### Terms and definitions from all courses

#

**404 page**: A URL that tells the visitor that the webpage does not exist

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

**Abandoned cart**: When a potential customer adds an item to their cart, but doesn’t complete the purchase

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

**Accessibility**: Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

**Acquisition email**: An email sent to acquire new customers

**Ad auction**: A process that determines the best ad to show to a person at a given point in time

**Ad extension**: A Google Ads feature that shows additional information about the business, such as website links, a phone number, or address

**Ad formats**: Elements such as text, videos, images, digital content ads, and more that make up a Google Ad

**Ad group**: A group of ads that is organized by a group of keywords

**Ad spend**: How much a company spends directly on advertisements

**Agency**: An outside partner that fulfills a company’s digital marketing and advertising needs

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

**Anchor text**: The visible text in a hyperlink

**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

**Area chart**: Represents data in the same way as a line chart, but with the space under the line filled in to form a visual area

**Artificial intelligence (AI)**: A field developing intelligent machines and software that simulate human thought or work

**Attribution**: Assigns credit for conversions from ads, last clicks, or other touch points along a user's path to conversion completion

**Attribution project**: Organization for macro and micro conversions in Google Analytics

**Automated bidding strategy**: A Google Ads feature that automatically sets a bid for an ad based on an ad’s likelihood to result in a click or conversion that helps achieve a specific goal

**Autonomous marketing**: Uses real-time analytics to automate marketing activities

**Average daily budget**: The average amount set for each ad campaign on a per-day basis

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

**Average session duration**: Reported in seconds, a calculation that divides the total duration of all sessions by the number of sessions

**Awareness stage**: The first stage of the marketing funnel, when a potential customer first becomes aware of the product or service

B

**Backlink**: A link that points to a website from another site

**Behavioral data**: Refers to information about the actions a customer takes—or doesn’t take—when it comes to shopping on a website

**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

**Bid**: The amount a marketer is willing to spend each time a potential customer clicks their ad or calls their business

**Bid modification**: Bidding a percentage more or less than a starting bid

**Bidding strategy**: Tells an advertiser how much to pay for each user action related to an ad

**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

**Blogging**: Refers to self-published writing that lives online

**BOPIS**: An acronym for “buy online, pick up in store”

**Bounce rate**: The percentage of website visitors who view one page and then leave the site

**Brand**: How a business or organization is perceived by the public

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

**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

**Brand awareness metrics**: Metrics that measure the attention a brand received across all social media platforms during a reporting period

**Brand equity**: The value consumers attribute to one brand’s offerings when compared with similar products from another brand

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

**Brand identity**: The combination of elements that inform how people perceive a brand

**Brand position statement**: Outlines exactly what a company does and for whom, and what makes it different from competitors

**Brand safety**: Keeping a brand's reputation safe when they advertise online

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

**Brand voice guidelines**: Describes the way a brand should be presented in writing

**Branded content**: Any post that features a third-party product, brand, or sponsor

**Breadcrumbs**: A row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the homepage

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

**Broad match**: A keyword match type in Google Ads that shows ads when someone searches for a term related to a keyword

**Broken link**: A link that leads to a webpage that no longer exists

**Bucket testing**: (refer to **A/B testing**)

**Budget spend**: How much is allocated to or spent on a campaign

**Business goal**: A desired aim, achievement, or outcome for a business

**Business-to-business (B2B)**: Refers to when businesses sell products or services to other businesses (when businesses purchase from each other)

**Business-to-consumer (B2C)**: Refers to when businesses sell products or services to consumers (when consumers purchase from businesses)

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

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

**Cell:** A position in a spreadsheet with a column and row designation; for example, cell A2 is the unique position in column A and row 2

**Change management:** Methods, practices, approaches, and processes that organizations take to ensure changes are implemented smoothly

