

Glossary

2G Second-generation of mobile phone technology.

4G Fourth-generation wireless, delivering wireless broadband at 20–40 Mbps (about 10–20 times the rates of ADSL broadband service).

A/B testing A/B or AB testing refers to testing two different versions of a page or a page element such as a heading, image or button. The alternatives are served alternately, with the visitors to the page randomly split between the two pages. Hence, it is sometimes called ‘live split testing’. Changes in visitor behaviour can then be compared using different metrics such as click-through rate on page elements like buttons or images, or macro-conversion rates, such as conversion to sale or sign-up. AB testing is aimed at increasing page or site effectiveness against key performance indicators including click-through rate, conversion rate and revenue per visit. Since it does not consider combinations of variables tested, for best uplift multivariate testing is increasingly used.

Above the fold A term, derived from printed media, that is used to indicate whether a banner advertisement or other content is displayed on a web page without the need to scroll. This is likely to give higher click-through, but note that the location of the ‘fold’ within the web browser is dependent on the screen resolution of a user’s personal computer.

Accelerated Mobile Pages (AMPs) A standard to increase page download speed on mobile devices, the AMP framework consists of three components: AMP HTML, which is a standard HTML with web components; AMP JavaScript, which manages resource loading; and AMP caches, which can serve and validate AMP pages.

Access platform A method for customers to access digital media.

Accessibility An approach to site design intended to accommodate site usage using different browsers and settings, particularly required by the visually impaired and visitors with other disabilities including motor

control, learning difficulties and deafness. Users whose first language is not English can also be assisted.

Accessibility legislation Legislation intended to assist users of websites with disabilities, including visual disability.

Acquisition *See Customer acquisition.*

Activation A prospect or customer takes the first step in actively using an online service after initial registration or purchase.

ActiveX A programming language standard developed by Microsoft that permits complex and graphical customer applications to be written and then accessed from a web browser. ActiveX components are standard controls that can be incorporated into websites and are then automatically downloaded for users. Examples are graphics and animation or a calculator form for calculating interest on a loan or a control for graphing stock prices. A competitor to Java.

Adaptive mobile web design Generally a more sophisticated approach than responsive web design, which involves delivering an experience optimised for handsets targeted and splits the code and processing to render on different devices between the client and the server.

Ad creative The design and content of an ad.

Ad impression Similar in concept to a page impression; describes one viewing of an advertisement by a single member of its audience. The same as ad view, a term that is less commonly used.

Ad inventory The total number of ad impressions that a website can sell over time (usually specified per month).

Ad network Ad networks from suppliers such as Blue Lithium or 24–7 Media give advertisers the options of advertising across a network of sites to reach a particular demographic, e.g. female 18–25, but at a lower cost than targeting a single site since the actual site used for the ad placement isn't known (hence these are sometimes known as 'blind network buys').

Ad rotation When advertisements are changed on a website for different user sessions. This may be in response to ad targeting or simply displaying different advertisements from those on a list.

Ad serving The term for displaying an advertisement on a website. Often the advertisement will be served from a web server different from the site on which it is placed. For example, the server URL for displaying the advertisement might be <http://ad.doubleclick.net>.

Ad space The area of a web page that is set aside for banner advertising.

Adaptive web design Also known as progressive enhancement, this design technique delivers different layouts and features according to what is supported by browser and screen resolution of the device.

Advertisement Advertisements on websites are usually banner advertisements positioned as a masthead on the page.

Advertising networks A collection of independent websites of different companies and media networks, each of which has an arrangement with a single advertising broker (*see* **Media broker**) to place banner advertisements.

Affiliate A company promoting a merchant, typically through a commission-based arrangement either direct or through an affiliate network.

Affiliate marketing A commission-based arrangement where referring sites (publishers) receive a commission on sales or leads by merchants (retailers). Commission is usually based on a percentage of product sale price or a fixed amount for each sale (CPA or cost-per-acquisition), but may also sometimes be based on a per-click basis, for example when an aggregator refers visits to merchants.

Affiliate networks Third-party brokers, also known as affiliate managers, who manage recruitment of affiliates and infrastructure to manage a merchant's affiliate programme in the form of links, tracking and payment of a range of affiliates.

Agents Software programs that can assist people to perform tasks such as finding particular information such as the best price for a product.

Aggregators An alternative term to *price comparison sites*. Aggregators include product, price and service information, comparing competitors within a sector such as financial services, retail or travel. Their revenue models commonly include affiliate revenues (CPA), pay-per-click advertising (CPC) and display advertising (CPM).

Agile software development An iterative approach to developing software and website functionality with the emphasis on face-to-face communications to elicit, define and test requirements. Each iteration or scrum is effectively a mini-software project including stages of planning, requirements analysis, design, coding, testing and documentation.

Allowable cost-per-acquisition A target maximum cost for generating leads or new customers profitably.

Alt tags Alt tags appear after an image tag and contain a phrase associated with that image. For example: ``.

Always-on communications Continuous investment in paid, owned and earned digital media to engage prospects and customers and meet purchase intent as they research products through search, social media and publisher sites.

Anchor text (also known as link text) The (usually) clickable text element representing a hyperlink. Or, more prosaically, the body copy that is hyperlinked.

Animated banner advertisements (animated GIFs) Early banner advertisements featured only a single advertisement, but today they will typically involve several different images, which are displayed in sequence to help attract attention to the banner and build up a theme, often ending with a call-to-action and the injunction to click on the banner. These advertisements are achieved through supplying the ad creative as an animated GIF file with different layers or frames, usually a rectangle of 468 × 60 pixels. Animated banner advertisements are an example of rich-media advertisements.

Application programming interfaces Method of exchanging data between systems such as website services.

Artificial Intelligence Software and services that perform tasks previously requiring human analysis and interaction. Marketing applications of AI typically aim to improve business-to-customer communications including targeting media, personalised messaging and customer service interactions.

Asymmetric encryption Both parties use a related but different key to encode and decode messages.

Atomisation Atomisation in a Web 2.0 context refers to a concept where the content on a site is broken down into smaller fundamental units that can then be distributed via the web through links to other sites. Examples of atomisation include the stories and pages in individual feeds being syndicated to third-party sites and widgets.

Attrition rate Percentage of site visitors who are lost at each stage in making a purchase.

Audit (external) Consideration of the business and economic environment in which the company operates. This includes the economic, political, fiscal, legal, social, cultural and technological factors (usually referred to by the acronym STEP or SLEPT).

Audit (internal) A review of website effectiveness.

Auditors *See Site auditors.*

Augmented reality (AR) In contrast to VR, augmented reality supports and enhances real-world interactions. For example, retailers can enable consumers to try on new clothing or glasses using AR devices.

Authentication *See Security methods.*

Autoresponders Software tools or agents running on web servers that automatically send a standard reply to the sender of an email message. This may provide information for a standard request sent to, say, price_list@company_name.com, or it could simply state that the message or order has been forwarded to the relevant person and will be answered within two days. (Also known as mailbots.)

Availability *See Security methods; Site availability.*

Avatar A term used in computer-mediated environments to mean a 'virtual person'. Derived from the word's original meaning: '*n.* the descendant of a Hindu deity in a visible form; incarnation; supreme glorification of any principle'.

Average order value (AOV) The average amount spent for a single checkout purchase on a retail site for a particular customer group, e.g. first time purchasers.

Backbones High-speed communication links used to enable Internet communications across a country and internationally.

Backlinks Hyperlinks that link to a particular web page (or website). Also known as inbound links. Google PageRank and Yahoo! WebRank are methods of enumerating this.

Balanced scorecard A framework for setting and monitoring business performance. Metrics are structured according to customer issues, internal efficiency measures, financial measures and innovation.

Bandwidth Indicates the speed at which data are transferred using a particular network medium. It is measured in bits per second (bps):

- kbps (one kilobit per second or 1,000 bps; a modem operates at up to 56.6 kbps).
- Mbps (one megabit per second or 1,000,000 bps; company networks operate at 10 or more Mbps).
- Gbps (one gigabit per second or 1,000,000,000 bps; fibre-optic or satellite links operate at Gbps).

Banner advertisement A typically rectangular graphic displayed on a web page for purposes of brand building or driving traffic to a site. It is normally possible to perform a click-through to access further information from another website. Banners may be static or animated. See **Animated banner advertisements**.

Behavioural ad targeting Enables an advertiser to target ads at a visitor as they move elsewhere on the site or return to the site, thus increasing the frequency or number of impressions served to an individual in the target market.

Behavioural loyalty Loyalty to a brand is demonstrated by repeat sales and response to marketing campaigns.

Bid A commitment by a trader to purchase under certain conditions.

Biddable media Businesses have to bid against other businesses in auctions to achieve visibility for their adverts, for example, when using pay-per-click advertising or programmatic advertising.

Big Data applications in marketing Big Data refers to applications to gain value from the increasing Volume, Velocity and Variety of data integrated from different sources. These enhance insight to deliver more relevant

communications through techniques such as marketing automation and social CRM.

Blog Personal online diary, journal or news source compiled by one person, an internal team or external guest authors. Postings are usually in different categories. Typically comments can be added to each blog posting to help create interactivity and feedback.

Bluecasting Bluecasting involves messages being automatically pushed to a consumer's bluetooth-enabled phone, or they can pull or request audio, video or text content to be downloaded from a live advert. In the future, ads will be able to respond to those who view them.

Blueprints Show the relationships between pages and other content components; can be used to portray organisation, navigation and labelling systems.

Bluetooth A standard for wireless transmission of data between devices over short ranges (less than 10m), e.g. a mobile phone or a PDA.

Botnet Independent computers, connected to the Internet, are used together, typically for malicious purposes through controlling software. For example, they may be used to send out spam or for a denial of service attack where they repeatedly access a server to degrade its software. Computers are often initially infected through a virus when effective anti-virus measures are not in place.

Bounce rate Proportion of visitors to a page or site that exit after visiting a single page only, usually expressed as a percentage.

Brand The sum of the characteristics of a product or service perceived by a user.

Brand advocate A customer who has favourable perceptions of a brand who will talk favourably about a brand to their acquaintances to help generate awareness of the brand or influence purchase intent.

Brand equity The brand assets (or liabilities) linked to a brand's name and symbol that add to (or subtract from) a service.

Brand experience The frequency and depth of interactions with a brand can be enhanced through the Internet.

Brand identity The totality of brand associations including name and symbols that must be communicated.

Branding The process of creating and evolving successful brands.

Bricks-and-mortar A traditional organisation with limited online presence.

Broadband technology A term referring to methods of delivering information across the Internet at a higher rate by increasing bandwidth.

Brochureware A website in which a company has simply transferred ('migrated') its existing paper-based promotional literature onto the Internet without recognising the differences required by this medium.

Browser *See* **Web browser**.

Bundling Offering complementary services.

Business model A summary of how a company will generate revenue, identifying its product offering, value-added services, revenue sources and target customers.

Business-to-business (B2B) Commercial transactions between an organisation and other organisations (inter-organisational marketing).

Business-to-business exchanges or marketplaces Virtual intermediaries with facilities to enable trading between buyers and sellers.

Business-to-consumer (B2C) Commercial transactions between an organisation and consumers.

Buy-side e-commerce E-commerce transactions between a purchasing organisation and its suppliers.

Call centre A location for inbound and outbound telemarketing.

Call-back service A direct response facility available on a website to enable a company to contact a customer by phone at a later time, as specified by the customer.

