Glossary.

Term	Description
Client	Company or organization, which come to InfuseMedia and order our services. In MainDB CM Module it is a single account for each client. All of the campaigns from one client is stored under one client.
Campaign	An organized course of action to promote and sell a product or service. InfuseMedia provides email marketing campaigns as well as some other services. In the MainDB CM Module campaign page is the page where all the information about marketing campaign is stored – requirements, lists of contacts, collected leads etc.
List	List of contacts in the database according to the campaign criteria.
Segment	Bunch of contacts divided by segmentation logic. Each list has segments that contain proportional number of contacts.
Sending	Bunch of contacts, which will or already have received the email promotion. Each sending is the segment from main DB that were exported to the Sending Module.
Engagements	Records of opens and click for content from the prospects.
Collection	List of engaged leads, collected from the lists on the Manage Campaign page.
Lead	A person who showed interest in the marketing promotion, clicked or downloaded the promotional materials.
Contact	A line in the database, contains the contact information like email, first and last name etc.
GDPR (lead)	GDPR lead is a lead from one of GDPR countries. Has special rules of sending, submitting, validating. GDPR itself stands for General Data Protection Regulation.
CS (Content Syndication)	Leads generated via content syndication method.
SE leads	(Not described in the provided text — suggest adding a description later.)
LN leads	Stands for the leads, generated via internal LinkedIn InMail promotions.
CI leads	Stands for leads, generated by Calendar Invites promotions. The purpose of generating such leads is to generate an audience for webinar, live events etc. To become a lead, the contact should agree to the received g-invite to attend the client's event by adding this event to his(prospect) calendar.
SML leads	Stands for Survey Monkey leads. It means they were generated by filling in the particular surveys and their answers and contact email are recorded in our database.

DPO leads	DPO stands for Direct Phone Outreach. DPO leads are leads that were generated by making calls to the contacts. Once the contact gives an agreement to receive a promotional content, he/she becomes a DPO lead.
Hard Bounce	Is an email that couldn't be delivered for permanent reasons. Maybe the email's a fake address, maybe the email domain isn't a real domain, or maybe the email recipient's server won't accept emails.
Soft Bounce	Is an email that couldn't be delivered because of temporary reasons.
HE (Happy Email)	An email, that is sent to check if the DPO lead's email is valid and deliverable.
Contact structure	(No description provided — suggest filling this in based on data model.)

ABR	Text	Comment
CAT	Campaign Analysis Team	
CC	Campaign Coordinators	
CMP	Campaign Manage Page	/campaigns/manage
CQ	Custom Questions	Answered the questionnaire in a letter (on LP)
CTA	Call To Action	Action Buttons - Download, Subscribe, Join
EOD	End Of Day	
GDPR	[General Data Protection Regulation](#)	
HE	Happy Email	An email, that is sent to check if the DPO lead's email is valid and deliverable
HF	Hot Fix	Label on tasks in Jira
ICP	Ideal Customer Profile	The ideal lead profile that the Customer desires (in the requirements)
ITBrief		a partner who receives leads from us via API
LAL	Lead Acquisition Lists	Lead generation lists (NAC, SUP, etc)
Leads CI	Calendar Invites	Invitation via calendar event
Leads CS	Content Syndication	Syndication is the re-publication of existing content, either partially or in full.
Leads DPO	Direct Phone Outreach	By direct call

Leads LN	LinkedIn	
Leads SE	Special Edition	Leads from secret partners
Leads SML	Survey Monkey Leads	This means that they were obtained by completing specific surveys and their responses and contact email address are entered into our database.
List ABM	Account-Based Marketing List	This is a list of target companies (accounts) that the marketing team identifies for personalized engagement as part of an ABM strategy.
List NAC	Named Account List	This is a pre-defined list of target companies (named accounts) on which marketing and/or sales activities are focused as part of an ABM strategy.
List SUP	Suppression List	List of what/who needs to be excluded
List TAL	Target Account List	This is a list of priority companies that are targeted for marketing and/or sales efforts. It is used for pinpoint targeting in ABM.
LLP	Live Landing Page	
Module CM	Campaign Management	
Module DPO	Direct Phone Outreach	
Module IM	Import Module	
Module LG	Leads Generation	
Module LP	Landing Page	
Module LSM	Lead Submission Module	
Module LV	Lead Verification	
Module SM	Sending Module	
MT	Multitouch	In some campaigns, we need to engage potential customers with more than one touch. These campaigns are called multi-touch (MT) campaigns.
MVP	Minimum Viable Product	A minimum viable product that includes only the most essential features to solve a user's key problem.
NC	Nurturing Campaign (воспитание, выращивать, ухаживать)	We get additional engagement for already accepted leads.
NWC	not with the company anymore	app_system.emails_status_***.valid = 4

OPT-in text		This is a text notification used in email marketing to inform the user that he or she agrees (gives informed consent) to receive emails or other communications from a particular company or service.
PLP	Promotion Landing Page	Offer page created in Module LP
POC	Proof of Concept	Coordination of the campaign concept with the client. What graphics, advertising materials, types of letters, templates, etc. will be used.
RICE	Reach, Impact, Confidence, Effort	task prioritization method RICE Score = (Reach × Impact × Confidence) / Effort
SCS	Send to Content Syndication	
TBA	To Be Announced	will be announced later
TBC	To Be Confirmed	requires confirmation
TBD	To Be Determined	will be determined later
TYE	thank you email	
Verif DRS	Data ReSearch	
Verif OV	Online Verification	
Verif PV	Phone Verification	