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

**Chronological feed**: A social media stream that displays the latest published content first

**Click**: An interaction with an ad and online user

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

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

**Closed captions**: Subtitles that are overlaid on video and can be turned on and off by users

**Color contrast ratios**: Measures the luminescence (or brightness) of a lighter color against the luminescence of a darker color

**Comma-separated values (CSV)**: A file format in which a comma is placed between each data value in the file

**Competition**: The other sellers that exist already in the market

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

**Confidence interval**: The range of possible values after accounting for the margin of error

**Confidence level**: How likely an experiment’s range of results would contain all results if the test ran longer; most researchers select a 95% confidence level

**Consideration stage**: The second stage of the marketing funnel, when a marketer provides customer with more detailed information

**Consumer-to-business (C2B)**: Refers to when individuals (consumers) sell products or services to businesses (when businesses purchase from consumers)

**Consumer-to-consumer (C2C)**: Refers to when individuals (consumers) sell products or services to other consumers (when consumers purchase from each other)

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

**Content buckets**: Categories to group marketing content

**Content marketing**: A marketing technique that focuses on creating and distributing valuable content to a specific audience

**Continuous metrics**: Metrics that are measured and change over time

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

**Conversion paths**: A feature in Google Analytics that enables a marketer to view the first and last touchpoints before conversion and touchpoints in between

**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 **Conversion stage**: The third stage of the marketing funnel, when a marketer capitalizes on the interest people have already shown

**Cookie**: A small file stored on devices that tracks user behavior and analyzes traffic

**Copy**: Any written material that encourages a customer to buy a product or service

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

**Cost per action (CPA)**: The amount a marketer pays when someone completes a desired action

**Cost per click (CPC)**: The amount a marketer pays when someone clicks on their ad

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

**Cost per view (CPV)**: The amount a marketer pays when a viewer watches a video ad for a minimum amount of time or interacts with it, such as when they click a link embedded in the video

**Crawlers**: Automated software that crawls (fetches) pages from the web and indexes them

**Crawling**: The process of finding new or updated webpages

**Creatives**: Any content that can be promoted in a campaign, such as text, images, GIFs, or videos

**Cross-channel attribution**: A model in Google Analytics that attributes a percentage of a conversion to all advertising channels with touchpoints

**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

**Custom audiences**: A platform feature that allows a marketer to create relevant remarketing campaigns to reach highly-specific groups of people by uploading email lists of existing customers and followers

**Customer acquisition**: The process of gaining new customers

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

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

**Customer journey**: The path customers take from learning about a product, to getting questions answered, to making a purchase

**Customer journey map**: A visualization of the touchpoints a typical customer encounters along their purchase journey

**Customer lifetime value (LTV or CLV)**: The average revenue generated per customer over a certain period of time

**Customer persona**: Represents a group of similar people in a desirable audience

**Customer persona barrier**: What is preventing the customer from achieve their goal

**Customer persona goal**: What the customer wants to achieve

**Customer referral**: A word-of-mouth initiative that encourages existing customers to introduce their family, friends, and contacts to become new customers

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

**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

**Dashboard**: A tool to track, analyze, and display KPIs, metrics, and insights dynamically based on interactive user criteria

**Data**: A collection of facts or information

**Data analysis**: Examining data to draw conclusions, make predictions, and drive informed decision-making

**Data analytics**: Monitoring and evaluating data to gain actionable insights

**Data anonymization**: Techniques to mask or remove personal information from data to protect the identities of people

**Data bias**: Human error that skews data collection or interpretation of data in a certain direction

**Data ethics**: The study and evaluation of moral challenges related to data collection and analysis

**Data privacy**: Rights of individuals under the law to control how their personal information is collected, processed, shared, archived, and deleted

**Data-driven attribution**: Measures customer engagement with marketing content across channels to understand what is motivating them to take action

**Data-ink ratio**: The proportion of ink (or pixels in digital content) that is used to present actual data compared to the total amount of ink (or pixels) used in an entire visualization

