Brand Federation

ACROYNM DICTIONARY

A Brand Federation guide to cutting through the bull$#!t.

2025

Acronym Dictionary: A Brand Federation Guide

Forward.

Ever had a vendor kick off a meeting with: “Our new PPC strategy is driving high ROAS through AI-powered DSPs, boosting your MQLs and optimizing your CAC:LTV ratio—plus, we’re integrating CDP insights with a GTM approach to enhance TOFU engagement?” Yeah, we have too. And if you’re thinking, “Is this person trying to sell me a marketing strategy or a spaceship?”—this guide is for you.

Success in marketing depends on the ability to convey ideas in ways that resonate and inspire action. When teams share a common language, collaboration improves, strategies align, and execution becomes more precise.

All three Brand Federation partners have been graduate-level educators and we take that experience into our consulting work. We are committed to ensuring our client’s brands are built on differentiation not complexity. We are here to cut through the clutter and tell you exactly what we mean, not blind you with industry jargon and noise. Thus, we ensure that the strategies and recommendations we deliver are both effective and easy to understand.

That's why we created this dictionary: to strip away ambiguity and provide a straightforward reference for the language of branding, marketing, and market research. This guide is a living, breathing document that provides a foundation for a shared understanding—helping organizations navigate industry terminology with confidence. By defining key terms in clear, actionable language, our hope is that this resource helps make marketing more effective, businesses stronger, and communication more direct for organizations around the world.

As we come across new acronyms in our work, we’ll be continuously adding and educating others through this guide. Is there a one we’re missing? Feel free to reach out and let us know.

Now, add this to your TBR. Just kidding.

- Rian Chandler-Dovis, managing partner and chief product officer at Brand Federation

1. **AARRR - Acquisition, Activation, Retention, Revenue, Referral**
   If you're in the world of startup growth or digital marketing, you may have heard of the marketing framework AARRR, also known as the "Pirate Metrics." No, this isn't a guide on how to become a swashbuckling sailor, but rather a buyer's journey model for understanding the customer lifecycle and optimizing business growth.

   Let's break it down:

   - *Acquisition*: This is the first stage in the customer lifecycle, where the focus is on acquiring new customers. This can involve tactics such as advertising, social media marketing, content marketing, and SEO to attract potential customers to your business.
   - *Activation:* Once you've acquired new customers, the next step is to activate them. This means getting them to take a specific action, such as signing up for a newsletter or creating an account. The goal is to get customers to engage with your business and begin using your product or service.
   - *Retention:* After customers have activated, the goal is to retain them. This involves keeping customers engaged with your product or service, and creating a positive experience that keeps them coming back for more. Tactics such as email marketing, customer loyalty programs, and personalized recommendations can all help with retention.
   - *Revenue:* At the end of the day, the goal of any business is to generate revenue. This stage involves finding ways to monetize your product or service, whether through sales, subscriptions, or other revenue streams.
   - *Referral:* Finally, the last stage in the customer lifecycle is referral. This involves turning happy customers into loyal brand advocates, who will spread the word about your business to others. Tactics such as referral programs, customer reviews, and social media sharing can all help with referral marketing.

2. **A/B Testing - Split Testing**
   A/B testing, also known as split testing, at its core is a method used to compare two versions of something to see which one works better. It's used in marketing to test different variations of a website, email, or ad to see which one leads to more sales, conversions, or engagements.The process involves creating two versions of something, such as a landing page, and showing each version to a different group of users. By measuring the results of each version, such as click-through rates or conversion rates, you can make the artifact better.

   A/B testing is a powerful tool because it allows you to make data-driven decisions about your marketing strategy. By testing different variations, you can identify what works best for your audience and optimize your campaigns for better results.

3. **ABM - Account-Based Marketing**
   Think of ABM as the suave secret agent of the marketing world, targeting specific high-value accounts with a laser-like focus. ABM flips the traditional marketing approach on its head. Instead of casting a wide net and hoping for the best, ABM puts its sights on a select group of accounts that align with your ideal customer profile. It's like a matchmaking service, but for businesses.

   The ABM approach involves tailoring your marketing efforts to those specific accounts. You do your homework, gathering intel on their pain points, goals, and preferences. Armed with this knowledge, you create personalized and highly targeted campaigns to win hearts (and wallets). You might craft personalized emails, create customized content, or even organize exclusive events just for them. The goal is to make them feel special and show that you understand their unique needs.

   By focusing on a smaller group of accounts, ABM allows you to concentrate your resources and efforts where they matter most. It's about quality over quantity, and hitting the bullseye rather than shooting in the dark.

4. **A&D - Acquisition and Divestiture**
   When a company goes through A&D, or an acquisition and divestiture, that means a sale is taking place, where a portion of a company is acquired by a subsidiary, a division, a line of business, or a third party. One of the main reasons for an A&D is to free up resources so they can be used elsewhere.

5. **AI - Artificial Intelligence**
   You are probably familiar with this one, but just in case… AI is the simulation of human intelligence in machines that are programmed to think and learn like humans. This means that machines can perform tasks that typically require human-like decision making, such as recognizing speech, identifying objects in images, and predicting outcomes.

   One of the great things about AI is its ability to learn and adapt. It can analyze vast amounts of data and recognize patterns that humans may not be able to see. This means it can make predictions and recommendations based on data-driven insights, helping businesses make smarter decisions.

   AI is already being used in a variety of industries, from healthcare to finance to retail. For example, chatbots powered by AI can provide customer service around the clock, while image recognition software can help identify potential security threats in airports. But AI isn't just for big businesses with deep pockets. There are a variety of AI tools and platforms available that are accessible to smaller businesses as well. This means that even if you don't have a team of data scientists on hand, you can still leverage the power of AI to improve your business.

In short, AI is a game-changer. It has the potential to revolutionize the way we work and live, making our lives easier and more efficient. So whether you're looking to streamline your business processes or gain insights into customer behavior, AI might just be the solution you're looking for.

6. **AIDA - Attention, Interest, Desire, Action** (a marketing model)
   Not to be confused with AITA (we'll let you look up that one), the AIDA model is a tried-and-true framework for creating effective marketing and advertising campaigns. By following these four steps, you can create a customer journey that's engaging, persuasive, and effective at driving conversions.

   Here's how it works:
   - *Attention:* The first step is to grab the customer's attention. This can be done through eye-catching visuals, clever headlines, or attention-grabbing offers. The goal is to make the customer stop and take notice.
   - *Interest:* Once you have the customer's attention, the next step is to generate interest. This involves providing more information about your product or service, highlighting its unique features and benefits, and demonstrating how it can solve the customer's problem or meet their needs.
   - *Desire:* The third step is to create desire. This means tapping into the customer's emotions and showing them how your product or service can make their life better. You might use social proof, testimonials, or other persuasive techniques to show how others have benefited from your product or service.
   - *Action:* The final step is to get the customer to take action. This means making it easy for them to make a purchase or action, whether that's signing up for a newsletter, filling out a contact form, or making a purchase. You might use calls to action, special offers, or other tactics to encourage the customer to take action.

7. **API - Application Programming Interface**
   In simple terms, an API is a way for different software programs to talk to each other. It's like a messenger, allowing one program to request information or access functionality from another program.

   Think of it like this: You're ordering food from a restaurant (you are a program). The menu shows you the options available. You make your order, and the waiter (or API) takes your order to the kitchen (or the other program). The kitchen prepares your food and sends it back to the waiter, who then delivers it to you. The whole process is seamless, thanks to the waiter (or API) acting as the middleman between you and the kitchen (or other program). In practice, this is like Sprout Social using Meta's API to allow you to schedule content through Sprout to your Facebook page.

   APIs are used in all kinds of industries, from e-commerce to social media to finance. They allow different programs to work together seamlessly, making it easier for developers to create new products and services. So, in short, APIs are a powerful tool for developers, allowing them to build new products and services more quickly and efficiently.

