

BIMA Digital Day Glossary

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Abbreviation / Term	Definition / Meaning
AB testing	AB or A/B testing refers to testing two different versions of a page or a page element such as a heading, image or button for effectiveness. The alternatives are served alternately, with the visitors to the page randomly split between the two pages. Changes in visitor behaviour can then be compared using different metrics such as click-through rate on page elements such as buttons or images, or macro-conversion rates, such as conversion to sale or sign-up.
Above the Fold	Indicates whether a banner advertisement or other content is displayed on a web page without the need to scroll. This is likely to give higher click-through, but note that the location of the 'fold' within the web browser is dependent on the screen resolution of a user's personal computer.
AMPs	A standard to increase page download speed on mobile devices, the AMP framework consists of three components: AMP HTML, which is a standard HTML with web components; AMP JavaScript, which manages resource loading; and AMP caches, which can serve and validate AMP pages. Access platform A method for customers to access digital media.
Accessibility	An approach to site, app and digital platform design intended to accommodate usage particularly required by the visually impaired and visitors with other disabilities including motor control, learning difficulties and deafness. Users whose first language is not English can also be assisted. The aim is to deliver a satisfactory experience for all users accessing digital content using different digital platforms, including operating systems, devices and browsers with relevant settings.
ABM	Account-Based Marketing is the process business to business (B2B) marketers use to communicate with buyers and users of services within target businesses within a market to generate new accounts and grow penetration into existing accounts.
Acquisition	Strategies and techniques used to gain new customers.
Activation	A prospect or customer takes the first step in actively using an online service after initial registration or purchase.
Ad Creative	The design and content of an ad
Ad Impression	Similar in concept to a page impression; describes one viewing of an advertisement by a single member of its audience. The same as ad view, a term that is less commonly used.
Ad inventory	The total number of ad impressions that a website can sell over time (usually specified per month).
Ad network	Provide an opportunity for businesses to advertise via a collection of media sites (typically publishers) using a central broker who coordinates ad serving, tracking and payment for ads.
Ad retargeting	Ads are served to people who have previously interacted with a brand, for example through visiting a website, social media profile or searching. In Google, retargeting is known as remarketing.
Ad serving	The term for displaying an advertisement on a website. Often the advertisement will be served from a web server different from the site on which it is placed.
Ad space	The area of a web page that is set aside for banner advertising.
Adaptive mobile web design	Generally a more sophisticated approach than responsive web design, which involves delivering an experience optimised for targeted handsets and splits the code and processing to render on different devices between the client and the server.

Advertisement	Advertisements on websites are usually banner advertisements positioned as a masthead on the page. Other formats of advertisements appear on social media, in apps and much more.
Affiliate Marketing	A commission-based arrangement where referring sites (publishers) receive a commission on sales or leads by merchants (retailers or other transactional sites). Commission is usually based on a percentage of product sale price or a fixed amount for each sale (CPA, or cost-per-acquisition), but may also sometimes be based on a per-click basis, for example when an aggregator refers visits to merchants.
Affiliate Network	Third-party brokers, also known as affiliate managers, that manage recruitment of affiliates and infrastructure to manage a merchant's affiliate programme in the form of links, tracking and payment of a range of affiliates.
Affiliates	Companies promoting a merchant, typically through a commission-based arrangement either direct or through an affiliate network.
Agents	Software programs that can assist people to perform tasks such as finding particular information such as the best price for a product.
Aggregators	An alternative term to price comparison sites or comparison search engines (CSEs). Aggregators include product, price and service information, comparing competitors within a sector such as financial services, retail or travel. Their revenue models commonly include affiliate revenues (CPA), pay-per-click advertising (CPC) and display advertising (CPM).
Agile Software Development	An iterative approach to developing software and website functionality with the emphasis on face-to-face communications to elicit, define and test requirements. Each iteration is effectively a mini-software project including stages of planning, requirements analysis, design, coding, testing and documentation.
Agnostic	Usually means neutral in context of digital marketing. For example, a campaign 'platform agnostic' or 'device agnostic' so it is accessible to the audience regardless of platform or device.
Allowable cost-per-acquisition	A target maximum cost for generating leads or new customers profitably.
Alt tags	Alt tags appear after an image tag and contain a phrase associated with that image. For example: <code></code> .
Anchor text (also known as link anchor text)	The (usually) clickable text element representing a hyperlink. Or, more prosaically, the body copy that is hyperlinked.
API	Application programming interfaces (API) is the method of exchanging data between systems such as website services. For example, when Twitter Cards are used to show embedded quotes on a website, these are transferred using an API.
AI	Artificial Intelligence (AI) is software and services that perform tasks previously requiring human analysis and interaction. Marketing applications of AI typically aim to improve business-to-customer communications including targeting media, personalised messaging and customer service interactions.
Atomisation	Atomisation in a Web 2.0 context refers to a concept where the content on a site is broken down into smaller fundamental units that can then be distributed via the web through links to other sites. Examples of atomisation include the stories and pages in individual feeds being syndicated to third-party sites and widgets.
Attrition Rate	Percentage of site visitors lost at each stage in making a purchase.

Audit (external)	Consideration of the business and economic environment in which the company operates. This includes the economic, political, legal, social and technological factors (usually referred to by the acronym STEP or SLEPT).
Audit (internal)	A review of the effectiveness of digital communications, such as the website, social media presence, app.
AR	Augmented Reality (AR): In contrast to VR, augmented reality supports and enhances real-world interactions. For example, retailers can enable consumers to try on new clothing or glasses using AR devices.
Authentication	The process of verifying a claimed identity of a user, device, or other entity in a computer system.
Autoresponders	Software tool or 'agent' running on a web server that automatically sends a standard reply to the sender of an email message.
Avatar	A term used in computer-mediated environments to mean a 'virtual person'. Derived from the word's original meaning: 'n. the descendant of a Hindu deity in a visible form; incarnation; supreme glorification of any principle'.
AOV	Average Order Value (AOV): The average amount spent for a single checkout purchase on a retail site for a particular customer group, e.g. first-time purchasers.
Backbones	High-speed communication links used to enable internet communications across a country and internationally.
Backlink	Hyperlink that links to a particular web page (or website), typically used to refer to linking from another site. Also known as an inbound link.
Balanced Scorecard	A very important framework for setting and monitoring business performance. Metrics are structured according to customer issues, internal efficiency measures, financial measures and innovation.
Bandwidth	Indicates the speed at which data are transferred using a particular network medium. It is measured in bits per second (bps).
Banner advertisement	A typically rectangular graphic displayed on a web page for purposes of brand building or driving traffic to a site. It is normally possible to perform a click-through to access further information from another website. Banners may be static or animated.
Behavioural ad targeting	Enables an advertiser to target ads at a visitor as they engage with other forms of digital media, such as publisher sites, mobile apps or other sites on an ad network, to encourage them to purchase or engage with a brand.
Behavioural loyalty	Loyalty to a brand is demonstrated by repeat sales and response to marketing campaigns.
Bid	A commitment by a trader to purchase under certain conditions.
Bid adjustments	An approach introduced by Google in 2013 as 'enhanced campaigns', but later renamed to simplify the management of ads displayed in different locations, different day parts (times of day) and different devices.
Biddable media	Businesses have to bid against other businesses in auctions to achieve visibility for their adverts – for example, when using pay-per-click advertising or programmatic advertising.
Big data	Refers to applications to gain value from the increasing volume, velocity and variety of data integrated from different sources. These enhance insight to deliver more relevant communications through techniques such as marketing automation and social CRM (Customer Relationship Management).

Blockchain	A distributed ledger comprising batches of encrypted transaction records called blocks, which can be secured over a peer-to-peer network such as the internet. The system is secure and transaction history can't be modified to provide an audit trail.
Blog	Personal online diary, journal or news source regularly updated by one person, an internal team or external guest authors. Postings are usually in different categories. Typically comments can be added to each blog posting to help create interactivity and feedback.
Blueprint	Shows the relationships between pages and other content components, and can be used to portray organisation, navigation and labelling systems.
Botnet	Often referred to as 'bots'. Independent computers, connected to the internet, are used together, typically for malicious purposes through controlling software. For example, they may be used to send out spam or for a denial-of-service attack where they repeatedly access a server to degrade its software. Computers are often initially infected through a virus when effective anti-virus measures are not in place.
Bounce rate	Proportion of visitors to a page or site who exit after visiting a single page only, usually expressed as a percentage. E.g. 34% bounce rate.
Brand	The sum of the characteristics of a product or service perceived by a user.
Brand advocate	A customer or potential customer who has favourable perceptions of a brand who will talk favourably about a brand to their acquaintances to help generate awareness of the brand or influence purchase intent.
Brand building campaigns	Campaign focus is on building brand awareness, brand consideration and brand preference. Typically longer-term campaigns.
Brand equity	The brand assets (or liabilities) linked to a brand's name and symbol that add to (or subtract from) a service.
Brand experience	The frequency and depth of interactions with a brand can be enhanced through communications and experiences.
Brand identity	The totality of brand associations including name and symbols that must be communicated.
Branding	The process by which companies distinguish their product offerings from the competition by the sum of the characteristics of the product or service as perceived by the customer. Examples include brand imagery, brand values.
Brand response campaigns	Campaign focus is on brand-building, blending direct response components to encourage opt-in, trial, consultation or purchase.
Brochureware (site)	A simple site with limited interaction with the user that replicates offline marketing literature.
Browser	Browsers such as Google Chrome™, Apple Safari®, Microsoft Edge™, and Ecosia provide an easy method of accessing and viewing information stored as HTML web documents on different web servers.
Bundling	Bundling combines several product or service options into a package of services, typically at a discounted price.
Business model	A summary of how a company will generate revenue, identifying its product offering, value-added services, revenue sources and target customers.
Business to business (B2B)	Commercial transactions and communications between an organisation and other organisations (inter-organisational marketing).
B2B exchange or marketplace	Virtual intermediaries with facilities to enable trading between buyers and sellers.