**Data pulling**: Collecting data from analytics tools and putting it in a spreadsheet or database

**Data reporting**: Organizing and summarizing data to track performance across marketing and sales efforts

**Data storytelling**: Conveying data insights to a specific audience using a clear and compelling narrative

**Data visualizations**: Graphical representations of data that convey information

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

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

**Demographic targeting**: Delivering an ad based on user information, like age

**Demographics**: Information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

**Digital advertising**: Communication made by a company to promote its brand, product, or service using various platforms and online channels

**Digital channel**: Any communication method or platform a business can use to reach their target audience online

**Digital marketing**: The practice of reaching consumers online through digital channels with the aim of turning them into customers

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

**Dimensions**: Attributes or characteristics of an event that determine the metrics collected in Google Analytics

**Discrete metrics**: Metrics that have specific values, can be counted, or are binary—like on/off or true/false settings

**Display ad**: A visual ad format placed on websites or applications

**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

**Duration**: How long a campaign will run

**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

**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

**Earned media**: Any positive digital exposure generated through personal or public recommendations

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

**Email body**: The text in the main content of an email

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

**Email copy**: The text in a subject line, preview text, and email

**Email marketing**: The process of sending messages to a list of existing subscribers to share information, drive sales, or create community

**Email marketing provider**: A company that offers email marketing or bulk email services

**Email marketing report**: A collection of KPIs presented to the team and stakeholders to inform them of a campaign’s progress

**Email marketing strategy**: A set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising

**Engagement**: How an audience interacts with a brand on social media

**Engagement marketing**: (refer to **experiential marketing**)  **Event**: An activity that causes data collection to occur in Google Analytics

**Evergreen content**: Content that will be relevant over a long period of time

**Exact match**: A keyword match type in Google Ads that shows ads when someone searches for a term that has the same meaning or same intent as a keyword

**Experiential marketing**: The process of encouraging consumers to not only purchase a brand or product, but to experience it

**External link**: A link on a website that leads to content on other sites

F

**Featured snippet**: A special box that displays information about a search in the results page **Federated Learning of Cohorts (FLoC)**: Grouping people together when they have similar browsing characteristics without the use of a unique identifier per browser; may be used for internet-based advertising which is an alternative to using cookies

**First click attribution**: Assigns all the credit to the first touchpoint that eventually leads to a conversion

**Flight**: (refer to **duration**)

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

**Follower**: Someone who opts in to receive updates from a business or brand on a social media platform

**Footer**: A navigation section at the bottom of a website

**Forecasting**: The process of predicting the future demand for products

**Forward rate**: The percentage of recipients who click on the “share” button to post to social media or who click the “forward” button to send to others

**Frequency**: How many times an individual encounters an ad

**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

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

G

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

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

**GIF**: An animated image

**Goal-based automated bidding**: A bidding strategy where a marketer sets an ROAS or cost per action target to maximize the advertising goal at a certain efficiency

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

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

**Google Business Profile**: A tool that allows local businesses to tailor how their information appears on Google Search and Google Maps

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

**Google knowledge panels**: Information boxes that appear on Google when someone searches for people, places, organizations, or things that are available in Google’s knowledge database

**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 Search Console**: A tool that helps users better understand how a website is performing on Google Search

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

**Googlebot**: The generic name of Google's crawler

H

**Hashing**: A security method which turns the personal information in email lists into randomized code

**Hashtag**: A word or phrase preceded by the pound symbol that indicates that a piece of content relates to a specific topic or category

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

**Histogram**: Shows individual data points that have been categorized into ranges, with the frequency of each range represented by the height of a unique column

**Home page**: The main page of a website

**Horizontal bar chart**: A 90-degree rotation of a vertical column chart

**HTTPS**: An internet communication protocol that protects the integrity and confidentiality of data between the user’s computer and the site

**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

I

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

**In-house**: Within a single company

**Inclusive marketing**: The practice of improving representation and belonging within the marketing and advertising materials that an organization creates

