### **Terms and definitions from Course 7**

A

**A/B testing:** A method of testing where two versions of content with a single differing variable are compared to determine which yields better results

**Applause rate:** The number of approval actions—such as likes, mentions, Retweets, or favorites—that a post receives relative to the total number of followers

**Average order value (AOV):** The sum of individual order amounts divided by the number of orders

B

**Best sellers report:** A report in Google Merchant Center that provides information about the most popular brands and products used in Shopping ads and free listings

**Big data:** A field in analytics that systematically mines and extracts information from very large datasets for insights

**BigQuery:** Google’s cloud-based data warehouse solution

**Blog:** A discussion or informational website published on the internet consisting of discrete, often informal diary-style text entries

**Brand advocacy:** Measures the number of customers who promote a brand through word-of-mouth marketing or other methods

**Brand awareness:** How familiar people are with a particular business or product

C

**Cart abandonment rate:** The percentage of customers who add a product to their shopping cart and leave the site without completing their purchase

**Chatbot:** A programmed system that responds to common customer questions

**Click-to-open rate:** The percentage of email recipients who clicked on one or more links in an email

**Complaint rate:** The percentage of complaints recipients send to mailbox providers about receiving an email

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

**Conversion rate:** The percentage of users or website visitors who completed a desired action, such as clicking on a link in an email or purchasing a product

**Conversion rate optimization:** The process of increasing the percentage of users or website visitors who complete a desired action

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

**Cross-selling:** A sales technique used to encourage customers to spend more by purchasing a product that’s related to what they’re already buying

**Curriculum vitae (CV):** A document that presents a full history of an applicant's full academic credentials and professional experience

**Customer acquisition cost (CAC):** The average cost of acquiring a paying customer

**Customer lifetime value:** The average revenue generated by customers over a certain period of time

**Customer retention rate:** The percentage of customers that a company retains over a certain period of time

**Customer satisfaction (CSAT) survey:** A tool that measures how products and services supplied by a company meet or surpass customer expectations

**Customer service:** The advice and support a company provides to its customers before, during, and after a purchase

D

**Dead stock:** Inventory that remains unsold for a long period of time and has little chance of selling in the future

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

E

**Elevator pitch:** A short, memorable description that explains a concept in an easy-to-understand way

**Email bounce rate:** The percentage of emails sent that could not be delivered to the recipient's inbox

F

**Featured snippet:** A special box that displays information about a search in the results page

**Follow-up interview**: A more in-depth meeting that often includes members of the team that the applicant will be working with

**Frequently asked questions (FAQ):** A section on a website that provides answers to the questions that customers might have regarding a business, their products or services, policies, processes, and more

G

**Generalist:** Someone who is knowledgeable about many topics and has various interests

**Google Analytics:** A web analytics service that tracks and reports website traffic

H

**Heat map:** A data visualization tool that demonstrates how visitors interact with a website

I

**Impression:** When a piece of content is displayed to a target audience

K

**Key performance indicator (KPI):** A measurement used to gauge how successful a business is in its effort to reach a business or marketing goal

L

**Live chat:** A customer service technology that allows customers to communicate in real time with a business representative

**Live View:** A feature in Shopify that provides a real-time view of an e-commerce store’s activity as it happens

M

**Macro conversion:** A completed purchase transaction

**Micro conversion:** Acompleted response that indicates a user is moving toward a completed purchase transaction

**Multi-channel customer service:** Refers to providing customer service across multiple channels

N

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

**Net Promoter Score (NPS):** A metric that measures brand advocacy by asking how loyal customers are to a company

**Net Promoter Score (NPS) survey:** A single-question survey that asks respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague on a scale from zero to ten

O

**Open rate:** The percentage of users or customers who open an email

P

**Podcast:** An episodic series of digital audio files that users can download to a personal device to listen or read a transcription

**Points model:** A rewards program that offers customers a point equivalent for a determined monetary value spent over the course of several purchases

**Portfolio:** An edited collection of an individual’s best projects intended to showcase work experience, style, or methods

**Post-purchase communication:** Any direct interaction customers have with a brand after they make a purchase

**Potential reach:** A metric that measures how many people have potentially seen a post

**Preliminary interview:** A fast-paced meeting conducted over a phone call or video chat

**Product analytics:** Monitoring and evaluating data to gain insights into how users interact with a product or service

**Product conversion rate:** The percentage of customers who purchase a product after viewing it

**Product viability:** The sales potential for a specific product

**Python:** A programming language used for data analysis and data visualization

Q

**Qualified traffic:** Traffic made up of visitors who are likely to become customers

**Quarter:** A three-month time period based on a company’s financial calendar

R

**Referral:** Refers to how someone was guided to a website

**Replenishment emails:** Emails used to prompt customers to make a repeat purchase when the items they previously bought are about to run out

**Resume:** A document created and used by a person to present their background, skills, and accomplishments

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

**Return rate:** The percentage of products sold that are returned by customers

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

S

**Session recording:** A rendering that captures a visitor’s actions as they navigate a website, including mouse movement, clicks, taps, and scrolling

**SMART:** A goal-setting method that can help define and measure the success of the goals of a campaign; Stands for “specific,” “measurable,” “attainable,” “realistic,” and “time-bound”

**Specialist:** An expert in a specific field

**Spend-based model:** A rewards program that offers customers incentives based on an amount spent during a single purchase

**STAR method:** A strategy for answering interview questions that focuses on a specific situation, task, action, and result

**Structured query language (SQL):** The standard language used to communicate with databases developed by different vendors and hosted on multiple platforms

**Subscription model:** A rewards program that requires customers to make a recurring payment in order to receive an exclusive incentive

T

**Tier-based model:** A rewards program that allows customers to graduate to new customer status levels based on the amount of money they spend with a company over time

U

**Unsubscribe rate:** The percentage of email recipients who unsubscribe from a send list after opening an email

**Upselling:** A sales technique used to encourage customers to spend more by upgrading to a more expensive product

**Usability survey:** A survey that assesses the customer’s satisfaction with a company’s website and identifies any problems the customer may experience along their shopping journey