Campaign-based e-communications E-marketing communications that are executed to support a specific marketing campaign such as a product launch, price promotion or a website launch.

Campaign URL (CURL) A web address specific to a particular campaign.

Capabilities Capabilities are intangible and are developed from the combined and coordinated behaviour and activities of an organisation's

employees, and therefore embedded in the organisation and processes. The definition of a capability is an organisation's ability to 'perform a set of coordinated tasks, utilising organisational resources, for the purposes of achieving a particular end result'.

Card sorting The process of setting up a way of organising objects on the website in a consistent manner.

Cascading style sheets (CSS) A simple mechanism for adding style (e.g. fonts, colours, spacing) to web documents. CSS enables different style elements to be controlled across an entire site or section of site. Style elements that are commonly controlled include typography, background colour and images, and borders and margins.

Catalogue Catalogues provide a structured listing of registered websites in different categories. They are similar to an electronic version of *Yellow Pages*. Yahoo! and Excite are the best known examples of catalogues. (Also known as directories.) The distinction between search engines and catalogues has become blurred since many sites now include both facilities as part of a portal service.

Certificate A valid copy of a public key of an individual or organisation together with identification information. It is issued by a trusted third party (TTP) or certification authority (CA).

Certification authority (CA) An organisation issuing and managing certificates or public keys and private keys to individuals or organisations together with identification information.

Change management Controls to minimise the risks of project-based and organisational change.

Channel buyer behaviour Describes which content is visited and the time and duration.

Channel conflicts A significant threat arising from the introduction of an Internet channel is that while disintermediation gives the opportunity for a company to sell direct and increase the profitability of products it can also threaten existing distribution arrangements with existing partners.

Channel marketing strategy Defines how a company should set specific objectives for a channel such as the Internet and vary its proposition and communications for this channel.

Channel outcomes Record customer actions taken as a consequence of a visit to a site.

Channel profitability The profitability of a website, taking into account revenue and cost and discounted cash flow.

Channel promotion Measures that assess why customers visit a site – which adverts they have seen, which sites they have been referred from.

Channel satisfaction Evaluation of the customer's opinion of the service quality on the site and supporting services such as email.

Churn rates The percentage of customers who end their relationship with a company, typically calculated as the number of customers who left a company during a period divided by total customers at the beginning of the period. It is straightforward to calculate for subscription businesses, but requires a definition of active customers for other types of business like a retailer.

Channel structure The configuration of partners in a distribution channel.

Click ecosystem Describes the customer behaviour or flow of online visitors between search engines, media sites, other intermediaries to an organisation and its competitors.

Clicks-and-mortar A business combining online and offline presence.

Clicks-only or Internet pureplay An organisation with principally an online presence.

Clickstream A record of the path a user takes through a website. Clickstreams enable website designers to assess how their site is being used.

Clickstream analysis Reviewing the online behaviour of site visitors based on the sequence of pages that they visit, the navigation and promotion they respond to, the ultimate outcomes and where they leave the site.

Click-through A click-through (ad click) occurs each time a user clicks on a banner advertisement to direct them to a web page that contains further information.

Click-through rate Expressed as a percentage of total ad impressions, and refers to the proportion of users viewing an advertisement who click on it. It

is calculated as the number of click-throughs divided by the number of ad impressions.

Click-tracking Java technology can be used to track movements of individual users to a website.

Client discovery process An initiative to learn what a client or brand needs from a campaign, their strategic initiatives that it must align with, their goals and their marketing outcomes.

Client–server The client–server architecture consists of client computers such as PCs sharing resources such as a database stored on a more powerful server computer.

Cloud Computing A term that is a metaphor for shared computing resources, which require minimal management input and can be accessed via the Internet. Relies on sharing of computing resources.

Co-branding An arrangement between two or more companies where they agree to jointly display content and perform joint promotion using brand logos, email marketing or banner advertisements. The aim is that the brands are strengthened if they are seen as complementary. Co-branding is often a reciprocal arrangement that can occur without payment as part of a wider agreement between partners.

Co-marketing A partnership agreement reached between different businesses to promote each other, typically based on sharing content (and potentially promotions) principally to the audience of owned media channels such as social media, blog and email marketing.

Cold list Data about individuals that are rented or sold by a third party.

Collaborative filtering Profiling of customer interest coupled with delivery of specific information and offers, often based on the interests of similar customers.

Commoditisation The process whereby product selection becomes more dependent on price than on differentiating features, benefits and value-added services.

Competitive intelligence (CI) A process that transforms disaggregated information into relevant, accurate and usable strategic knowledge about competitors, position, performance, capabilities and intentions.

Competitor analysis Review of Internet marketing services offered by existing and new competitors and adoption by their customers.

Competitor benchmarking A structured analysis of the online services, capabilities and performance of an organisation within the areas of customer acquisition, conversion, retention and growth.

Confidentiality *See Security methods.*

Consumer-to-business (C2B) Consumers approach the business with an offer.

Consumer-to-consumer (C2C) Informational or financial transactions between consumers, but usually mediated through a business site.

Consumer behaviour Research into the motivations, media consumption preferences and selection processes of consumers as they use digital channels together with traditional channels to purchase online products and use other online services.

Consumer behaviour analysis In digital markets, this type of analysis involves research into the motivations, media consumption preferences and selection processes used by consumers as they use digital channels together with traditional channels to purchase online products and use other online services.

Contact or touch strategy Definition of the sequence and type of outbound communications required at different points in the customer lifecycle.

Content Content is the design, text and graphical information that forms a web page. Good content is the key to attracting customers to a website and retaining their interest or achieving repeat visits.

Content audit A structured review of the effectiveness of different content types and formats to meet the needs of users and businesses using quantitative and qualitative techniques.

Content developer A person responsible for updating web pages within part of an organisation.

Content distribution (or delivery) networks (CDNs) A system of servers distributed globally with copies of data stored locally to enable more rapid download of content. Their use has increased with increased use of streaming video and more complex web applications.

Content management Software tools for managing additions and amendments to website content.

Content management system (CMS) A software tool for creating, editing and updating documents accessed by intranet, extranet or Internet.

Content marketing The management of text, rich media, audio and video content aimed at engaging customers and prospects to meet business goals published through print and digital media including web and mobile platforms, which is repurposed and syndicated to different forms of web presence such as publisher sites, blogs, social media and comparison sites.

Content marketing hub A central, branded location where your audience can access and interact with all your key content marketing assets. In a practical sense, the content hub can be a blog or new section, an online customer magazine or a resource centre.

Content network Sponsored links are displayed by the search engine on third-party sites such as online publishers, aggregators or social networks. Ads can be paid for on a CPC, CPM or CPA basis. There are also options for graphical or video ads in addition to text-based ads.

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Contextual ads Ads relevant to page content on third-party sites brokered by search ad networks.

Contextual marketing Relevant communications are delivered consistent with the context of the recipient, which can depend on their location, time or place.

Continuous e-communications activities Long-term use of e-marketing communications intended to generate site visitors for customer acquisition (such as search engine, affiliate marketing and online sponsorship) and retention (for example, e-newsletter marketing).

Contra-deals A reciprocal agreement in the form of an exchange where payment doesn't take place. Instead services or ad space promote another company as part of co-branding.

Control page The page against which subsequent optimisation will be assessed. Typically a current landing page. When a new page performs better than the existing control page, it becomes the control page in subsequent testing. Also known as ‘champion-challenger’.

Convergence A trend in which different hardware devices such as televisions, computers and telephones merge and have similar functions.

Conversion marketing Using marketing communications to maximise conversion of potential customers to actual customers.

Conversion rate Proportion of visitors to a site, or viewers of an advert, who take an action such as registration or checkout. *See* **Visit conversion rate** and **Visitor conversion rate**.

Conversion rate optimisation (CRO) Improving the commercial returns from a transactional site through increasing conversion to key goals such as sales, quotes or bookings or leads. CRO combines customer and competitor research with evaluation of customer behaviour using web analytics and AB and multivariate testing.

Cookies Cookies are small text files stored on an end user’s computer to enable websites to identify the user. They enable a company to identify a previous visitor to a site, and build up a profile of that visitor’s behaviour. *See* **Persistent cookies, Session cookies, First-party cookies, Third-party cookies**.

Core product The fundamental features of the product that meet the user’s needs.

Cost-per-acquisition (CPA) The cost of acquiring a new customer. Typically limited to the communications cost and refers to cost-per-sale for new customers. May also refer to other outcomes such as cost-per-quote or enquiry.

Cost-per-click (CPC) The cost of each click from a referring site to a destination site, typically from a search engine in pay-per-click search marketing.

Cost-per-targeted thousand (CPTM) Cost-per-targeted thousand (mille) for an advertisement. *See* **Targeting**.

Cost per thousand (CPM) Cost per 1,000 ad impressions.

Countermediation Creation of a new intermediary by an established company.

Cross-media optimisation studies (XMOS) Studies to determine the optimum spend across different media to produce the best results.

Cross-selling Persuading existing customers to purchase products from other categories than their typical purchases.

Customer acquisition Strategies and techniques used to gain new customers.

Customer-centric marketing An approach to marketing based on detailed knowledge of customer behaviour within the target audience, which seeks to fulfil the individual needs and wants of customers.

Customer communications channels The range of media used to communicate directly with a customer.

Customer engagement Repeated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand.

Customer engagement strategy A strategy to encourage interaction and participation of consumers with a brand through developing content and experiences with the aim of meeting commercial objectives. It is closely related to the development of content marketing and social media strategy.

Customer experience *See Online customer experience.*

Customer experience management (CXM) A holistic approach to managing customer experience and customer engagement across digital and non-digital touch-points including web, mobile and social digital platforms, in-store and by call centres.

Customer extension Techniques to encourage customers to increase their involvement with an organisation.

Customer identity and access management (CIAM) A category of application for managing user access and consent to online information and services typically known as social log-in or sign-on.

Customer insight Knowledge about customers' needs, characteristics, preferences and behaviours based on analysis of qualitative and quantitative data. Specific insights can be used to inform marketing tactics directed at groups of customers with shared characteristics.

Customer journey A description of modern multichannel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support.

Customer lifecycle The stages each customer will pass through in a long-term relationship, through acquisition, retention and extension.

Customer loyalty The desire on the part of the customer to continue to do business with a given supplier over time. *See* **Behavioural loyalty** and **Emotional loyalty**.

Customer Preference Centre Profile page(s) that enables customers to tailor the type and frequency of communications they receive.

Customer orientation Providing content and services on a website consistent with the different characteristics of the audience of the site.

Customer profiling Using the website to find out customers' specific interests and characteristics.

Customer relationship management (CRM) A marketing-led approach to building and sustaining long-term business with customers.

Customer retention Techniques to maintain relationships with existing customers.

Customer satisfaction The extent to which a customer's expectations of product quality, service quality and price are met.

Customer scenarios (online customer journeys) Alternative tasks or outcomes required by a visitor to a website. Typically accomplished in a series of stages of different tasks involving different information needs or experiences.

Customer segments Groups of customers sharing similar characteristics, preferences and behaviours who are targeted with different propositions as part of *target marketing strategy*.

Customer selection Identifying key customer segments and targeting them for relationship building.

Customer touchpoints Communications channels through which companies interact directly with prospects and customers. Traditional touchpoints include face to face (in-store or with sales representatives),

phone and mail. Digital touchpoints include web services, email and, potentially, mobile phone.