Business to consumer (B2C)	Commercial transactions and communications between an organisation and consumers.
Buy-side e-commerce	E-commerce transactions between a purchasing organisation and its suppliers.
Call back service	A facility available on the website for a company to contact a customer at a later time as specified by the customer.
Call centre	A location for inbound and outbound telemarketing.
Campaign big idea	The overarching message or 'hook' that engages the audience and underpins all elements of a campaign in order to resonate with the target audience. The big idea should ideally be rooted in insight and linked to the campaign's objectives to ensure it has maximum impact and relevance.
Campaign URL (CURL)	A web address specific to a particular campaign. So, rather than using the standard web address (e.g. bima.co.uk) a specific campaign address is used (e.g. bima.co.uk/bima-programmes/bima-digital-day)
Capabilities	Capabilities are intangible and are developed from the combined and coordinated behaviour and activities of an organisation's employees, and therefore embedded in the organisation and processes. The definition of a capability is an organisation's ability to 'perform a set of coordinated tasks, utilising organisational resources, for the purposes of achieving a particular end result'.
Card sorting, or web classification	The process of arranging a way of organising objects on the website in a consistent manner.
Cascading style sheets (CSS)	A mechanism for adding style (e.g. fonts, backgrounds, colours, spacing) to web documents, which is independent of the content. CSS enable different style elements to be controlled across an entire site or sections of a site. Style elements that are commonly controlled include typography, background colour and images, and borders and margins. Responsive website design (RWD) for desktop and mobile can also be supported.
Catalogue	Catalogues (also known as directories) provide a structured listing of registered websites in different categories. They are similar to an electronic version of Yellow Pages. Yahoo! and Excite are the best-known examples of catalogues. The distinction between search engines and catalogues has become blurred since many sites now include both facilities as part of a portal service.
Change management	Controls to minimise the risks of project-based and organisational change, for example with a digital transformation project.
Channel	A form of media that is specific from others. E.g. website, social media, digital radio, outdoor.
Channel buyer behaviour	Describes which content is visited by a consumer and the time and duration, via a specific media (e.g. the app).
Channel conflicts	A significant threat arising from the introduction of an internet channel is that while disintermediation gives the opportunity for a company to sell direct and increase the profitability of products, it can also threaten existing distribution arrangements with existing partners.
Channel marketing strategy	Defines how a company should set specific objectives for digital channels and how they integrate with traditional channels, including web, mobile and social media, and vary its proposition and communications for this channel.
Channel outcomes	Record of customer actions taken as a consequence of a visit to that particular channel (e.g. website).
Channel profitability	The profitability of a channel (e.g. website), taking into account revenue and cost and discounted cash flow.

Channel promotion	Measures that assess why customers visit or use a particular channel (e.g. website) – which adverts they have seen, which sites they have been referred from.
Channel satisfaction	Evaluation of the customer's opinion of the service quality on the site and supporting services such as email.
Channel structure	The configuration of partners in a distribution channel.
Churn rates	The percentage of customers who end their relationship with a company, typically calculated as the number of customers who left a company during a period divided by total customers at the beginning of the period. It is straightforward to calculate for subscription businesses, but requires a definition of 'active customers' for other types of businesses such as retailing.
Clicks-and-mortar	A business combining an online and offline presence. Mixed-mode buying is supported through 'click and collect' (a UK term) or BOPIS (buy online pick-up in store, a US term).
Clicks-only (internet pureplay)	An organisation with no physical retail presence. It will instead, have a principally online presence. It does not operate a mail-order operation or promote inbound phone orders.
Clickstream	A record of the path a user takes through a website. Clickstreams enable website designers to assess how their site is being used.
Clickstream analysis	Reviewing the online behaviour of site visitors based on the sequence of pages that they visit, the navigation and promotion they respond to, the ultimate outcomes and where they leave the site.
Click-through	A user clicks on a text or image-based call-to-action/hyperlink on a website or mobile app, which directs them to a page that contains further information.
Click-through rate (CTR)	Expressed as a percentage of total ad impressions, and refers to the proportion of users viewing an advertisement who click on it. It is calculated as the number of click-throughs divided by the number of ad impressions. E.g. 2.7% CTR
Client discovery process	An initiative to learn what a client or brand needs from a campaign, their strategic initiatives that it must align with, their goals and their marketing outcomes.
Cloud computing	A term that is a metaphor for shared computing resources, which require minimal management input and can be accessed via the internet. Relies on sharing of computing resources.
Co-branding	An arrangement between two or more companies that agree to jointly display content and perform joint promotion using brand logos, email marketing or banner advertisements. The aim is that the brands are strengthened if they are seen as complementary. Co-branding is often a reciprocal arrangement, which can occur without payment as part of a wider agreement between partners.
Cohort analysis	A technique used to assess how the loyalty or engagement of a group of customers changes through time.
Cold list	Data about individuals that are rented or sold by a third party. (They are not existing customers or prospects of the organisation wishing to use the data.)
Collaborative filtering	Recommended content or promotions are automatically created based on reviewing similarities in how customers behave.
Co-marketing	A partnership agreement reached between different businesses to promote each other, typically based on sharing content (and potentially promotions) principally to the audience of owned media channels such as social media, blog and email marketing.
Commoditisation	The process whereby product selection becomes more dependent on price than on differentiating features, benefits and value-added services.

Competitive intelligence (CI)	A process that transforms disaggregated information into relevant, accurate and usable strategic knowledge about competitors, position, performance, capabilities and intentions.
Competitor analysis	Identifying the companies that are competing for an organisation's business and then reviewing what they are good at, what their strengths are, where their weaknesses are, what they are planning, where they want to take the company and how they behave when other companies try to take their market share.
Competitor benchmarking	A structured analysis of the online services, capabilities and performance of an organisation within the areas of customer acquisition, conversion, retention and growth.
Consumer behaviour	Research into the motivations, media consumption preferences and selection processes of consumers as they use digital channels together with traditional channels to purchase online products and use other online services.
Customer-to-business (C2B)	Consumer-led communications and dialogue directed at the business.
Customer-to-customer (C2C)	Also referred to as 'Consumer-to-consumer'. Informational or financial transactions between consumers, but usually mediated through a business site. E.g. social media conversations between audience members, affiliated with a particular brand.
Contact or touch strategy	Definition of the sequence and type of outbound communications required at different points in the customer lifecycle. Includes event-triggered automated interactions such as an email welcome sequence for a new subscriber.
Content	The design, text and graphical information that forms a web page. Good content is the key to attracting customers to a website and retaining their interest or achieving repeat visits.
Content audit	A structured review of the effectiveness of different content types and formats to meet the needs of users and the business, using quantitative and qualitative techniques.
Content calendar (or editorial calendar)	A plan for scheduling the creation of new or updated content for different audiences to support business goals for new visitors or increased conversion as part of content marketing.
Content developer	A person responsible for updating web pages within part of an organisation.
Content distribution / delivery network (CDN)	A system of servers distributed globally with copies of data stored locally to enable more rapid download of content. Their use has increased with growth of streaming video and more complex web applications.
Content management	Software tools for managing additions and amendments to website content.
Content management system (CMS)	An online service or software tool for creating, editing and updating online content assets such as text and visual content forming web or mobile app pages.
Content mapping	Different content types and formats are reviewed for their potential for engaging target audiences through the customer lifecycle. Current content use and distribution can be reviewed against competitors to uncover new options a company can use.
Content marketing	The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals, published through print and digital media including web and mobile platforms which are repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites.
Content marketing hub	A central, branded location where your audience can access and interact with all your key content marketing assets. In a practical sense, the content hub can be a blog or new section, an online customer magazine or a resource centre.

Content network	Sponsored links are displayed by the search engine on third-party sites such as online publishers, aggregators or social networks. Ads can be paid for on a CPC, CPM or CPA basis. There are also options for graphical or video ads in addition to text-based ads.
Content strategy	The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals, published through print and digital media including web and mobile platforms, which is repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites.
Contextual ad	Ad relevant to page content on third-party sites brokered by search ad networks.
Contextual marketing	Relevant communications are delivered consistent with the context of the recipient, which can depend on their location, time or place.
Contra-deals	A reciprocal agreement in the form of an exchange where payment doesn't take place. Instead, services or ad space to promote another company as part of co-branding occurs.
Control page	The page against which subsequent optimisation will be assessed. Typically, a current landing page. When a new page performs better than the existing control page, it becomes the control page in subsequent testing. Also known as 'champion-challenger'.
Conversion marketing	Using marketing communications to maximise conversion of potential customers to actual customers.
Conversion rate	Percentage of site visitors who perform a particular action such as making a purchase. E.g. 3.1% conversion rate.
Conversion rate optimisation (CRO)	Improving the commercial returns from a transactional site through increasing conversion to key goals such as sales, quotes or bookings or leads. CRO combines customer and competitor research with evaluation of customer behaviour using web analytics and AB and multivariate testing.
Conversion window	The period of time after an interaction with a media channel or ad (such as an ad click or video view) during which an outcome such as a lead or purchase is credited to the media channel.
Cookies	Small text files stored on an end user's computer to enable websites to identify the user.
Core product / service	The fundamental benefits and features of the product that meet the user's needs.
Core web vitals	Google-defined measures added to its pre-existing Search signals for page experience, including mobile-friendliness, safe browsing, HTTPS security and intrusive interstitial guidelines that may negatively affect ranking if quality is low. They are: largest contentful paint (LCP), which refers to page-loading performance; first input delay (FID), which is the responsiveness of your web page based on when the browser can first respond to an interaction; and cumulative layout shift (CLS), which refers to the frequency of unexpected layout changes as the page loads.
Cost-per-acquisition (CPA)	The cost of acquiring a new customer or achieving a sale. Typically limited to the communications cost and refers to cost-per-sale for new customers. May also refer to other outcomes such as cost-per-quote or enquiry. Practitioners will often seek to reduce their CPA.
Cost-per-click (CPC)	The cost of each click from a referring site to a destination site, typically from a search engine in pay-per-click search marketing. Practitioners will seek to reduce their CPC.

Cost-per-thousand (CPM)	The cost of placing an ad viewed by 1,000 people.
Cross-selling	Persuading existing customers to purchase products from other categories than their typical purchases.
Customer acquisition	Strategies and techniques used to gain new customers.
Customer behaviour analysis	In digital markets, this type of analysis involves research into the motivations, media consumption preferences and selection processes used by consumers as they use digital channels together with traditional channels to purchase online products and use other online services.
Customer-centric	An approach to marketing or digital experience design based on detailed knowledge of customer behaviour within the target audience, which seeks to fulfil the needs and wants of individual customers or customer segments. (This is being genuinely customer-centric, rather than being led by what stock / service the organisation needs to sell.)
Customer communication channels	The range of media used to communicate directly with a customer.
Customer data platforms (CDPs)	A CDP provides a consolidated view of customer data from marketing, sales and service channels to maintain a consolidated view of customer profiles and interactions, potentially including: personal identifiers; website visits with tracking codes; mobile app sessions; email responses; chat transcripts; audio recordings of customer service interactions; social media comments; and purchase orders.
Customer engagement	Repeated interactions through the customer lifecycle prompted by online and offline communications aimed at strengthening the long-term emotional, psychological and physical investment a customer has with a brand.
Customer engagement strategy	A strategy to encourage interaction and participation of consumers with a brand through developing content and experiences with the aim of meeting commercial objectives. It is closely related to the development of content marketing and social media strategy.
Customer experience	The combination of rational and emotional factors in using a company's services (online and offline) that influences customers' perceptions of a brand.
Customer experience management (CXM)	A holistic approach to managing customer experience and customer engagement across digital and non-digital touchpoints including web, mobile and social digital platforms, in-store and by call centres.
Customer extension	Techniques to encourage customers to increase their involvement with an organisation.
Customer identity and access management (CIAM)	A category of application for managing user access and consent to online information and services typically known as social log-in or sign-on.
Customer insight	Knowledge about customers' needs, profiles, preferences and digital experiences from analysis of qualitative and quantitative data. Specific insights can be used to inform marketing tactics directed at groups of customers with shared characteristics.
Customer journey	A description of modern multichannel buyer behaviour as customers use different media and touchpoints to achieve their goals, including selecting suppliers, making purchases and gaining customer support as part of the 'path-to-purchase'.
Customer lifecycle	The stages each customer will pass through in a long-term relationship with an organisation including acquisition, retention and extension, prompted by digital and non-digital communications touchpoints.

