



أشيقر  
DIGIMENTORS

# WELCOME

**DAY 88/100**

## DIGITAL MASTERY CHALLENGE

**DATE: OCTOBER 17, 2020, SATURDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**

**glossary**

# Glossary



A **GLOSSARY**, also known as a vocabulary or clavis, is an alphabetical list of terms in a particular domain of knowledge with the definitions for those terms.

# GLOSSARY

**A glossary includes terms within the domain knowledge newly introduced, uncommon, or specialized.**



# WHAT IS THE **GLOSSARY** OF THE DIGITAL MARKETING?





**an alphabetical list of terms in a Digital marketing industry with the definitions for those terms.**

**a glossary includes terms  
newly introduced,  
uncommon, or specialized.**



**WHY IS IT  
IMPORTANT?**



**TO LEARN  
AND  
IMPLEMENT**





**TO  
UNDERSTAND  
AND  
STRATEGIZE**



To make sure  
we all are in  
*“same page”*

*What is the color of  
the orange ?*







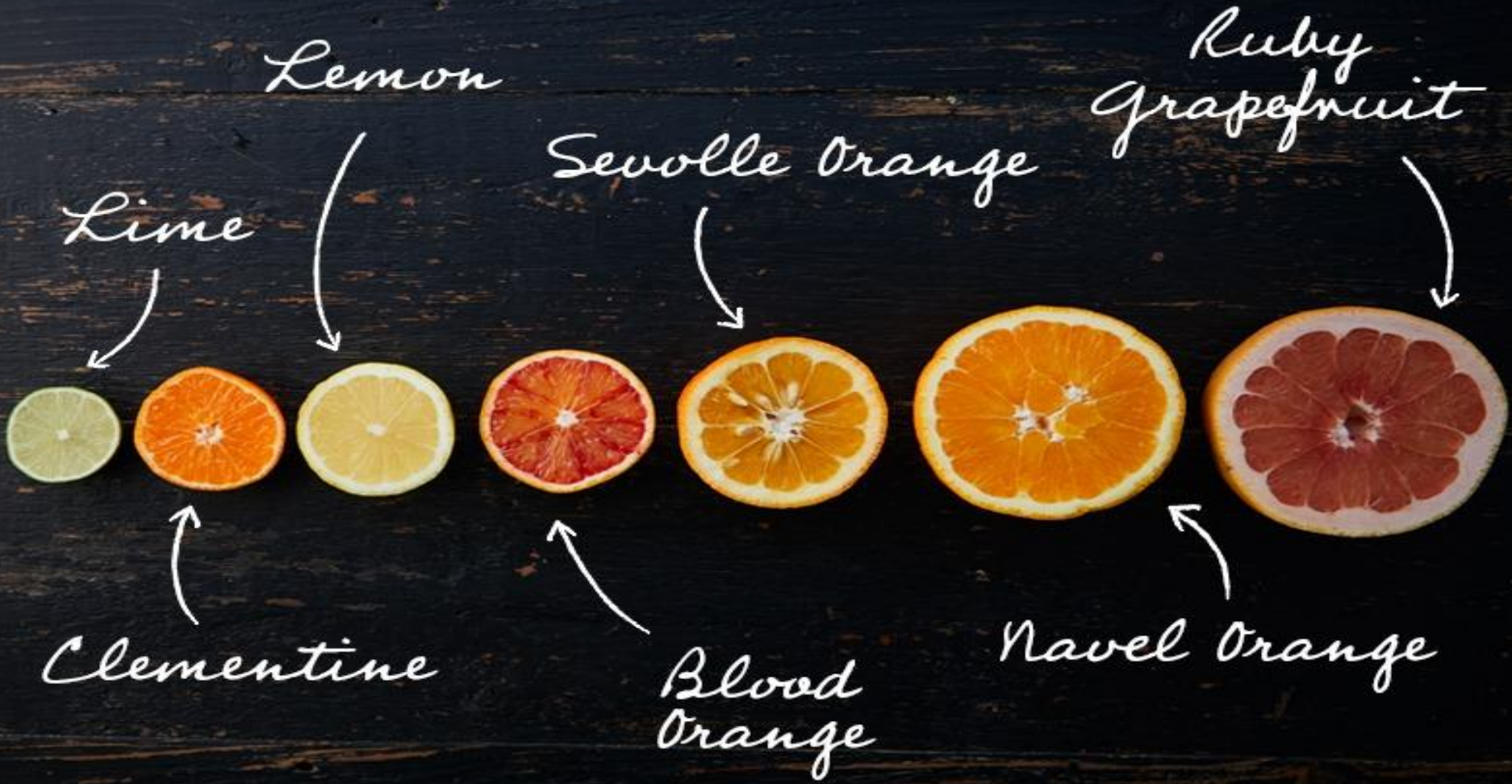












Lime

Lemon

Seville Orange

Ruby  
Grapefruit

Clementine

Blood  
Orange

Navel Orange



# DIGITAL MARKETING

# GLOSSARY

The image features a central white rectangular box with a thin green border. Inside this box, the letters 'Ad' are written in a bold, green, sans-serif font. The background is a solid red color. Overlaid on the red background are several geometric shapes: a blue trapezoid at the top, a blue trapezoid at the bottom left, and a green trapezoid at the bottom right. These shapes appear to be part of a larger, partially visible graphic element.

Ad



**A marketing communications  
message conveyed to the consumer.**



**AD CLICK**





**A click on an ad impression served in the period being measured.**

# AD IMPRESSION





**An instance of a consumer being  
exposed to an online ad**

# AD IMPRESSION ARRIVAL





**A user arriving at a site who has been  
exposed to an ad served on behalf of that  
site**

# AD NETWORK





**A system that aggregates ad inventory from publishers and operators to efficiently match the inventory with advertiser demand.**

**Examples include Google Search  
Network and Google Display  
Network.**



**Ads can appear beside or above search results for keywords that an advertiser chooses.**



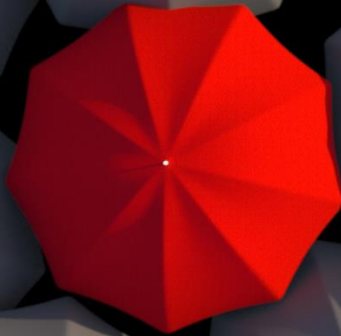
A vertical rocket launch is depicted, with a bright orange and yellow flame at the top and a thick, white plume of smoke trailing downwards. The launch originates from a vast, undulating sea of white and light-colored clouds that fill the lower half of the frame. The background is a deep, dark blue night sky, densely populated with small white stars. A large, bright, full moon is visible in the lower right quadrant of the sky. The overall scene conveys a sense of ascent and reaching new heights.

**AD SPACE**



**The area within a mobile app or website  
dedicated to displaying ads**

**AD UNIQUE USER**



**A unique device (e.g., a computer, or mobile phone) that has made a request for an ad impression served in the period being measured.**

An illustration featuring a central tablet displaying a pie chart with a yellow hand cursor pointing at it. To the left is a magnifying glass and a smartphone with an upward-pointing arrow. To the right is a document with horizontal lines and a yellow hand holding a pen. The background is light gray with various icons and shapes.

**AD UNIT**

**An advertising vehicle (e.g., a mobile banner) that includes creative assets inside a mobile or website ad space.**



**ADVERTISER**





**An organization that wants to  
get its message to the right  
audience, efficiently and  
effectively.**







**A description of a graphic in a  
website.**

# ANALYTICS



**The technology and measurement systems used to understand what is working in a digital marketing campaign and what is not based on data collected during the campaign.**



A conceptual graphic for an analytics tool. It features a white background with a light gray grid. A blue line graph starts on the left, trends upwards, then downwards, then upwards, and ends with a blue arrow pointing right. A red line graph starts on the left, trends downwards, then upwards, then downwards, and ends with a red arrow pointing up and right. A magnifying glass with a silver rim and a black handle is positioned in the upper right, focusing on the red arrow. A light blue rectangular banner is centered horizontally across the middle of the image, containing the text 'ANALYTICS TOOL' in bold black capital letters.

**ANALYTICS TOOL**

**A software and web application that can help indicate whether activity being undertaken by a business is having an impact on its goals..**





APP

Twitter

Instagram

Telegram

Viber

Snapchat

WhatsApp

Store



**An abbreviation for application. An app is typically a small, specialized program that is downloaded onto a mobile device.**

# APP



# MONETIZATION

**Making money from a mobile app through advertising, app download promotion, or other methods.**





**AVERAGE POSITION**



**The position at which an ad  
appears on a search results page**

**AVERAGE  
VISIT  
DURATION**





**The average duration of a session.**

# BANNER AD

**BANNER  
DESIGN**

Et facibus videri vestibulum  
vestibulum vestibulum a quam  
praesent eu arcu facilis ultricies  
parturient donec non ultricies et

**BANNER  
DESIGN**

Et facibus videri vestibulum  
vestibulum vestibulum a quam  
praesent eu arcu facilis ultricies  
parturient donec non ultricies et

**BANNER  
DESIGN**

Et facibus videri vestibulum  
vestibulum vestibulum a quam  
praesent eu arcu facilis ultricies  
parturient donec non ultricies et





**A mobile ad unit that employs simple  
creative assets and hyperlinks**



B<sub>3</sub>

L<sub>1</sub>

O<sub>1</sub>

G<sub>2</sub>

**A website with regular entries of commentary, descriptions of events, and other embedded multimedia content such as graphics, videos, and presentations**

# BOUNCE RATE





**Visit in which a user left a site from the entry page (**  
**The percentage of**



# CAMPAIGN AND AD GROUPS

**Advertising on social media platforms is generally organized into campaigns and ad groups.**



# CANVAS APPLICATION



**An application that is not loaded up in the context of, or visually connected with, a Facebook business page. Instead the application is consumed elsewhere on facebook**



channel

**For the purposes of this book, a channel (or platform) is a term used to describe an individual social network**



CLICK



**To select something by  
clicking on it**



An abbreviation for **click-through rate** . CTR is the number of clicks a business's ad receives divided by the number of times its ad is shown

Click to Call





**A service within an ad that enables a mobile user to initiate a mobile phone call by clicking within a mobile ad.**



DOWNLOADING.

100%

**completed download**

**A file (typically audio or video) transfer, especially from the Internet to a user's device, in which the percentage of the file transferred is greater than 95 percent.**

A stylized white funnel icon is centered on a light blue circular background. Inside the funnel's wide top, there are three coins: two yellow and one red. A single yellow coin with a dollar sign (\$) is positioned at the narrow bottom of the funnel. The word "conversion" is written in a bold, black, sans-serif font across the middle of the funnel.