Cyberspace and cybermarketing These terms were preferred by science-fiction writers and tabloid writers to indicate the futuristic nature of using the Internet, the prefix 'cyber' indicating a blurring between humans, machines and communications. The terms are not frequently used today since the terms Internet, intranet and World Wide Web are more specific and widely used.

Data lake A storage repository that holds a diversity of raw data in its native format where it is available for analysis and reporting by people across a company. This contrasts to a data warehouse, which contains structured data.

Data subject The legal term to refer to the individual whose data are held.

Data mining Extracting data from legacy systems and other resources; cleaning, scrubbing and preparing data for decision support; maintaining data in appropriate data stores; accessing and analysing data using a variety of end-user tools; and mining data for significant relationships. The primary purpose of these efforts is to provide easy access to specially prepared data that can be used with decision-support applications such as management reports, queries, decision-support systems, executive information systems and data mining.

Database marketing The process of systematically collecting, in electronic or optical form, data about past, current and/or potential customers, maintaining the integrity of the data by continually monitoring customer purchases, by enquiring about changing status, and by using the data to formulate marketing strategy and foster personalised relationships with customers.

Decryption The process of decoding (unscrambling) a message that has been encrypted using defined mathematical rules.

Deep linking Jakob Nielsen's term for a user arriving at a site deep within its structure, or where search engines index a mirrored copy of content normally inaccessible by search engine spiders.

Deliverability Deliverability refers to ensuring email messages are delivered and aren't blocked by spam filters because the email content or

structure falsely identifies a permission-based email as a spammer, or because the sender's IP address has a poor reputation for spam.

Demand analysis Quantitative determination of the potential usage and business value achieved from online customers of an organisation.

Qualitative analysis of perceptions of online channels is also assessed.

Demand analysis for e-commerce Assessment of the demand for e-commerce services among existing and potential customer segments using the ratio Access:Choose:Buy online.

Demand Side Platforms (DSPs) A service that enables ads to be managed across multiple ad networks and ad exchanges through a single interface designed for managing reporting and performance.

Demographic characteristics Variations in attributes of the population such as age, sex and social class.

Denial of service attack Also known as a distributed denial of service (DDOS) attack, this involves a hacker group taking control of many 'zombie' computers attached to the Internet whose security has been compromised. This 'botnet' is then used to make many requests to a target server, thereby overloading it and preventing access to other visitors.

Design for analysis (DFA) The required measures from a site are considered during design to better understand the audience of a site and their decision points.

Design phase (of site construction) The design phase defines how the site will work in the key areas of website structure, navigation and security.

Destination site Frequently used to refer to the site that is visited following a click-through on a banner advertisement. Could also apply to any site visited following a click on a hyperlink.

Destination store A retail store in which the merchandise, selection, presentation, pricing or other unique features act as a magnet for the customer.

Development (of site construction) 'Development' is the term used to describe the creation of a website by programmers. It involves writing the HTML content, creating graphics, and writing any necessary software code such as JavaScript or ActiveX (programming).

DevOps An approach to development of systems which involves a more collaborative and closer relationship between development teams and operations teams with the aim of reducing deployment times and frequency of system updates and improving their stability.

Differential advantage A desirable attribute of a product that is not currently matched by competitor offerings.

Differential pricing Identical products are priced differently for different types of customers, markets or buying situations.

Digital assets The graphical and interactive material that supports a campaign displayed on third-party sites and on microsites, including display ads, email templates, video, audio and other interactive media such as Flash animations.

Digital brand A digital brand is a brand identity used for a product or company online that differs from the traditional brand. (Also known as an online brand.)

Digital certificates (keys) A method of ensuring privacy on the Internet. Certificates consist of keys made up of large numbers that are used to uniquely identify individuals. *See Public key.*

Digital customer experience A brand's total digital experience includes a brand's presence on different platforms including desktop website, mobile site and apps, ads on gaming platforms and digital in-store. It is based on the combination of rational and emotional factors of using a company's online services that influences customers' perceptions of a brand online.

Digital disruptors Innovations in digital media, data and marketing technology that enable a change to a new basis for competition in a market or across markets. Disruptors are also used to refer to startup or existing companies who, through their agility, are good examples of impacting competitors through disruption.

Digital disruption Innovations in digital media, data and marketing technology that enable a change to a new basis for competition in a market or across markets.

Digital marketing This has a similar meaning to 'electronic marketing' – both describe the management and execution of marketing using electronic media such as the web, email, interactive TV, IPTV and wireless media in

conjunction with digital data about customers' characteristics and behaviour.

Digital marketing metrics Measures that indicate the effectiveness of digital marketing activities integrated across different channels and platforms in meeting customer, business and marketing objectives.

Digital marketing strategy Definition of the approach by which applying digital technology platforms will support marketing and business objectives.

Digital media Communications are facilitated through content and interactive services delivered by different digital technology platforms including the Internet, web, mobile phone, interactive TV, IPTV and digital signage. *See Digital media channels.*

Digital media 'assists' A referrer of a visit to a site before the ultimate site is credited with the sale, often through a weighting system.

Digital media channels Online communications techniques such as search engine marketing, affiliate marketing and display advertising used to engage web users on third-party sites, encouraging them to visit an organisation's site or purchase through traditional channels such as by phone or in store.

Digital media de-duplication A single referrer of a visit leading to sale is credited with the sale based on the last-click method of digital media channel attribution.

Digital rights management (DRM) The use of different technologies to protect the distribution of digital services or content such as software, music, movies or other digital data.

Digital signage The use of interactive digital technologies within billboard and point-of-sale ads. For example, videos and bluetooth interaction.

Digital signatures The electronic equivalent of written signatures, which are used as an online method of identifying individuals or companies using public-key encryption.

Digital television Information is received and displayed on a digital television using binary information (0s and 1s), giving options for better picture and sound quality and providing additional information services based on interactivity. *See Interactive digital TV.*

Digital transformation A staged programme of business improvements to People, Process and Tools used for integrated digital marketing to maximise the potential contribution of digital technology and media to business growth.

Direct-to-customer model A brand that has previously communicated to its customers via intermediaries such as media sites or wholesalers communicates directly via digital media such as social networks, email and websites.

Direct marketing Marketing to customers using one or more advertising media aimed at achieving measurable response and/or transaction.

Direct response Usually achieved in an Internet marketing context by call-back services.

Directories Directory websites provide a structured listing of registered websites in different categories. They are similar to an electronic version of *Yellow Pages*. Yahoo! and Excite are the best-known examples of directories. (Also known as catalogues.)

Discovery or analysis phase The identification of the requirements of an online service. Techniques to achieve this may include quantitative analysis of digital analytics data and qualitative analysis involving focus groups, questionnaires sent to existing customers or interviews with key accounts.

Disintermediation The removal of intermediaries such as distributors or brokers that formerly linked a company to its customers.

Display advertising Paid ad placements using graphical or *rich media ad units* within a web page to achieve goals of delivering brand awareness, familiarity, favourability and purchase intent. Many ads encourage interaction through prompting the viewer to interact or *rollover* to play videos, complete an online form or to view more details by clicking through to a site.

Display (or content) network Sponsored links are displayed by the search engine on third-party sites such as online publishers, aggregators or social networks. Ads can be paid for on a CPC, CPM or a CPA basis. There are also options for graphical or video ads as well as text-based ads.

Disruptive technologies New technologies that prompt businesses to reappraise their strategic approaches.

Distribution channels The mechanism by which products are directed to customers, either through intermediaries or directly.

Domain name The web address that identifies a web server. *See Domain name system.*

Domain name registration The process of reserving a unique web address that can be used to refer to the company website.

Domain name system (DNS) The domain name system (DNS) provides a method of representing Internet Protocol (IP) addresses as text-based names. These are used as web addresses. For example, www.microsoft.com is the representation of site 207.68.156.58. Domain names are divided into the following categories:

- Top-level domain name such as .com or .co.uk. (Also known as Global (or generic) top-level domain names (gLTD).)
- Second-level domain name. This refers to the company name and is sometimes referred to as the ‘enterprise name’, e.g. **novell.com**.
- Third-level or sub-enterprise domain name. This may be used to refer to an individual server within an organisation, such as **support.novell.com**.

Doorway pages Specially constructed pages that feature keywords for particular product searches. These often redirect visitors to a home page.

Download The process of retrieving electronic information such as a web page or email from another remote location such as a web server.

Duplicate content Different pages that are evaluated by the search engine to be similar and so don’t rank highly, even though they may be for distinct products or services.

Dynamic content email Copy, creative and offer in an email is customised based on rules or real-time content to increase its relevance and response.

Dynamic pricing Prices can be updated in real time according to the type of customer or current market conditions.

Dynamic web page A page that is created in real time, often with reference to a database query, in response to a user request.

Early adopters Companies or departments that invest in new marketing techniques and technologies when they first become available in an attempt to gain a competitive advantage despite the higher risk entailed than that involved in a more cautious approach.

Early- (first-) mover advantage An early entrant into the marketplace.

Earned media The audience is reached through editorial, comments and sharing online.

Earnings-per-click (EPC) A relative measure of the effectiveness of a site or section of a site in generating revenue for the site owner through affiliate marketing for every 100 outbound clicks generated.

E-business *See Electronic business.*

E-cash *See Digital cash.*

E-commerce *See Electronic commerce.*

Econometric modelling A quantitative technique to evaluate the past influence or predict the future influence on a dependent variable (typically sales in a marketing context) of independent variables, which may include Product, Price, Promotions and the level and mix of media investments.

Editorial calendar A plan for scheduling the creation of new or updated content for different audiences to support business goals for new visitors or increased conversion as part of content marketing.

Effective cost-per-thousand (eCPM) A measure of the total revenue a site owner can achieve through advertising or other revenue options. eCPM is calculated as advertising revenue achieved for every 1,000 pages that are served for the whole site or a section. *See EPC.*

Effective frequency The number of exposures or ad impressions (frequency) required for an advertisement to become effective.

Effectiveness Meeting process objectives, delivering the required outputs and outcomes. ‘Doing the right thing.’

Efficiency Minimising resources or time needed to complete a process. ‘Doing the thing right.’

E-government The use of Internet technologies to provide government services to citizens.

Electronic business (e-business) All electronically mediated information exchanges, both within an organisation and with external stakeholders, supporting the range of business processes.

Electronic cash *See Digital cash.*

Electronic commerce (e-commerce) All financial and informational electronically mediated exchanges between an organisation and its external stakeholders. *See Buy-side e-commerce and Sell-side e-commerce.*

Electronic commerce transactions Transactions in the trading of goods and services conducted using the Internet and other digital media.

Electronic customer relationship management (e-CRM) Using digital communications technologies to maximise sales to existing customers and encourage continued usage of online services. Today, CRM is synonymous with E-CRM.

Electronic mail (email) Sending messages or documents, such as news about a new product or sales promotion, between individuals. A primitive form of push channel. Email may be inbound or outbound.

Electronic mail advertising Advertisements contained within email such as newsletters.

Electronic marketing (e-marketing) Achieving marketing objectives through use of electronic communications technology.

Electronic procurement (e-procurement) The electronic integration and management of all procurement activities including purchase request, authorisation, ordering, delivery and payment between a purchaser and a supplier.