8. **AOV - Average Order Value**
   This is a metric that calculates the average dollar amount spent each time a customer places an order on a website or through an e-commerce platform. It is determined by dividing the total revenue by the number of orders within a specific period. Understanding AOV helps businesses develop pricing and promotional strategies to increase revenue per transaction.

9. **ARR - Annual Recurring Revenue**
   ARR is a financial metric that represents the predictable and recurring revenue generated by a business over a year from subscriptions or long-term contracts. ARR is commonly used in SaaS (Software as a Service) businesses to measure revenue growth and customer retention.

10. **AR - Augmented Reality**
    Augmented Reality (AR) is a technology that overlays digital content on top of the physical world, creating a blended reality experience. It's like seeing the world through a new lens, where digital objects can interact with real-world environments.

    AR has a variety of applications, from entertainment to education to marketing. For example, you might use AR to try on clothes virtually before making a purchase, or to explore a museum exhibit in a more interactive way.

    AR is already being used by companies such as Snapchat, IKEA, and Pokemon Go, and its popularity is only set to grow in the coming years.

11. **BANT - Budget, Authority, Need, Timeline**
    This is a widely used sales framework that helps qualify leads based on four key factors: whether the prospect has the *budget* to make a purchase, the *authority* to approve it, the *need* for the product or service, and the *timeline* for when they plan to make a decision. This method ensures sales teams focus on prospects most likely to convert. It sounds simple, but making sure the prospects you focus on actually have the time, money, authority, and need to buy can prevent a lot of headaches.

12. **B2B - Business to Business**
    B2B refers to companies that sell products or services to other businesses, rather than to individual consumers. B2B transactions are typically more complex than B2C (see below; business to consumer) transactions, as they often involve larger quantities, longer sales cycles, and more personalized service.

B2B companies may specialize in specific industries, such as manufacturing or technology, and often have more targeted marketing and sales strategies to reach their specific audience.

Examples of B2B companies include software providers, wholesalers, and manufacturers. As a consultancy, Brand Federation is a B2B company. If you're selling to other businesses rather than individual consumers, you're operating in the B2B space.

13. B2C - Business to Consumer

B2C refers to companies that sell products or services directly to individual consumers, rather than to other businesses. B2C transactions are typically simpler than B2B transactions, as they involve smaller quantities and shorter sales cycles. B2C companies often have a broader target audience and use mass marketing tactics such as TV and radio ads, social media, and email marketing to reach consumers.

Examples of B2C companies include retailers, restaurants, and service providers such as gyms or hair salons. If you're selling directly to individual consumers, you're operating in the B2C space.

14. B2B2C - Business to Business to Consumer

What could be a good name for a boy band, B2B2C is the hybrid of B2B and B2C. B2B2C refers to companies that provide products or services to other businesses, who then sell those products or services to consumers. In a B2B2C model, the product or service is designed for the end consumer, but it's sold through a business intermediary. For example, a software company might sell its product to a retail chain, who then sells it to individual consumers.

B2B2C transactions involve a complex web of relationships, as the end consumer is not the primary customer, but their needs and preferences still need to be taken into account. B2B2C companies must work closely with their intermediary partners to ensure that the end consumer has a positive experience with the product or service.

Examples of B2B2C companies include payment processors, online marketplaces, and travel booking sites.

15. B2G - Business to Government

B2G refers to companies that sell products or services to government agencies at the local, state, or federal level. B2G transactions can be complex, as they often involve strict regulations and a lengthy procurement process. B2G companies must be able to navigate the bureaucratic landscape and meet the specific needs of government agencies.

Examples of B2G companies include IT service providers, defense contractors, and construction firms. These companies often have expertise in areas such as cybersecurity, infrastructure, and public safety.

B2G companies may also need to have special certifications or security clearances in order to work with government agencies. The procurement process for B2G transactions can be lengthy and competitive, with multiple vendors bidding for the same contracts. Despite the challenges, B2G can be a lucrative market for companies that are able to meet the specific needs of government agencies.

16. BI - Business Intelligence

BI is a set of technologies and processes used to analyze and make sense of complex business data. The goal of BI is to turn raw data into actionable insights that can inform business decisions. BI tools can help companies identify patterns, trends, and opportunities in their data, and make more informed decisions based on that information. BI typically involves the use of data analytics, data mining, and visualization tools to help users better understand their data. This might involve creating dashboards or reports that highlight key metrics, such as sales performance, customer behavior, or inventory levels.

One of the great things about BI is its ability to help companies become more agile and responsive to market changes. By analyzing data in real-time, companies can make faster, more informed decisions and stay ahead of the competition.

BI is used in a variety of industries, from healthcare to finance to e-commerce. Examples of BI tools include Tableau, Power BI, and QlikView.

17. BOFU - Bottom of the Funnel

This term refers to the final stage of the customer journey (not a frilly puff on a designer dress). At this stage, the customer has already become aware of your product or service (the top of the funnel), shown interest (the middle of the funnel), and is now considering making a purchase.

The BOFU stage is all about encouraging the customer to take action and make a purchase. This might involve offering a special promotion, providing additional information to address any lingering concerns, or offering a clear and easy path to purchase. You’re giving them the final push to take them over to the edge to make a sale.

The goal of BOFU is to convert the prospect into a paying customer and establish a long-term relationship. By providing a seamless and positive experience at the bottom of the funnel, companies can create loyal customers who are more likely to return in the future and recommend the company to others.

18. BR - Brand Recognition

Often hard to measure with an exact science, this is the extent to which a consumer can correctly identify a particular brand based on its logo, name, tagline, or other brand elements. Strong brand recognition helps businesses establish credibility, build customer loyalty, and increase market share—something we are passionate about at Brand Federation.

19. BV - Brand Value

The financial worth assigned to a brand based on factors such as customer loyalty, market position, and overall brand reputation. Companies with strong brand value can command premium pricing, attract loyal customers, and maintain a competitive edge—they sit at the top of the food chain, so to speak.

20. C2C - Consumer to Consumer

Consumer to Consumer refers to transactions that take place between individual consumers. In a C2C model, consumers buy and sell goods or services directly to and from each other, without the involvement of a business or intermediary. This can be done through online marketplaces, social media platforms, or classified ads.

For example, if you sell an old piece of furniture on Facebook Marketplace to another individual, that's a C2C transaction. Another example is when you buy a vintage dress from someone on Etsy.

C2C transactions are becoming increasingly common thanks to the rise of digital platforms that connect consumers with each other. These transactions often involve smaller quantities and lower prices than B2B or B2C transactions, but they can still be a valuable source of income for individuals looking to sell their goods or services.

21. CAC - Customer Acquisition Cost

CAC is a key metric used by businesses to determine the effectiveness of their marketing and sales efforts. It's calculated by dividing the total cost of sales and marketing by the number of new customers acquired over a specific period of time.

For example, if a business spends $10,000 on marketing and sales efforts in a month and acquires 100 new customers during that same month, the CAC would be $100.
By tracking CAC, businesses can determine how much they need to spend on marketing and sales to acquire new customers, and adjust their strategies accordingly. A high CAC might indicate that the business needs to improve its marketing or sales processes, while a low CAC might indicate that the business is effectively reaching and converting new customers.

22. CAC:LTV - Customer Acquisition Cost to Lifetime Value Ratio

This metric compares the cost of acquiring a new customer (CAC) to the total revenue that customer is expected to generate over their relationship with the company (LTV). A healthy ratio ensures that customer acquisition strategies remain profitable.

23. **CAGR - Compound Annual Growth Rate**
    CAGR is the metric that makes a company's growth look nice and steady—even if it's had some wild ups and downs along the way. It measures the average annual growth rate of an investment, revenue, or business performance over a specific period, smoothing out the volatility to show a clean, long-term trend.

