materials, such as white papers, articles and videos, that require that users fill out a form before they can access them. The form may just ask for the user's name and email address or might demand more details, typically about their jobs and organizations. The form pages are sometimes referred to as information gates or registration walls. The purpose of gated content is lead generation: acquiring user information for potential leads or prospects. However, because Google doesn't crawl content that's behind a wall, fewer people will find the content in the first place.

Gaze Opacity Map

A gaze opacity map is a map used for web eye tracking studies and showing page areas where gaze has focused for a sample of visits. A gaze opacity map has the same goals that a classic heatmap but it offers more detailed and clear results. It is often considered as the reverse of a heat map because only areas that got attention are shown and other areas are masked or blacked out. On a classic eye tracking heatmap, it is the opposite, attention areas are masked by hot colors and ignored areas are clearly observable.

Gaze Plot

A gaze plot is a map which shows gaze fixations on a webpage and in which order they occur. A gaze plot follows the user's eyepath and is the result of an eye tracking study. Circles represent gaze fixations and circle areas are proportional to fixation lengths.

GCLID

Gclid is a globally unique tracking parameter (Google Click Identifier) used

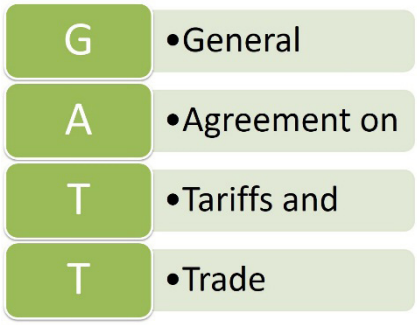
by Google to pass information back and forth between Google AdWords and Google Analytics. If you enable URL auto tagging in Google AdWords, Google will append a unique ?gclid parameter on your destination URLs at run-time. Because it is a redirect, you won't see any gclid parameters on your ad words text ad destination url's, but it will show up in your Web server log files. Auto tagging was introduced in 2004 and is on by default in any Google AdWords accounts. The gclid parameter enables data sharing between Google Analytics and Google AdWords. For example, the "Traffic Sources" feature in Google Analytics to segment your campaigns based on ad text and other PPC-related campaign metrics and dimensions, relies on gclid.

Gender Marketing

Gender marketing includes studies and actions that adapt marketing policies depending on the targeted gender. Gender marketing mainly has applications in product policies and advertising. The gender marketing practice comes from the USA where it is much more developed. Gender marketing can sometimes be a controversial subject and lead to bad buzzes when it awkwardly supports or reproduces gender stereotypes.

General Agreement on Tariffs and Trade (GATT)

General Agreement on Tariffs and Trade (GATT) was a legal agreement between many countries, whose overall purpose was to promote international trade by reducing or eliminating trade barriers such as tariffs or quotas. According to its preamble, its purpose was the "substantial reduction of tariffs and other trade barriers and the elimination of preferences, on a reciprocal and mutually advantageous basis."



General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) is a regulation by which the European Parliament, the Council of the European Union and the European Commission intend to strengthen and unify data protection for all individuals within the European Union (EU). It also addresses the export of personal data outside the EU. The GDPR aims primarily to give control back to citizens and residents over their personal data and to simplify the regulatory environment for international business

by unifying the regulation within the EU.

Generational Marketing

Generational marketing is the marketing practice of adapting the product or services and marketing actions for a given generation. Senior marketing is probably the best known form of generational marketing.

Generational marketing can take different forms:

- Specialization in one generation
- Generational differentiation of products and services
- Adaptation of advertising discourse to generations

Geocentrism

A world orientation with world market strategies.

Geodemographics

Geodemography is a branch of market research that assigns the attributes of small areas usually neighbourhoods to the consumers who live within them and, based on this assignment, divides the consumer marketplace into meaningful segments that are locatable and reachable.

Geographic Indications

A form of intellectual property that protects particular groups of food and drinks. UK examples include: Stilton Cheese, Cornish Pasties, Melton Mowbray pork pies. International examples include: Champagne, Cava, Roquefort cheese, Pinggu peaches.

Geo-optimization for affiliates

Geo-optimization for affiliates addresses a specific issue for affiliates with an international audience. For maximizing conversion rates and ecpm for international traffic, a publisher must - if possible - redirect each foreign visitor to a merchant corresponding to his location. The redirect to the good national program is made automatically according to the visitor's IP address. Geo-optimization services and tools can be offered by some big affiliate networks, by automated monetization services or by dedicated services or scripts.

GEO-Targeting

Geo targeting in geomarketing and internet marketing is the method of determining the geolocation of a website visitor and delivering different content to that visitor based on his or her location, such as country, region/state, city, metro code/zip code, organization, IP address, ISP or other criteria. A common usage of geo targeting is found in online advertising, as well as internet television with sites such as iPlayer and Hulu, which restrict content to users geolocated in specific countries; this approach serves as a means of implementing digital rights management.

Geo-targeting Exclusion

Geo-targeting exclusion, also called reverse geo-targeting refers to the possibility of defining a geographic area (or several areas) where ads must not be displayed. It is mainly used for AdWords campaigns but it may also be theoretically used for "traditional" display campaigns. The goal may be to exclude some areas where a brand has no retail stores or to manage channel conflicts. Geo-targeting exclusion may also be used by some rogue affiliates which practice trademark poaching. In this case, they usually exclude area matching merchant and affiliate network headquarter locations. Thus, merchant and network marketing teams working at headquarters can't see the forbidden ads.

Get if for a Tweet

Tweet and get it is an application allowing to viralize a content. To access the content (white paper, slideshare, caste study, video, etc.) the visitor is asked to post a preformatted tweet which can be edited. Tweet and get it applications have good viral potential, particularly in B2B context where some affluent pros have a lot of followers.

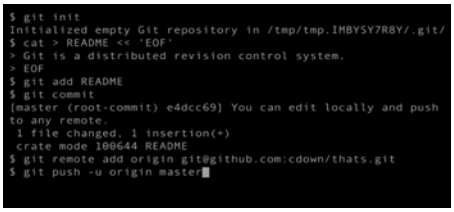
Ghost Subscriber

A ghost subscriber is someone who initially subscribed to a newsletter but doesn't read messages anymore by systematically deleting them or by having their reception blocked using the "block sender" or "spam" commands of his webmail or email service. By not using the unsubscribing link and not generating any error messages (except the feedback loop or a specific bounce), this subscriber usually stays in the subscriber's list on the same account as still active subscribers. This is why we call this a ghost subscriber.

By not cleaning their lists, managers of particularly old newsletters may have a high proportion of ghost subscribers. It mechanically provokes a gradual decline of the observed open rate.

Git

A system that allows developers to store and manage their code. It enables you to track any changes made, and reverse them if any issues arise.



Give a cause: affiliate program

A "give a cause" affiliate program or platform is a program which offers consumers to support a cause by shopping online. For each purchase made by a member, a commission is paid to the cause by the platform. In fact, as an affiliate, the platform earns a commission for each purchase made by its members and repays half the commission to the cause choosen by the member. For a contribution to be given to the cause, the member has to use the platform before buying onto the merchant website or to use a specific toolbar. "Give a cause" programs are considered by "tradionnal" affiliates as parasitic affiliates and their toolbars are called parasitewares.

Global Environment

All semi or uncontrollable factors which a marketer has to account for in carrying out global operations.

Global Evaluation

A four stage organizational development process evolving from first stage; domestic focus to a fourth stage; global marketing strategy of extension, adaptation and creation of market opportunities.

Global Marketing

Global marketing is "marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives". Global marketing is also a field of study in general business management to provide valuable products, solutions and services to customers locally, nationally, internationally and worldwide. International marketing is the export, franchising, joint venture or full direct entry of an organization's product or services into another country. This can be achieved by exporting a company's product into another location, entry through a joint venture with another firm in the target country, or foreign

direct investment into the target country.

Global Products

Products designed to meet global market segments.

Glocal Marketing

Glocal marketing is the practice of combining global marketing elements with the implementation of a product adaptation and communication at the country level (local marketing). Glocal marketing is a neologism made from global and local. Glocal marketing aims to combine the economies of scale of global marketing and taking into account national adaptation constraints.

Gmail Sponsored Promotions (GSP)

Google Display Network campaigns that allow advertisers to show ads in Gmail. Custom ads can be created in the AdWords ad gallery. You pay when someone clicks to expand your ad in their inbox. Any clicks on the expanded ad are free.

Gmail Tabs

Gmail tabs has beeen perceived by marketers as a new threat for email engagement as the promotion tab may be seen as low priority and secondary folder by users. It has also been perceived as a new deliverability issues, event though, an email in the promotions tab must be considered as a delivered message. After the new tabbed view was implemented, email service provider MailChimp found that open rates dropped to 12% from an open rate of 13% but ESP numbers diverged on the subject. Gmail users can actually drag a marketing email into their Primary inbox. In this way subsequent messages from the sender will be placed in the Primary tab. It is a new goal for email marketers.

Golden Triangle

The Golden Triangle in internet marketing depicts the triangular viewing pattern on a webpage which is created by tracking eye activity of users. It is an eye-tracking heat-mapping that shows that people look and click on a specific area on a page of search results, which gives rise to an "F" form. The Golden Triangle is the area of the page where users read the title and the description of each search result which eventually results in higher click-through rates. For marketing purposes, getting a website into the Golden Triangle of any search result page is the key to increasing traffic to a site. The results of the study show that any search engine optimisation (SEO) marketing performed is most effective a website ranks in the top three for your primary keyword. The Golden Triangle forces internet marketers to focus on tailoring a website's title and description to give relevant and concise information. SEO marketers should also use long-tail keywords to increase their chances of being displayed within the Golden Triangle for less popular keywords.

Google

Company behind the search engine giant Google.com. Founded in 1998, Google now controls approximately 80% of the search market. Google has also expanded to include many software services, both directly related to search, and targeted towards consumers outside of the search marketing industry like Google Chrome (a web browser), Google Fiber (internet service), Gmail (email client), and Google Drive (a file storing platform). Google is owned by parent company Alphabet.

Google ad

Google offers advertisements which appear in search results on google.com with the use of Google AdWords or advertisements that appear on other websites through the Display Network and Google's AdSense program.

Google AdSense

An online context advertising system and the property of Google. Basically, it allows publishers to receive earnings by placing text, graphic or advanced interactive ads on their website.

Google Adwords

Google's online advertising service. This system allows advertisers to reach customers through their search and display networks. AdWords offers several cost models which vary by bidding strategy and company goals. Advertisers can bid on keywords which allows their ads to show in Google search results and on Google's network of partner websites.

Google Adwords Editor

AdWords Editor is a free downloadable application for managing AdWords advertising campaigns. It allows the advertiser to manage multiple accounts at the same time, make bulk changes, copy or move items between adgroups and campaigns, and more. Also, it allows you to keep working offline.

Google Algorithm

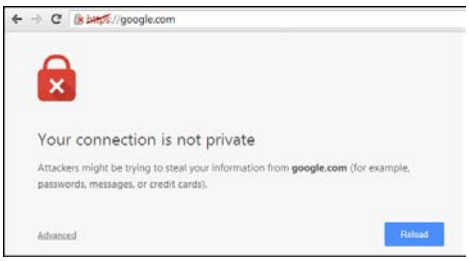
A mathematical programmatic system that determines where websites will appear on Google search result pages for any given number of queries. Sometimes also called the "Core" algorithm, though this is a less specific term. Google's algorithm is constantly updated (approximately 500-600 times a year, or two times per day), which can have varying levels of impact on the rankings of websites across the world. Google's actual algorithm is kept deliberately secret to prevent webmasters from manipulating the system for rankings, though Google does publically state their suggested "best practices" for appearing higher in search results.

Google Analytics

A free software platform created by Google, which is used to analyze nearly every aspect of users accessing a website. Website traffic, conversions, user metrics, historical data comparisons, and effectiveness of each channel of marketing can all be managed using this tool.

Google Chrome Security Warnings

In October 2017, Google made another step towards encouraging HTTPS/SSL Certificates for websites. Chrome users that visit sites without HTTPS are now shown a warning message that the site could be hazardous.



Google Data Studio

A free tool from Google that lets users make custom reports with data from Google's marketing services and external sources.

Google Display Network

Google Display Network is an interesting and important part of Google Adwords campaign management. This means that by using Google Adwords campaign console, you can target websites based on keywords in their content or topics and/or place ads by site names. GDN is a network of websites which run Google ads. Google AdWords is split into two networks, the Search Network and the Display Network. When advertising on the Search Network, businesses place text ads in the search engine results. On the Display Network, businesses instead place display ads on a huge network of sites across the internet.

Google Forwarding Number

A Google forwarding number is a temporary phone number assigned by Google to an AdWords call extension that simply forwards calls to an advertiser's phone number for the purpose of tracking call conversions. In addition to allowing calls to be tracked as conversions, the number also allows for information such as call duration and caller area code to be provided in AdWords. Google forwarding numbers are innately tied to call extensions within AdWords and website call conversion tracking. Call extensions are numbers that appear next to your ad on the SERP (search engine results page). Website conversion tracking swaps out your business phone number with a new Google forwarding number every time a new visitor gets to your website.

Google Fred Update

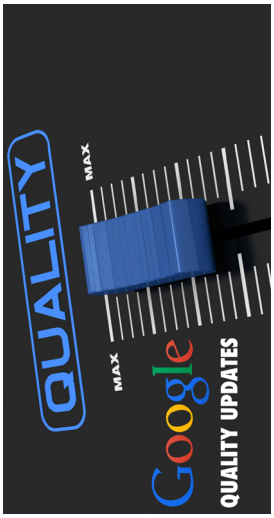
In March 2017, Google appeared to roll out a major update that penalized low quality content. Google did not confirm this, except that they make algorithm changes a regular basis. Gary Illyes joked that these types of updates should be referred to as Fred and the name stuck.

Google Home

A device for consumers that connects to their home network and can perform many basic tasks through voice commands. Typical uses for Google Home include asking basic questions, making Google searches, scheduling appointments, playing music, or setting alarms.

Google Human Rater

Google human raters are individuals in charge of a website quality "manual checking" in Google teams. Human quality rating doesn't affect site ranking but is used to appreciate and validate algorithm changes.



Google Hummingbird

The industry nickname for one of the first major overhauls to the main Google search algorithm. In contrast to algorithm updates like Panda or Penguin, Hummingbird was intended to completely update the way Google interpreted user search queries. Previous to this update, Google results were mostly provided based on specific keyword matching within the user query. Now, a search for "Cheapest way to build birdhouse without using wood" will show results directly related to that query. Previously, users might see results that included wood as a building material.

Google Instant

A feature of Google's search engine that shows search results as the keyword query is being typed.

Google Link Disavowal Tool

Google link disavowal tool is the tool offered by Google to allow webmasters to disavow links which may be judged as spammy by the search engine and may affect ranking. Google suggests to use its tool as a complement of manual removal which is often very difficult to achieve.

Google Maps

The location and navigation service provided by Google. Using maps.google.com, users can search for stores, restaurants, businesses, and landmarks anywhere in the world. Typically, users will find routes to nearby establishments

including local businesses using Maps.

Google Medic

A major Google algorithm update in the summer of 2018 that primarily affected medical, fitness, health related and "YMYL" websites. Many sites in those fields saw significant drops in rankings, though Google denies specifically targeting these industries. This update is sometimes referred to as the "Query Intent Update".

Google Merchant Center

Google Merchant Center is a tool that helps you upload your store and product data to Google and make it available to Google Shopping and other Google services.

Google my Business

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business. The platform on which businesses can input information to appear in search results, map packs, location searches, and more. Name, address, phone number, website link, hours of operation, and reviews can all be managed through this platform. GMB is crucial to local SEO campaigns, as this is directly related to location-based searches.

Google OneBox

A Google OneBox is an outlined box that appears within universal search results to highlight news, images, videos and that gives access to more specialized Google search tools. Google oneboxes may appear in different positions on a SERP.

There are many types of Google Oneboxes:

- news OneBox
- image OneBox
- local OneBox

Google Panda

A Google algorithm update focused on analyzing the quality of a website's on-page content. Initially released February 2011, and updated periodically after this release, similar to Google Penguin. This update would determine if content on site pages was related to queries it was being displayed for, and alter the site's

rankings accordingly. Sites with low-quality content saw significant ranking drops due to this algorithm update. The algorithm has now been assimilated to Google's core search algorithm, and can assess content quality in real time.

Google Partner

Google AdWords offers the most extensive certification process of any of the paid search marketing providers. The Google Partner program replaces the earlier Qualified Google Advertising Company / Individual program.

Google Partner Agency

An agency that is certified by Google for meeting certain requirements. To be a Google Partner, an agency must have an Adwords certified employee affiliated to the company profile, meet spend requirements, and Meet the performance requirement by delivering overall ad revenue and growth, and maintaining and growing the customer base.

Google Penguin

Google Penguin is a codename for a Google algorithm update that was first announced on April 24, 2012. The update is aimed at decreasing search engine rankings of websites that violate Google's Webmaster Guidelines by using now declared black-hat SEO techniques involved in increasing artificially the ranking of a webpage by manipulating the number of links pointing to the page. Such tactics are commonly described as link schemes.

Google Penguin Update

In an effort to combat websites that may have participated in questionable link building practices in order to manipulate search engine rankings, Google launched the infamous Penguin update in April 2012. This update pertained mostly to sites who may have obtained backlinks by purchasing them or through established link networks. Essentially, sites should distance themselves from these practices and avoid using them in the future.

Google Pigeon

A Google algorithm update focused on providing locally relevant results to searchers. For example, searching for "SOHO coffee shop" will return results primarily centered around that neighborhood. In addition, Google can

determine your location when you enter a search, and show you local businesses nearby your area even without localized keywords. This algorithm greatly influenced the potential for local businesses to appear in search results.

Google Play

Google play is the marketplace where you can download apps for smartphones running under the Android operating system bought and developed by Google. Google Play hit 600,000 apps and 20 billion total installs in June 2012, a little short of the 650 claimed apps on Apple Store. Downloading apps on Google Play may be free or not. For the apps requiring payment, Google takes a 30% commission on the apps price. The publisher thus obtains 70% of the price. Google Play can be accessible by classic web access or more often directly from a smartphone.

Google Reviews

Reviews left using the Google My Business platform. Reviews are on a 1-5 star scale, and include a brief message written by the reviewer. Reviews can show up in the knowledge graph in Google searches, and have been shown to positively correlate with SEO rankings.

Google Scraping

Google scraping is the practice of generating high volumes of automated queries on Google's search engine or on other Google's properties - Google keyword generator on AdWords interface for instance. Google scraping can be performed directly by developpers or by the way of specific tools and softwares. Large scale Google scraping is made directly through Google's APIs. Some players like some backlink checking tools or SERP positions auditing tools sell services based upon scraped Google's data.

Google Search Console

Google Search Console is a no-charge web service by Google for webmasters. It allows webmasters to check indexing status and optimize visibility of their websites.

Search Console is a free tool Google offers to webmasters. Within the tool are several areas that include data on how a site is performing in search. Search Console differs from Analytics – it does not measure traffic, it measures a site's visibility on search pages, and indexability by Google crawler bots.

Google Tag Manager

Google Tag Manager is a tag management system that allows you to quickly and easily update tags and code snippets on your website or mobile app, such as those intended for traffic analysis and marketing optimization.

Google Webmaster Guidelines

Google's webmaster guidelines are a set of advices and recommendations edicted by Google to appears in its SERPs. From the Google's point of view webmaster guidelines are a way to ensure a good indexing of website pages and a good user's experience via pertinent results.

Google differentiates three types of guidelines:

- Design and content guidelines
- Technical guidelines
- Quality guidelines

Google's Knowledge Graph

Google's Knowledge Graph is a new technology launched in 2012 for US queries to give better search results for some types of queries. When launched, the Knowledge Graph identified 3.5 Billion facts about 500 Million "objects" or "entities". Facts about entities are displayed in a knowledge box on the right side of the SERP. Data sources are mainly Freebase, Wikipedia, the CIA World Factbook and other secondary partners. Knowledge Graph development may be a source of traffic drop for some websites and of traffic gain for few others.

Google's URL builder

Google's URL builder is a free tool offered to track links and campaigns via URL tagging and UTM codes. With URL builder, marketers can easily create tagged URLs for campaign tracking in Google Analytics.

Google+

Google's own social media platform. Google+ has been used to varying success by the company, and is still receiving updates that change functionality in a variety of ways. Google+ can also be used for business pages (Google My Business), which can feature information, company events, updates, and more.

Gov Backlink

GOV backlinks are particularly sought after by SEO professionals because they have authority and trust from Google. Google probably considers GOV websites merit authority due to their nature and because they have often very high number of backlinks. Of course, the EDU extension is restricted to government agencies.

GPT Site

A GPT site offers members to be paid to make different actions on websites and less frequently offline - phone calls for instance. The GPT sites are the oritically paid by commissions from affiliate merchant but this type of site is often banished from affiliate programs because their provided leads don't convert - people fill forms for money and not because they are interested in a product or service.

Graphical Search Inventory

Banners and other types of advertising units which can be synchronized to search keywords. Includes pop-ups browser toolbars and rich media.

Gravity Forms

A WordPress plugin that adds a customizable contact form to a website. This plugin keeps track of all completed form submissions, and allows for all of the fields on a form to be customized. Gravity Forms is the standard contact form plugin used on sites built by Geek Powered Studios.

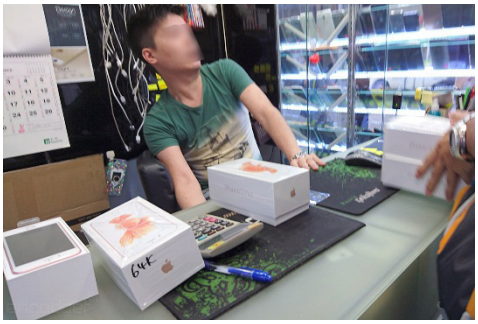
Grey hat SEO

Grey hat SEO refers to SEO practices which are between white hat SEO and black hat SEO. There is not, of course, a clear definition of what is grey hat SEO. Practices which are against Google's guidelines but which are not really sanctioned and over-optimization practices are often considered as being grey hat techniques.

Grey Market

The grey market, also referred to as the

parallel market, is a market where a product is bought and sold outside of the manufacturer's authorized trading channels. The grey market is where the unofficial trading of a company's shares, usually before they are issued in an initial public offering (IPO), happens. The distribution channels involved in the grey market are legal but are not provided by the original owner.

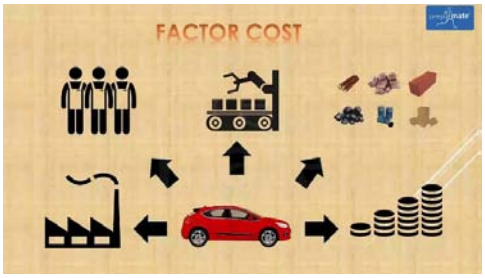


Gross Domestic Product (GDP)

Gross domestic product (GDP) is a monetary measure of the market value of all final goods and services produced in a period (quarterly or yearly) of time. Nominal GDP estimates are commonly used to determine the economic performance of a whole country or region, and to make international comparisons. Nominal GDP per capita does not, however, reflect differences in the cost of living and the inflation rates of the countries; therefore using a basis of GDP per capita at purchasing power parity (PPP) is arguably more useful when comparing differences in living standards between different nations.

Gross National Product (GNP)

Gross national product (GNP) is an estimate of total value of all the final products and services produced in a given period by the means of production owned by a country's residents. GNP is commonly calculated by taking the sum of personal consumption expenditures, private domestic investment, government expenditure, net exports, and any income earned by residents from overseas investments, minus income earned within the domestic economy by foreign residents. Net exports represent the difference between what a country exports minus any imports of goods and services. GNP is related to another important economic measure called gross domestic product (GDP), which takes into account all output produced within a country's borders regardless of who owns the means of production.

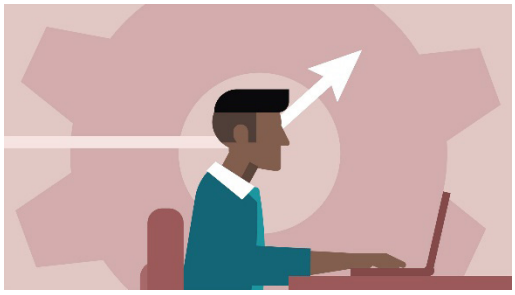


Group Buying

Group buying, also known as collective buying, offers products and services at significantly reduced prices on the condition that a minimum number of buyers would make the purchase. Group buying websites have emerged as a major player in online shopping business. Typically, these websites feature a "deal of the day", with the deal kicking in when a set number of people agree to buy the product or service. Buyers then print off a voucher to claim their discount at the retailer. Many of the group-buying sites work by negotiating deals with local merchants and promising to deliver a higher foot count in exchange for better prices.

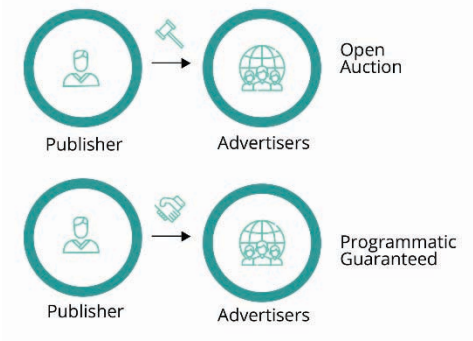
Growth Hacking

Growth hacking is a highly efficient way to increase customer acquistion using the most effective tactics available to engage a specifc buyer persona. Typically deployed in the "Software as a Service" industry or startup environments, growth hacking often involves multiple marketing strategies and nimble product development practices to create a solution that rapidly scales the user base of a product/service. SEO, PPC, social media advertising and retargeting can all be core components of a growth hacking strategy, based on the goals of the business.



Guaranteed Inventory

Guaranteed inventory refers to the part of ad inventory which is "traditionaly" sold to agencies or advertisers by in house direct sales teams or through premium networks. With guaranteed inventory, the publisher or network is commited for impression volume, placement and delivery time as it is specified in the insertion order. Guaranteed inventory is typically sold according to ratecard or media kit prices and terms and after back and forth and negociations. Guaranteed inventory is more expensive than non-guaranteed inventory but it gives better controls (volume, budget, time frame, placement,..) for the advertiser.



Guerrilla Marketing

Guerrilla marketing is an advertisement strategy concept designed for businesses

to promote their products or services in an unconventional way with little budget to spend. This involves high energy and imagination focusing on grasping the attention of the public in more personal and memorable level. Some large companies use unconventional advertisement techniques, proclaiming to be guerrilla marketing but those companies will have larger budget and the brand is already visible. The main point of guerrilla marketing is that the activities are done exclusively on the streets or other public places, such as shopping centers, parks or beaches with maximum people access so as to attract a bigger audience.

Guest Blogging

Guest blogging is the practice for the blog owner of inviting an external author to post on its own blog. Guest blogging is sought by many potential guest writers for visibility and SEO purposes. Writing for other blogs is a means of getting dofollow backlinks on potentially high quality and reputable blogs and these backlinks are good for SEO. Those links are generally in an author's presentation or signature. On a blog, links in the post are usually dofollow links and links in comments are nofollow links to prevent comments spam.

H

htaccess

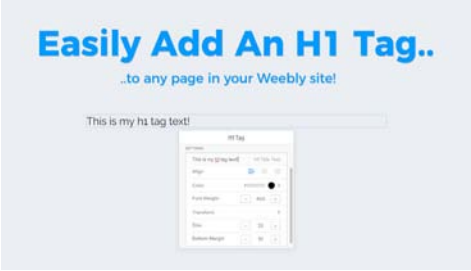
a file that indicates which users can be allowed access to the files contained in a directory.

H Tags

Commonly referred to as the Header tag, or <h1> tag in HTML, it is the title of a page, and will stand out among the rest of the text on a page. Other header tags in HTML include h2, h3, h4 and so on. This represents the hierarchy of titles and subtitles on a page. Google uses these tags when they crawl the backend of a site to get an idea of what that page is about.

H1 tag

A H1 tag is a semantic HTML tag used to mark the importance of a heading text on a webpage. The H1 to H6 tags are used to define HTML headings. H1 defines the most important heading and H6 defines the least important one. The use of H1 tag for a targeted keyword or query is recommended for search engine optimization among many other "on page" elements. For search engines like Google, the use of an H1 tag for a given keyword is a signal that the page is probably focused on the keyword.



Hacked Backlink

A hacked backlink is a backlink injected on a website without the owner knowing it. Hacking websites for gaining backlinks is a black hat SEO technique and is of course completely illegal. Hacking websites for obtaining good SERP ranking is mainly done on authority sites.

Half page ad unit

Half page ad unit is an ad format of 300 X 600 pixels. Half page ad sizes normally ensure good visibility.

Ham Email

Ham email is a term sometimes used as opposed to spam messages. Ham is then

all "good" legitimate email messages, that is to say, all messages sollicited by the recipient through an opt-in process.

Haptic Marketing

Haptic marketing is the use of the science of touch (haptic) for marketing purposes. Touch and textures can play an important role in the selection process of the product and in the user experience. Haptic marketing is a component of sensory marketing.

Hard Bounce

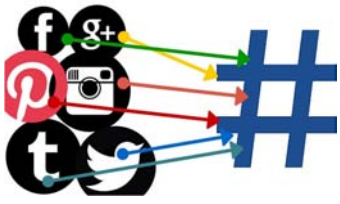
In email marketing, hard bounces are simply emails that were not delivered. This can happen for different reasons: the recipient email address could be wrong or inactive, the recipient might have blocked you or reported your emails as spam etc.

HARO

Help a Reporter Out (HARO) is an online service set up for journalists to quickly gather feedback from the public. It is designed to enable journalists to connect with people who have expertise or experience in particular issues, so that journalists can obtain valuable advice and quotes for stories they are covering.

Hashtag

A hashtag is a type of metadata tag used on social networks such as Twitter and other microblogging services, allowing users to apply dynamic, user-generated tagging that makes it possible for others to easily find messages with a specific theme or content; it allows easy, informal markup of folk taxonomy without need of any formal taxonomy or markup language. Users create and use hashtags by placing the number sign or pound sign # (also known as the hash character) in front of a string of alphanumeric characters, usually a word or unspaced phrase, in or at the end of a message. The hashtag may contain letters, digits, and underscores. Searching for that hashtag will yield each message that has been tagged with it. A hashtag archive is consequently collected into a single stream under the same hashtag. *For example*, on the photo-sharing service Instagram, the hashtag #bluesky allows users to find all the posts that have been tagged using that hashtag.



Hashtag Hijacking

There are two very different forms of hashtag hijacking. The first is when an advertiser uses a popular social madia hashtag to place its brand or message. The second kind is when a competitor, consumer or lobby uses the hashtag which has been promoted by the brand to attack the latter. In the first case hashtag hijacking is a practice by which an advertiser uses a popular Twitter hashtag - or other types of hashtags - to gain visibility on social media. When hashtag hijacking is related to specific events it can be posted from a brand newsroom. It is a classic form of real time marketing.

Header

A header is, in general, something that goes in front of something else and is usually repeated as a standard part of the units of something else. A header can consist of multiple field s, each containing its own value. It can refer to either the top portion of a webpage that typically contains the logo and menu, or the section of HTML in a website's code that contains important information about the site.

Header (Or Heading) Tags ()

HTML heading and subheading tags are critical components of search engine marketing, as often times both are graphical, thereby unreadable to search engine spiders. Optimally, page titles should also be included to clearly define the page's purpose and theme. All of the header tags should be used according to their relevance, with more prominent titles utilizing<h1>, subheaders using <h2>, and so on.

Header Code

On a website, certain code is placed in the universal header section so that it can be accessible across all pages of the website. Typically in the header code, you'll find things like Schema Markup, Analytics Code, Adwords Code, and other tools used for tracking data across a website. These are placed in the header code so that they can be rendered and start tracking information as the site loads.

Header Tags (h1, h2, h3, etc)

Header tags are used in HTML for categorizing text headings on a web page. They are, in essence, the titles and major topics of a web page and help

indicate to readers and search engines what the page is about. Header tags use a cascading format where a page should have only one H1 (main title) but beneath can be multiple H2s (subtitles) and every H2 can have H3s beneath (sub-sub titles) and so on. -H1 is used only once on a webpage, and is used to display the most important title. -H2 is used to display the major subtopics of a certain webpage -H3 is used to display the major subtopics underneath an H2 tag.

