

# Vocabulary for Textbook

- **A/B Testing** – The practice of showing different variations of an ad or page to different people to measure which version is the most effective.
- **Actionable Metrics** – Metrics tied to specific outcomes and comparisons (e.g., conversion rate by landing page) that suggest a clear next action.
- **Ad Relevance and Quality Score** – Factors used by search engine algorithms to evaluate how well an ad matches a user's search query.
- **AI-Assisted Content** – A major trend involving the integration of generative AI to speed up production and scale content variants. The focus is on using AI as a tool while maintaining human quality, originality, and unique expert opinions that automated tools cannot replace.
- **Algorithmic Bias** – An ethical challenge where AI models may produce unfair results or negatively impact the inclusivity of marketing communication. This occurs when the algorithms are trained on non-objective or biased datasets.
- **Amount** – Refers to a specific value in money or units, like total revenue.
- **Amplification Rate** – The ratio of shares per post, which indicates the rate at which an audience spreads a brand's content through their own networks.
- **Analytical Strategies** – Data-driven strategies are categorized into four types based on the questions they answer: Descriptive (what happened), Diagnostic (the underlying causes), Predictive (potential future outcomes), and Prescriptive (the recommended course of action).
- **Artificial Intelligence (AI)** – A comprehensive technology that integrates cognitive functions, recognizes emotions, and makes decisions through data analysis and machine learning. In marketing, it is used to process vast amounts of customer data to enable personalized communications.
- **Auction-Based Bidding System** – The mechanism used by platforms like Google Ads to determine ad placement. Advertisers set a maximum bid they are willing to pay for a click, but the final position is also influenced by ad relevance and quality.
- **Audiences** – Reusable groups based on behaviour or demographics that can be used in reports and exported to Google Ads.
- **Augmented Reality (AR)** – A technology that superimposes digital elements, such as illustrations or simulations, onto the user's actual real-world environment.

Examples include virtually "trying on" products or visualizing them in a real-world setting.

- **Automatically Collected Events** – Basic interactions like page\_view or session\_start that require no setup.
- **Average** – Represents a mean value, such as the average duration of a session.
- **Backlinks** – Links from external websites to your own. Google views these as "votes of confidence". The most valuable links come from reputable, thematically relevant media outlets
- **BI Tools (Business Intelligence)** – Platforms like Power BI or Tableau that connect, visualise, and share data to transform it into actionable business insights.
- **Bounce Rate** – is no longer a standalone metric but is simply the inverse of the engagement rate.
- **Brand Awareness (Depth and Breadth)** – A component of brand identity where depth refers to how easily customers can recall or recognise the brand, and breadth refers to the range of purchase and consumption situations in which the brand comes to mind.
- **Brand Image** – The perceptions about a brand as reflected by the brand associations held in the consumer's memory. It is an intangible, cognitive factor representing the consumer's attitudes, thoughts, and beliefs about a specific brand.
- **Brand Meaning (Performance and Imagery)** – This level of the CBBE model indicates what a brand stands for. Performance relates to product reliability, durability, and price, while imagery deals with the user profile, personality, values, and brand history.
- **Brand Resonance** – The final stage of the brand equity model, describing the depth of the relationship or connection between the customer and the brand. It includes behavioural loyalty, attitudinal attachment, sense of community, and active engagement.
- **CAC (Customer Acquisition Cost)** – Total sales and marketing cost divided by new customers; measures business sustainability.
- **Content Creation (Generative AI)** – The use of AI to generate various forms of media, including text, images, music, video, and visual designs. This technology supports the constant need for visually appealing content tailored to individual consumers.

- **Content Marketing** – The systematic planning, creation, and distribution of relevant and valuable content designed to build trust and long-term relationships with a target audience. Unlike traditional advertising, its goal is not an immediate sale but providing value that establishes the brand as an expert authority.
- **Conversions (Key Events)** – Specific user interactions that are marked within the interface as being critical to business success, allowing for enhanced tracking of goals like purchases or form submissions.
- **Copywriting (Product Storytelling)** – The art of writing text that appeals to identity and emotions rather than just listing technical features. Effective copywriting uses "benefits, not features" and creates micro-stories around products to engage the reader.
- **Count** – Measures how many times an event occurred, such as the total number of clicks or visits.
- **CPA (Cost Per Action)** – Paying only for a specific outcome like a sale or lead.
- **CPC (Cost Per Click)** – Paying only when a user clicks the ad.
- **CPM (Cost Per Mille)** – Paying per 1,000 impressions.
- **Crawling** – Search robots (spiders) scour the internet to map the content and structure of websites.
- **CRM and Value Co-creation Platforms** – Tools such as online brand communities (e.g., Facebook groups) or live shopping sessions that facilitate real-time interaction and strengthen emotional attachment between the brand and its customers.
- **CRM System (Customer Relationship Management)** – A platform that centralises information about customer interactions across sales and marketing, often used for lead management and predictive modelling.
- **CTR (Click-Through Rate)** – The ratio of clicks to impressions; indicates if a message attracts attention.
- **Customer Journey** – The dynamic, non-linear process a consumer goes through when interacting with a brand.
- **Customer Lifetime Value (CLV)** – A metric representing the total value a customer brings to a brand over their entire relationship.
- **Customer-Based Brand Equity (CBBE) Model** – A framework consisting of four sequential stages: brand identity, brand meaning, brand responses, and brand relationships. It is used to build a strong brand by moving from basic recognition to deep consumer resonance.