Customer loyalty	The desire on the part of the customer to continue to do business with a given supplier over time.
Customer profiling	Evaluating customers' specific interests and characteristics, based on their behaviours and interactions with a brand and communications.
Customer relationship management (CRM)	Using digital communications technologies to maximise sales to existing customers and encourage continued usage of online services through techniques including a database, personalised web messaging, customer services, chatbots, email and social media marketing.
Customer retention	Techniques to maintain relationships with existing customers.
Customer satisfaction	The extent to which a customer's expectations of product quality, service quality and price are met.
Customer scenarios	Alternative tasks or outcomes required by a visitor to a website. Typically accomplished in a series of stages of different tasks involving different information needs or experiences. What do you want them to do?
Customer segments	Identifying key customer segments and targeting them for relationship building.
Customer touchpoints	Communications channels through which companies interact directly with prospects and customers. Traditional touchpoints include face to face (in-store or with sales representatives), phone and mail. Digital touchpoints include web services, email and mobile phones.
Dark patterns	A marketing technique that is misleading and not endorsed. It applies persuasion principles to design and user interface messaging, making an offer appear more compelling than it truly is, to increase conversion and revenue. It is not an ethical approach to marketing.
Data warehouse / data lake	A data lake is storage repository holding a diverse range of raw data. It is available for analysis and reporting by people across an organisation. A data warehouse contains structured data.
Data mining	When dealing with legacy systems, data mining is the process of cleaning, scrubbing and preparing data to help with: supporting decision-making; storage and maintenance of data; access and analysis of data for a variety of colleagues and software interfaces. The aim is to provide easy access to data to enable decision-making, generation of reports, data queries and more.
Data subject	The individual on who data is held.
Database marketing	Systematically collecting data on potential, current, or past customers. Maintaining the accuracy of this data. Using the data for personalised marketing to customers, and helping to develop marketing strategy.
Data-driven marketing	Using insight about customer profiles, preferences and interactions with a brand to increase the relevance and effectiveness of marketing communications through research, data analysis and personalisation of messages to customers and prospects.
Deep link	Jakob Nielsen's term for a user arriving at a site deep within its structure, rather than on the home page.
Deliverability	Refers to ensuring email messages are delivered and aren't blocked by spam filters because the email content or structure falsely identifies a permission-based email as a spammer, or because the sender's IP address has a poor reputation for spam.
Demand analysis	Quantitative determination of the potential use and business value achieved from online customers of an organisation. Qualitative analysis of perceptions of online channels is also assessed.

Demand-side platforms (DSPs)	A service that enables ads to be managed across multiple ad networks and ad exchanges through a single interface designed for managing reporting and performance.
Demographics	Variations in attributes of the population such as age, sex, income and social class.
Denial-of-service attack (DOS)	Also known as a distributed denial-of-service (DDoS) attack, this involves a hacker group taking control of many 'zombie' computers attached to the internet whose security has been compromised. This 'botnet' is then used to make many requests to a target server, thereby overloading it and preventing access to other visitors.
Design for analysis (DFA)	The required measures from a site are considered during design to better understand the audience of a site and their decision points.
Design phase (of site construction)	The design phase defines how the site will work in the key areas of website structure, navigation and security.
Destination website	Site typically owned by a retailer or manufacturer brand, which users are encouraged to click through to.
Development (of site)	'Development' is the term used to describe the creation of a website by programmers. It involves writing the HTML content, creating graphics and writing any necessary software code such as JavaScript or ActiveX (programming).
DevOps	An approach to development of systems that involves a more collaborative and closer relationship between development and operations teams with the aim of reducing deployment times and frequency of system updates and improving their stability.
Differential advantage	A desirable attribute of a product offering that is not currently matched by competitor offerings.
Differential pricing	Identical products are priced differently for different types of customers, markets or buying situations.
Digital accessibility	An approach to website, app and digital device design intended to accommodate universal usability including that required by the visually impaired and users with other disabilities, including motor control, learning difficulties and deaf users. Users whose first language is not English can also be assisted.
Digital analytics	Data analysis techniques used to assess and improve the contribution of digital marketing to a business, including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction research, leads and sales. Formerly known as web analytics when it was limited to website data.
Digital asset	The graphical and interactive material that supports a campaign displayed on social media, third-party sites and on microsites, including display ads, email templates, video, audio and other interactive media.
Digital brand	A digital brand is a brand identity used for a product or company online that differs from the traditional brand. (Also known as an online brand).
Digital business or e-business	Electronically mediated information exchanges, both within an organisation and with external stakeholders, supporting the range of business processes.
Digital currency or cryptocurrency	A digital or virtual currency that is secured by cryptography, which makes it extremely difficult to counterfeit or double-spend. Many cryptocurrencies are decentralised networks based on blockchain technology.
Digital customer experience	A brand's total digital experience includes a brand's presence on different platforms including desktop website, mobile site and apps, ads on gaming platforms and digital in-store. The quality of digital experience is based on the combination of rational and emotional factors of using a company's online services that influences customers' perceptions of a brand online.

Digital display advertising	Display ads are paid ad placements using graphical or rich media ad units within a web page or app to achieve goals of delivering brand awareness, familiarity, favourability and purchase intent. Many ads encourage interaction through prompting the viewer to interact or 'rollover' to play videos, complete an online form or to view more details by clicking through to a site.
Digital disruption	Innovations in digital media, data and marketing technology that enable a change to a new basis for competition in a market or across markets.
Digital marketing	The application of digital media, data and technology integrated with traditional marketing communications to achieve marketing objectives.
Digital marketing dashboard	A visual summary of Key Performance Indicators (KPIs) showing the contribution of digital marketing to an organisation's goals. It should show month-on-month and year-on-year performance comparisons, and ideally performance against targets for business goals.
Digital marketing metrics	Measures that indicate the effectiveness of digital marketing activities integrated across different channels and platforms in meeting customer, business and marketing objectives.
Digital marketing strategy	Definition of the capabilities and strategic initiatives to support marketing and business objectives an organisation should deploy to harness digital media, data and marketing technology to increase omnichannel engagement with their audiences using digital devices and platforms. Its scope should include opportunities from both new business and revenue models and always-on and campaign communications.
Digital media	Communications and interactive services based on digital content accessible through different technology platforms and devices including the internet, web, mobile phones, computers, TV and digital signage.
Digital media attribution	A digital analytics technique for assessing the contribution of different media channels such as advertising, search, social or email marketing to conversions and value generated from website visitors.
Digital media channels	Online communications techniques using paid, owned and earned media to achieve goals of brand awareness, familiarity and favourability, and to influence purchase intent by encouraging users of digital media to visit a website or mobile app to engage with the brand or product and ultimately to purchase online, or offline through traditional media channels such as by phone or in-store. The six main channels include search engine marketing, social media marketing, email marketing, display advertising, public relations and partner marketing.
Digital media de-duplication	A single referrer of a visit leading to sale is credited with the sale based on the last-click method of digital media channel attribution.
Digital natives	Term used to describe people who have grown up with digital media and technology. Some consider this to include Millennials (Generation 'Y', born 1981 to 1996), who started using the web and smartphones in their teenage years, but strictly it starts with Zoomers or Generation Z, born 1997 onwards, who start using tablets or smartphones as soon as they can pick them up.
Digital public relations (online PR)	Maximising favourable mentions of your company, brands, products or websites on third-party websites that are likely to be visited by your target audience. Online or digital PR can extend reach and awareness of a brand within an audience and will also generate backlinks vital to SEO. It can also be used to support viral or word-of-mouth marketing activities in other media.
Digital rights management (DRM)	The use of different technologies to protect the distribution of digital services or content such as software, music, movies or other digital data.

Digital signage	The use of interactive digital technologies within billboard and point-of-sale ads. For example, videos and Bluetooth interaction.
Digital transformation	A staged programme of organisational improvements to business models, people, process and technologies used for integrated digital marketing in order to maximise the potential business contribution of digital technology, data and media.
Direct marketing	Marketing to customers using one or more advertising media aimed at achieving measurable responses and/or transactions.
Direct response	Usually achieved in an internet marketing context by call-back services.
Direct response campaigns	Campaign focus is on increasing immediate purchase intent, also known as sales activation. Typically shorter-term campaigns. Digital media increase options to gain immediate opt-in to communications or sampling with the aim of nurturing to sale.
Direct-to-customer model	A brand that has previously communicated to its customers via intermediaries such as media sites or wholesalers now communicates directly via digital media such as social networks, email and websites.
Directories	Directory websites provide a structured listing of registered websites in different categories. General directories such as Yahoo! were popular, but are no longer used since search engines provide more quality information. Some niche directories are still relevant.
Discovery or analysis phase	The identification of the requirements of an online service. Techniques to achieve this may include quantitative analysis of digital analytics data and qualitative analysis involving focus groups, questionnaires sent to existing customers or interviews with key accounts.
Disintermediation	The removal of intermediaries such as distributors or brokers that formerly linked a company to its customers.
Display ads	Use of graphical or rich media ad units within a web page to achieve goals of delivering brand awareness, familiarity, favourability and purchase intent. Many ads encourage interaction through prompting the viewer to interact or rollover to play videos, complete an online form or to view more details before clicking through to a site.
Display (or content) network	Sponsored links are displayed by the search engine on third-party sites such as online publishers, aggregators or social networks. Ads can be paid for on a CPC, CPM or CPA basis. There are also options for graphical or video ads as well as text-based ads.
Disruptive technologies	New technologies that prompt businesses to reappraise their strategic approaches.
Distance-selling law	Legal requirements for providing information about the contractual agreement entered into between a merchant and customer for providing goods and services, including company information, pricing, additional costs and returns.
Distribution channels	The mechanism by which products are directed to customers, either through intermediaries or directly.
Domain name	The web address that identifies a web server.
Domain name registration	The process of reserving a unique web address that can be used to refer to the organisation website, in the form of <a href="http://www.<organisationname>.com">www.<organisationname>.com or <a href="http://www.<organisationname>.co.uk">www.<organisationname>.co.uk .
Domain name system (DNS)	The domain name system (DNS) provides a method of representing internet Protocol (IP) addresses as text-based names. These are used as web addresses. For example, www.microsoft.com is the representation of site 207.68.156.58. Domain names are divided into the following categories:

	<p>Top-level domain name such as .com or .co.uk. (Also known as global (or generic) top-level domain names (gLTD).)</p> <p>Second-level domain name. This refers to the company name and is sometimes referred to as the 'enterprise name', e.g. novell.com.</p> <p>Third-level or sub-enterprise domain name. This may be used to refer to an individual server within an organisation, such as support.novell.com.</p>
Download	The process of retrieving electronic information such as a web page or email from another remote location such as a web server.
Duplicate content	Different pages that are evaluated by the search engine to be similar and so don't rank highly, even though they may be for distinct products or services.
Dynamic content	Copy, creative and offer in an email is customised in an automation service based on rules or real-time content to increase its relevance to the recipient with the aim of increasing response.
Dynamic pricing	Prices can be updated in real time according to the type of customer or current market conditions.
Early adopters	People, organisations or departments that invest in new technologies and techniques ahead of others.
Earned media	The audience is reached through editorial, comments and sharing online. (NOT paid for by the organisation.)
Earnings-per-click (EPC)	A relative measure of the effectiveness of a site or section of a site in generating revenue for the site owner through affiliate marketing for every 100 outbound clicks generated.
E-business	All electronically mediated information exchanges, both within an organisation and with external stakeholders, supporting the range of business processes.
E-commerce	All financial and informational electronically mediated exchanges between an organisation and its external stakeholders.
E-commerce transactions	Transactions in the trading of goods and services conducted using the internet and other digital media.
Econometric modelling	A quantitative technique to evaluate the past influence or predict the future influence on a dependent variable (typically sales in a marketing context) of independent variables, which may include product, price, promotions, and the level and mix of media investments.
Effective cost-per-thousand (CPM)	A measure of the total revenue a site owner can achieve through advertising or other revenue options. eCPM is calculated as advertising revenue achieved for every 1,000 pages that are served for the whole site or a section.
Effective frequency	The number of exposures or ad impressions (frequency) required for an advertisement to become effective.
Effectiveness	Meeting process objectives, delivering the required outputs and outcomes, 'doing the right thing'.
Efficiency	Minimising resources or time needed to complete a process, 'doing the thing right'.
E-government	The use of internet technologies to provide government services to citizens.
Electronic customer relationship management (e-CRM)	Using digital communications technologies to maximise sales to existing customers and encourage continued usage of online services. Today, CRM is synonymous with e-CRM.
e-marketing	Achieving marketing objectives through use of electronic communications technology.

e-word of mouth (eWOM)	An extension of traditional face-to-face word of mouth, whereby communication exchanges between individuals take place in digital environments.
Email	Sending messages or documents, such as news about a new product or sales promotion, between individuals. A primitive form of push channel. Email may be inbound or outbound.
Email advertising	Advertisements contained within email such as newsletters.
Email marketing	Typically applied to outbound communications from a company to prospects or customers to encourage purchase or branding goals. Email marketing is most commonly used for mailing to existing customers on a house list, but can also be used for mailing prospects on a rented or co-branded list. Emails may be sent as part of a one-off campaign, or can be automated, event-based triggered emails such as a Welcome strategy, which can be broadcast based on rules about intervals and customer characteristics. See Inbound email and Outbound email.
Email service providers (ESPs)	Provide a web-based service used by marketers to manage their email activities including hosting email subscription forms, broadcast and tracking. (This means the organisation outsources this aspect of their email marketing, rather than doing it all in-house.)
Emergent strategy	Strategic analysis, strategic development and strategy implementation are interrelated and are developed together.
Emotional loyalty	Loyalty to a brand is demonstrated by favourable perceptions, opinions and recommendations of the brand to others.
Encryption	The scrambling of information into a form that cannot be interpreted. Decryption is used to make the information readable again.
Environmental scanning	The process of continuously monitoring and analysing events in an organisation's environment(s) that have implications for planning.
E-procurement	The electronic integration and management of all procurement activities including purchase request, authorisation, ordering, delivery and payment between a purchaser and a supplier.
E-retail	The sale of goods and services via the internet or other electronic channels for individual consumers. This definition includes all e-commerce and related activities that ultimately result in transactions.
Ethical standards	Practices and behaviours that are morally acceptable to society.
Exchange	See business-to-business exchanges or marketplaces.
Exit intent survey	A usability technique to identify website or app users' task completion and satisfaction against their intended tasks.
Exit page	The page from which a visitor exits a website. It is identified by web analytics services.
Expert reviews	An analysis of an existing site or prototype by an experienced usability expert who will identify deficiencies and improvements to a site, based on their knowledge of web design principles and best practice.
Extended product	Additional features and benefits beyond the core product.
External link building	A proactive approach to gain quality links from third-party sites. It can be considered to be an element of online PR since it involves getting your brand visible on third-party sites and creating backlinks related to your site.
Extranet	Formed by extending an intranet beyond a company to customers, suppliers, collaborators or even competitors. This is password-protected to prevent access by general internet users.

Faceted navigation	Enables users to rapidly filter results from a product search based on different ways of classifying the product by its attributes or features. For example, by brand, by sub-product category or by price bands.
Feed (or RSS feed)	Blog, news or other content is published by an XML standard and syndicated for other sites or read by users in RSS reader services such as Google Reader, personalised home pages or email systems. RSS stands for really simple syndication.
Findability	An assessment of how easy it is for a web user to locate a single content object or to use browse navigation and search systems to find content. Like usability it is assessed through efficiency – how long it takes to find the content, and effectiveness – how satisfied the user is with the experience and relevance of the content they find.
Firewall	A specialised software application mounted on a server at the point where a company is connected to the internet. Its purpose is to prevent unauthorised access into the company by outsiders. Firewalls are essential for all companies hosting their own web server.
First-mover advantage	The benefits of being an early entrant into the marketplace.
First-party cookies	Served by the site currently in use – typical for e-commerce sites.
Flow	Describes how easy it is for users of a site to move between the different pages of content of the site.
Focus group	Online focus group using group video calls are similar to offline focus groups where discussion among a small group of people is facilitated by a leader.
Form	A method on a web page of entering information such as order details.
Forward auctions	Item purchased by highest bid made in bidding period.
Forward path analysis	Reviews the popularity of subsequent clicks that occur from a page. This form of analysis is most beneficial from important pages such as the home page, product and directory pages. Use this technique to identify messaging/navigation combinations that work best to yield the most clicks from a page.
Frame	A technique used to divide a web page into different parts, such as a menu and separate content.
Freemium	A business model where some services or content are provided free of charge to enable the service to be trialled while other content or more advanced features must be paid for.
Gamification	The process of applying game thinking and mechanics to engage an audience by incrementally rewarding them for achievements and sharing.
Global (or generic) top level domain names gLTD)	The part of the domain name that refers to the category of site. The gLTD is usually the far-right part of the domain name, such as .co.uk or .com.
Globalisation	The increase of international trading and shared social and cultural values.
Google Ads	An approach introduced by Google in 2013 to simplify the management of ads displayed in different locations, different day parts (times of day) and on different devices.
Google Display Network	Different types of online publishers agree for Google to display contextual ads on their sites for a fee, for example as part of the AdSense programme.

Google's Product Listing Ads (PLAs)	Product information such as pricing and images are uploaded to Google's servers using a product feed in XML or text formats for display in ads within Google AdWords or Google Shopping.
Graphic Design	All factors that govern the physical appearance of a web page.
Graphics Interchange Format (GIF)	A graphics format used to display images within web pages. An interlaced GIF is displayed gradually on the screen, building up an image in several passes.
Growth hacking	A mindset that focuses marketing activities on increasing the scale and profitability of a business through testing and improving techniques for improving the value of audience touchpoints across the customer lifecycle of reach, interactions, conversion and engagement.
Hacker	Someone who enjoys exploring the details of programmable systems and how to stretch their capabilities.
Halo effect	The role of one media channel on influencing sale or uplift in brand metrics. Commonly applied to online display advertising, where exposure to display ads may increase click-through rates when the consumer is later exposed to a brand through other media, for example sponsored links or affiliate ads. It may also improve conversion rates on destination sites through higher confidence in the brand or familiarity with the offer. See Media-multiplier.
Hit	Recorded for each graphic or text file requested from a web server. It is not a reliable measure for the number of people viewing a page.
Hold-out testing	A group within an audience is excluded from communications to compare their behaviour or value to other groups that receive alternative forms of communications such as different offers or different frequency.
Home page	The index page of a website with menu options or links to other resources on the site. Usually denoted by <web_address>/index.html.
House list	Data about existing customers used to market products to encourage future purchase.
Hreflang attribute	Specifies the intended country and language (in ISO 639-1 format) for web content to search engines, for example de: German language content, independent of region; en-GB: English language content, for GB users; and de-ES: German language content, for users in Spain.
HTML	(Hypertext Markup Language) A standard format used to define the text and layout of web pages rendered by web browsers.
HTTP	(Hypertext Transfer Protocol) A standard that defines the way information is transmitted across the internet.
Hurdle rate	The proportion of customers that fall within a particular level of activity. For example, the percentage of members of an email list that click on the email within a 90-day period, or the number of customers that have made a second purchase.
Hype cycle	A graphic representation of the maturity, adoption and business application of specific technologies.
Hyperlink	A method of moving between one website page and another, indicated to the user by text highlighted by underlining and/or a different colour. Hyperlinks can also be achieved by clicking on a graphic image such as a banner advertisement that is linked to another website.
Identity theft	The misappropriation of the identity of another person, without their knowledge or consent.
Inbound digital communications	Customers enquire through web-based form and email. See Web self-service.

Inbound email	Email arriving at an organisation.
Inbound link	See Backlink.
Inbound marketing	The consumer is proactive in seeking out information for their needs, and interactions with brands are attracted through content, search and social media marketing.
Incidental offline advertising	Driving traffic to the website is not a primary objective of the advert.
Index inclusion	Ensuring that as many of the relevant pages from your domain(s) are included within the search engine indexes you are targeting to be listed in.
Influencer	People who provide endorsements, reviews, insights, and other such benefits as product placement to their followers. Most often via platforms based on user generated content, such as YouTube, social media, blogs.
Macro influencer	Typically an influencer with more than 100,000 followers and at least a 3% engagement rate. Have often gained their audience through the internet itself (e.g. YouTubers, before they become mega influencers).
Mega influencer	Typically an influencer with more than 1 million (1,000,000) followers. Usually more famous than influential. Usually A list or B list celebrities.
Micro influencer	Typically an influencer with between 1,000 and 100,000 followers. They tend to have a particular specialism (area of interest) with a very engaged audience.
Nano influencer	Typically an influencer with less than 1,000 followers. Often someone who may have influence in their particular community, such as a family network, a local charity, Reddit.
Influencer relationship management (IRM)	A structured process to continuously manage and measure influencer outreach as a programme of campaigns based on content assets and 'always-on' activities against defined goals.
Information architecture	The combination of organisation, labelling and navigation schemes constituting an information system.
Integrated marketing	A planned approach to achieve communications goals by delivering consistent, coherent messaging, creative and branding to audiences across different channels and media placements. Creative treatments and interactivity should be designed to take advantage of specific channels such as social network, email or website to make them more effective.
Integrated marketing communications (IMC)	The coordination of communications channels to deliver a clear, consistent message.
Integrity	See Security Methods.
Intellectual property rights (IPRs)	These protect the intangible property created by corporations or individuals that is protected under copyright, trade secret and patent laws.
Interaction rate (IR)	The proportion of ad viewers who interact with an online ad through rolling over it. Some will be involuntary depending on where the ad is placed on screen, so it is highly dependent on placement.
Interactivity	The medium enables a dialogue between company and customer.
Intermediaries	Online sites that help bring together different parties such as buyers and sellers.
Internal link architecture	Structuring and labelling links within a site's navigation to improve the results of SEO.