Electronic shopping or ES test This test was developed by de Kare-Silver to assess the extent to which consumers are likely to purchase a particular retail product using the Internet.

Email marketing Typically applied to outbound communications from a company to prospects or customers to encourage purchase or branding goals. Email marketing is most commonly used for mailing to existing customers on a house list, but can also be used for mailing prospects on a rented or co-branded list. Emails may be sent as part of a one-off campaign or can be automated, event-based triggered emails such as a Welcome

strategy, which can be broadcast based on rules about intervals and customer characteristics. *See* **Inbound email** and **Outbound email**.

Email service providers (ESPs) Provide a web-based service used by marketers to manage their email activities including hosting email subscription forms, broadcast and tracking.

E-marketing *See* **Electronic marketing**.

Emergent strategy Strategic analysis, strategic development and strategy implementation are interrelated and are developed together.

Emotional loyalty Loyalty to a brand is demonstrated by favourable perceptions, opinions and recommendations.

Encryption The scrambling of information into a form that cannot be interpreted. Decryption is used to make the information readable.

Entry page The page at which a visitor enters a website. It is identified by a log file analyser. *See* **Exit page** and **Referring site**.

Environmental scanning and analysis The process of continuously monitoring the environment and analysing events in an organisation's environment(s) that have implications for planning and responding accordingly.

E-retail The sale of goods and services via the Internet or other electronic channels for individual consumers. This definition includes all e-commerce and related activities that ultimately result in transactions.

Ethical standards Practices or behaviours that are morally acceptable to society.

Evaluating a website *See* **Website measurement**.

Exchange *See* **Business-to-business exchanges or marketplaces**.

Exit page The page from which a visitor exits a website. It is identified by web analytics services.

Expert reviews An analysis of an existing site or prototype by an experienced usability expert who will identify deficiencies and improvements to a site based on their knowledge of web design principles and best practice.

Extended product Additional features and benefits beyond the core product.

Extension *See Customer extension.*

External link building A proactive approach to gain quality links from third-party sites.

Extranet Formed by extending an intranet beyond a company to customers, suppliers, collaborators or even competitors. This is password-protected to prevent access by general Internet users.

Facebook commerce (F-commerce) Retailers create an online store within Facebook, often with a limited range of stock.

Faceted navigation Used to enable users to rapidly filter results from a product search based on different ways of classifying the product by their attributes or features. For example, by brand, by sub-product category, by price bands.

Feed or RSS feed Blog, news or other content is published by an XML standard and syndicated for other sites or read by users in RSS reader services such as Google Reader, personalised home pages or email systems. RSS stands for *really simple syndication*.

File Transfer Protocol (FTP) A standard method for moving files across the Internet. FTP is available as a feature of web browsers that is sometimes used for marketing applications such as downloading files like product price lists or specifications. Standalone FTP packages such as WSFTP are commonly used to update HTML files on web servers when uploading revisions to the web server.

Findability An assessment of how easy it is for a web user to locate a single content object or to use browse navigation and search system to find content. Like usability, it is assessed through efficiency – how long it takes to find the content – and effectiveness – how satisfied the user is with the experience and relevance of the content they find.

Firewall A specialised software application mounted on a server at the point where a company is connected to the Internet. Its purpose is to prevent unauthorised access into the company by outsiders. Firewalls are essential for all companies hosting their own web server.

First-party cookies Served by the site currently in use – typical for e-commerce sites.

Flow Describes a state in which users have a positive experience from readily controlling their navigation and interaction on a website.

Focus groups Online focus groups have been conducted by w3focus.com. These follow a bulletin board or discussion group form where different members of the focus group respond to prompts from the focus group leaders.

Form A method on a web page of entering information such as order details.

Forward auctions Item purchased by highest bid made in bidding period.

Forward path analysis Forward path analysis reviews the combinations of clicks that occur from a page. This form of analysis is most beneficial when it is forward from important pages such as the home page, product and directory pages. This technique is used to identify messaging/navigation combinations that work best to yield the most clicks from a page. Similar, effective messaging approaches can then be deployed elsewhere on the site.

Frame A technique used to divide a web page into different parts, such as a menu and separate content.

Gamification The process of applying game thinking and mechanics to engage an audience by rewarding them for achievements and sharing.

Global (or generic) top-level domain names (gLTD) The part of the domain name that refers to the category of site. The gLTD is usually the right-most part of the domain name, such as .co.uk or .com.

Globalisation The increase of international trading and shared social and cultural values.

Google Ads enhanced campaigns An approach introduced by Google in 2013 to simplify the management of ads displayed in different locations, different day parts (times of day) and on different devices.

Google Display Network (GDN) Different types of online publishers agree for Google to display contextual ads on their sites for a fee, for example as part of the AdSense programme.

Google's Product Listing Ads (PLAs) Product information such as pricing and images are uploaded to Google's servers using a product feed in XML or text formats for display in ads within Google AdWords or Google Shopping.

GPRS This is approximately five times faster than GSM and is an 'always-on' service that is charged according to usage. Display is still largely text-based and based on the WAP protocol.

Graphic design All factors that govern the physical appearance of a web page.

Graphics Interchange Format (GIF) A graphics format used to display images within web pages. An interlaced GIF is displayed gradually on the screen, building up an image in several passes.

Growth hacking A mindset that focuses marketing activities on increasing the scale and profitability of a business through testing and improving techniques for improving the value of audience touchpoints across the customer lifecycle of Reach, Interactions, Conversion and Engagement.

GSM The digital transmission technique standard used widely for mobile voice data.

Hacker Someone who enjoys exploring the details of programmable systems and how to stretch their capabilities.

Halo effect The role of one media channel on influencing sale or uplift in brand metrics. Commonly applied to online display advertising, where exposure to display ads may increase click-through rates when the consumer is later exposed to a brand through other media, for example sponsored links or affiliate ads. It may also improve conversion rates on destination sites through higher confidence in the brand or familiarity with the offer. *See* Media-multiplier.

Hard launch A site is launched once fully complete with full promotional effort.

Hit A hit is recorded for each graphic or page of text requested from a web server. It is not a reliable measure for the number of people viewing a page. A page impression is a more reliable measure, denoting one person viewing one page.

Home page The index page of a website with menu options or links to other resources on the site. Usually denoted by <web address>/index.html.

House list A list of prospect and customer names, email addresses and profile information owned by an organisation.

HTML (Hypertext Markup Language) A standard format used to define the text and layout of web pages. HTML files usually have the extension HTML or HTML.

HTTP (Hypertext Transfer Protocol) A standard that defines the way information is transmitted across the Internet.

Hurdle rate The proportion of customers that fall within a particular level of activity. For example, the percentage of members of an email list that click on the email within a 90-day period, or the number of customers that have made a second purchase.

Hype cycle A graphic representation of the maturity, adoption and business application of specific technologies.

Hyperlink A method of moving between one website page and another, indicated to the user by text highlighted by underlining and/or a different colour. Hyperlinks can also be achieved by clicking on a graphic image such as a banner advertisement that is linked to another website.

Identity theft The misappropriation of the identity of another person, without their knowledge or consent.

Inbound email Email arriving at a company.

Inbound email marketing Management of emails from customers by an organisation.

Inbound digital communications Customers enquire through web-based form and email. *See Web self-service.*

Inbound link *See Backlink.*

Inbound marketing The consumer is proactive in seeking out information for their needs, and interactions with brands are attracted through content, search and social media marketing.

Incidental offline advertising Driving traffic to the website is not a primary objective of the advert.

Index inclusion Ensuring that as many of the relevant pages from your domain(s) are included within the search engine indexes you are targeting to be listed in.

Influencer relationship management (IRM) A structured process to continuously manage and measure influencer outreach as a programme of campaigns based on content-assets and ‘always-on’ activities against defined goals.

Information architecture The combination of organisation, labelling and navigation schemes constituting an information system.

Information organisation schemes The structure chosen to group and categorise information.

Initiation of the website project This phase of the project should involve a structured review of the costs and benefits of developing a website (or making a major revision to an existing website). A successful outcome to initiation will be a decision to proceed with the site development phase, with an agreed budget and target completion date.

Integrated marketing communications The coordination of communications channels to deliver a clear, consistent message.

Integrity *See Security methods.*

Intellectual property rights (IPRs) Protect the intangible property created by corporations or individuals that is protected under copyright, trade secret and patent laws.

Interactive banner advertisement A banner advertisement that enables the user to enter information.

Interactivity The medium enables a dialogue between company and customer.

Interaction rate (IR) The proportion of ad viewers who interact with an online ad through rolling over it. Some will be involuntary depending on where the ad is placed on screen, so it is highly dependent on placement.

Internal link architecture Structuring and labelling links within a site’s navigation to improve the results of SEO.

Intermediaries Online sites that help bring together different parties such as buyers and sellers.

Internet The physical network that links computers across the globe. It consists of the infrastructure of network servers and communication links between them that are used to hold and transport the vast amount of information on the Internet.

Internet of Things (IoT) A system of devices, software, objects, people or animals with unique identifiers that can transfer data over a network via machine-to-machine (M2M) interactions without human interaction.

Internet-based market research The use of online questionnaires and focus groups to assess customer perceptions of a website or broader marketing issues.

Internet contribution An assessment of the extent to which the Internet contributes to sales is a key measure of the importance of the Internet to a company.

Internet governance Control of the operation and use of the Internet.

Internet marketing The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.

Internet marketing metrics *See Metrics for Internet marketing.*

Internet marketing strategy Definition of the approach by which Internet marketing will support marketing and business objectives.

Internet Protocol Television (IPTV) Digital television service delivered using Internet protocol, typically by a broadband connection. IPTV can be streamed for real-time viewing or downloaded before playback.

Internet pureplay An organisation with the majority of its customer-facing operations online, e.g. Egg.

Internet service provider (ISP) Company that provides home or business users with a connection to access the Internet. It can also host websites or provide a link from web servers to allow other companies and consumers access to a corporate website.

Interruption marketing Marketing communications that disrupt customers' activities.

Interstitial ads Ads that appear between one page and the next.

Intranet A network within a single company that enables access to company information using the familiar tools of the Internet such as web browsers and email. Only staff within a company can access the intranet, which will be password-protected.

Java A programming language standard supported by Sun Microsystems, which permits complex and graphical customer applications to be written and then accessed from a web browser. An example might be a form for calculating interest on a loan. A competitor to ActiveX.

Javascript A form of programming language embedded into websites using the <script> tag used to manage interactions and integrated different marketing technology.

Key online influencers Celebrities, individuals well known in their niche or publishers that an online target audience listens to and interacts with. Online influencer outreach or ‘blogger outreach’ can help companies reach and engage a wider audience. Recently video bloggers (‘vloggers’ or ‘YouTubers’) have become popular among teenage audiences.

Key performance indicators (KPIs) Metrics used to assess the performance of a process and/or whether goals set are achieved.

Keyphrase (keyword phrase) The combination of words users of search engines type into a search box that form a search query.

Knowledge Graph An infrastructure developed by Google to display related information about people, places and objects.

Lagging performance indicator A metric that indicates past performance. Corrective action can then be applied to improve performance.

Landing page A destination page when a user clicks on an ad or other form of link from a *referring site*. It can be a home page, but more typically and desirably a landing page is a page with the messaging focused on the offer in the ad. This will maximise conversion rates and brand favourability.

Last-click method of digital media channel attribution The site that referred a visitor immediately before purchase is credited with the sale. Previous referrals influenced by other customer touchpoints on other sites are ignored.