    For example, say a company's revenue was $1 million in 2022, jumped to $1.8 million in 2023, and then hit $2.5 million by 2024. The year-over-year growth rates would be all over the place, but CAGR helps cut through the noise by calculating an average growth percentage per year.

    Businesses use CAGR to evaluate their performance over time, compare investment opportunities, and tell a compelling (and sometimes more flattering) story about their growth. A high CAGR means the business is scaling well, while a low or negative CAGR might signal stagnation—or worse, a downward spiral that even the best marketing spin can't fix.

24. **CBO - Campaign Budget Optimization**
    A feature in many self-service advertising platforms (like Meta) that automatically distributes an advertiser's budget across different ad sets to maximize results. Instead of manually adjusting budgets, advertisers allow algorithms to allocate funds dynamically based on performance.

25. **CCPA - California Consumer Privacy Act**
    A data privacy law that grants California residents greater control over their personal information collected by businesses. It requires companies to disclose data collection practices, offer opt-out options, and protect consumer rights to data access and deletion. California is among the trickiest states to conduct research in, so a good gold standard to ensure U.S.-based research is up to snuff with regulations. GDPR walked so CCPA could run in the consumer data privacy world.

26. **CDN - Content Delivery Network**
    Content Delivery Network (CDN) refers to a system of servers and networks designed to deliver digital content (e.g. images, videos, and website pages) to users in the most efficient way possible.

    CDNs work by storing copies of digital content on multiple servers around the world, so that when a user requests that content, it's delivered from the server closest to them. This can help reduce latency and improve load times, particularly for users in remote locations or with slower internet connections.

    CDNs can be particularly useful for businesses that have a global audience or experience high traffic volumes. By using a CDN, businesses can ensure that their digital content is delivered quickly and reliably to users around the world, improving the user experience and reducing the likelihood of user frustration or abandonment.

Examples of CDN providers include Cloudflare, Akamai, and Amazon CloudFront. In short, CDNs are a key tool for delivering digital content quickly and efficiently to users around the world.

27. CDP - Customer Data Platform

A CDP is like the ultimate organizer for customer data—it gathers information from multiple sources (website visits, purchases, emails, social media interactions) and neatly compiles it into a single, unified profile for each customer. Instead of scrambling through different systems to piece together a customer's journey, businesses get a clear, 360-degree view of their audience in one place. It's very similar to a CRM.

Marketers love CDPs because they make personalization easier, targeting more precise, and campaigns more effective. With a well-implemented CDP, businesses can stop guessing what customers want and start delivering relevant content, offers, and experiences based on real behavior—without the creepy, "how did they know I was looking at that?" factor.

28. CES - Customer Effort Score

CES is a metric used to evaluate the ease of a customer's experience with a company or brand. By tracking CES, businesses can identify areas for improvement and create a more seamless and positive customer experience.

For example, if customers consistently rate a particular task as having high effort, the business may need to streamline that process or provide more support and guidance to make it easier for customers.

CES is a useful metric because it's closely linked to customer satisfaction and loyalty. Customers who have a positive experience with low effort are more likely to become repeat customers and recommend the company to others.

29. CHURN - Customer Attrition Rate

The percentage of customers who stop doing business with a company over a given period—basically, like the cream that becomes butter you CHURN through them. A high churn rate indicates potential issues with customer satisfaction, product value, or service quality, prompting businesses to focus on retention strategies.

30. CLV - Customer Lifetime Value

This is a key business metric that estimates the total revenue a business can expect from a single customer over their entire relationship. CLV helps companies determine customer acquisition costs and retention strategies for long-term profitability. CLV is a more customer-specific version of LTV, often calculated using more granular data to refine marketing and retention strategies.

31. CMS - Content Management System

CMSs are software applications used to manage and publish digital content, providing a centralized platform for creating and editing content and enabling collaboration among multiple users. A CMS (like WordPress, Drupal, Wix, among others) provides a centralized platform where users can create, edit, and publish content such as articles, images, and videos.

CMSs are commonly used to create websites, blogs, and online stores. They provide users with a range of tools and features to customize the appearance and functionality of their website, without needing to have extensive technical knowledge.

One of the key benefits of a CMS is that it enables multiple users to collaborate on creating and publishing content. This can be particularly useful for businesses with large content teams or multiple contributors.

32. COA - Cost of Acquisition

A COA is the total cost of acquiring a new customer or user. COA includes all of the costs associated with marketing, advertising, sales, and any other efforts to acquire new customers or users. These costs might include things like paid advertising, referral programs, or promotional events.

By calculating COA, businesses can determine the effectiveness of their customer acquisition strategies and make adjustments as needed. For example, if the COA is too high, the business may need to find more cost-effective ways to acquire new customers or adjust its pricing strategy.

COA is an important metric because it can have a significant impact on a business's profitability. If the cost of acquiring a customer is higher than the revenue generated by that customer, the business may be operating at a loss.

33. CPA - Cost per Acquisition

CPA is a term found across digital channels, but especially in social advertising when you're looking for conversions. The cost of acquiring a new customer or user is a key metric used by businesses to evaluate the effectiveness and profitability of their customer acquisition strategies.

CPA is calculated by dividing the total cost of sales and marketing efforts by the number of new customers acquired over a specific period of time. It includes all of the costs associated with acquiring new customers, such as advertising, sales commissions, and other promotional expenses. But the formula is simplified when you're looking at Meta's CPA, for example.

CPA is an important metric because it helps businesses determine the profitability of their customer acquisition efforts. If the cost of acquiring a customer is higher than the revenue generated by that customer, the business may be operating at a loss.

34. CPC - Cost per Click

CPC is a KPI commonly used in digital advertising platforms, such as search engines and social media platforms. The term refers to the amount of money advertisers pay each time a user clicks on their online advertisement.

Advertisers bid on keywords or target audience demographics, and they pay a specific amount for each click their ads receive. The cost per click can vary based on factors such as the competitiveness of the keywords or the targeting criteria.

CPC is an important metric because it helps advertisers understand the effectiveness and efficiency of their online advertising campaigns. It allows them to measure the cost-effectiveness of acquiring website traffic or generating leads based on the amount spent per click.

By monitoring CPC, advertisers can optimize their campaigns, refine their targeting strategies, and adjust their bidding to achieve their desired return on investment (ROI).

35. CPCV - Cost Per Completed View

CPCV is the cost that advertisers pay for each completed view of a video ad. Unlike Cost Per Click (CPC), which measures the cost of each click on an online advertisement, CPCV is used specifically for video ads, and measures the cost of each completed view (which is no small feat with how little attention spans are these days).

A completed view is typically defined as a user who has watched the entire video ad or has reached a specific point, such as 95%, of the video ad.

CPCV is an important metric for advertisers who want to measure the cost-effectiveness of their video ad campaigns. By tracking CPCV, advertisers can evaluate the effectiveness of their video content and optimize their campaigns to maximize their ROI.

36. CPE - Cost Per Engagement

The CPE is the cost incurred by advertisers for each engagement with their digital ads. Engagements might include actions such as clicks, likes, comments, shares, or other interactions with an advertisement. CPE is typically used for social media advertising campaigns or other types of digital advertising where engagement is the primary goal.

By tracking CPE, advertisers can evaluate the effectiveness of their advertising campaigns in engaging their target audience. They can also adjust their advertising strategies to maximize engagement and optimize their return on investment (ROI).

CPE helps advertisers understand the cost-effectiveness of their advertising campaigns, particularly when the primary goal is engagement rather than direct conversion.

37. **CPI - Cost Per Install**

CPI is the cost incurred by advertisers for each new installation of their mobile app.This pricing model is commonly used in mobile app advertising, where advertisers pay a specific amount for each app installation generated by their ads. The cost per install can vary based on factors such as the competitiveness of the app category or the targeting criteria used in the campaign.

By tracking CPI, advertisers can evaluate the effectiveness and efficiency of their mobile app advertising campaigns. It allows them to measure the cost-effectiveness of acquiring new users based on the amount spent per app install.

