



The following acronyms are commonly found in digital marketing and influencer contracts. Use this as a helpful resource to demystify the jargon.

B2B	Business to Business <i>Companies selling to other companies</i>
B2C	Business to Consumer <i>Company selling to individuals</i>
BR	Bounce Rate <i>The percentage of visitors to a website who navigate away from the website after viewing only one page</i>
CMGR	Community Manager <i>Someone who cultivates a brand's relationships on social media</i>
CMS	Content Management System <i>A tool used for editing, scheduling, and publishing any written material for the web</i>
CPA	Cost Per Action <i>A digital advertising payment method in which you pay for each specified action (i.e. a sale, an impression)</i>
CPC	Cost Per Click <i>A digital advertising payment method in which you pay a certain amount each time someone clicks on your ad. Also referred to as PPC (Pay Per Click)</i>
CPM	Cost Per Thousand <i>A digital advertising payment method in which you pay a certain amount every time your ad is displayed 1,000 times</i>
CR	Conversion Rate <i>The number of conversions an ad generates divided by the number of times the ad was seen</i>
CRO	Conversion Rate Optimization <i>A system for increasing the number of visitors to a website that convert into customers</i>
CTA	Call to Action <i>A word, phrase, or image designed to provoke a specific act or response from your audience</i>

CTR	<p>Click-Through Rate</p> <p><i>A formula used to determine how many people click on a specific link out of the total number of people who view a piece of marketing content</i></p>
CX	<p>Customer Experience</p> <p><i>The overall experience and interaction a customer has with a company/organization over the duration of their relationship</i></p>
ESP	<p>Email Service Provider</p> <p><i>A company that offers email marketing</i></p>
KPI	<p>Key Performance Indicator</p> <p><i>A value used to measure the success of marketing campaigns and projects against business goals. Performance indicators include all data and analytics measurements such as engagement rate, click through rate, etc.</i></p>
PPC	<p>Pay Per Click</p> <p><i>A digital advertising payment method in which you pay a certain amount each time someone clicks on your ad. Also referred to as CPC (Cost Per Click)</i></p>
PV	<p>Page Views</p>
ROI	<p>Return On Investment</p> <p><i>A formula used to calculate the profit or loss generated by a marketing campaign based on the amount of money invested in that campaign.</i></p>
SEO	<p>Search Engine Optimization</p> <p><i>General practices marketers follow when creating content and setting up their website, in order to improve search results and, ultimately, increase organic website traffic</i></p>
SEM	<p>Search Engine Marketing</p> <p><i>Any form of internet marketing that involves using search engines to increase the visibility of your website; includes SEO and typically refers to paid advertisements on search engines</i></p>
SMM	<p>Social Media Marketing</p> <p><i>The practice of using social media platforms such as Facebook or Instagram as marketing tools</i></p>
UGC	<p>User Generated Content</p> <p><i>A form of advertising/publicity in which an unpaid consumer creates and/or shares content referencing your business or brand</i></p>
UX	<p>User Experience</p> <p><i>The overall experience a person has when using a product or service</i></p>