Headline

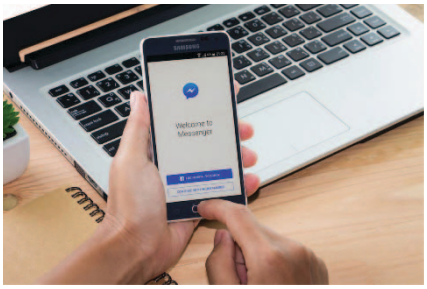
The attention-getting sentence at the top of a page (webpage or content piece) to draw a reader in and entice to read further. Important for all web pages, sales pages, blog posts, articles and even emails. Headlines often appear in a different font style and larger size, bolded or otherwise made to stand out.

Heat Map

A heat map is a graphical representation of how users interact with your site. Heat mapping software is used to track where users click on a page, how they scroll, and what they hover over. Heat maps are used to collect user behavior data to assist in designing and optimizing a website.

Hidden IFrame

An hidden IFrame is an IFrame made invisible for visitors of a webpage by using zero pixel dimensions or invisible text style. With an hidden frame, the visitor doesn't know he is loading content in his browser from a third party domain. Usage of hidden IFrames may be legitimate, but is it often used by hackers or malwares. In digital marketing context, hidden IFrames are used for impression fraud, traffic exchange cheating, cookie stuffing and black hat SEO techniques.



Hidden Text

Hidden text is an old black hat SEO practice which consists to hide text in page. The goal is to give more optimized text and more keyword density to Google's algorithm without hindering page reading. In SEO prehistory hidden text consisted of text with very small font, text at the bottom of the page or invisible text with same color than the background. In recent years more sophisticated techniques as been used with Ajax code. Of course, spammy hidden text is against Google guidelines and may be sanctioned when detected. Some kinds of hidden text are considered as legitimate by Google when the process is used to relieve the visual content of a webpage. For

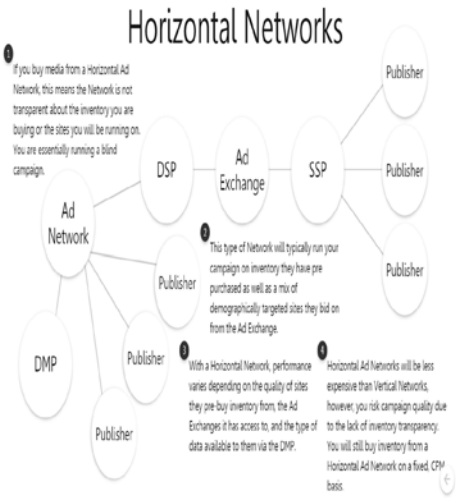
instance, it is allowed to hide details about a product in the page code when these details are revealed by a "show details" button.

Homepage Takeover

Homepage takeovers are "spectacular" ad units displayed for a day on a publisher homepage. Homepage takeovers are often used for branding campaigns and for products or services with no segmented targets as all visitors are exposed. It is often used for product launch or movie and TV show release. Homepage takeover are sometimes considered as a waste of advertising budget as it does not use the countless targeting possibilities of digital advertising.

Horizontal Ad Network

A horizontal ad network is a network which generally has hundreds or thousands of sites on different topics. Horizontal ad networks offer scale, reach and numerous targeting capabilities for advertisers. Some large international horizontal networks deliver several billions of ad impressions per day and have broad reach. Ad buying on a horizontal network is generally done by Run of Network and is often a blind buy.



House ad

A house ad is a default ad delivered by the adserver in case of unsold inventory. House ads are self promotional. They can promote other website sections or newsletter sign-ups. If an ecommerce site is itself a media vehicle, house ads can promote offers and products.

Housefile

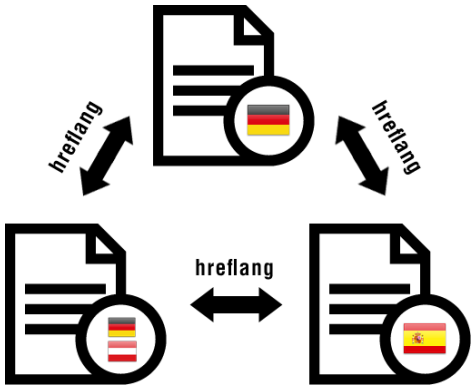
A housefile refers to the company customer and prospect list or database. A housefile usually includes:

- name
- address
- phone
- email
- orders
- possibly tracking data collected on website and email

A housefile is the cornerstone of direct marketing and CRM. However, it is also possible to achieve direct marketing campaigns with acquisition lists.

Hreflang Tag

A code in the html of a website that tells search engines like Google which spoken language a web page is using. These are especially useful for websites that have versions of pages in multiple languages, as they help Google understand which pages are related and which should be shown to specific audiences.



HTML

HyperText Markup Language, the programming language used in websites. Developers use other languages that can be read and understood by HTML to expand what they can do on the Web.

HTML – Stands for Hypertext Markup Language. HTML is a set of codes that are used to tell a web browser how to display a webpage. Each individual code is called an element, or a tag. HTML has a starting and ending element for most markups.

HTML Banner

A banner ad using HTML elements, often including interactive forms instead of (or in addition to) standard graphical elements.

HTML email

HTML email is an email that is formatted like a web page, using colors, graphics, table columns and links. Imagine any newsletter that you receive from a service. That's most likely what HTML email looks like. Plain text email is an email that only includes text.

HTML Meta Tag

HTML meta tags are special HTML tags which describe the nature and content of a webpage. Meta tags are not used by browser to display the text of the webpage, but are potentially used by search engines for indexing, ranking and displaying results in SERPs. The

most known meta tags in SEO are "description" and "keywords" meta tags. They were very important for good ranking in the SEO prehistory, but now they are no longer really taken into account for ranking.

HTML sitemap

An HTML sitemap is a dedicated page on a website that contains a visual representation of contents and navigation within the website with a collection of links. In some cases an HTML sitemap can be found in the footer of almost every pages. HTML sitemap is a usability tools that helps site visitors to easily navigate and find content. This is especially true for small and medium-sized websites, e.g. some B2B websites where navigation and content are not always intuitive. Navigational sitemaps are usually less relevant for large ecommerce websites with several hundreds product categories and millions of web pages.

HTML tag

HTML tags allow to mark up elements of text on webpage to indicate the browser how to displayed it. They can also have different functions related to links, page title, image, etc. Some HTML tags are taken into account by Google and other search engines for ranking because there are a sign that the page is focused on a topic associated with the keyword. For instance, html tags allowing to format an element of text or heading (bold, italic, H1, etc.) are taken into account.

HTTP

Hypertext Transfer Protocol (HTTP) is the protocol used by the World Wide Web to define how data is formatted and transmitted, and what actions web browsers and web servers should take to respond to a command. When you enter a website into your web browser and press enter, this sends an HTTP command to a web server, which tells the server to fetch and send the data for that website to your browser.

HTTPS

Hypertext Transfer Protocol Secure (HTTPS) is a secured version of HTTP, which is used to define how data is formatted and transmitted across the web. HTTPS has an advantage over HTTP in that the data sent when fetching a webpage is encrypted, adding a layer of security so that third parties can't gather data about the webpage when the data is sent from the server to the browser.

Hybrid Model

A hybrid campaign might be a mix of impression-based (CPM) and performance-based (CPC or CPA), or a mix of two performance-based models. Hybrid deals are sometimes seen as a way to further split the risk between publishers and advertisers. Advertising campaigns sometimes bundle CPM and CPC in a hybrid buy, and sometimes even CPA. Affiliate programs have been known to offer a few cents per-click in addition to paying for a sale, lead, download, or other conversion activity. A combination of two or more online marketing payment models.

Hyperlink

A hyperlink is an HTML code that creates a link from one webpage to another web page, characterized often by a highlighted word or image that takes you to the destined location when you click on that highlighted item. This hyperlink takes you to a page with more information about Direct Online Marketing's free consultations.

Hyperlocal

To build a loyal local customer base, it's essential to be accepted as part of the community. Hyperlocal advertising is an efficient method to achieve this goal. Hyperlocal means an area close to home—the people within walking or driving distance to a specific destination or those associated with one identifiable community.

I

IAB ad units

IAB standard ad units are a range of ad formats promoted by the IAB to facilitate online and mobile advertising. The adoption of ad standards is particularly important because a display campaign can be delivered on several hundreds or thousands of publisher's websites by the means of an ad network. Current and potential standard ad formats are reviewed on bi-annual basis by the IAB's Ad Sizes Working Group.

IAB Digital Media Sales Certification

Digital Media Sales Certification from IAB aims at attesting professional experience and knowledge in digital media sales. The test is opened strictly for professionals with two years experience in digital media sales and is taken at approved centers around the world.

IAB Rising Stars

The IAB Rising Stars are brand-friendly ad units that tap into the breadth of cutting-edge technology available today, providing new tools that resonate with consumers and serve as powerful vehicles for advertisers.

IAB SafeFrame Specification

SafeFrame specification is also based on iFrame and offer an API that allows, with publisher control, external content to communicate with page content. SafeFrame doesn't directly measure viewability but offer the capacity to measure in-view metrics such as duration and in-view percentage which, can be used for viewability reporting. The SafeFrame working group has built an open-source reference implementation to encourage swift adoption in the marketplace, but ad developers and technology vendors should be patient as publishers make the transition to SafeFrame 1.0.

IAB's Creative Specs Database

The IAB's Creative Specs Database is a centralized database of specifications for ad units which encompasses the

ad specs of more than 100 major US publishers. According to the IAB, the goal of the database creation was to offer advertising agencies a single location to access the specs they need and to greatly simplify the interactive media buying process for both buyers and sellers.

IAB's Data Council

The IAB Data Council is defined by the IAB as "dedicated to demystifying data usage and control in the interactive advertising marketplace and to favroing revenue growth through the establishment of quality, transparency, accountability, and consumer protection in data usage." The Data Council is comprised of more than two hundreds representatives from IAB Member Companies.

IAB's spiders and bots list

IAB/ABCe international spiders & bots list is sold (see price below) by the IAB to filter out all non-human, robotic activity in counting ad impressions and site traffic. The list includes more than 400 bots and spiders signatures and is offered to publishers, analytics firms, and third-party ad servers. The use of the list is required for compliance to the IAB's Client Side Counting (CSC) Measurement Guidelines for "double pass" filtering and prevent overcounting ad impressions and traffic.

Identity Storage

Identity storage is generally a cloud-hosted service which centralizes and consolidates user data acquired from multiple sources like:

- onsite traditional registration
- social registration or sign-in
- apps registration

IFrame

An IFrame for Inline Frame is an HTML document embedded inside another HTML document on a webpage. With IFrames, a new HTML document is called from the visited or parent page. IFrames are most often used to insert dynamic content - like ads or widgets - from other sources . For instance, YouTube videos embedded on blogs are inserted through copied and pasted IFrames. IFrames have many uses in digital marketing. They are used for affiliation widgets, content curation, design optimization and especially for online advertising trafficking. More than 90 % of display ads are served within IFrames for performance and security reasons. A particular form of IFrame, the hidden IFrame, is often used for malicious practises in digital marketing context.

Image Blocking

Image blocking is the process by which most desktop clients and mobile email apps automatically disable the images in HTML emails for security reasons. In this case images are replaced by empty boxes which display ALT texts or a little red cross when the email is not optimized for image blocking. Image blocking is an issue for email marketers as it lessens email impact and effectiveness and flaws email opening measurement. Image blocking may be prevented with whitelisting and by enticing receivers to add the sender email address to their address book. The latter is also a way to ensure delivery.

Image Mining

Image mining refers to all techniques and processes used for automated analyses of image content on the Internet for marketing and advertising purposes. Nearly one billion photos are published and shared every day on social media channels and can be potentially used for marketing goals. Some photo-mining companies search, extract and analyze images published on the Internet to offer actionable data to brands and advertisers. This concerns primarily photos publicly shared on services like Facebook, Twitter, Instagram or Pinterest. Image mining data are used by brands for studying how their products and competition products are used or shown by social media users and for determining consumer trends. Image mining can also be used for ad targeting. Individuals identified on photos as using or interacting with a specific product or brand can be later targeted within marketing campaigns. Image mining specialists gain access to photos on social media platforms through dedicated APIs. The access may be paid or offered by social media channels that want favor advertising spending on their platform. Most often products are identified thanks to the logo or by using form recognition.

Immersive Marketing

Immersive marketing refers to the practices intended to cause the consumer immersion in the brand or product universe. The earliest forms of immersive marketing were probably the use of sensory or experiential marketing on point of sale. Other immersive marketing techniques have

since emerged. It may be, for example, to use permanent or event websites for the visitor to dive into the world of the brand, to use new techniques like virtual or augmented reality or even to use immersive booths.

Impression

A term used in Pay per click advertising that represents how many times an ad was shown.

Impression arbitrage

Impression arbitrage is a practice by which an agency or trading desk buy cheap ad impressions on ad exchanges before reselling them at a higher price to advertisers. Before reselling, agencies value impressions by adding third party or proprietary data. Impression arbitrage may also be based upon bulk buying or achieved by reselling CPM based impressions through CPA / CPC billing.

Impression Cap

An impression cap may refer to different digital advertising usages. An impression cap may refer to the fact of setting a cap on the number of overall impressions a network or a publisher can deliver for a day. A daily impression cap may be set up by an advertiser or an agency when scheduling a campaign. It can be also be set up by a publisher for a given ad network in a monetization process. The term can be also used when limiting the number of ad exposures for a consumer for a given period - often the day - or for an overall campaign. In this case, setting an impression cap is called frequency capping. It is especially used for retargeting campaigns.

Impression Discrepancy

Impression discrepancy refers commonly to discrepancies in reporting ad impressions between publishers, ad exchanges, advertisers/ agencies, advertising networks and third party vendors. For a single advertising campaigns several actors may be counting impressions each on his part. Impression discrepancies may sometimes rise billing issues and disputes. Impression discrepancies are commonly due to the use of different counting methodologies, the fact that each actor has a different place in the delivery chain and sometimes to difference in defining what is an ad impression. For instance, if an actor uses pixel based counting and an other the 302 redirect method, there are usually some differences.

Impression Fraud

Impression fraud is the fraudulent practice by which ads are delivered and counted as served without having any chance to be seen by humans. Impression fraud is theoritically distinct from classic ad viewability issues. Impression fraud is especially met on some adexchanges and second tier networks. The phenomenon is difficult to evaluate. Some studies estimate that up to a third of all ad impressions are fraudulent, but most often they are created and published by ad verification solutions.

Impression Share

Used in Pay per click advertising, this metric refers to the percentage of times viewers have seen an advertiser's ad, in relation to the total possible amounts that ad could have been seen. If an ad campaign's impression share is 70%, then the ads showed 7 out of 10 possible times.

Impression Stuffing

Impression stuffing is the process of inserting many invisible ads on a webpage. Impression stuffing can be done through pixel stuffing whereby one or many 1X1 pixel frames are placed all over a page and trigger ad impressions which are invisible to the naked eye. In some cases, many ads are served in a single 1X1 pixel frame. An other type of impression stuffing is to layer multiple ads on top of each other in a legitimate ad slot. Then, only the one on top gets seen and those below are not viewed at all. This form of impression stuffing is called ad stacking.

Impressions

The number of times a user sees or interacts with an ad in any way.

In the fold

"In the fold" is an equivalent expression to "above the fold". In digital marketing context, it means that an element (ad, button, call to action, link, etc.) is viewable without using the scrolling button. The "in the fold" perimeter may vary due to the visitor's different configurations and devices.

Inactive List Subscriber

An inactive subscriber is a newsletter's subscriber from whom no action (opening or click) has been observed during a given period of time. Inactivity criteria vary from one newsletter to another according to the activity. A relational newsletter with a brand building goal can thus be effective without generating any clicks. High proportion of inactive subscribers can be an issue for deliverability with behavioral filtering used by webmail and ISP. The inactive subscriber's status must usually be checked by a reactivation campaign. Indeed, a non-opening newsletter can be a partial result of messages reception with blocked images.

Inactive Subscriber

An inactive subscriber is a newsletter subscriber who has been observed as inactive for a certain amount of time. Each email marketer has his own criteria and threshold to determine when a subscriber is considered as inactive. Inactivity definition is based on the action taken into account - typically an opening or a click - and on the length of inactivity - expressed by a time length or number of received messages. For instance, an inactive subscriber can be defined as a suscriber who had not clicked through an email link for six months - or for the last thirty messages. Inactivity criteria must be determined according to the type of activity and the nature of emails.

In-app ad

An in-app ad is an ad displayed within a mobile phone application.

Different ad units can be used for displaying in-app ads:

- banner at the top or bottom of the screen
- mobile interstitial
- overlay

Inbound Link

A link on another website to your own website.

Inbound Marketing

Inbound marketing refers to the activities and strategies used for attracting potential users or customers to a website. "Inbound" is a more recent euphemism for what has traditionally been called "SEO". Inbound marketing is crucial to having a good web presence, as it's used as a way to attract prospective customers by educating and building trust about your services, product and/or brand.

Inbound Traffic

In the context of digital marketing, inbound traffic is traffic gained by the way of inbound marketing. It is often viewed as cheap traffic, but it is not always the case.

Inbox

In the broader sense, the inbox is for email what the mailbox is for mail and even more as it is where emails are received, sorted, read, stocked and deleted. In the strict meaning of the term the inbox is the main folder where incoming email messages are placed. The inbox is a more and more crowded place and with spam filtering inbox placement rates are lowering. The inbox is the holy grail of email marketers.

Inbox Deliverability

Inbox deliverability is a key metric of email marketing campaigns. It measures the capacity of email campaigns to gain access to users' inboxes.

Inbox Placement Rate

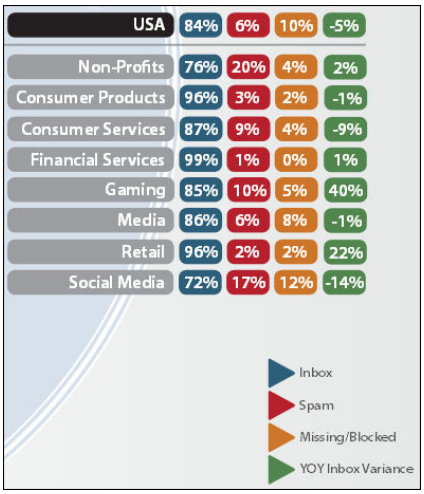
Inbox placement rate - aka: IPR - is a key email deliverability metric which measures what percentage of sent emails reach recipients' inboxes.

Inbox placement rate = Inbox placements / total email sent

Emails sent = Inbox placements + emails blocked + emails filetred to junk or spam folder

Inbox placements are determined at recipient level via seed list solutions or / and subscriber panel.

Inbox placement rate is often seen as more accurate and pertinent than the classic deliverability rate.



Inbox Preview Tool

An inbox preview tool is a service that is used by email marketers before sending a campaign to see how an email renders in different email clients. Most advanced services combine main desktop and web-based email clients with differents browsers, OS and devices (desktop, tablets, smartphones, Kindle, etc.). Tested environments are on the rise with device and mobile fragmentation. On some inbox preview tools, messages are tested on more than 50 combinations or configurations. In each country some local inbox preview services may adapt the array of combinations according to local ISP and Web-based email clients.

Inbox preview services are built into many email marketing softwares and ESP platforms. It is also possible to use standalone tools by using a test address or by uploading a copy of the email. Inbox preview services are often combined with code compatibiity testing and inbox placement measurement.

Incentives

Something offered to reward or motivate action by sellers, users, consumers, donors; bonuses, promotions, contests, competitions or games, give-backs, freebies, premiums, sales promotions, pass-along deal; can be coupons, discounts, prizes, money, virtual or physical items.

Incentivized Traffic

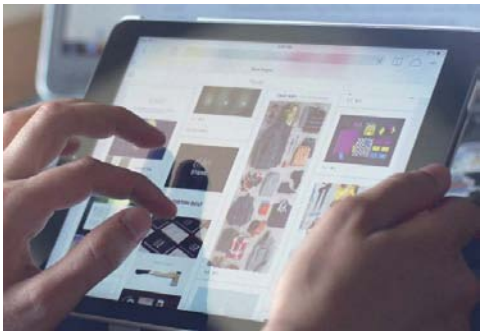
Visitors who have received some form of compensation for visiting a site.

Incremental Search Ad Clicks

Incremental search ad clicks are clicks which add-up to organic clicks on SERPs. They are visits driven by search ads and that are lost when ads are paused. Incremental clicks are measured to examine the value and interest of bidding on keywords for which a company has already an organic presence due to SEO. Incremental clicks are especially in question for branded keywords for which companies have often the first rank in organic results. It seems that incremental clicks are more important for mobile search.

Independent Trading Desk

An independant trading desk is a trading desk that is not directly related to an advertising or media agency.



Index

When used as a nound, index refers to all of the web pages that Google has crawled and stored to be shown to Google searchers (eg: "The Google index has billions of websites"). When used as a verb, it refers to the act of Google copying a web page into their system (eg: "Google indexed my website today so it will start appearing in their search results").

Indirect Ambush Marketing

Indirect ambush marketing is when an advertiser who is not an event officlal sponsor benefits from the event exposure and success without breaking the event organizer's rules. Most often, contrary to "classic" ambush marketing, indirect ambush marketing is done outside the event area. Indirect ambush marketing can be done at close proximity or on traditional advertising media. Some forms of hashtag hijacking and real-time marketing can also be seen as indirect ambush marketing. Indirect ambush marketing can also be seen as parasitic or opportunistic marketing.

Influencer

Influencer marketing (also influence marketing) is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers.

Infographic

Infographics (a clipped compound of "information" and "graphics") are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, information design, or information architecture. Infographics have evolved in recent years to be for mass communication, and thus are designed with fewer assumptions about the readers' knowledge base than other types of visualizations. Isotypes are an early example of infographics conveying information quickly and easily to the masses.

Informational Search Query

An informational search query is done by a user to look for general information about topics or products. Informational queries are the most part of search queries. Some have commercial and marketing potential while others don't.

In-game advertising

In-game advertising refers to the practice of inserting ads in games and essentially in video games. Nowadays, ad insertion may be static or dynamic for connected gaming. When static, the ad is seen by all players in the same way. When dynamically inserted, the ad may be addressed to specific targets as in online advertising and is delivered by an ad server. In this case, one is close to classic online advertising (e.g., one can see interstitial between two game levels). For static insertion, the logic and effect are the same as product placement in movies or TV. The promoted product or service may appear in a specific situation and it may be more integrated in the game. The development of advergaming explains itself mainly by the growing reach of the "games media", more particularly among young people. Game vehicles have multiplied in recent years (e.g. social games, mobile games, MMOG, etc.).

In-house Affiliate Program

An in-house affiliate program is an affiliate program directly managed and tracked by a merchant without using affiliate network or platform services. In-house program allows merchant to save network commissions (a percentage of affiliate payments) and to have a direct relationship with affiliates.It has also some downfalls. The merchant has to know how implement and launch a program, though, he may use consultant services. Affiliate payment can be time and ressource consuming. Moreover, affiliate recruitment is more difficult and some affiliates may have difficulties to trust the merchant for conversion tracking. The latter difficulty can be managed with affiliate conversion tracking.

In-house SEO

In-house SEO refers commonly to SEO operations which are achieved within a company by a dedicated team or specialist. In-house SEO may also refers

to the employee in charge of internal SEO. In-house SEO is often opposed to agency SEO. Nevertheless, in some complex context, in-house SEOs and agency SEOs may work together.

Initial Flash File Load

The initial Flash file load refers traditionally to the first Flash ad file to be loaded when using polite downloading for polite banners. Ad specs and IAB guidelines usually impose a max initial file size of 40 KB for standard ad units.

In-Market Targeting

In-market targeting is a form of online behavioral targeting that allows advertisers to target consumers who are considering buying a given product or service. In-market targeting is offered by behavioral networks that indentify, on different sites belonging to their network, a consumer behavior indicating a specific purchase consideration.

Inorganic Backlink

Inorganic backlink is a term coined by Google. It refers to what is considered by the search engine as artificial links for SEO and may therefore lead to ranking penalties. The inorganic backlinks hunting has been publicized by the launch of Google Penguin, but bought links had been sanctioned previously. Taking into account that inorganic backlinks may be created by competitors who want a company to be sanctioned, Google penalyzes with a lot of caution. As a matter of fact, Google has launched a new tool in webmaster tools which allows marketers to disavow low quality or inorganic backlinks.

Inorganic Links

Inorganic links refers to links judged as artificial by Google. Strictly speaking inorganic links may be external (backlinks) or internal links. In practice, inorganic links point essentially to backinks.

Instagram

A photo sharing social network that differs from others as it runs solely as a mobile application. The application allows users to take photographs that they can then apply filters to. The user's photos are automatically shared on Instagram, but with the option to share them on other social networks at the same time.

Instant Message (IM)

IMs are texts that are delivered in real-time. This can occur one-to-one or in group messages. IM platforms (such as Facebook Messenger, iPhone Messages and WhatsApp) usually allow users to share photos and videos, live record and video call.

Integrated Marketing

Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

Intelligent Virtual Agent

An intelligent virtual agent is digital company representative on a website, mobile application or other digital interfaces. Intelligent virtual agents engage conversation with visitors and handle requests through live chat. Some can talk or have vocal recognition capabilities. They are called intelligent because of their learning capabilities.

Intent Data

Intent data are data collected about a web user and possibly indicating some intent or future action. The future action may be an online action - order a product on an e-retail site - or offline - house moving or a travel for instance. Intent data are compiled via cookie and used to profile and segment users within more or less precise intent categories - car buyer, SUV car buyer, Used SUV car buyer. Intent data freshness is very important as it impacts the likelihood the action has already be done.

Intent-based Advertising

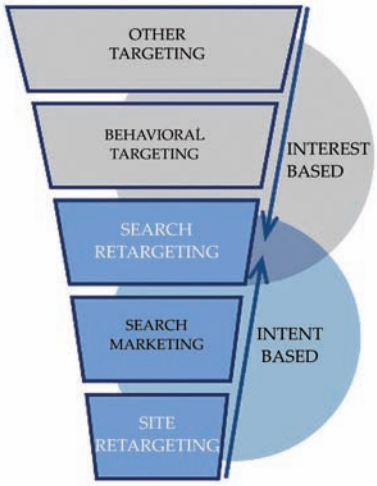
In digital marketing context, intent-based advertising can be defined as the art of displaying an ad message in front of a user who has immediately or recently shown an intent of purchase for a specific product or service. The principles are to focus on hot prospects for best chances of conversion. The intent of purchase can be deduced from a single keyword or action, from a single visit or from a browsing history on a network or site. Intent-based advertising is data-driven targeting and it can be based on the advertiser's own data (site-retargeting), publishers and networks' data or third-party behavioral data.

Intent-based Marketing

Intent based marketing can be defined as being all marketing campaigns aiming at consumers who have shown a purchase intent through their behaviors. Intent based marketing was used in offline marketing before the Internet advent but behavior tracking and real time capacities of the Internet has made possible many new practices. Search engine marketing, site retargeting and search retargeting are obviously the best known intent-based marketing practices in digital marketing context. B2B lead management, use of comparison site affiliates and in-market targeting can also be considered as intent-based marketing practice.

Intent-based Targeting

Intent-based targeting refers to all forms of advertising or marketing that use a purchase intent signal for targeting a consumer. Intent-based targeting is one of many forms of data-driven advertising in digital marketing context.



Interactive Agency

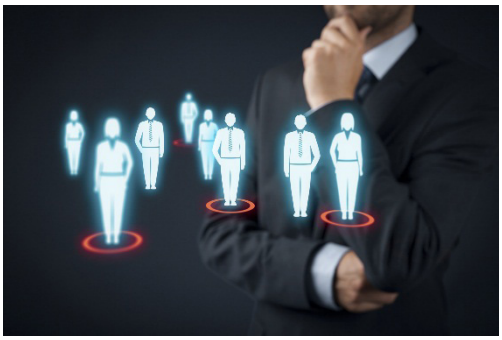
An agency offering a mix of Web design/ development, Internet advertising/ marketing, or E-Business/E-Commerce consulting.

Interest based Advertising

Interest based advertising refers to the use of specific behavorial targeting capacities for the purposes of advertising. Interest based advertising is usually offered by big ad networks and somes big websites (like Facebook). Several hundreds (or even thousands for Google) of interest categories can be offered by some networks.

Interest based Targeting

Interest based targeting can be based on declarative data (user profiles) or a specific form of behavioral targeting. In the latter case, web users interests are deduced from browsing histories within a site or on a network. When an individual reach a score threshold for an interest category, he his included in this segment. On big networks users can usually consult and manage their assigned interest categories and opt-out of interest based categories.



Interest Categories

Interest categories are categories offered for targeting to advertisers by behavioral ad networks. Behavioral ad networks can offer hundreds of interest categories and even thousands for Google Network.

Internal Search

Internal search are all forms of search completed on a website. It is not just about the search box but it also encompasses searches made via navigation menus and faceted search. Internal search is important for site conversion in many ways. Internal search optimization is a direct way to improve conversion rate as it allows visitors to access products they want and search for. It is also a way to offer alternative products and to promote cross-selling. These two dimensions have led to the searchandising concept. Predictive text suggestions and typo corrections are effective features for internal search optimization. Predictive search with text suggestions are based on popular queries identification but have also to take recency into account.

Internal Search Data

Internal search data are all kinds of data originating from internal search activity on a website. There is mainly two forms of internal search data. Keywords and phrases typed-in within a search box and data outcoming from usage of menus and faceted search. Keywords used for internal search are a goldmine for marketers and web analysts and can be retrieved from web analytics solution like Google Analytics. Internal keyword mining allows marketers to identify what visitors are searching for and possibly detect missing product or content. It enables to identify what specific keywords are used by customers and to reuse them for leveraging paid search. It may also be a mean to rethink

navigation menu wording or phrasing. When analysing internal search keywords, focusing on failed searches and searches followed by an website exit is very important. Measuring search influence on sales is also precious.

Internal Search Query

Internal search queries are queries done within a website searchbox. Internal search queries are goldmine for website and digital marketing optimization. Internal queries are only a part of internal searches as search is also done by the way of menus and faceted search.

Interstitial ad

An interstitial is an ad which appears between two content pages while visiting a website or by extension an ad displayed before accessing the homepage. An interstitial takes up the full extent of the browser window and disappears after a few seconds to allow access to the intended page. Historically, in low bandwidth times, an instertitial allowed the loading of "big" ad Flash files while visitors were browsing the site. Interstitial has good visual impact but may be seen as intrusive. It is usually considered as adapted for branding purposes but one might wonder whether the intrusiveness could hurt the brand.

Interstitial Page

Interstitial page is a technique used by affiliates who are using keyword bidding on PPC platforms. After clicking on an affiliate ad on a search engine, the web user is redirected to the merchant website through an interstitial page. The redirect on the interstitial page is automatic and the web user don't really see it. The use of an interstitial page make it impossible for the merchant to know the user came directly from a search engine. Sometimes the use of interstitial page may be legitimate, but more often, it is used for URLs laundering and for hiding trademark poaching.

In-text advertising

In-text advertising is a particular form of contextual targeting in which ads are tied to bought keywords in a webpage text. The keywords bought by the publisher are underlined and the ad appears when the mouse rolls over the keyword. In-text advertising use PPC models. In-text advertising is sometimes criticized as discomfort for readers and an editorial issue for journalists.

In-text link or backlink

An in-text backlinck is a link placed within an article on a news site or blog.

Backlinks placed in the heart of an article have greater consideration from Google and other search engines and are considered as good quality baclinks.

Invalid Click

Invalid clicks are generally defined by Google and others as fraudulent clicks and unintentional clicks on PPC networks and platforms. Invalid clicks are detected and filtered by networks to prevent advertisers being billed and to maintain trust.

Inventory Transparency

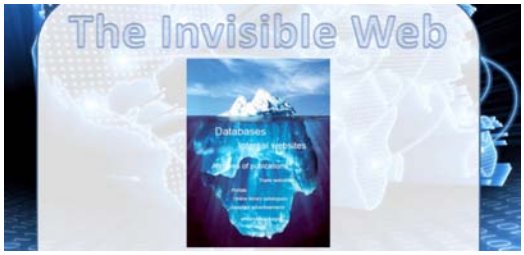
For advertisers, inventory transparency refers to the fact of knowing where (on which publishers' websites) their ads are displayed. Inventory transparency may be an issue when inventory is bought at reduced rates on blind or semi-transparent networks or through RTB on ad exchanges. Inventory transparency is a selling point for somes networks and ad exchanges.

In-view impression

An in-view impression is counted for an ad when 50% or more of the ad is in-view for at least one continuous second.

Invisible Web

The portion of the Web not indexed by search engines.



inVision

Invision is a cloud-based digital product design platform that helps development professionals and businesses of all sizes create and manage prototypes. It allows users to collaborate, test and experiment with designing templates and ideas on a digital dashboard.