CPI helps mobile app advertisers determine the profitability of their user acquisition efforts. If the cost of acquiring a user is higher than the revenue generated by that user, the business may be operating at a loss.

38. **CPL - Cost per Lead or Like**

Depending on the context, this is the cost incurred by advertisers for each lead generated or social media post liked. In a lead generation campaign, a lead might be defined as a user who has taken a specific action, such as filling out a form or downloading a whitepaper. The cost per lead would be calculated by dividing the total cost of the campaign by the number of leads generated.

In a social media advertising campaign, a "like" might be defined as a user who has interacted with a social media post by clicking the "like" button. The cost per like would be calculated by dividing the total cost of the campaign by the number of likes generated.

By tracking CPL, advertisers can evaluate the effectiveness and efficiency of their digital advertising campaigns. They can also adjust their advertising strategies to maximize their return on investment (ROI) and optimize their cost per lead or cost per like.

39. **CPM - Cost per Mille**

One of the more commonly used acronyms in the world of online advertising. CPM stands for cost per mille, or cost per thousand, and is a KPI connected to impressions. Essentially, it's a way for advertisers to determine how much they are paying for each set of eyes that sees their ad.

The "mille" in CPM refers to 1,000 impressions, or views, of an ad. So, if an advertiser is willing to pay $10 CPM, that means they're willing to pay $10 for every 1,000 times their ad is seen. If their ad is seen 10,000 times, that's 10 sets of 1,000 impressions, or 10 mille, and they would pay $100 in total. CPM is a useful metric for advertisers because it helps them measure the effectiveness of their ads. By calculating their CPM, advertisers can compare the cost of their ads to the number of impressions they receive, and determine whether or not their ads are worth the investment.

40. CPV - Cost Per View

The cost that advertisers pay for each view of a video ad. This pricing model is used in digital advertising, particularly for video ads, where advertisers pay a specific amount for each view their ad receives. A view is typically defined as a user who has watched a specific percentage, such as 30 seconds, of the video ad. CPV can vary based on factors such as the length of the video, the targeting criteria used in the campaign, and the platform where the video is being promoted.

Examples of platforms that offer CPV pricing models include YouTube and Facebook. For instance, an advertiser might pay $0.10 per view of their 30-second video ad on YouTube, meaning that if the video is viewed 1000 times, the advertiser will pay $100. By tracking CPV, advertisers can evaluate the effectiveness and efficiency of their video ad campaigns. They can also adjust their advertising strategies to maximize their return on investment (ROI) and optimize their cost per view.

41. CR - Conversion Rate

This is the percentage of users who complete a desired action, such as making a purchase, signing up for a newsletter, or filling out a form, out of the total number of users who visited a website or interacted with a digital ad.

To calculate CR, divide the number of users who completed the desired action by the total number of users who were exposed to the ad or visited the website, and multiply the result by 100 to get the percentage.

Conversion rate measures the effectiveness of a website or digital ad in converting visitors into customers or achieving other desired actions. A high conversion rate indicates that the website or ad is effectively engaging and persuading users to take the desired action, while a low conversion rate suggests that improvements are needed in the website design, content, or advertising strategy.

42. CRM - Customer Relationship Management

The strategies, tools, and processes that businesses use to manage their interactions with current and potential customers. A CRM strategy involves collecting and analyzing customer data to gain insights into customer behavior, preferences, and needs. This data can be used to personalize customer communications, improve customer service, and tailor marketing and sales efforts.

CRM systems (think Hubspot and Salesforce) typically include features such as customer data management, sales automation, marketing automation, and customer service and support. By integrating these functions into a single platform, businesses can improve their ability to manage customer relationships, streamline their operations, and ultimately increase their revenue and profitability.

By using a CRM system or strategy, businesses can improve customer satisfaction, increase customer retention and loyalty, and ultimately grow their customer base and revenue.

43. CRO - Conversion Rate Optimization

The process of optimizing a website or digital ad to increase the percentage of visitors who complete a desired action, such as making a purchase, filling out a form, or subscribing to a newsletter. CRO involves analyzing user behavior, identifying areas for improvement, and making data-driven changes to improve the user experience and increase conversion rates. This can include optimizing website design and copy, improving website load times, simplifying the checkout process, and testing different variations of website elements to identify which ones lead to the highest conversion rates.

A business might run an A/B test on their website's checkout process to see if changing the color or placement of the "Buy" button leads to higher conversion rates. By testing different variations with a portion of their audience and measuring the results, the business can identify the best-performing design and implement it site-wide.
CRO is an ongoing process that requires continuous testing and optimization to keep up with changing user behavior and preferences. Businesses can use CRO to refine their marketing and advertising strategies, generate more revenue from existing traffic, and improve their return on investment (ROI).

44. CSAT - Customer Satisfaction Score

This is a metric used by businesses to measure how satisfied customers are with their products or services. To calculate CSAT, businesses typically ask customers to rate their satisfaction on a scale, such as a scale of 1-5, with 1 being very unsatisfied and 5 being very satisfied. The scores are then averaged to calculate the overall CSAT.

By tracking CSAT over time, businesses can identify trends and make adjustments to their products, services, and customer support processes to improve customer satisfaction.

Effective use of CSAT involves not only measuring customer satisfaction but also taking action based on the results. For example, if a business sees a decline in their CSAT scores, they might conduct further research to understand the reasons behind the decline and take steps to address those issues.

45. CSS - Cascading Style Sheets

CSS is a developer acronym that describes the coded visual design and layout of a website or web page. CSS works by defining the style and formatting of HTML elements, such as font size, color, and spacing. By separating the visual design from the content of the website, CSS allows developers to make changes to the design without affecting content.

A website developer might use CSS to create a custom style sheet for a website that defines the font, color scheme, and layout of the site. The developer would then apply this style sheet to the HTML code of the website to apply the defined styles. CSS is a critical component of web development, as it allows designers and developers to create visually appealing and user-friendly websites. Effective use of CSS involves not only creating visually appealing designs but also optimizing the code for performance and accessibility.

46. CSV - Comma Separated Values

These files are key for managing your contact lists, especially when you're looking to upload them into a software like Mailchimp, Meta, or LinkedIn. It's a simple file format used to store and exchange data between different programs. CSV files are essentially plain text Excel files that use commas to separate individual data fields. But most of us would use a standard Excel sheet and save it as a CSV file, which will strip out any formatting you add. Each line in the file represents a single record or row of data, and each field is separated by a comma. CSV files can be easily imported and exported by a wide range of software applications, including spreadsheet programs, databases, and text editors.

47. CTA - Call to Action

A very common acronym in marketing, a CTA is a message or prompt designed to encourage a specific action by a user, such as making a purchase, signing up for a newsletter, or filling out a form. CTAs are typically short, clear, and action-oriented, and they are strategically placed on a website or within a marketing campaign to encourage users to take the desired action.

For instance, a business might include a CTA button on their website that says "Sign up now" to encourage users to join their email list. The button might be prominently displayed on the homepage or on specific landing pages to maximize visibility and encourage conversions.

48. CTA Rate - Call to Action Rate

The percentage of users who take action on a CTA.

49. CTR - Click-Through Rate

A digital marketing metric that measures the percentage of users who click on a specific link or ad after viewing it. CTR is calculated by dividing the number of clicks on a link or ad by the number of impressions, or views, of that link or ad. For example, if an ad is viewed 1,000 times and clicked on 50 times, the CTR would be 5%.

CTR is an important KPI for campaigns that are optimized towards clicks because this rate provides insight into the effectiveness of a marketing campaign or ad. A high CTR indicates that the ad or link is resonating with users and driving engagement, while a low CTR may indicate that the ad or link needs to be optimized or repositioned.

