



Synchronicity Marketing  
Maximizing Synergy for Superior Results

# Internet & Direct Marketing Glossary of Terms

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>agency</b>	An Agency is a creative group that develops entire marketing programs for its clients. Agencies work with their clients in all sorts of media from print to broadcast to direct mail to interactive media. Unlike list brokers, agencies provide a full-service resource for concept, creative, design, production, and execution of advertising campaigns.
<b>append</b>	To attach something to something else. <u>Data append</u> refers to the addition of a new data element or elements to an existing list.
<b>applet</b>	An application program written in Java that allows viewing of simple animation on Web pages.
<b>ASP</b>	<u>Application Service Provider</u> . Third-party vendors that develop and host Internet and intranet applications for customers, tailoring the applications to the customer's business requirements and process.
<b>attachment</b>	Any file or document attached to an email message.
<b>ATM</b>	<u>Asynchronous Transfer Mode</u> . A high-speed switching technique that uses fixed-size cells to transmit voice, data, and video.
<b>authentication</b>	A process by which the sender of email is verified to be who they claim to be. Email authentication greatly simplifies and automates the process of identifying senders. After identifying and verifying a claimed domain name, it is possible to treat suspected forgeries with suspicion, reject known forgeries, and block e-mail from known spamming domains.
<b>B2B (or B-to-B)</b>	Business-to-Business, a company whose customers are other companies
<b>B2C (or B-to-C)</b>	Business-to-Consumer, a company whose customers are consumers
<b>Bandwidth</b>	The quantity of information (text, images, video, sound) which can be sent through a connection, usually measured in bits per second. A full page of text is about 16,000 bits. A fast modem can move approximately 15,000 bits in a second. Full-motion full-screen video requires about 10 million bits per second.
<b>banner ad</b>	An electronic advertisement on a Web page, usually in the shape of a vertical or horizontal "banner" which fills part of the page. If an individual clicks on the banner to respond to an offer or call to action, he is taken to a different page/site.
<b>bounceback (hard/soft bounce)</b>	An email message returned to the sender as undeliverable is referred to as a "bounceback" or "bounce". "Hard bounces" occur when an email message cannot be delivered because the email account to which it is sent does not exist. "Soft bounces" occur when an email message is returned due to delivery problems such as ISP outages, delivery blocking by the recipient, or technical problems en route.
<b>browser</b>	A software application used to view information on the Internet. Examples of commonly-used browsers are Microsoft <i>Explorer</i> and Netscape <i>Navigator</i> .
<b>browser caching</b>	The storing of recently used Web page data by any Internet browser (such as <i>Explorer</i> or <i>Navigator</i> ). Because frequently-viewed Web pages are often stored on the user's hard drive, Web servers tend to undercount the number of times a page is actually viewed.
<b>click-through</b>	The navigation pattern of an individual clicking on links in a particular Web site or within an email message. In email, "click-through" is referred to as the initial response individuals make by clicking on an active link in the email message in order to respond to a call to action. Email response rates typically refer to the <u>click-through rate</u> of a campaign. (Also see "conversion")
<b>COA</b>	Change Of Address