**Incremental sales:** The sales during a period of time that are above and beyond what a business normally sells in that timeframe

**Indexing**: The process of Google saving and organizing website information to display in the search engine

**Influence**: The degree to which a stakeholder can convince people to take certain actions

**Influencer**: A person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media

**Influencer-generated content**: Any post created by an influencer that promotes a brand’s products and services

**Influencer marketing**: The process of enlisting influential people to endorse or mention a brand or product to their followers on social media

**Influencer marketing platform**: Software that provides influencer discovery tools such as large searchable databases of potential influencers

**Informative report**: A report used to provide company leadership with a broad understanding of campaign performance, focusing on larger metrics like return on investment (ROI) and other key performance indicators (KPIs)

**Insight**: Information that is discovered through research or data analysis and that can be actioned upon to benefit a marketing strategy

**Insight report**: A report that finds meaning in the data and aims to communicate that meaning at a high-level to stakeholders

**Interest**: The degree to which a project informs or impacts a stakeholder’s objectives

**Interest targeting**: Delivering an ad based on user preferences

**Internal link**: A link on a website that points to other pages on the site

**Internet troll**: A person who intentionally antagonizes others online by posting inflammatory, unnecessary, or offensive comments or other disruptive content

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

**Keyword**: A search term that people use to find information, products, or services online

**Keyword research**: The process of finding terms and phrases that people use in search engines

**Keyword stuffing**: The practice of loading a webpage with keywords or numbers in an attempt to manipulate a site’s ranking in the search results

L

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

**Last click attribution**: Assigns all the credit to the last known touchpoint before conversion

**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

**Lead**: A potential customer who has interacted with a brand and shared personal information, like an email address

**Lead generation**: The practice of collecting a potential customer’s email address

**Lifetime ROAS**: The result of multiplying the number of new customers by the total LTV and dividing the result by the ad spend

**Lifetime value (LTV)**: The average revenue generated per customer over a certain period of time

**Line chart**: A chart in which individual data points for a changing variable are connected with a continuous line

**Linear attribution**: Assigns equal credit to each touchpoint along the customer journey

**List growth rate**: The rate at which an email subscriber list grows

**List-based remarketing**: Uses lists of existing customers or visitors who have provided their email address and shows specific ads to them

**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

**Local search**: A search query that generates local-based search results

**Local SEO**: Optimizing content so that it displays in Google's local search algorithms

**Location targeting**: Delivering an ad based on user location

**Lookalike audience**: People with similar demographics and behaviors who haven’t yet been introduced to a brand

**Loyalty stage**: The fourth stage of the marketing funnel, when customers become repeat customers and brand advocates

**LTV to CAC ratio**: The total LTV (total lifetime value) divided by CAC (customer acquisition cost)

M

**Macro conversion**: A completed purchase transaction

**Macro-influencers**: Influencers with between 100,000 and 1 million followers

**Manual action**: Google’s way to demote or remove webpages that are not compliant with its webmaster quality guidelines

**Manual bidding**: Managing bids based on the criteria the marketer selects

**Margin of error**: The statistically-calculated difference between a test result and the theoretical result that could have come from a test with a lot more users

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

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

**Marketing automation**: The practice of using software, programs, and technology to create and implement applications to automate marketing tasks

**Marketing funnel**: A visual representation of the process through which people go from learning about a brand to becoming loyal customers

**Marketing goal**: An objective in a marketing plan or strategy that supports a business goal

**Marketing mix models**: Statistical models advertisers use to predict the effectiveness and ROI of an advertising spend

**Marketing return on investment (ROI)**: A metric calculated by subtracting the marketing cost from the total sales growth and dividing the result by the marketing cost

**Maximum bid**: The highest amount a marketer is willing to bid on a platform; also known as the ceiling

**Media mix**: A combination of digital channels marketers use to reach their goals and how they divide their budget among them

