



The Advertising Academy

Essential Advertising Acronyms

AIDA - Attention/Awareness, Interest, Desire, Action - The old purchase funnel - four steps in the buying process.

ASA - The Advertising Standards Authority

BARB - The Broadcasters' Audience Research Board (BARB) is the organisation that compiles audience measurement and television ratings in the United Kingdom.

BR - Bounce Rate. When a visitor lands on a web page and leaves without doing anything more, it is known as a 'bounce'.

B2B - Business to business advertising or marketing.

B2C - Business to consumer advertising or marketing.

CAC - Customer acquisition cost is a metric that is used to measure the effectiveness of campaigns, especially online

CIM - The Chartered Institute of Marketing

CPA - Cost per action (or acquisition). In online advertising the cost for a visitor arriving on your site and taking some action, e.g. subscribing or buying.

CPC - cost per click

CPL - cost per lead - similar to CPA, but focusing on the cost of acquiring contact information

CPM - cost per thousand

CRM - Customer Relationship Management - a system (generally software programs) to manage and keep track of what you do with customers

CTR - click through rate - measure of clicks in online links

CTA - Call to action. E.g. sign up now.

PPC - pay per click

DM - Direct Marketing or Direct Mail

DMA - The Direct Marketing Association

DPS - Double page spread - in press or print advertising.

DSP - Demand-side platform - a system allowing buyers of digital advertising to manage multiple ad and data exchange accounts (see RTB - Real Time Bidding)

GA - Google Analytics

IPA - The Institute of Practitioners in Advertising

IPR - The Institute of Public Relations

JICTAR - Joint Industry Committee for Television Advertising Research

KPI - Key Performance Indicator. Some measure(s) of the success of a campaign

POS - Point of Sale

PPC - pay per click - online advertising

PPV - pay-per-view - e.g. video or tv

PR - Public relations (or press relations)

PRO - Public relations officer

RAJAR - Radio Joint Audience Research and is the official body in charge of measuring radio audiences in the UK.

ROI - Return on investment

RON - Run of Network - internet marketing where an online advertising campaign is applied to a wide collection of websites without the ability to choose specific sites.

ROP - Run of Paper - newspaper or magazine ads bought which may appear anywhere in a publication without the ability to choose specific pages.

ROS - Run of Site - online ads ads bought which may appear anywhere in a site without the ability to choose specific location.

RTB - Real-time bidding - a means by which advertising is bought and sold on a per-impression basis, by programmatic instantaneous auction. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site

SEM - Search engine marketing

SEO - Search engine optimisation

SERP - Search engine results page

SMM - Social media marketing

SOV - Share of voice - an ad revenue model that focuses on weight or percentage among other advertisers

SWOT - Strengths, Weaknesses, Opportunities and Threats

TVR - A TV Rating point - a percentage of a given audience demographic for a region or area.