**conversion**

**Activities carried out by a user that fulfills the intended purpose of the webpage; for example, downloads, filling in forms, purchases, contacts, and newsletter subscriptions**





**conversion tracking**

**A form of tracking that gives advertisers insight into how consumers are interacting with their brands throughout the marketing funnel.**





**cookie**



**A text file placed on a web user's hard drive by a website to remember data about the website's user.**



# CPC





**An abbreviation for cost per  
click.**

**Under a CPC pricing arrangement,  
advertisers pay only when a user  
clicks on their ads.**



**CPM**



**An abbreviation for cost per  
mille or cost per thousand**

**Under a CPM pricing arrangement,  
advertisers pay for every 1,000  
impressions of their ads**

# CPA



mobile  
campaign





# A cost-per-acquisition campaign

**A CPA mobile campaign involves an advertising model under which the advertiser pays for each specified action linked to the advertisement; in a CPA campaign, the specified action is typically registration for an online application.**



# CPD



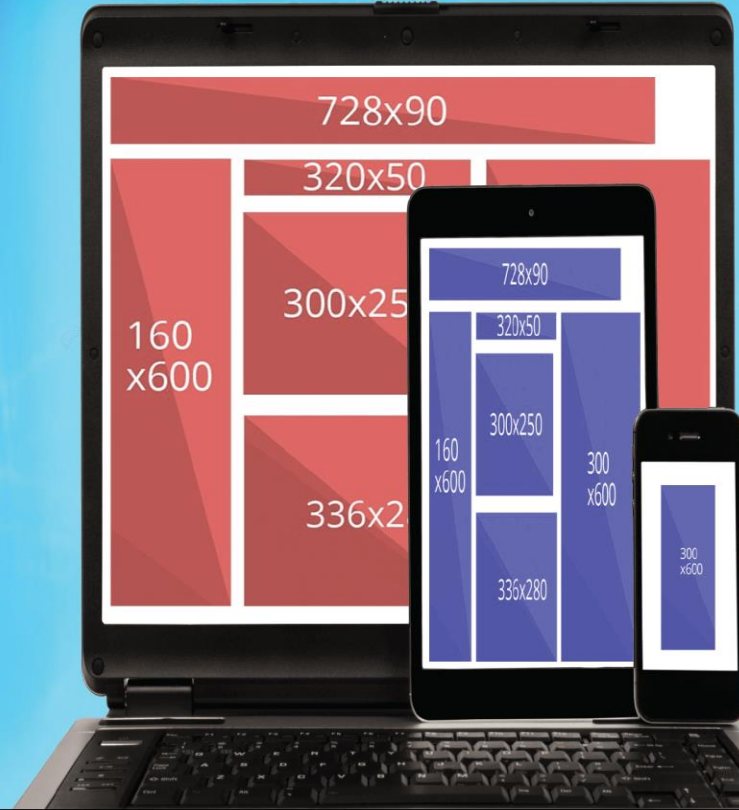
mobile  
campaign



**A cost-per-download  
campaign.**

**A CPD mobile campaign involves an advertising model under which the advertiser pays for each specified action linked to the advertisement; in a CPD campaign, the specified action is typically the downloading of an application or other file.**

# DIGITAL DISPLAY ADVERTISING



**A form of digital marketing that uses display ads appearing on webpages as a means of communicating relevant commercial messages to a specific audience based on the profile of its members.**





# DIRECT MARKETING



**A channel-agnostic form of advertising that allows businesses and nonprofit organizations to communicate directly with customers via advertising techniques**



**Such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.**





**email**  
marketing

**A form of permission-based direct marketing, which uses electronic mail as a means of communicating relevant commercial messages to a specific audience based on the profile of its members.**



**entry page**



**The first page viewed by a  
website visitor.**

# EXIT PAGE



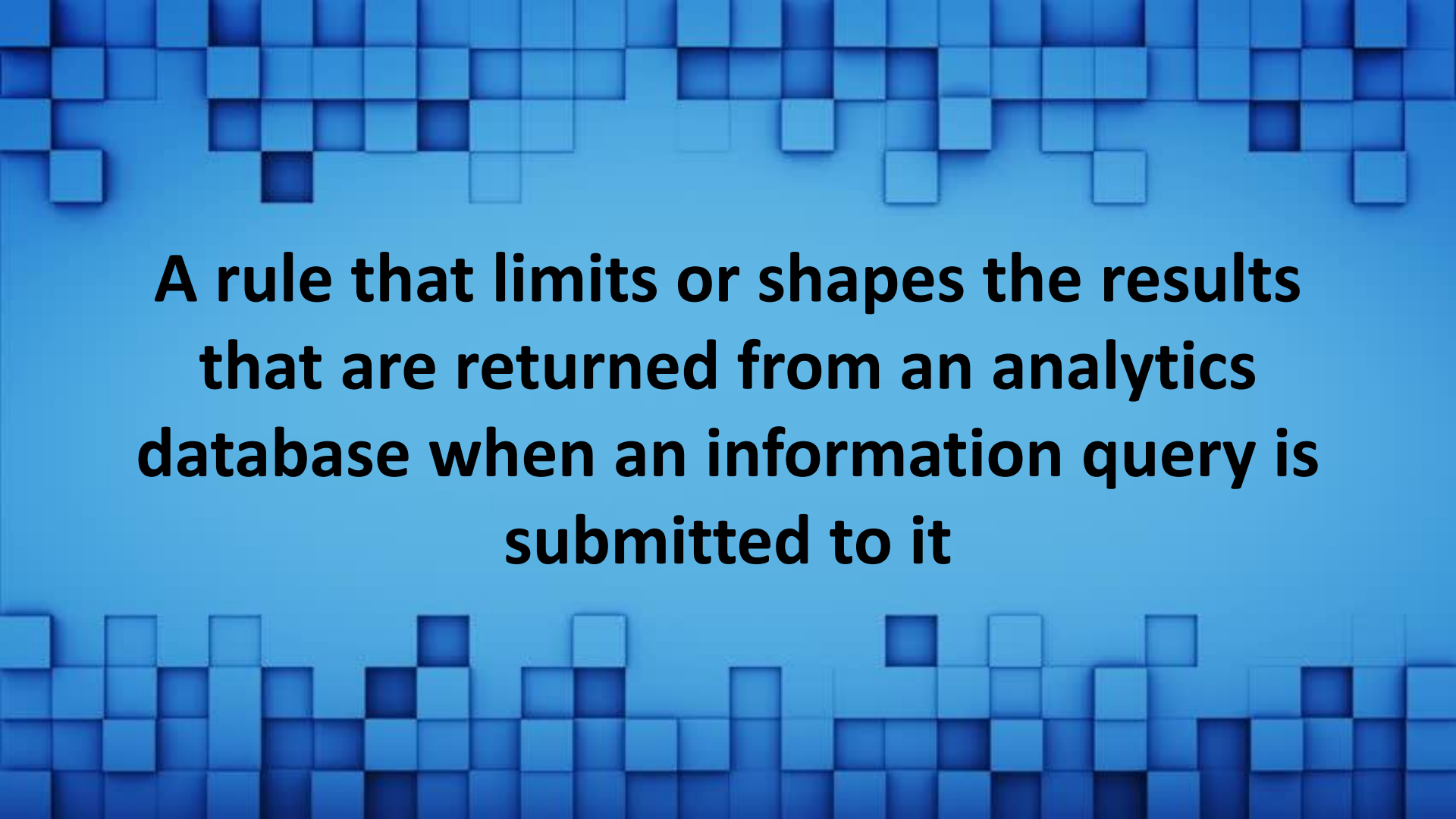


**The last page viewed by a  
website visitor.**



**FILTER**

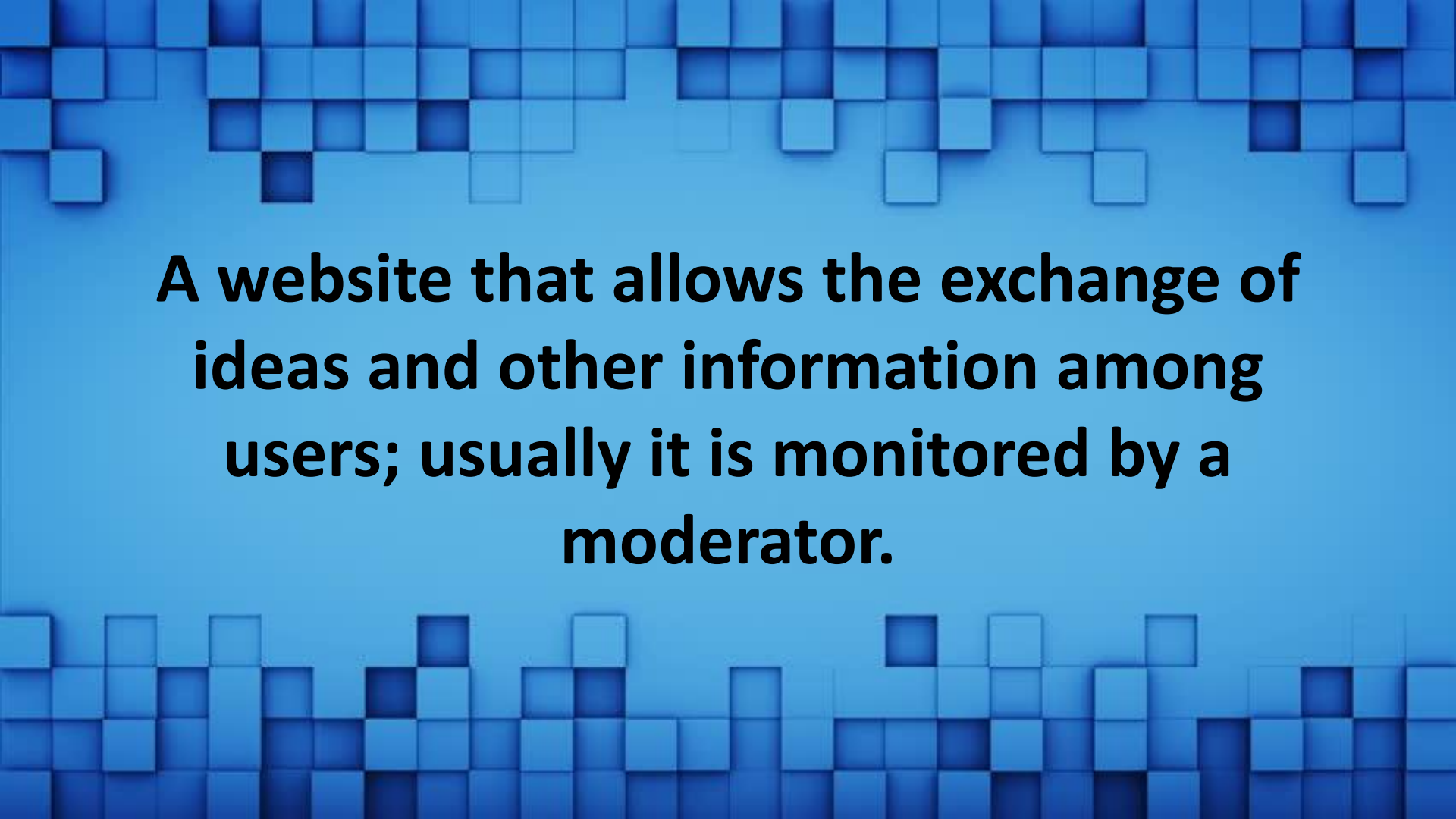




**A rule that limits or shapes the results that are returned from an analytics database when an information query is submitted to it**



**forum**



**A website that allows the exchange of ideas and other information among users; usually it is monitored by a moderator.**



friends

The image features a blue background with a decorative border at the top and bottom consisting of a grid of squares. The squares are arranged in a pattern that is not perfectly uniform, with some squares missing or slightly offset, creating a digital or pixelated effect. The text is centered in the middle of the page.