IP Address

An IP (Internet Protocol) address is a unique number that identifies a device using the internet to communicate over a network. Each device has a unique IP address, and can be used to locate and differentiate that device from all other devices when using the internet.

IP Address Blocking

IP address blocking is the process of preventing a user or machine originating from a specific IP address to connect with a server. Several or ranges of IP addresses can be blocked and the blocking can be done for mail or website servers.

IP address blocking has many uses in ecommerce or digital marketing contexts. It can be used for:

- preventing bots to access a website - for price retrieving for instance
- preventing transactions orginating from some countries
- blocking email spammer
- blocking some addresses to see or click ads

IP Address Database

An IP address database is as its name suggests a database of IP addresses that contains different characteristics related to each IP address included in the database. IP address databases are used by website owner and ad companies. Data related to IP addresses are mainly geographical data but they may also be other kinds of IP related data like company, ISP, bandwith, domain, frauds, etc.

IP Address Filtering

IP address filtering can have two distinct meanings in digital marketing and advertising context. First, it can be understood as IP address blocking.

Second, it can mean to give a special treatment to visitors or visits originating from specific IP addresses - or ranges of IP addresses. For instance bot traffic can be authorized to access a website but not taken into account for determining traffic statistics or foreign IP adresses be redirected to another domain. IP address filtering is also a key component of email spam filtering arsenal.

IP Address Geolocation

IP address geolocation is the process of localizing the location of a website visitor based on his IP address which is always provided for web browsing or other Internet usages.

IP address geolocation is used by publishers, online merchants and website owners to:

- localize and personalize content
- fight fraud
- comply with local legal regulations
- differentiate or limit offers according to countries
- manage digital rights
- etc.

IP Address Geolocation Database

An IP address geolocation database

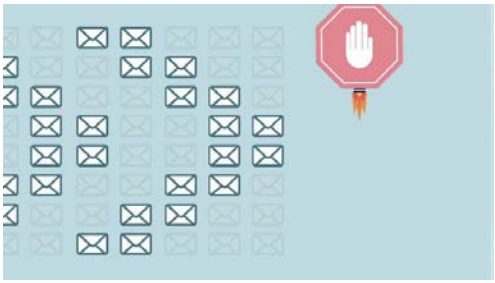
allows website owners and marketing companies to determine geographical elements associated with an IP address related to a website visitor.

Different available geo data are commonly:

- country
- region
- city
- postal code
- US metro code
- approximate latitude and longitude

IP Address Warm-up

IP address warm-up or warming is a process used in email marketing when using for the first time a new IP address to send email campaigns. It aims to prevent IP address based email filtering and to ensure deliverability. The principle is to progressively increase email volumes sent from the new IP address because a new address detected as sending directly high volumes of email can be potentially considered as a spammer and then blocked or filtered by ISPs or Webmails. A schedule for an IP address warming might for instance: 2000 messages per day for the first week 4000 per day for the second week 8000 for the third etc. There are not really established or proven rules for warm up scheduling.



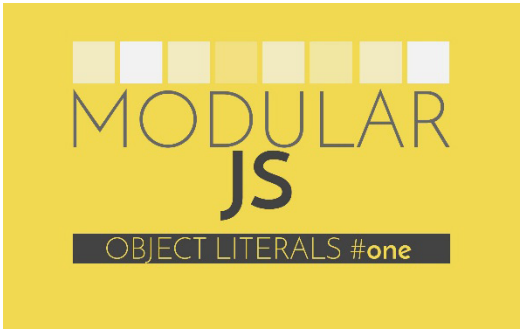
J

Java

Java is a programming language that is used to create applications that can run on a digital device. Java can be used on it's own, while Javascript can only be used in web browsers.

Javascript (JS)

Javascript is a scripting language. Javascript is used on web browsers to provide interactive elements to web pages that are difficult or impossible to achieve with just HTML or CSS. JavaScript was the first technical skill and first programming language I really learned and it turned out to be one of the greatest gifts I have ever given myself. JavaScript is arguably the most frequently used, extensible and therefore most valuable tool for digital marketing.



John Leo Weber

The COO at Geek Powered Studios, and the person responsible for writing this fancy digital marketing.

Joint Venture

A joint venture (JV) is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific task. This task can be a new project or any other business activity. In a joint venture (JV), each of the participants is responsible for profits, losses and costs associated with it. However, the venture is its own entity, separate and apart from the participants' other business interests.

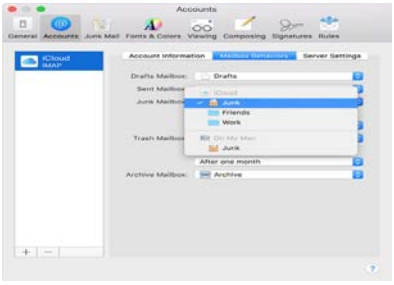
Junk Folder

A junk folder is an email client folder dedicated to spam or low priority email messages. Emails are routed to junk folders according to filtering algorithms from email client softwares and web based email services or according to filtering rules established by users. Email marketers try to prevent their legitimate opt-in messages to land in junk folders as they are hardly perused by recipients. In many web-based email services, frontiers are blurring between junk folders and other low priority folders.

Junk Inbox

A junk inbox refers to an email account / address specifically created to

participate in promotional competitions or sweepstakes. A junk inbox or address is generally unreactive.



JV Broker

A JV Broker (Joint Venture Broker) establishes connections between vendors, someone wishing to sell and promote their products, services or a customer base they wish to increase money making opportunities within with marketers who will sell on behalf, for a commission or team up together to share a customer base. The JV Broker receives a commission on the sales that the marketer brings in or a share of sales generated from the joint venture. Some services that a JV Broker may offer are: Sourcing profitable opportunities, managing product launches, background checking partners in the ventures, services related to managing campaigns, making deals and consulting.

K

Key Account Management

Key account management (KAM) defines full relationship between your business and the customers you are selling to. It describes the individual approach of sales people to their customers in order to create long everlasting business relationship.

Keyword

A word or phrase indicative of the major theme in a piece of content. When you search for something in a search engine, you type in a keyword and the search engine gives you results based on that keyword. One major Goal of SEO is to have your website show in searches for as many keywords as possible.

Keyword Buying

Keywords buying is the practice by which an advertiser can ensure himself of a favorable position in search engines results pages by bidding on a keyword. An advertiser's ad is displayed when a query matches the keyword. The advertiser is usually charged for the bid sum when the ad text is used (or clicked) by an Internet user. The most famous and dominating keywords buying program is Google's Adwords. The ad texts with keyword buying are called sponsored links.

Keyword Density

Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. In the context of search engine optimization, keyword density can be used to determine whether a web page is relevant to a specified keyword or keyword phrase. Keyword density was an important factor in page ranking. However, as webmasters discovered how to implement optimum keyword density, search engines began giving priority to other factors beyond the direct control of webmasters. Today, the overuse of keywords, a practice called keyword stuffing, will cause a web page to be penalized.

Keyword Density Analysis

Keyword density analysis is the process by which keyword density is measured on a webpage for a targeted keyword.

Keyword Level Call Tracking

Keyword level call tracking refers to tracking techniques allowing marketers to link phone calls made from a website with the keywords used for accessing the website. Keyword level call tracking is a precious way to measure paid search (PPCs) and SEO effectiveness and ROIs. It allows marketers to optimize AdWords spending.

Keyword Level Search Retargeting

Keyword level search retargeting refers to the fact that advertisers can buy keywords on a search retargeting platform as it is done on classic PPC search engine platforms. With keyword level search retargeting, advertisers can buy single exact keywords and sometimes use negative keywords and specific matching options. Only top of the notch search retargeting platforms allow advertisers to buy at keyword levels. Often the buy is made at keyword categories level.

Keyword Mining

Keyword mining is the process of searching for keyword ideas for paid search purposes. Keyword mining is used in particular for long tail strategies. It can also be used for SEO.

Different sources, tools and services may be used for keyword mining:

- internal search data.
- dedicated keyword generators or tools offered by PPC platforms like Google Adwords.
- paid services and tools and often less effective free services.
- predictive search feature in Google search box.

Keyword Phrase

A group of two or more words that are used to find information in a search engine. Sometimes, when searching for something, one single keyword does not provide the information you seek, where a keyword phrase allows you to string multiple words together to find better information.

Keyword Research Tool

Keyword research tools and softwares are dedicated online tools which, for a given generic keyword, list hundreds

or thousands of keywords used for search engine queries. Their purpose is to suggest keywords for SEO and PPC campaigns.

Keyword Rich Domain

A keyword rich domain is a domain name which include a keyword related to targeted search queries. As keyword presence in domain names impacts Google ranking, the goal of keyword rich domain is to favor Google SERP rankings. A keyword rich domain has for second benefit to favor clicks in SERPs as users identify the site domain name as being related to their search and because the keyword is bolded in the search result. Google has diminished the importance of keyword rich domain names in search results but it has still some impact. Keyword rich domains can be used for money sites or dorway domains. The two forms of keyword rich domain are EMD and PMD.

Keyword Stuffing

Keyword stuffing is an old black hat seo technique which consist of inserting many times a keyword in a webpage or in meta tags for good SERP ranking on queries using the keyword. When a web page uses a keyword too often or superfluously, with the intent of manipulating search engines. This type of behavior is frowned upon and can lead to either algorithmic devaluation in search, or a manual penalty from Google.

Keywords Meta Tag

Keywords meta tags was used in the first years of the Internet to give search engines indications about the content of a webpage. The tag was filled with keywords relating to the webpage topic and was taken into account by Google and other search engines for ranking in the SERPs. Rapidly, the keywords meta tag was no longer used by search engines due to too many manipulations by webmasters and SEO specialists. Some used the meta tag to have good ranking on popular queries for webpages which no really matched the queries.

Knowledge Graph

Similarly to the Knowledge Panel, this tool shows up at the top of the screen, but generally in research related search results. The panels summarize quick information points that are often pulled from sources like Wikipedia. These are commonly found when researching things like people, places, events and other topics.

Knowledge Panel

Like the Knowledge Graph, this box appears at the top of search results on the search results page. This tool is designed to display when users search for a business on Google; it can help users get quick information about a business like phone numbers, reviews and location. Much of the information is pulled from sources like Google My Business and Google Maps.

KPIs (Key Performance Indicators)

Used to reflect the performance and success of an activity in relation to the goals originally outlined.

Knowledge Management

Knowledge management (KM) is the process of creating, sharing, using and managing the knowledge and information of an organisation. It refers to a multidisciplinary approach to achieving organisational objectives by making the best use of knowledge. KM includes courses taught in the fields of business administration, information systems, management, library, and information sciences. Other fields may contribute to KM research, including information and media, computer science, public health and public policy. Several universities offer dedicated master's degrees in knowledge management.

L

Landing Page

A single web page where one sends traffic with a goal of encouraging a single action; it doesn't have additional navigation, links or ways for someone to easily leave without completing the desired action. Goal usually involves capturing a visitor's information in exchange for offer of something of value for purpose of email marketing, follow-up contacts.

Landing Page Views (Facebook and Instagram)

The number of times an individual clicks a link from Facebook or Instagram and successfully loads the destination page.

Large Rectangle

Large rectangle is an ad unit with a size of 336 X 280 pixels. Large rectangle does not belong to IAB Guidelines portfolio and the ad size associated with the appellation may sometimes vary. Large rectangle is sometimes confused with medium rectangle the "official" IBA ad unit.

Last Click Attribution Model

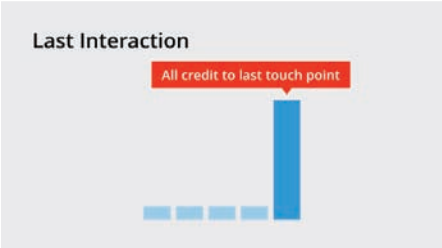
The last click attribution model is a conversion attribution model by which all credit is given to the touch point or channel giving the last click before conversion. It is a single channel attribution model. The last click model is often the default model used used by merchants or marketers who don't have analytics tools or knowledge for more complex analysis. The most popular web analytics tools have multi-channel attribution models but offer by default the last click model. Last click attribution model is logically known for giving too much credit to brand search ads, organic brand results or parasitic affiliates as these channels are natural way to come back to the merchant after a consideration phase or for cash back users.

Last Cookie Counts Principle

The last coookie counts principle is a rule applied by affiliate networks and merchants which manage themselves their affiliate programs. According to the last cookie counts principle, when two or more affiliates are involved in a sale, only the last affiliate in touch with the consumer (by way of a click) is given credit for the conversion. For instance, if a consumer discovers and chooses a product by clicking on a content affiliate's link and then uses an affiliate voucher code site before buying, the commission is given to the voucher code site. When the consumer uses the affiliate link on the voucher code site, the cookie which is initially tied to the first affiliate ID is overwritten.

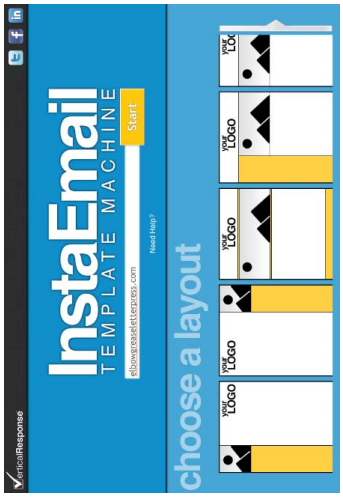
Last Interaction Model

The last interaction model is an attribution model similar to the last click attribution model by which all credit is given to the last channel whith which the consumer interacts before a conversion or an order. It is notably an appellation used by Google Analytics.



Layout

The physical design or format of a physical piece of marketing material, showing the placement of artwork/ images, header, headlines, subheads, body copy, contact info and any other graphical elements; particularly used to describe printed ads, pieces of direct mail, publications, and other physical collateral (brochures, flyers, business cards, post cards, bookmarks, folders).



Lead

A potential customer in the sales funnel who has communicated with a business with intent to purchase through a call, email, or online form fill.

Lead follow up

Lead follow up consists of coming back to a sales lead who has done some inquiries on a website. Lead follow up processes are mostly used in B to B. Lead follow up processes can be automated or not. They are made by phone or email. Lead follow up processes can be very complex in BtoB companies. An effective lead follow up must be speedy and personalized. An example of follow uo based upon visit behavior:

Lead gen

Lead gen is a frequently used shortcut for lead generation.

Lead generation

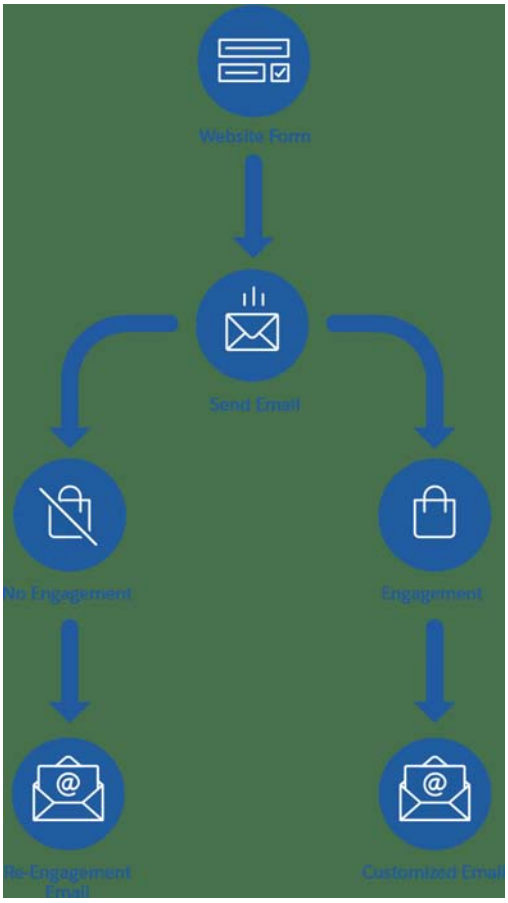
Lead generation is the use of marketing techniques and actions to obtain potential customers' contact details. Websites and digital marketing are major sources of lead generation. The lead generation term is mainly used in B2B marketing but it also applies to BtoC activities. Lead generation is particularly important for B2B marketing because purchase cycles and decision processes are long and complex. A BtoB lead must be "worked" on for weeks or months to become a customer. Leads are more or less qualified. A simple email address from a newsletter subscription is not qualified and not always considered as a real sales lead. On the other hand, a website visitor who completes a webform to obtain a white paper can be considered as a qualified lead. On the Internet, webforms associated with content marketing are usually the main means to collect and qualify leads. Thus, white papers, webinars and case studies are usually used to obtain leads.

Lead Magnet

A specific deliverable that is offered to prospects in return for contact information, typically to join an email list.

Lead Nurturing

Lead nurturing is a process used in inbound marketing for pushi g leads further in the buying lifecycle by targeting them with contextually-relevant content. This can be done through different channels like email or social media.



Lifecycle

Lifecycle stages or phases to describe the evolution of the relationship between you and your audience,

users or customers. There are various lifecycles discussed among marketers and marketing experts.

Lifetime Commission

Lifetime commissions are, in affiliation program context, a principle by which the affiliate is paid by the merchant (affiliate program owner) for all future purchases made by his referrals. Lifetime commissions are rare in affiliate programs and differ from recurring affliate commissions.

Lightbox

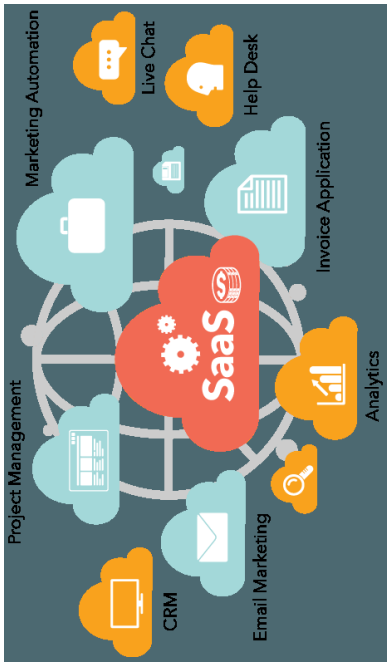
Strictly speaking Lightbox is a JavasScript application or plugin allowing webdesigners to display content as an overlay over the main page while the main page content is darkened and inactivated in the background. In a broader sense and in digital marketing context, the lighbox term is more often used for referring to the lightbox pop-ups used to promote content or offers on a web page.

Lightbox Pop-up

A lightbox pop-up is a pop-up that appears over the visited page while the latter is darkened and inactivated - links don't work. The lightbox effect ensures the visitor attention focuses on the overlay though the visitor can always use a closing cross. To reduce intrusiveness and according to the purpose of the lightbox, the appearance of the pop-up may be managed through cookies and visitor behaviors.

Lightbox Pop-up Software

A lightbox pop-up software or service is marketing tool allowing website owners to easily implement a lightbox pop-up on a site for boosting email subscriptions or other submissions. See lightbox pop-up for more details about principles and impacts. Most often, lightbox pop-up services are offered as Saas or cloud services and after choosing templates and options, the implementation is easily done by Copy and Paste.



Lightbox Subscribe

Form

A lightbox subscribe form is a particular form of lightbox popup dedicated to collect email newsletter subscriptions. The subscription offer appears after few seconds on a landing page or home page in the form of an overlay popup window as the main page is darkened and inactivated. This way, the visitor's attention is focused on the offer though he may always close the lightbox with the closing cross. Lightbox subscribe forms are intrusive but effective. Lightbox impact on list growth is indisputable, the effect on subscriptions is commonly estimated to be between 200 and 500%.

Lights Out ad Unit

The "lights out" ad unit is a video ad unit whereby the publisher's website content dims when the video pre-roll begins to play. The goal is to draw focus to the ad content as for Lighbox ad units.

Like Button

The like button allows users on social media and other websites to express that they like, enjoy or support certain content. Some websites, most notably Facebook, now allow for other reactions, such as "love" (to show you love a post), "sad" (to show you find the content of a post sad), "angry" (to show you the content makes you angry) and more.

Like-gate

A like gate is a technique used on Facebook by which a brand forces or incentivizes non-fan visitors to like its page to access a content or application on an other tab. Like gating is mainly used for giving access to contests, giveaways, coupons, videos, polls and various contents. A barrier requiring a user to "Like" a brand's page before they can access certain content from that brand on Facebook.

Like-gated contest

As the name suggests a like-gated contest is a contest offered on Facebook that requires potential participants who aren't already fans to like the brand page in order to access the drawing or contest.

Linear Attribution Model

The linear attribution model is commonly seen as an attribution model that gives an equal share of the conversion credit to all channels or touch points belonging to the path to conversion. If four channels are concerned, 25% of the conversion value is assigned to each channel. This type of attribution model is also called distributed, even or flat

attribution model. The linear attribution model is particularly suitable for long sale cycles (as in B2B activities) where the different channels maintain contact and awareness and contribute to build the brand image.

Linear Video ad

A linear video ad is the "traditional" video ad which can be clicked but which is viewed in the same way by all viewers.

Link

Also known as a hyperlink, a link is a string of hypertext transfer protocol structured text used to connect web pages on the internet. There are two main forms of links: internal links that point to pages on the same site, and external links that point to web pages on a different website.

Link Bait

Content that was created specifically to attract links that tends to be interesting, useful, controversial, unique or a mixture of all four. The end goal is for this content to be linked to by others. Link bait can be any kind of content, from an interesting infographic or a funny video to a picture of a cat with some text on it. Link bait is vital for creating a high search rank.

Link Building

The process of increasing the number of inbound links to a website in a way that will increase search engine rankings.

Link Checker

The tool used to check for broken hyperlinks.

Link Clicks

Clicks on a hyperlink through to a specific location either on or off Facebook. Not to be confused with clicks.

Link Disavowal

Link disavowal is the practice by which a webmaster asks search engines to stop taking toxic links into account. Link disavowal is done for preventing ranking penalties due to inorganic backlinks. Search engines and significantly Google have developed link disavowal tools.

Link Disavowal Tool

Link disavowal tools are tools offered

to webmasters and SEO pros by search engines to prevent bad influence of inorganic backinks on rankings. By using disavowal tools, webmasters indicate to search engines to ignore low-quality targeted links. Link disavowal tools are backling cleaning tools.

Link Intelligence SEO

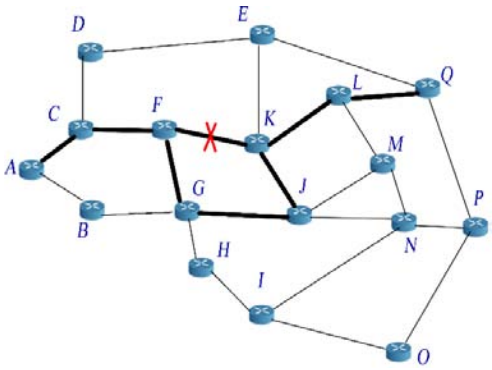
Link intelligence refers to the process of studying external netlinking for a website and possibly for its competitors.

Link intelligence allows one to build a linking strategy and to follow results in this field. The main actions in link intelligence are:

- identfying backlinks
- analyze backlinks (website quality, anchor text, placement, etc..)
- links development monitoring
- bad backlinks detection

Link Network

A link network is a service allowing webmasters to exchange or buy backlinks to improve SERP rankings. A blackat link building strategy that uses a network of websites all interconnected with links in order to boost backlink profiles and rank certain sites higher in google search results. Some link networks can also be known as private blog networks (PBNs). Link networks and PBNs are against Google guidelines and are devalued or penalized when detected.



Link Popularity

A measure of the quantity and quality of sites that link to your site.

Link Profile

The cumulative grouping of all links pointing to a particular website. A link profile can be used to determine a website's power, trust, subject matter, and content. Link profiles are important at determining where a website ranks in google search results. If a website has a high number of links from websites that are not trusted, adult in nature, spammy or against guidelines, the link profile will have a negative effect on rankings. If a website has a high number of links from websites that are strong providers of content or reputable sources of information it will have a positive effect on rankings.

Link Pyramid

A link pyramid is a structured form of link scheme using several tiers of links. Link pyramids aim at creating link juice for intermediary and first tier links. It is also a way to prevent sanctions for the money site which is only directly connected with "good quality" first

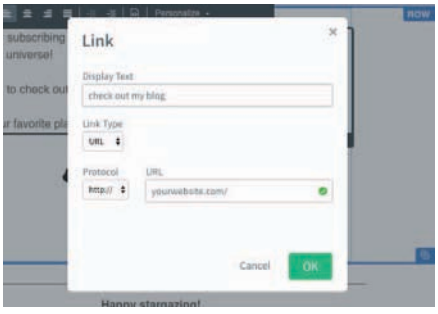
tier backlinks. Packaged link pyramids are seldomly effective and may be dangerous for the money site because the pyramid may be detected by Google and because the first tier backlinks are often poor links.

Link Scheme

Link schemes are all artificial ways of gaining external links or backlinks to improve ranking in Google and other search engines. Lines are not always very clear between natural and unnnatural links but Google and other search engines are better and better for detecting link schemes. In the best case a detected link scheme will not improve rank in SERP and for the worst it will cause a penalty.

Link Text

The text contained in (and sometimes near) a hyperlink.

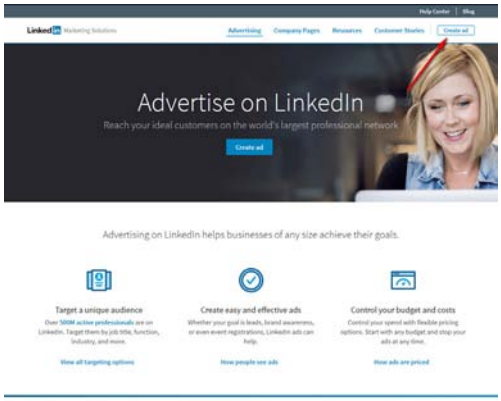


Linkbait

A piece of content created with the primary purpose of attracting inbound links.

Linkedin

A social networking website oriented around connecting professionals to jobs, businesses and other professionals in their industry. Linkedin is also a strong platform for marketing, job posting, and sharing professional content.



Linkedin Advertising

LinkedIn's advertising platform. Through different ad formats, advertisers can bid on ad space and target unique audiences based on job title, years of experience, industry, and many other demographics.

Live Chat Support

Live chat is a customer / visitor support tool that allows a customer service representative to converse in real time via typing with a potential customer. Live chat services favor sales by assisting and resolving customer queries and by upselling and cross-selling propositions. Live chat service can be managed internally or outsourced to external agents. A chat operator can manage multiple visitors at the same time. The live chat software is usually a saas solution.

Live Support

Live support refers to different means of ensuring real time customer support on a website. Live support essentially consists of live chat and call back services. Live support tools are key factors for trust and conversion on e-commerce websites. Setting up efficient live support can notably and favourably impact online sales.

Local Marketing

The term local marketing can have two different meanings in the marketing field. In its most common usage, local marketing refers to all the marketing actions used to reach a local population. It is used by retailers and physical stores networks who want to reach consumers in their catchment areas. In a different perspective and in the context of a multinational marketing policy, the term local marketing can designate marketing actions which are specific and appropriate to the scale and distinctiveness of a given country.

Local Search

The process of utilizing a search engine's database of local business listings in order to target audiences based on their specific geographic locations.

Long Click

A long click is when a SERP visitor clicks through on a result and doesn't come back to the same SERP before a long time. Long click is taken into account by Google and other search engines as a sign of in-depth visit to the site and therefore as a sign of quality, even if the user clicks other results or refine his query afterward. Long click and short click are important factors used by search engines for pogostisking analysis.

Long Domain Name

Domain names longer than the original

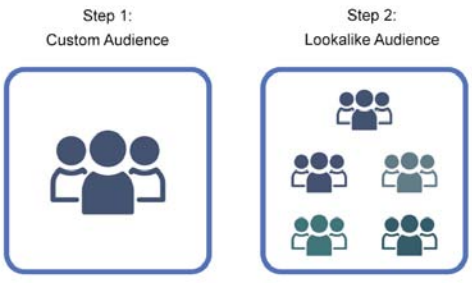
26 characters, up to a theoretical limit of 67 characters (including the extension, such as .com).

Long Tail Keywords

Long-tail keywords refer to the multitude of keywords which taken individually represent little search traffic but a big part of a website search traffic when considered all together. Long-tails can count hundreds or even thousands of keywords for a single generic short-tail keyword. Long-tail keywords are usually longer than short-tail keywords and can be made of three or more words. But some rare synonyms can be one word long and being long tail keywords.

Lookalike Audience

A targeting option offered by Facebook's ad service. This audience is created from a source audience (i.e. fans of your Facebook page, email list), and from this list Facebook will identify common characteristics between audience members. Facebook will then target users that exhibit similar interests or qualities.



Look-alike targeting

Look-alike targeting is an advertising technique which consists of reaching out an audience similar to an advertiser's customers. The original profile of audience is determined via CRM data or website behaviors and is then matched against anonymous user pools by a dedicated marketing vendor. Look-alike targeting allows advertisers to address prospects which are predicted to be similar to their existing customer base.

Low Fidelity (Lo-Fi) Design

The first and most important role of lo-fi prototypes is to check and test functionality rather than the visual appearance of the product. Content can be applied at this stage to ensure the suggested layouts suit the desired copy.

Loyalty toolbar

A loyalty toolbar is a toolbar offered by a website, company or show business star and which is installed and integrated into web user browsers. A loyalty toolbar is a loyalty and top of mind tool for the brand (promotor), but it may also generate additional revenue through affiliate programs by monetizing internet users` day to day activities. In this last case revenues are sometimes shared between the company which offers the branded toolbar and the company which has developed the toolbar (when the toolbar is developed for free). A share of revenues may also be given to causes.

LREC ad banner

LREC does not belong to the IAB Guidelines portfolio and the ad size associated with the appellation may

sometimes differ. LREC is sometimes wrongly used for medium rectangle which is shortened as MREC.

LSI (Latent Semantic Indexing)

A search engine indexing method that creates a relationship between words and phrases to form a better understanding of a text's subject matter. Latent semantic indexing helps search engines serve up results to queries with higher precision.

LTV (Lifetime Value)

LTV is a useful metric that helps you find out what customer groups are valuable to your business and what total worth they bring during their lifetime. Differently said, it shows the total revenue your business can expect from every single customer.

M

Machine Learning

A subset of A.I that refers to an algorithm's ability to learn from pattern recognition and inference in order to improve functionality.

Made For Adsense (MFA)

Websites that are specifically built to make money with the Google Adsense program.

Madware

Madware is a type of aggressive advertising that affects smartphones and tablets. The name, which is a portmanteau combining the words mobile and adware, was coined by the security vendor Symantec to describe a type of intrusive advertising that currently affects Android smartphones and tablets.

Main Content (MC)

All content on a webpage can be classified as either Main Content (MC) or Supplementary Content (SC).

The MC is any part of the webpage that directly helps the page to achieve its main purpose. For example, the MC of a currency converter tool page would be the currency converter tool itself. It should be displayed above the fold and in a prominent location of the page.

Main Navigation Menu

Contains links to internal pages of a website, usually located in the header section.

Managed Placements

A type of targeting that allows you to choose specific websites, videos, and apps on the Google Display Network to show your ads on. This gives you more

control over where your ads appear for "Display Network only," "Search & Display Networks," and "Search Network with Display Select" campaign types.

Managed WordPress Hosting

Web hosting optimized specifically for WordPress, where the hosting company assumes many of the routine maintenance tasks.

Manual Bidding

Select the maximum cost-per-click bid amount for your ad group's default bid. When you identify certain placements, keywords, audiences, and times of day that have the best returns, you can use manual bidding to increase returns.

Manual Extensions

Ad extensions that you have to set up yourself in your AdWords account. Note: These extensions will not show up in the ad preview section and can only be viewed in the SERP.

Manual Payments

Prepay for your advertising account before your ads run. Google reserves this option for only a few countries.

Manual Penalty

A manual action whereby a human engineer from Google or Bing has manually reviewed a site flagged for spammy activities relating to Search Engine Optimization and purposefully prevents the site from ranking highly.

Manual Review

A website review done by a search engine engineer to determine whether a site is legitimate. Most search engines utilize a combination of manual and automated processes.

Manual Submission

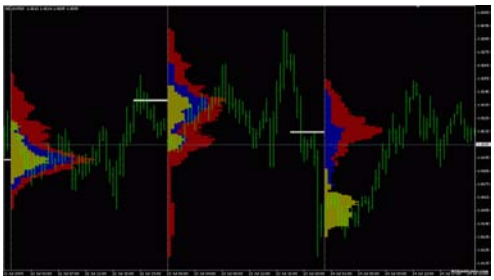
Adding a URL to the search engines individually by hand.