**Media mix models**: (refer to **marketing mix models**)

**Media plan**: Contains details about where, when, and how often an ad will appear across all media channels

**Mega-influencers**: Influencers with 1 million or more followers

**Meme**: An amusing or interesting item—such as a captioned picture or video—that is spread widely online

**Merge tag**: (refer to **personalization tag**)

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

**Metrics**: Quantifiable measurements that are used to track and assess a business objective

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

**Micro-influencers**: Influencers with between 10,000 and 100,000 followers

**Microblogging**: Blogging on a smaller scale; Ideal for distributing short-form content quickly and frequently

**Minimum bid**: The lowest amount a marketer is allowed bid on a platform; also known as the floor

**Mobile-friendly webpage**: A webpage that is designed to load quickly and render well on a phone screen

**Monthly active users**: Refers to the number of unique customers who visit a platform over a month-long span

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

**Multivariable testing**: (refer to **multivariate testing**)

**Multivariate testing**: A method of testing where two or more versions of content with several differing variables are compared to determine which combination yields better results

N

**Nano-influencers**: Influencers with 10,000 followers or fewer

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

**Negative keywords**: Search terms excluded from an ad campaign

**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

**Net Promoter Score (NPS)**: A metric that helps predict future customer engagement by asking customers, “How likely is it that you would recommend our product to a friend?”

**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

**Newsletter**: An email sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers

O

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

**Omnichannel**: The integration or synchronization of content on multiple channels

**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 captions**: Subtitles that are embedded directly in video and can’t be hidden or turned off by users

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

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

**Operational report**: A report that provides real-time updates and information on metrics like audience growth rates, impressions, click-through rates, and more

**Optimization score**: An estimate of how well a Google Ads account is set to perform

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

**Organic results**: Search results not paid for by advertisers

**Organic search**: Unpaid results a search engine produces when a search is performed

**Organic social media**: Any social media activity that does not require a paid promotion

**Owned media**: All the digital content a brand fully controls

P

**Paid media**: Any form of digital promotion a brand pays to put online

**Paid results**: Search results that advertisers pay to show whenever a user runs a search containing certain keywords

**Paid social media**: Displaying paid advertisements or sponsored marketing messages on social media platforms to target a specific audience

**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

**Pay-per-click (PPC) advertising**: A type of advertising that allows the advertiser to pay only when someone clicks on an ad link

**Performance goal:** A target that has a measurable, numeric value

**Performance marketing**: The process of using concrete information about customer behaviors to plan and refine marketing and sales strategies

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

**Performance reporting**: (refer to **data reporting**)

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

**Personalization tag**: A code that allows the writer to insert unique user data from their mailing list into emails

**Personalized advertising**: A type of advertising that relies on user interest or behavior data to determine the right audience for ads

**Personally identifiable information (PII)**: Information that could be used to directly identify, contact, or locate an individual

**PESTLE analysis**: An audit that identifies political, economic, social, technological, legal, and environmental factors that may affect a marketing strategy

**Phrase match**: A keyword match type in Google Ads that shows ads when someone searches for a term that includes the meaning of a keyword

**Pie chart**: A chart that shows data with partial and whole results

**Pillars of social media marketing**: The pillars that can help guide an effective social media marketing campaign: strategy, planning and publishing, listening and engagement, analytics and reporting, and paid social media

**Pivot table**: A visualization that changes the view of data in a spreadsheet to a different perspective to categorize it or to identify an insight or trend (without changing the data itself)

**Pixel-based remarketing**: A process that sends ads automatically to users after placing a cookie into their web browser that tracks the pages and products they view

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

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

**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

**Power grid**: (refer to **stakeholder map**)

**Predicted lifetime value** **(pLTV)**: The predicted revenue generated by customers over a period of time that includes the future