50. CX - Customer Experience

Similar to UX, CX is the overall impression or perception that a customer has of a business or brand based on their interactions with it. CX encompasses every touchpoint that a customer has with a business, including product quality, customer service, website usability, and marketing communications. It is a critical factor in customer loyalty and retention, as customers who have positive experiences are more likely to return and recommend the business to others.

Tracking customer feedback and reviews can help a business identify areas where they can improve the customer experience. This might involve optimizing their website for easier navigation, providing more personalized customer support, or enhancing the product or service offerings to better meet customer needs.

51. D2C - Direct to Consumer

A business model in which a company sells its products or services directly to consumers, without the involvement of intermediaries such as retailers or distributors. D2C has become increasingly popular in recent years, thanks in part to the growth of e-commerce and social media platforms that allow businesses to connect directly with consumers. By selling directly to consumers, businesses can maintain greater control over the customer experience, gather valuable customer data, and often offer lower prices than traditional retail channels.

Warby Parker, Dollar Shave Club, Casper, Glossier, and Allbirds are all examples of companies that have successfully leveraged the D2C model to offer unique products and experiences, build strong online communities, and create innovative marketing and sales strategies that differentiate them from traditional retailers.

52. DAM - Digital Asset Management

Well damn, we need a DAM! These tools help organizations store, organize, and manage digital content, including images, videos, documents, and branding materials. DAM platforms help streamline workflows, maintain consistency, and enhance content distribution.

53. DAU - Daily Active Users

A measure of the number of unique users who engage with a website, app, or online platform daily. DAU is a critical metric for businesses that rely on user engagement, such as social media platforms, gaming companies, and mobile apps.

54. DMA - Designated Market Area

Designed Market Areas is a trademarked model used by Nielsen to help model television viewing areas. There are 210 DMA regions across the United States, and these areas are used by advertisers and marketers to plan advertising buys and to measure viewer and consumption behaviors by geography.

55. DMP - Data Management Platform

A technology platform used by businesses to collect, store, and analyze customer data from multiple sources, such as websites, mobile apps, and social media. DMPs are designed to help businesses gain insights into customer behavior and preferences, and use that data to create more targeted and effective marketing campaigns. By analyzing data from multiple sources, businesses can gain a more complete view of their customers and tailor their marketing messages to specific segments of their audience.

56. DNS - Domain Name System

This is essentially an internet database that turns website addresses (like www.brandfederation.com) into an IP address, which is the language needed for browsers to get from one website to another. It's like a translation service taking human language and turning it into a computer-readable numeral system.

57. DSP - Demand-Side Platform

A technology platform used by businesses to buy and manage digital advertising inventory in real-time from multiple ad exchanges. DSPs are designed to help businesses optimize their advertising spend and improve the efficiency and effectiveness of their ad campaigns. By using data and algorithms to automate the buying process, DSPs enable businesses to target specific audiences and optimize their bids for maximum impact.

58. EAT/EEAT - Experience, Expertise, Authority, Trustworthiness

Just EAT it, in the words of Weird Al. EAT is a framework used by search engines to assess the quality and relevance of content. Google has updated the framework to have an extra "E" that underscores helpful, engaging content for users.

- Experience refers to the context surrounding the content you're providing. Was it created from first-hand knowledge? Is the webpage optimized for a strong UX?
- *Expertise* refers to the author's knowledge and qualifications in the relevant subject matter.
- *Authority* refers to the author's reputation and credibility in the industry or field.
- *Trustworthiness* refers to the reliability and accuracy of the information presented.

Effective use of EAT involves not only creating high-quality content but also building a strong reputation and brand identity. This can involve establishing thought leadership in the industry, engaging with customers and followers through social media and other channels, and demonstrating a commitment to transparency and accountability.

59. EBITA - Earnings Before Interest, Taxes, and Amortization

EBITA (not to be confused with the Andrew Lloyd Webber musical, Evita), is a profitability metric that shows earnings before interest, taxes, and amortization (which is the cost of intangible assets, like patents). It demonstrates a company's operational performance by removing the impact of the listed out-of-pocket expenses. It can be calculated by looking at Net Income (Net Income + Interest Expense + Taxes + Amortization Expense = EBITA).

60. EOD - End of Day

This one is used in every industry, including ours. It is usually just used to set a deadline (e.g., I need that report by EOD).

61. EPM - Earnings Per Mille

A revenue metric used in digital advertising that calculates earnings per 1,000 impressions. It helps publishers and advertisers assess the profitability of their ad inventory and optimize ad placements.

62. ESP - Email Service Provider

Gmail, Outlook, Apple Mail. These are all ESPs, meaning it's a service that enables businesses to send and manage email campaigns to their subscribers or customers. Some ESP platforms offer a range of features, such as email list management, email design templates, and email analytics, that enable businesses to create and send targeted and effective email campaigns.

63. FOMO - Fear of Missing Out

While it's not a true corporate acronym, but it's still a good one. FOMO is a term coined by Millennials to describe the psychological phenomenon characterized by anxiety or insecurity that one may miss out on a social or cultural experience, event, or opportunity.

In marketing, FOMO can be used to create a sense of urgency or scarcity around a product or service, with the goal of motivating consumers to take action or make a purchase. This might involve creating limited-time offers, highlighting the popularity or exclusivity of a product or service, or leveraging social proof and user-generated content to create a sense of excitement and anticipation.

64. FTP - File Transfer Protocol

Gotta big file? Chances are you may need a FTP to send it to someone who needs it. This is a standard protocol used to transfer files over the internet between a client computer and a server. FTP is commonly used by businesses and individuals to upload and download files to and from a website or server, such as HTML files, images, audio and video files, and other types of content.

65. FUD - Fear, Uncertainty, Doubt

An easy way to remember this one is FUD rhymes with dud…neither are great. FUD is a marketing tactic used to cast a negative light on competitors or their products and services. FUD aims to create an atmosphere of uncertainty and concern around a rival's offerings, often by spreading misinformation or exaggerating potential issues. This tactic is used to sway potential customers away from competitors and toward the company employing the FUD strategy.

Although it can be effective in the short term, FUD is generally considered an unethical practice and can damage a company's reputation in the long run. A more positive approach for small businesses and entrepreneurs is to focus on the strengths and unique selling points of their own products and services, rather than attempting to undermine competitors through fear-based tactics.

66. GA - Google Analytics

A free web analytics tool provided by Google that helps businesses understand and analyze their website traffic and user behavior. Google Analytics allows website owners to track valuable data about their visitors, such as the number of users, the pages they visit, how long they stay on the site, and where they are coming from (referral sources). Implementing Google Analytics is as simple as adding a small piece of code to a website, making it an accessible and valuable tool for businesses of all sizes. Now that we're in the era of GA-4 (Google Analytics 4), we can kiss the old acronym of GA-UA (Google Analytics, Universal Analytics) away.

67. GDN - Google Display Network

The Google Display Network allows businesses to create and place visually appealing display ads across various websites, mobile apps, and YouTube videos, reaching millions of users. These ads can be in the form of images, text, or rich media (including video and interactive elements). GDN is an essential part of Google Ads, a broader online advertising platform, and can help businesses target specific audiences based on demographics, interests, or even the content of the website the user is visiting. For example, a local bakery might use GDN to display their ads on cooking blogs, recipe websites, or other food-related content in order to reach potential customers interested in baking.

68. GDPR - General Data Protection Regulation

In a nutshell, GDPR was created to give people more control over their personal information and to make businesses accountable for how they handle this data. It came into effect on May 25, 2018, and applies to any organization that collects, processes, or stores personal data of EU citizens, regardless of where the organization is located. GDPR covers all aspects of data collection, from consent to data storage and security. It ensures that individuals have the right to access, correct, or delete their data, as well as to object to its processing. For small businesses, it's essential to understand and comply with GDPR requirements, as violations can result in hefty fines. For instance, a local online store that ships products to EU customers would need to ensure they have proper consent mechanisms in place for collecting and processing customer data.