Map Pack

The section of Google search results pages featuring three businesses listed in a local map section. The map pack shows up for queries with local intent, a general business type, or a "near me" search.

Market Profile

A summary of the characteristics of a market, including information of typical purchasers and competitors, and often general information on the economy and retailing patterns of an area.



Market Research

The systematic gathering, recording, analyzing, and use of data relating to the transfer and sale of goods and services from producer to consumer.

Market Segmentation

To divide a market by a strategy directed at gaining a major portion of sales to a subgroup in a category, rather than a more limited share of purchases by all category users.

Marketing Asset

A piece of marketing content (e.g. whitepapers, videos, newsletters, webinars, etc.) used to educate and generate interest for a company's products or services.

Marketing Automation

This term is applied to integrated software platforms that field multiple complementary technologies, such as email marketing, website visitor tacking, and automated programs (e.g. lead nurturing, lead scoring, etc.). The integration means the tools can all be managed from one dashboard, making management easier. It also means that all the lead and contact data flowing in from different tools is merged into consolidated histories, for real-time intelligence (on both individuals and segments) that both sales and marketing can use. Marketing automation offers a way to build and manage relationships at scale – and both sales and marketing have visibility into those relationships. It also enables the measurement of campaigns and channels. Key capabilities include customer segmentation, lead generation, nurture campaigns, prospect scoring, and closedloop analytics.

Marketing Cloud

Platform for digital marketing automation that allows you to cater marketing efforts towards a prospect's specific needs. For instance, publishing custom content, sending customers push notifications, posting from social media, which all allow you to build a better view of each individual customer.

Marketing Opportunity

Deals that are in the process of being completed that you want to track. Used to build a sales pipeline and move deals through your sales process.

Marketing Lead

A lead generated by marketing, which has not yet being qualified as a sales prospect.

Marketing Plan

The part of the business plan outlining the marketing strategy for a product or service.

Marketing-Qualified Lead (MQL)

A lead that marketing has deemed worthy of handoff to sales. Characteristics may or may not include attributes such as demographics or activity and/or an assessment of the viability of the prospect as an opportunity. The main categories looked at are fit, based on explicit criteria such as title, industry, and revenue; and engagement, based on activities such as webinar attendance and white paper downloads. It's important that marketing and sales agree on the criteria and definition.

Masthead ad unit

A masthead ad unit is a big digital advertising format displayed at the top of a webpage. When displayed on desktops, the standard masthead is 970 X 250 pixels or 500 if expandable. The masthead ad format has been popularized by YouTube.

The standard masthead on YouTube:

Math Men

Math men is a pun inspired by the Mad Men TV series dedicated to US advertising world in the sixties. The math men term emphasizes the fact that today's digital marketers and advertisers have to be data-savvy and that more and more advertising or marketing quants are needed for data-driven marketing.

Max Initial Load File Size

The max initial load file size is an element of ad specs referring to polite loading. In accordance with IAB guidelines, polite loading is generally imposed by publishers when a flash ad file exceeds 40 KB (or other threshold according to formats). In ad specs, instructions relating to initial load file size are completed by other instructions relating to subsequent files loading (subsequent polite file **and subsequent user initiated file).** IAB guidelines recommend 40 KB as max initial load file size for Universal Ad Package, but it may vary slightly according to publishers and formats.

Universal Ad Package (UAP)	300x250 Medium Rectangle	180x150 Rectangle
Initial Dimensions: (WxH in pixels)	300x250 view sample	180x150 view sample
Maximum Expanded Dimensions: (WxH in pixels)		Expansion not allo
Max Initial File Load Size:	40 KB	40 KB
Max Additional Initial File Load Size for OBA Self-Reg Compliance:	5 KB	5 KB
Subsequent Max Polite File Load Size:		Not allowed
Subsequent Max User Initiated File Load Size:		Not allowed
Subsequent Max User Initiated Additional Streaming File Size:		Not allowed
Max Video & Animation Frame Rate:	24 fps	24 fps
Maximum Animation Length: (i.e. Flash™)	15-sec	15-sec

Maximize Clicks

A bid strategy that optimizes your campaigns for the most clicks.

Maximize Conversions

An automated smart bidding strategy where Google optimizes for higher volume of conversions, rather than the amount of dollars your conversions are generating.

Maximum CPC Bid (Max CPC)

The highest amount that you're willing to pay for a click on your ad. This is specific to your business and marketing strategy. For example, if you are trying to drive sales, we recommend determining the profit margin of each good or service first. Generally, you want to make sure CPA < Profit margin. You can work backward as such: Determine Profit margin = Max CPA. Multiply that by your average conversion rate (% of clicks that result in sales), which will give you a rough estimate of a good Maximum CPC bid.

Mcommerce

Transactions or purchasing of products/ services through the use of a mobile device such as a smartphone or tablet.

Meatspace

The physical world as opposed to the virtual "internet" world.

Media Kit

A media kit is a document containing information about your business, product or event. They are mainly used at events and for launches as a package of information for journalists to help them write their story.

Media Plan Verification

Media plan verification consists of verifying that the specifications of web media plans are respected.

The checking concerns:

- audience targeting choices
- capping options
- geographical targeting

Media plan verification is mainly used for some questionable ad networks where advertising choices are not always respected. The checking is made in real time and operate on the same principles as brand safety tools.

Media Queries

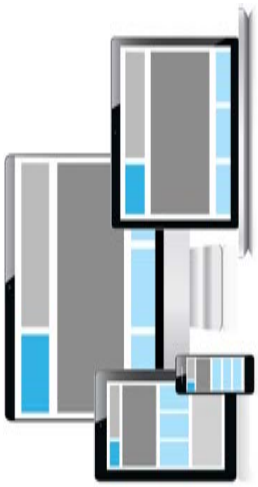
Media queries are HTLM and CSS W3C specifications that allow to detect media type (screen, print, TV, etc.) and different specifications for each media (window width, resolution, orientation, supported colors, etc.). With media queries presentations can be tailored to a specific range of devices and to device characteristics without changing the content itself.

At first, media queries were used on the web for adapting content for printing. For instance when a print media type is detected, black is used as text color and navigation menus are suppressed.

With current device fragmentation, media queries are mainly used for responsive web design and notably to adapt smartphones and tablets.

Media queries and responsive grids theoretically allow web designers to create websites and emails that flexibly adapts to all devices and configurations but some browsers, apps and devices

may not support media queries.



Medium Rectangle

A Medium Rectangle is an advertising space that measures 300-pixels-wide by 250-pixels-high (300×250). Medium Rectangles are big and noticeable and appear on the right side of our pages. You can't miss them – especially because Diabetic Gourmet Magazine doesn't have clutter and ad noise to distract readers from your advertising.

An example of medium rectangle:

Medium (source/ medium)

Medium is the general category of traffic to a website tracked in Google analytics. Some examples of common medium are: organic, CPC, email, referral.

Membership Site

A membership site is a private website that's protected by a password that offers exclusive content and training and (often) the ability for members to interact with one another.

Meme

A catchphrase or concept that spreads quickly from person to person via the Internet.

Merchant Fraud

In affiliate marketing context, merchant fraud is made of some actions that allow a merchant to not pay all due commissions to affiliates and to the affiliate network.

Merchant fraudsters disallow conversion tracking by manipulating conversion tags and pixels. They can also use abusive commission reversals.

Affiliate networks whose earnings are based on affiliate commissions prevent merchant fraud by testing procedures (e.g., test orders).

Message Sequencing

Message sequencing consists of displaying different ad messages or creative to a single consumer within a same campaign. Message sequencing is usually used for display campaign and done by using cookie.

Meta Description

A HTML attribute that is used to provide search engines with a summarized description on the contents of your webpage. It is commonly used by search engines to display as the preview snippet of the search engine results pages.

<head>

<meta name="description" content="Meta description that will show up in the search engine results preview snippets.">

</head>

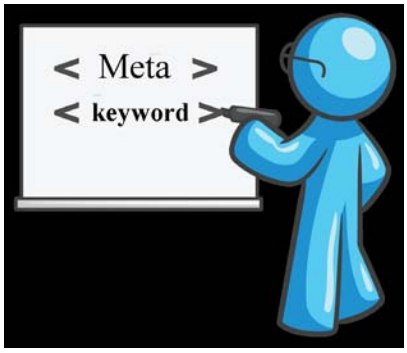
Note: Meta description isn't a ranking factor, however it may increase the click-through-rate of your search results, resulting in increased website traffic.

Meta Description Tag

A basic description of a page sourced through a tag in the web page's heading source code. This helps search engines categorize the page and potentially leads users to the right information within the page.

Meta Keywords

The keywords that are used to help search engines workout what a webpage is about. Google dropped support for Meta Keywords in 1998. It is good practice to remove meta keywords entirely in modern times.



Meta Refresh

A method of getting a web browser to refresh a page after a give time interval e.g. after 5 seconds. It can also be used to instruct the web browser to redirect the user to a different URL upon refreshing the page.

Here's how a meta refresh tag looks like:

<meta HTTP-EQUIV="refresh" CONTENT="0;URL=http://www.site-you-want-to-redirect-to.com/">

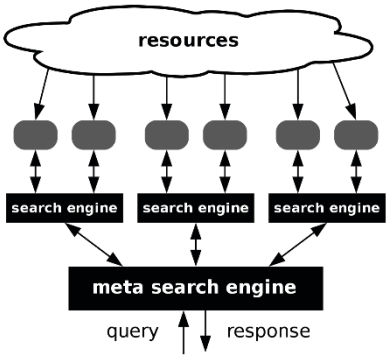
Google recognises meta refresh as a page redirect and allows PageRank to flow from the current page to the redirected page. However it is more recommended to use 301 permanent redirects if you the URL of the page has permanently changed.

Meta Robots

A meta tag placed in the head section of a webpage to tell search engine spiders whether to index or follow that specific page.

Meta Search Engine

A search engine that does not compile its own independent results, but rather pulls data from two or more search engines.



META Tag Generator

Tool that will output META tags based on input page information.

Meta Tags

HTML snippets added to a webpage's code that that add contextual information for web crawlers and search engines. Search engines use meta data to help decide what information from a webpage to display in their results. Example meta tags include the date the page was published, the page title, author, and image descriptions.

Meta Title

The title of a webpage usually seen in the browsers taskbar or in search engine result pages.

Meta

Snippets of text that describe a page's content and appear in a page's code. Meta is comprised of Meta Keywords Attribute, keywords that are relevant to the page; Title Tags, text search engines use to as the "title" of the whole page; and Descriptions, which provide information about the page under its listing on a search engine.

Metajacking

Metajacking is basically illegal stealing of copyrighted names or words in a Meta Tag. Because search engine spiders don't use Meta Tags quite as often as in the past, this technique has largely died out. In the past one could use Metajacking to get more traffic to your site, by adding company or product names that were often searched for, to a pages Meta Tags.

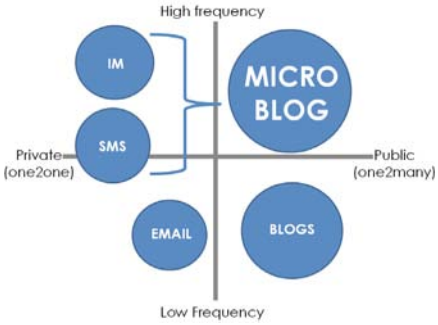
Metered-access Subscription Model

The metered-access subscription model is used by newspaper companies and other digital publishers to generate

paid online subscriptions. The metered-access model consists of allowing online readers to access a set number of free content before asking them to subscribe. Sometimes, the subscription can be free of charge but requires registration.

Microblog

A micro blog refers to the short status updates often given by users within a social media platform such as twitter or Facebook.



Microblogging

A type of blogging that allows users to send brief text updates or micromedia, such as photos or audio clips, and publish them. The most popular microblogging platform is Twitter

Microsite

A small website consisting of a few related pages that is part of a larger website.

Microsoft Adcenter

Microsoft Adcenter the initial name of Microsoft's search advertising platform has been renamed Bing Ads.

Middle of the Funnel

The middle stage of the user/business cycle in which a visitor further investigates products, services, or solutions.

Mindshare

The number of people who think of a specific brand when considering products in the same category.

Mirror Site

A website that rehosts the content of another website. Also used in the context of downloads where three "mirror sites" would all offer different locations to download the same file.

Misleading Thumbnail

A misleading thumbnail is a deceptive video thumbnail used on video platforms to gain artificial views.

Mispelled Domain Generator

A mispelled domain generator is a dedicated tool used for finding mispelled domains.

Mispelled Domain Name

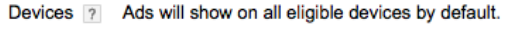
A mispelled domain is a domain registered for targeting users who mispell or typo domains.

Mispelled domains can be registered by "legitimate" owners that want to protect their brand against typosquatting **and by** typosquatters.

Mobile Ad

An advertisement that displays only on cellphones or tablets. AdWords campaigns default to show on mobile and desktop. If your Landing Page Experience is not optimized for mobile or you simply perform poorly with mobile audiences, you may want to learn how to turn off mobile ads.

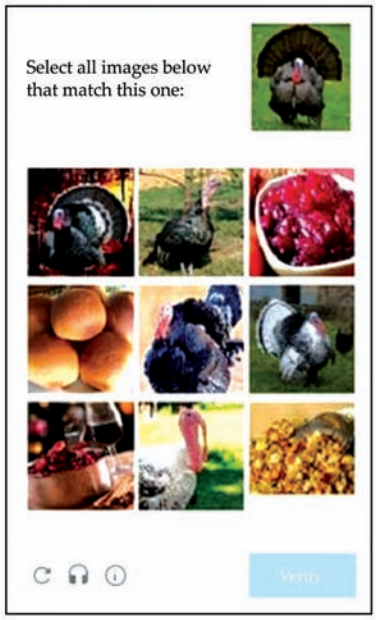
- Bonus: 3 words that increase conversions on mobile from AdBasis
- Bonus: We recommend this for call-only ads and App promotion ads



Mobile Captcha

A mobile CAPTCHA is a mobile friendly CAPTCHA system. Classical CAPTCHA systems which are already hard to decipher on a desktop are virtually impossible to read and use on a smartphone screen. This is why mobile CAPTCHAs are based on image recognition.

An example of mobile CAPTCHAs:



Mobile Device Fragmentation

Mobile device fragmentation is the phenomenon by which an increasing number of mobile devices are used to access digital contents. Mobile device fragmentation is explained by the ever growing number of smartphones models and versions on the market but can also take into account other types of mobile devices - tablets, Kindles, etc. For content providers and marketers, mobile device fragmentation implies the need to adapt contents and technologies to different screen sizes and to different features and abilities.

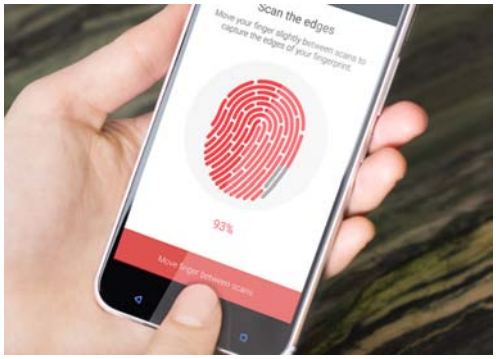
Mobile Device

A portable device, such as a smartphone or tablet, capable of connecting to the Internet and running applications. E.g. "Grandma got a tablet and a smartphone for her birthday, so now she's using mobile devices just like her grandkids."

Mobile Fingerprinting

Mobile fingerprinting refers to the use of device fingerprinting techniques for tracking mobile devices and users. Since there is no persistent cookie in mobile, marketers companies are left to use cookieless tracking methods like mobile fingerprinting based on probabilistic IDs. Mobile fingerprinting is an alternative to deterministic device ID like Apple IDs.

Mobile fingerprinting may also be used for deterring and detecting ecommerce fraud. The mobile fingerprinting process correlates many pieces of anonymous information from a user's device.



Mobile First Responsive Design

Mobile first responsive web design is an approach or process by which a responsive redesign project starts from the mobile phone version.

The "mobile first" approach allows web designers and marketers to start from a severed version of the website only focused towards needs and features related to mobility. Contents and features are then progressively added with bigger versions of the website (tablet, desktop).

Mobile first responsive web design is an alternative to the classic process where the starting point is the desktop version and where the website is stripped of his features as screens are downsizing.

Mobile Landing Page

A mobile landing page is commonly a landing page optimized for smartphone users (a landing page for tablet users can also be sometimes called a mobile landing page).

A mobile landing page can be needed as smartphone user experience suffers from sites not optimized for their form, size and resolution.

Mobile landing page can be used for ad campaigns displayed on mobile networks or PPC campaigns specifically targeted at mobile devices.

It is more complex to use mobile landing pages for email campaigns as it is not known on which device an email will be retrieved.

Mobile Marketing

Process of sending out advertisements via mobile devices.

Mobile Marketing/ Optimization

Optimizing marketing, advertising, and website performance for mobile devices (phones, tablets).

Mobile Marketing

Any advertising or promotional messages that appear on mobile devices like smartphones and tablets.

Mobile Only

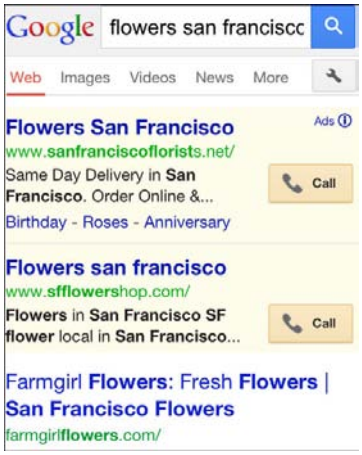
Ads that show only on mobile. Though this is not a specific setting or checkbox provided in the AdWords interface

Mobile Search

Mobile search refers to web searches made from mobile devices, meaning mainly smartphones and tablets. It should be noted that part of mobile searches are made at home.

According to a 2014 eMarketer report, 2015 will see mobile search surpass traditional desktop/laptop search activity. Search campaigns have to be optimized for mobile search with appropriate formats and mobile landing pages.

An example of campaign optimized for mobile search:



Mobile Sitemap

A mobile sitemap is a specific XML sitemap dedicated to submit mobile version contents of a website to Google's and other search engine spiders. It is or was used for websites and sections optimized for old phones that use limited parts of presentation technologies like, e.g. WAP.

Mobile sitemaps are not relevant for responsive websites or websites optimized for smartphones.

A mobile sitemap listing a single entry shown by Google:

```
<?xml version="1.0" encoding="UTF-8" ?>
 <urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
  xmlns:mobile="http://www.google.com/schemas/sitemap-mobile/1.0">
    <url>
        <loc>http://mobile.example.com/article100.html</loc>
        <mobile:mobile/>
    </url>
</urlset>
```

Mobile-Friendly

Describes how accessible a webpage is to users who are browsing the page on a mobile device. For example:

- How fast does the page load on a mobile device?

- Are there interstitials and do they disrupt the user experience (e.g. pop up and cover the whole screen)?
- Can the code be processed by the mobile browser? (Don't use FLASH)
- Are the buttons too small for the fat fingers?

The best way to check whether a webpage is mobile friendly is via the Mobile-Friendly Test Tool provided for free by Google.

Mobilegeddon

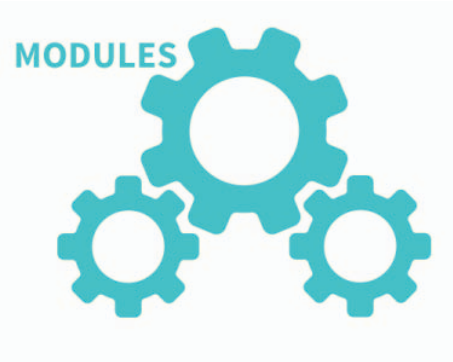
A Google ranking algorithm update that launched on 21 April 2015. It ranks webpages on mobile search results based on how mobile-friendly (readable text size, touch elements well-spaced out, etc.) they are.

Moderator

At a forum, someone entrusted by the administrator to help discussions stay productive and within the guidelines.

Modules

A piece of software (e.g. templates, functions), that can be combined with other modules to construct a more complex software, to use when building your website. Think of modules as pieces of lego!



Monetize

Introducing features to the website that allow it to make money. This could be in the form of banner advertising, affiliate marketing or launching a product/ service.

Money Site

In digital marketing schemes and especially in link schemes, the term "money site" refers to the website we want to promote. It is said money site as it is where money is finally earned.

The term money site is used to differentiate the latter from all other sites or pages which may have been created for SEO purpose - domain satellites for instance.

In link shemes, backlincks or first tier backlinks point to the money site.

A money site at the top of a link pyramid:

Monitor Shopping

Monitor shopping is the online equivalent of window shopping. It is the act of browsing merchant websites without buying anything.

Monthly Invoicing

A billion/payment option that allows you to open a line of credit with Google and pay for your ads on a monthly basis. This option is reserved for high volume advertisers and long-time AdWords customers. You can apply by contacting your service rep here

Mousetrapping

The use of browser tricks in an effort to keep a visitor captive at a site, often by disabling the "Back" button or generated repeated pop-up windows.

MozRank

MozRank represents how important a webpage is by calculating the number and quality of webpages that link to it (link popularity). It is originated from Moz.

Multi-media Marketing

A campaign that incorporates more than one medium (email, internet, print, radio, television, viral, etc) also known as "Integrated Marketing" or "Multiplatform Marketing".

Multimedia

The combination of different media — including text, graphics, audio, video, and animation — in one program. The article "Snow Fall" by John Branch in *The New York Times* uses multimedia to tell the story of the avalanche at Tunnel Creek.

Multiple Keyword Optimization

The method of optimizing SEO tags and contents on a webpage (images and text) for a variety of keywords.

For example the title tag of a page could include more than one variation of the keyword:

<title>Rent a meeting/ conference room</title>

Where *meeting* and *conference* are synonyms but are both included to optimize the title for multiple keywords.

Multiple Scoring

The ability to assign multiple scores to a lead, which can be useful for companies with multiple products or campaigns that need to be managed separately

Multiple Sign-In

An AdWords & overall Google account feature that allows you to sign in to multiple Google accounts (such as your personal and business accounts) and quickly toggle between the two.

Multi-screen Ad Campaign

A multi-screen ad campaign is an advertisement campaign which is simultaneously displayed on an arrays of devices. Most common digital multi-screen campaigns are displayed on desktop computers, smartphones and tablets. On a broader perspective, multi-screen campaigns can also encompass TV and even outdoors or in-store digital billboards. The use of multi-screen campaigns is a way to extent campaign reach but it requires also to optimize different landing pages or websites.

An example of multi-screen campaign offer:

Multi-tier affiliate program

Multi-tier affiliate programs are affiliate programs that pay commission into a multiple referral network of sign-ups and sub-affiliates. Multi-tier affiliate systems allow affiliates to earn their own sales commissions and to earn commissions by referring other people to the affiliate program.

Most of multi-tier affiliate programs are two-tier programs and most of affiliate programs are not multi-tier.

Multivariate Testing

A method in marketing research where multiple variables in a control scenario are simultaneously changed and the ensuing alternate strategies tested, in order to improve the effectiveness of the final marketing strategy.

MVP (Minimum Viable Product)

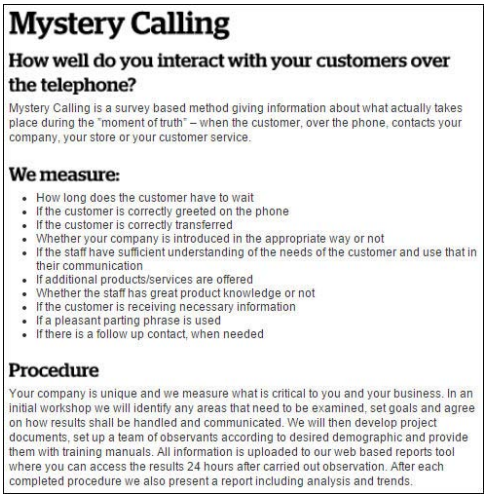
A minimum viable product is a term mostly used in software to describe the

most basic version of a product that can carry out its desired function.

Mystery Call

A mystery call is a call made to a call center or a phone reception by an investigator of a performance monitoring company. Mystery calls are intended to measure the quality of call handling (waiting time, operator welcome, etc.), the quality of request processing and the quality of leave taking.

Examples of services offered in the field of mystery calls:



Mystery Calling

How well do you interact with your customers over the telephone?

Mystery Calling is a survey based method giving information about what actually takes place during the "moment of truth" – when the customer, over the phone, contacts your company, your store or your customer service.

We measure:

- How long does the customer have to wait
- If the customer is correctly greeted on the phone
- If the customer is correctly transferred
- Whether your company is introduced in the appropriate way or not
- If the staff have sufficient understanding of the needs of the customer and use that in their communication
- If additional products/services are offered
- Whether the staff has great product knowledge or not
- If the customer is receiving necessary information
- If a pleasant parting phrase is used
- If there is a follow up contact, when needed

Procedure

Your company is unique and we measure what is critical to you and your business. In an initial workshop we will identify any areas that need to be examined, set goals and agree on how results shall be handled and communicated. We will then develop project documents, set up a team of observants according to desired demographic and provide them with training manuals. All information is uploaded to our web based reports tool where you can access the results 24 hours after carried out observation. After each completed procedure we also present a report including analysis and trends.

N

NAI

NAI is short for Network Advertising Initiative.

The NAI defines his mission as "to oversee the self-regulation of the online advertising industry through enforceable standards and ongoing compliance efforts". The NAI is a coalition of more than 90 online advertising companies. NAI Principles were first developed in 2000 and the NAI has edicted a Self-Regulatory Code of Conduct for his members which encompasses obligations related to:

- notice and choice for consumer
- education
- protection
- data collection and use
- opt-out practices

Each year, qualifying members go through a rigorous compliance review to help ensure their ongoing compliance with the NAI Code.

Nano-Influencers

Influencers who have a smaller following of 1k-10k followers

NAP (Name, Address, Phone Number)

An acronym for local citations. Consistency in name, address, and phone number citations is an important piece of a local SEO Campaign. To build local SEO authority, a business's name, address, and phone number should be listed across local citation websites like Yelp, Google Business, Angie's List, Yellowpages, Better Business Bureau, Foursquare, and more.

NAP Consistency

NAP consistency is a constraint imposed by Google for good local search ranking. Name Address and Phone number (NAP) have to be consistent across all online directories and listings for having a good placed in Google local results.

Of course, it is normal for a same company like a franchise or chain to have many addresses and phone numbers. But different phone numbers across the web for a same store implantation may confuse Google's algorithm and penalize search ranking.

For this special reason, call tracking with DNI is sometimes considered as potentially hurting local SEO though well managed it is not really a danger.

Native Ad Formats

Native ad formats are ads which by their placement and look and feel seem to be native to the content. Native ads are not displayed within classic ad placements but with natural content of a website.

More common forms of native ad formats are:

- Facebook sponsored posts and stories
- promoted tweets
- sponsored YouTube videos
- etc.

Native Advertising

Subtle advertising that relates to the platform it's appearing on to seem natural and part of the user's experience. Unlike interstitial ads, native ads aren't interruptive and appear one with the platform it appears on.

Native Monetization

Native monetization is a way of generating advertising revenue for a given publisher by using unique ad formats which are integrated in his content and website functionalities.

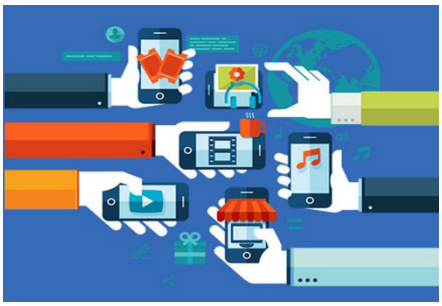
Promoted tweets, promoted videos on Youtube and captcha ads are examples of native monetization.

Native Video Ad

A native video ad is sometimes defined as an independent user-initiated video ad on a video platform like YouTube. Thus, consumers choose to see a native video ad as opposed to pre-roll video ads that are auto-played. Native video ads have not limit on length.

Native video ads have proven better impact but they have also an audience issue. To have a significant amount of views, a real native video ad needs to be viral or promoted. Users seldomly choose to see a classic commercial on video platforms outside pre and mid-roll formats.

Note that some marketers consider all video ad as being native ads on video platforms. By this larger point of view, native video ads are opposed to classic banner ads.



Natural Language Processing

A type of algorithm which determines the purpose behind a search query instead of exact-matching results and keywords.

Natural Links

Backlinks that are acquired through non-spammy techniques such as one

to one outreach, quality guest blogging, and submission of webpages to high quality web resources.

Natural Listings or Organic Listings

Results from a search engine that are not paid adverts. E.g. "The higher my website ranks in a search engine's natural listings, the more website traffic I'll get."

Navigation

The mechanism used to direct users around a website.

Navigational Search Query

A navigational search query is done when a user knows where is the information or where he wants to go.

Navigational queries are an alternative to direct accesses through address bars and browser favorites. They are also used when the user know the destination but not the exact domain name. There is a debate about the need for companies to buy PPC keywords related to their name as it is often easy to have the first place in organic results for one's brand name.

Examples of navigational queries: "Walmart" "White House" ...

Negative Keyword List

A list you can create in your AdWords Shared Library that houses all your negative keywords. You can learn how to save a bunch of time by bulk-adding negative keywords with this video walkthrough.

Negative Keywords

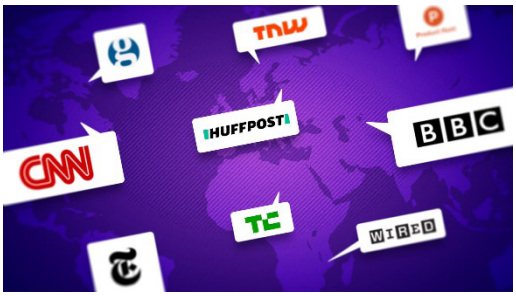
A type of keyword Match Type that prevents your ad from showing for certain search terms. This is a critical feature of your campaigns because negative keywords assure that your ads do not show for searches irrelevant to your offering. This is especially true for people using Broad Matchand Broad match modifier keywords. You can use the Search Terms Report to see what keywords are triggering your ads.

Negative Link Building

Negative link building is negative SEO practice which consists of making a massive and brutal backlink blast to create low quality links pointing to a competitor's website. The process of negative link building aims to provoke a sanction from Google against the competitor website.

There are a lot of fantasies and myths about negative SEO and even more since the Internet advent. Nevertheless, the practice is probably very rare. Indeed, the effectiveness of the process has not

really be proven at large scale and if it fails the new links could favor the competitor's ranking.



Negative SEO

Purposely trying to decrease another website's search engine rankings, often through outdated and black hat SEO strategies such as spamming a website with poor quality inbound links.

Negative Targeting

Negative targeting is a technique used for PPC search advertising and display advertising.

On PPC search platforms, negative targeting refers to the use of negative keywords for ensuring that customers who do not belong to the target will not be exposed to an ad. Negative targeting prevents useless ad impressions and clicks and preserves quality score. It is a precious tool for PPC campaign optimization. For more details see negative keyword.

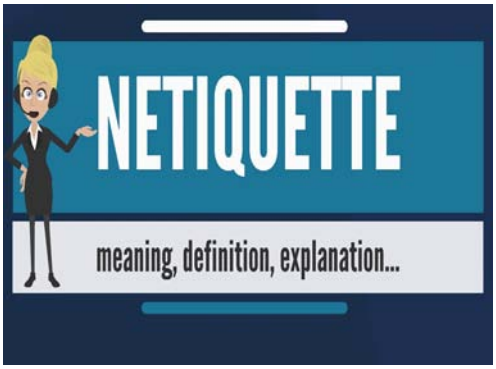
For display advertising, negative targeting is the process of defining specifically a segment of audience which must not be exposed to the campaign. When the feature is offered by an adserver - or adexchange, DSP, etc - negative targeting is done with the same targeting options available for classic targeting.

For instance, if an advertiser does not want deliver his campaign in a specific US State, he can use negative geo-targeting for this state. It is faster than selecting the 49 other States.

Negative targeting is also used in site retargeting campaigns. In this case, an exclusion pixel **is needed.**

Netiquette

Short for *network etiquette*, the code of conduct regarding acceptable online behavior.

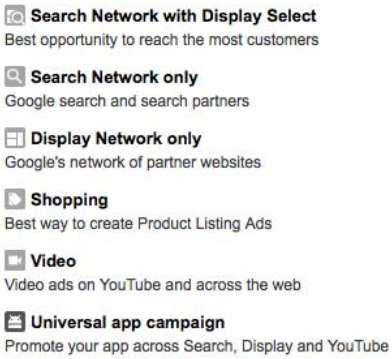


Network Effect

The phenomenon whereby a service becomes more valuable as more people use it, thereby encouraging ever-increasing numbers of adopters.

