



MARKETING ACRONYM

DIGITAL MARKETING

SEO	Search Engine Optimization
SEM	Search Engine Marketing
PPC	Pay-Per-Click
CTR	Click-Through Rate
CPC	Cost Per Click
CPM	Cost Per Thousand Impressions
ROI	Return on Investment
ROAS	Return on Ad Spend
SERP	Search Engine Results Page
UTM	Urchin Tracking Module
GDN	Google Display Network
A/B TESTING	Pay-Per-Click
CRO	Conversion Rate Optimization
CTA	Call to Action
DMP	Data Management Platform
DSP	Demand-Side Platform
SSP	Supply-Side Platform
OTT	Over-the-Top (Streaming Media)
RPA	Robotic Process Automation
VSEO	Voice Search Engine Optimization



SOCIAL MEDIA

SMM	Social Media Marketing
SMO	Social Media Optimization
UGC	User-Generated Content
KPI	Key Performance Indicator
DM	Direct Message
CPV	Cost Per View
FOMO	Fear of Missing Out
VIR	Viral Marketing
CPE	Cost Per Engagement
ER	Engagement Rate
IMV	Influencer Marketing Value
ORM	Online Reputation Management
SOV	Share of Voice
CR	Conversion Rate
SMA	Social Media Advertising
FYP	For You Page (Specific to TikTok)
AR	Augmented Reality
MR	Mixed Reality
SL	Sentiment Listening
GEO	Geotargeting



PERFORMANCE MARKETING

LTV	Lifetime Value
CAC	Customer Acquisition Cost
ABM	Account-Based Marketing
MQL	Marketing Qualified Lead
SQL	Sales Qualified Lead
CLV	Customer Lifetime Value
AOV	Average Order Value
CPA	Cost Per Acquisition
CPCV	Cost Per Completed View
TTV	Time to Value
VPM	Value Per Mille
MVR	Marketing Value Ratio
CMR	Content Marketing ROI
ROMI	Return on Marketing Investment
TBL	Triple Bottom Line
RLSA	Remarketing Lists for Search Ads
TOFU	Top of Funnel
MOFU	Middle of Funnel
BOFU	Bottom of Funnel
GCLID	Google Click Identifier



BRAND MANAGEMENT

TOM	Top of Mind
NPS	Net Promoter Score
POS	Point of Sale
USP	Unique Selling Proposition
BRI	Brand Resonance Index
BSI	Brand Strength Index
EBM	Emotional Brand Marketing
CBBE	Customer-Based Brand Equity
BBI	Brand Benchmark Index
BCP	Brand Communication Plan
TOMA	Top of Mind Awareness
CBI	Customer Brand Identification
FBB	Functional Brand Benefit
SPB	Strategic Product Branding
CRM	Competitive Risk Management



CUSTOMER ENGAGEMENT

CRM	Customer Relationship Management
CX	Customer Experience
UX	User Experience
CSAT	Customer Satisfaction Score
CES	Customer Effort Score
VOC	Voice of Customer
IVR	Interactive Voice Response
MPS	Moments of Personalized Service
CJA	Customer Journey Analytics
CLM	Customer Lifecycle Management
WOW	Word of Mouth
FCR	First Call Resolution
NBO	Next Best Offer
BJO	Buyer Journey Optimization
NDR	Net Dollar Retention
ECR	Emotional Customer Response
PSAT	Product Satisfaction



EMAIL MARKETING

CTR	Click-Through Rate
ESP	Email Service Provider
B2B	Business to Business
B2C	Business to Consumer
DKIM	DomainKeys Identified Mail
DMARC	Domain-Based Message Authentication, Reporting, and Conformance
SMTP	Simple Mail Transfer Protocol
GDPR	General Data Protection Regulation
CAN-SPAM	Controlling the Assault of Non-Solicited Pornography and Marketing
SPF	Sender Policy Framework
BIMI	Brand Indicators for Message Identification
CTOR	Click-to-Open Rate
MX	Mail Exchange
BATV	Bounce Address Tag Validation
X-HEADER	Extended Email Header



CONTENT MARKETING

CMS	Content Management System
BOM	Bill of Materials
TL;DR	Too Long; Didn't Read
EPV	Engagement Per View
CTR	Content Through Rate
HEO	Human Experience Optimization
AMP	Accelerated Mobile Pages
PIM	Product Information Management
EAT	Expertise, Authority, Trustworthiness
MAP	Marketing Asset Platform
DCA	Dynamic Content Assembly
OCM	Omnichannel Content Management



ADVERTISING METRICS

GRP	Gross Rating Points
TRP	Target Rating Points
ROI	Return on Investment
ROAS	Return on Ad Spend
CPM	Cost Per Thousand Impressions
CPC	Cost Per Click
CPA	Cost Per Action
CPL	Cost Per Lead
CPP	Cost Per Point
ACOS	Advertising Cost of Sale
VCR	Video Completion Rate
PRR	Placement Reach Rate



MARKETING AUTOMATION

MA	Marketing Automation
CDP	Customer Data Platform
BI	Business Intelligence
ML	Machine Learning
AI	Artificial Intelligence
NLP	Natural Language Processing
MARTECH	Marketing Technology
RFM	Recency, Frequency, Monetary Value
BPO	Business Process Outsourcing
BPA	Business Process Automation
BYOD	Bring Your Own Device
IOT	Internet of Things



ANALYTICS

GA4

Google Analytics 4

LSM

Linear Scoring Model

ROMI

Return on Marketing Investment

TCO

Total Cost of Ownership

KPIA

Key Performance Indicator Analysis

TCA

Total Customer Acquisition

DVA

Data Visualization Analytics



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