Latency The average length of time that different customer types take between different activities, e.g. log-ins, paying bills, first and second

purchase.

Lead Details about a potential customer (prospect). *See* **Qualified lead**.

Leading performance indicator A measure that is suggestive of future performance and so can be used to take proactive action to shape future performance.

Lead generation offers Offered in return for customers providing their contact details and characteristics. Commonly used in B2B marketing where free information such as a report or a seminar will be offered.

Lifetime value (LTV) The total net benefit that a customer or group of customers will provide a company over their total relationship with a company.

Link anchor text The text used to form the blue, underlined hyperlink viewed in a web browser defined in the HTML source. For example: Visit Dave Chaffey's web log is created by the HTML code: Visit Dave Chaffey's web log.

Link building A proactive approach to gain quality links from third-party sites.

List broker Will source the appropriate email list(s) from the list owner.

List owner Has collected email addresses which are offered for sale.

Live website Current site accessible to customers, as distinct from test website.

Localisation Designing the content of the website in such a way that it is appropriate to different audiences in different countries.

Location-based marketing Location or proximity-based marketing is mobile marketing based on the GPS built into phones or based on interaction with other local digital devices.

Log file A file stored on a web server that records every item downloaded by users.

Log file analysis Web analytics tool that is used to build a picture of the amount of usage of different parts of a website based on the information contained in the log file.

Long-tail concept A frequency distribution suggesting the relative variation in popularity of items selected by consumers.

Loyalty techniques Customers sign up to an incentive scheme where they receive points for repeat purchases, which can be converted into offers such as discounts, free products or cash. (Also known as online incentive schemes.)

Machine-to-Machine (M2M connections) These include home and office security and automation, smart metering and utilities, maintenance, building automation, automotive, healthcare and consumer electronics.

Machine learning Creating and applying predictive models and algorithms with the ability to learn without being explicitly programmed. The computer models then make predictions of success based on patterns extracted from historical data. These are used to define rules, which are implemented to automate tasks such as targeting media or emails to the most valuable segments with the most relevant creative, offer and timing.

Macro-environment Broader forces affecting all organisations in the marketplace including social, technological, economic, political and legal aspects.

Mailbots *See Autoresponders.*

Maintenance process The work involved in running a live website such as updating pages and checking the performance of the site.

Malware Malicious software or toolbars, typically downloaded via the Internet, which act as a 'trojan horse' by executing other unwanted activities such as keylogging of user passwords or viruses that may collect email addresses.

Marketing automation Enables businesses to automate tasks in the marketing and sales process to make the process to deliver more relevant communications, typically delivered as personalised emails and website messages.

Marketing intermediaries Firms that can help a company to promote, sell and distribute its products or services.

Marketing-led site design Site design elements are developed to achieve customer acquisition, retention and communication of marketing messages.

Marketing mix The series of seven key variables – Product, Price, Place, Promotion, People, Process and Physical evidence – that are varied by marketers as part of the customer offering.

Marketing orchestration Designing customer contact strategies to deliver the most relevant, most responsive messages integrated across different communications channels based on customer context. Customer strategies are managed by marketing automation systems using rules or Artificial Intelligence based on Big Data analysis.

Marketing planning A logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.

Marketplace *See Business-to-business exchanges or marketplaces.*

Marketspace A virtual marketplace such as the Internet in which no direct contact occurs between buyers and sellers. (Also known as electronic marketspace.)

Markup language *See HTML, XML.*

Martech stack A combination of different software services or tools used to run all marketing operations across multiple channels including customer acquisition, conversion, retention, team communications and to deliver customer and market insight and reporting.

Mashup Websites, pages or widgets that combine the content or functionality of one website or data source with another to create something offering a different type of value to web users from the separate types of content or functionality.

Mass customisation The ability to create tailored marketing messages or products for individual customers or a group of similar customers (a bespoke service), yet retain the economies of scale and the capacity of mass marketing or production.

Mass marketing One-to-many communication between a company and potential customers, with limited tailoring of the message.

Measurement *See Website measurement.*

Media buyer The person within a company wishing to advertise who places the advertisement, usually via a media broker.

Media buying The process of purchasing media to meet the media plan requirements at the lowest costs.

Media fragmentation Describes a trend to increasing choice and consumption of a range of media in terms of different channels such as web and mobile and also within channels, for example more TV channels, radio stations, magazines, more websites. Media fragmentation implies increased difficulty in reaching target audiences.

Media multiplier or halo effect The role of one media channel on influencing sale or uplift in brand metrics. Commonly applied to online display advertising, where exposure to display ads may increase click-through rates when the consumer is later exposed to a brand through other media, for example sponsored links or affiliate ads. It may also improve conversion rates on destination sites through higher confidence in the brand or familiarity with the offer.

Media owners The owners of websites (or other media such as newspapers) that accept advertisements.

Media planning The process of selecting the best combination of media to achieve marketing campaign objectives. Answers questions such as ‘How many of the audience can I reach through different media?’, ‘On which media (and ad vehicles) should I place ads?’, ‘Which frequency should I select?’, ‘How much money should be spent in each medium?’

Media queries A styling approach within cascading style sheets (CSS3) enabling the layout to change based on type of device at its scale.

Media site Typical location where paid-for ads are placed.

Merchandising *See Web merchandising.*

Meta-data Literally, data about data – a format describing the structure and content of data.

Memes An idea, theme or trend that engages an audience and spreads through viral communications.

Meta search engines Meta search engines submit keywords typed by users to a range of search engines in order to increase the number of relevant pages since different search engines may have indexed different sites. An example is the meta-crawler search engine or www.mamma.com.

Meta-tags Text within an HTML file summarising the content of the site (content meta-tag) and relevant keywords (keyword meta-tag), which are matched against the keywords typed into search engines.

Metrics for Internet marketing Measures that indicate the effectiveness of Internet marketing activities in meeting customer, business and marketing objectives.

Micro-environment The *actors* (stakeholders) and their interactions that influence how an organisation responds in its marketplace.

Microformats A semantic definition in XML/HTML of a specific information type within a web page such as a product, event, recipe or review. Schema.org manages some of the most common definitions.

Microsite Specialised content that is part of a website that is not necessarily owned by the organisation. If owned by the company it may be as part of an extranet. *See Nested ad content.*

Mixed-mode buying The process by which a customer changes between online and offline channels during the buying process.

Mobile-based apps Designed to run on smartphones and tablet computers, apps provide users with rich mobile content by deploying the handset's multiple native capabilities. Apps are available for download from app stores hosted by the mobile operating systems (e.g. iTunes for iOS, Google Play for Android, Microsoft App Store, BlackBerry App World).

Mobile commerce The use of wireless devices such as mobile phones for informational or monetary transactions.

Mobile marketing Marketing to encourage consumer engagement when using mobile phones (particularly smartphones) or tablet devices.

Multichannel marketing and Omnichannel marketing Customer communications and product distribution are supported by a combination of digital and traditional channels at different points in the buying cycle. With the range of mobile and IoT touchpoints, some have expanded the term to *omnichannel marketing*.

Multichannel marketing strategy Defines how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.

Multichannel prioritisation Assesses the strategic significance of the Internet relative to other communications channels and then deploys resources to integrate with marketing channels.

Multiscreening A term used to describe simultaneous use of devices such as digital TV and a smartphone or tablet.

Native advertising Online content that is created to promote or enhance a brand, such as a publisher article or social media update. Such content should be disclosed as advertising by law in many countries, but often it isn't.

Natural or organic listings The pages listing results from a search engine query that are displayed in a sequence according to relevance of match between the keyword phrase typed into a search engine and a web page according to a ranking algorithm used by the search engine.

Navigational search Searchers use a search engine such as Google to find information deeper within a company site by appending a qualifier such as a product name to the brand or site name. Organisations need to check that relevant pages are available in the search results pages for these situations.

Near-field communications (NFC) Enables data exchange through wireless connections between two devices in close proximity to each other. Use of NFC-enabled smartphones can facilitate contactless payments.

Nested ad content This refers to the situation when the person undertaking the click-through is not redirected to a corporate or brand site, but is instead taken to a related page on the same site as that on which the advertisement is placed. (Sometimes referred to as microsite.)

Net Promoter Score (NPS) A measure of the number of advocates a company (or website) has who would recommend it compared to the number of detractors.

Nofollow and Dofollow tags A nofollow tag is a basic piece of HTML. Appended to a hyperlink, it allows webmasters to control whether search engines follow a link or not. For example, the following URL on a page of another site allows search engines to visit Smart Insights' website and credit the website with the link; each link is scored by the search engines, supporting SEO: `Visit Smart Insights` This normal, natural type of link is

sometimes known as ‘do-followed’! Here’s the same hyperlink, now including a nofollow tag (highlighted in red): `<a href=“http://www.smartinsights.com/” title=“Smart Insights” rel=“nofollow” Visit Smart Insights`.

Newsjacking A publisher or other brand seeks to take advantage of current topical interest in a story and then add to or subvert it to increase their own publicity.

Non-repudiability *See Security methods.*

Notification The process whereby companies register with the data protection register to inform about their data holdings.

Offer An incentive in direct marketing or a product offering.

Offline site promotion Traditional techniques such as print and TV advertising used to generate website traffic.

One-to-one marketing A unique dialogue that occurs directly between a company and individual customers (or less strictly with groups of customers with similar needs). The dialogue involves a company listening to customer needs and responding with services to meet these needs.

Online brand *See Digital brand.*

Online branding How online channels are used to support brands that, in essence, are the sum of the characteristics of a product or service as perceived by a user.

Online business model A summary of how a company will generate a profit identifying its core product or service value proposition, target customers in different markets, position in the competitive online marketplace or value chain and its projections for revenue and costs.

Online company presence Different forms of online media controlled by a company including their website, blogs, email list and social media presences. Also known as ‘owned media’.

Online customer experience The combination of rational and emotional factors in using a company’s online services that influences customers’ perceptions of a brand online.

Online tactical marketing segmentation Tactical segmentation enables targeting based on customer journey behaviour such as search behaviour,

content accessed and contribution to social media.

Online incentive schemes *See Loyalty techniques.*

Online influencer outreach Identifying online influencers such as bloggers, media owners or individuals with a large online following in the social networks and then approaching them to partner together to communicate with their audience.

Online influencers and Key Opinion Leaders Online influencers can include any type of online person who has a significant following, such as journalists, bloggers or celebrities.

Online intermediary sites Websites that facilitate exchanges between consumer and business suppliers.

Online market ecosystem Interactions between different online systems related to a specific hardware or software technology that may be independent or developed by a particular brand.

Online marketplace Exchanges of information and commercial transactions between consumers, businesses and governments completed through different forms of online presence such as search engines, social networks, comparison sites and destination sites.

Online promotion contribution An assessment of the proportion of customers (new or retained) who are reached by online communications and are influenced as a result.

Online PR (e-PR) Maximising favourable mentions of your company, brands, products or websites on third-party websites that are likely to be visited by your target audience. Online PR can extend reach and awareness of a brand within an audience and will also generate backlinks vital to SEO. It can also be used to support viral or word-of-mouth marketing activities in other media.

Online reputation management Controlling the reputation of an organisation through monitoring and controlling messages placed about the organisation.

Online revenue contribution An assessment of the direct contribution of the Internet or other digital media to sales, usually expressed as a percentage of overall sales revenue.