Networks

The 6 options to drive your ad placement for each AdWords campaign. You can select from:

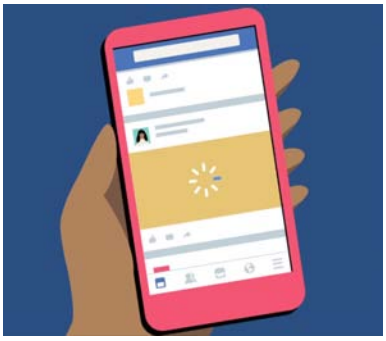


New Users

In Google Analytics, this is the category of people who visit a site for the very first time. It is common for an account manager to track the number of sessions to a website from a new user, so they can see how many new potential customers are visiting their site.

Newsfeed

A hub, often on social media, that consists of the posts a user sees from the people and brands they follow. On Facebook, the newsfeed is made up of friends' posts. On Twitter, it is known as a timeline and is made up of tweets of those you follow. The newsfeed is constantly refreshed with new posts.



Newsjacking

Newsjacking is the idea that when an event is breaking, either in the general news cycle or in the industry that you're in or in the local market that you serve, that if you are very, very clever and very, very fast, and get something into the market that journalists are looking for in order to write their stories, you can become a part of those news stories.

Newsletter Portfolio

A newsletter portfolio is a set of email newsletters offered by a company to potential subscribers. Some big Internet companies or websites may have portfolio of several dozens of newsletters.

Within a newsletter portfolio a company often favors additional and cross-subscriptions.

Newsletter Sponsorship

Newsletter sponsorship consists of buying ad space on an email newsletter.

Newsletter sponsorship is a means to target niche markets and professional audiences. Rates are per issue or periods and based on the number of subscribers.

Niche Keywords

Groups of keywords and keyword phrases that contain keywords related to a particular niche.

Niche

A specific subset of a broader category. For example, if the broad category is "marketing," a niche category would be "inbound marketing for mining companies."

Ning

A hosting service with a set of community-building tools that allows anyone to create a social network.

No-Follow Link

A link used to tell search engine crawlers not to follow back to linked websites. Used to avoid search violations or affiliations with spam.

Nofollow

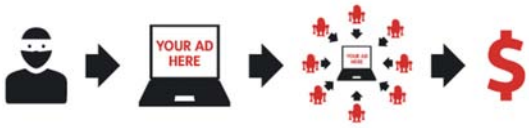
"Nofollow" is an append which is coded into the HTML markup of a hyperlink. It is used to prevent a search engine from indexing a link to a particular Web page. Some strategic uses of external "nofollow" are associated with link popularity management, e.g., for site owners that do not want to give full "follow" credit to links posted by users in their forums or blog comments.

NoIndex

A tag used to tell search engines not to index the current page. You can also noindex entire sections of websites with the robots.txt file.

Non Human Traffic

Non human traffic refers to the artificial web traffic generated by bots, unknown browsers and automated impressions. When not detected, non human traffic drives up impression counts.



Non-bounce Rate

Non-bounce rate is one of key indicators used for measuring email marketing

performance, but is only named like that by few ESPs. Non-bounce rate for an email campaign refers to the part of sent messages which have not generated a bounce sent back to the sender platform. If you send 10 000 messages and the ESP platform registers 500 bounces, then the non-bounce rate is 95%. Delivery rate is more often used instead of non-bounce rate for the same calculation. It assumes that if there is not an email bounce message, it means that the message has been delivered. Nevertheless, delivery rate term may be seen as a little misleading because some messages can have been filtered out, blocked or delivered to a junk folder without generating a bounce message. Thus, non-bounce rate seems to be a term giving a better vision of what is really calculated. Non-bounce rate is an indicator of email files quality.

Non-Bounce rates according to Epsilon benchmark:

Epsilon Q1 12 North American Industry	Non-Bounce
Business Products and Services General	94.5%
Business Publishing/Media General	96.1%
Consumer Products CPG	96.8%
Consumer Products Pharmaceutical	90.4%
Consumer Publishing/Media General	98.3%
Consumer Services General	97.5%
Consumer Services Telecom	96.9%
Financial Services CC/Banks	94.5%
Financial Services General	95.8%
Retail Apparel	98.4%
Retail General	96.9%
Retail Specialty	96.0%
Travel/Hospitality Travel Services	98.0%

Non-guaranteed Display

Non-guaranteed display advertising refers to ad inventory sold without a publisher or network engagement about the number of ad impressions delivered. Non-guaranteed display has low priority in ad spaces allocation at ad server level. Non-guaranteed display is an alternative and less stigmatizing appellation for remnant inventory.

Non-guaranteed Inventory

Non-guaranteed inventory refers to ad inventory sold without a publisher or network engagement towards agencies / advertisers about the volume of ad impressions that will be delivered.

Non-guaranteed inventory is remnant inventory and is sold to ad networks which bulk buy ad space and resell it with a margin on CPM or CPC basis. Retargeting networks are for instance large buyers of non-guaranteed inventory.

Non-linear Video Ad

A non-linear video ad is a video ad which makes video ad an interactive experience by giving the viewer the opportunity to interact with objects that are part of the video and access supplemental information. The video ad is said non-linear as viewer interactions can modify the video sequencing and content.

Non-linear videos can be used on all digital channels.

Not Serving (video ads)

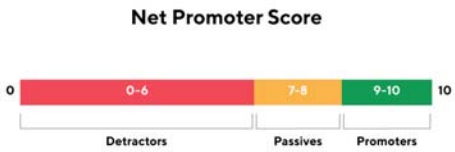
A video ad status when a headline, description, or video has been disapproved. These features need to adhere to AdWords' advertising policies.

Not Yet Serving: (video ads)

The status of any video ad that is pending review. You will see this immediately after a video ad is created under the "Status" column in the Ads tab.

NPS (Net Promoter Score)

If you're conducting customer surveys and you're interested in customer satisfaction, NPS is a handy metric. It helps you find out how likely a customer would be to recommend, on a scale of 0-10, your product, service or company to somebody else.



O

OBA

OBA is short for online behavioral advertising. Thus, OBA encompasses all forms of online advertising which use behavioral targeting capabilities.

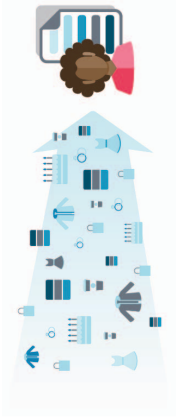
Offer

The element of a sales page that defines what customers will get if they make a purchase. The offer can include a free trial ("free 14-day trial), deadline ("get 12 for the price of 6 if you order by midnight"), and/or guarantee ("30-day money-back guarantee").

Offline Data

Offline data refers to data used for data-driven marketing on digital marketing channels and which originates from offline sources.

Offline data can be the own merchant's data - from CRM data files - or data bought from offline data vendors. Offline data offered by vendors can be retail transactions from credit card networks, aggregated offline catalog transactions, syndicated loyalty-card data and more. When the data comes from third party vendors, it is theatrically non personally identifiable data.



Offline Data Targeting

Offline data targeting refers commonly to the use of offline data for advertising purposes. With offline data targeting consumers are targeted according to their offline purchase history or to other types of informations collected in the "offline world". More often, offline data is mixed with online data for better targeting.

Off-page Optimization

A set of techniques that aren't performed directly on your website but can help your website gain visibility in search engines and build authority. Techniques include guest blogging, posting in forums, building a community on social sites, and link building.

Offsite SEO

Search engine optimization techniques that are applied without making changes to your website such as link building or increasing social signals.

Omnichannel Marketing

Omnichannel Marketing is a cross-channel marketing strategy that focuses on delivering unified experiences - regardless of the touchpoints or devices your customers are using.

On demand webinar

On demand webinars are registered webinars mainly used in B2B marketing context. Appeal for on demand webinars are often stronger because the prospect can access it at once or when he wants to. However, on demand webinars are less interactive due to the absence of Q&A and real time quiz or surveys.

An example of ad for an on demand webinar with a call to action which emphasizes the "on demand" feature:

One Way Link

A link that points to a website that does not provide a link back.

Online Access Panel

An online access panel is a sample group set up by a survey company and available for custom-built survey according to the profile of the sample searched by the company customer.

Online access panels are made of qualified Internet users and can sometimes count more than 100,000 members. Online access panels have multiplied because of cost and delays reductions. Gradually, a large majority of traditional access panels have become Internet or online access panels.

Online Behavioral Tracking

Online behavioral tracking refers to the practice of tracking web users (and mobile apps users) on the Internet. Browsing histories, email interactions and website visitors' behaviors are tracked, collected and storaged for marketing and advertising purposes.

Online Marketing

Using the internet to market and sell products and services either as an affiliate or a business owner.

Online Reputation Management

Online Reputation Management refers to the practice of monitoring and attempting to positively influence the public perception of a brand or a person on the web.

Some strategies include addressing negative comments directly on social media platforms (forums, Facebook, Twitter) and performing search engine optimization on brand search terms to ensure the first page of the SERPs do not contain any negative results.

On-page Optimization

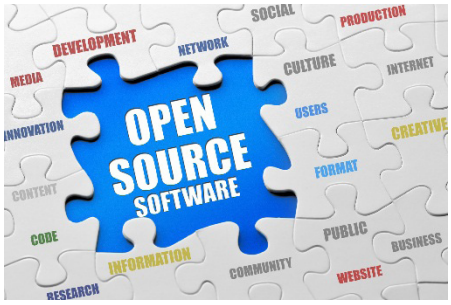
A set of techniques performed directly on a website to improve visibility in search engines. These techniques optimize aspects of your website such as title tags, content, and URLs.

Onsite SEO

Search engine optimization techniques that are applied by making changes to the website.

Open Source Software

Computer software with a special license that allows users in the general public to edit and improve the source code. Famously exemplified in the Firefox Web browser and Wikipedia encyclopedia, it is an example of the kind of collaboration that is encouraged under the Web 2.0 ethos. Contrast with closed, propriety software that does not share its codebase beyond an exclusive group of authorized developers.



Open Source

Software that comes packaged with its source code so programmers can modify and change it as needed.

Open Rate

Open rate is used in relation to email marketing. Simply put, it's the value that shows you many recipients have opened your email. Open Rate should not be confused with Total Opens. The latter shows you many times your email has been opened by everyone. This can be done by the same users who have chosen to open your email multiple times.

$$\text{Open Rate} = \frac{\text{\# Emails Opened}}{\text{\# Emails Delivered}}$$

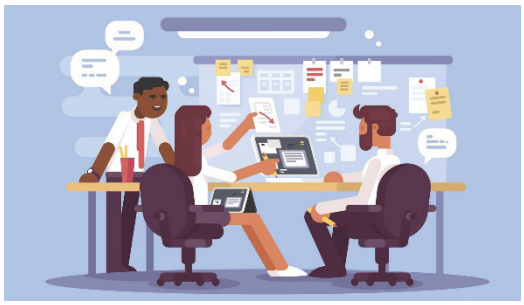
Opening Images

The frame or still image that is seen before someone clicks play on your video. This applies to click-to-play ads and is similar to a YouTube video cover image. We recommend uploading an image that

- Matches the dimensions of the video
- Draws the audience's attention
- Sets expectations for the video so they don't click just to discover it isn't what they came for (you pay for that!)

OPM

OPM stands for outsourced program manager (or management). OPM refers to external services associated with affiliate programs management.

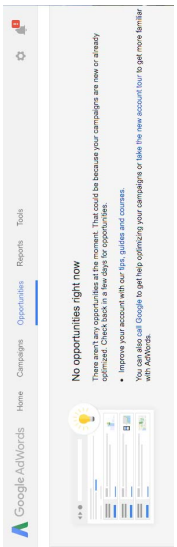


Opportunities

Deals that constitute a sales pipeline and contribute to forecast.

Opportunities Tab

One of the 5 main tabs on your AdWords dashboard that contains a list of suggestions for your campaigns. New Opportunities will appear in the notifications tab in the upper right corner.



Optimization

The process of reviewing (and/ or testing) and then revising an asset so that it performs more effectively (e.g., more traffic, more conversions, etc.). All kinds of assets can be optimized; for just three examples: email subject lines can be optimized to increase open rates; landing pages can be optimized to convert more; web pages can be optimized so that search engines understand more clearly what the page is about and so direct more of the right traffic.

Opt-in email

Email that is explicitly requested by the recipient.

Opt-in

Marketing initiatives in which a user chooses to participate. For example, an opt-in newsletter requires the user to input an email address in order to opt-in and receive the newsletter.

Opt-out

When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list.

Opt-out Cookie

An opt-out cookie is set by an ad network on a user's desktop for registering the fact that a consumer does not want to be targeted according to his past browsing behavior.

The cookie has a code value that tells the ad network server not to do interest-based targeting. An opt-out cookie does not stop ad serving but only behavioral targeting.

Opt-out Tool or Page

An opt-out tool or page is an interface that allows consumers to opt-out from behavioral targeting (the most often interest based targeting). An opt-out tool or page may be offered by a single network or by an advertising trade association. In the latter case, the consumer can opt-out from each network member of the association or make an overall opt-out. In some case, an opt-out tool based on a browser plugin or add on may be offered to prevent the limits of opt-out cookies. Opt-out tools and pages are a result of self-regulation or privacy laws.

Order Bias

Order bias are survey bias by which responses can be affected by the order

of answer choices. Respondents tend to favor responses at the beginning and at the end of a list because they are more memorized. First items may also be chosen by respondents to save time. Order bias are also an issue for web forms and scrolling menus.

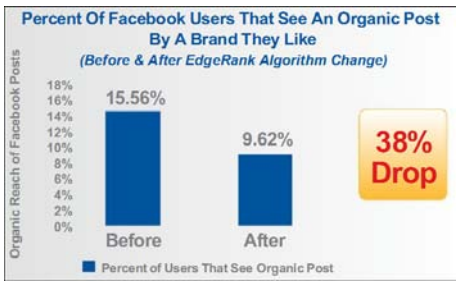
Organic Content

Content that has been created and posted without paid promotion.

Organic Facebook Reach

Organic reach is defined by Facebook as the number of unique people, fans or non-fans, who saw an organic post **in their news feed, ticker or on the brand page.** Some agencies and brands consider only posts viewed in news feeds as organic reach.

A Group M Next **study measured the impact of an** Edgerank change on organic reach in November 2012.

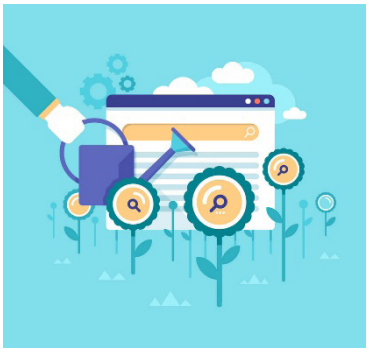


Organic Link

A backlink to your website that is created naturally by another webmaster.

Organic Listings

Also known as "natural" listings, these are search-engine results that have not been purchased. They are calculated solely by an engine's algorithm and are based on the merits of the listed pages. Typically, most search engines will display several sponsored ads related to search terms (often separated by background color or otherwise highlighted) before displaying the non-paid listings.



Organic Post

An organic Facebook post is a post made by a brand on his page and which is displayed according to the Edgerank on fan's news feeds and tickers.

An organic post is not paid but with Edgerank changes, the part of fans viewing the post in their news feed is smaller and smaller.

Organic Search Results

The natural or free results from certain search terms on the Google Search results page. Note: not all search terms produce ads.

Organic Social

Any social media activity without paid promotion.

Organic Search

The unpaid entries in a search engine results page that were derived based on their contents' relevance to the keyword query.

Organic

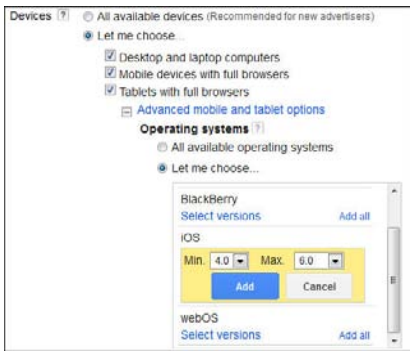
A source of traffic to a website that comes through clicking on a non-paid search engine result. Organic traffic is a main measurement of an SEO campaign and grows as a site ranks better for keywords, or ranks for more keywords in search engines.

OS Targeting

OS targeting allows advertisers to target to users that use a specific operating system on their device. It also allows marketers to target specific versions of each operating system. It can be used for desktop or laptop computers (Windows, Mac OS, Linux) but it is especially precious for mobile devices.

Most common users of OS targeting are app, game or software designers. It allows advertisers to prevent audience waste - if you sell iPhone accessories you don't want advertise to Samsung users - or to personalize messages and offers. Obviously it can also be used for comparative advertising by targeting competition device users. OS targeting is one of several forms of technographic targeting.

OS targeting on AdWords platform:



Out of Band Click Tracking

Out of band, aka OOB click tracking, is an alternative method of ad click tracking that utilizes client scripting and the use of absolute URLs instead of classic redirects to send the browser to the destination site.

Outbound Links

Links on a webpage that lead to a page with a different domain. Ensures an ad is delivered where it should be considering consumers, advertisers, and available websites. Increasing the impact of an ad.

Outbound Marketing

Also known as paid or interruptive marketing, this is the practice of reaching out to broad audiences in the hopes that one can turn them into customers. Typically consists of TV or radio advertisements, banner ads, and direct mail.

Outsourced Program Management

Outsourced program management refers to a range of consulting services offered to merchant and websites having or planning to have an affiliate program and who do not want to assume alone the program management.

Over the Page

Over the page (OTP) is an ad unit format which is served over the publisher webpage and is displayed for about 5 or 10 seconds. After that, the initial ad disappears and is replaced on the webpage by a more traditional ad unit.

Over the page format is intended for grabbing attention and have high visual impact but is intrusive. For reducing intrusiveness, over the page ads are usually capped at one impression per day per visitor.

Overdelivery Credit

Advertising credit added to your account anytime your ads overdeliver for the month.

Overdelivery

When a day's ad spend exceeds your average daily budget. *Note:* Due to a recent update, Google will not spend up to 2x over your daily budget.

Over-optimization

Over-optimization may be defined in SEO as the excessive use of factors known as being usually appreciated by search engine algorithms. The purpose of over-optimization is to improve webpages and sites ranking.

Oversharer

An oversharer is a social media addict who shares too many things on social networks according to his social media relations. Oversharing is mainly met on Facebook and Tweeter.

There are two dimensions of oversharing:

- sharing two many incidental events
- sharing things which are judged as too personal for sharing

In the latter case, oversharing may be accidental. In the first case oversharers are very active but not necessarily good influencers.

Owned Content

Content that was created by the marketer.

Owned Media

These are media that your organization creates or controls. Your web pages and landing pages, your blog, and all the content assets you create for any channel is owned media. Everything you post on your social networks is owned media, including tweets, images, videos on YourTube or Vimeo, and so on. Once other people begin distributing your content, it will become earned media.

P

Pacific Time (PST or PDT)

The default timezone for your AdWords account unless edited otherwise. It is good to check this setting if you want to make ad schedule bid adjustments.

Page Authority

No one explains this better than Moz, the creator of Page Authority:

Page Authority is a score (on a 100-point scale) developed by Moz that predicts how well a specific page will rank on search engines. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors.

Page Layout Google algorithm

The page layout algorithm has been built by Google to give a better ranking, other things being equal, to pages where content is easily and rapidly accessible without scrolling.

The page layout algorithm is also a means to penalize MFA websites which are often ad cluttered above the content. Page layout algorithm has been launched in January 2012.

Page Loading Time / Page Speed

The amount of time it takes for a webpage to load. Page loading time is a Google ranking factor which may affect your rankings if it loads too slowly. Google recommends your pages load in 4 seconds or less.

Page Skin

Page skin, also called background skin or wallpaper, is an ad format which frames the page content.

Page Title

The title of a webpage from the Meta Title tag.

Page Views

Measures the number of pages that have been viewed. This is different from a "hit" because to be considered a page view, a web user clicks on a link that then translates to one request to load an HTML page file on a website. A hit measures the number of files on

the page that are loaded. A page may have multiple hits due to images, ads, headers, widgets, and so on.

Pagejacking

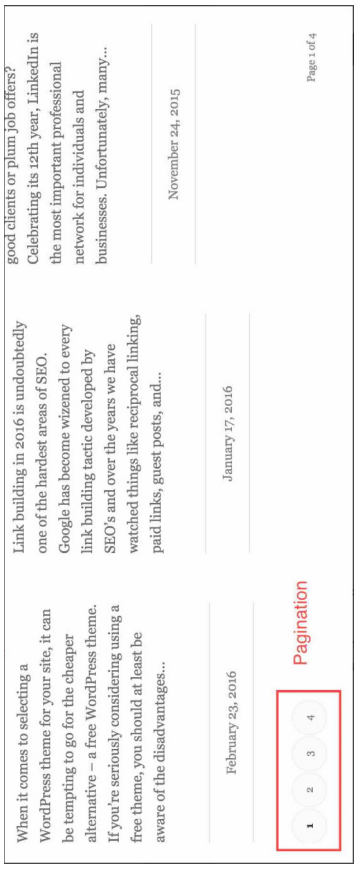
Theft of a page from the original site and publication of a copy (or near-copy) at another site.

PageRank

A former proprietary method of Google (now disavowed) for measuring the popularity of a Web page. Much-debated in the SEO community, the measurement is believed to be influenced chiefly by the number and quality of inbound and outbound links associated with a given page. Updated infrequently, this rank was indicated as a number between 1 and 10 most commonly displayed in a green bar chart in the Google toolbar add-on for browsers. The SEO community consensus opinion is that the measurement was nothing more than Google's incomplete assessment of the relative strength of a website.

Pagination

The process of segmenting content onto multiple pages and including paginated links to those pages. Here's an example of pagination:



Google recommends that you indicate paginated content as this will help them index your content better on their search engine results pages.

Paid Content

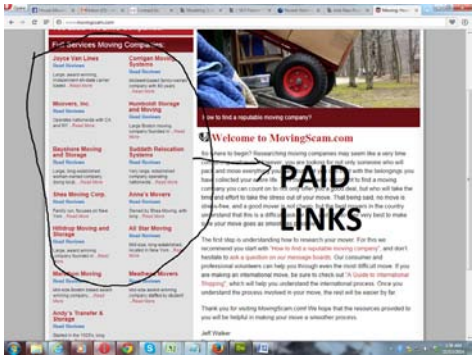
Content (i.e. Creatives, Copy, Videos) that was created by a third party for hire.

Paid Inclusion

Websites that meet a certain standard are able to buy ads from directories like the Yahoo! Directory or Thomasnet.

Paid Links / Paid Inclusion

Paid inclusion refers to the act of transacting in order to acquire a link back to one's website. In other words, buying links. This goes against Google's Quality Guidelines and may result in a manual penalty.



Paid Listings

Listings often sold to advertisers for a fee. Closely associated with sponsorships or paid advertisement through a blog or website community.

Paid Media

Here, you pay (usually for time or space) to leverage a third-party channel. Tradeshows, outdoor advertising, pay-per-click ads on websites and search engines, newspapers, TV, radio, magazines, signage, movie screens, sponsorships, direct mail, etc., are all paid media. Paid media is often important for creating awareness, an early step in demand generation.

Paid Search Account Manager

A paid search account manager is the man in charge of clients's PPC campaign within a search marketing agency.

Paid Social Media

Paid social media refers to all forms of marketing use of social media where advertisers pay for ad placement.

Panda Algorithm

Google algorithm focusing on penalizing websites with low quality on-page content. As of 2016, the Panda algorithm is now part of Google's Core ranking signals.

Panda

One of Google's algorithms. Panda tries to sort websites according to perceived content quality, using a number of "signals" to make this judgment.

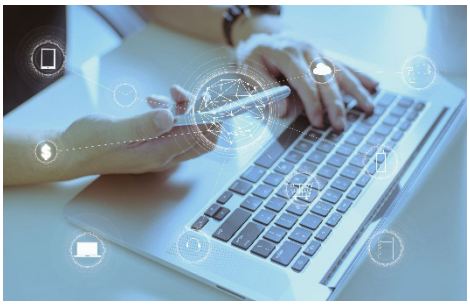
Parallax Scrolling

Parallax scrolling is a scrolling technique in which background images move more slowly than images in the foreground. The intent of parallax scrolling is to give an impression of depth. Parallax scrolling has been used for a long times for video games and is now sometimes used for website design and mobile app design.

Parasiteware

A parasiteware is a special form of adware which usually overwrites affiliate tracking links. Thus, affiliate commissions are paid to the software editor.

The parasiteware may be a software which allows users to collect cash back, to contribute to causes or to use coupons while shopping online.

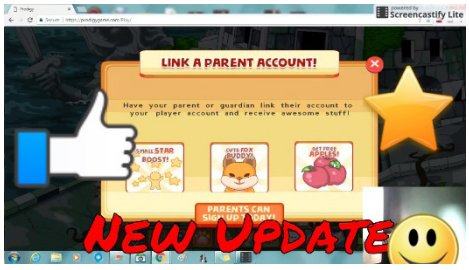


Pardot

Marketing Automation tool that allows users to give prospects a score based on their activity, track website activity, send automated email campaigns, create custom web pages, and track how effective forms, webpages, and email campaigns are.

Parent Account

An organization or company that an Account is affiliated. By specifying a parent for an Account, you can get a global view of all parent/ subsidiary relationships using the View Hierarchy link.



Parent-child Campaign

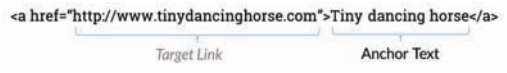
A campaign that involves an umbrella "parent" campaign record (e.g. "2010>Q1>Email") that is comprised of numerous "child" campaigns (e.g., "2010-Q1-Email-Introduction," "2010-Q1-Email-First Follow-up," etc.)

Parked Domain Site

This is a site whose URL//domain is owned but has no website built. AdWords will not allow your ad to run when the Destination URL leads to a Parked Domain Site.

Partial/Exact Match Anchor Text

The anchor text is the text that the user clicks on to access a link. It is also what a WebCrawler uses to decide what the linked page is about. Therefore, a link to your website with anchor text that has the exact keywords you want for your website is ideal – or at least, it used to be.



Partner Communities

A specific type of Salesforce community designed for the partners of a particular company to access specific data within their Salesforce organization.

Pass-along Rate

The percentage of people who pass on a message or file.

Path Length

You can find the Path Length Report by:

- Click the [Tools] tab
- Select [Attribution] from the drop-down
- Choose [Path Length] from the left sidebar

Paused

Ad Status that means your ad is not currently running or being seen and you will not be charged until you resume the ad.

Pay For Performance

A paid-search system nearly identical to (and essentially synonymous with) pay-per-click, but sometimes linked with pay-per-engagement.

Pay Per Action (PPA)

An advertising model where you only pay for a completed action such as a confirmed sale, email subscription or inbound sales enquiry.

Pay Per Click

Also known as "PPC," this type of paid search marketing involves placing advertisements that run above or beside (and occasionally below) the free search-engine listings on Google, Bing, Yandex, Yahoo and more. To get the highest position on any of these search results, often times you will have to win a bid to reach the top spot. PPC is now used often in social media atmospheres like Facebook, Instagram, or Pinterest.

Pay per Lead (PPL)

Online advertising payment model in which payment is based solely on qualifying leads.

Pay per Sale (PPS)

Online advertising payment model in which payment is based solely on qualifying sales.

Pay-For-Performance

A paid-search system nearly identical to (and essentially synonymous with) pay-per-click.

Payment Method

The way you pay for your advertising spend on AdWords.

Payment Threshold

The minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

PayPal

An online payment service that lets its users make purchases and receive payments via a user-defined email address.

PBN (Private Blog Network)

Also known as a link network, a private blog network is a collection of private websites all linking to each other. These networks are intended to manipulate search engines by adding large amounts of new links to a website's link profile.

PDF

A digital document format that provides a digital image of text or graphics. PDF's are the preferred document type when uploading documents to the internet because of its ease of use and its ability to be imported or converted easily. PDFs can be read and indexed by Google just as a normal web page can.

Peer-to-Peer (P2P)

Refers to any type of interaction between two or more people within a specific social network. Most viral media by definition get their popularity via such P2P sharing. The term is also widely associated with (often illicit) file-sharing networks for music and movies, though not exclusive to that realm.

Penalties

Negative effects to a website's search rankings based on algorithm updates or manual review of a website made by a search engine.

Penalty

An infraction issued by Google, to a webmaster, for breaking Google's guidelines. The penalty is issued by Google through Search Console, and can result in a sites' removal from search engine results. The issues that caused the penalty will need to be fixed before the

penalty is lifted, and once the penalty is lifted it may still take some time to return to previous rank in Google search results. Penalty may also refer to an "algorithmic penalty" which is actually a misnomer; a website may be doing poorly in search results because of an issue that Google's algorithm has found in the site. This however is not really a "penalty" but a ranking problem. For there to be a true penalty, there would have to be a manual action from Google, as denoted by the message sent to the webmaster in Search Console.

Pending

The status of a campaign when it is still going through the approval process from Google.

Penguin

A search engine algorithm developed by Google to determine the quality of links pointing to a particular site. It was launched to deter spammers from blackhat seo practices such as private blog and link networks. Google Penguin was released in April 2012 and updated regularly until 2016 when it was then rolled into the Core Algorithm.

Permanent Cookie

A permanent cookie, aka persistent cookie is a cookie that is not automatically erased between two visits on the same site or domain.

Permission Marketing

Explicit permission happens when you disclose how you plan to use a prospective subscriber's email address (such as when someone subscribes to your newsletter and also checks a box accepting promotional emails). Implied permission happens when someone shares their email address with you in the course of normal business communications (such as filling out a form to register for a webinar).

Persistent Cookie

Persistent cookies, as opposed to session cookies, are cookies that are stored on the user's hard disk and not deleted when the browser is closed. Persistent cookies are used for retaining user preferences between different visits, for behavioral tracking and targeting and for web analytics purposes.

Persistent ID Targeting

Used for "people-based" targeting and tracking by assigning users (that login into an app or network) an ID that follows users throughout browsing, and across device – based on data collected, marketers can target individual users regardless of what device they are using.

Persona

A fictional person used to represent a specific target segment for a company; personas aid in marketing, product development, usability and other areas.

Personalization

A targeting method in which an email message appears to have been created only for a single recipient. Personalization may include any known demographic or behavioral information including recipient name, company name, website page visited and more.

Personas

A quick portrait of user types used to briefly describe goals and behaviour used in UX design and marketing campaigns.

Phishing

Sending email that claims to be from a legitimate organization to trick recipients into providing personal information.

PHP

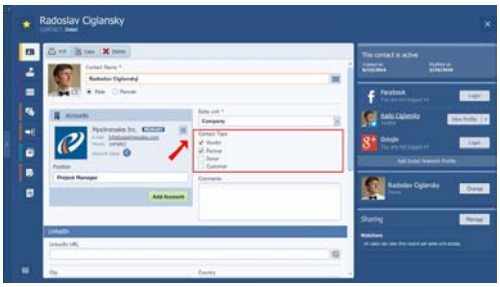
A programming language also known as Hypertext Preproccesor and is usually used to serve dynamic content and interactions with databases.

Phrase Match

One of 4 keyword Match Type. Phrase match keywords trigger your ad when a certain phrase is searched in its entirety. Searches with words before or after your exact match phrase will trigger your ad as well, so it is still important to keep an eye on your Search Terms Report to update your list of negative keywords.

Picklist (multi-select)

Selection list of options available for specific fields in a Salesforce object. Multi-select picklists allow users to choose one or more values from the picklist. Users can either choose a value by double clicking on it OR highlighting it and using the arrow icon to move them to the selected box.



Picklist

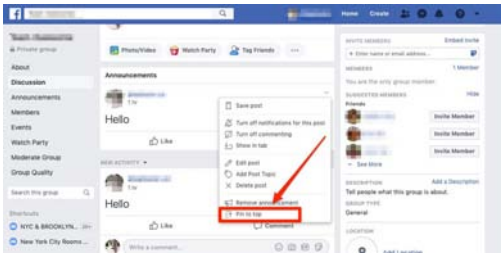
Selection list of options available for a specific field. Users can choose a single value from a list of options rather than type free form text in the field.

Pigeon

An algorithm update from Google that strengthened the tie between local search and regular web search signals.

Pinned Post

A post that stays at the top of a Facebook Page.



Pinned Tweet

A tweet that stays at the top of a user's Twitter feed.

Pins

Images that are chosen from websites or within the Pinterest community. These images are then placed onto image boards.

