**Digital Marketing Terms Glossary**

Here are definitions for commonly used digital marketing verbiage:

**1. Analytics** – information resulting from the systematic analysis of data or statistics. In digital marketing, analytics is the information resulting from systematic analysis of data gathered from marketing activity such as email marketing, landing page A/B testing, or Google Adwords purchases.

**2. Average order amount** – the amount of all orders divided by the total number of orders; used in [digital marketing](https://generalassemb.ly/marketing/digital-marketing) to help calculate the necessary reach, along with CTR & conversion rate.

**3. Banner ads** – also known as “display ads”, these advertising units are images that advertisers place on known publishers’ websites in order to attract or re-attract their target audience.

**4. Baseline** – an established level of normalcy; digital marketing ex., the regular # of unique visitors/day to a website.

**5. Behavioral email** – an email generated when a known user performs a certain action, like watching a video, on a website, & the owner of that site then contacts the known user regarding that video to follow up to their behavior.

**6. Blogging** – from the term “web log”, in which a user actively updates a visible section of a website in order to inform or attract users & customer on a regular basis.

**7. Brand** – a business’s brand is the sum total of all its users’ & customers’ opinion of that business; a business can choose to intentionally shape its brand or allow the market forces to shape its brand.

**8. Business model** – an entity’s business model defines how the business creates its product or service, delivers the product or service to the intended audience, & then collects payment from the intended audience.

**9. Channels** – a delivery mechanism; in [digital marketing](https://generalassemb.ly/marketing/digital-marketing), a business’s message is delivered via one or more marketing channel such as email, social media, blogging, advertisements, etc.

**10. Click Through Rate (CTR)** – the percentage of the targeted audience that is exposed to the marketer’s message that click on the link provided in the message & land on the marketer’s web property.

**11. Consistency** – the importance of continuing with a course of action, such as blogging, in a regular frequency in order to repeatedly expose the intended audience to the marketer’s message.

**12. Conversion rate** – the % of unique visitors to a website that are “converted” into customers, users, or leads.

**13. Delivery** – when the good/service provided by a business is provided to & accepted by the user or customer; in digital marketing, also the receipt of a message from the marketer to a group or individual in the target audience.

**14. Digital marketing calendar** – a tool that provides for time-based structure & discipline for the digital marketer in planning, assigning, creating, & delivering content to the marketer’s target audience.

**15. Digital marketing funnel** – a visualization of the calculations that starts with the total universe of targeted audiences, then measures those who click on a link from marketing content, the click through rate (CTR), the conversion rate, total conversions, order amount, & revenue.

**16. Distribution** – the means by which a product or service is delivered to its end user or customer

Continued…

**17. Earned content** – content not created by the marketer, but rather created & shared by fans of the marketer’s message to the fan’s social & other digital connections.

**18. Engagement** – in [digital marketing](https://generalassemb.ly/marketing/digital-marketing), the term for user interaction with a particular piece of shared content: Likes, shares, comments on Facebook; RTs, replies, favorites on Twitter, & link clicks on all social media.

**19. Facebook Ads** – the program operated by Facebook that enables paying customers to use hyper-targeting via Facebook profile tags & traits to reach a certain specific audience via advertisements placed in the users’ timeline.

**20. Frequency** –digital marketing, how often a task is performed; i.e. the frequency of a blog post or twitter update.

**21. Google Adwords** – the program operated by Google that enables paying customers to use hyper-targeting via Google Search Engine Results Page (SERP) to reach a certain specific audience via advertisements placed at the top & right sides of the search results.

**22. Google Keyword Planning Tool** – a free tool provided by Google within the Google Adwords interface that helps users find & plan which keywords to target with their advertising campaigns

**23. KPIs** – Key Performance Indicators

**24. Lifetime customer value** – the total sum of all revenue estimated over the lifetime of a repeat customer; often used as a metric in evaluating the pricing & value of a SaaS business.

**25. OODA loop** – Observe. Orient. Decide. Act. A teaching tool originating from military training that promotes the use of a constant cycle of learning; digital marketing, used to instill the use of hypothesizing, experimentation, data capture & measurement, & then re-stating a new revised hypothesis based on information gathered in previous experiments.

**26. Owned content** – content created or curated by the marketer in order to promote the marketer’s message to the target audience; owned content typically consists of blog posts & social media posts & images, but should also be applied to any message that proceeds out of the marketer’s company & into the target audience… like email signatures.

**27. Page views** – the number of times a web page or set of web pages are viewed during a given time period.

**28. Pages per visit** – the average number of pages viewed by a single visitor during a given time period.

**29. Paid content** – content pushed out by the marketer via any paid means such as Facebook ads, Google Adwords, Twitter Ads, or banner (display) ads.

**30. Persona** – the ideal compilation of all the traits of the “perfect” user or customer for a marketer’s product or service.

**31. Retargeting** – the technology, driven by web browser cookies, that enables a marketer to continually put a digital message in front of a user who has visited that marketer’s web property.

**32. Sales cycle** – the time required for a sales conversion to be completed after the prospect initially becomes aware of the marketer’s brand or product.

**33. Seasonality** – a business cycle driven by calendar-based events during the year.

Continued…

**34. SEO** – Search Engine Optimization – the practice of preparing a web property to be quickly, easily, & properly indexed by a search engine, usually Google.

**35. SERP** – Search Engine Results Page

**36. Time on site** – the average time that a website visitor remains active on a particular website.

**37. Total reach** – the total exposure (measured in web users or “eyeballs”) of an advertisement or piece of content.

**38. Transactional email** – automated email driven by a certain type of transaction on a web property; for example, an order or email subscription.

**39. Twitter Ads** – the program operated by Twitter that enables paying customers to use hyper-targeting via Twitter users’ profile data to reach a certain specific audience via advertisements placed in the users’ timeline.