Online service-quality gap The mismatch between what is expected and delivered by an online presence.

Online site promotion Internet-based techniques used to generate website traffic.

Online social network A service facilitating the connection, collaboration and exchange of information between individuals.

Online value proposition (OVP) A statement of the benefits of online services that reinforce the core proposition and differentiate from an organisation's offline offering and that of competitors.

Online voice of customer (VoC) Qualitative assessments of the effectiveness of digital presence based on direct customer feedback. They answer 'who and why' questions about how customers interact with brands online.

On-page optimisation Writing copy and applying markup such as the <title> tag and heading tags <h1> to highlight to search engines relevant keyphrases within a document.

Operational effectiveness Performing similar activities better than rivals. This includes efficiency of processes.

Opt-in A customer proactively agrees to receive further information.

Opt-in email The customer is only contacted when he or she has explicitly asked for information to be sent (usually when filling in an on-screen form).

Opt-out A customer declines the offer to receive further information.

Opt-out email The customer is not contacted subsequently if he or she has explicitly stated that he or she does not want to be contacted in future. Opt-out or unsubscribe options are usually available within the email itself.

Organic social media marketing It's common practice to distinguish between organic and paid social media marketing activities in a similar way to organic and paid search marketing. Organic social involves using social networks and customer communities to develop relationships, share positive opinions through social media amplification and manage negative social media comments.

Outbound email Email sent from a company.

Outbound email marketing Emails are sent to customers and prospects from an organisation.

Outbound Internet-based communications The website and email marketing used to send personalised communications to customers.

Outsourcing Contracting an outside company to undertake part of the Internet marketing activities.

Overlay Typically an animated ad that moves around the page and is superimposed on the website content.

Overt Typically an animated ad that moves around the page and is superimposed on the website content.

Owned media Different forms of online media controlled by a company including their website, blogs, email list and social media presence.

Page impression One page impression occurs when a member of the audience views a web page. *See Ad impression and Reach.*

PageRank A scale between 0 to 10 used by Google to assess the importance of websites according to the number of inbound links or backlinks.

Page request The process of a user selecting a hyperlink or typing in a uniform resource locator (URL) to retrieve information on a specific web page. Equivalent to page impression.

Page view *See Page impression.*

Paid media Also known as bought media, a direct payment occurs to a site owner or an ad network when they serve an ad, a sponsorship or pay for a click, lead or sale generated.

Paid search marketing (pay-per-click PPC) A relevant text ad with a link to a company page is displayed on the SERPs when the user of a search engine types in a specific phrase. A fee is charged for every click of each link, with the amount bid for the click mainly determining its position. Additionally, PPC may involve advertising through a content network of third-party sites (which may be on a CPC, CPM or CPA basis).

Panda and Penguin algorithm updates Changes to Google's algorithm aimed at reducing the impact at webspam. They caused the rankings of

many sites to fall. Panda targeted low-quality sites with ‘thin’ content. Penguin targeted sites using aggressive link building.

Paths-to-purchase The different sites, channels and devices and information sources that consumers use to inform their purchase decision for a product or service. Also known as conversion pathways on a site.

Pay-for-performance communications The wastage from traditional media buys can be reduced online through advertising models where the advertisers only pay for a response (cost-per-click), as in pay-per-click search marketing or for a lead or sale, as in affiliate marketing.

Pay-per-click PPC refers to when a company pays for text ads to be displayed on the search engine results pages as a sponsored link (typically above, to the right of or below the natural listings) when a specific keyphrase is entered by the search users. It is so called because the marketer pays each time the hypertext link in the ad is clicked on. If a link is clicked repeatedly, then this will be detected by the search engine as click fraud and the marketer will not be charged.

Payment systems Methods of transferring funds from a customer to a merchant.

People variable The element of the marketing mix that involves the delivery of service to customers during interactions with those customers.

Performance drivers Critical success factors that determine whether business and marketing objectives are achieved.

Performance management system A process, used to evaluate and improve the efficiency and effectiveness of an organisation and its processes.

Performance measurement system The process by which metrics are defined, collected, disseminated and actioned.

Performance marketing Used as an alternative term for affiliate marketing which includes payment for lead, sale, but also click, so it is a broader term including other online paid media such as display advertising and biddable media including pay-per-click and programmatic advertising.

Performance metrics Measures that are used to evaluate and improve the efficiency and effectiveness of business processes.

Performance of website Performance or quality of service is dependent on its availability and speed of access.

Permission marketing Customers agree (opt-in) to be involved in an organisation's marketing activities, usually as a result of an incentive.

Persistent cookies Cookies that remain on a computer after a visitor session has ended. Used to recognise returning visitors.

Personal data Any information about an individual stored by companies concerning their customers or employees.

Personalisation Digital experience personalisation involves dynamic serving of customised content, product or promotional offer recommendations to website visitors or app users based on their characteristics and intent behaviour to support conversion and long-term engagement goals.

Personas A thumbnail summary of the characteristics, needs, motivations and environment of typical website users.

Persuasion marketing Using design elements such as layout, copy and typography together with promotional messages to encourage site users to follow particular paths and specific actions rather than giving them complete choice in their navigation.

Phishing Obtaining personal details online through sites and emails masquerading as legitimate businesses.

Phone-me A call-back facility available on the website for a company to contact a customer by phone at a later time, as specified by the customer.

Physical evidence variable The element of the marketing mix that involves the tangible expression of a product and how it is purchased and used.

Pixel The small dots on a computer screen that are used to represent images and text. Short for 'picture element'. Used to indicate the size of banner advertisements.

Place variable The element of the marketing mix that involves distributing products to customers in line with demand and minimising cost of inventory, transport and storage.

Plug-in A program that must be downloaded to view particular content, such as an animation.

Podcasts Individuals and organisations post online media (audio and video) that can be viewed in the appropriate players (including the iPod, which first sparked the growth in this technique). The latest podcast updates can be automatically delivered by *Really Simple Syndication*.

Portal A website that acts as a gateway to information and services available on the Internet by providing search engines, directories and other services such as personalised news or free email.

Portfolio analysis Identification, evaluation and selection of desirable marketing applications.

Positioning Customers' perception of the product and brand offering relative to those of competitors.

Predictive analytics Using data mining and statistical modelling to predict future outcomes, for example by scoring customer propensity to respond to a specific offer.

Prescriptive strategy The three core areas of strategic analysis, strategic development and strategy implementation are linked together sequentially.

Price comparison sites *See Aggregators.*

Price dispersion The distribution or range of prices charged for an item across different retailers.

Price elasticity of demand Measure of consumer behaviour that indicates the change in demand for a product or service in response to changes in price.

Price transparency Customer knowledge about pricing increases due to increased availability of pricing information.

Price variable The element of the marketing mix that involves defining product prices and pricing models.

Pricing level The price set for a specific product or range of products.

Pricing model Describes the form of payment such as outright purchase, auction, rental, volume purchases and credit terms.

Primary persona A representation of the typical site user.

Privacy A moral right of individuals to avoid intrusion into their personal affairs. *See Security methods.*

Privacy and Electronic Communications Regulations Act A law intended to control the distribution of email and other online communications including cookies.

Privacy statement Information on a website explaining how and why individuals' data are collected, processed and stored.

Process variable The element of the marketing mix that involves the methods and procedures companies use to achieve all marketing functions.

Product variable The element of the marketing mix that involves researching customers' needs and developing appropriate products. *See* **Core product** and **Extended product**.

Profiling *See* **Customer profiling**.

Programmatic ad buying Describes the purchase of online display advertising that is aggregated, booked, flighted, analysed and optimised via demand-side software interfaces and algorithms. It includes RTB and also non-RTB methods and buy types such as Facebook Ads API and the Google Display Network.

Progressive Web Apps (PWA) A website development technique that combines the benefits of web and mobile apps enabling users to install web apps to their home screen, receive push notifications and potentially work offline.

Promotion (online and offline) Online promotion uses communication via the Internet itself to raise awareness about a site and drive traffic to it. This promotion may take the form of links from other sites, banner advertisements or targeted email messages. Offline promotion uses traditional media such as television or newspaper advertising and word of mouth to promote a company's website.

Promotion variable The element of the marketing mix that involves communication with customers and other stakeholders to inform them about the product and the organisation.

Propensity modelling A name given to the approach of evaluating customer characteristics and behaviour and then making recommendations for future products.

Prototypes and prototyping A prototype is a preliminary version of part (or a framework of all) of a website that can be reviewed by its target

audience, or the marketing team. Prototyping is an iterative process where website users suggest modifications before further prototypes are made and the final version of the site is developed.

Proximity marketing Marketing messages are delivered in real time according to customers' presence based on the technology they are carrying, wearing or have embedded. Bluecasting is the best-known example.

Psychographic segmentation A breakdown of customers according to different characteristics.

Public key A unique identifier of a buyer or a seller that is available to other parties to enable secure e-commerce using encryption based on digital certificates.

Public-key encryption An asymmetric form of encryption in which the keys or digital certificates used by the sender and receiver of information are different. The two keys are related, so only the pair of keys can be used together to encrypt and decrypt information.

Public-key infrastructure (PKI) The organisations responsible for issuing and maintaining certificates for public-key security together form the PKI.

Public relations The management of the awareness, understanding and reputation of an organisation or brand, primarily achieved through influencing exposure in the media.

Pull media The consumer is proactive in selection of the message through actively seeking out a website.

Push media Communications are broadcast from an advertiser to consumers of the message, who are passive recipients.

Push technology The delivery of web-based content to the user's desktop without the need for the user to visit a site to download information. Email can also be considered to be a push technology. A particular type of information is a push channel.

Qualified lead Contact and profile information for a customer with an indication of the level of their interest in product categories.

Quality score An assessment in paid search by Google Ads (and now other search engines) of an individual ad triggered by a keyword that, in

combination with the bid amount, determines the ranking of the ad relative to competitors. The primary factor is the click-through rate for each ad, but quality score also considers the match between the keyword and the occurrence of the keyword in the text, historical click-through rates, the engagement of the searcher when they click through to the site and the speed at which the page loads.

Quick Response (QR) code A QR code is a two-dimensional matrix bar code. QR codes were invented in Japan, where they are a popular type of two-dimensional code used for direct response.

Reach The number of unique individuals who view an advertisement.

Real-time bidding (RTB) Bids for buying ads against keywords can be managed in real time in conjunction with a DSP.

Real-time marketing and PR Brands develop an agile, proactive approach to PR, content marketing and advertising to participate in current news and trends to help increase their visibility and influence through positive brand mentions. They also develop a reactive approach to respond to negative brand mentions through social media reputation management.

Really Simple Syndication (RSS) Blog, news or other content is published by an XML standard and syndicated for other sites or read by users in RSS reader software services.

Reciprocal links Links that are agreed between yourself and another organisation.

Referrer The site that a visitor previously visited before following a link.

Referring sites A log file may indicate which site a user visited immediately before visiting the current site. *See* **Click-through, Destination site** and **Exit page**.

Referrer or referring site The source of a visitor to site delivered via a digital media channel. Typically a specific site, e.g. Google Ads or a media site or an individual ad placement on the site.

Registration (individuals) The process whereby an individual subscribes to a site or requests further information by filling in contact details and his or her needs using an electronic form.

Registration (of domain name) The process of reserving a unique web address that can be used to refer to the company website.