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>compiler</b>	A company that compiles information about consumers and/or businesses, usually for direct marketing purposes. Examples of major consumer marketing data compilers are Experian, InfoUSA, Equifax, and Trans Union.
<b>conversion</b>	The process of responding to an offer. Conversion occurs when an individual completes a marketer's desired call to action, such as buying, subscribing, donating, etc.
<b>cookie</b>	A small file placed on an individual's computer by a Web site to record site visits, duration of stay, and navigation activity by that individual when they enter the site. Since the Web's protocol has no way to remember requests, cookies read and record a user's browser type and IP address. The cookie can be read only by a server in the domain that stored it. Visitors can accept or deny cookies by changing their browser settings.
<b>CPA</b>	Cost Per Acquisition (aka Cost Per Action). An advertising campaign pricing model in which the advertiser pays the provider for each customer acquired or agreed-upon action taken.
<b>CPC</b>	Cost Per Click. Similar to CPA, an advertising pricing model in which the advertiser pays the provider for each click on a web page, banner, or email message.
<b>CPL</b>	Cost Per Lead. Similar to CPA.
<b>CPM</b>	Cost Per Thousand. An advertising pricing model common in the sale of direct marketing lists and data in which the advertiser pays the list owner a cost per thousand names rented or delivered. For example, an email list owner that charges \$15,000 for 200,000 names has a CPM of \$75 (\$15,000 divided by 200)
<b>demographic</b>	Individual or household-based data, such as age, income, gender, or marital status, which can be used as audience targeting criteria when selecting a list, or to augment customer lists to increase their value.
<b>DHTML (Dynamic HTML)</b>	Web content that changes each time it is viewed. For example, the same URL could result in a different page depending on any number of parameters, such as geographic location of the reader, time of day, or previous pages viewed by the reader.
<b>direct marketing</b>	The practice of marketing directly to an individual for the purpose of eliciting a direct response or particular course of action in order to build a 1-to-1, ongoing relationship with that individual. Direct Marketing differs from general advertising because the goal is to elicit a direct response (usually a purchase) rather than form a general brand impression or image.
<b>DNS/Domain</b>	Part of the DNS (domain naming system) name that specifies details about the host. A domain is the main subdivision of Internet addresses, the last three letters after the final dot, and it indicates a type of organization. There are six top-level domains widely used in the U.S.: .com (commercial), .edu (educational), .net (network operations), .gov (U.S. government), .mil (U.S. military), and .org (organization). Other domains have recently been established, such as .biz (business) and .info (general). Two-letter domains such as .uk (United Kingdom) represent countries.
<b>email client</b>	The software an individual uses to receive, read, and send email.
<b>emoticons</b>	Online text versions of facial expressions or gestures, such as smiley or frown faces. They are read sideways. :-)

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>encryption</b>	The process by which information is coded so as to be unreadable without a certain security key.
<b>FAQ</b>	An acronym for the phrase "Frequently Asked Questions"
<b>file</b>	Another term for a direct marketing list or database. For example, a "house file" is an internal list of prospects and/or customers of a company.
<b>firewall</b>	A security barrier placed between an organization's internal computer network—either its IS system or intranet—and the Internet. It keeps the organization's information in, and unwanted people out. It consists of one or more routers, which accept, reject, or edit transmitted information and requests.
<b>flame</b>	<ol style="list-style-type: none"> <li>1. An intentionally crude or abusive email message or Usenet post. Don't do it. Ever. It's bad netiquette, plus you will inevitably leave a trail.</li> <li>2. A complaint message from a spam recipient sent over the Internet to the advertiser.</li> </ol>
<b>Flash</b>	A bandwidth friendly and browser independent vector-graphic animation technology. As long as different browsers are equipped with the necessary plug-ins, Flash animations will look the same. Flash animation can only be created using the Flash animation application from Macromedia Inc.
<b>footer</b>	Text or information appearing at the bottom of an email message or document (such as the "last revised date" and page number at the bottom of each page of this glossary).
<b>frames</b>	The use of multiple, independent sections to create a single Web page. Each frame is built as a separate HTML file, but with one "master" file to identify each section. When a user requests a page with frames, several pages will be displayed as browser panes.
<b>FTP</b>	File Transfer Protocol. A process that allows the transfer of files from one computer to another. FTP is also used as a verb (as in "to FTP" a file).
<b>GIF</b>	Graphic Interchange Format. A common graphics format viewable on most Internet browsers. Many of the pictures seen on the Internet are GIFs. See also JPEG.
<b>hacker</b>	Originally used to describe a computer enthusiast who pushed a system to its highest performance through clever programming, hackers use various means to break into organizations' computer networks through loopholes, to access information, alter Web sites, or corrupt files.
<b>header</b>	In email, the message header is the information at the top of each message which includes the sender's email address, recipient's email address, date/time sent, subject line, and transmission data.
<b>hit</b>	The sending of a single file, whether text, graphic, audio, or other. When a page request is made on the web, all elements or files that comprise the page are recorded as hits on a server's log file. While there is no accurate formula for determining the number of visitors to a page or site based on the number of hits—one visitor could go back and forth twenty times, or twenty people could visit a single time each—a hit at least indicates somebody was there. Thus, hits can be far more valuable than the tracking devices in other media.