**Users social networks who are mutually connected and who typically exchange data and updates.**

# funnels



The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or have a different shade of blue, creating a 3D effect. The text is centered in the middle of the page.


**The pathway visitors follow on a website towards a conversion point.**




**geofencing**



**A technology that allows an advertiser to select a geographic points using latitude, and longitude information and there by create virtual fence around given radium of that point.**

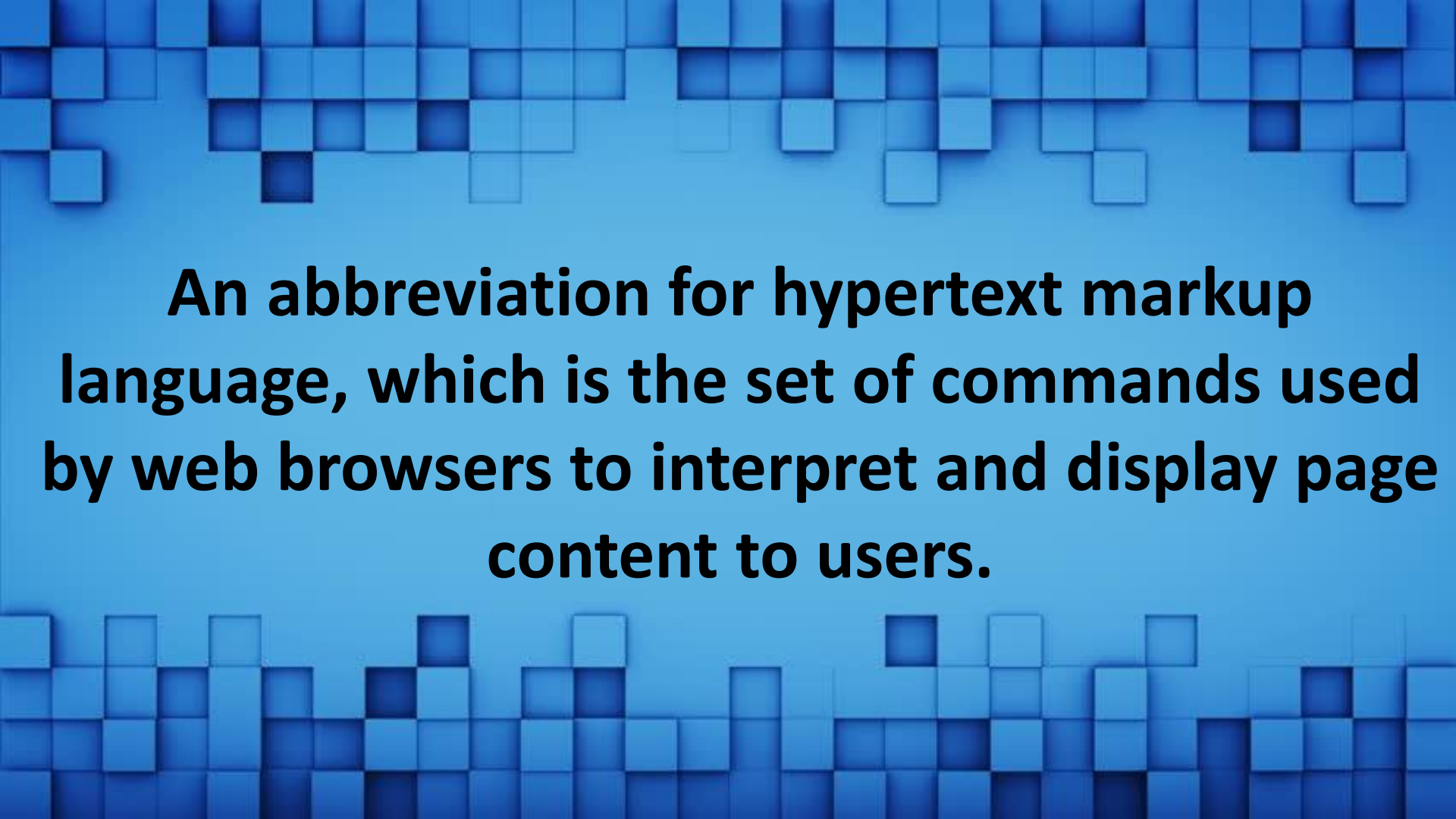


**is a location-based digital marketing tool that lets marketers send messages to smartphone users in a defined geographic area.**

The background is a solid light blue color. At the top and bottom edges, there are decorative borders consisting of a grid of squares in various shades of blue, some appearing to be raised or recessed, creating a 3D effect.

**For example, shoppers that arrive at a mall can be targeted with ads by stores located in that mall simply because of their geographic location**

**<html>**

The background is a solid light blue color. At the top and bottom edges, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or have a darker shade, creating a 3D effect. The text is centered in the middle of the page.

**An abbreviation for hypertext markup language, which is the set of commands used by web browsers to interpret and display page content to users.**

**TAKE IT. MAKE IT.**

Adobe Creative Cloud  
Photography plan. <sup>US</sup>\$9.99/mo.

[Join now](#)

**GET 10 FREE  
ADOBE STOCK IMAGES.**

[Start now](#)

**St**

**GET 10 FREE  
ADOBE STOCK IMAGES.**

Offer ends November 30.

[Get started >](#)

**TAKE IT. MAKE IT.**

Adobe Creative Cloud  
Photography plan.

Lightroom for desktop and  
mobile plus Photoshop CC.

Just <sup>US</sup>\$9.99/mo.

[Join now](#)

**Totally transformed.**

Adobe Creative Cloud.  
The entire collection of apps & services  
starting at <sup>US</sup>\$49.99/mo.

[Join now >](#)

**impression**

The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

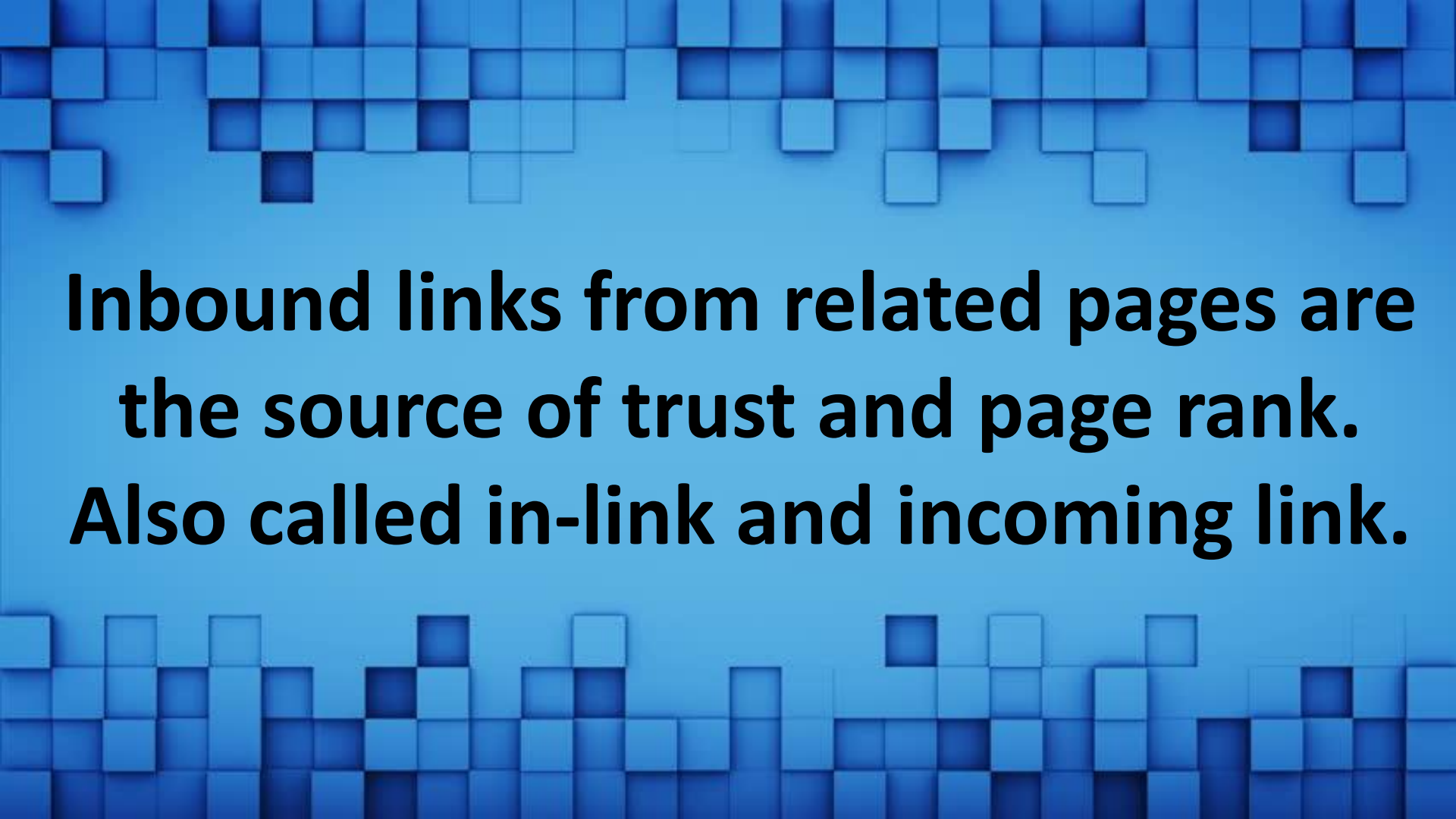
**An ad being displayed on  
its associated platform.**