69. **GTM - Google Tag Manager**
    Think of GTM as your pixel organizer for your website. A free tool by Google, it allows users to manage and deploy various tracking codes and marketing tags on their website without needing to modify the site's code directly.
    Google Tag Manager simplifies the process of adding, editing, or removing tags, such as Google Analytics, conversion tracking, or remarketing codes, by providing a user-friendly interface for managing these tags in one central location. It reduces the need for technical expertise and makes it easier to implement tracking and marketing tools on their websites. GTM can also help improve website performance by asynchronously loading tags, which minimizes the impact on page load times.

70. **H1 - Heading 1, H2 - Heading 2, H3 - Heading 3, etc.**
    These header tags standardized type treatments across a document, website, etc. In the SEO space, there is a strategy behind which keywords you use where (generally, if you have keywords in H1/H2/H3 tags, then it’s a signal to search engines that content on a page relates to those terms).

71. **HTML - Hypertext Markup Language**
    This is the standard language used to create and structure content on the internet, such as web pages and their various elements.

    In simple terms, HTML is the backbone of every website, providing a means to organize and display text, images, videos, and other multimedia elements. It does this through the use of "tags" or "elements" that define the structure and appearance of the content. Understanding the basics of HTML can be beneficial for creating or maintaining a website, even if you rely on website builders or content management systems (CMS) for most of the work.

72. **HTTP - Hypertext Transfer Protocol**
    You know those letters at the beginning of a URL? That’s the fundamental communication system that enables web browsers and servers to exchange information and display web pages on the internet. Today, since most websites have logins, personal information, or sales transactions, you’re more likely going to see HTTPS, instead.

73. **HTTPS - Hypertext Transfer Protocol Secure**
    This is an encrypted version of HTTP that provides a secure and private connection between web browsers and servers, protecting data from being intercepted or tampered with.

74. **HVC - High-Value Customer**
HVC is a customer segment that generates high revenue and contributes significantly to a company's profitability. Businesses often focus on retaining and nurturing HVCs through personalized marketing and loyalty programs.

75. **IAP - In-App Purchase**
A digital transaction made within a mobile app, allowing users to buy premium content, subscriptions, or virtual goods. IAPs are a major revenue source for mobile games and subscription-based services.

76. **ICP - Ideal Customer Profile**
This acronym has been growing in popularity, and is another way to define a company's most promising market. ICP is a detailed description of the type of company or individual that would get the most value from a product or service, and thus is most likely to buy and remain a loyal customer.

    The ICP acts like a north star, guiding business decisions ranging from product development to marketing strategy. By understanding who their ideal customers are, businesses can focus their efforts and resources more effectively, leading to better engagement, higher sales, and greater customer satisfaction.

77. **IRL - In Real Life**
A phrase used to distinguish between activities, interactions, or experiences that happen offline, in the physical world, as opposed to those that occur online or in a digital environment. In the context of marketing and branding, IRL can refer to a wide range of offline activities that businesses engage in to connect with their customers, like hosting a pop-up shop, attending a trade show, or running a local billboard campaign. The concept of IRL reminds us that even in our digital age, human connection and tangible experiences still hold significant value.

78. **JSON - JavaScript Object Notation**
A lightweight, text-based data format used for storing and exchanging structured data between applications. It is easy to read and write for both humans and machines, making it a widely used standard for APIs, web applications, and data storage.

79. **KOL - Key Opinion Leader**
A person or organization that has significant influence within a specific niche or industry, and whose opinions and endorsements carry weight with their audience. Key Opinion Leaders could be industry experts, thought leaders, influential bloggers, celebrities, or even popular social media figures who have built up a strong following. They have earned their audience's trust and respect, making them highly valuable partners for brands looking to reach specific consumer groups. Collaborating with a KOL can be an effective marketing strategy, as their endorsement can greatly enhance a brand's

visibility, credibility, and customer trust.

80. KPI - Key Performance Indicator

A measurable value that businesses use to track progress and evaluate the effectiveness of their strategies, processes, or specific goals.

Key Performance Indicators help businesses determine whether they are on track to meet their objectives, and they can provide insights into areas that may need improvement.

81. LMS - Learning Management System

A digital platform that helps manage, deliver, and track educational courses or training programs. Learning Management Systems are widely used in various sectors, from education to corporate training, as they offer a centralized platform for managing all aspects of a learning process. They can be used to create, distribute, and manage online courses, track learners' progress, and even evaluate their performance through quizzes or assessments.

82. LPO - Landing Page Optimization

A process focused on improving elements of a webpage to increase conversions and achieve a specific goal, such as sales, sign-ups, or downloads.

Landing Page Optimization involves a range of strategies and techniques, from improving the page design and copywriting to testing different elements to see which performs best (a process known as A/B testing). The goal is to make the landing page as effective as possible at guiding visitors to complete a desired action.

83. LTV - Lifetime Value

A prediction of the net profit attributed to the entire future relationship with a customer. In essence, the Lifetime Value of a customer goes beyond just a single purchase, looking at how much a customer is likely to spend with your business over the entirety of their relationship with you. Understanding LTV helps businesses make informed decisions about how much they should spend to acquire new customers (Customer Acquisition Cost or CAC) and retain existing ones. It also provides insight into which customers are the most valuable over time.

84. LTV:CAC - Lifetime Value to Customer Acquisition Cost Ratio

A profitability metric that compares the projected revenue from a customer (LTV) against the cost of acquiring them (CAC). A higher ratio suggests a more sustainable and profitable business model.

85. M&A - Merger and Acquisition

A merger and acquisition is when one company acquires another and the two become one entity. This is a broad term that describes the consolidation of assets and/or companies. There are different kinds of M&A, including horizontal (two companies within the same business merge), vertical (when a company merges with a customer or supplier), and conglomerate (when two unrelated companies come together).

86. MARCOM - Marketing Communications

The strategies and tools businesses use to communicate with their audience, including advertising, public relations, social media, and content marketing. MARCOM ensures brand messaging aligns with business goals.

87. MAU - Monthly Active Users

A key performance indicator (KPI) that measures the number of unique users who engage with an app, website, or platform within a month. Monthly Active Users is a commonly used metric in the digital world, particularly for social media platforms, mobile apps, and online games, to assess the size and engagement level of their user base. A "user" is typically defined as someone who has performed some meaningful action, such as logging in, posting content, or making a purchase.

88. MQL - Marketing Qualified Lead

A lead who has been deemed more likely to become a customer compared to other leads, based on their engagement with a company's marketing efforts. Marketing Qualified Leads are identified using predetermined criteria that signal a lead's interest or potential to buy a product or service. This could include actions such as downloading a whitepaper, signing up for a newsletter, or spending a significant amount of time on the company's website. The specifics of what constitutes an MQL can vary from one business to another, depending on their unique sales cycle and customer behavior.

89. MRR - Monthly Recurring Revenue

The predictable, recurring income from a company's subscriptions over a given month is calculated by multiplying the number of active subscribers by the average revenue per subscriber. It is a key metric for subscription-based businesses, providing insights into financial stability, growth, and areas for strategic improvement by tracking new customer acquisition, expansion revenue, and churn.

90. NPS - Net Promoter Score

A metric used to measure customer loyalty and satisfaction by asking customers how likely they are to recommend a company, product, or service to others. The Net Promoter Score is calculated based on responses to a single question: "On a scale of 0 to 10, how likely are you to recommend our company/product/service to a friend or colleague?" Customers who respond with a score of 9 or 10 are considered "Promoters," those who respond with a score of 7 or 8 are "Passives," and those who respond with a score of 6 or below are "Detractors." The NPS is then calculated by subtracting the percentage of Detractors from the percentage of Promoters.

91. NSM - North Star Metric

The single most important metric that a company uses to measure success and guide decision-making. It varies by business but typically reflects long-term growth and customer value.