Pinterest

A social network for people to create image boards.

Piracy Update

An update from Google that penalized websites which had DMCA takedown notices.

Pixel Stuffing

Pixel Stuffing is the process of serving one or multiple ads in a single 1X1 pixel frame. Pixel stuffing is typical kind of ad fraud as served ads are invisible to the naked eye. Pixel stuffing is often done through a 1×1 pixel frame at the bottom of a page. Pixel stuffing should not be confused with cookie stuffing which is a fraud in affiliate marketing.

Pixel

Ad Creative Pixel: A beacon that is embedded into an ad tag which communicates with a browser to track whether a user has viewed the ad. Conversion Pixel: A beacon that transmits to a third-party that a user has completed the desired action of the ad.

Plain Text

Text in an email message that includes no formatting code.

Plain Text Email

A plain text email is an email made only of text without any HTML coding. In the first years of the Internet emails were only text email.

Platform

Framework that runs software and presents content.

Play Rate

A key metric for Video Ads that tell you how often your video was played by dividing the # of plays by the # of times your ad was shown. Similar to CTR, Play Rate measures engagement. *We recommend* using Play Rate to test different Opening Images for Click-

to-Play Video Ads and Thumbnail Images for YouTube videos.

Plugin

A file or bit of code that can be easily installed to add new functionality to a website or content management system.

Podcast

A series of audio or video content which can be downloaded and listened to/viewed offline (or a particular episode in that series, e.g. podcast #6 of The Sporkful). A podcast is essentially an asynchronous Internet version of a "broadcast," but to a very specific audience of willing subscribers. Podcasts are sometimes created to provide stand-alone copies of existing radio or television programming (such as daily/weekly shows), but they may also consist of entirely unique content intended for devoted Web-based subscribers.

POGO Rate / POGO Sticking

The percentage of users who quickly clicked back to the search results and clicked another result right away. Higher POGO rates indicate poor relevancy and are a negative engagement metric.

Point Cap

A limit placed on a lead score to prevent scores from being inflated by repeated actions or triggers (e.g. multiple downloads of the same white paper).

Polite Banner

A polite banner is a flash-enabled banner that uses polite loading. A sequential downloading process which allow large file sizes to fit with visitors' experience.

Polite Loading

Polite loading refers to an ad serving process by which a lighter file (called initial file) is initially loaded while the content page is loaded. Additional Flash content (called subsequent polite file) is then loaded and displayed after the host page has finished loading. For rich media ads, user initiated file load and additional file may be also encountered.

Popunder

An advert, banner or webpage that is automatically triggered to appear underneath the current web browser. This is considered an unobtrusive form of advertising.

Pop-Up Ad

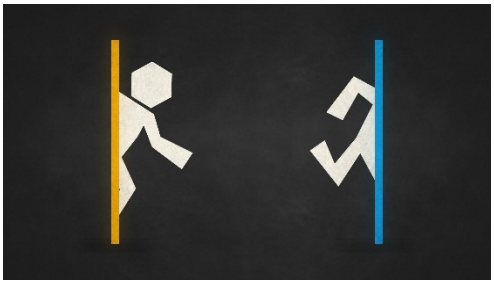
A form of advertisement which automatically opens (or "pops up" in) a new window in a browser to display an ad. Also seen in the form of "pop-under" ads, a slightly less intrusive version. These interruptive approaches to advertising are generally disliked (and therefore ignored) by Internet users. Many browser-based and stand-alone software programs exist to block these ads.

Popup

An advert, banner or webpage that is automatically triggered to appear on top of the current web browser which is highly intrusive.

Portal

A website featuring an array of links & services, like a travel reference information portal to thousands of links + air, rail, gas prices, hotels, maps and weather info.



Position

The position your page is in when considering search engine rankings.

Post Impression Conversion

Post impression conversions are, for a display ad campaign, online conversions produced by individuals who have not clicked the ad through but have converted later.

Post impression conversions may sometimes represent an important part of ad campaign effectiveness.

Post View Conversion

Post-view conversions are all conversions due to users who have seen an ad but have not clicked the latter.

Post view conversion tracking and attribution is a way to take into account advertising effects of an ad campaign among the very large majority of individuals who have clicked an ad.

Post-click Cookie

A post click cookie is a cookie used for tracking actions undertaken by users on the advertiser's website after a click on an ad bought by this advertiser. Post click cookies are mainly used for tracking conversions.

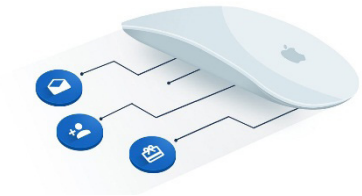
The marketing vendor - Google AdWords, an ad network, an ad exchange, a retargeter, an affiliate platform, etc - places a cookie on the computers of web users who have clicked on ads. Then, the vendor make available to the advertiser a conversion tracking tag or code to be placed on

the "thank you page" or confirmation page following the conversion. When a conversion occurs, the conversion tracking code allows the marketing vendor servers to access the buyer's hard disk to look for an eventual post click cookie. If a post click cookie is found, the sale is attributed to the ad that has been clicked through.

Post click cookies have often a 30 days lifetime and sometimes longer. It allows marketer to attribute the sale to the ad even if the sale is not completed on the first visit after the initial click through. From a technical point of view, post click cookies are often considered as first party cookie as they are placed when the user is redirected by the advertising platform.

Post-Click Marketing

Everything that happens once someone clicks on an organization's website, but before they are a known lead. This includes the site itself, but also all landing pages that work to drive conversions for a company.

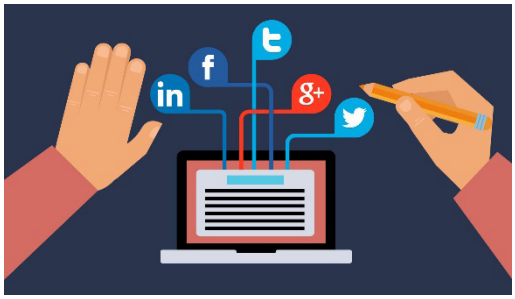


Post-Conversion Marketing

Includes all activities and communications from marketing after a prospect shares their information with a company until they become a customer. This includes email marketing, lead nurturing and lead scoring, all of which are critical for B2B companies to get the most of their pre- and post-click marketing.

Posting

Entry on a message board, blog or other chronological online forum.



Prankvertising

Prankvertising is the fact of entraping or surprising unsuspecting consumers by a prank, hidden camera or spectacular stunt. The video shootage is then used as a commercial or viral video.

Prankvertising existed before the avent of digital marketing but advertisers and agencies are increasingly using this advertising technique on the Internet. The reasons are they don't need to buy TV spots and they can gain earned media via buzz and virality. Prankvertising is also a way to benefit from longer product demonstration and to connect with young customers on social media.

Prankvertising creatives may gain millions of views on the Internet but also fail for lack of quality. As for other viral video techniques it is a risky technique that leads sometimes to the "jackpot".

Some prankvertising shooting may cost hundreds of thousands of dollars.

Pre-Click Marketing

Everything that happens prior to someone getting to a company website. It's the area of marketing that focuses on driving a prospect to an organization's website and can be just as important as the website itself, since without pre-click optimization, the website may never be seen.

Premium Inventory

Ad space inventory that is of high interest or in demand by advertisers on publisher's site.

Premium WordPress Theme

A theme coded for the WordPress content management system that costs money.

Press Release

A publicity technique usually involving a compelling news story that is distributed to news sites.

This used to be a very popular link building technique until Google indicated that optimized anchor text links in press releases fall under unnatural links that violate their guidelines.

Previous Visits

A type of automated ad extension that lets users know if they've visited your webpage before. (Only available in the older AdWords interface.)

Price Extensions

These bring your specific offerings to the surface of the SERP and provide links that take the user directly to your product, reducing the amount of friction between discovery and conversion.

Privacy Policy

"A clear description of how your company uses the email addresses and other information it gathers via opt-in requests for newsletters, company information or third-party offers or other functions. If you rent, sell or exchange your list to anyone outside your company, or if you add email addresses to opt-out messages, you should state so in the privacy policy. State laws may also compel you to explain your privacy policy, where to put the policy statement so people will see it and even in form the policy should be displayed." (The Email Experience Council) If you're marketing internationally, note that different countries have different legal requirements for privacy policies.

Private Ad Exchange

A private ad exchange is an ad exchange created by a publisher or a group of publishers to automate ad selling with a selected group of advertisers or agencies through DSPs and trading desks. Private ad exchanges are theorically private ad marketplaces.

Private Label Affiliate Program

A private label affiliate program is another name for a white label program.

With a private label program, affiliates are able to build their own brands and to benefit from any repeat business.

Private Label Rights (PLR)

Private label rights give others permission to rebrand and sell products, such as software, articles, and ebooks. Sometimes the rights allow people to change the product and claim it as their own, and sometimes the product can be distributed as is with proper attribution to the creator.

Private Marketplace (PMP)

An invitation-only marketplace that gives buyers exclusive access to premium publisher inventory while using automated buying methods to purchase inventory, faster, thus eliminating the RFP and negotiation processes.

Private Proxies

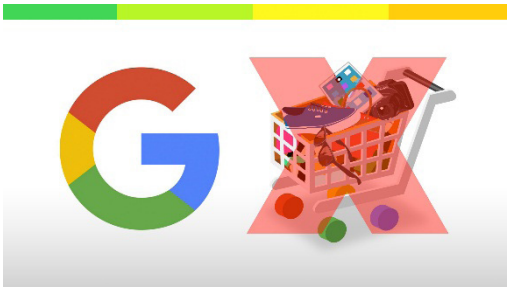
Proxies that are not publicly accessible and require a private login/authorization for use. Private proxies are faster and much more reliable.

Product Differentiation

Developing unique product differences with the intent to influence demand. It's related to positioning, which is the consumer perception of a product or service as compared to its competition.

Product Feed

The file containing all the details and attributes about the products in your Google Shopping store. Google has a number of specific requirements that you must follow to keep your store in good standing.



Product Group

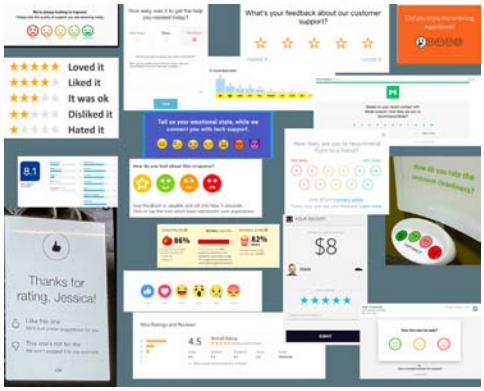
A way to organize your inventory of products in the Google Merchant Center. When you first setup your Merchant Center, all your products fall under a single product group "All Products." We highly recommend separating your products into groups. Product Groups function similar to keywords on the Search Network, in that you bid on Product Groups. Separating your products into groups allows you to assign different max bids for each, giving you more control over your placement, spend, and performance.

Product Listing Ad

Ads for products listed in your merchant store that appear on the Search Network and Google Shopping result pages

Product Score

The score for a lead that indicates their interest in a specific product. An organization may capture multiple product scores.



Product-related Segmentation

Segmenting the audience based on usage of product. For example, users are either light or heavy users of the product.

Profile

A personal page of an individual within a social media network that gives a biographical view of them through various pieces of information. It may also share information such as employment history or connected "friends".

Programmatic Advertising

Real-time automated buying of advertising through a technology platform.

Programmatic Direct

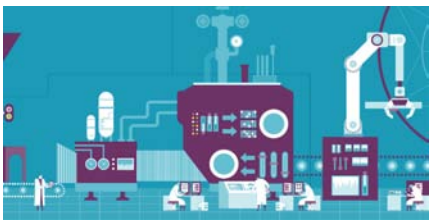
Programmatic buys for guaranteed, future media.

Programmatic Marketing

Programmatic marketing can be seen as advanced forms of marketing automation. In digital marketing context, programmatic marketing campaigns are automatically triggered by any type of event and deployed according to a set of rules applied by softwares and algorithms. Human skills are still needed in programmatic campaigns as the campaigns and rules are beforehand planned and established by marketers.

The most common forms of programmatic marketing on digital channels are:

- programmatic buying via RTB and ad exchanges
- programmatic site retargeting
- shopping cart abandonment email campaigns
- dynamic creative optimization
- product recommendation
- etc..



Programmatic Media Buying

Algorithmic, software-based bidding on inventory to show a single ad, to one consumer, in one specific context. (As opposed to buying that involves RFPs, vendor negotiations, and manual insertion orders).

Progressive Profiling

The practice of serving multiple successive forms to the same lead. The first asks for minimal information. Subsequent forms ask for additional information. The goal is to gain a multidimensional picture of a lead without asking for too much information at any one time, so the ask is both less intrusive and more appropriate as the relationship develops.

Promoted Pin

A paid ad on Pinterest aimed to reach a wider audience than organic content.

Promoted Tweet

A tweet that a marketer pays for in order to reach a wider group of people.

Promotion Extension

Ad Extension that allows you to showcase sales and promotions on products you sell that people are searching for. *Note:* This extension is only available on the new AdWords interface.

Propagation

The process of updating every server across the web with new information on your website's server or domain, for example if you were to change the IP address of your website. These changes can sometimes take up to 72 hours to change worldwide.

Prospect

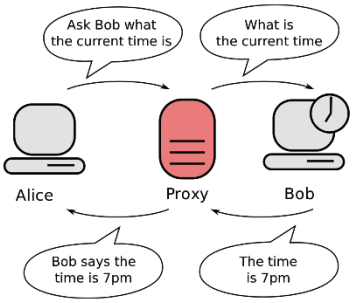
A person regarded as likely to become a potential customer.

Prototype

A way of developing an interface or design to simulate website or app functionality. Typically forms part of a testing process.

Proxies

A proxy allows the user to hide their IP address and allows them to remain anonymous/appear to be using a different computer in another location to connect to the internet.



Psychographic Segmentation

Market segmentation strategy whereby the intended audience for a given product is divided according to social class, lifestyle, or personality characteristics. Similar attitudes, values, and lifestyles.

Public Proxies

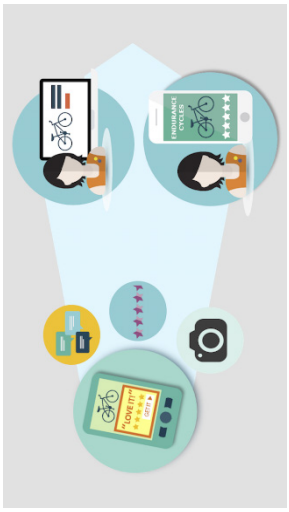
Proxies that are free to use publicly accessible although often slow, unreliable and shared with thousands of people.

Publisher

An individual or organization that prepares, issues, and disseminates content for public consumption.

Purchase-based Targeting

Targets users based on products they've purchased.



Push Notification

A push notification is, in mobile marketing context, a short text message sent to a smartphone and tied to an installed app.

Push notifications are used to update sport scores, news or promotions.

Push notifications make a sound and are displayed in various ways according to smartphone models. Sometimes the number of received notifications is displayed on the app icon. Push notifications are intrusive and have to be managed carefully to prevent notification fatigue the user can control push notifications and prevent an app to send them.

The term push is used because the user doesn't need to use or launch the app to receive notifications. He will get them even if he is using another app.

Q

QR Code

A QR Code or Quick Response Code is a scannable barcode used to encode data such as text or an URL.

Qualified

The lead characteristic of being ready to engage with sales—a definition that is agreed upon by marketing and sales according to the profile of an "ideal" customer and a scoring methodology.

Qualified Lead

In digital marketing, a Qualified Lead is a term used to describe a lead that has shown interest in your brand and is likely to become a new customer based on a specific set of qualification criteria. This can be anything from a guide they have downloaded or a service they have signed up to.

Quality Assurance (QA)

Quality assurance, or QA, is a quality testing process that ensures that an organization delivers the best products or services possible. it's undertaken by multiple internal personnel.

Quality Content

An umbrella term used to describe content that warrants backlinks.

Quality Link

A link that counts more than others in the context of SEO, usually from a universally trusted source or high authority domains.

Quality Rater

Quality raters are individuals in charge

of a website quality "manual checking" in Google teams.

Human quality rating doesn't affect site ranking but is used to appreciate and validate algorithm changes.

Quality Score

Google Adwords' rating of the relevance and quality of keywords used in PPC campaigns. These scores are largely determined by relevance of ad copy, expected click-through rate, as well as the landing page quality and relevance. Quality score is a component in determining ad auctions, so having a high score can lead to higher ad rankings at lower costs.

Queries per Second

Queries per second (QPS) are a indicator of media capacity for ad networks and ad exchanges. Some networks can buy ad spaces in excess of 100 000 QPS.

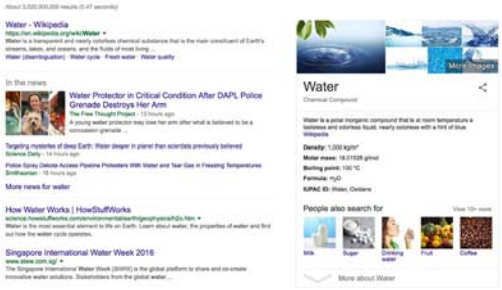
Each publisher's page view within an ad exchange connected to an ad network (through DSP) provokes one or several queries (in fact a bid request).

Queries per second indicates power of ad networks and can give an hint about reach (% of population covered).

Query Deserves Diversity (QDD)

A ranking system used by Google to return diverse search results to search queries, particularly generic queries, branded search terms, and news search terms.

Take this example search query "water" and see what Google returns.

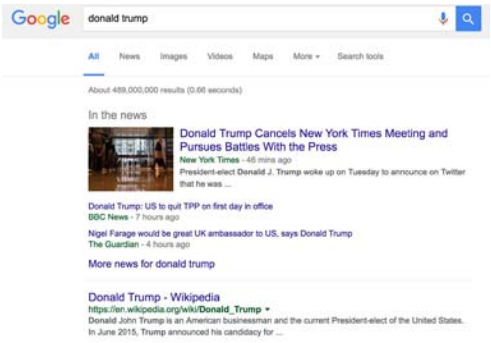


Google returns the definition of water in the first result, some of the latest news on water, how water works, and an organization dealing with water solutions.

Query Deserves Freshness (QDF)

A "freshness" algorithm created by Google to return fresh results for search queries revolving around a trending topic.

In the 2016 U.S. elections, the term Donald Trump spiked to a peak search volume of 30 million worldwide.



The key to appear on the fresh results would be to publish breaking news stories as soon as possible.

Query Refinement

Query refinement refers to the process of correcting or refining a search query to return more relevant results. Query refinement can be done by either the search engine or the user.

In the case of query refinement by a search engine, the search engine will suggest related search terms, correct spelling errors, and attempt to automatically complete your search query as you are typing it out.

Query

The term given for what a user types and searches using search engines like Google, Bing, and Yahoo. Examples of queries include "austin electrician," "how do i know if i have a raccoon in my attic," "distance to nearest coffee shop," and many more.

R

Rank Checker Tool

A software that allows you to check your search engine ranking positions for selected search phrases and keywords. Here are some free rank checker tools:

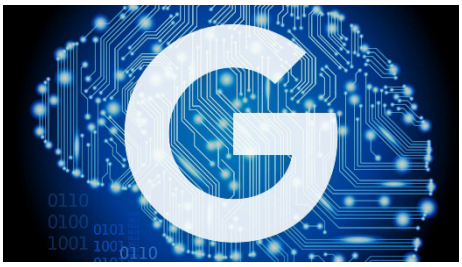
- Firefox Rank Checker
- SEO PowerSuite – Rank Tracker

Rank

A page's position on the search engine results page.

RankBrain

RankBrain is a machine learning algorithm created by Google to help process and sort through search queries and return more useful and relevant results.



Rankings

A general term for where a website appears in search engine results. A site's "ranking" my increase or decrease over time for different search terms, or queries. Ranking is specific to each keyword, so a website may have keywords that rank on the first page, and others that don't.

Rapid Inclusion

The indexing of websites in search engines and directories based on a per-page fee. As opposed to free submissions, where indexes are updated every few weeks (or less frequently), rapid indexing occurs every 48-72 hours.

Rate Card

Document detailing prices for various ad placement options.

Reach

Unique users what visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience. The total number of unique users who will be served a given ad.

Reach Campaign

This is an upper-funnel campaign objective with the goal of serving your ads to as many unique users as possible.

Really Simple Syndication (RSS)

A standard data feed system used to deliver updates/content from websites.

Real-time Bidding

The buying and selling of impressions through real-time auctions via ad exchanges or SSPs.

Real-time Marketing

Real-time marketing involved using data reported instantaneously so marketers can make decisions based on information on what's happening in that moment. Instead of creating a marketing plan in advance and executing it according to a fixed schedule, real time marketing is creating a strategy focused on current, relevant trends and immediate feedback from customers.

Reciprocal Link

A link to a website that is reciprocated in the form of a backlink, often prearranged by sites with mutually benefitting audiences. If abused, e.g., two sites with no topical relation decide to link to each other (and many other sites) exclusively for the sake of linking, penalties from search engines could result.

Recommended Daily Budget

A recommendation from Google's AdWords algorithm machine (not necessarily a real thing) that are defined as "an estimate of the minimum amount you'd need to set your daily budget in order for your ad to appear as often as possible for your current set of keywords".

Record

A set of fields regarding a specific Contact, Account, or Activity.

Rectangle ad

Any one of the large, rectangular banner sizes suggested by the IAB.

Recurring Commission

Recurring Commissions are payouts that are made to affiliates every month. Talkroute affiliate earn recurring monthly commissions on all paying customers that are referred to Talkroute via their affiliate link or banner.

The recurring commission is paid for the lifetime of the customer.

If the customer leaves Talkroute, the commission would no longer be paid.

Reddit

A social news site that is made up of users who share and leave comments on news stories and other content.

Redirect

A way by which a web browser takes a user from one page to another without the user clicking or making any input. There are various types of redirects (the most common of which is the 301 redirect), which serve different purposes. Typically, this helps improve user experience across a website.

Re-Engagement

A strategy used to bring previously engaged contacts back into active engagement with a brand, often with a promotional campaign targeted to their interests.

Referral Link

The referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL.

Referral Marketing

Referral marketing is the process of promoting products or services to new customers through referrals or recommendations. Compared to traditional online advertising, it's usually done through word of mouth.

Referral URL

The URL of the website where your display ad was clicked. The person was *referred* to your site from this URL. This is useful for identifying where your traffic is coming from and may inform bid strategy (increase on high referral sites) or placement strategy (manually place ads on similar sites).

Referral

A medium denoted in Google Analytics that represents a website visit that came from another website (as opposed to coming from a Google search, for example). When users click on a link to another, external webpage, they are said to have been "referred" there.

Referrer

The origin of traffic to a website.

Registrar

A company responsible for the purchase/ registration of domain names.

Registration

The process of signing up to participate in an online forum, community or social-media network. At minimum, this act usually involves sharing a name and email address in order to set up a username and password.

Reinclusion

The process of a website being added back into the search index after correcting any cause for penalization.

Rel Canonical

In HTML, "rel" is an attribute associated with links. "Canonical" can be applied to the "rel" attribute, which will link to the original or authoritative page from which content is being used or referenced. The "canonical" page is the original content, and any page referencing it is a duplicate or otherwise similar page. Used to prevent duplicate content issues and maintain search engine rankings.

Relative Link

The opposite of an absolute link, a relative link utilizes a link path that refers to the URL of the current page instead of explicitly stating the full URL.

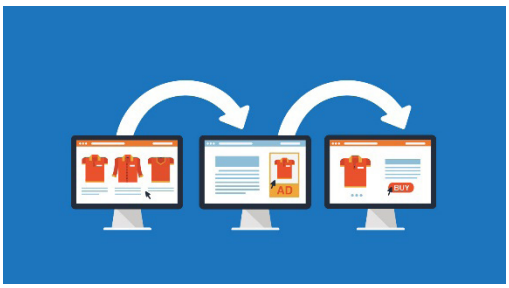
- Absolute link example: http://site.com/folder/file.html
- Relative link example: ../folder/file.html (the .. referring to site.com)

Relevance

A component of the Quality Score that judges how well your ad's elements match what the searcher is looking for. A high relevancy score (and thus higher quality score) requires a clear connection between the search terms (keywords), your ad, and your landing page.

Remarketing

The practice of putting targeted ads in front of an audience/user that has viewed your website or products before as they browse other website on the internet. Example: seeing a pair of shoes you abandoned in a shopping cart appear in an advertisement while checking Facebook.



Remnant Inventory

Advertising space that a publisher has been unable to sell.

Removed

Ad Status when you manually remove the ad from your campaign. When you remove an ad, they'll stop showing and you won't be charged.

Rep Firm

Ad sales partner specializing primarily in single-site sales.

Repeat Visits

The same user returning to a website more than once.

Repins

The action a Pinterest user takes when pinning an image from someone's board onto one of their own.

Report

Returns a set of records that meets

certain criteria, and displays it in organized rows and columns. Report data can be filtered, grouped, and displayed graphically as a chart within Salesforce, as well as exported to Excel for further actions.

Reporting

Collecting data to see progress in a campaign.

Reputation Management

Curating brand keywords such that search results only show positive news for the brand.

Responsive Design

A style design that forces a website to conform to screens of all sizes. Responsive design ensures that the same website will display properly on a mobile phone, tablet, and desktop monitor without zooming or excessive scrolling.

Responsive Web Design

A web design approach where the designer builds a website or website theme to fit any device — from a desktop to a smartphone — so that the user experience is fluid and seamless and there is little adjustment in scrolling, panning, or resizing. This includes the use of flexible images and fluid, proportion-based grids.

Retargeting

Also known as remarketing, retargeting is a form of online advertising that keeps your brand front and center with bounced traffic. Retargeting works by dropping a cookie (a small, non-obtrusive piece of code that won't slow down your site) into the web browser to identify that user as a previous visitor. When that visitor then browses the web, that cookie notifies the retargeting ad network when to load relevant ads about the company. This increases conversions as visitors are constantly kept in front of your product.

Return Days

The number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor.

Return on Ad Spend (ROAS)

Average conversion value you receive

in return for every dollar you spend on your ads. Advertisers on AdWords may use the Target ROAS automated bid strategy to optimize their campaigns to maximize ROAS.

Formula: Return on Ad Spend = Revenue / Ad Spend x 100

Return on Investment (ROI)

The percentage of profit made above the initial investment. If you invested £100 and earnt £140 you would have a 40% return on investment.

Retweet

An action on Twitter where one user shares a tweet from another user with their following. The action resends the message to their newsfeed with the original user's username attached and tagged.

Revenue Cycle

A new way of looking at the traditional sales cycle, the revenue cycle starts from the day the organization first meets a prospect and continues through the sale and beyond to the customer relationship

Revenue Sharing

Sharing of revenue by two unrelated parties due to a business arrangement or other reasons.

Reverse Index

A list of keywords associated with the content in which they're used.

Rich Media

A term for advances in online creative that take advantage of enhanced features like animation, audio & video. Rich media takes many different digital file forms.

Rich Snippet

HTML tags used to mark up specific data such as a review, review rating, price, address, phone number etc that Google is now using to display directly in search results.

RLSA or Remarketing Lists for Search Ads

A Google AdWords function that allows businesses to create lists based on customer behavior from their website visit. Depending on the parameters set, businesses can add tags to certain pages of their website, adding customers who visit those pages to a list. Google will then attach cookies, so when the customer searches for similar items, you can bid more for keywords, or target ads to the customer directly.

Road Block

A method by which an advertiser can "own" a web page or section by purchasing the impressions inventory for a set time period so that only their advertisement will appear to visitors each time, or the first time that they visit a specific site or section of a web site.

ROAS

Stands for Return On Ad Spend. A PPC marketing metric that demonstrates the profit made as compared to the amount of money spent on the ads. Similar to ROI.

Robot

Also known as "bot." Similar or identical to the term "crawler". Used to do automated functions for a search engine or website.

Robots.txt

A small text file included on a website that directs a search engine to include/exclude specific pages from its index. It can be submitted manually to search engines to ensure the latest version is followed regardless of the "crawl cycle."

Role Accounts

An email account that is associated with a department, office, position or task.

Roundups

A curation of the best content on a related topic or industry in a blogpost. Also used as a link building technique by SEOs.

RPC (Revenue Per Click)

You can calculate your RPC like this: Goal Value x Conversion Rate. Voilà, now you know whether your ad (or keyword) is profitable or not!

RTB

RTB is short for real time bidding and refers to programmatic ad buying and selling through ad exchanges.

RTB Project

The RTB project or Real Time Bidding project was formerly known as the OpenRTB Consortium. Its mission is to develop open protocols for the automated trading of digital media across a broader range of platforms, devices, and advertising solutions.

The RTB project is a working group within the IAB Advertising Technology Council and has published different

documents and standards and in particular OPENRTB API Specifications for developing real-time bidding interfaces.

An excerpt of RTB project API specifications:

Run of Network (RON)

Ad buying option in which ad placements may appear on any pages on sites within an ad network.

Run of Site

Run of site or ROS is an ad buying option by which an ad appears and rotates on any pages of the chosen site. In the case of a run of site buy, ads are typically delivered on less valuable pages, sections and placements. Therefore run of site inventory is sold at lower rates than premium inventory. Run of site inventories are bought by advertisers, but also by some ad networks which bulk buy for reselling at CPM, CPC or CPA. Retargeting networks are typically big buyers of ROS.

An example of ROS pricing on Adage.com:

RUN OF SITE (ROS)		CPM
Impressions		
100K	$4,900	100K-199K $49
200K	$9,200	200K-299K $46
300K	$13,500	300K-499K $45
500K	$20,500	500K-999K $41
1000K	$38,000	1000K+ $38

S

SaaS

An acronym that stands for Software as a Service. SaaS is a software licensing and delivery service and is sometimes referred to as "software on demand".

Sales Accepted Lead

This is a lead that marketing sends to sales which sales agrees is qualified, and agrees to follow up with. In some organizations, there are teams of sales development reps who specialize in qualifying leads further by getting potential customers to take some pre-defined next step(s). Marketing may support this step with nurturing programs for leads that are sales-worthy but not sales-ready.

Sales Funnel

A sales funnel, also called a purchase funnel, is the visual representation of the customer journey, depicting the sales process from awareness to action. The funnel, which is sometimes referred to as a marketing funnel or revenue funnel, illustrates the idea that every sale begins with a large number of potential customers, and ends with a much smaller number of people who actually make a purchase.

Sales Qualified Lead (SQL)

A sales qualified lead (SQL) is a prospective customer that 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. An SQL has displayed intent to buy a company's products and has met an organization's lead qualification criteria that determine whether a buyer is a right fit. The label is applied to a prospect that has gone past the engagement stage and is ready to be pursued for conversion into a full-fledged customer.

SAPE

A Russian based blog network.

Schema Markup

Code that is added to the HTML of a website to give search engines more relevant information about a business, person, place, product, or thing. Also known as rich snippets or structured data.

Scrape

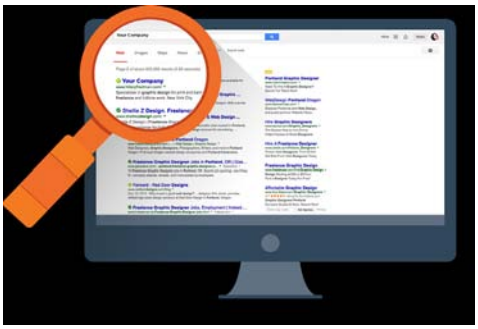
A piece of software or a bot that spiders the web to collect/scrape data.

Scraping

The process of copying content from one Web property and using it on another. In other words, stealing. Scraping technologies have evolved because of the needs for content and to stay ahead of legitimate content creators trying to protect what they've written. Some companies offer content monitoring to help protect against scraping.

Search Advertising

Search advertising is a method of placing online advertisements on web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content.



Search engine

Search engine is a service that allows Internet users to search for content via the World Wide Web (WWW). A user enters keywords or key phrases into a search engine and receives a list of Web content results in the form of websites, images, videos or other online data. The list of content returned via a search engine to a user is known as a search engine results page (SERP).

Search Engine Advertising

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for an ad placement in a search engine's sponsored links when

someone searches using a keyword that is related to their business offering. *For example*, if you bid on the keyword "marketing classes," several ads might show up in the very top spot on the Google results page. Every time a specific ad is clicked, sending a visitor to their website, they have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because the visit is worth more than what is paid for it.

Search Engine Crawlers

The leading search engines, such as Google, Bing and Yahoo!, use crawlers to find the pages for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they are found automatically. Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled.