# Inbound Links



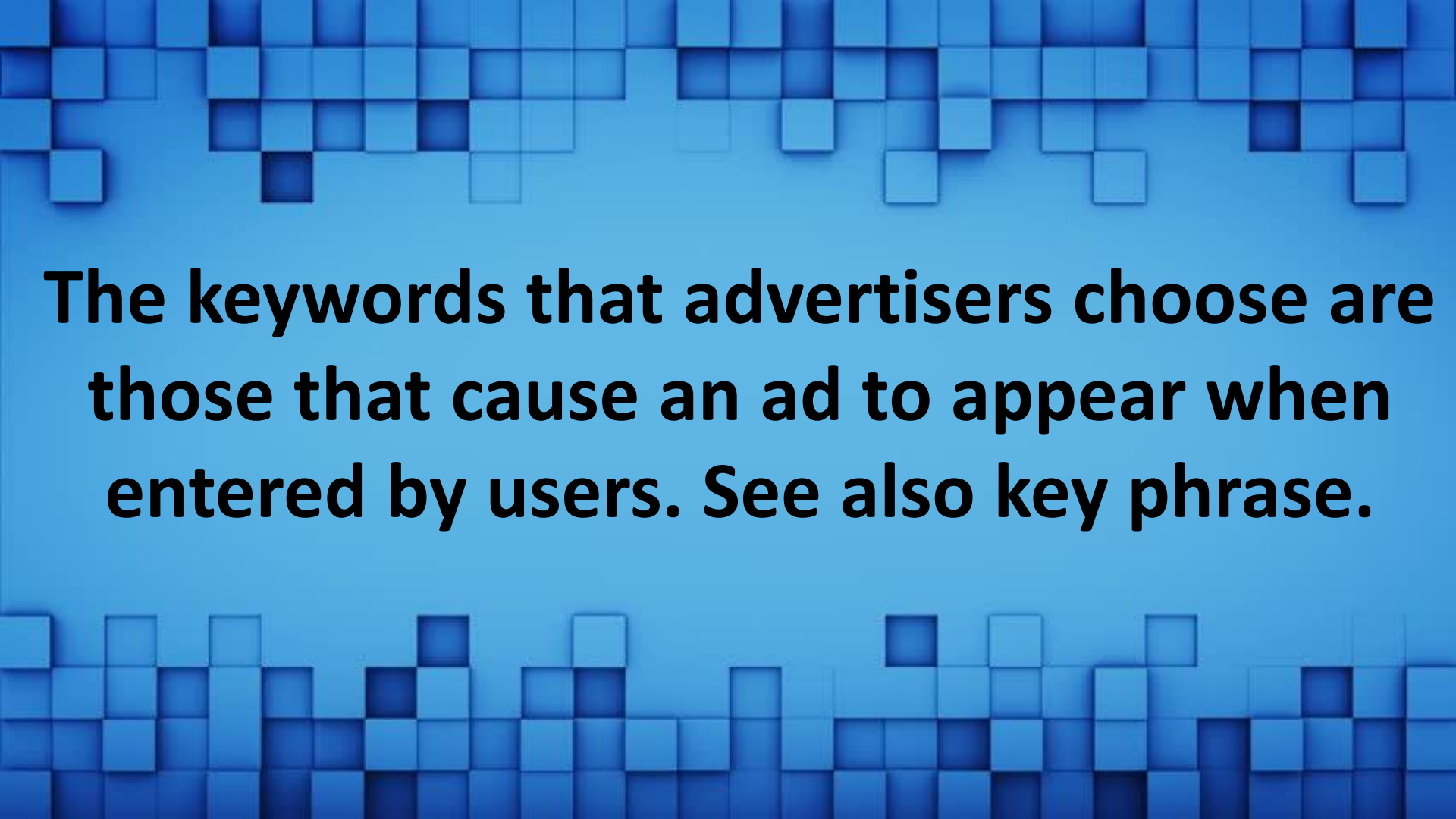
The image features a blue background with a decorative border at the top and bottom consisting of a grid of squares in various shades of blue, some appearing to be raised or recessed. The main text is centered and reads:

**Inbound links from related pages are  
the source of trust and page rank.  
Also called in-link and incoming link.**





**A search term or phrase.**

The image features a blue background with a decorative border at the top and bottom consisting of a grid of squares in various shades of blue, some appearing to be raised or recessed. The central text is in a bold, black, sans-serif font.

**The keywords that advertisers choose are those that cause an ad to appear when entered by users. See also key phrase.**

KEYWORD DENSITY KEYWORD DENSITY  
KEYWORD DENSITY KEYWORD DENSITY  
KEYWORD DENSITY KEYWORD DENSITY

# KEYWORD DENSITY

KEYWORD DENSITY KEYWORD DENSITY  
KEYWORD DENSITY KEYWORD DENSITY



**The percentage of words on a webpage that are keywords.**

# KEYWORDS RESEARCH

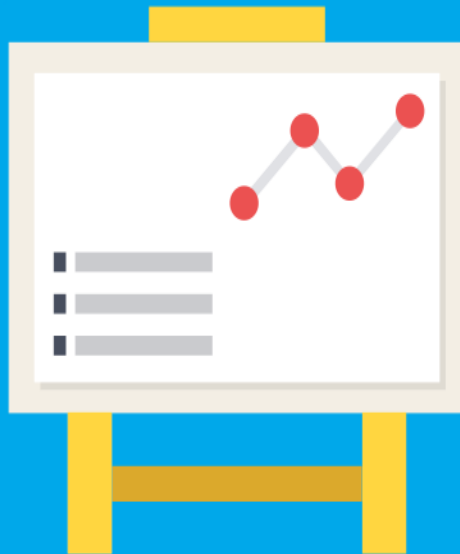






**The process an advertiser uses to determine which keywords are appropriate for targeting**

# keyword



# spam



**Inappropriately high keyword  
density.**



**Also called keyword stuffing**

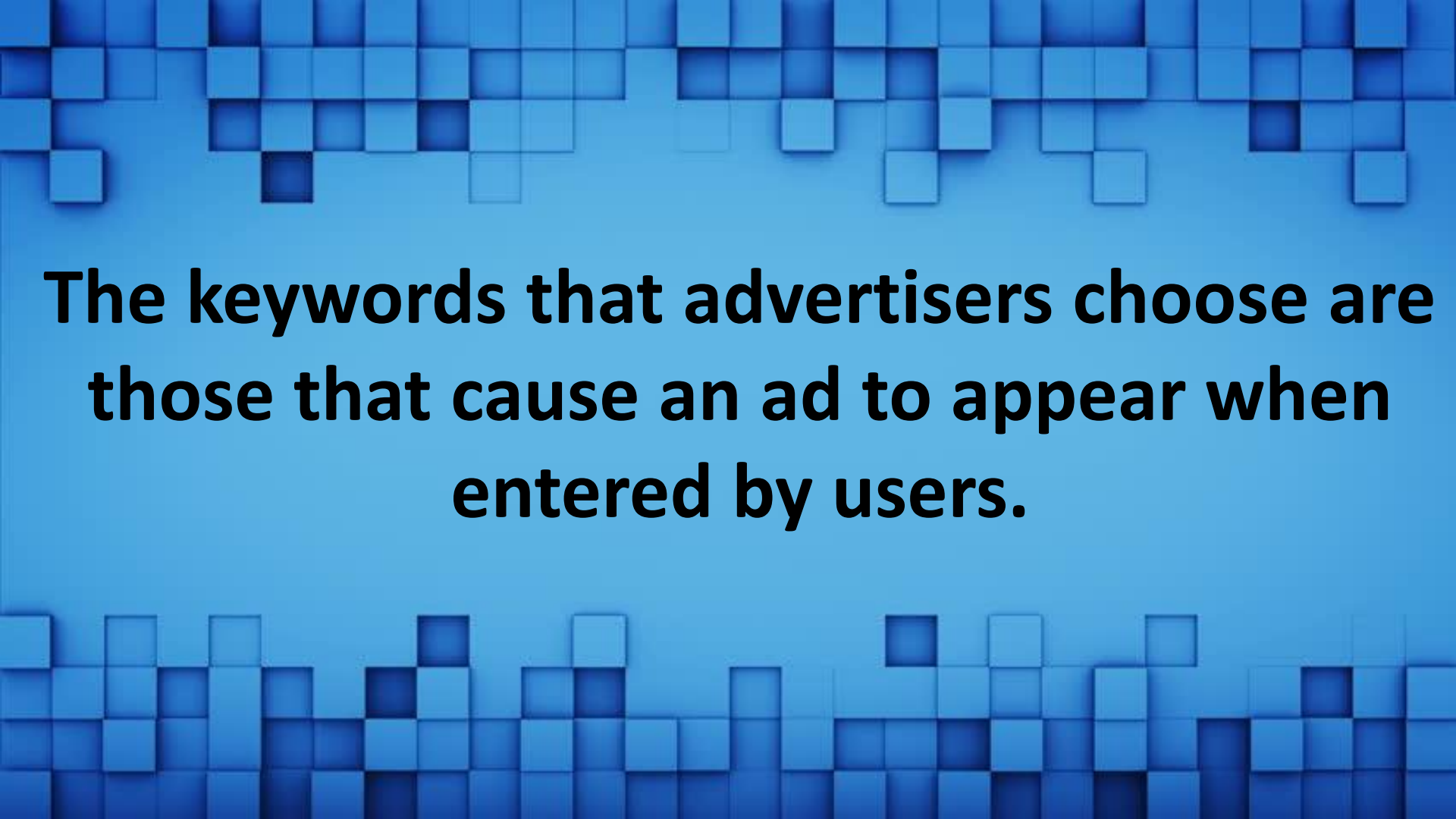


**key phrase**





**A search phrase.**

The background is a solid light blue color. At the top and bottom edges, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or have a darker shade, creating a 3D effect. The text is centered in the middle of the page.

**The keywords that advertisers choose are those that cause an ad to appear when entered by users.**

INDOCHINO  
MADE IN ITALY



## THE TAILOR IS IN

The ultimate custom menswear experience is now open in Chicago Centre.  
Visit us by April 30 to be entered in a draw for a perfectly tailored wardrobe.

