

Lexique ACRONYME



Toute spécialité a son jargon, en attendant un vrai lexique, voici 210 acronymes – pas tous pertinents - du marketing digital...

404 : lost traffic

AAA : Average active sessions

AARRR : Acquisition, Activation, Retention, Referral, Revenue

ABC : Always Be Closing

ACSEL : Association pour commerce et services en ligne (Association de l'économie numérique)

ADEX : Ad Exchange plateforme

ADX : Google DoubleClic Ad Exchange plateforme

AdTech : Advertising Technology (voir MarTech)

AMP : Accelerated Mobile Pages

API : Application program interface (voir MtoM)

AR : Augmented reality

ARPU : Average revenue per user

ASO : App Store Optimization (voir Search)

ASP : Application service provider

AtAwAd : Anytime Anywhere Anydevice

ATF : Above the fold

ATL : above the line (voir media)

BAT : Baidu Alibaba Tencent

BMG : Business Model Generation

BOB : Best of Breed

BOFU : Bottom Of Funnel

BPM : Business Process Management

BR : bounce rate

BTF : Below the fold

BTL : below the line (voir hors media)

BtoG : business to Government

BtoR : Business to Retail

BYOD : Bring your own device

CCO : Chief Customer Officer

CDC : Cahier des Charges

CDJ : customer digital Journey

CDO : Chief Digital Officer

CEM : Customer Experience Management

CLV : Customer lifetime value

CM : Community Manager

CMI : Communication Marketing intégrée (IMC)

CMS : Content management system

COOC : Corporate Open Online Course

COS : Cost Of Sale

CPA : collective performance et acquisition

CPA : Cost per acquisition / action

CPC : Cost per click (Cost-per-Customer)

CPCV : Cost per completed view [CPCV = Cost ÷ Completed Views]

CPL : Cost per lead

CPM : Cost per thousand

CPT : Cost-per-Transaction

CPV : Cost per view (see also PPV)

CR : Conversion rate

CRM : Customer relationship management

CRO : Conversion rate optimization

CSR : Corporate social responsibility

CSS : Cascading Style Sheets
 CTA : Call to action
 CtoB : Customer to Business
 CtoC : Customer to Customer
 CTR : Click Through rate
 CX : Customer experience (including UX)
 D3.js : voir DDD
 DDD : Data Driven Document
 DM : Direct mail
 DM : Direct message Twitter
 DMExCo : Digital marketing exposition and conference in Cologne
 DMP : Data management platform
 DNS : Domain name system
 DR : Direct response
 DSP : Demand Side platform
 ECM : Enterprise Content Management
 ECR : Efficient Consumer Response
 ECPM : Effective CPM
 EII : Enterprise Information Integration
 EPC : Earnings per click
 EPM : Earnings per thousand
 ERP : Enterprise Resource Planning (PGI)
 ES : Executive Summary
 ESB : Enterprise service bus
 ESP : Email service provider
 ET : Exit traffic
 ETL : Extraction Transformation Loading
 FBX : FaceBook Ad Exchange
 FMCG : Fast Moving Consumer Goods
 FODM : Future of Digital Marketing by eConsultancy
 FOMO : Fear Of Missing Out
 FPD : First Party Data
 FTP : File transfer protocol
 GA : Google Analytics
 GAFAMS : Google Amazon Facebook Apple Microsoft SalesForce
 GESTE : Groupement des Editeurs de Contenus et Services en Ligne
 GRP : Gross Rating Points
 GWD : Google Web Design
 HK : hubert kratiroff
 HTML : Hyper Text Markup Language
 HTTP : Hyper Text Transfer Protocol
 HTTPS : Hyper Text Transfer Protocol Secure
 IAB : Interactive Advertising Bureau
 IDC : International Data Corporation
 IFTTT : IF THIS THEN THAT (IF)
 IM : Instant Messaging
 IMAP : Internet Message Access Protocol
 IMC : integrated marketing communication
 IOT : internet of things
 IP : Internet Protocol
 IPO : Initial Public Offering
 IPTV : Internet television
 IRL : in real life
 IS : Income Statement
 ISP : Internet service provider
 IxD : design d'interaction
 JS : JavaScript
 JSON : JavaScript Object Notation
 KOL : Key Online Leader
 KPI : Key Performance Indicator
 LTV : Lifetime Value
 MarCom : marketing and communication
 MarTech : Marketing Technology
 MCA : market contact audit
 MLM : Multi Level marketing
 MNO : mobile network operator
 MOFU : Middle Of the Funnel
 MoMaMa : Modern Marketing Manifesto by eConsultancy
 MOOC : Massive Open Online Course (COOC Corporate et SPOC Small Private)
 MRM : Marketing Resource Management
 MtoM : Machine To Machine
 MVNO : Mobile Virtual Network Operator
 MVP : Minimum Viable Product
 MVT : Multi-variate testing
 NATU : Netflix Airbnb Tesla Uber (Booking, TripAdvisor, BlaBlaCar, Spotify...)
 NBC : Net Brand Contribution
 NBIC : Nanotechnologie Biotechnologie Informatique (sciences de l'information et de l'intelligence) & sciences Cognitives
 NFC : near field communication
 OI : opt-in
 OO : opt-out
 OS : open source
 OS : Operating system
 OTR : Off The Record
 OTS : Opportunity to See
 OTT : Over The Top