92. NRR - Net Revenue Retention

A key metric used by subscription-based and SaaS (Software as a Service) businesses to measure the revenue retained from existing customers over a specific period, accounting for upgrades, downgrades, churn, and expansion revenue. Unlike gross revenue retention, NRR includes revenue growth from existing customers, making it a strong indicator of long-term business health and customer value.

NRR is calculated using the formula: NRR = [(Starting Revenue + Expansion Revenue - Churned Revenue - Contractions) / Starting Revenue] × 100

A company with an NRR above 100% is generating more revenue from existing customers than it is losing, which signals strong customer loyalty and effective upselling strategies. A lower NRR suggests issues with churn or limited expansion opportunities, requiring adjustments to retention and growth strategies.

93. OOH - Out of Home

Think of driving to the airport in any city and watching the side of the road begin to feel like Times Square, that's out of home advertising: advertising that reaches consumers outside of their home, like a billboard, bus stop, or a digital screen in a public place. It's a broad category that includes traditional outdoor billboards along highways, digital screens in shopping malls, ads on public transportation, and even unconventional placements like cinema ads or branded installations in public parks. Out of Home advertising is unique in its ability to catch people's attention when they are on the go, often in high-traffic or highly visible areas.

94. OOO - Out of Office

One of the most fun acronyms to use, OOO is used across all industries and just means someone is away from their desk and computer, thus may be slower to respond.

95. ORM - Online Reputation Management

The process of monitoring, influencing, and improving how a brand, company, or individual is perceived online. ORM involves responding to negative reviews, promoting positive content, and ensuring that search engine results reflect the desired brand image. Effective ORM strategies help build trust, protect brand credibility, and maintain a positive digital presence.

96. OTO - One Time Offer

A marketing tactic that attempts to create a consumer feeding frenzy by offering a special deal for a limited time. OTOs encourage immediate action by making customers feel they will miss out if they delay their purchase. This strategy is commonly used in sales funnels, online courses, and product launches to maximize conversions.

97. OTT - Over-the-Top Media

A content delivery method that allows users to stream digital media directly over the internet without requiring traditional cable or satellite subscriptions. Popular OTT platforms include Netflix, Hulu, and Disney+, providing on-demand access to movies, TV shows, and exclusive content—you know, the dozen or so monthly subscription fees that you pay every month

98. PESO - Paid, Earned, Shared, Owned Media

PESO is a copywritten strategic framework developed by Gini Dietrich that helps marketing and public relations professionals build multi-channel communication plans. Paid media includes advertising such as PPC and sponsored content. Owned media refers to a brand's assets like its website, blog, and email list. Earned media includes organic coverage such as PR mentions and customer reviews. Unlike POE, this framework considers social media as shared media.

99. PII - Personally Identifiable Information

The three infamous letters that make data analysts squeamish. PII is any data that can be used to identify an individual, including names, addresses, phone numbers, email addresses, and social security numbers. Businesses handling PII must comply with data protection regulations such as GDPR and CCPA to ensure the privacy and security of customer information.

100. PIM - Product Information Management

A system used to centralize, manage, and distribute product data across multiple sales and marketing channels. PIM solutions ensure that product details—such as descriptions, images, specifications, and pricing—are accurate, consistent, and up-to-date. Businesses that operate across e-commerce platforms, marketplaces, and retail channels use PIM to streamline operations, improve data accuracy, and enhance the customer experience. Leading PIM platforms integrate with ERP, CMS, and e-commerce systems to enable seamless product data management at scale.

101. POE - Paid, Owned, Earned Media

A framework that categorizes different types of marketing channels. Paid media includes advertising such as PPC and sponsored content. Owned media refers to a brand's assets like its website, blog, and email list. Earned media includes organic coverage such as PR mentions, customer reviews, and social shares.

This may also be referred to as EOP (earned, owned paid) or POEM (paid, owned, and earned media).

102. PPC - Pay-Per-Click Advertising

A digital advertising model in which advertisers pay a fee each time their ad is clicked. PPC is commonly used in search engine marketing (SEM) and social media advertising, allowing businesses to drive targeted traffic to their websites. Google Ads is one of the most well-known PPC platforms, but Meta and most of the social media channels offer PPC ad campaigns, too.

103. PR - Public Relations; aka Earned Media

The strategic management of a company's image and communication with the public, media, and stakeholders. PR includes press releases, media outreach, reputation management, and crisis communication. Today, PR also involves managing social media and influencer relationships—whether they are with Doug the Pug or Brené Brown.

104. PRM - Partner Relationship Management

A system designed to help businesses manage relationships with their partners, resellers, and affiliates. PRM platforms centralize communication, track partner performance, and streamline processes such as lead distribution, training, and incentives. By improving collaboration and visibility, PRM solutions help companies maximize the effectiveness of their partner networks, drive sales, and strengthen long-term business relationships. Leading PRM platforms integrate with CRM and marketing automation tools to create a seamless ecosystem.

105. PSD - Photoshop Document

The default file format used in Adobe Photoshop, allowing designers to create and edit images with multiple layers, effects, and high-resolution graphics. PSD files are widely used in branding, advertising, and digital content creation.

106. PV - Page View

A metric that tracks the number of times a web page is loaded by a visitor. Page views are commonly analyzed in web analytics tools such as Google Analytics to measure website traffic, user engagement, and content performance.

107. PWA - Progressive Web App

A type of web application that combines the best features of mobile apps and traditional websites. PWAs offer fast loading speeds, offline functionality, and push notifications while being accessible through a web browser without requiring an app store download.

108. QA - Quality Assurance

This one might sound like a line from Michael in The Office, but it's much more serious. Quality Assurance is a systematic process to ensure that products, services, or digital experiences meet predefined standards. QA involves testing for bugs, inconsistencies, and errors before launch to maintain high-quality output and customer satisfaction.

109. QR code - Quick Response Code

Remember all menus during the 2020 COVID outbreak? A QR code is a two-dimensional barcode that stores information such as website URLs, contact details, or product information. QR codes can be scanned using a smartphone camera, making them a popular tool in marketing, payments, and digital authentication.

110. RFP - Request for Proposal

A formal document issued by organizations seeking bids from vendors for a project or service. Businesses and agencies respond to RFPs by submitting proposals detailing their qualifications, pricing, and approach. At Brand Federation, we love to get RFPs, and love to win them even more.

111. RFM - Recency, Frequency, Monetary Value

A customer segmentation model used in marketing and sales to analyze and predict customer behavior based on three key factors: Recency (how recently a customer made a purchase), Frequency (how often they purchase), and Monetary Value (how much they spend). Businesses use RFM analysis to identify high-value customers, personalize marketing efforts, and improve retention strategies. By ranking customers based on their RFM scores, companies can target the most engaged and profitable segments with tailored promotions and loyalty incentives.

112. ROAS - Return on Ad Spend

A key metric in digital advertising that calculates the revenue generated for every dollar spent on advertising. ROAS helps businesses determine the effectiveness and profitability of their advertising campaigns.

113. ROI - Return on Investment

In business, you don't want to spend money unless it makes you money. This financial metric is used to evaluate the profitability of an investment. In marketing, ROI measures the revenue generated compared to the cost of a campaign, helping businesses determine whether their strategies are cost-effective.

114. ROMI - Return on Marketing Investment

A specific form of ROI that assesses the financial return of marketing efforts. ROMI helps businesses analyze the effectiveness of their marketing campaigns in generating revenue and customer engagement.

115. RLSA - Remarketing Lists for Search Ads

A Google Ads feature that allows advertisers to customize search ads for users who have previously visited their website. Though it may make consumers feel a bit like the subject of Sting's famous tune "Every Breath I Take," RLSA helps increase conversions by targeting warm leads with more relevant messaging.

116. **RTB - Reason To Believe**

The justification or proof behind a brand's claims, demonstrating why consumers should trust a product or service. RTBs often include testimonials, data, scientific research, or brand heritage.