- **Dashboard** – A dynamic tool used for daily monitoring of pacing, spend, and conversions.
- **Data Stream** – A data stream is the actual source of information (web or app). Each stream is assigned a Measurement ID.
- **Data-Driven Marketing** – The practice of making strategic and tactical marketing decisions based on accurate, up-to-date data sourced from various channels.
- **Digital Marketing** – is a broader term that encompasses all digital technologies and devices. In addition to internet-based activities, it includes mobile applications, smart devices, data analytics, and social media activities across the entire customer lifecycle.
- **Display Ads** – Online "posters" such as banners, rich media (interactive ads), video, and audio.
- **Electronic Commerce (E-commerce)** – The sale or purchase of goods or services conducted over computer networks, regardless of the method of payment or delivery.
- **Electronic Word of Mouth (eWOM)** – The exchange of views, comments, and reviews between users on social media regarding products and services.
- **Email Automation** – The use of marketing systems to react to consumer behavior in real-time through scalable sequences, such as onboarding flows or abandoned cart reminders.
- **Email marketing** – is defined as a data-driven, psychological, and strategic system designed to build deep and sustainable consumer relationships. Rather than simple newsletter distribution, it has evolved into a relationship management system built on behavioral logic, where data analysis of digital patterns such as open rates and purchasing cycles enables highly personalized communication.
- **Engaged Session** – A session that lasts more than 10 seconds, contains at least one key event (conversion), or includes at least two page or screen views.
- **Engagement Rate** – it measures the percentage of "engaged sessions"—those lasting over 10 seconds, having a conversion, or viewing at least two pages.
- **Enhanced Measurement** – Features that can be toggled on to track scrolls, outbound clicks, and video engagement automatically.
- **Event-based Model** – The core logic of GA4, where every interaction (e.g., page view, scroll, click, or video play) is treated as a separate event. This allows for a more granular view of user behaviour compared to traditional session-based models.

- **First-party Data** – Data collected directly by a company from its own channels, such as its e-shop, CRM system, or email interactions
- **FOBO (Fear of Better Options)** – A psychological state, often paired with FOMO, that is leveraged by marketers through limited drops and exclusive releases to force faster decision-making.
- **FOMO (Fear of Missing Out)** – A psychological marketing mechanism used to generate urgency and accelerate decision-making through tactics like limited product drops or exclusive online releases.
- **Fragmentation of Decision-making** – The reality that modern consumers no longer move linearly from needing a product to buying it; instead, they navigate a web of micro-interactions across platforms like TikTok, Reddit, and Discord.
- **Funnel Exploration** – Visualises the steps users take toward a conversion and identifies where they leave the site.
- **Geo-fencing** – The creation of virtual boundaries around a specific area where marketing messages or notifications are automatically triggered when a user enters or leaves.
- **Google Ads & Sklik** – The two dominant PPC systems mentioned. Google Ads is the global leader offering diverse campaign types.
- **Google Analytics 4 (GA4)** – A modern, real-time analytics tool designed to track user interactions across multiple devices using a unified, event-based data model.
- **Google Signals** – A feature that collects data from users signed into Google accounts who have ad personalisation enabled. It is essential for cross-device tracking and creating remarketing audiences for Google Ads.
- **Hyper-personalisation** – The modern evolution of marketing that moves beyond "one size fits all" mass marketing. It uses real-time data and technology to personalise communication for millions of individual contacts at scale.
- **Hyper-personalization** – An advanced form of marketing that goes beyond using a customer's name; it involves dynamically adapting content, timing, and offers based on analyzed digital behavioral patterns and predictive systems.
- **Immersive Technologies** – A collective term for technologies like VR and AR that expand the scope of interaction with a brand by creating engaging experiences that blend the physical and digital worlds.
- **Inbound Marketing** – A broader communication framework based on the principle of "attracting rather than interrupting". In this context, content marketing acts as

the "fuel" for the inbound process, accompanying customers naturally along their journey.