Reintermediation The creation of new intermediaries between customers and suppliers providing services such as supplier search and product evaluation.

Relationship marketing Consistent application of up-to-date knowledge of individual customers to product and service design, which is communicated interactively in order to develop a continuous, mutually beneficial and long-term relationship.

Renderability The capability of an email to display correctly formatted in different email readers.

Repeat visits If an organisation can encourage customers to return to the website then the relationship can be maintained online.

Representation The locations on the Internet where an organisation is located for promoting or selling its services.

Repurposing Developing for a new access platform, such as the web, content that was previously used for a different platform.

Responsive Web Design (RWD) Layout and formatting of website content is modified at the point of rendering to suit different screen resolutions and capabilities to produce a better experience to users of a range of desktop, tablet and smartphone devices using web development methods like CSS and image scaling.

Resource analysis Review of the technological, financial and human resources of an organisation and how they are utilised in business processes.

Resources Resources are defined as physical assets over which an organisation has control. This narrow definition of resources allows them to be clearly distinguished from capabilities.

Results-based payment Advertisers pay according to the number of times the ad is clicked on.

Retail channel Retailers' use of the Internet as both a communication and a transactional channel concurrently in business-to-consumer markets.

Retail format This is the general nature of the retail mix in terms of range of products and services, pricing policy, promotional programmes,

operating style or store design and visual merchandising; examples include mail-order retailers (non-store-based) and department-store retailers.

Retention *See Customer retention.*

Return on advertising spend (ROAS) This indicates amount of revenue generated from each referrer. $ROAS = \text{Total revenue generated from referrer} / \text{Amount spent on advertising with referrer}$.

Return on investment (ROI) This indicates the profitability of any investment, or in an advertising context for each referring site.

- $ROI = \text{Profit generated from investment} / \text{Cost of investment}$.
- $ROI = \text{Profit generated from referrers} / \text{Amount spent on advertising with referrer}$.

Revenue models Describe methods of generating income for an organisation.

Reverse auctions Item purchased from lowest-bidding supplier in bidding period.

Reverse path analysis Indicates the most popular combination of pages and/or calls-to-action that lead to a page. This is particularly useful for transactional pages such as the first checkout page on a consumer site, a lead generation or contact-us page on a business-to-business site, an email subscription page and a call-me-back option.

Rich media Advertisements that are not static, but provide animation, audio, sound or interactivity as a game or form to be completed. An example of this would be a banner display advertisement for a loan in which a customer can type in the amount of loan required, and the cost of the loan is calculated immediately.

Rich Internet applications (RIA) Interactive applications that provide options such as product selectors or games. They may incorporate video or sound also. Typically built using technologies such as Adobe Flash, Ajax, Flex, Java or Silverlight.

Robot A tool, also known as a spider, that is employed by search engines to index web pages of registered sites on a regular basis. *See Spider.*

Run-of-site A situation where a company pays for banner advertisements to promote its services across a website.

Sales generation offers Offers that encourage product trial. A coupon redeemed against a purchase is a classic example.

Sales promotions The Internet offers tremendous potential for sales promotions of different types since it is more immediate than any other medium – it is always available for communication, and tactical variations in the details of the promotion can be made at short notice.

Satisficing behaviour Consumers do not behave entirely rationally in product or supplier selection. They will compare alternatives, but then may make their choice given imperfect information.

Scannability and Skimmability *Scannability* is the use of writing and formatting techniques that compensate for the fact that most people don't fully read content on the web. These help give online readers an overview to navigate the page. *Skimmability* is using shorter copy and formatting techniques to make it easier to read text once the reader has found context through scanning.

Scenario-based analysis Models of the future environment are developed from different starting points.

Scripts Scripts can run either on the user's browser (client-side scripts) (*see Web browser*) or on the web server (server-side scripts).

Scrum A methodology that supports agile software development based on 15–30-day sprints to implement features from a product backlog. 'Scrum' refers to a daily project status meeting during the sprint.

Search engine Specialised website that uses automatic tools known as spiders or robots to index web pages of registered sites. Users can search the index by typing in keywords to specify their interest. Pages containing these keywords will be listed, and by clicking on a hyperlink the user will be taken to the site.

Search engine listing The list of sites and descriptions returned by a search engine after a user types in keywords.

Search engine marketing (SEM) Promoting an organisation through search engines to meet its objectives by delivering relevant content in the search listings for searchers and encouraging them to click-through to a

destination site. The two key techniques of SEM are *search engine optimisation (SEO)* to improve results from the natural listings, and paid-search marketing to deliver results from the sponsored listings within the search engines through pay-per-click (PPC) paid-search engine marketing and through content-network paid-search marketing (which may be on a PPC basis or on a CPM basis). SEM is about connecting the searchers with information that will help them find what they are looking for and will help site owners generate revenue or disseminate information.

Search engine optimisation (SEO) A structured approach used to increase the position of a company or its products in search engine natural or organic results listings (the main body of the search results page) for selected keywords or phrases.

Search engine ranking The position of a site on a particular search engine.

Search engine results pages (SERPs) The page(s) containing the results after a user types in a keyphrase into a search engine. SERPs contain both natural or organic listings and paid or sponsored listings.

Search engine submission The process of informing search engines that a site should be indexed for listing in the search engine results pages.

Secure HTTP Encrypted HTTP.

Secure Sockets Layer (SSL) A commonly used encryption technique for scrambling data such as credit card numbers as they are passed across the Internet from a web browser to a web server.

Security methods When systems for electronic commerce are devised, or when existing solutions are selected, the following attributes must be present:

- Authentication – are parties to the transaction who they claim to be? This is achieved through the use of digital certificates.
- Privacy and confidentiality – are transaction data protected? The consumer may want to make an anonymous purchase. Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated?
- Integrity – checks that the message sent is complete, i.e. that it is not corrupted.
- Non-repudiability – ensures sender cannot deny sending message.

- Availability – how can threats to the continuity and performance of the system be eliminated?

Seeding The viral campaign is started by sending an email to a targeted group that are likely to propagate the virus.

Segmentation Identification of different groups within a target market in order to develop different offerings for each group.

Sell-side e-commerce E-commerce transactions between a supplier organisation and its customers.

Sense and respond communications Delivering timely, relevant communications to customers as part of a contact strategy based on assessment of their position in the customer lifecycle and monitoring specific interactions with a company's website, emails and staff.

Server log file *See Online web metrics.*

Service quality The level of service received on a website. Dependent on reliability, responsiveness and availability of staff and the website service.

Serving Used to describe the process of displaying an advertisement on a website (ad serving) or delivering a web page to a user's web browser. *See Web server.*

Session *See Visitor session.*

Session cookie A cookie used to manage a single visitor session.

Share of search The audience share of Internet searchers achieved by a particular audience in a particular market.

Share of voice The relative advertising spend of the different competitive brands within the product category. Share of voice (SOV) is calculated by dividing a particular brand's advertising spend by the total category spend.

Short code Five-digit numbers combined with text that can be used by advertisers or broadcasters to encourage consumers to register their interest. They are typically followed up by an automated text message from the advertiser with the option to opt in to further information by email or to link through to a WAP site.

Short Message Service (SMS) The formal name for text messaging.

Single customer view Customer profile information is kept consistent across systems to maintain customer data quality.

Site *See Website.*

Site announcements Usually used to describe the dissemination of information about a new or revised website.

Site auditors Auditors accurately measure the usage for different sites as the number of ad impressions and click-through rates. Auditors include ABC (Audit Bureau of Circulation) and BPA (Business Publication Auditor) International.

Site availability An indication of how easy it is to connect to a website as a user. In theory this figure should be 100 per cent, but for technical reasons such as failures in the server hardware or upgrades to software, sometimes users cannot access the site and the figure falls below 90 per cent.

Site design page template(s) A standard page layout format that is applied to each page of a website. Typically defined for different page categories (e.g. category page, product page, search page).

Site map A graphical or text depiction of the relationship between different groups of content on a website.

Site measurement *See Website measurement.*

Site navigation scheme Tools provided to the user to move between different information on a website.

Site re-launch Where a website is replaced with a new version with a new 'look and feel'.

Site statistics Collected by log file analysers, these are used to monitor the effectiveness of a website.

Site 'stickiness' An indication of how long a visitor stays on a site. Log file analysers can be used to assess average visit times.

Site visit One site visit records one customer visiting the site. Not equivalent to user session.

Site-visitor activity data Information on content and services accessed by e-commerce site visitors.

Sitemapping tools These tools diagram the layout of the website, which is useful for site management and can be used to assist users.

Situation analysis Collection and review of information about an organisation's external environment and internal processes and resources in order to inform its strategies.

Skunkworks A loosely structured group of people who research and develop innovative opportunities and business benefits.

SMART metrics SMART metrics must be:

- Specific
- Measurable
- Actionable
- Relevant
- Timely.

Social bookmarking Web users keep a shared version of favourite sites ('Favourites') online. This enables the most popular sites in a category to be identified.

Social commerce Social commerce is a subset of e-commerce that encourages participation and interaction of customers in rating, selecting and buying products through group buying. This participation can occur on an e-commerce site or on third-party sites.

Social CRM The process of managing customer-to-customer conversations to engage existing customers, prospects and other stakeholders with a brand and so enhance customer-relationship management.

Social exclusion Part of society is excluded from the facilities available to the remainder.

Social graph A term popularised by Facebook in 2007 when describing its Facebook platform. The social graph describes the relationship between individuals linked through social networks and other connections such as email or personal contact.

Social location-based marketing Where social media tools give users the option of sharing their location, and hence give businesses the opportunity to use proximity or location-based marketing to deliver targeted offers and messages to consumers and collect data about their preferences and

behaviour. Businesses can offer consumers benefits to check-in, for example, to gain points, be the most regular visitor to that location, to gain rewards and prizes from advertisers, to share their location with friends and, in the case of events, to meet like-minded people. Of course the privacy implications of this relatively new technology must be carefully reviewed.

Social media amplification A method of increasing awareness of a brand through organic and paid sharing of social media updates via social networks as organic social posts and adverts .

Social media governance A definition of how companies should respond to social mentions that may give rise to leads or reputational damage.

Social media listening The process of using monitoring tools to review mentions of a brand and related keywords within social networks and other online sites.

Social media marketing Monitoring and facilitating customer–customer interaction and participation throughout the web to encourage positive engagement with a company and its brands. Interactions may occur on a company site, social networks and other third-party sites.

Social media optimisation (SMO) A process to review and improve the effectiveness of social media marketing through reviewing approaches to enhance content and communications quality to generate more business value.

Social media strategy A definition of the marketing communications used to achieve interaction with social network users to meet business goals. The scope of social media optimisation also includes incorporation of social features such as status updates and sharing widgets into company websites.

Social network A site that facilitates peer-to-peer communications within a group or between individuals through providing facilities to develop user-generated content (UGC) and to exchange messages and comments between different users.

Social sign-on A user logs in to a site using a social network service user name and password. This can enable connection between social memberships and company profile information.

Social selling A proactive approach to using social media to generate leads and sales, particularly applied to B2B marketing in LinkedIn where it's

possible to identify prospects and connect with them.

Soft launch A trial version of a site launched with limited publicity.

Soft lock-in Electronic linkages between supplier and customer increase switching costs.

Software agents *See Agents.*

Software as a service (SaaS) Business applications and software services are provided through Internet and web protocols with the application managed on a separate server, from where it is accessed through a web browser on an end-user's computer with data stored within 'The Cloud'.