Search Engine Marketing

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

Search Engine Optimization (SEO)

Search Engine Optimization is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines. Simply put, it's the name given to the activity that attempts to improve search engine rankings. In many respects, it's simply quality control for websites. SEO may target different kinds of search,

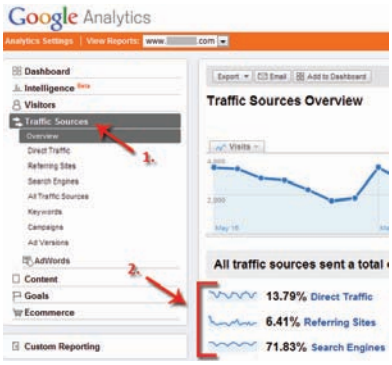
including image search, local search, video search, and news search engines. Employing a sound SEO strategy will help you position your website properly to be found at the most critical points in the buying process or when people need your site.

Search Engine Rankings

Your search engine ranking indicates what position your website appears for specific keywords in the SERPs.

Search Engine Referral

This statistic represents a visitor who arrives at a website after clicking through a search-engine results listing.



Search Engine Reputation Management (SERM)

Think of Search Engine Reputation Management as online spin control. SERM allows a person or organization better positioning through strategy involving Search Engine Optimization, Paid Search Marketing, Press Optimization, Blogging, and Social Media. The most important part of SERM is starting early – before a crisis. Also referred to as online reputation management.

Search Engine Results Page

Search Engine Results Pages (SERPs) are the Web pages displayed by any Search Engine for any given search.

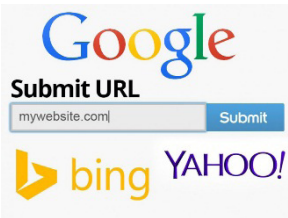
They display both Natural (organic) Listings and Pay-Per-Click ads. How high you are listed and where your ad is shown depends on Search Engine Optimization; and paid Search Engine Marketing respectively.

Search engine spam

Excessive manipulation to influence search engine rankings, often for pages which contain little or no relevant content.

Search engine submission

The act of supplying a URL to a search engine in an attempt to make a search engine aware of a site or page.

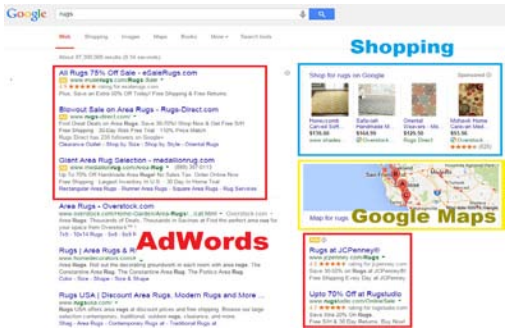


Search Engines

Search engines are places people go to search for things on the internet, such as Yahoo!, Google, or bing. Most search engines provide websites two ways of appearing: Natural (free) and Paid. Natural Listings, also referred to as organic listings, appear based on the search engines' own formulae. You can't pay to have your site listed higher (although some search engines require that you pay to be included in the Natural listings), but you can perform Search Engine Optimization (SEO). Paid Listings usually appear above or to the side of Natural listings and are typically identifiable as advertisements. The most common cost for advertising on Paid listings through Paid Search is Pay per Click (PPC).

Search Network

A group of websites in which ads can appear. Google's Search Network, for example, is a group of Google & non-Google websites that partner with Google to show text ads.



Search Operator

A text modifier that can be used in Google searches to return more specific results. Search operators essentially act as shortcuts to an advanced search.

Search Partners

The sites within the Search Network that partner with Google to show ads.

Search Query

The words or phrases users type into a search engine when conducting a search.

Search retargeting

A specific type of retargeting that allows an advertiser to show ads to searchers of given keywords who have never visited the advertiser's site.

Search Terms

A search term is a word or group of words that a person types into a Search Engine to find what they are looking for. Based upon what a company sells, a website should incorporate the most popular or most popular specific search terms into the copy as Keywords. Figuring out the appropriate search terms to put into a website and to advertise on is a huge part of a Search Engine Marketer's job.

Search Terms Report

The AdWords report that shows what Search Terms have triggered your ads. This is one of the most important reports on AdWords. It is also known search query report.

Second Life

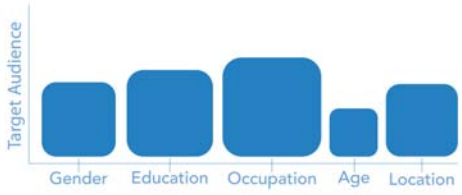
A 3-D virtual world entirely built and owned by its residents.

Secure Sockets Layer (SSL)

Secure Sockets Layer ensures that all data transmitted between a website's server and a browser remains encrypted. You can tell if a website has an SSL certificate by looking at the web address: if the URL starts with "https", the website is secure. You'll also see a padlock symbol in the browser bar.

Segmentation

Segmentation refers to the process of separating your target audience into personas with different needs and preferences. These segments will ideally be marketed to in a way that reflects their specific experiences or interests.



Self-serve advertising

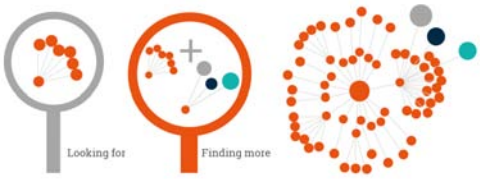
Advertising that can be purchased without the assistance of a sales representative.

Seller Ratings

An automated ad extension that rewards advertisers with high ratings by showing a five-star scale based on data Google collects from business review sources.

Semantic Search

Information in a search engine's algorithm that identifies the contextual relevance and user intent behind any given search query.



Sequential messaging

Hitting a consumer with one message, then a different one and then another to guide them toward buying or taking some other action. Sequential messaging, also known as sequential targeting, often requires cross-device capabilities to accurately reach the same consumer across screens when they visit different digital properties.

Service Level Agreement (SLA)

This term is usually employed as part of a service contract, often in any vendor-customer situation where downtime is critical and can turn contentious (e.g., telcos and internet service providers). Increasingly, sales and marketing teams are using two-way service level agreements to outline mutual understandings of what constitutes a qualified lead, how and when the lead will be handed off, and what efforts sales will put forth to follow up. There are usually time constraints as well, such as: "Sales will follow up a sales-qualified lead within 12 hours." The goal is to foster mutual understanding, cooperation, reliability, and maximize the potential of as many leads as possible.

Serving (video ads)

A status for your video ad stating that it is approved and ready to go. If it is still not showing (delivering impressions), there may be unrelated issues such as low search volume or low factors resulting in poor placement/position.

Sessions

A metric in Google Analytics that measures one user interacting with a website during a given period of time, which Google defaults to 30 minutes. A session is not dependent on how many pages are viewed, so if a person goes to a website and looks around at different pages for 20 minutes, it would count as 1 session.

Share

An action made by internet users to pass on any form of information (whether a photo, video, article etc) to their friends, followers and connections.

Shared Budget

A budgeting option that allows you to set a single budget for all campaigns. Google will then allocate your budget to each of your active campaigns to "maximize your return-on-investment".

- Setup: Main Sidebar > Campaigns tab > Shared Library > Budgets > Budget > name your budget & select the campaigns to share it > save > budgets table > click on the shared budget > apply to campaigns

Shared Hosting

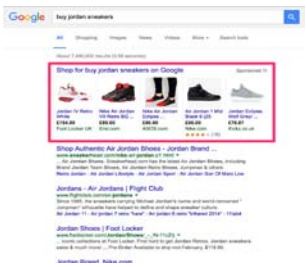
Shared hosting is Web hosting in which the service provider serves pages for multiple Web sites, each having its own Internet domain name, from a single Web server. Most Web hosting companies provide shared hosting. Although shared hosting is a less expensive way for businesses to create a Web presence, it is usually not sufficient for Web sites with high traffic. These sites need a dedicated Web server, either provided by a Web hosting service or maintained in-house.

Sharing

One feature of social networking sites is that users can share links. If your website has an awesome page, a user may want to share it with all their friends. Most social networking sites have features that make this process very easy.

Shopping ads

Formerly known as Product Listing Ads (PLAs), these ads appear in both Google and Bing search results as images of individual products above the search results. These ads are specifically for ecommerce companies and instead of using keywords, ads are triggered by searches containing words in the product's title, description, or attributes.



Shopping cart

Software used to make a site's product catalog available for online ordering, whereby visitors may select, view, add/delete, and purchase merchandise.

Shopping Channel and Exclusivity

A way of grouping products for your Shopping campaign that allows you to divide products in an ad group based on where they are sold (online or in-store). The Merchant Center allows advertisers in Australia, France, Germany, Japan, the U.K. and the U.S. to advertise brick-and-mortar inventory (requires setting up a verified Local Products feed in Google Merchant Center.

Shopping Search

A specialized type of search or dedicated search engine that indexes groups of products, prices and reviews for side-by-side comparison, especially helpful for shopping online.

Shortform and Longform Videos

The categorization of videos by length. Shortform < 10 minutes. Longform > 10 minutes. Video ads will show before short and long-form videos.

Sig file

A short block of text at the end of a message identifying the sender and providing additional information about them.

Signature file

It is a short text file you create for use as a standard appendage at the end of your e-mail notes or Usenet messages. For example, you might include your full name, occupation or position, phone number, fax number, e-mail address, and the address of your Web site if you have one.

Single Opt-In

A single opt-in is when a subscriber doesn't have to confirm their email address or information twice. Once they enter they enter their contact information on a form they are immediately signed up to the email list as a subscriber.

Siri

Apple's voice search technology that allows for hands free search on iPhones and other Apple products.

Site Audit

Conducting a full review or analysis of

a site to meet a variety of goals. Such as ensuring a smooth user experience by checking for broken links or an in-depth SEO audit to identify onsite SEO problems.

Site Retargeting

The most common form of retargeting: displaying your ads to a visitor based on a visit to your site, or individual page of your site. These cookie-based can appear on any publisher throughout the ad network being used. Various targeting options exist, including only showing ads when a certain page has been visited (such as a landing page) and an action has not been completed (e.g. a conversion).

Site search

Search functionality specific to one site.

Site Speed

How fast a website loads – the faster it loads the better!

Site Suspended

An ad or keyword status given when the destination URL (Landing Page) is suspended for violating any of Google's advertising policies. To find out what policy your site violates, go to your Ads tab > "Status" column > disapproved > hover over white speech bubble.

Sitelink

An ad extension in Google Adwords that appears below the main ad copy which links to a specific page on the website (i.e. Contact Us, About Us, etc.). Ads can have from 2-6 sitelinks.

Sitelink Extension

A manual ad extension that takes people who click on them to a specific page of your website.

Sitemap

An XML file or page on a website that lists all of the pages and posts for search engines to see. This document helps search engines quickly understand all of the content that they should be aware of on a particular website.

Skype

A video chat program that is free to use. You can also use it for texting and leaving video and voice messages to other users.

Skyscraper ad

A skyscraper ad is a tall and narrow banner advertisement usually placed to the right of content on a Web page. Standard dimensions for a skyscraper ad are 160 X 600 pixels. Like another popular type of Internet ad, the leaderboard, the skyscraper offers an advertiser a large space for a message. Unlike the leaderboard, which is usually placed between the masthead (title area of a Web page) and the page's content, a skyscraper remains at least partly visible as the viewer scrolls down the page.

SlideShare

A popular presentation- and document-sharing social network, especially useful for B2B marketing.

Slug

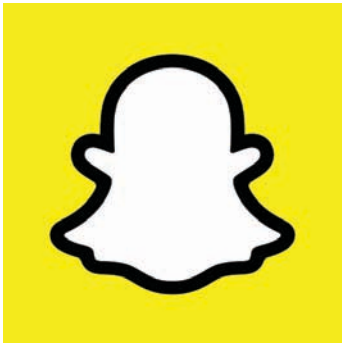
Slang for the portion of a URL that comes after the .com. *For example*, the homepage might be http://www.domain.com, but for the Contact Us page, a slug would be added to the end of the URL to direct the browser to a page within the website i.e. http://www.domain.com/contact-us.

Smarketing

Smarketing is aligning your sales and marketing teams to work toward a common goal of growing business revenue. To find out how to get your sales and marketing teams working together read: How to Turn Your Sales & Marketing Teams into BFF's.

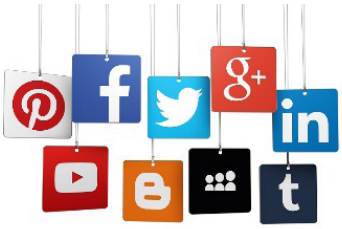
Snapchat

A messaging app where the message disappears after a short time.



Social Advertising

Running paid ads on online social networking platforms, such as Facebook, LinkedIn, and Twitter.



Social Bookmark

A type of backlink that is usually created when a user publicly bookmarks your site with a service like Reddit.

Social Commerce

Selling goods directly online through through social media channels. Just like "electronic commerce" was shortened to "ecommerce", social commerce is sometimes shortened to "s-commerce" or "f-commerce," the latter short for "facebook commerce."

Social Listening

Social listening is a brand monitoring digital marketing term that helps businesses understand what's being said about its products or services in order to meet customers' issues head on. Salespeople can also use social listening to identify the needs of their prospects and provide help in order to establish themselves as a trusted resource.

Social Media

A type of online media where information is uploaded primarily through user submission. Web surfers are no longer simply consumers of content, but active content publishers. Many different forms of social media exist including more established formats like Forum and Blogs, and newer formats like Wikis, podcasts, Social Networking, image and video sharing, and virtual reality.

Social Media Marketing (SMM)

An online marketing mix that utilizes the different strategies available through social networking sites to promote a product or service. Social media marketing combines traditional online advertising elements that are native to social networks with the creation of "shareworthy" content that users of social media are likely to promote through their accounts. A highly effective strategy for companies interested in driving brand awareness

with highly targeted demographics.

Social Media Monitoring

The act of pro-actively monitoring and tracking applicable social media activity.

Social Media Optimization (SMO)

The act of driving traffic through social media channels to reach a certain goal.

Social Media Policy (SMP)

A written document that outlines how employees should talk about work on social media as well as advising them on how to best use social media sites. This is written for the protection of the company and clarifies what employees can and cannot say.

Social Networking

A type of Social Media, Social networking websites allow users to interact and create or change content on the site. These sites, of which businesses are now using for marketing purposes, allow users to create their own websites / online spheres (e.g. LinkedIn and facebook), share photographs (e.g. flickr), microblog / text small bits of information to their personal community (e.g. twitter) or recommend information for others to find on the Internet (e.g. del.icio.us and Digg). The sites in this last grouping are also referred to as social bookmarking or social news sites. There are also a growing number of sites that are heavily dependent on mobile and geographic locations, such as foursquare.

Social Selling

Social selling refers to a brand's ability to engage potential customers on social media by answering questions, providing informative content, and resolving other issues, and in turn helping to move them along the sales funnel. Social selling is typically done on a one-on-one, salesperson-to-prospect basis.

Social Share

When a user shares your webpage on social media. Examples are clicking on a like button, tweeting about it or posting it on Google+.

Social Signals

An offsite SEO measurement that can determine the popularity of a specific webpage based on how many times it has been shared & discussed on social media sites.

Soft Bounce

A soft bounce is when an email "bounces" back because of a problem with the server or other temporary issue. A soft bounce has the opportunity to reach its intended recipient if tried again and is not a permanent issue.

Source

A term in Google Analytics that helps webmasters classify where traffic is coming from (ie. the "source" of the web traffic). Source can be a search engine (*for example*, Google) or a domain (website-example.com)

Spam

A broad term that includes many different nefarious activities in digital marketing that are done either to help a website rank better or to harm a competitor website. Spam is often in seen the form of hundreds or thousands of low-quality backlinks that were built by a black hat SEO to manipulate rankings.

Spam/Link Spam

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.

Sphinn

A niche social-bookmarking website for online marketers.

Spider

An automated program that visits websites, sometimes also referred to as a "crawler" or a "bot". A spam spider visits websites for nefarious reasons, often showing in Google Analytics as junk traffic. However, Google uses a bot to crawl websites so that they can be ranked and added to Google search.

Spinning

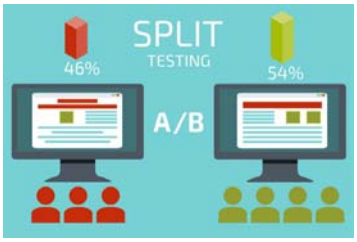
When you take a seed piece of content and 'spin' it with alternative words and sentences to produce hundreds of unique articles.

Splash page

A splash page is the "welcome" page of a website. It is the first page a visitor sees when visiting a website, so it is an opportunity to make a fast first impression. Not all websites have a splash page; in fact, splash pages are decreasing in popularity because they tend to be a hindrance to a site rather than increase functionality.

Split Testing or A/B Testing

Split testing is the science of finding out which Landing Page is more effective in achieving its goals by splitting the traffic randomly but equally between these landing pages. If one gets 2,000 visitors through a specific traffic source, 1000 visitors can be sent to Landing page A and another 1000 can be sent to Landing page B. If landing page converts 100 visitors into subscribers and Landing page B converts only 50 then Landing page A is said to have won the test. Now, the split test can be run again with a different variation and it can be checked if it outperforms the original landing page. There are several tools and softwares in the market which enables A/B Testing or Split testing.



Sponsorship

Advertising that seeks to establish a

deeper association and integration between an advertiser and a publisher, often involving coordinated beyond-the-banner placements.

Spun

When an article is formatted with spinning markup – it is 'spun'.

Squidoo

A popular UGC site that allows members to create easy-to-build, single-page websites (called "lenses") featuring whatever topic they choose. Typically, marketers use these pages to aggregate other content from across the Web under a common theme.

SSP (Sell-side platform)

While marketers use DSPs to buy digital ads, publishers use SSPs to sell them. Publishers use SSPs to offer inventory to ad exchanges, networks, trading desks—anywhere that has a pool of demand. They also use SSPs to set the terms of the auctions and manage private auctions, known as private marketplaces, where select advertisers are invited to participate. An SSP gives them control over who can advertise and the types of ads that run. Like DSPs, SSPs also plug into data-management platforms.

Static IP

A number, in the form of a dotted quad, assigned to a computer by an Internet service provider (ISP) to be its permanent address on the Internet.

Statistics Table

The general term given to the data tables in AdWords that show your performance & ad data. You can add or remove columns, segments, and filters to show precisely what you want to see.

Stickiness

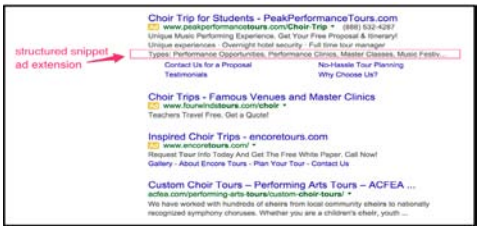
Stickiness is anything about a Web site that encourages a visitor to stay longer. A Web site is sticky if a visitor tends to stay for a long time and to return. Stickiness is the amount of time spent at a site over a given time period.

Structured Data Markup

HTML code that generates rich snippets.

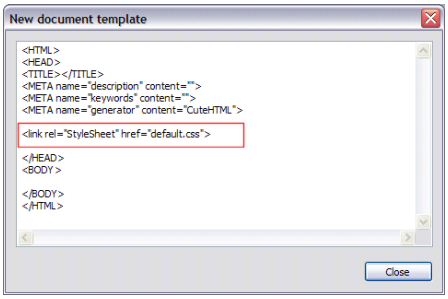
Structured snippets

Structured snippets allow your ads to highlight specific aspects of your products and services. These ad extensions provide context on the nature and variety of your products and services before visitors click through to your site.



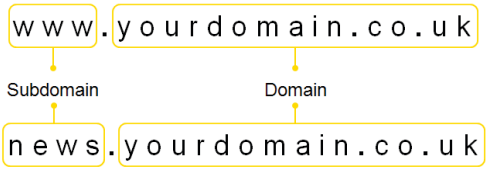
Style Sheet

Shortened term for Cascading Style Sheet (CSS). CSS a document of code that tells the website's HTML how it should be appear on screen. CSS is a time saving document for web designers as they can style batched-sections of HTML code, rather than styling individual lines of code one-at-a-time.



Subdomain

Also refered to as a 3rd level domain is very simply, a domain that is part of a main domain. "54.236.248.236/dom" is a subdomain. ".com" is the top level domain, "directom" is the second level, and "www" is the third. Subdomains can be created at any time with no limit and without a registrar. A common reason to create subdomains would be to differentiate a sector of your business such as "info.yoursite.com" or "tools. yoursite.com."



Subject Line

An email subject line is the line of text that is shown in a subscriber's email inbox before they even open the email. Subject lines are used to give the subscriber a reason to open your email. They are usually short, descriptive, and can contain personalization tokens such as the subscriber's name or something specific to them.

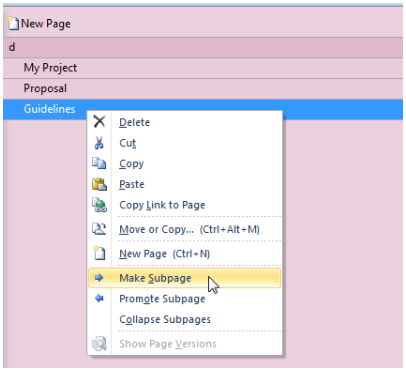
Submission

The act of submitting a URL for inclusion into a search engine's index. Unless done through paid inclusion, submission generally does not guarantee listing. In addition, submission does not help with rank improvement on crawler-based search engines unless search engine optimization efforts have been undertaken. Submission can be done manually (i.e., you can fill out an online form and submit) or automated, where a software program or online service may process the forms behind the scenes.

Subpage

A page that appears below the top-level

pages in a website's naviagation. These pages often appear as drop downs in a top navigation bar or sidebar menu. Think of subpages as "child pages" of the "parent page." For example www.yoursite.com/about-us/ would be a subpage of www.yoursite.com while www.yoursite.com/about-us/contact is a subpage of www.yoursite.com/about-us.



Subscriber

When a user subscribes to your site either through an email subscription, RSS subscription or by following you on social media.

Subscribing

The action of choosing to get updates and information from a certain site. It is much like signing up to receive monthly magazines.

Super affiliate

An affiliate capable of generating a significant percentage of an affiliate program's activity.

Swipe Up Rate

The percentage of people who have swiped up on your ad.

Swipe Ups

When a user swipes their finger upward on their mobile device while looking at an ad on Snapchat or Instagram Stories that allows them to view an attachment or link.

T

Tag

A keyword (often in a string) which is attached to a blog post, tweet (see "hashtag"), social bookmark or media file. Tags help categorize content by subject.

Takeover ads

A type of display advertising typically reserved for high profile brands and products (consumer goods, new mass media releases, and sporting events) on high traffic online publications. Commonly referenced on the homepages of sites like Yahoo!, MSN, or even ESPN.com, this advertising strategy is often called a "homepage takeover". To deploy this as an advertising tactic, publishers allow an advertiser to place creative in each available ad spot in their layout. As web development has progressed, takeover ads can also incorporate creative into the site background, or even have some type of interactive component.

Target Audience

A group of people that will be interested in your product/service/blog – e.g. my target audience is internet marketers and small business owners.

Target CPA (Cost-per-acquisition) Bidding

Formerly known as the Conversion Optimizer, Target CPA is a bidding method that sets a maximum on how much you would pay for a conversion.

Target Outranking Share

A portfolio bid strategy where Google will automatically adjust your bids to help your ads outrank a specific domain.

Target ROAS (Return on ad spend)

A type of smart bidding strategy that works by using conversion tracking data to predict future conversions and associating them with a dollar value.

Target Search Page Location

A bidding strategy where Google automatically adjusts your bids to push your ad either to the top of the SERP or onto the first page.

Targeted ad (targeted advertising)

A targeted ad is an advertisement that is served to a specific audience, which could be a particular demographic, a group or an individual. At its most basic, targeted advertising can just mean

that ads are chosen for their relevance to site content, in the assumption that they will then be relevant to the site audience as well.

Targeting

Shaping internet marketing campaigns to attract certain specific groups of prospective clients. Examples of Targeting include women, gun owners, and Medicare recipients. Behavioral Targeting is a newer, specific type of focus for advertisers.

Targeting Group

The YouTube search keywords, Display Network Keywords, topics, placements, and audience interests you want to target for your video ad.

Targeting Method

How you control who will see your Display Ad. You can control your targeting for each ad group by using: keywords & managed placements.

Technorati

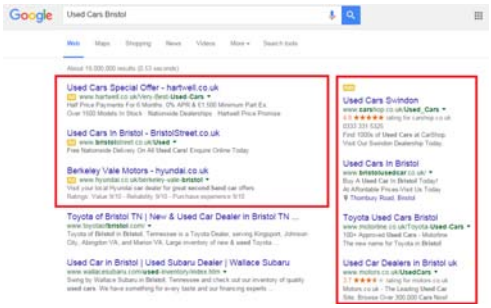
A blog search engine that aggregates blog content and scores blogs' popularity or influence.

Ted

A global business conference that invites business leaders with a huge range of backgrounds to deliver inspiring talks.

Text ad

An online advertisement that contains only written copy. Paid listings found on the results pages of the main Search Engines are currently Text Ads, although this is starting to change. Soon you should expect to see video ads pop up here occasionally.

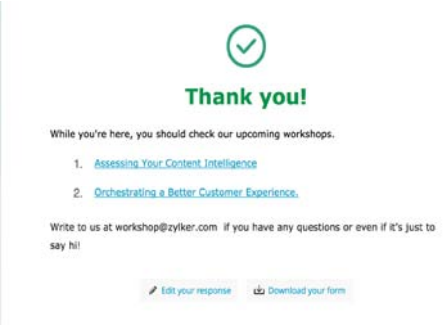


Text Overlay Ad

A type of text ad that is shown with video content on the Display Network. Text ads, by default, appear as Overlay Ads on the Display Network.

Thank-You Page

A thank-you page is how you deliver the content offer after someone fills out a form on a landing page. You are thanking the visitor for filling out the form and providing them with the content you promised.

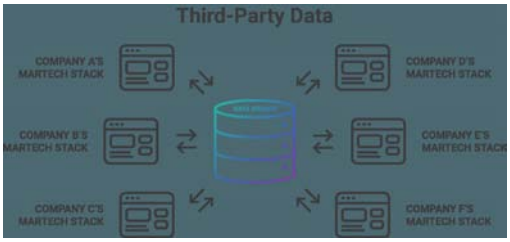


The Fold

The portion of a website that is visible and on display when the page loads.

Third Party Data

Data that is obtained from outside sources.



Thread

A stream of conversations. *For example*, a list of comments on a blog post.

Three Way Linking

A link building strategy designed to create two one-way links between sites that want to complete a link exchange. When using this link building tactic, one website owner involved in the exchange of links typically has access to more than one property. After adding an external link from one site (in this example, "Site A") to another destination ("Site B"), then Site B places a external link to a third domain ("Site C"). Therefore, a three way link exchange is completed when Site A links to Site B, and Site B links to Site C.

Tier 1

The first layer/tier of backlinks pointing to your website in a tiered link building or pyramid link structure.

Tier 2

The second layer/tier of backlinks pointing to the first layer/tier of backlinks in a tiered link building or pyramid link structure.

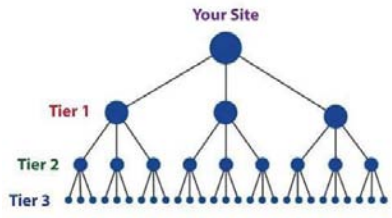
Tier 3

The third layer/tier of backlinks pointing to the second layer/tier of backlinks in

a tiered link building or pyramid link structure.

Tiered Link Building

A backlink structure that takes the form of the Pyramid with your website at the peak. For example your website may have 100 links pointing to it (tier 1). Each of those 100, may have 200 links pointing at them (tier 2). And each of those 200, may have 300 links pointing at them (tier 3) creating a pyramid structure.



TikTok

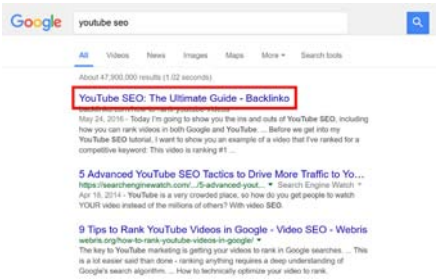
A video sharing social network.

Time to Interactive

How long a web page takes to fully respond to a user's interactions.

Title Tag

An HTML element that is used to describe the specific topic of a web page. Title tags are displayed in the tabbed top bar of a web browser. In SEO, it is best practice to have descriptive title tags featuring your main keywords, rather than something basic like "home".



TLD

TLD stands for Top Level Domain. The TLD is determined by whatever comes at the end of a domain name at its root – meaning without any page names. So *for example*, the TLD for our site, 54.236.248.236/dom, is ".com."

TOFU

TOFU stands for top of the funnel and is the beginning of the buyer's journey. The information your website provides to new leads are answers to services or product questions, brand positioning, and common sales questions.

Top 10

The top ten search engine results for a

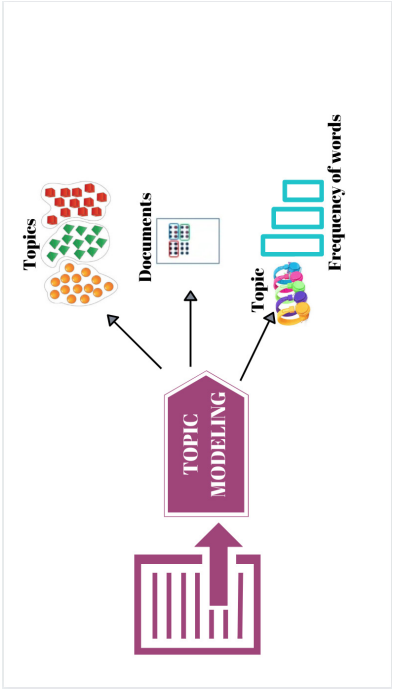
particular search term.

Top of Page Bid Estimate

The bid you will need to set for your ad to appear on top of the search results page. Google will look at your keyword quality, ad quality, website quality, and existing competition and then estimate the bid you will need to reach the top.

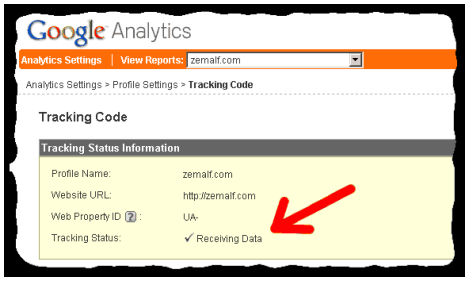
Topic modeling

An SEO strategy used when creating or optimizing content based on the primary keyword selected for a page. Identify keywords related to the same subject of the primary keyword to utilize as secondary keywords. Then include / optimize content around the new keywords for a more robust page around the same topic.



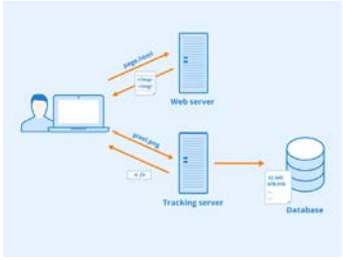
Tracking Code

Information typically included in the URL that allows an advertiser to track the effectiveness of various aspects of an advertisement. Commonly tracked items include Search Term and referring Search Engine. Direct Online Marketing™ relies heavily on tracking code because tracking results is the only way to determine how effective our internet marketing services are.



Tracking Pixel

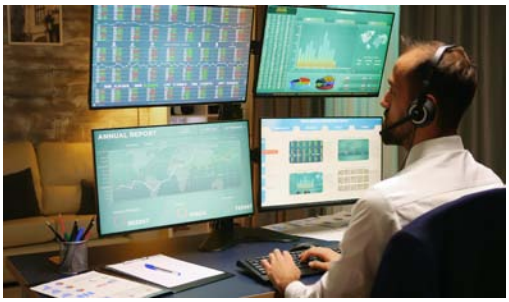
A snippet of HTML code on a website that is used to track data such as user behavior and conversions.



Trading desk

Where agencies enter into the equation, via in-house programmatic buying platforms for their advertising clients to buy ad space online. The trading desks work through demand-side platforms to buy digital inventory. The agency trading desks often buy large pools of

digital media and re-sell it to clients, theoretically getting a better price buying in bulk.



Traffic

Generally measured by the amount of visitors to a website. Hit-wise Search Marketing measures search generated traffic separately by recording referrals from known search engines and directories.

Traffic Driving

Marketing activity with the goal of increasing traffic to a website.