Internet	The physical network that links computers across the globe. It consists of the infrastructure of network servers and communication links between them that are used to hold and transport the vast amounts of information.
Internet-based research	The use of online questionnaires and focus groups to assess customer perceptions of a website or broader marketing issues.
Internet governance	Control of the operation and use of the internet.
Internet marketing	The application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.
Internet of Things (IoT)	A network of objects and devices at home and at work providing sensors and connectivity that enable them to be monitored and exchange data with other systems.
Internet Protocol Television (IPTV)	Digital television service delivered using internet protocol, typically by a broadband connection. IPTV can be streamed for real-time viewing or downloaded before playback.
Internet pureplay	An organisation with the majority of its customer-facing operations online, for example retailers without any physical stores, or mobile app-only based financial services.
Internet service provider (ISP)	Company that provides home or business users with a connection to access the internet. It can also host websites or provide a link from web servers to allow other companies and consumers access to a corporate website.
Interruption marketing	Marketing communications that disrupt customers' activities.
Interstitial ads	Ads that appear between one page and the next.
Intranet	A network within a single company that enables access to company information using the familiar tools of the internet such as web browsers and email. Only staff within a company can access the intranet, which will be password-protected.
Javascript	A form of programming language embedded into websites using the <script> tag used to manage interactions and integrated marketing technology.
Key Performance Indicators (KPIs)	Metrics used to assess the performance of a process and/or whether goals set are achieved. They are often used as incremental measures of ongoing performance in relation to targets, e.g. monthly, to evaluate whether the longer-term goals/objectives (e.g. annual) are likely to be achieved.
Keyphrase / keyword phrase	The combination of words users of search engines type into a search box that form a search query.
Knowledge graph	An infrastructure developed by Google to display related information about people, places and objects.
Lagging performance indicator	A metric that indicates past performance. Corrective action can then be applied to improve performance.
Landing page	An entrance page to the site when a user clicks on an ad or other form of link from a referring site. It can be a home page but more typically, and desirably, a landing page is a page with the messaging focused on the offer. This will maximise conversion rates and brand favourability.
Last-click method of digital channel attribution	The site that referred a visitor immediately before purchase is credited with the sale. Previous interactions and referrals influenced by other customer touchpoints on other sites are ignored.
Latency	The average length of time that different customer types take between different activities, e.g. log-ins, paying bills, first and second purchases.

Lead	Details about a potential customer (prospect). See Qualified lead.
Lead generation	The process of generating leads for the organisation, for example by encouraging them to visit the website and request further information about the product/service.
Lead grading	A technique to measure fit with an organisation's services based on profile information such as job title, company size or sector. Typically leads are graded from A (best fit) to E (poorest fit).
Lead scoring	A technique to measure interest in a business's services based on a lead's behaviour. Typically based on scoring interaction with different types of content, with points potentially taken away for inactivity. The higher the score, the more interested a lead is and therefore better suited for a sales conversation. Typically, leads are graded from 1 (highest interest) to 5 (lowest interest).
Leading performance indicator	A measure that is suggestive of future performance and so can be used to take proactive action to shape future performance.
Lifetime value (LTV)	The total net benefit that a customer or group of customers will provide a company over their total relationship with a company.
Link anchor text	The text used to form the blue underlined hyperlink viewed in a web browser defined in the HTML source. For example, a link: Visit Dave Chaffey's Digital Marketing site is created by the HTML code: <code> Visit Dave Chaffey's Digital Marketing site</code> .
Link building	A proactive approach to gain quality links from third-party sites.
Localisation	Tailoring of website information for individual countries or regions. Localisation can include simple translation, but also cultural adaptation.
Log file	A file stored on a web server that records every item downloaded by users.
Long-tail concept	A frequency distribution suggesting the relative variation in popularity of items selected by consumers.
Machine learning	Creating and applying predictive models and algorithms with the ability to learn without being explicitly programmed. The computer models then make predictions of success based on patterns extracted from historical data. These are used to define rules, which are implemented to automate tasks such as targeting media or emails to the most valuable segments with the most relevant creative, offer and timing.
Machine-to-machine (M2M)	These connections include home and office security and automation, smart metering and utilities, maintenance, building automation, automotive, healthcare and consumer electronics.
Macro-environment	Broad forces affecting all organisations in the marketplace, including social, technological, economic, political, legal and ecological influences.
Malware	Malicious software or toolbars, typically downloaded via the internet, which act as a 'Trojan Horse' by executing unwanted activities such as keylogging of user passwords or viruses that may collect email addresses.
Marketing automation	Enables organisations to automate tasks in the marketing and sales process to profile prospects and customers and deliver more relevant communications, typically delivered as personalised emails and website messages.
Marketing intermediaries	Firms that can help a company to promote, sell and distribute its products or services, for example publisher or media sites, comparison sites, search engines, social networks and blogs.
Marketing mix	The series of seven key variables – product, price, place, promotion, people, process and physical evidence – that are varied by marketers as part of the customer offering.

Marketing planning	A logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.
Marketing qualified lead (MQL)	A prospect who has indicated interest in what a brand has to offer based on assessment of their interaction with a brand or stated preference.
Marketing technology (martech)	Software services and tools used to run marketing operations to support marketing communications goals including customer acquisition, conversion, retention and team communications, and to deliver customer and market insight and reporting.
Marketing-led site design	Site design elements are developed to achieve customer acquisition, retention and communication of marketing messages.
Martech stack	A combination of different software services or online tools used to run all marketing operations across multiple channels including customer acquisition, conversion, retention and team communications, and to deliver customer and market insight and reporting.
Mashup	Websites, pages or widgets that combine the content or functionality of one website or data source with another to create something offering a different type of value to web users from the separate types of content or functionality.
Mass customisation	The creation of tailored marketing messages or products for individual customers or groups of customers, typically using technology to retain the economies of scale and the capacity of mass marketing or production.
Mass marketing	One-to-many communication between a company and potential customers, with limited tailoring of the message.
Media buyer	The person within a company wishing to advertise who places the advertisement, usually via a media broker.
Media buying	The process of purchasing media to meet the media plan requirements at the lowest costs.
Media fragmentation	Describes a trend towards increasing choice and consumption of a range of media in terms of different channels such as web and mobile and also within channels – for example, more TV channels, radio stations, magazines, more websites. Media fragmentation implies increased difficulty in reaching target audiences.
Media multiplier / halo effect	The role of one media channel in influencing sale or uplift in brand metrics. Commonly applied to online display advertising, where exposure to display ads may increase click-through rates when the consumer is later exposed to a brand through other media, for example sponsored links or affiliate ads. It may also improve conversion rates on destination sites through higher confidence in the brand or familiarity with the offer.
Media owners	The owners of websites (or other media such as newspapers) that accept advertisements.
Media planning	The process of selecting the best combination of media to achieve marketing campaign objectives. Answers questions such as 'How many of the audience can I reach through different media?', 'On which media (and ad vehicles) should I place ads?', 'Which frequency should I select?' and 'How much money should be spent in each medium?'
Media queries	A styling approach within cascading style sheets (CSS) specifying breakpoints for different screen widths in pixels enabling the layout to change based on type of device.
Media site	Typical location where paid-for ads are placed.
Meme	An idea, theme or trend that engages an audience and spreads through viral communications.

Merchandising	The activity of promoting the sale of goods, especially by their visible presentation, e.g. on the website, in a retail store window display, in-store displays.
Meta search	A search term query that aggregates results from several search engines or information sources to return results to users.
Meta tags	Text within an HTML file summarising the content of the site (content meta tag) and relevant keywords (keyword meta tag), which are matched against the keywords typed into search engines.
Metadata	Literally, data about data – a format describing the structure and content of data.
Metaverse	Online worlds where people can game, work and communicate in a virtual environment, typically supported by VR headsets, chat and video.
Micro-environment	The players (actors) and their interactions, which influence how an organisation responds in its marketplace.
Microformats	A semantic definition of a specific information type such as a product, event, recipe or review. Schema.org manages some of the most common definitions.
Microsite	A small-scale destination site reached on click-through that is part of the media owner's site.
Mixed-mode buying	The customer's purchase decision is influenced by a range of media such as print, TV and internet.
Mixed reality	The merging of real and virtual worlds to produce environments and visualisations where physical and digital objects co-exist and can interact in real time.
Mobile app	Designed to run on smartphones and tablet computers, apps provide users with rich mobile content by deploying the handset's multiple native capabilities. Apps are available for download from app stores hosted by the mobile operating systems (e.g. App Store for iOS or Google Play™ for Android).
Mobile-first design	A process that starts from smaller, mobile screens with the aim to create the best user experience for people using websites via smartphones. The aim is to encourage simple, minimalist designs.
Mobile marketing	Marketing to encourage consumer engagement when using mobile phones (particularly smartphones) or tablet devices.
Multichannel marketing	Customer communications and product distribution are supported by a combination of digital and traditional channels at different points in the buying cycle or 'path to purchase'. With the range of mobile and IoT touchpoints.
Multichannel marketing strategy	Defines how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.
Multichannel prioritisation	Assesses the strategic significance of the internet relative to other communications channels and then deploys resources to integrate with marketing channels.
Multiscreening	A term used to describe simultaneous use of devices such as digital TV and a smartphone or tablet.
Native advertising	Online content that is integrated with publisher editorial content to promote or enhance a brand, such as a publisher article or social media update. Such content should be disclosed as advertising by law in many countries, and for this reason publishers refer to it as branded content.
Navigational (or brand) search	Searchers use a search engine such as Google to find information deeper within a company site by appending a qualifier such as a product name to the brand or site name. Organisations need to check that relevant pages are available in the search results pages for these situations.

