

# MARKETING AND DIGITAL MARKETING GLOSSARY



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A/B testing (n)	a type of content experiment that compares the performance of two different variations of the same landing page
above-the-fold (adj)	above-the-fold content is web page content which appears to the user immediately when the page loads, without them having to scroll down
above-the-line (adj)	relating to advertising on television, in newspapers, on the internet, etc. rather than to other ways of telling people about a company or product
ad impressions (n)	a measurement of the number of times an advertisement was displayed on a website or in the SERPs over a specified time period
ad quality score	on Google Ads, the quality score metric estimates the relevance and quality of your ad, keyword targeting, and landing pages
advertise (v)	to tell people about a product or service in order to persuade them to buy it
advertisement (n)	a picture, a short video clip or a piece of writing that is used to tell people publicly about a service or a product in order to persuade them to buy it
advertising (n)	the action of telling people publicly about a service or product in order to persuade them to buy it
advertising agency (n)	a business that gives advice to companies about how they should advertise their products and produces advertisements for them
advertising campaign (n)	an organisation's programme of advertising activities over a particular period of time
allocate (v)	to decide officially that a particular amount of money, time, etc. should be used for a particular purpose
B2B marketing (n)	a marketing strategy which focuses on selling products and services to other businesses – not to individual consumers
B2C marketing (n)	a marketing strategy which focuses on selling products and services directly to the customer