APPOINTMENT

## The Easiest Wedding Registry

All the gifts you could want, convenience for you and your guests, free wedding websites, and more.

START YOUR REGISTRY



Easy to Use



Our Store Has It All

20% OFF

20% Off Post-Wedding



Free Shipping And Returns

# landing page

panoply



## Transform your data into analytics in under 10 minutes

Streamline time and value for your data engineers, scientists, and analysts using our cloud-based data warehouse platform.

Watch 2-Min Demo Video

GoDaddy

"Panoply makes non-technical people to get questions answered more easily" - Jason, Director of Product

NYC SDC

Meticulously hand-crafted in Burbank, CA. Made from the finest materials, our outdoor lounge chairs are made from high-quality, weather-resistant materials.

SHOP COLLECTION

PLAY VIDEO



From \$295 AUD

FREE SHIPPING  
NATIONWIDE

100% HANDBUILT

STARTED IN  
THE EASTERN





**The page that users land on when they click on a link in a search engine result page**

# LINK BUILDING



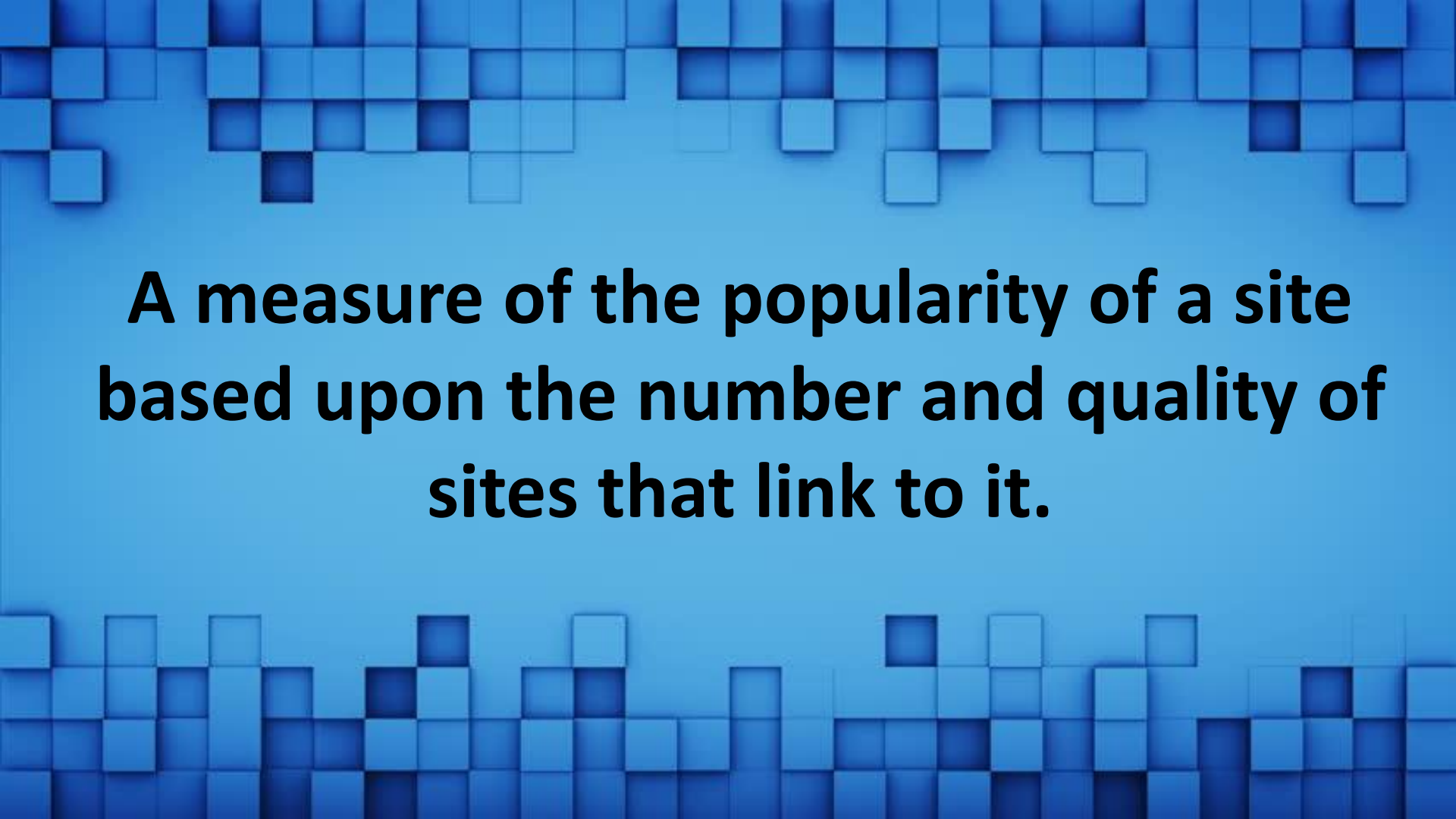


**The process of actively cultivating incoming links to a site.**

**link**



**popularity**


The background is a solid blue color. At the top and bottom edges, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or have a different shade of blue, creating a 3D effect.

**A measure of the popularity of a site  
based upon the number and quality of  
sites that link to it.**



# Location based advertising



The background is a solid light blue color. At the top and bottom edges, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or have a 3D effect, while others are recessed, creating a textured, pixelated appearance.