Nested ad content	This refers to the situation when the person undertaking the click-through is not redirected to a corporate or brand site, but is instead taken to a related page on the same site as that on which the advertisement is placed. (Sometimes referred to as a microsite).
Net or network neutrality	The principle of provision of equal access to different internet services by telecommunications service providers.
Net Promoter Score (NPS)	A measure of the number of advocates a company (or website) has who would recommend it compared to the number of detractors.
Newsjacking	A publisher or other brand seeks to take advantage of current topical interest in a story and then add to or subvert it to increase their own publicity.
Nofollow and dofollow tags	A nofollow tag is a basic piece of HTML. Appended to a hyperlink, it allows webmasters to control whether search engines follow a link or not. For example, the following URL on a page of another site allows search engines to visit 'BIMA' website and credit the website with the link; each link is scored by the search engines, supporting SEO: <code>Visit BIMA</code> This normal, natural type of link is sometimes known as 'do-followed'! Here's the same hyperlink, now including a nofollow tag (highlighted in red): <code>Visit BIMA</code> .
Non-repudiability	See Security methods.
Notification	The process whereby companies register with the Information Commissioner to inform about their data holdings.
Offer	A commitment by a trader to sell under certain conditions.
Offline promotion	Using traditional media such as TV, PR, radio and print to achieve communications goals including directing visitors to an online presence.
Omnichannel marketing	This goes a step further than multichannel marketing. Omnichannel marketing is a seamless interaction with an organisation, regardless of which channels the customer or prospect decides to use to interact with the organisation. Planning and optimising always-on and campaign-focused marketing communications tools integrated across different customer lifecycle touchpoints to maximise leads and sales, and delivering a seamless, integrated customer experience to encourage customer loyalty.
One-to-one marketing	A unique dialogue occurs between an organisation and individual customers (or groups of customers with similar needs) using automation and personalisation to increase relevance.
Online branding	See Digital brand.
Online business model	How online channels are used to support brands that, in essence, are the sum of the characteristics of a product or service as perceived by a user.
Online customer experience	The combination of rational and emotional factors in using a company's online services that influences customers' perceptions of a brand online.
Online influencer outreach	Identifying online influencers such as bloggers, media owners or individuals with a large online following in the social networks and then approaching them to partner together to communicate with their audience.
Online influencers or key opinion leaders	Online influencers can include any type of person who publishes online who has a significant following. They can include journalists, bloggers or celebrities.
Online intermediary sites	Websites that facilitate exchanges between consumer and business suppliers.

Online marketing ecosystem	Interactions between different online systems related to a specific hardware or software technology, which may be independent or developed by a particular brand.
Online marketplace	Exchanges of information and commercial transactions between consumers, businesses and governments completed through different forms of online presence such as search engines, social networks, comparison sites and destination sites.
Online presence	Different forms of online media controlled by an organisation including its website, blogs, app, email list and social media presences. Also known as 'owned media'.
Online promotion contribution	An assessment of the proportion of customers (new or retained) who are reached and influenced by online communications.
Online reputation management	Controlling the reputation of an organisation through monitoring and controlling messages placed about the organisation.
Online revenue contribution	An assessment of the direct contribution of the internet or other digital media to sales, usually expressed as a percentage of overall sales revenue.
Online service-quality gap	The mismatch between what is expected of and what is delivered by an online presence.
Online value proposition (OVP)	A statement of the benefits of online services that reinforces the core proposition and differentiates from an organisation's offline offering and those of competitors.
Online voice of customer (VoC)	Qualitative assessments of the effectiveness of digital presence based on direct customer feedback. They answer 'who and why' questions about how customers interact with brands online.
On page optimisation	Writing copy and applying markup such as the <title> tag and headings tags <h1>, <h2>, <h3> to highlight relevant keyphrases within a document to search engines.
Opportunities to see (OTS) or impressions	A measure of campaign reach based on the number of times an ad or campaign content is viewed during a time period. Its definition varies by channel and it sometimes references the average number of times someone has seen an ad (i.e. frequency). Online impressions are used to measure the number of times an ad is served or displayed or a post appears in a social media feed.
Opt-in	An individual gives consent to receive further communications (such as a newsletter) or agrees to a privacy policy (such as enabling personalisation using cookies).
Opt-in email	The customer is only contacted when they have explicitly asked for information to be sent (usually when filling in an on-screen form).
Opt-out	A customer declines the offer to receive further information.
Organic (natural) listings	The pages listing results from a search engine query, which are displayed, below any ads, in a sequence according to relevance of match between the keyword phrase typed into a search engine and a web page according to a ranking algorithm used by the search engine.
Organic social media marketing	Now common practice to distinguish between organic and paid social media marketing activities in a similar way to organic and paid search marketing. Organic social involves using social networks and customer communities to develop relationships, share positive opinions through social media amplification and manage negative social media comments.
Outbound digital communications	Website, mobile push notifications or email marketing are used to send personalised communications to customers.
Outbound email	Email sent from an organisation.
Outbound email marketing	Emails are sent to customers and prospects from an organisation.

Outbound internet based communications	The website and email marketing used to send personalised communications to customers.
Outsourcing	Contracting an outside company to undertake part of the internet marketing activities.
Overt	Typically an animated ad that moves around the page and is superimposed on the website content.
Owned media	Different forms of online media controlled by a company including its website, blogs, email list and social media presence.
Page and ad impressions	One page impression occurs when a member of the audience views a web page. One ad impression occurs when a person views an advertisement placed on a web page or mobile app.
Page request	The process of a user selecting a hyperlink or typing in a uniform resource locator (URL) to retrieve information on a specific web page. Equivalent to page impression.
Page view	See Page impressions.
PageRank and Domain Authority	PageRank is a scale between 0 to 10 used by Google's internal algorithms (named after Google founder Larry Page) to assess the importance of web pages according to the number of inbound links or backlinks. It was publicly shown in Google's browser toolbar until 2016. Today, to get an indication of the authority of a site and page, other options are available such as Moz Domain Authority (DA) and Page Authority (PA), which varies between 0 and 100 and can also be accessed from a toolbar, and is useful for benchmarking the relative authority of sites based on the number of unique links to them.
Paid media	Also known as bought media, a direct payment occurs to a site owner or an ad network when they serve an ad, a sponsorship or pay for a click, lead or sale generated.
Paid search	A relevant text ad with a link to a company page is displayed on the SERPs when the user of a search engine types in a specific phrase. A fee is charged for every click of each link, with the amount bid for the click mainly determining its position. Additionally, PPC may involve advertising through a content network of third-party sites (which may be on a CPC, CPM or CPA basis).
Pandad and Penguin algorithm updates	Changes to Google's algorithm aimed at reducing the impact of webspam. They caused the rankings of many sites to fall. Panda targeted low-quality sites with 'thin' content. Penguin targeted sites using aggressive link building.
Paths-to-purchase	The different sites, channels and devices and information sources that consumers use to inform their purchase decision for a product or service. Also known as conversion pathways on a site.
Pay for performance communications	The wastage from traditional media buys can be reduced online through advertising models where the advertisers only pay for a response (cost-per-click), as in pay-per-click search marketing, or for a lead or sale, as in affiliate marketing.
Payment systems	Methods of transferring funds from a customer to a merchant.
Pay per click (PPC)	Refers to when a company pays for text ads to be displayed on the search engine results pages as a sponsored link (typically above, to the right of or below the natural listings) when a specific keyphrase is entered by the search users. It is so called because the marketer pays each time the hypertext link in the ad is clicked on. If a link is clicked repeatedly, then this will be detected by the search engine as click fraud and the marketer will not be charged.
Performance Drivers	Critical success factors that determine whether business and marketing objectives are met.

Performance management system	A process, used to evaluate and improve the efficiency and effectiveness of an organisation and its processes.
Performance marketing	Used as an alternative term for affiliate marketing which includes payment for lead, sale, but also click, so it is a broader term including other online paid media such as display advertising and biddable media including pay-per-click and programmatic advertising.
Performance measurement	The process by which metrics are defined, collected, disseminated and actioned.
Performance metrics	Measures that are used to evaluate and improve the efficiency and effectiveness of business processes.
Permission marketing	Customers agree (opt-in) to be involved in an organisation's marketing activities, usually as a result of an incentive.
Persistent cookies	Cookies that remain on a computer after a visitor session has ended. Used to recognise returning visitors.
Personal data	Any information about an individual stored by companies concerning their customers or employees.
Personalisation	Digital experience personalisation is the dynamic serving of customised content, product or promotional offer recommendations to website visitors or app users based on their characteristics and intent behaviour to support conversion and long-term engagement goals.
Personas	Fictional profiles that represent a particular target audience – a thumbnail summary of the characteristics, needs, motivations and environment of typical website users.
Persuasive marketing	Using design elements such as layout, copy and typography together with promotional messages to encourage site users to follow particular paths and specific actions rather than giving them complete choice in their navigation.
Phishing	Pronounced 'fishing', this is a specialised form of online identity theft. The most common form of 'phishing' is where a spam email is sent out purporting to be from an organisation such as a bank or payment service.
Pixel	The small dots on a computer screen that are used to represent images and text. Short for 'picture element'. Used to indicate the size of banner advertisements.
Plug-in	A program that must be downloaded to view particular content, such as an animation.
Podcast	One of the fastest growing forms of digital media during and since the pandemic. Individuals and organisations post online media (audio and video) that can be viewed in the appropriate players including the iPod, which first sparked the growth in this technique.
Portal	A website that acts as a gateway to information and services available on the internet by providing search engines, directories and other services such as personalised news or free email.
Portfolio analysis	Identification, evaluation and selection of desirable marketing applications.
Positioning	Customers' perception of the product and brand offering relative to those of competitors.
Predictive analytics	Using analysis, data mining and statistical modelling of historical data about customer interactions and their profile to predict future outcomes, for example by scoring customer propensity to respond to a specific offer. This can be used to inform future personalised communications by tailoring the timing, message or offer.
Prescriptive strategy	The three core areas of strategic analysis, strategic development and strategy implementation are linked together sequentially.