- **Inbound marketing** – Customers find the brand themselves through valuable content, SEO, or newsletters.
- **Index or Score** – A composite or scaled measure, such as a customer satisfaction score.
- **Indexing** – Found pages are analysed and stored in a massive database called a search engine index.
- **Influencer Marketing** – A strategy where a brand selects and incentivizes social media influencers to promote products or services to their followers.
- **Internet of Things (IoT)** – An infrastructure of interconnected physical devices equipped with sensors used to collect data, monitor conditions, and optimize processes. In marketing, it allows brands to better understand consumer behavior in the physical world and shift from a reactive to a proactive approach.
- **Key Performance Indicators (KPIs)** – Specific metrics used to measure the success of each strategic phase.
- **Live Shopping** – A form of e-commerce that uses real-time interactive elements, such as live video and chat, to offer engaging opportunities to discover and purchase products.
- **Local Marketing** – A strategy focused on reaching consumers within a specific geographic area at the right place and time, often leveraging mobile technologies to provide instant, location-based information.
- **Local SEO** – The process of optimizing a business's online presence to ensure it appears in location-based searches, which includes managing accurate business information, location-based keywords, and online reviews.
- **Long-tail Keyword** – Specific phrases (3+ words) with lower volume but higher conversion rates because they target specific user intent.
- **Machine Learning (ML)** – A core component of AI that enables systems to discover relationships in raw data and propose solutions or new functionalities. It is essential for optimizing marketing activities and predicting future behavior.
- **Market Segmentation** – The process of dividing a large, heterogeneous market into smaller, homogeneous groups of customers (segments) who share similar characteristics, needs, or behaviours
- **Marketing Report** – A communication device designed to support specific decisions for a specific audience at a specific time. It is more than a set of charts;

it is a contextualised narrative providing analysis, results, and recommendations for future improvements.

- **Measurement ID** – A unique identifier in the format G-XXXXXXXXXX assigned to each property. It is used to link Google Analytics 4 to a website or app so that data can be collected and analysed.
- **Metric Source** – The origin point of data used for reporting, which can include website analytical tools, CRM systems, social media platforms, or sales databases.
- **Monitoring and Intelligence Tools** – Specialized platforms (e.g., Brand24, Sprout Social, or Google Alerts) used for social media listening to identify trends and better understand consumer needs.
- **Omnichannel Marketing System** – An integrated approach where all available channels (physical stores, apps, websites) are unified, so customers experience the brand as a single system.
- **Online consumer behaviour** – is a non-linear process of identity construction and digital self-expression where individuals "live online" within a social environment rather than using the internet as a simple purchasing channel. Modern decision-making is characterized by fragmented micro-interactions and is actively shaped by predictive algorithms that organize a user's perception of reality through continuous data learning.
- **Online Marketing** – is a narrower term. It refers primarily to marketing activities that specifically require the use of the internet. Key examples include websites, email marketing, Search Engine Optimisation (SEO), and Pay-Per-Click (PPC) advertising.
- **Online Marketing Mix** – In the context of the traditional 4Ps (Product, Price, Place, Promotion), digital tools primarily represent Promotion (communication policy) and Place (distribution policy, particularly through e-shops and digital platforms).
- **Outbound marketing** – The brand sends unsolicited messages (e.g., banner ads or TV commercials) that often interrupt user activity.
- **Path Exploration** – Shows a tree structure of actions users took, such as what they clicked after arriving on the home page.
- **Pay-Per-Click (PPC)** – A specific pricing mechanism in online marketing where advertisers are charged only when a user clicks on their advertisement, rather than based on the number of times the ad is displayed (impressions)