117. **SaaS - Software as a Service**

Not the kind of sass your niece gives your mother when she cooks too many vegetables. This is a cloud-based software delivery model where users access applications via the internet rather than installing software on their devices. SaaS solutions include platforms like Salesforce, Slack, and Zoom.

118. **SEO - Search Engine Optimization**

The practice of optimizing a website's content, structure, and technical aspects to improve its visibility in search engine results. SEO helps businesses increase organic traffic and rank higher on Google and other search engines. Some of our marketing friends now say SEO is more like Search *Everywhere* Optimization.

119. **SEM - Search Engine Marketing**

A digital marketing strategy that involves paid advertising on search engines to increase website visibility. SEM includes PPC ads, keyword bidding, and Google Ads campaigns.

120. **SEMRush - Search Engine Marketing Rush**

This is a trademarked, popular digital marketing tool that helps businesses analyze competitors, track SEO performance, and optimize paid advertising campaigns.

121. **SERP - Search Engine Results Page**

The page displayed by search engines like Google in response to a user's query. SERPs contain organic results, paid ads, featured snippets, and local listings. The higher you are on a SERP, the better.

122. **SLA - Service Level Agreement**

A contract between a service provider and a client that outlines the expected level of service, including performance metrics, response times, and uptime guarantees.

123. **SMM - Social Media Marketing**

The use of social media platforms such as Facebook, Instagram, X, and LinkedIn to promote a brand, engage audiences, and drive business objectives.

124. **SMO - Social Media Optimization**

The practice of enhancing social media profiles and content to increase visibility, engagement, and brand awareness. SMO includes optimizing hashtags, posting schedules, and interactive content.

125. SMS - Short Message Service

A text messaging protocol used for communication, marketing, and customer engagement. Businesses use SMS for promotions, appointment reminders, and two-factor authentication.

126. SOV - Share of Voice

A marketing metric that measures a brand's visibility and presence in the market relative to its competitors. SOV is often used in advertising, PR, and digital marketing to assess how much of the total industry conversation or ad space a brand occupies. It is calculated by comparing a brand's advertising spend, media coverage, or online mentions against the total market. A higher SOV typically correlates with greater brand awareness and market leadership. Businesses use SOV analysis to evaluate competitive positioning and optimize marketing strategies for greater impact.

127. SPIN - Situation, Problem, Implication, Need-Payoff

A consultative sales methodology (developed by Neil Rackham in the 1980s) designed to guide sales conversations by uncovering customer needs and demonstrating value. SPIN is based on four key question types:

Situation: Understanding the customer's current state, operations, or challenges.
Problem: Identifying specific pain points or inefficiencies that need addressing.
Implication: Exploring the potential consequences of not solving the problem.
Need-Payoff: Highlighting the benefits and value of the proposed solution.

128. SQL - Structured Query Language; Sales Qualified Lead

A programming language used to manage and manipulate databases, commonly used in business intelligence, analytics, and data-driven marketing.

Unrelated to tech, this could also mean Sales Qualified Lead, a term used in CRMs like Hubspot to help measure a contact's interest in your product or service.

129. SSL - Secure Sockets Layer

You might want to look for this one to avoid the rampant hackers on the internet today. A security technology that encrypts data transmitted between web browsers and servers, ensuring privacy and protecting sensitive information such as credit card details.

130. SSO - Single Sign-On

A user authentication process that allows individuals to log in to multiple applications with a single set of credentials, enhancing security, and convenience.

131. TAM - Total Addressable Market

The total revenue opportunity available for a product or service within a given market. Businesses use TAM to assess growth potential and target audience size.

132. **TKO - Technical Knockout**

A term borrowed from boxing that is used in business and marketing to describe a decisive victory over competitors. In marketing, a TKO can refer to a campaign, strategy, or product launch that outperforms the competition so significantly that it effectively dominates the market. The term is also used in negotiations or competitive analysis to indicate when one company's offering is superior in a way that forces others to adjust or retreat. Businesses aiming for a TKO strategy focus on innovation, differentiation, and market disruption to achieve a clear and overwhelming advantage.

133. **TOFU - Top of Funnel**

Sharing its name with that cardboard-like meat substitute we all know and love, TOFU is also an acronym that describes the initial stage of the customer journey where potential buyers are first introduced to a brand through awareness-building efforts such as content marketing and social media.

134. **TTFB - Time to First Byte**

A web performance metric that measures the time taken for a server to respond to a request, affecting website speed and user experience.

135. **UGC - User Generated Content**

Content created by consumers, such as reviews, testimonials, and social media posts. It's the best kind of content production – free and authentic. Brands leverage UGC to build trust and engagement (while also lightening up the content production load).

136. **UI - User Interface**

The design and layout of digital platforms, such as websites, mobile apps, and software. UI focuses on the visual and interactive elements users engage with, including buttons, icons, typography, and navigation structures. A well-designed UI enhances usability and user satisfaction.

137. **USP - Unique Selling Proposition**

This idea is well noted in the books you may have been forced to read as part of a Business 101 curriculum. A distinguishing factor that sets a product, service, or brand apart from competitors. A strong USP clearly communicates the unique benefits or advantages a business offers, helping to attract and retain customers in a competitive market.

138. **UX - User Experience**

The overall experience a person has when interacting with a digital product, service, or website. UX encompasses usability, accessibility, design, and customer satisfaction. A positive UX ensures ease of use, efficiency, and a seamless journey for users.

139. **VAR - Value-Added Reseller**

A business that purchases existing products from manufacturers and enhances them with additional features, services, or customization before reselling to customers. VARs operate in technology, software, and hardware industries, offering tailored solutions for business needs.

140. VR - Virtual Reality

Beside the empty Mountain Dew bottle in a growing number of adolescent bedrooms across the nation, you will find a VR headset. VR is a computer-generated simulation that immerses users in a fully digital environment through the use of specialized headsets. VR is widely used in gaming, training, education, and marketing to create engaging, interactive experiences.

141. VTC - View-Through Conversion

A digital marketing metric that tracks users who view an ad but do not immediately click on it, yet later convert through another channel. VTC helps measure the impact of display and video advertising.

142. WCAG - Web Content Accessibility Guidelines

A set of internationally recognized standards designed to ensure that websites and digital content are accessible to individuals with disabilities. WCAG provides recommendations on text readability, navigation, and multimedia accessibility to improve inclusivity online.

143. WOM - Word of Mouth

The organic spread of brand awareness and recommendations through customer conversations, reviews, and personal endorsements. WOM marketing is a powerful tool, as people tend to trust recommendations from friends and family more than traditional advertisements.

144. WYSIWYG - What You See Is What You Get

A stunningly long acronym to describe a user interface feature that allows individuals to edit content and immediately see how it will appear when published. Pronounced “Wizzy Wig”, WYSIWYG editors are common in website builders, email marketing tools, and content management systems, making content creation more intuitive.

145. XML - Extensible Markup Language

A structured data format used to store and transport information across different systems and platforms. XML is widely used in web development, data exchange, and content management, providing a flexible and standardized way to organize data.

146. YOY - Year over Year

A financial comparison method that evaluates a company’s performance over consecutive years, commonly used in revenue and growth analysis.

About the Author

Rian Chandler-Dovis is a partner at Brand Federation, an international consultancy specializing in organizational branding. With extensive experience in strategic brand development, she has worked with some of the world's most influential organizations, helping them craft compelling narratives, clarify their positioning, and build strong, lasting identities.

Rian is passionate about distilling complex ideas into clear, impactful strategies that drive real-world results. As a permanent resident of Mexico with experience navigating international markets, she brings a global perspective to brand strategy and business growth.

Committed to fostering clarity in marketing language, Rian developed this acronym dictionary as a resource for professionals who believe in the power of precise, effective communication. She continues to advocate for accessibility in branding, ensuring that great ideas are never lost in jargon and are brought to life through compelling and meaningful actions and communications.