**A mobile ad unit being delivered to  
mobile users based on specific  
geographic coordinates**

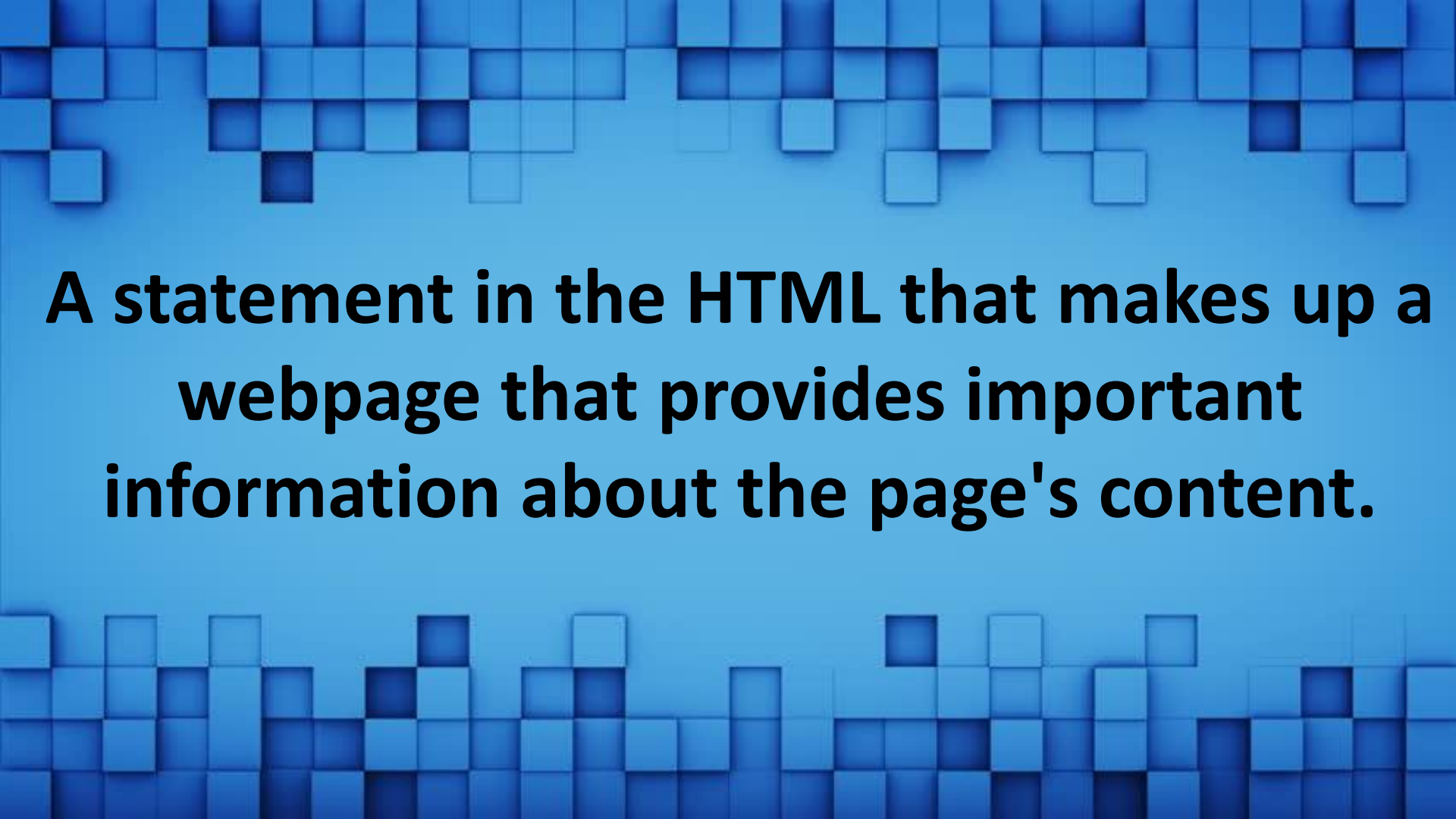


**e.g., latitude/longitude, DMA, etc**

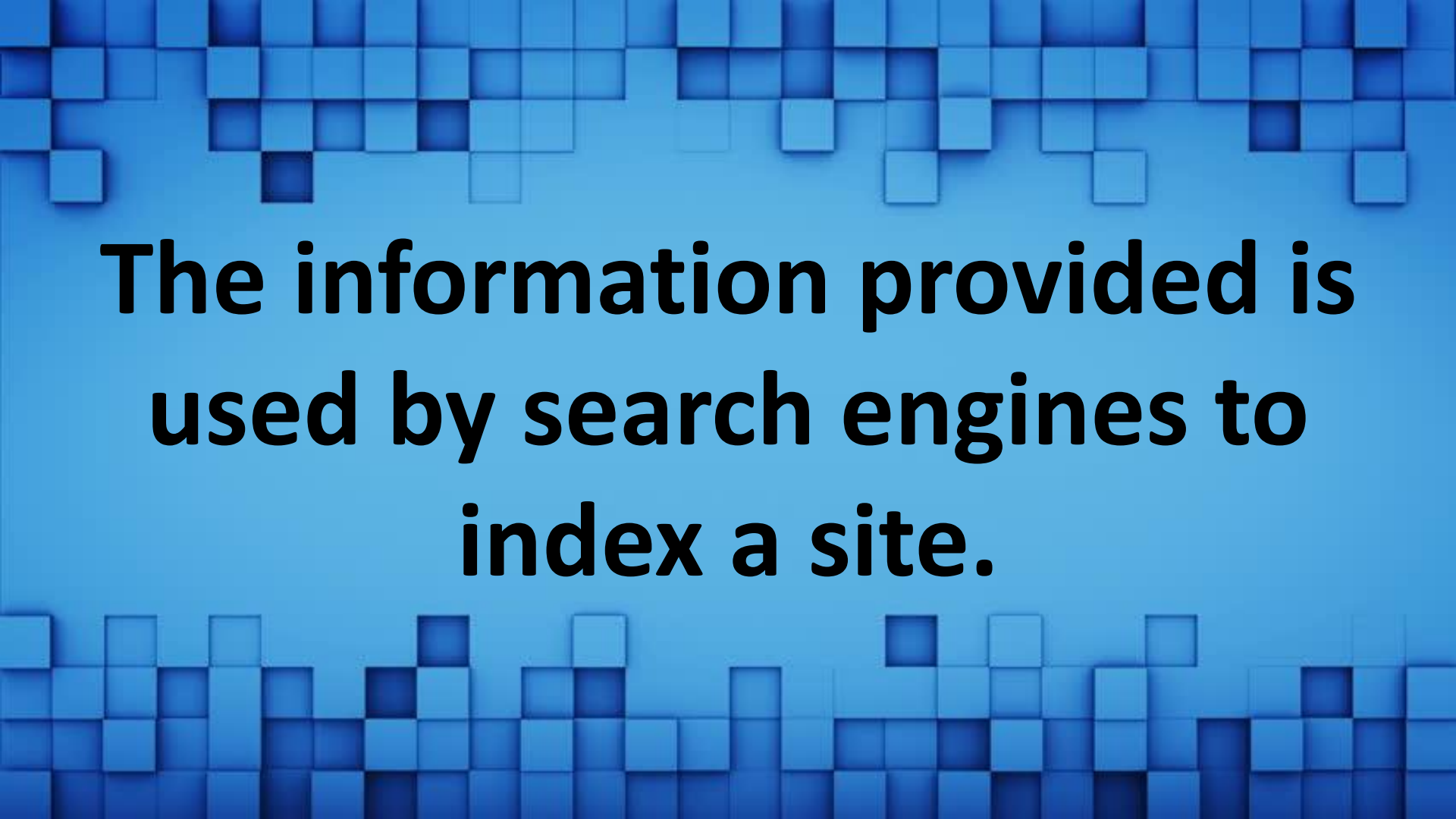




metatag

The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised, creating a 3D effect. The text is centered in the middle of the page.


**A statement in the HTML that makes up a webpage that provides important information about the page's content.**

The background is a solid blue color with a decorative border at the top and bottom. The border consists of a grid of squares, some of which are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

**The information provided is  
used by search engines to  
index a site.**



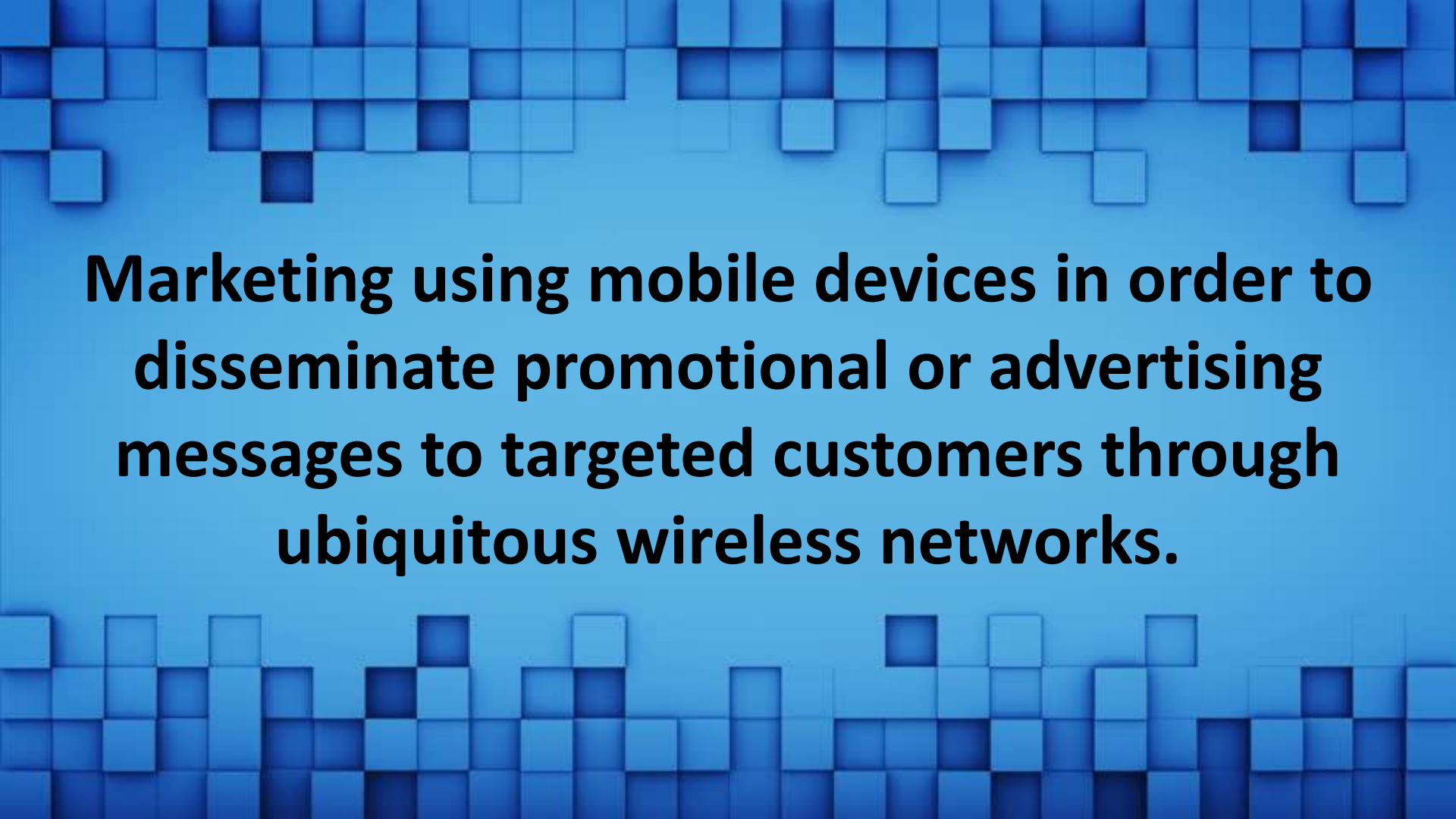
mobile ad server



**A scalable, high-performance system  
made up of hardware and software  
that reliably delivers mobile ad units  
across all mobile channels.**



**mobile marketing**



**Marketing using mobile devices in order to disseminate promotional or advertising messages to targeted customers through ubiquitous wireless networks.**



