

# Digital and Social Media Cheat Sheet

## Social Media Terms:

**SC:** *Snapchat*, **IG:** *Instagram*, **YT:** *Youtube*

**FB:** *Facebook*. Often, this abbreviation will happen on Twitter when referencing Facebook to save space.

**Meme:** Viral content you see on the web. (pronunciation is "meeem")

**Organic Media:** Standard posts from social media pages that require no paid investment.

**Boosted Post:** When an organic page post is given small monetary investment in order to "boost" reach; less sophisticated than Ads Manager.

**Ads Manager:** Interface in social platforms for developing full paid ad campaigns.

**Paid, Earned & Owned Media:** Paid is, by definition, media which you purchase. Earned

is messaging that the consumer shares with their networks. Owned media is a brand's website, social pages and so on.

**UGC: User Generated Content.** Same thing as CGM (Consumer Generated Media) or UCC (User Created Content), just a different way of saying it.

## Twitter Acronyms and Lingo:

**DM: Direct Message.** This appears when you indicate to someone that you want this conversation to go private. (IG as well)

**RT: Re-tweet.** A method of acknowledging someone else's post and giving them credit for what they have said, or sharing information and giving credit.

(Note: Use "MT" is a modified Tweet that adds or removes parts of a Twitter message, used to conserve space or add context to short messages.)

## Web Site Marketing terms and Analytics:

**PPC: Pay Per Click Advertising.** A method of advertising on a search engine where you pay an agreed amount every time someone clicks on your ad.

**SEM: Search Engine Marketing.** Often associated only with Pay Per Click advertising, is in reality the general term for SEO and PPC practices.

**SEO: Search Engine Optimization.** This is an action taken on a web site to improve your content's visibility within the results.

**SERP: Search Engine Result Page.** When you do a search in an engine, the results that show up on the page are called the SERP.

**Remarketing:** A remarketing pixel is used to cookie an individual user when they visit the site. This helps reach people who have visited your website or used your app. Previous visitors

or users can see your ads as they browse other websites or do searches. This helps your brand to remain on the front of their minds. Also known as retargeting.

**ZMOT: Zero Moment of Truth.** A term coined by Google, it refers to the research which has been conducted by a user online about a product or service before taking any action, i.e. searching for mobile reviews before making a purchase.

**URL:** Uniform Resource Locator (although, we don't know ANYONE who actually knows this or why it would even matter in the first place.)

**Geofilter:** Filter or overlay advertising message placed by proximity



## Industry Metrics Acronyms:

**CPC:** Cost Per Click

**CTR:** Click Through Rate is the percentage of clicks out of the total number views of a particular link.

**CPM:** Cost Per Mille / Cost Per Thousand as used in display advertising.

**CPA:** Cost Per Acquisition as used in affiliate advertising.

**CVR (or CR): Conversion Rate.** This is the percentage of site visitors that take a specific, predetermined action on your site.

## Programmatic Advertising Terms

**Programmatic Advertising:** The new way online advertising is bought. It's data driven and focuses on talking to the right audiences. Ad impressions are triggered by multiple events, such as web site visits, a search key word in Google, or a particular behavior online. Advanced rules and algorithms find your audience and optimize, in real time.

**Real Time Marketing vs. Real Time Bidding:** RTM is the practice of creating viral content in tune with real events. RTB involves buying advertisements in real time order to target individuals based on their online behavior.

**DMP:** Data Management Platform is used to manage first and third party data that may be useful to advertisers.

**DSP:** Demand Side Platform is the platform that actually serves the ads that you see on the web through ad exchanges.

**Ad Exchange:** facilitates the buying and selling process of online media from all the various networks. The actual "bidding" part is managed by technology as opposed to the historical approach of negotiating prices directly with the site (publisher). Examples are double click and Facebook Exchange.

**Cookie:** a small text file that sits on your computer. That cookie contains anonymous information like simple ID number, or many other points of data. The cookie can be understood by the company that put it there because they are encrypted.

**Pixels:** bits of java script placed on an advertiser's web sites for programmatic advertising. There are basically two types of pixels. Retargeting pixels allow

**ROAS:** Return on Ad Spend (PPC term)

**ROI:** Return on Investment. This is the percentage profit earned from a specific activity.

**Conversion:** The final action that your campaign is trying to achieve from the customer. For example, for a wedding campaign, a conversion could be someone filling out a form on your website trying to request more info. For e-commerce, a conversion would be someone purchasing a product. It's dependent on what the desired action is for each website.

advertisers to remarket to consumers who have visited their site. Conversion pixels track "actions" including purchases, form completions or landing page visits.

**Algorithms (very basic answer):** A very complex math equation that is ever evolving (data training equations).

**View Through Attribution:** When an ad is shown online to an individual, and the individual goes to the site by navigating to it themselves. It is also known as a post impression visit.

**Audience Buying:** Years ago, advertisers used to go direct to publishers. A men's hair growth company buying USA Today would reach women who went to the site for news. Now through audience buying, we can reach men through any number of sites.

**Digital GRP:** a unit of measurement that represents the percentage of online viewers reached within a total targeted audience population.

**Big Data:** any data that is too big for humans to comprehend or manage on their own.

**Look-alike Modeling:** developing an audience through 1st party data or through a remarketing audience that mirrors audiences to target more precise consumer campaigns.

**KPI:** Key Performance Indicators. What are the goals of the campaign? Web site convergence, revenues and others.

**B2B:** Business to Business

**B2C:** Business to Consumer

**CMS:** Content Management System

**CRM:** Customer

Relationship Management

**QR Code:** Quick Response Code