Spam Unsolicited email (usually bulk mailed and untargeted).

Spamming Bulk emailing of unsolicited mail.

Specific offline advertising Driving traffic to the website or explaining the online proposition is a primary objective of the advert.

Spiders Software processes, technically known as robots, employed by search engines to index web pages of registered sites on a regular basis. They follow links between pages and record the reference URL of a page for future analysis.

Splash page A preliminary page that precedes the normal home page of a website. Site users can either wait to be redirected to the home page or can follow a link to do this. Splash pages are not now commonly used since they slow down the process of customers finding the information they need.

Sponsorship Sponsorship involves a company paying money to advertise on a website. The arrangement may involve more than advertising. Sponsorship is a similar arrangement to co-branding.

Stage models Models for the development of different levels of Internet marketing services.

Stages in website development The standard stages of creation of a website are initiation, feasibility, analysis, design, development (content creation), testing and maintenance.

Static (fixed) web page A page on the web server that is invariant.

Stickiness An indication of how long a visitor stays on-site.

Storyboarding Using static drawings or screenshots of the different parts of a website to review the design concept with customers or clients.

Strategic agility The capability to innovate and so gain competitive advantage within a marketplace by monitoring changes within an organisation's marketplace to efficiently evaluate alternative strategies and then select, review and implement appropriate candidate strategies.

Strategic analysis Collection and review of information about an organisation's internal processes and resources and external marketplace factors in order to inform strategy definition.

Strategic market segmentation Selection of key audiences to target with value propositions developed for these audiences.

Strategic positioning Performing different activities from rivals or performing similar activities in different ways.

Strategy formulation Generation, review and selection of strategies to achieve strategic objectives.

Strategy process model A framework for approaching strategy development.

Streaming media Sound and video that can be experienced within a web browser before the whole clip is downloaded.

Streaming media server A specialist server used to broadcast audio (e.g. podcasts) or video (e.g. IPTV or webcast presentations). Served streams can be unicast (a separate copy of stream is served for each recipient), multicast (recipients share streams) or peer-to-peer where the media is shared between different recipient's computers using a Bitorrent or Kontiki approach.

Style guide A definition of site structure, page design, typography and copy defined within a company. *See* **Graphic design**.

Subject access request A request by a data subject to view personal data from an organisation.

Superstitials Pop-up adverts that require interaction to remove them.

Surfer An undirected information seeker who is often looking for an experience rather than information.

Symmetric encryption Both parties to a transaction use the same key to encode and decode messages.

Syndication Content or product information is distributed to third parties. Online this is commonly achieved through standard XML formats such as RSS.

Tagging Tracking of the origin or referring site or of visitors to a site and their spending patterns. Also tagging refers to where users or web page creators categorise content on a site through adding descriptive terms. A common approach in blog posts.

Target marketing strategy Evaluation and selection of appropriate segments and the development of appropriate offers.

Targeting (through banner advertisers) Advertising networks such as DoubleClick offer advertisers the ability to target advertisements dynamically on the World Wide Web through their 'DART' targeting technology. This gives advertisers a means of reaching specific audiences.

Technology convergence A trend in which different hardware devices such as TVs, computers and phones merge and have similar functions.

Telemarketing Mainly used for inbound telemarketing, including sales lines, carelines for goods and services and response handling for direct response campaigns.

Template *See Site design page template.*

Test website A parallel version of the site to use before the site is made available to customers as a live website.

Testing Testing involves different aspects of the content such as spelling, validity of links, formatting on different web browsers and dynamic features such as form filling or database queries.

Testing content Testing should be conducted for plug-ins; for interactive facilities and integration with company databases; for spelling and grammar; for adherence to corporate image standards; for implementation of HTML in different web browsers; and to ensure that links to external sites are valid.

Third-party cookies Served by another site to the one being viewed – typical for portals where an ad network will track remotely or where the

web analytics software places a cookie.

Tipping point Using the science of social epidemics explains principles that underpin the rapid spread of ideas, products and behaviours through a population.

Trademark A trademark is a unique word or phrase that distinguishes your company. The mark can be registered as plain or designed text, artwork or a combination. In theory, colours, smells and sounds can also be trademarks.

Transactional e-commerce sites Sites that support online sales.

Transaction log file A web server file that records all page requests.

Transfer Control Protocol/Internet Protocol (TCP/IP) The passing of data packets around the Internet occurs via TCP/IP. For a PC to be able to receive web pages or for a server to host web pages it must be configured to support this protocol.

Triologue The interaction between company, customer and other customers facilitated through online community, social networks, reviews and comments.

Trusted feed A trusted feed is an automated method of putting content into a search engine index or an aggregator database.

Trusted third parties (TTPs) Companies with which an agreement has been reached to share information.

Undirected information seeker A person who does not know what information they are looking for – a surfer.

Uniform (universal) resource locator (URL) Text that indicates the web address of a site. A specific domain name is typed into a web browser window and the browser will then locate and load the website. It is in the form of: <http://www.domain-name.extension/filename.html>.

Unique visitors Individual visitors to a site measured through cookies or IP addresses on an individual computer.

Universal search The *natural listings* incorporate other relevant results from vertical searches related to a query, such as video, books, scholar, news, sitelinks and images.

Unsubscribe An option to opt-out from an email newsletter or discussion group.

Upload The transfer of files from a local computer to a server. Usually achieved using FTP. Email or website pages can be uploaded to update a remote server.

Up-selling Persuading existing customers to purchase more expensive products (typically related to existing purchase categories).

URL strategy A defined approach to how content is labelled through placing it in different directories or folders with distinct web addresses.

Usability An approach to website design intended to enable the completion of user tasks.

Usability/user testing Representative users are observed performing representative tasks using a system.

User-centred design Design based on optimising the user experience according to all factors, including the user interface, that affect this.

User journey *See Customer scenarios.*

User session Used to specify the frequency of visits to a site. Not equivalent to site visit.

Validation Validation services test for errors in HTML code, which may cause a web page to be displayed incorrectly or for links to other pages that do not work.

Value chain A model that considers how supply chain activities can add value to products and services delivered to the customer.

Value event scoring Value events are outcomes that occur on the site as indicated by visits to different page or content types that suggest marketing communications are effective. Examples include leads, sales, newsletter registrations and product page views. They can be tagged and scored using many web analytics systems, for example Google refers to them as conversion goals.

Value network The links between an organisation and its strategic and non-strategic partners that form its external value chain.

Value proposition The benefits or value a brand offers to customers in its products and services.

Value proposition of site The benefits or value of a website that are evident to its users.

Video marketing The use of video to gain visibility in search marketing, video hosting sites and to engage site visitors.

View *See Page impression.*

View-through A view-through indicates when a user views an ad and subsequently visits a website.

Viral marketing A marketing message is communicated from one person to another, facilitated by different media, such as word of mouth, email or websites. Implies rapid transmission of messages is intended.

Viral referral An 'email a friend or colleague' component to an email campaign or part of website design.

Virtual cash *See Digital cash.*

Virtual community An Internet-based forum for special-interest groups to communicate using a bulletin board to post messages.

Virtual organisation An organisation that uses information and communications technology to allow it to operate without clearly defined physical boundaries between different functions. It provides customised services by outsourcing production and other functions to third parties.

Virtual reality (VR) Virtual reality headset and software technology create immersive three-dimensional spaces that simulate a user's physical presence in a virtual or imaginary environment.

Virtualisation The process whereby a company develops more of the characteristics of a virtual organisation.

Visitor conversion rate An indication of the capability of a site in converting visitors to defined outcomes such as registration. Calculated by dividing the number of conversion events by the number of unique visitors within a defined time period.

Visitor session (visit) A series of one or more page impressions, served to one user, which ends when there is a gap of 30 minutes or more between successive page impressions for that user.

Walled garden A limited range of e-commerce services on iDTV (compared to the Internet).

WAP WAP is a technical standard for transferring information to wireless devices, such as mobile phones.

Web 2.0 concept A collection of web services that facilitate interaction of web users with a site to create user-generated content and encouraging certain behaviours online such as community or social network participation and user-generated content, mashups, content rating, use of widgets and tagging.

Web accessibility An approach to site design intended to accommodate site usage using different browsers and settings – particularly required by the visually impaired and visitors with other disabilities including motor control, learning difficulties and deaf users. Users whose first language is not English can also be assisted.

Web addresses Web addresses refer to particular pages on a web server, which is hosted by a company or organisation. The technical name for web addresses is uniform or universal resource locators (URLs).

Web analytics Techniques used to assess and improve the contribution of e-marketing to a business, including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction surveys, leads and sales.

Web Application Protocol (WAP) A standard that enables mobile phones to access text from websites.

Web browsers Browsers such as Mozilla Firefox and Microsoft Internet Explorer provide an easy method of accessing and viewing information stored as HTML web documents on different web servers.

Webmaster A webmaster is responsible for ensuring the quality of a website. This means achieving suitable availability, speed, working links between pages and connections to company databases. In small companies the webmaster may be responsible for graphic design and content development.

Web merchandising The aims of web merchandising are to maximise sales potential of an online store for each visitor. This means connecting the right products with the right offer to the right visitor, and remembering that the online store is part of a broader experience including online and offline advertising, in-store visits, customer service and delivery.

Web response model The website is used as a response mechanism for offline campaign elements such as direct mail or advertising.

Web self-service Content and services provided by an organisation to replace or complement in-store or phone customer enquiries in order to reduce costs and increase customer convenience.

Web servers Web servers are used to store the web pages accessed by web browsers. They may also contain databases of customer or product information, which can be queried and retrieved using a browser.

Website auditors Auditors accurately measure the usage of different sites in terms of the number of ad impressions and click-through rates.

Website content Accessible on the World Wide Web that is created by a particular organisation or individual. The location and identity of a website is indicated by its web address (URL) or domain name. It may be stored on a single server in a single location, or a cluster of servers.

Website measurement The process whereby metrics such as page impressions are collected and evaluated to assess the effectiveness of Internet marketing activities in meeting customers, business and marketing objectives.

Widget A badge or button incorporated into a site or social network space by its owner, with content or services typically served from another site, making widgets effectively a mini-software application or web service. Content can be updated in real time since the widget interacts with the server each time it loads.

Wi-Fi (‘wireless fidelity’) A high-speed wireless local-area network enabling wireless access to the Internet for mobile, office and home users.

Wireframe A simplified outline of a single-page template used to define new layout or functionality for part of a website for discussion, iteration and then a brief for implementation.

Word-of-mouth marketing According to the Word-of-Mouth Marketing Association it is giving people a reason to talk about your products and services, and making it easier for that conversation to take place. It is the art and science of building active, mutually beneficial consumer-to-consumer and consumer-to-marketer communications.

World Wide Web A medium for publishing information on the Internet. It is accessed through web browsers, which display web pages and can now

be used to run business applications. Company information is stored on web servers, which are usually referred to as websites.

XML An advanced markup language giving better control than HTML over format for structured information on web pages.

XMOS (cross-media optimisation studies) XMOS research is designed to help marketers and their agencies answer the question ‘What is the optimal mix of advertising vehicles across different media, in terms of frequency, reach and budget allocation, for a given campaign to achieve its marketing goals?’ The mix between online and offline spend is varied to maximise campaign metrics such as reach, brand awareness and purchase intent.