



**DirectMail.com™**

Intelligent Marketing Solutions. *Delivered.*

# 127 MARKETING ACRONYMS

*that Every Digital  
Marketer Needs to Know*



# MARKETING ACRONYMS

**AIDA**

- Attention, interest, desire, action

**AJAX**

- Asynchronous javascript and XML

**AOV**

- Average order value

**API**

- Application program interface

**AR**

- Augmented reality

**ASP**

- Application service provider

**ATD**

- Agency trading desk

**B2B**

- Business to business

**B2C**

- Business to consumer

**BOFU**

- Bottom of the funnel

**CLV**

- Customer lifetime value

**CMS**

- Content management system

**CPA**

- Cost per acquisition / action

**CPC**

- Cost per click

**CPL**

- Cost per lead

**CPM**

- Cost per impression (*thousand*)

**CPS**

- Cost per sale

**CPV**

- Cost per view

**CR**

- Conversion rate

**CRM**

– Customer relationship management

**CRO**

– Conversion rate optimisation

**CSS**

– Cascading style sheets

**CTA**

– Call to action

**CTR**

– Click-through rate

**CX**

– Customer experience

**DA**

– Domain authority

**DM**

– Direct mail (*or 'direct message', in Twitter circles*)

**DMP**

– Data management platform

**DNS**

– Domain name system

**DR**

– Direct response

**DSP**

– Demand-side platform

**ECPM**

– Effective CPM

**EPC**

– Earnings per click

**EPM**

– Earnings per thousand

**ESP**

– Email service provider

**FB**

– Facebook

**FBML**

– Facebook markup language

**FFA**

– Free-for-all (*link list*)

**FTP**

– File transfer protocol

**GA**

- Google analytics

**HIPPO**

- Highest paid person's opinion

**HTML**

- HyperText markup language

**HTTP**

- Hyper text transfer protocol

**HTTPS**

- Hyper text transfer protocol secure

**IBL**

- Inbound link

**IM**

- Instant messaging

**IMAP**

- Internet message access protocol

**IP**

- Intellectual property (or 'internet protocol')

**IPTV**

- Internet protocol television

**ISP**

- Internet service provider

**KPI**

- Key performance indicator

**LPO**

- Landing page optimization

**LTV**

- Lifetime value

**MAU**

- Monthly active users

**MLM**

- Multi-level marketing

**MOFU**

- Middle of the funnel

**MoM**

- Month on month

**MSN**

- Microsoft network

**MVT**

- Multivariate testing

**NSI**

– Network solutions

**OBL**

– Outbound link

**OEM**

– Original equipment manufacturer

**OS**

– Operating system (*sometimes this is used for 'open source'*)

**PA**

– Page authority

**PFI**

– Pay for inclusion

**PFP**

– Pay for performance

**PHP**

– PHP hypertext preprocessor

**POS**

– Point of sale

**PPC**

– Pay per click

**PPL**

– Pay per lead

**PPS**

– Pay per sale

**PPV**

– Pay per view

**PR**

– PageRank

**PV**

– Page view

**QA**

– Quality assurance

**QR Code**

– Quick response code

**QS**

– Quality score

**RFI**

– Request for information

**RFP**

– Request for proposal

**ROAS**

– Return on ad spend

**ROI**

– Return on investment

**RON**

– Run of network

**ROR**

– Ruby on rails

**ROS**

– Run of site

**RSS**

– Real simple syndication

**RT**

– Retweet

**RTB**

– Real time bidding

**RTD**

– Real time data

**S2S**

– Server to server

**SaaS**

– Software as a service

**SEM**

– Search engine marketing

**SEO**

– Search engine optimisation

**SERP**

– Search engine results page

**SLA**

– Service level agreement

**SM**

– Social media

**SME**

– Small / medium enterprise. (*aka SMB = 'business'*)

**SMM**

– Social media marketing

**SMO**

– Social media optimisation

**SMP**

– Social media platform

**SMS**

- Short message service

**SOV**

- Share of voice

**SOW**

- Statement of work

**SSL**

- Secure sockets layer

**SSP**

- Supply-side platform

**SWOT**

- Strengths, weaknesses, opportunities, threats

**TLD**

- Top level domain

**TOFU**

- Top of the funnel

**TOS**

- Terms of service

**UCD**

- User-centric design

**UGC**

- User generated content

**UI**

- User interface

**URL**

- Uniform resource locator

**USP**

- Unique selling proposition

**UV**

- Unique visitor

**UX**

- User experience

**VM**

- Viral marketing

**VOD**

- Video on demand

**WMT**

- Webmaster tools

**WOM**

- Word of mouth

**WOMM**

– Word of mouth marketing

**WP**

– WordPress

**WWW**

– World wide web

**WYSIWYG**

– What you see is what you get

**XML**

– Extensible markup language

**Y!**

– Yahoo!

**YOY**

– Year on year

**YTD**

– Year to date

## About DirectMail.com

DirectMail.com, headquartered in metropolitan Washington, D.C., is an industry leader offering Agency and Creative Services, Analytics, Data Products and Technology, Digital Marketing, and Production services. For over 45 years, DirectMail.com's unique GeoInsight Engine and Intelligent Marketing Process have grown clients' market share by applying strategies proven to increase customer and donor acquisition and retention.

Staffed by over 250 marketing and digital professionals, DirectMail.com's proprietary data, business intelligence technology and segmentation products fuel the marketing and CRM efforts of the nation's leading brands and fundraisers, consistently improving results and achieving a positive ROI. For more information about DirectMail.com, please visit us at [DirectMail.com](http://DirectMail.com), or call 1-888-690-2252.

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