**Predictive analytics**: Uses historical data to predict what might happen

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

**Preview text**: Text next to an email’s subject line in the inbox that gives extra insight into what’s inside the email

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

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

**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

**Promoted post**: A social media post that a marketer pays the platform to make more visible

**Promotional email**: An email sent out to inform subscribers of new or existing products or services

**Property**: A website, mobile application, or web page that is associated with a unique measurement ID in Google Analytics to enable metrics collection

**Psychographic data**: Refers to information based on customers’ activities, interests, and opinions

**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

**Qualitative data**: Information that describes qualities or characteristics

**Quality control**: The process through which a business seeks to ensure that product quality is maintained or improved

**Quantitative data**: Information that can be counted or compared on a numeric scale

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

**Query:** The words typed into a Google Search bar

R

**Rank**: A webpage’s position in the search engine results pages (SERPs), which is determined by an algorithm

**Reach**: The total number of unique individuals who encounter an ad across their different devices

**Real-time analytics**: Monitors immediate data for insights to respond to events more quickly

**Real-time marketing**: A marketing approach that involves responding to current events, trends, or feedback in real or near-real time, almost always on social media

**Redirect testing**: A method of testing where two ads or webpages with different URLs are tested against each other to determine which yields better results

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

**Remarketing**: A strategy in which a marketer uses paid ads to target customers who have visited a website, app, or social media profile

**Remarketing ad**: An advertisement delivered to previous purchasers, subscribers, or visitors to a brand’s website or social media

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

**Repurposing content**: The process of recreating and republishing content in different formats

**Responsive display ad**: A display ad that automatically adjusts its size, appearance, and format to fit available ad spaces

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

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

**Retention email**: An email sent to a current customer with the intent of keeping them as a customer

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

**Return on investment (ROI)**: A ratio of net income (money made) to investment (money spent)

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

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

**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

**Rich results**: Enhanced results in Google Search with extra visual or interactive features

**Rule of seven**: A marketing concept that states a potential customer must see a message at least seven times before they’re ready to take action

S

**Schema**: The type of code used for structured data markups

**Screen enlargement application**: Technology that helps users see content more easily by magnifying text and images on a computer or digital device screen

**Screen reader**: An application that converts text, buttons, images, and other screen elements into speech or Braille

**Search algorithm**: An automated process that helps locate information to answer a user’s query

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

**Search engine**: Software that provides information on a search query

**Search engine marketing (SEM):** Increasing a website’s visibility on a search engine results page through paid advertising

**Search engine optimization (SEO)**: The process of increasing the visibility of website pages on search engines to attract more relevant traffic **Search engine results pages (SERPs)**: The results pages that appear when someone performs a search query

**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

**Segment**: A subset of analytics data that features a common characteristic; examples are a user segment, an event segment, or a session segment

**Segmentation**: The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

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

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

**Sitemap**: A file that provides information about the pages, videos, and other files on a site, and the relationships between them

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

**Smart bidding**: Automated bidding strategies that use machine learning to optimize for conversions or conversion value with each 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

**Social ads**: Paid advertisements on social media platforms targeted to social media users

**Social listening**: Refers to tracking and analyzing conversations and trends related to a brand

**Social listening tool**: Software that helps track mentions of a brand, relevant keywords, and direct feedback from multiple social media platforms in one place

**Social media**: Any digital tool that enables users to create and share content publically

**Social media algorithm**: A way of sorting posts in a user’s feed based on relevancy rather than the order in which they are published

**Social media analytics**: The process of collecting data from social media platforms and analyzing that data to make business decisions

**Social media calendar**: A calendar of all social media posts

**Social media engagement**: Refers to the actions people take on social media, such as likes, favorites, comments, shares, Retweets, saves, clicks, hashtags, and mentions

**Social media marketing**: The process of creating content for different social media platforms in order to drive engagement and promote a business or product

