Digital Marketing Glossary Terms

- **Aggregator**: An individual or organization that gathers Web content (and/or sometimes applications) from different online sources for reuse or resale. There are two kinds of content aggregators: (1) those who simply gather material from various sources for their websites, and (2) those who gather and distribute content to suit their customer's needs. The latter process is called syndication.
  - [http://searchsoa.techtarget.com/definition/content-aggregator](http://searchsoa.techtarget.com/definition/content-aggregator)

- **Analytics**: The measurement, collection, analysis and reporting of Internet data for the purpose of understanding who your visitors are and optimizing your website.

- **Banner Ads**: An advertisement that appears on a Web page, most commonly at the top (header) or bottom (footer) of the page. Designed to have the user click on it for more information.

- **Blog**: A personal online journal that is frequently updated and intended for general public consumption. Blogs are defined by their format: a series of entries posted to a single page in reverse-chronological order. Blogs generally represent the personality of the author or reflect the purpose of the website that hosts the blog.
  - [http://searchwindevelopment.techtarget.com/definition/blog](http://searchwindevelopment.techtarget.com/definition/blog)

- **CAN-SPAM**: A series of federal laws that must be followed by all email marketers. Those found in violation of the laws can be subjected to major penalties.

- **Click-Through Rate**: The number of times people clicked on the links in your message. This is often referred to as CTR (Click Through Rate). Note: you must have enabled click through tracking in the campaign in order for this to be recorded.

- **Cost Per Click**: The amount charged to the advertiser every time a user clicks on a keyword advertisement.

- **Cost Per Impression (CPM)**: The cost paid each time an online advertisement such as a company’s banner, button or text link loads on a user’s screen. Each time the ad is displayed, the ad server counts it as one impression. Some programs though are configured to exclude reloads or internal user actions from their count, so they can get a more accurate measure of web traffic.
  - [http://firstpagesage.com/cpm-cost-per-impression](http://firstpagesage.com/cpm-cost-per-impression)

- **Digiknow**: A digital marketing agency that develops campaigns, systems and tools to connect people with clients’ ideas and products.
• **Digital Brand Engagement**: Due to the way the Internet is fast evolving, especially through the social web and social media, there is now a plethora of digital channels which can be used to hold a dialogue between a Brand and a Consumer, or groups of consumers. Digital brand engagement is brand engagement with a key focus on communication via the web.

• **Digital Marketing**: The use of digital technologies to create an integrated, targeted and measurable communications which help to acquire and retain customers while building deeper relationships with them.

• **DMA Market**: The Designated Market Area. DMAs are usually counties (or sometimes split counties) that contain a large population that can be targeted.

• **Email Service Provider (ESP)**: Outside companies that send bulk emails on behalf of their clients to prevent their messages as being labeled as spam or blocked entirely.

• **ePub**: A free and open e-book standard by the International Digital Publishing Forum (IDPF). Files have the extension .epub. EPUB is designed for reflowable content, meaning that the text display can be optimized for the particular display device used by the reader of the EPUB-formatted book. The format is meant to function as a single format that publishers and conversion houses can use in-house, as well as for distribution and sale.

• **False Positives**: Legitimate messages being labeled as “spam”. Can cost companies potentially millions in potential lost revenue if not dealt with correctly.

• **Fax broadcast**: Sending the same message by fax to multiple recipients, one after another.

• **Feed**: A format that provides users with frequently updated content. Content distributors syndicate a Web feed, enabling users to subscribe to a site’s latest content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

• **Geolocation**: The identification of the real-world geographic location of an object, such as a cell phone or an Internet-connected computer terminal. Geolocation may refer to the practice of assessing the location, or to the actual assessed location.
• **GPRL (The Global Permanent Removal List):** List that consists of records that are automatically removed from a particular database. Almost all email service providers (ESP) or multi-channel messaging companies maintain these lists for their clients.

• **iCloud:** Stores your music, photos, apps, calendars, documents, and more. Wirelessly pushes them to all your devices—automatically. It’s the easiest way to manage your content.

• **Instant Messaging:** A type of communications service that enables you to create a kind of private chat room with another individual in order to communicate in real time over the Internet.

• **jQuery:** A fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid web development. jQuery is designed to change the way that you write JavaScript.
  - [http://jquery.com/](http://jquery.com/)

• **Keywords:** Search queries are referred to as keywords when targeted by SEO and search engine advertising. Keywords may consist of more than one word.

• **Keynote (PPT platform):** Program that lets you create presentations with powerful yet easy-to-use tools and dazzling effects. Open, save, and email slideshows as PowerPoint files.

• **Livestream:** Taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

• **Microsite:** A mini website design to promote a specific portion or brand from a larger corporate site. Used often with contests or as a landing page for a specific promotion.

• **Microblog:** The act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media. Probably a more apt term for this activity is “microsharing.”
• **Mobile Apps**: Small bundles of code designed and developed for use on a portable device are known as mobile device applications. They are intended to enhance the features of a portable device by providing additional functionalities and utilities that increase the device’s utilitarian and entertainment features.

• **Mobile Marketing**: A set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

• **Oovoo**: Service that enables everyone to have face-to-face video calls over the Internet.

• **Open Rate**: This is a ratio determined by the number of people who opened your email against the total number of people to whom you sent the message. Typically, this number will be low for large campaigns and higher for more targeted campaigns.