- **Performance Max Campaigns** – A modern type of Google Ads campaign that uses Artificial Intelligence to automatically optimise ad performance across all of Google’s advertising channels.
- **Predictive Analytics** – A proactive approach to decision-making that leverages artificial intelligence, data mining, and statistical modelling to forecast campaign outcomes, customer behaviour, and industry trends.
- **Predictive Modeling** – A method that uses data analysis not just to respond to past consumer decisions, but to predict future behavior in real time. It allows brands to influence consumer needs proactively.
- **Process Automation** – The use of AI technology to automate promotional activities and tasks based on consumer characteristics. This allows organizations to significantly increase the scale and pace at which they build customer relationships.
- **Property** – it represents a specific set of data collected from a website or mobile app.
- **Proximity Marketing** – A technique that allows businesses to communicate with consumers based on their physical proximity using smartphones and technologies like GPS, Bluetooth, or Wi-Fi.
- **RACE Framework** – An alternative digital marketing planning model consisting of four stages: Reach, Act, Convert, and Engage.
- **Ranking** – When a user enters a query, algorithms evaluate hundreds of factors to rank results by relevance and quality.
- **Rate** – Expresses a ratio or percentage, such as the conversion rate.
- **Recommended Events** – Industry-standard events (e.g., purchase, login) that, when implemented, unlock predefined reporting structures.
- **Relational Lifecycle Thinking** – A move away from "campaign logic" (focusing on one-time clicks) toward evaluating how every email contributes to a customer's long-term relationship with the brand.
- **Remarketing** – A strategy within PPC that targets users who have previously visited a website or interacted with a brand, showing them tailored ads to encourage them to return and complete a conversion.
- **Report** – A more interpretive, contextualised, and narrative document intended to support strategic recommendations over a longer period.

- **Retail Media** – Digital advertising placed directly at the retail point-of-sale (e.g., on Amazon or a grocery e-shop). It uses retailer first-party data to reach consumers at the moment they intend to buy.
- **ROAS (Return on Ad Spend)** – Revenue attributable to a campaign divided by the spend; indicates revenue efficiency.
- **Search Engine Advertising (SEA)** – A form of online marketing focused on displaying paid advertisements within search engine results pages (SERPs). These ads typically appear above, alongside, or below organic search results.
- **Search Engine Marketing (SEM)** – An overarching term for all marketing activities designed to increase a website's visibility in search engine results. It consists of two main pillars: SEO (organic) and PPC (paid advertising).
- **Search Engine Optimisation (SEO)** – A strategic, long-term process of improving a website to increase its visibility in organic (unpaid) search results. Unlike paid ads, its results can persist for months or years after implementation.
- **Second-party Data** – Another company's first-party data shared through a direct partnership
- **SEE-THINK-DO-CARE Framework** – A modern communication model that segments audiences based on their stage in the purchasing decision process.
- **Segments** – Subsets of data (e.g., "mobile users in Slovakia") used exclusively within the Explore section for deep-dive analysis.
- **Sentiment Analysis** – A qualitative measurement within social media analytics used to determine whether mentions of a brand are positive, neutral, or negative.
- **Short-tail Keyword** – General terms (1–2 words) with high search volume and high competition, used to build brand awareness.
- **Social Media Metrics** – Quantitative and qualitative indicators (such as reach, engagement, and conversion) used by companies to monitor the performance of their actions and support strategic decision-making.
- **Tags** – Snippets of code (like the GA4 configuration or Facebook Pixel) that define what action should be taken and where data should be sent.
- **The Data Layer** – A JavaScript object or "queue" used by Google Tag Manager to pass structured information, including both events and variables, from the website into the tag-management system.
- **Third-party Data** – Data collected by external entities (data brokers) from various sources; its availability is currently declining due to the phase-out of third-party cookies

- **Tone of Voice (ToV)** – A consistent communication style and brand personality (e.g., informal, professional, humorous). Consistency in ToV is essential for brand recognition, authenticity, and long-term credibility.
- **Triggers** – Specific conditions (e.g., "All Pages," a specific button click, or a form submission) that define when a tag should fire.
- **User Experience (UX)** – Refers to how a user interacts with a website or app, including where they click and which pages they visit. Its primary goal is to provide meaningful and relevant experiences by focusing on the usability and function of the entire process
- **User Interface (UI)** – The specific area where a user interacts with a digital device. UI design encompasses all visual and interactive elements, such as buttons, icons, menu items, typography, and colors, that facilitate the interaction between the user and the system.
- **User-Generated Content (UGC)** – Any form of content, such as text, reviews, images, or videos, created and shared by users through independent channels.
- **UX and UI Audit** – A strategic evaluation of an existing website to identify problems in navigation, usability, or visual hierarchy.
- **Vanity Metrics** – Numbers that look impressive (e.g., total impressions or likes) but do not support better decision-making or business outcomes.
- **Variables** – Placeholders for values that change depending on the situation, providing "extra details" needed by both tags and triggers.
- **Viral Marketing** – A strategy where marketing messages spread rapidly from person to person (electronic word-of-mouth), often triggered by content that evokes strong emotions.
- **Virtual Reality (VR)** – A technology that creates a fully digital environment, forming an alternative version of reality. It allows users to become active participants in an immersive brand experience rather than just passive observers.
- **Zero-party Data** – Information that a customer consciously and voluntarily shares (e.g., through quizzes or preference centres)

## References:

All vocabulary was prepared based on textbook "Digital marketing: Theory and practice in Visegrad region".