

Glossary terms from week 3

Terms and definitions from Course 6, Week 3

Campaign: A plan of action for how a set of one or more ad groups that share a budget, location targeting, and other settings will be distributed online

Cost per acquisition (CPA): The average cost of acquiring a potential customer

Cost per thousand impressions (CPM): The amount a marketer pays for every 1,000 impressions an ad receives

Display campaign: A Google Ads tool that allows businesses to place image advertisements across various websites

Editorial and technical requirements: The quality standards set for ads, websites, and apps

Geographic segmentation: The grouping of customers with regards to their physical location

Google Ads: An online advertising platform where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users

Google Display Network: A group of websites, videos, and apps where Display ads can appear

Google Trends: A free Google tool that lets people explore what citizens around the world are searching for on Google

Law of diminishing returns: An economic principle stating that if investment in a particular area increases, the rate of profit from that investment will eventually decrease if other variables remain constant

Off-season: The period where customers tend to take more time in making purchases, especially if it's for a larger ticket item

Online advertising: A form of marketing which uses the internet to deliver promotional marketing messages to consumers

On-season: The period where customers are much more likely to buy products due to related weather variables or special events

Performance Planner: A Google tool that allows an advertiser to forecast the impact of different spending scenarios and events during upcoming seasons

Point of diminishing returns: The point at which revenue-to-ad spend is at its highest

Prohibited content: The content that brands are not allowed to promote on the Google Network

Prohibited practices: The things brands can't do if they want to advertise with Google

Restricted content: Content that can be advertised, but with limitations

Return on ad spend (ROAS): How much revenue is gained versus how much was spent

Revenue-per-click: The average revenue for each individual click on all of a company's pay-per-click keywords and ads

Search campaign: Text ads that appear on search results when people search on Google for related products and services

Seasonality: The regular and predictable fluctuation of e-commerce traffic around special holidays, events, and weather on a quarterly or yearly basis

Shopping campaign: Product listings that appear on search results and the Google Shopping tab

Smart bidding: A subset of automated bid strategies that uses machine learning to optimize for conversions or conversion value in every auction

Smart campaign: An automated campaign management tool within Google Ads that helps promote a business

Smart Shopping campaign: An advanced Shopping campaign that uses technology to optimize for more sales and reach Google shoppers across Google's sites and networks

Video campaign: A Google Ads tool that allows businesses to place video advertisements before, during, or after YouTube videos and in the search results

Terms and their definitions from previous module(s)

A

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

B

BOPIs: An acronym for "buy online, pick up in store"

Brand voice: The distinct personality a brand takes on in its communications

Branding: To promote a product or service by identifying it with a particular brand

Brick-and-mortar: A traditional retail store with a specific location where customers can come to shop

C

Call to action: An instruction that tells the customer what to do next

Click-and-mortar: A type of retail store that sells online as well as in a brick-and-mortar store

Competition: The other sellers that exist already in the market

Contact page: A common webpage on websites that provides information for visitors to contact the organization or individual hosting the website

Conversion: The completion of an activity that contributes to the success of a business

Customer relationship management (CRM) system: Software that helps a business manage and monitor its interactions with existing and potential customers

D

Demand: How much consumers are willing and able to buy a certain product over a given period of time

Digital shopping cart: The virtual equivalent of a physical shopping cart

Domain: The core part of a website's URL, or internet address

Droshipping: A fulfillment method in which products are shipped from the supplier directly to the customer

E

E-commerce: The buying and selling of goods or services using the internet

E-commerce platform: A software application that allows businesses to sell products or services online

E-commerce store: A store that sells its products online

E-commerce strategy: A working plan to promote an online store and increase its sales

F

Footer: A navigation section at the bottom of a website

Forecasting: The process of predicting the future demand for products

G

Google Merchant Center: A tool advertisers use to upload their store and product data to Google and make it available for Shopping ads and other Google services

Google Trends: A free Google tool that lets people explore what citizens around the world are searching for on Google

H

Home page: The main page of a website

L

Landing page: The first page a visitor encounters when they go to a website

M

Market research: The process of gathering information about consumers' needs and preferences

Market size: The total number of potential customers within a specific industry

Meta description: Text that provides search engines with a summary of what the page is about

Multichannel e-commerce: The practice of listing a store's products on multiple channels

N

Navigation bar: A collection of links to other pages within a website

Net profit: The amount of money left over after expenses are paid

Net profit margin: The percentage of revenue left over after expenses are paid

O

Open-source: Software that allows the user to access and edit the original source code

P

Pain point: A specific problem faced by current or prospective customers while interacting with a site

Payment service provider: A secure way to process transactions online

Primary research: Research obtained first-hand

Privacy policy: A legal document that discloses some or all of the ways a business gathers, uses, discloses, and manages a customer's data

Product description: The text on the product detail page of an e-commerce store that provides details and information to customers about the product

Product detail page (PDP): A page on an e-commerce site that provides information about a specific product

Product sourcing: How a business acquires the products they sell to customers

Product viability: The sales potential for a specific product

R

Responsive website: A website that is designed to work on all types of devices, including computers, mobile phones, and tablets

Return policy: A document that describes, in detail, a business's process and requirements for accepting returns

S

Secondary research: Research done by others

Software-as-a-Service (SaaS): Web-based software available on a subscription basis

Stock keeping unit (SKU): A unique code that retailers use to identify a product

T

Target audience: The group of people most likely to purchase a company's products

Terms of service: Legal agreements between a business and customers

Theme: A pre-built website template that creates the design and layout of an e-commerce store

Tone: How a brand's voice is applied

Traffic: The number of visits that a website receives

W

Web accessibility: The practice of designing and developing a website or mobile app so that people with disabilities can use it

Webpage title: An element that provides both users and search engines with a page's topic

Mark as completed