P2P : peer to peer (pair à pair)
 PGI : Progiciel de gestion intégré (ERP)
 PHP : Personal Home Page / Hypertext Preprocessor
 PM : private message
 POC : Proff Of Concept
 POEMS : Paid Owned Earned Media (Social)
 POP : Post Office Protocol
 POS : Point of Sale
 PPC : Pay per click
 PPL : Pay per lead
 PPV : Pay per view
 PR : PageRank
 QR Code : Quick response code
 QS : Quality score
 R : r-project.org : programming language for statistics
 RA : réalité augmentée
 RFI : Request for information
 RFID : Radio Frequency Identification
 RFM : recency frequency monetary
 RFM : Récence Fréquence Montant
 RFP : Request for proposal
 RLSA : remarketing lists for search ads (Google)
 RML : Report Markup Langage (XML)
 ROBO : Research Online Buy Offline
 ROI : Return on investment
 ROMI : Return on marcom investment
 RON : Run of network
 ROPO : Research Online Purchase Offline
 ROR : Ruby on Rails
 ROS : Run of site
 RSE : Réseau Social d'Entreprise ou Responsabilité Sociétale des Entreprises (CSR)
 RSS : Really Simple Syndication
 RT : Retweet
 RTB : Real time bidding
 RTD : Real time data
 SaaS : Software as a service
 SCU : Single Customer View
 SD : Service Design
 SE Traffic : Search Engine Traffic
 SEA : Search Engine Advertising
 SEM : Search engine marketing
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SEO : Search engine optimization
 SERP : Search engine results page
 SFA : Sales Force Automation
 SFD : Spécifications Fonctionnelles Détaillées
 SFG : Spécifications Fonctionnelles Générales
 SLA : Service level agreement
 SM : Social media
 SMM : Social media marketing / management
 SMO : Social media optimization
 SMP : Social media platform
 SMS : Short message service
 SMTP : send message transfer protocol
 SNCD : Syndicat National Communication Directe
 SoLoMo : Social Local Mobile
 SOV : Share of voice
 SRI : Syndicat des régies internet
 SSL : Secure Sockets Layer
 SSP : Supply Side platform
 SVG : Scalable Vector Graphics
 TCD : Tableau Croisée Dynamique (Pivot Table)
 TLD : Top level domain (.com / .fr / .net)
 TMS : Tag management system
 TOFU : Top of Funnel
 TOS : Terms of service
 TPD : Third-Party Data
 TRM : Total relationship management
 UBM : Unité de Bruit Médiatique (indice Kantar)
 UGC : User Generated Content
 UI : User interface
 URL : Uniform resource locator
 USP : Unique selling proposition [Rosser Reeves]
 UV : Unique visitor
 UX : User experience (cf. CX)
 VC : Venture Capital
 VM : Viral marketing
 VOD : Video on demand
 VRM : Vendor Relationship Management
 VU : Visiteur Unique
 WOM : Word of Mouth
 WOW : effet Waou
 WYSIWYG : What you see is what you get
 XML : Extensible Markup Language
 ZMOT : Zero Moment of Truth