**Terms and definitions from Course 6**

A

**Abandoned cart email:** A follow-up email sent to customers who added an item to their cart but didn’t complete the purchase

**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 evangelists:** Customers who are so passionate about a product or service that they enthusiastically promote it to others

**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

**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

**Cart abandonment:** When a customer adds an item to their cart, but doesn't complete the purchase

**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

**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

**Customer engagement:** The interactions and emotional connection between a customer and a brand

**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

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

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

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

**Dynamic remarketing:** A technique that allows a company to show previous visitors ads that contain products and services they viewed on the company’s site

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 point-of-sale (POS) system:** Software that allows a business to process payment transactions from customers 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

**Fulfillment service:** A third-party company that prepares and ships orders from their fulfillment centers

G

**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 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

**Hypertext Transfer Protocol Secure (HTTPS):** A method of transferring information over the internet that protects the integrity and confidentiality of data between the user’s computer and the site

L

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

**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

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

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

**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

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

**Order fulfillment:** All the steps that take place between receiving an order and delivering the order to the customer

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

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

**Personalization:** The practice of delivering a customized experience for each customer

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

**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 recommendation engine:** Software that uses artificial intelligence to analyze customers’ data, learn which products might interest them, and display those products to the customer

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

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

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

**Rewards program:** A marketing strategy designed to build customer loyalty by providing incentives for customers to continue shopping with the brand

S

**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

**Secondary research:** Research done by others

**Secure Sockets Layer (SSL) certificate:** A digital certificate that authenticates a website’s identity and enables an encrypted connection

**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

**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

**Supply chain:** The flow of goods from the beginning stage of sourcing raw materials all the way to the finished product that is delivered to the customer

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

**Transport Layer Security (TLS) certificate:** (refer to **Secure Sockets Layer (SSL) certificate**)

U

**User experience:** How a person—the user—feels about interacting with or experiencing a product

V

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

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