• **Opt-In List**: A policy for giving permission under which the user explicitly permits the website operator to collect the information, use it in a specified manner and/or share it with others when such use or disclosure to third parties is unrelated to the purpose for which the information was collected.
  - [http://www.getnetwise.org/glossary](http://www.getnetwise.org/glossary)

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  - [http://www.getnetwise.org/glossary](http://www.getnetwise.org/glossary)

• **QR (Quick Response) code**: A two-dimensional matrix bar code that is used to identify products. It can store up to 4,296 alphanumeric or 7,089 numeric characters. Depending on the level of error correction applied, it can restore from seven to 30% of the missing data.
  - [http://www.pcmag.com/encyclopedia_term/0,2542,t=Q+R+code&i=61424,00.asp](http://www.pcmag.com/encyclopedia_term/0,2542,t=Q+R+code&i=61424,00.asp)

• **Podcast**: An audio file which is intended to be syndicated by special Podcast feeds. For users who have subscribed to a Podcast feed it is automatically downloaded to their computers or portable listening devices like iPods or MP3 players.
  - [http://www.internetmarketing-dictionary.com/Podcast.html](http://www.internetmarketing-dictionary.com/Podcast.html)

• **Prezi**: Prezi is a cloud-based presentation software that opens up a new world between whiteboards and slides. The zoomable canvas makes it fun to explore ideas and the connections between them. The result: visually captivating presentations that lead your audience down a path of discovery.
  - [http://prezi.com/about/](http://prezi.com/about/)
• **ROI:** Refers to the percentage yield provided for a given investment. This term is used for evaluating SEM and other forms of advertising by dividing the profit derived from advertising by the cost of that advertising.

• **RSS:** Technology designed to allow users to subscribe to a specific content feed and be automatically alerted when new updates are available.

• **SEM:** Search Engine Marketing (SEM) is now synonymous with Search Engine Advertising. It used to be an umbrella term referring to various techniques for acquiring website traffic from search engines, such as:
  - Search Engine Submission
  - Search Engine Optimization (SEO)
  - Pay Per Click (PPC) advertising

• **SEO:** Consists of various techniques that seek to improve the ranking of a website in search engine results. Websites should be optimized for keywords that are frequently searched upon by prospective customers. Optimization includes incorporation of these keywords into copy, page titles, link text, and various other elements of the website.

• **Short Code:** A 5 or 6 digit number that is used to send and respond to text messages. They can either be a random set of numbers or a “vanity” number tied to a specific brand or number pattern.

• **SMS:** Stands for "Short Message Service." SMS is used to send text messages to mobile phones. The messages can typically be up to 160 characters in length, though some services use 5-bit mode, which supports 224 characters. SMS was originally created for phones that use GSM (Global System for Mobile) communication, but now all the major cell phone systems support it.
  - [http://www.techterms.com/definition/sms](http://www.techterms.com/definition/sms)

• **Social Bookmarking:** A method by which users locate, store, organize, share and manage bookmarks of Web pages without being tied to a particular machine. Users store lists of personally interesting Internet resources and usually make these lists publicly accessible.

• **Social Media Optimization:** A set of practices for generating publicity through social media, online communities and social networks. The focus is on driving traffic from sources other than search engines, though improved search ranking is also a benefit of successful SMO.
• **Spam:** Unsolicited "junk" email sent to large numbers of people to promote products or services. Sexually explicit unsolicited e-mail is called "porn spam." Also refers to inappropriate promotional or commercial postings to discussion groups or bulletin boards.
  o [http://www.getnetwise.org/glossary](http://www.getnetwise.org/glossary)

• **Streaming Technologies:** Unlike downloadable podcasts or video, streaming media refers to video or audio that can be watched or listened to online but not stored permanently. Streamed audio is often called Webcasting. Traditional media companies like to stream their programs so that they can’t be distributed freely onto file-sharing networks.

• **Subscriber:** A person who voluntarily gave his permission to be included on an Internet marketer’s mailing list by entering his contact information in a form.

• **Tag:** Refers to labeling things with descriptive words that groups them in a certain category so they can be easily found when needed.

• **Targeting:** Specifying an audience who share common needs or characteristics that a company decides to serve.
  o [http://www.slideshare.net/mehmetcihangir/segmentation-targeting-and-positioning-presentation](http://www.slideshare.net/mehmetcihangir/segmentation-targeting-and-positioning-presentation)

• **uStream:** A site that allows you to broadcast video LIVE to the world from a computer, mobile or iPhone in minutes, or watch thousands of shows from News to Entertainment to celebrities, 24/7.
  o [www.ustream.tv/](http://www.ustream.tv/)

• **Voice Broadcast:** Sending a pre-recorded voice messages to a large set of phone numbers at the same time. Can either be a voice call (meaning the recipient must answer the call for the message to play) or voice mail (meaning the message will play only if the recipient doesn’t answer)

• **Widget:** A small graphical device that does a highly focused, often single, specific task. Web widgets can be embedded in web pages or run on the desktop of a PC (Windows or Mac) using software such as Apple’s Dashboard software or Yahoo!

• **Web Video:** Filmed videos taken with a camera or screen-captured video where the action on a computer screen is recorded.

• **Wireless Text Messaging:** Sending short text messages between cell phones, pagers or other handheld devices. Messages are sent through SMS (short message service).
  o [http://searchmobilecomputing.techtarget.com/definition/texting](http://searchmobilecomputing.techtarget.com/definition/texting)