**ORGANIC/ NATURAL SEARCH RESULTS**



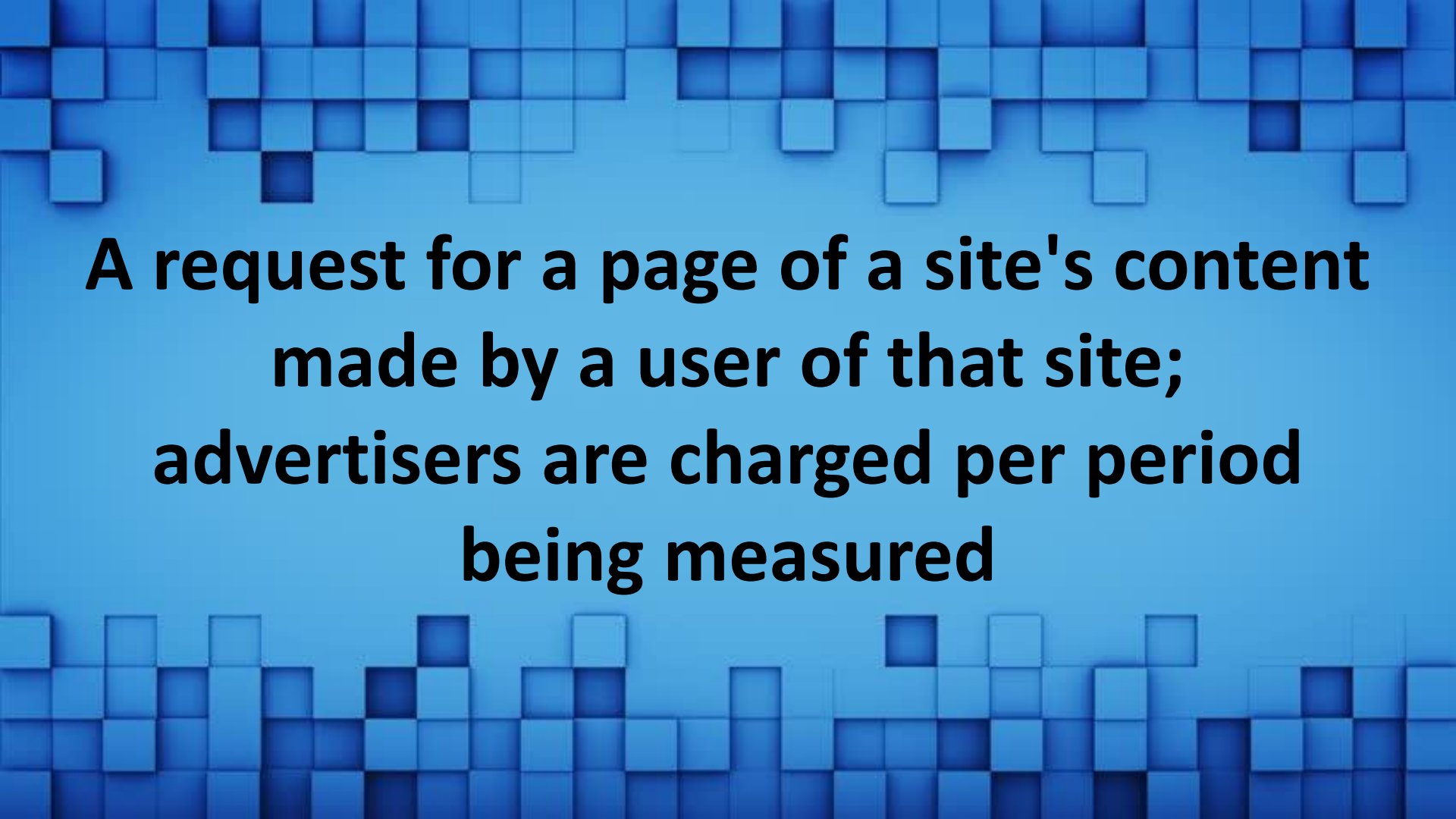


**Search engine results that are  
not sponsored or paid for.**

page



impression

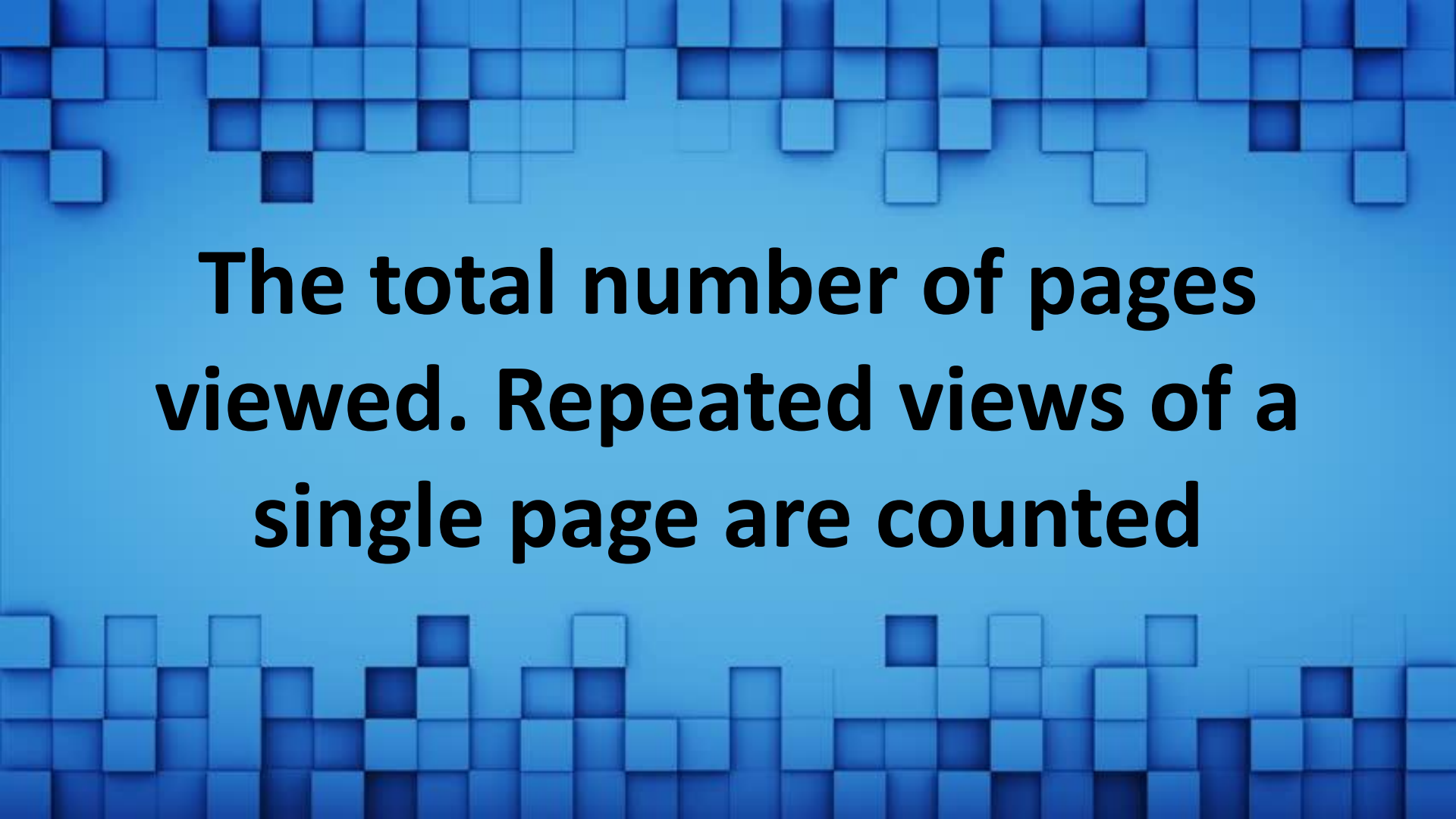
The background is a solid blue color with a decorative border at the top and bottom. The border consists of a grid of squares, some of which are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

**A request for a page of a site's content  
made by a user of that site;  
advertisers are charged per period  
being measured**

**page**



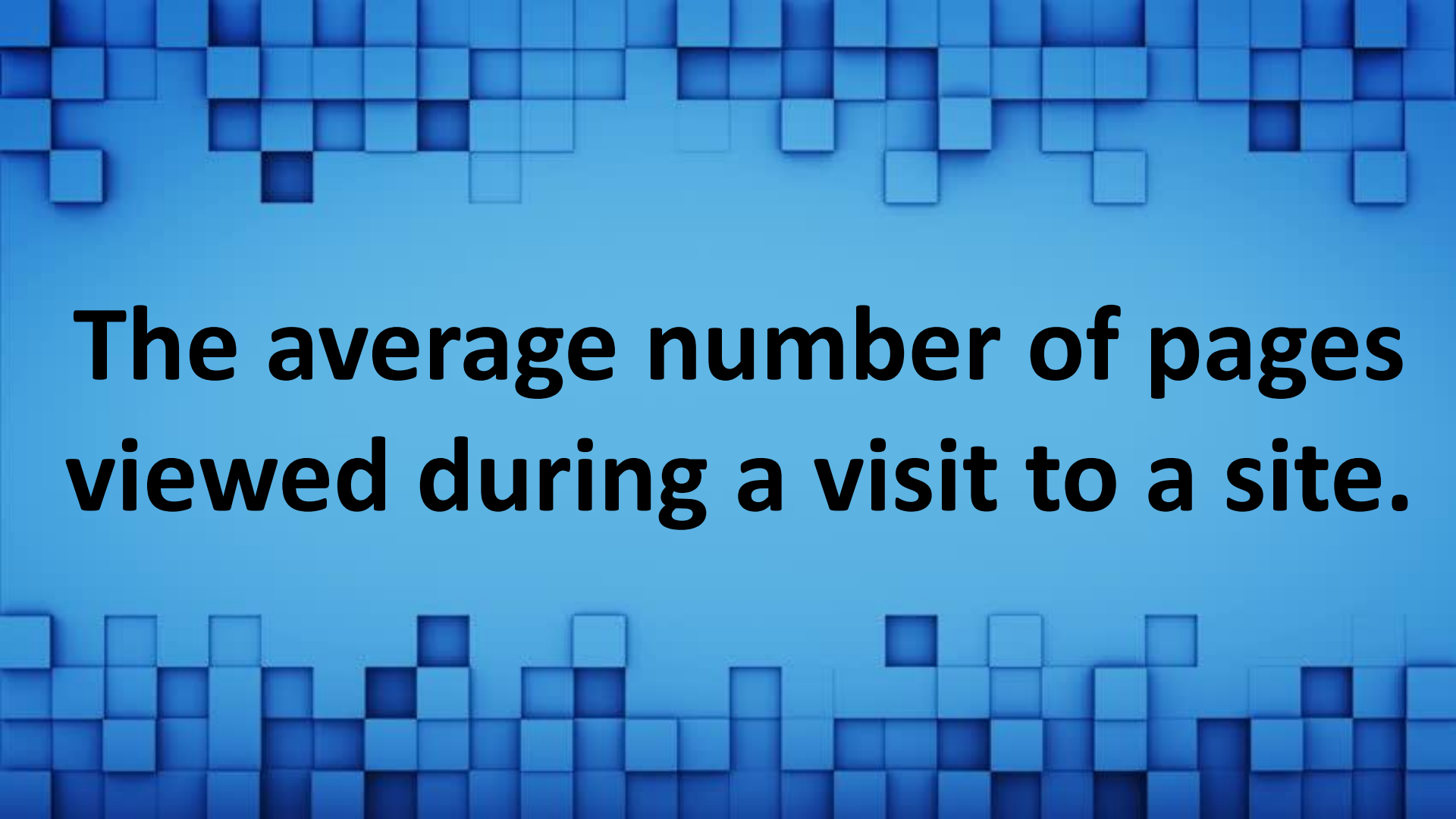
**views**

The background is a solid blue color with a decorative border at the top and bottom. The border consists of a grid of squares, some of which are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

**The total number of pages viewed. Repeated views of a single page are counted**

A hand holding a magnifying glass is positioned over a blue, textured mesh background. A semi-transparent white rounded rectangle is overlaid on the right side of the image, containing the text 'pages per visit' in a bold, black, sans-serif font.