Traffic Generation

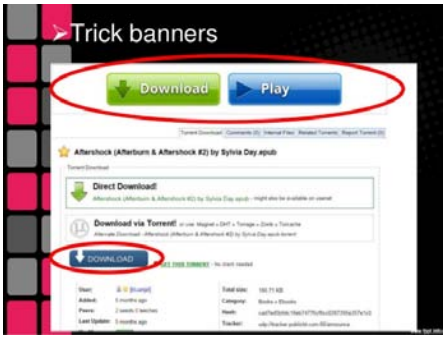
Marketing activity with the goal of increasing traffic to a website.

Trending

An event or topic that is popular and is widely discussed online.

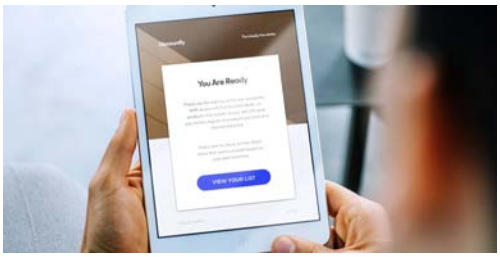
Trick banner

A banner ad that attempts to trick people into clicking, often by imitating an operating system message.



Trigger email

This is an automated email, sent in response to an action taken by a person or in response to a calendar date. Examples include welcome message sent to new subscribers as soon as they join your list; instructions sent upon webinar registration; or an email confirming a download. These can be one-offs, or an automated series of emails.



Trigger

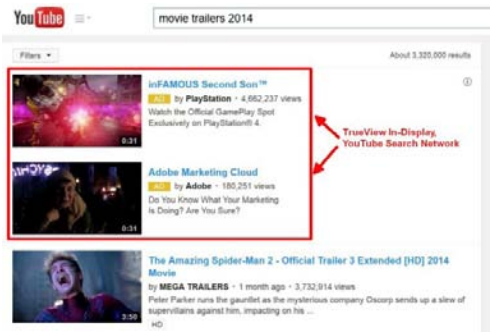
Often attached to a tag, it is an automated response that occurs based on a user action and allows the tag to fire. For example, reaching the "Thank You" page after successfully completing an online order may mean a cookie is then set to the browser to collect further information that may be used later for remarketing.

Troll

Someone who has the intention to get a negative emotional response from others online. They generally post controversial, provocative and/or irrelevant messages for their own amusement. Their real views on issues do not necessarily match the antagonistic comments they make.

Trueview ads

A video ad created in Google AdWords. TrueView video ads come in two formats: in-stream and in-display. In-Stream ads appear before videos on YouTube and the Display Network. In-display ads can appear in YouTube search results, videos, or on Partner websites.



Trump rules

Rules that are put in place which allow for a lead to bypass all lead scoring criteria and be routed directly to sales. A lead who fills out a contact form and indicates a desire to speak with a sales rep is one example.

Tumblr

A microblogging platform and social network that allows users to post images, text, video's, links and quotes.

Tweet

A "tweet" is the special name for an entry made on the microblogging site, Twitter. Up to 140 characters long, tweets can consist of random status updates, news, commentary, or anything an individual wants to communicate to followers at that moment, including personal messages to other users or groups and links to external content (articles, photos, videos).

Tweetup

A take-off on "meet-up," a Tweetup is a meeting organized for friends, fans and/or strangers on Twitter. Also known as a "Tweetchat," it can be used in marketing

for consumer engagement and brand awareness by building and educating large communities of people.

Twitch

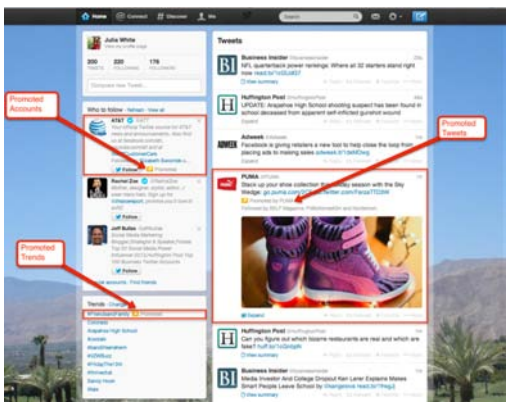
A video live streaming service.

Twitter

A social media platform where users interact, or "tweet" by posting a message or replying to a message in 140 characters or less. Each keystroke on a keyboard is considered a character. Twitter is used to share information and links, and utilizes hashtags to categorize information. Tweets are typically public and can be seen by anyone. If you are followed by another user, that user will see your tweets in their feed. Similarly, you will the see the tweets of anyone you follow in your feed.

Twitter Advertising

Allows marketers to promote a tweet on user's feeds without that user having to follow your brand for it to appear on their feed. These advertisements can be used to grow brand awareness, gain more followers, extend social media reach, and/or reach out to prospective customers about a product or service.



Twitter retargeting

Twitter Tailored Audiences are used to create retargeting campaigns that can serve ads to people who have previously interacted with your brand. There are three ways to use Tailored Audiences including lists, website retargeting with the Twitter tag, and mobile app interactions.

Two tier affiliate program

Affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

U

UI

Stands for User Interface. User interface is the area with which a user interacts with something through a digital device. Good UI should be fluid and easy for most people to understand.

Under Review

All ads must be reviewed by Google. While this process occurs, your ad status will show "under review". This review process is usually less than 1 business day. Image ads, video ads, ads targeting the Search Partner sites, and text ads relating to sensitive material will immediately be marked "under review" upon creation.

Underdelivery

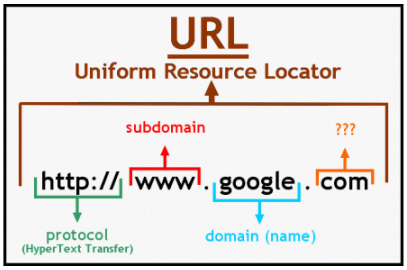
Delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

Undernet

An alternative IRC which is accessed through a normal, or public, chat area. Its access is limited, and it is usually used for private conversations. But be warned: unless you are behind a sophisticated firewall, little on the net is truly private.

Uniform Resource Locator (URL)

Uniform Resource Locator is the address of a webpage on the internet. The URL refers to what specific web page a web browser is viewing.



Unique Users

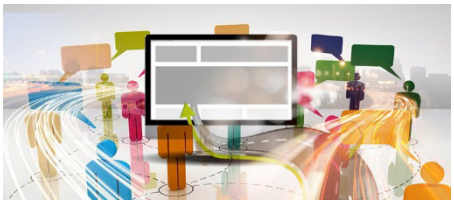
The total number of different users, or different computer terminals which have visited a Web site. This is measured using advanced tracking technology or user registration.

Unique Value Proposition (UVP)

In essence, what it is that sets your product, service, or company apart from others and why potential clients should care enough to choose you.

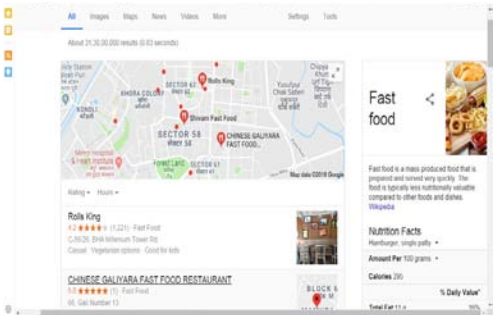
Unique Visitor

A person viewing your site, tracked over long periods of time, counted once. Search engine spiders indexing pages should not be counted as visitors. A metric used in web analytics to show how many different, unique people view a website over a period of time. Unique visitors are tracked by their IP addresses. If a visitor visits the same website multiple times, they will only be counted once in the unique visitors metric.



Universal Search

The placement of multiple types of results within a general search so that a user receives images, videos, local search results, news articles, and more next to general Web pages. Also called blended search.



Upsell

Part of a sales funnel when a user has bought a product. You try to up sell them to buy something with a higher price tag.

URL Parameter

Tags on a URL that pass certain information. This can direct users to a certain page, tell you something about their browsing actions in analytics, and much more.

Usability

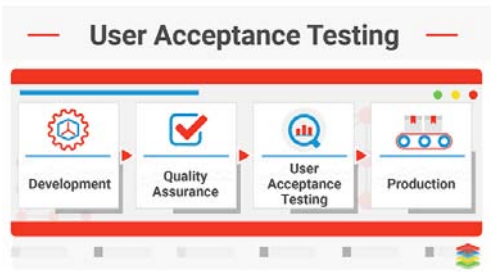
How usable a webpage is often improving its design to make it easier to use and increase conversion rates.

Usability Testing

The process of evaluating the functionality of a product or service by getting people to test it.

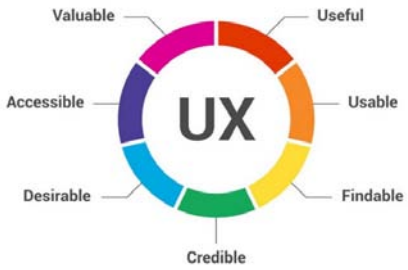
User Acceptance Testing (UAT)

The main purpose of this testing is to validate the software against the business requirements. This validation is carried out by the end-users who are familiar with the business requirements.



User Experience (UX) Design

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects like usability and function.



User Generated Content (UGC)

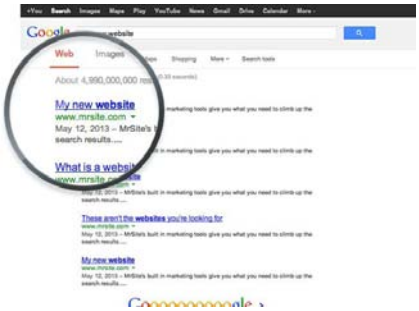
When users create content on your website either by submitting a comment, creating a forum topic, uploading a video and so forth. YouTube is a great example of a UGC site.

User Persona

A persona in user-centered design and marketing is a fictional character created to represent a user type who might use a site, brand or product in a similar way as the character.

User Sitemap

Refers to a page containing links to all other important pages on a particular website grouped by the topic or navigational hierarchy. These sitemaps can be extremely helpful to search engines and their crawlers as they are often constantly updated to support new indexing and search engine insight into the website itself.



User-Generated Content

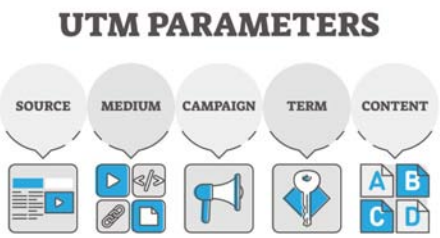
Brands with a dedicated audience will sometimes try to include them in the content creation process. Known as user-generated content, or "UGC," users or community members of a brand will create and contribute their original content for the brand. This content is usually posted via social media or directly on the brand's website. These are great for increasing community engagement, gaining insight on brand sentiment, and adding diversity to a brand's content portfolio.

USP (Unique Selling Point)

USPs are what make your company/ products/services unique. Unique selling points help you stand out against your competitors.

UTM Parameters

UTM parameters are simply tags that you add to a URL. When someone clicks on a URL with UTM parameters, those tags are sent back to your Google Analytics for tracking purposes. The most common parameters are medium, source, campaign, term, content. However, parameters are versatile and can be customized according to what you want to track. The biggest disadvantage of UTM parameters is the sensitivity towards an ununified system of definition (aka marketers using their own terms, lower- and upper-case letters, special symbols etc.) that might cause data fragmentation.



UTM Tracking

A function that can be managed within Google Analytics, a UTM code is a small addition of text to the end of a web URL that allows businesses to track their web traffic. UTMs can be integrated with social media posts, emails, and even other web pages to give businesses an idea of which efforts are leading traffic back to their website.

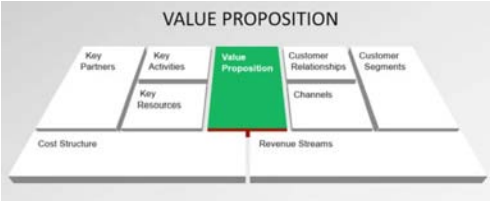
UX

Stands for User Experience. UX refers to how a user interacts with a website or app (where they click, which pages they visit). UX can be shaped by testing differences in page layouts, CTAs, colors, content, etc. to improve conversion rates. Having a good UX is crucial to having a good business, as it drives repeating users and engagement.

V

Value Proposition

A statement promising a service, good, or feature that a customer would benefit from when purchasing a product or service.



Vanity Metric

Metrics that can be measured on social media platforms, but are not a valuable indicator of lower-funnel success from a revenue or business standpoint (i.e. follows, likes, comments).

Variable

In the A/B testing process, it is the metric that is being tested or changed to determine which option works best, depending on a business' goals. The variable may include the headline, CTA, ad copy, layout, or timing.

Vertical banner

A banner ad measuring 120 pixels wide and 240 pixels tall.

Vertical Search Engine

A search engine that indexes content specialized by location, topic or industry, geared to businesses (B2B). Instead of returning thousands of links from a search term, vertical search engines deliver more relevant results to the user.

Video Marketing

An online marketing strategy that leverages the consumption of videos by internet users to promote a brand, product, or service. As smartphone technology has advanced and video publication online has become more widespread, video marketing strategies have increased their application to many areas of the online marketing mix. Advertisers can now use video as a viral marketing strategy, as a corporate communication strategy, as a way to increase thought leadership and expertise, or even to live stream events.

Video Publisher

Specific Display Network partner sites who produce mostly video content. YouTube is the most significant video publisher site.

Video View

A metric calculated based on minimum amount of time the video is watched. The differences between platforms are below.

2 Second Continuous Play (Facebook)

A video view of 2 seconds or more,

2 Second Video Views (Snapchat)

A video view of 2 seconds or more or a swipe up on the ad

2 Second Video Views (View Time Only) (Snapchat)

A video view of 2 seconds or more (does not include swipe ups),

MCR Video View (Pinterest and Twitter),

A video view of 2 seconds or more where at least 50% of the video is in view

Thruplay (Facebook)

A video view that was played to completion, or at least for 15 seconds.

View Through Conversions (VTC)

Consider you are advertising your product or service through online display banners. If someone has viewed the banner, not clicked on it and later came to your website and converted, then this is called a VTC or a View Through Conversion. This is somewhat similar to advertising on a newspaper where someone saw the ad and visited directly. This helps you measure the effectiveness of your ad campaign. Unfortunately there is no way to track who came via this channel and in your Analytics, they would show as direct visitors. VTC is commonly used in Retargeting, Facebook ads and display ad networks. This is not common with text ads like Google Adwords.

Viral

Going viral refers to a piece of content that is shared over and over again because of its perceived informational or entertainment value. If your content (picture, video, article, etc.) goes viral it will be seen by far more people and have a far greater impact on brand awareness, conversions, etc.

Viral Content

A piece of content, such as an image, video, or article, that rapidly spreads online through social sharing and website links.

Viral Marketing

Viral marketing (or viral advertising) is a marketing technique that uses pre-existing social networking services and other technologies to produce increases in brand awareness or to achieve other marketing objectives (such as product sales or marketing buzz) through self-replicating viral processes, analogous to the spread of viruses or computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks.

Virtual Private Server (VPS)

A virtual server usually running Windows or Linux that you can remote into. Most SEO's use them to run use a VPS to run link building software uninterrupted or to host websites depending on your goal.

Visitors

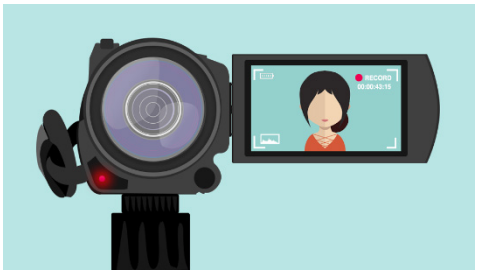
A metric in Google Analytics that quantifies a user of a website over a particular period of time. Visitors are often broken down between "new visitors" who are browsing for the first time in the allotted time period, or "returning visitors" who have already browsed at least once in the given time frame.

Visit

A visit begins when a visitor enters a site and ends with an exit click or a period of inactivity. The next event (click) will be a new visit. An old term in Google Analytics which was recently changes to "sessions".

Vlog

A blog that publishes video content.



VOIP

Also known as "Voice Over Internet Protocol" is technology that allows a user to make phone calls or video through a computer with an Internet connection or a wireless-enabled mobile device. A famous example of VOIP is Skype.

VR (Virtual Reality)

A computer generated artificial environment that is designed to simulate a person's presence fully in an environment that feels real, and responds to real movements. VR technology commonly uses headsets, so that the user can "look around" in the artificial world.

W

Warrior Special Offer (WSO)

A product that is sold in the Warrior Forum special offers section. These products are usually low quality and make false claims, avoid.

Web 2.0

A trendy buzzword for the internet marketing services industry, but also a legitimate idea and movement: the internet as a platform. Wikis, MySpace, and user-edited search all operate under this premise.

Web Analytics

Web Analytics is the measurement, collection, analysis, and reporting of Internet data for the purposes of understanding and optimizing Web usage. The focus of web analytics is to understand the users of a site, their behavior, and activities. The study of online user behavior and activities generate valuable marketing intelligence and provides: performance measures of the website against targets; insight on user behaviors and needs, and how the site meets those needs; and optimization ability to make modifications to improve the website based on the results.

Web design

Web design is the selection and coordination of available components to create the layout and structure of a Web page. Web design is used as a general term to describe any of the various tasks involved in creating a web page. More specifically, it refers to jobs focused on building the front-end of a web page. The web consists of myriad pages, presenting information using different technologies and linked together with hyperlinks. There are two basic aspects to any web page found on the Internet. The first is a presentation that the user interacts with, usually visually, while the second is a back-end that includes information for non-human browsers.

Web Directories

A directory which links to other websites and usually organizes them by categories.

Web directory

Web directories are collections of links which are organized by topic for the convenience of people browsing the Internet looking for information and resources. Using a web directory, Internet users can find lists of websites on related topics which complement each other. *For example*, someone who is interested in a hobby like building dollhouses could use a web directory to find resources organized by type, such as hobbyist sites, suppliers, and so forth. These directories are not search engines, although users can search a web directory to find the topic that they are looking for. Rather, they consist of static collections of links which are periodically updated to ensure that they are relevant and useful. Many search engines maintain supplemental web directories which users can take advantage of, with the search engine using the results of regular searches and user feedback to strengthen its web directory.

Web form

A form, on a web page or landing page, used to collect information on a buyer or customer. Fields usually include name and email address, and may include other details such as title, company name, company size, physical address, area of interest, readiness to buy, etc.

Web Hosting

Web hosting is a method by which a person or company rents a server to store data used to display a website, which is accessible through the Internet. Every website that can be found and accessed online is hosted on some type of server or similar machine, and various companies offer a number of different methods for this hosting. These can include free hosting for individuals who do not need many options, as well as dedicated systems that are more expensive but provide greater control.

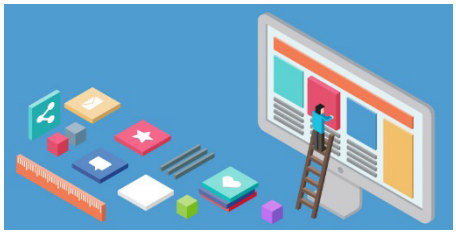
Web site traffic

The number of visitors to a website,

and the pages they click on, is called website traffic. When a visitor arrives at the site, their presence is logged and any links that they click on are also monitored. These numbers get added up, giving the website owner an idea of how many people are visiting his or her site. It is a way of measuring the success of a website, as the more traffic it gets, the more popular it is. Website traffic is monitored through various tools. Many of the best tools are free, but the results may need some interpretation. There are many companies that provide services that monitor and analyze website traffic. There are also ways for website owners to learn to perform this service themselves. It may take a while to learn, but it is a worthy investment, especially if a website owner is serious about growing the traffic to his or her site.

Web site usability

Website usability is an important concept in web design which is occasionally overlooked in the rush to launch a website or brand. Put in simple terms, website usability involves building a site which is easy, fun, and logical for users, so that they can enjoy using the site and they can utilize it to find what they need. This consideration is critically important for companies that want to build brand loyalty and attract customers, as people are turned off by websites which they have trouble using. Ease of navigation is one of the key features in website usability. When a site is clearly and cleanly laid out, with a logical progression of areas and topics, it tends to appeal to users. A tangled mess of a site is hard to move around on, and it may be challenging for people to access the information and topics they want. If users get frustrated enough, they may give up altogether and take their business elsewhere. Being friendly for search engines is also important to many webmasters, as most people want to attract traffic to their sites.



Webinar

Webinars are Web-based seminars, also known as online workshops. Many companies have begun to offer webinars as an alternative to traditional seminars. Webinars have many advantages that range from flexibility to cost-effectiveness. People do not have to travel to webinars, but can participate from the comfort of their own homes. This serves the company budget, saving travel expenses while continuing to expand training in a highly competitive market. Registrants can also participate during hours that are convenient for them. Materials such handouts are downloadable and can be printed or kept as reference files.

Webconference

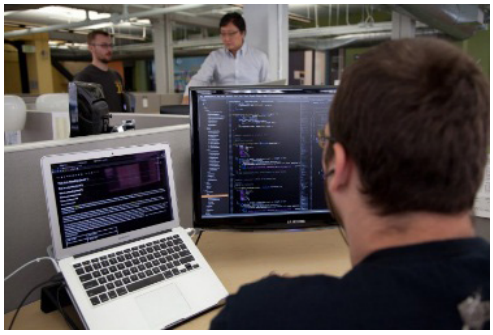
Web conferencing enables the real-time sharing of computer screens, individual applications or web-based content among two or more computers or mobile devices. This is many times based on existing internet applications or software.

WebCrawler

(Sometimes called a bot, robot or spider) Search engines work by indexing all available webpages and scoring them based on a number of factors to gauge their trustworthiness or popularity.

Webmaster

A webmaster is the designation given to the person responsible for designing and maintaining the coding and proper functioning of a website. In the case of a personal website, the webmaster is most often the person who owns the domain. Small businesses often employ someone in-house to be the webmaster, or they might hire an independent contractor who works part-time on the project from his or her home or office. Large companies might contract a third party to handle their online presence. In these cases the webmaster is not responsible for content, only for design and function.



Webmaster Tools

Usually meaning Google Webmaster Tools or Bing Webmaster Tools you can get additional information about your websites status in the search engines.

Website

A website is a collection of related web pages, including multimedia content, typically identified with a common domain name, and published on at least one web server. A website may be accessible via a public Internet Protocol(IP) network, such as the Internet, or a private local area network (LAN), by referencing a uniform resource locator(URL) that identifies the site. Websites can have many functions and can be used in various fashions; a website

can be a personal website, a corporate website for a company, a government website, an organization website, etc. Websites are typically dedicated to a particular topic or purpose, ranging from entertainment and social networking to providing news and education. All publicly accessible websites collectively constitute the World Wide Web, while private websites, such as a company's website for its employees, are typically a part of an intranet.

Website Calls as Conversions

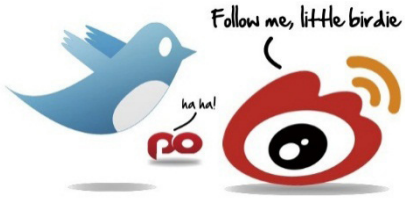
You can set up your site's code to communicate with Google when someone hits your site. This can tell you where they came from, what keyword they triggered, and what ad they clicked.

Website visitor tracking

This is an application that reports who visits your website by IP address and geographic location, and often by company (if the company is large enough to have its own internet service provider). If the IP address is already in your database, the website visitor tracking report will display the visitor's name. For known visitors, the page-visit data automatically feeds into the lead or contact's activity history, giving sales and marketing visibility into the person's specific page visits. If the IP address is not already in your database, you may be able to identify an anonymous visitor through an integration with a business directory (such as Data.com). Many marketing automation systems incorporate website visitor tracking.

WEIBO

Weibo refers to microblogging in the Chinese market. Unlike the rest of the world where twitter is the only major player at this point, China has two major competing weibo services: Sina Weibo (#1) and Tencent Weibo (#2). A key advantage of these weibo platforms over twitter is the amount of information individual Mandarin characters can convey. Therefore, a single weibo post (tweet) of 140 characters can convey as much information as two paragraphs in English and other languages.



Wetpaint

A UGC website that combines aspects of wikis, blogs, forums and social networks, allowing any user to create and share online content.

White Hat

Term for ethical digital marketers who don't participate in work that could be viewed as unethical or as spam.

White Hat SEO

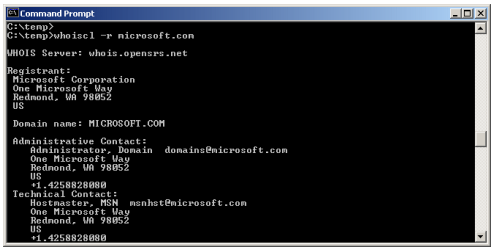
Used to describe certain Search Engine Optimization (SEO) methods, being "white hat" means using only SEO techniques that are completely above board and accepted by the Search Engines. Doing the opposite (Black Hat) can lead to your website seeing its rankings drop drastically – or being banned altogether – even if the search engine optimization tactics aren't currently banned by search engines.

White Paper

An authoritative guide that helps readers understand a specific topic.

WHOIS

WHOIS (*who is*) is the aptly named Internet function that allows one to query remote databases for domain registration information. By performing a simple search, you can discover when and by whom a domain was registered, contact information, and more. A search can also reveal the name or network mapped to a numerical IP address. Originally, WHOIS searches were performed in a command line environment and took the form, *[drive]:\>whois domain.com*. Searches can still be performed from the command line, but Web interface tools now make it convenient to visit a website and simply enter the IP address or domain name.



Wiki

A UGC-like term referring to any page or collection of pages on the Internet or an intranet that can be easily edited by the public or a select group of registered visitors through widespread collaboration.

Wikipedia

A free encyclopedia, written collaboratively by the people who use it. It is a special type of website designed to make collaboration easy, called a wiki. Many people are constantly improving Wikipedia, making thousands of changes per hour. Wikipedia is also the largest encyclopedia in the world and administered by the Wikimedia Foundation.

Wireframe

A cursory layout drawing of a webpage that acts as the first step in the design process.

With Issues

A status for video ads when it has been disapproved. It may violate Google's advertising policies. It may also be marked as "Approved (limited)" if it violates rules that are location or placement specific.

Word-of-mouth marketing

Word of mouth marketing (WOMM) is an inexpensive method of creating publicity and brand awareness for a product or service. WOMM can be practiced either orally or in written form. One of the biggest benefits to word of mouth is that it functions as credible advertising; recommendations come from people who do not stand to profit from favorably mentioning a particular product or service.

WordPress

WordPress is an extremely popular Content Management System. Developed originally for blogs, WordPress offers a great degree of flexibility and functionality. This site – and the Found Blog – are examples of WordPress sites.

Workflow (or Drip Campaign)

A workflow is a series of events that slowly or quickly move a lead through a company's lead nurturing process. A workflow could be a set number of automatic emails that are sent to prospects that take different actions, such as viewing a pricing page or scheduling a free consultation.

World Wide Web

There is a lot of jargon used on the web, especially in the world of digital marketing. This guide explains both someone the more commonplace as well as some of the more technical terms you may see.

X

XML

Stands for Extensible Markup Language. Content developers use this language with a variety of forms of content, including text, audio, and visual in order to allow users to define their own elements and pull the data at their pace. XML has played a huge part in the transformation of the Web towards Web 2.0.

XML Sitemap

A document in XML format that categorizes all relevant pages, posts, files, etc. of a website. This document is not intended for human use, though it can be viewed by humans. Instead, an XML sitemap is designed to help search engine crawler bots easily find all of the pages for a given website – very similar to a roadmap or atlas that one would use when driving a car long distances.

Xpert

A term to describe you and your AdWords skills if you read this Google AdWords glossary from top to bottom.

Y

Yahoo

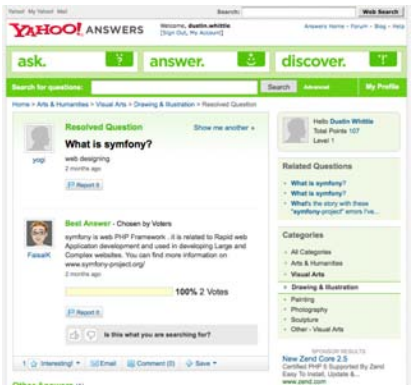
Portal located at www.yahoo.com

Yahoo! Advertising

Yahoo and Bing ads are both run through the Bing Ads platform. These search engines share advertising networks.

Yahoo! Answers

An online question-and-answer community where questions are asked and answered by members of the community and then later rated or voted on to determine the best answer.

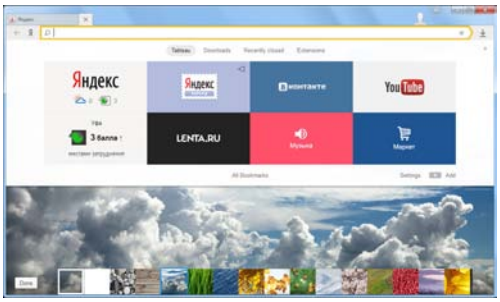


Yahoo! Search

Yahoo! Search is a web search engine owned by Yahoo, headquartered in Sunnyvale, California. As of February 2015 it is the third largest search engine in the US by the query volume at 12.8%, after its competitors Google at 64.5% and Bing at 19.8%.

Yandex

Yandex is the fastest growing search engine in the world, serving primarily Russia and other countries formerly part of the Soviet Union. It has been experimenting with an English-based search engine, but its main operations are for its Cyrillic engine. They do also offer a Google AdWords-like paid search program: Yandex Direct.



Yelp

A social review platform and search engine that allows users to leave reviews for businesses. Yelp also offers an advertising program which gives advertisers the ability show their marketing assets to qualified Yelp users based on keyword searches.

Yoast

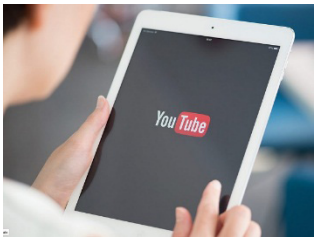
A web-optimization company, they offer advanced WordPress plugins and services to help the functionality of user websites. This includes keyword and SEO analysis, Google integrations, and XML sitemap integrations.

Your Time

What you spend, in addition to money trying to learn how to optimize, analyze, and manage your AdWords account. There are easier ways to do this! Sign up for AdHawk at www.tryadhawk.com to simplify the whole process.

YouTube

YouTube is no longer a new platform; it's over ten years old! However, it is seeing tremendous growth. If it isn't already a part of your online marketing strategy, it needs to be. But what types of YouTube videos should you be making? The key is to find the place where, what your brand stands for and what your audience cares about intersect.



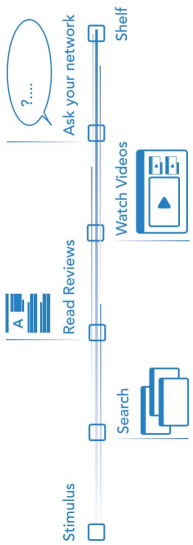
YouTube advertising

YouTube offers advertising in 6 different formats. Display ads, overlay ads, skippable video, non-skippable video ads, bumper ads, and sponsored cards. These ads can all be created and run through the Google Adwords platform.

Z

Zero Moment of Truth

Zero Moment of Truth (ZMOT) is a book by Jim Lecinski, Google's Managing Director of US Sales & Service and refers to the customers' inclination to research products online before making a purchase.



Z-index

Using the z-index property of CSS allows you to better control positioning of overlapping elements. This element is sometimes used for black hat SEO purposes.

Zworks

Metasearch engine located at www.zworks.com

Illustrated Dictionary of Digital Marketing

In the last decade or so the world has shown a paradigm shift from analog to digital. More and more people are consuming all kinds of information online hence making digital marketing the best way to reach out to targeted customers. Digital marketing is important for modern businesses because it provides level playing field. With digital marketing, both national and multinational organizations can compete at equal level.

Understanding the basic terms associated with digital marketing-related topics will give you the understanding of subject knowledge. The 2nd edition of Illustrated Dictionary of Digital Marketing is updated with new terms and revised comprehensively. These descriptive illustrations provide a concise and thorough understanding of the subject. The dictionary provides state-of-the-art scientific and practical terms, presented in an easy-to-use, A-Z order with pictures and figures as well as examples are given to clarify the terms. The clear and spacious layout, guide words at the top of each page plus the A-Z 'tab' index on each page ensure that the dictionary is user-friendly. Bright, colorful illustrations and photographs support language learning and make it fun. Full sentence definitions and example show the headword used in a context familiar to the user. Packed with special full-page features on this subject and thousands of interesting entries, definitions, photographs and pictures developed in close consultation with team of experts, this is the ultimate reference tool for students and others dealing with the subject.

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