Price comparison sites	See Aggregators.
Price dispersion	The distribution or range of prices charged for an item across different retailers.
Price elasticity of demand	Measure of consumer behaviour that indicates the change in demand for a product or service in response to changes in price. Price elasticity of demand is used to assess the extent to which a change in price will influence demand for a product.
Price transparency	Customer knowledge about pricing increases, due to increased availability of pricing information.
Price variable	The element of the marketing mix that involves defining product prices and pricing models.
Pricing level	The price set for a specific product or range of products.
Pricing model	Describes the form of payment such as outright purchase, auction, rental, volume purchases or credit terms.
Primary persona	A representation of the typical website user, or customer.
Privacy	A moral right of individuals to avoid intrusion into their personal affairs. See Security methods. Privacy and Electronic Communications Regulations (PECR) is a law intended to control the distribution of email and other online communications including cookies.
Privacy statement	Information on a website explaining how and why individuals' data are collected, processed and stored.
Programmatic ad buying	Describes the purchase of online display advertising that is aggregated, booked, flighted, analysed and optimised via demand-side software interfaces and algorithms. It includes RTB and also non-RTB methods and buy types such as Facebook Ads API and the Google Display Network.
Progressive Web Apps (PWAs)	A development technique that combines the benefits of web and mobile apps to create digital experiences enabling users to install web apps to their home screen, receive push notifications and potentially work offline.
Promotion (online and offline)	Online promotion uses communication via the internet itself to raise awareness about a site and drive traffic to it. This promotion may take the form of links from other sites, banner advertisements or targeted email messages. Offline promotion uses traditional media such as television or newspaper advertising and word of mouth to promote a company's website.
Propensity modelling	The approach of evaluating customer characteristics and behaviour and then making recommendations for future products.
Prototype	A preliminary version of part, or a framework of all, of a website or app, which can be reviewed by its target audience or the marketing team. Prototyping is an iterative process in which website users suggest modifications before further prototypes and then the final version of the site are developed.
Proximity marketing	Marketing messages are delivered in real time according to customers' presence based on the technology they are carrying, wearing or have embedded.
Psychographic segmentation	A breakdown of customers according to different characteristics, such as values, beliefs, attitudes.
Public Relations (PR)	The management of the awareness, understanding and reputation of an organisation or brand, primarily achieved through influencing exposure in the media.
Pull media and inbound marketing	The consumer is proactive in actively seeking out a solution and interactions with brands and is attracted through content, website, search and social media marketing.

Push media	Communications are broadcast from an advertiser to consumers of the message, who are passive recipients.
Push technology	The delivery of web-based content to the user's desktop without the need for the user to visit a site to download information. Email can also be considered to be a push technology. A particular type of information is a push channel.
Qualified lead	Contact and profile information for a customer with an indication of the level of their interest in product categories.
Quality score	An assessment in paid search by Google Ads (and now other search engines) of an individual ad triggered by a keyword that, in combination with the bid amount, determines the ranking of the ad relative to competitors. The primary factor is the click-through rate for each ad, but quality score also considers the match between the keyword and the occurrence of the keyword in the text, historical click-through rates, the engagement of the searcher when they click through to the site and the speed at which the page loads.
Quick Response (QR) code	A QR code is a two-dimensional matrix bar code. QR codes were invented in Japan, where they are a popular type of two-dimensional code used for direct response.
Reach	Reach defines the number of unique individuals who view an advertisement.
Really Simply Syndication (RSS) feed	Blog, news or other content is published by an XML standard and syndicated for other sites or read by users in RSS reader software services. Now typically shortened to 'feed', e.g. news feed or sports feed.
Real-time bidding (RTB)	Bids for buying ads against keywords can be managed in real time in conjunction with a DSP.
Real-time marketing (and PR)	Brands develop an agile, proactive approach to PR, content marketing and advertising to participate in current news and trends to help increase their visibility and influence through positive brand mentions. They also develop a reactive approach to respond to negative brand mentions through social media reputation management.
Recency, Frequency, Monetary value (RFM) analysis	RFM is sometimes known as FRAC, which stands for: frequency, recency, amount (obviously equivalent to monetary value), category (types of products purchased – not included within RFM). RFM is a very effective technique, often used in mail order and other sectors which sell direct to customers.
Referrer	The site that a visitor previously visited before following a link.
Referring site	The source of a visitor to a site delivered via a digital media channel. Typically, from a click-through on an ad placement on a specific site or an advertising platform, e.g. from Facebook, Google or LinkedIn, or an ad or affiliate network.
Registration (individuals)	The process whereby an individual subscribes to a site or requests further information by filling in their contact details and their needs using an electronic form.
Registration (of domain name)	The process of reserving a unique web address that can be used to refer to the organisation website.
Reintermediation	The creation of new intermediaries between customers and suppliers providing services such as supplier search and product evaluation. Such as gocompare, comparethemarket, moneysupermarket.
Relationship marketing	Consistent application of up-to-date knowledge of individual customers to product and service design, which is communicated interactively in order to develop a continuous, mutually beneficial and long-term relationship.
Renderability	The capability of an email to display correctly formatted in different email readers on desktop and mobile devices.

Repeat visits	If an organisation can encourage customers to return to the website, then the relationship can be maintained online.
Representation	The locations on the internet where an organisation is located for promoting or selling its services.
Repurposing	Developing for a new access platform, such as the web, content that was previously used for a different platform.
Request for proposal (RFP)	A formal request sent from a buyer to potential sellers who is looking to procure products or services.
Resource analysis	Review of the technological, financial and human resources of an organisation and how they are utilised in business processes.
Resources	Resources are defined as physical assets over which an organisation has control. This narrow definition of resources allows them to be clearly distinguished from capabilities.
Responsive Web Design (RWD)	Layout and formatting of website content is modified at the point of rendering to suit different screen resolutions and capabilities, using web development methods such as CSS media queries and image scaling, to produce a better experience for users of a range of desktop, tablet and smartphone devices.
Results-based payment	Advertisers pay according to the number of times the ad is clicked on.
Retail channel	Retailers' use of the internet as both a communication and a transactional channel concurrently in business-to-consumer markets.
Retargeting	Ads that are served to people who have previously interacted with a brand, for example through visiting a website, social media profile or searching. In Google Ads, retargeting is known as remarketing. Sometimes also applied to email follow-up based on interaction.
Retention	See Customer retention.
Return on advertising spend (ROAS)	This indicates amount of revenue generated from each referrer. $ROAS = \frac{\text{Total revenue generated from referrer}}{\text{Amount spent on advertising with referrer}}$
Return on investment (ROI)	This indicates the profitability of any investment, or in an advertising context for each referring site. $ROI = \frac{\text{Profit generated from investment}}{\text{Cost of investment}}$ $ROI = \frac{\text{Profit generated from referrers}}{\text{Amount spent on advertising with referrer}}$
Revenue models	Methods of generating income for an organisation.
Reverse auctions	Item purchased from lowest-bidding supplier in bidding period.
Reverse path analysis	Reverse path analysis indicates the most popular combination of pages and/or calls to action that lead to a page. This is particularly useful for transactional pages such as the first checkout page on a consumer site; a lead generation or contact us page on a business-to-business site; an email subscription page; or a call-me-back option.
Rich media	Advertisements that are not static, but provide animation, audio, sound or interactivity as a game or form to be completed. An example of this would be a banner display advertisement for a loan in which a customer can type in the amount of loan required, and the cost of the loan is calculated immediately.
Robot	A tool, also known as a spider, that is employed by search engines to index web pages of registered sites on a regular basis. See Spider.
Run of site	Where advertisements occur on all pages of a website. Cost-per-1,000 ad impressions (CPM) is usually higher for run-of site advertisements.

Sales Qualified Lead (SQL)	Not the database query term of SQL.
Scannability and skimmability	Scannability is the use of writing and formatting techniques that compensate for the fact that most people don't fully read content on the web. These help give online readers an overview to navigate the page. Skimmability is using shorter copy and formatting techniques to make it easier to read text once the reader has found context through scanning.
Scripts	Scripts can run either on the user's browser (client-side scripts) (see Web browser) or on the web server (server-side scripts).
Scrum	A methodology that supports agile software development based on 15–30-day sprints to implement features from a product backlog. 'Scrum' refers to a daily project status meeting during the sprint.
Search engine	Specialised website that uses automatic tools known as spiders or robots to index web pages of registered sites. Users can search the index by typing in keywords to specify their interest. Pages containing these keywords will be listed, and by clicking on a hyperlink the user will be taken to the site.
Search engine listing	The list of sites and descriptions returned by a search engine after a user types in keywords. The listing is what you see in Google/Bing/Ecosia and others after you have searched what you are looking for.
Search engine marketing (SEM)	Promoting an organisation through search engines to meet its objectives by delivering relevant content in the search listings for searchers and encouraging them to click through to a destination site. The two key techniques of SEM are search engine optimisation (SEO) to improve results from the natural listings, and paid search marketing to deliver results from the sponsored listings within the search engines. Note, in the US and some European countries the acronym SEM is sometimes used solely to describe paid search advertising.
Search engine optimisation (SEO)	A structured approach used to increase the position of a company or its products in a search engine's natural or organic results listings (the main body of the search results page) for selected keywords or phrases.
Search engine ranking	The position of a site on a particular search engine. E.g. first result, top 3, top 10...
Search engine results pages (SERPs)	The page(s) containing the results after a user types a keyphrase into a search engine. SERPS contain both natural or organic listings and paid or sponsored listings.
Secure HTTP	Encrypted HTTP.
Secure Sockets Layer (SSL)	A commonly used encryption technique for scrambling data such as credit card numbers as they are passed across the internet from a web browser to a web server.
Security methods	When systems for electronic commerce are devised, or when existing solutions are selected, the following attributes must be present: <ul style="list-style-type: none"> • Authentication – are parties to the transaction who they claim to be? This is achieved through the use of digital certificates. • Privacy and confidentiality – are transaction data protected? The consumer may want to make an anonymous purchase. Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated? • Integrity – checks that the message sent is complete, i.e. that it is not corrupted. • Non-repudiability – ensures sender cannot deny sending message. • Availability – how can threats to the continuity and performance of the system be eliminated?

Seeding	A viral campaign is started by sending an email to a targeted group that are likely to propagate the virus.
Segmentation	Identification of different groups within a target market in order to develop different offerings for each group.
SERPs features	Organic search engine results listings incorporate other relevant results as 'search snippets' related to a query, such as images, video, related questions, local retailers (in Google My Business) and news.
Service quality	The level of service received on a website. Dependent on reliability, responsiveness and availability of staff and the website service.
Share of search	An evaluation of the proportion of website visits from organic and paid search that a brand attracts for a defined set of target search terms used by an audience searching for a market category of product, service or other information. A search gap analysis can be performed to assess potential visits from consumer search intent against actual visits achieved through SEO and pay-per-click activities.
Share of voice	The relative advertising spend of the different competitive brands within the product category. Share of voice (SOV) is calculated by dividing a particular brand's advertising spend by the total category spend.
Short Messaging Service (SMS)	The formal name for text messaging.
Single customer view	Customer profile information is kept consistent across systems to maintain customer data quality.
Site auditors	Auditors accurately measure the usage for different sites as the number of ad impressions and click-through rates. Auditors include ABC (Audit Bureau of Circulations) and BPA (Business Publication Auditor) Worldwide. See Website auditors.
Site availability	An indication of how easy it is to connect to a website as a user. In theory this figure should be 100 per cent, but for technical reasons such as failures in the server hardware or upgrades to software, sometimes users cannot access the site and the figure falls below 90 per cent.
Site design template(s)	A standard page layout format that is applied to each page of a website for particular page types, e.g. category pages, product or blog pages. Also known as themes, where they can be purchased at low cost, e.g. for WordPress sites.
Site map	A graphical or text depiction of the relationship between different groups of content on a website.
Site navigation scheme	Tools provided to the user to move between different information on a website.
Site relaunch	Where a website is replaced with a new version with a new 'look and feel'.
Site 'stickiness'	An indication of how long a visitor stays on a site. Log file analysers can be used to assess average visit times.
Site visit	One site visit records one customer visiting the site. Not equivalent to user session.
Situation analysis	Collection and review of information about an organisation's internal processes and resources and external marketplace factors in order to inform strategy definition.
SMART	Specific, Measurable, Actionable, Relevant and Time-related. (This is a technique used for setting objectives.)
Social commerce	A subset of e-commerce that encourages participation and interaction of customers in rating, selecting and buying products through group buying. This participation can occur on an e-commerce site or on third-party sites.