**pages per visit**

The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

**The average number of pages viewed during a visit to a site.**

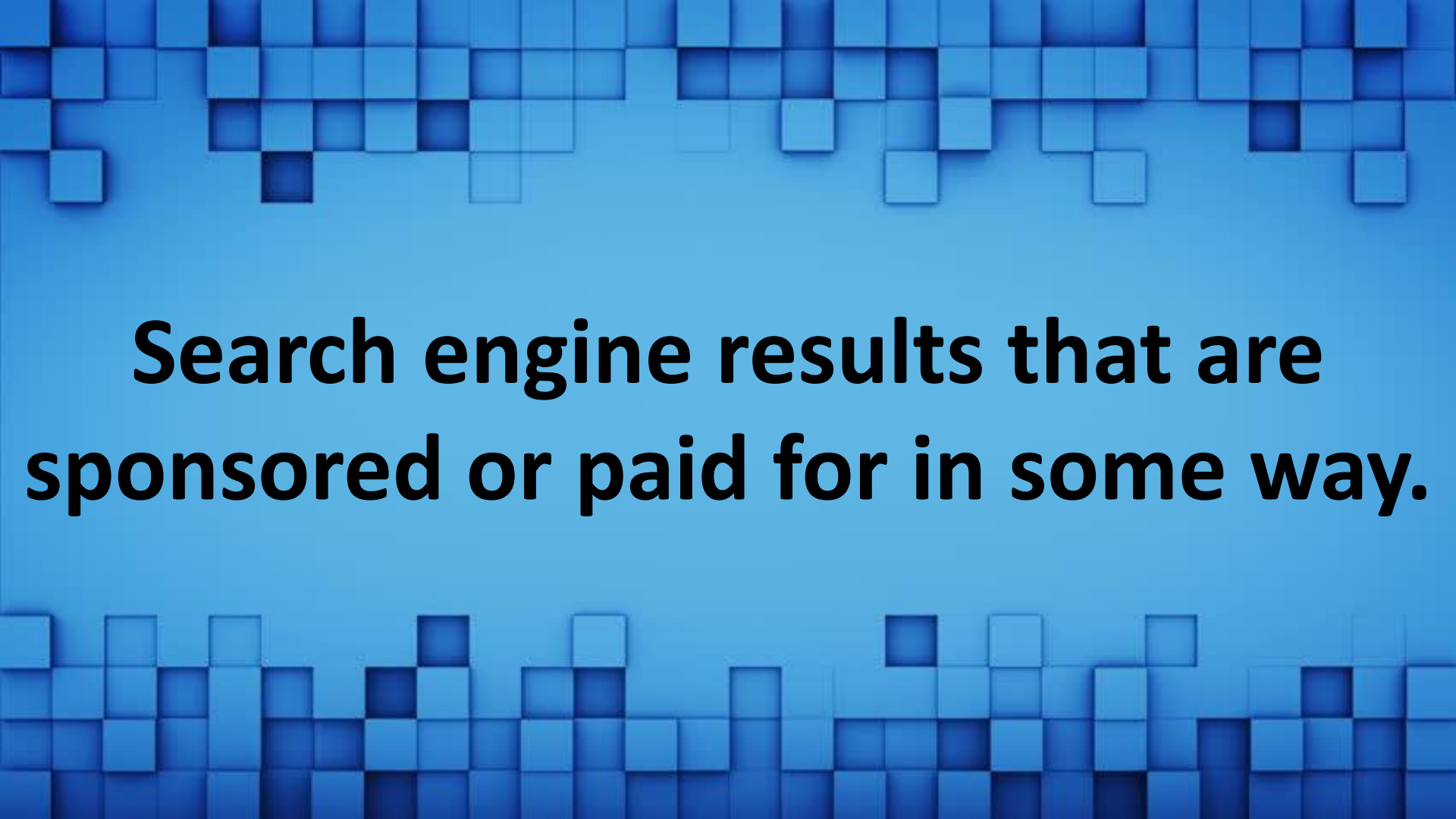
The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised or recessed, creating a 3D effect. The text is centered in the middle of the page.

**Repeated views of a single page are counted.**





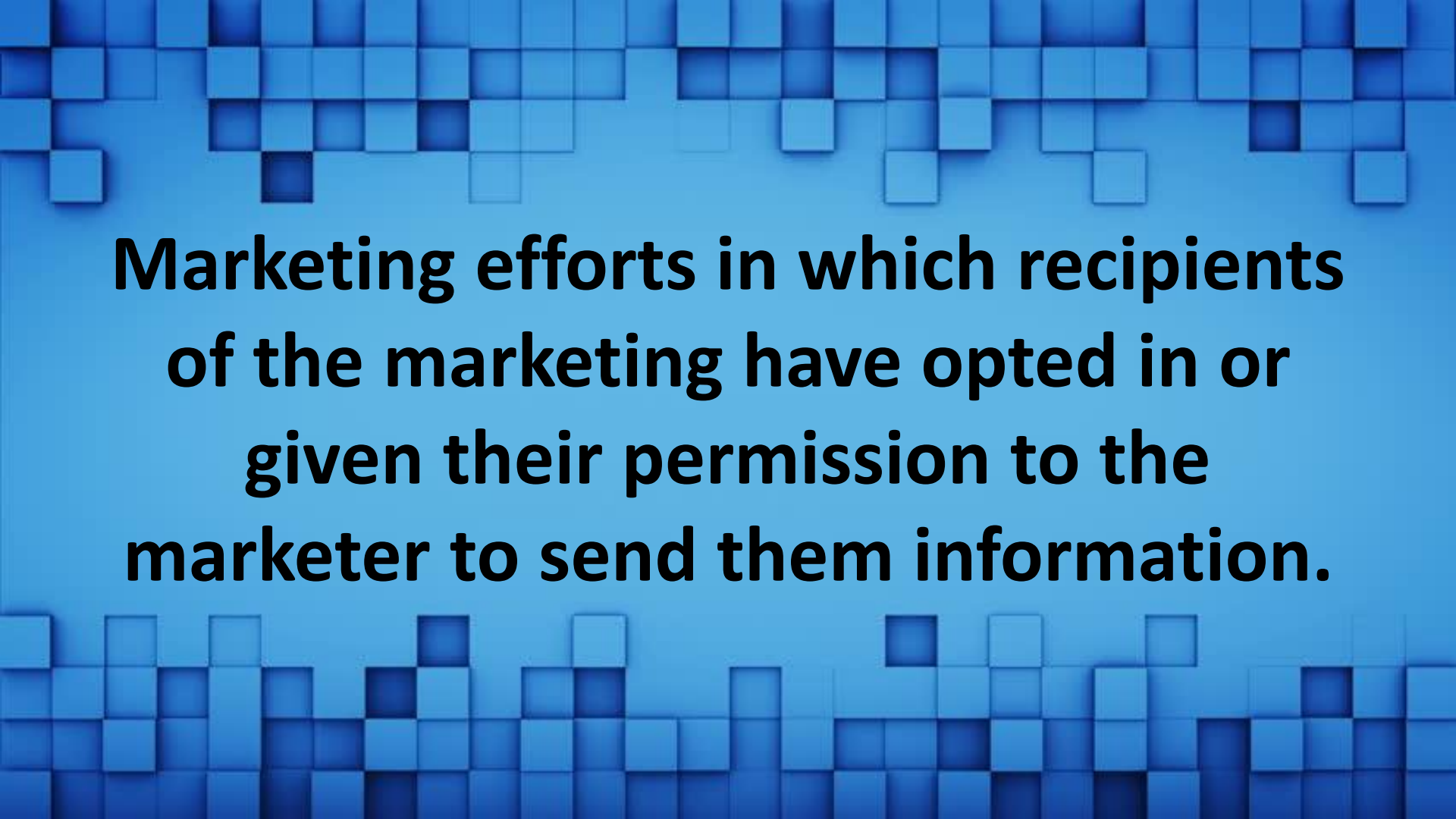
# PAID SEARCH

The image features a solid blue background. At the top and bottom, there are decorative borders consisting of a grid of squares. Some squares are slightly raised, creating a 3D effect. The text is centered in the middle of the page.

**Search engine results that are sponsored or paid for in some way.**

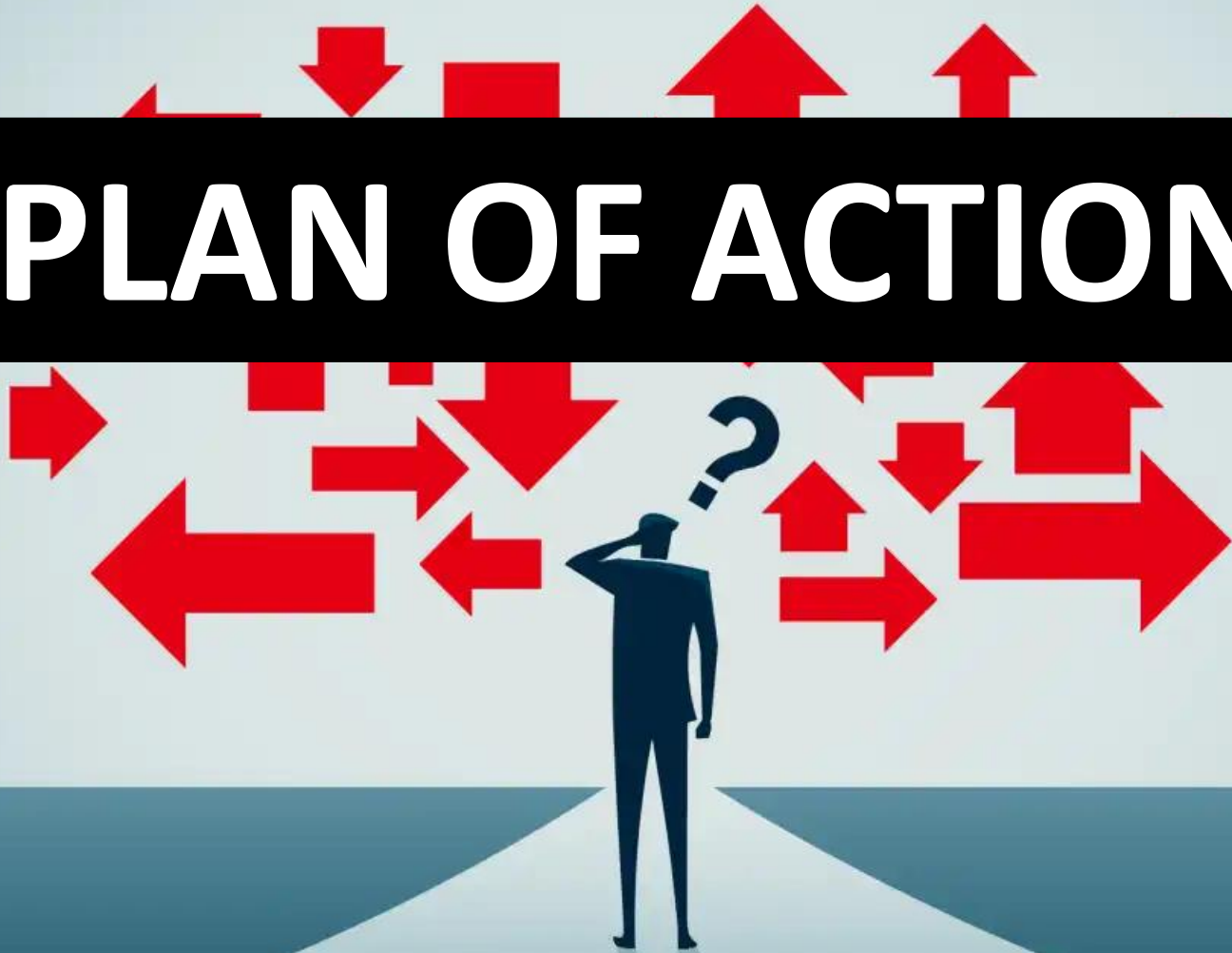
A person's hands are shown holding a white smartphone over a laptop keyboard. The phone screen displays a button labeled 'CLICK'. In the background, there are glasses and a document with colorful charts. A dark blue rectangular box with white text is overlaid on the center of the image.

# PERMISSION BASED MARKETING



**Marketing efforts in which recipients of the marketing have opted in or given their permission to the marketer to send them information.**

# PLAN OF ACTION



Thank  
you





أشيقر<sup>®</sup>  
DIGIMENTORS