**Social media report**: A document that presents relevant data and analysis about a brand’s social media activities

**Social media sentiment**: The attitude and feelings people have about a brand on social media

**Social media target audience**: The specific group of people a company wants to reach on social media platforms **Social share**: When a customer shares a product or service with their social media followers

**Social testing**: A process that provides data-driven insights about a brand’s social media performance and audience preferences

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

**Spam**: Unsolicited and unwanted junk email sent out in bulk to a broad recipient list

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

**Spend-based automated bidding**: A bidding strategy where a marketer sets a daily budget to maximize their advertising goal

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

**Split testing**: (refer to **A/B testing**)

**Stakeholder**: Someone with an interest in or a concern for a project and its results

**Stakeholder map**: A grid with four quadrants and two variables—interest and influence—that can be used to keep track of the influence and needs of stakeholders and the level of communication required to work with them

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

**Statistical significance**: A determination of whether a test result could be due to random chance or not

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

**Strategy**: A plan to achieve a marketing goal

**Structured data**: Code used to describe a webpage’s content better to search engines

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

**Subdomain**: The subset of a larger domain used to organize an existing website into a different page URL

**Subject line**: The first text recipients see after the sender’s name when an email reaches their inbox

**Subpage**: A lower-level page that appears below the homepage of a website

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

**Suggested bid**: A recommended bid range

**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

**SWOT analysis**: An audit that identifies a company’s strengths, weaknesses, opportunities, and threats

T

**Tactic**: An action a marketer takes to make a marketing goal happen

**Tag management system (TMS)**: Enables the deployment and management of many tags for multiple advertising platforms and systems in a simple and centralized way

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

**Targeted location**: The towns, cities, or countries in which an ad will appear

**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

**Third-party cookies**: Cookies that aren’t developed and distributed by a website’s owner but are distributed through third-party tools

**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

**Tone**: How a brand’s voice is applied

**Total LTV**: The average revenue generated by customers over a period of time that includes the past to the present

**Touchpoint**: Any interaction a customer has with a brand during their purchase journey

**Traditional advertising**: Non-digital ad placements, like newspapers, radio, TV, or billboards

**Traffic**: The number of visits that a website receives

**Transferable skills**: Skills from other areas that can help someone progress in a career in marketing

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

**Tweet**: Any message posted to Twitter; May contain elements like text, photos, videos, links, and audio

U

**Unique selling proposition (USP):** An explanation of why a product or service is better than the competition

**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

**URL**: The address of a webpage or file on the internet

**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

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

**User-generated content (UGC)**: Any content created by people, rather than brands

**UTM**: A text tag added to a URL to help monitor that content

V

**Variables**: Refers to the segments, dimensions, and metrics configured in a Google Analytics account

**Variants**: Different versions of the same content served to users during an A/B test

**Vertical column chart**: A chart in which individual measurements are each shown as a vertical column

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

**Visitors**: The total number of times people have been to a website or app as a result of clicking an ad

**Visual hierarchy**: A structured organization of visual components that groups elements together, places elements in a natural or predictable pattern (such as reading from left to right), or leads to the most important elements to click on

W

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

**Webinar**: A presentation, typically educational, that is provided online

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

**Webpage title element**: Text that provides both the users and search engines with a page’s topic

**Website prompt**: A digital banner that calls on a website visitor to act in some way

**Welcome email**: An email sent out to brand new customers or subscribers

**Approvals** [Move table to top of document when ready for review]

**Instructions for PgMs:** Copy/paste this section at the beginning of the document when ready **Instructions for approvers:** After you’ve reviewed, mark X in Review Complete? Column

|  |  |  |  |
| --- | --- | --- | --- |
| **Role** | **Name** | **Date Reviewed** | **Review Complete? (x)** |
| **ID** |  |  |  |
| **DEI** |  |  |  |
| **PgM** |  |  |  |
| **SME** |  |  |  |
| **Legal** |  |  |  |
| **Proofreading** | Shyna Gill | **3/28/22** | **x** |