Social CRM	The process of managing customer-to-customer conversations to engage existing customers, prospects and other stakeholders with a brand and so enhance customer relationship management.
Social exclusion	Part of society is excluded from the facilities available to the remainder.
Social graph	A term popularised by Facebook in 2007 when describing its Facebook platform. The social graph describes the relationship between individuals linked through social networks and other connections such as email or personal contact.
Social log on (or log in)	A user logs in to a site using a social network service user name and password. This can enable connection between social memberships and company profile information.
Social media governance	A definition of how companies should respond to social mentions that may give rise to leads or to reputational damage.
Social media listening or monitoring (SMM)	Social media intelligence processes for reviewing brand mentions, market keywords and sentiment for a business and its competitors in social media and online publishers.
Social media marketing	Organic sharing and paid advertising using social networks and their messaging services to gain awareness and response from target audiences. Also involves facilitating and monitoring customer-to-customer and customer-to-company interactions and participation on social networks and other online communities where user-generated content is created.
Social media optimisation	A process to review and improve the effectiveness of social media marketing through reviewing approaches to enhance content and communications quality to generate more business value.
Social media strategy	A definition of the marketing communications used to achieve interaction and amplification with social network users to meet business goals. The scope of social media optimisation also includes paid social media, customer service and incorporation of social features such as status updates and sharing widgets into company websites.
Social network	A site that facilitates peer-to-peer communications within a group or between individuals through providing facilities to develop user-generated content (UGC) and to exchange messages and comments between different users.
Social proof	Consumer psychology research shows that potential customers trust recommendations from others, so communicating social proof in different formats can increase conversion. Forms of social proof include customer reviews, ratings, testimonials and case studies, independent validation by an influencer or recognised trustworthy sources. Numbers showing the size of the company and brand idents can also communicate social proof.
Social selling	A proactive approach to using social media to generate leads and sales, particularly applied to B2B marketing in LinkedIn where it's possible to identify prospects and connect with them.
Soft launch	A trial version of a site launched with limited publicity.
Software as a service (SaaS)	Business applications and software services are provided through internet and web protocols with the application managed on a separate server, from where it is accessed through a web browser on an end-user's computer with data stored within 'the cloud'.
Spam	Unsolicited email (usually bulk mailed and untargeted).

Spiders	Software processes, technically known as robots, employed by search engines to index web pages of registered sites on a regular basis. They follow links between pages and record the reference URL of a page for future analysis.
Split testing	Different groups within an audience receive alternative communications with different creative, offer or frequency to determine which is most effective to inform the communications used for future campaigns.
Static (fixed) web page	A page on the web server that is invariant.
Storyboarding	The use of static drawings or screenshots of the different parts of a website to review the design concept with user groups. It can be used to develop the structure – an overall ‘map’ with individual pages shown separately.
Streaming media	Sound and video that can be experienced within a web browser before the whole clip is downloaded.
Streaming media server	A specialist server used to host broadcast audio (e.g. podcasts via Apple, Google Play, Spotify or Soundcloud) or video (e.g. hosted on YouTube or Vimeo, or IPTV or webcast presentations).
Style guide	A definition of site structure, page design, typography and copy defined within a company. See Graphic design.
Subject access request	A request by a data subject to view personal data from an organisation.
Superstitials	Pop-up adverts that require interaction to remove them.
Syndication	Content or product information is distributed to third parties. Online this is commonly achieved through standard XML formats such as RSS.
Tagging	Tracking of origin of customers and their spending patterns. An alternative meaning can be related to when a user or organisation ‘tags’ another person or organisation in their social media posts.
Target marketing strategy	Evaluation and selection of appropriate segments and the development of appropriate offers.
Telemarketing	Mainly used for inbound telemarketing, including sales lines, carelines for goods and services, and response handling for direct-response campaigns.
Template	See site design template.
Temporary or session cookies	Cookies used to manage a single visitor session.
Test website	A parallel version of the site to use before the site is made available to customers as a live website.
Testing	Testing involves checking different aspects of the content such as spelling, validity of links, formatting on different web browsers and dynamic features such as form filling or database queries.
Testing content	Testing should be conducted for plug-ins; for interactive facilities and integration with company databases; for spelling and grammar; for adherence to corporate image standards; for implementation of HTML in different web browsers; and to ensure that links to external sites are valid.
Third-party cookies	Served by another site to the one being viewed – typical for portals where an ad network will track remotely or where the web analytics software places a cookie.
Tipping point	Using the science of social epidemics explains principles that underpin the rapid spread of ideas, products and behaviours through a population.



Trademark	A trademark is a unique word or phrase that distinguishes your company. The mark can be registered as plain or designed text, artwork or a combination. In theory, colours, smells and sounds can also be trademarks.
Traffic building	Using online and offline site promotion techniques to generate visitors to a site.
Uniform (universal) resource locator (URL)	A web address used to locate a web page on a web server.
Unique visitor	Individual visitor to a site measured through cookies or the IP address on an individual computer. This gives a more accurate picture on the number of individuals visiting a website. Whereas the Total Visitors data refers to the total number of visits, which can consist of a unique (individual) visiting a website on multiple occasions in a given time period.
Unsubscribe	An option to opt-out from an email newsletter or discussion group.
Upload	The transfer of files from a local computer to a server. Usually achieved using FTP. Email or website pages can be uploaded to update a remote server.
Up-selling	Persuading existing customers to purchase more expensive products (typically related to existing purchase categories).
URL strategy	A defined approach to forming URLs including the use of capitalisation, hyphenation and sub-domains for different brands and different locations. This has implications for promoting a website offline through promotional URLs, search engine optimisation and findability.
Usability	An approach to website design intended to enable the completion of user tasks.
Usability/user testing	Representative users are observed performing representative tasks using a system.
User-centred design	A design approach that is based on research of user characteristics and needs.
User journey	See customer scenarios.
Validation	Validation services test for errors in HTML code that may cause a web page to be displayed incorrectly, or for links to other pages that do not work.
Value chain	A model that considers how supply chain activities can add value to products and services delivered to the customer.
Value event scoring	Value events are outcomes that occur on the site as indicated by visits to different page or content types that suggest marketing communications are effective. Examples include leads, sales, newsletter registrations and product page views. They can be tagged and scored using many web analytics systems, for example Google refers to them as conversion goals.
Value network	The links between an organisation and its strategic and non-strategic partners that form its external value chain.
Value proposition	The benefits or value a brand offers to customers in its products and services.
Video marketing	The use of video to gain visibility in search marketing, video hosting sites and to engage site visitors.
View	See page impression.
View-through	Indicates when a user views an ad and subsequently visits a website.
Viral marketing	Online viral marketing, or buzz marketing, is a form of electronic word-of-mouth marketing. Brands and promotions are discussed and awareness of them

	transmitted in two main forms, either as pass-along email or discussion in a social network.
Virtual organisation	An organisation that uses information and communications technology to allow it to operate without clearly defined physical boundaries between different functions. It provides customised services by outsourcing production and other functions to third parties.
Virtual reality (VR)	Virtual reality headset and software technology create immersive three-dimensional spaces that simulate a user's physical presence in a virtual or imaginary environment.
Visit or session conversion rate	An indication of the capability of a site in converting visitors to defined outcomes such as registration. Calculated by dividing the number of conversion events by the number of visitor sessions within a time period.
Visitor session (visit)	A series of one or more page impressions, served to one user, which ends when there is a gap of 30 minutes or more between successive page impressions for that user.
Voice of customer (VoC)	Research about customer perceptions about a brand including brand perception, customer satisfaction with services, customer preferences and new product development.
Web accessibility	See Accessibility
Web addresses	Web addresses refer to particular pages on a web server, which are hosted by a company or organisation. The technical name for web addresses is uniform or universal resource locators (URLs).
Web analytics	See Digital Analytics
Web browser	Browsers such as Google Chrome™, Mozilla Firefox™, Apple Safari® and Microsoft Edge™ provide an easy method of accessing and viewing information stored as HTML web documents on different web servers.
Web merchandising	The aim of web merchandising is to maximise sales potential of an online store for each visitor. This means connecting the right products with the right offer to the right visitor, and remembering that the online store is part of a broader experience including online and offline advertising, in-store visits, customer service and delivery.
Web or digital analytics	Techniques used to assess and improve the contribution of digital marketing to a business, including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction surveys, leads and sales.
Web response model	The website is used as a response mechanism for offline campaign elements such as direct mail or advertising.
Web self-service	Customers perform information requests and transactions through a web interface rather than by contact with customer support staff.
Web servers	Used to store the web pages accessed by web browsers. They may also link to databases of customer or product information, which can be queried and retrieved using a browser.
Webmaster	A webmaster is responsible for ensuring the quality of a website. This means achieving suitable availability, speed, working links between pages and connections to company databases. In small companies the webmaster may be responsible for graphic design and content development.
Website	A set of interconnected pages published on a domain by a person or organisation that is accessed via a web browser.
Website auditors	Auditors accurately measure the usage of different sites in terms of the number of ad impressions and click-through rates.

Website content	Created by a particular organisation or individual and accessible on the World Wide Web. The location and identity of a website is indicated by its web address (URL) or domain name. It may be stored on a single server in a single location, or on a cluster of servers.
Widget	A badge or button incorporated into a site or social network space by its owner, with content or services typically served from another site, making widgets effectively a mini-software application or web service. Content can be updated in real time since the widget interacts with the server each time it loads.
Wireframe	Also known as a 'schematic', a way of illustrating the layout of an individual web page.
Word of mouth marketing (WoM)	According to the Word-of-Mouth Marketing Association (WOMMA), it is giving people a reason to talk about your products and services, and making it easier for that conversation to take place. It is the art and science of building active, mutually beneficial consumer-to-consumer and consumer-to-marketer communications.
World Wide Web (www)	A medium for publishing information on the internet. It is accessed through web browsers, which display site content on different web pages. The content making up websites is stored on web servers.
eXtensible Markup Language (XML)	A standard for transferring structured data that, unlike HTML, is purely presentational.

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Sources: Chaffey, D., Ellis-Chadwick, F. (2022) Digital Marketing Strategy, Implementation and Practice, 8th Edition, Pearson

