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B2B: Business to Business

B2C: Business to Consumer

CMS: Content Management System (software to create, edit webpages)

COGS: Cost of Goods Sold

COS: Content Optimization System (optimization to reach the largest possible target audience.)

CPA: Cost per Action, also Cost per Acquisition, also:

CAC: Cost of Acquisition / Cost of Acquiring a Customer

CPC: Cost per Click

CPL; COST PER Lead

CPM: Cost per one thousand impressions (M = 1000, and MM = million)

CPS: Cost per Sale

CR: Conversion Rate

CRO: Conversion Rate Optimization

CRM: Customer Relationship Management (software)

CTA: Call to Action

CTR: Click Through Rate

DM: Digital Marketing

ESP: Email Service Provider

ISP: Internet Service Provider

KPI: Key Performance Indicator

Clickscribe Now

KW: Key Word

LLA: Lookalike Audience

LTV: Life Time Value (of a customer)

MQL: Marketing qualified lead

PLA: Product Listing Ads

PPC: Pay per Click

PPL: Pay per Lead

PPS: Pay per Sale

PV: Page View

ROAS: Return on Ad-spend

RPV: Revenue Per Visitor

ROI: Return on Investment

SAAS: Software as a Service

SQL: Sales Qualified Lead (also Structured Query Language)

SEO: Search Engine Optimization

SEM: Search Engine Marketing

SERP: Search Engine Results (or Ranking) Pages


SMM: Social Media Marketing

SMS: Short Message Service (Sending text messages)

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