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>home page</b>	The main page of a Web site, typically the central hub of a site from which a visitor can link to the site's subsections. Also, the starting point for a user's browser. Typically, an organization's home page should be easy to download, and introduce you to the Web site's purpose, sponsors and content.
<b>host</b>	To host is to provide residence on a server for a Web page, series of pages, or Web site. A host used to be a single machine connected to the Internet (with a unique IP address), but virtual hosting now means that one physical host can actually be many virtual hosts.
<b>HTML</b>	HyperText Markup Language. The coding language used to make hypertext documents for use on the Web. Most Web sites on the Internet use HTML code which allows text to be linked to other files on the Internet.
<b>HTTP</b>	HyperText Transfer Protocol, the format of the World Wide Web. When a browser sees HTTP at the beginning of an address, it knows it's viewing a Web page.
<b>HTTPS</b>	HTTP with SSL (secure socket layer) encryption for security.
<b>hyperlink</b>	The clickable link on a Web page, in text or graphics, that can take the browser to another place on that page, another page, or another Web site.
<b>hypertext</b>	Electronic documents that present information which can be explored by following many different links, rather than read linearly, as with printed text.
<b>impression</b>	An ad impression is the metric a site uses for measuring inventory. Different definitions exist for this term: 1. The viewing of a page or ad by the user. The assumption is that the page or ad images were successfully downloaded and the user viewed the page or ads. 2. The request for a page or ad. Agencies usually collect a fee for every thousand impressions.
<b>Internet</b>	1. A collection of approximately 60,000 independent, interconnected networks that use the TCP/IP protocols and that evolved from ARPANet of the late 60's and early 70's. The "Net" is a world-wide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common protocols. 2. Generally, any network made up of two or more interconnected local or wide area networks (LANs or WANs, respectively).
<b>interstitial</b>	Literally means "something in between". This is a page that is inserted in the normal flow of content between a user and a site. Also referred to as "pop-ups" or "pop-unders", interstitial ads are "intrusive" when they spontaneously appear without being specifically requested by the user.
<b>intranet</b>	Intranets are private networks, usually maintained by corporations for internal communications, which use Internet protocols, software, and servers. They are relatively cheap, fast and reliable networking and information warehouse systems that link offices around the world.
<b>IP Address</b>	Internet Protocol Address. Every system connected to the Internet has a unique IP address, which consists of a number in the format A.B.C.D where each of the four sections is a decimal number from 0 to 255. Most people use domain names instead; the resolution between the domain names and IP addresses is handled by the network and servers. With virtual hosting, a single machine can act as multiple machines with several domain names and IP addresses.

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>ISP</b>	Internet Service Provider. A business that provides access to the Internet to either individuals or companies. There are currently more than 3,000 ISPs in the U.S. alone.
<b>Java</b>	An object-oriented programming language created by Sun Microsystems that supports enhanced features such as animation, or real-time updating of information. If your browser supports Java, an applet embedded in the Web page viewed will automatically run.
<b>JPEG</b>	Joint Photographic Experts Group. A newer graphics format than GIF which displays photographs and graphic images with millions of colors.
<b>lead</b>	A prospect who has all the makings of a customer.
<b>list broker</b>	A company that deals in researching, comparing, recommending, and renting direct marketing lists and/or services for advertisers. List brokers work on behalf of their clients to source the most appropriate list for each client's campaign. They are compensated by list owners who grant them a discount or "commission" on the regular costs of their lists.
<b>Listserv</b>	Also known as an "email discussion group" or "email discussion list", this is a discussion forum that takes place between members via email. Email discussion groups are a lot like online bulletin boards (also known as message forums) except for one critical difference. Members can see each other's questions and comments, and post messages in response to them -- but instead of merely appearing on a Web site, these messages and responses are automatically emailed to every member.  "Listserv" is actually a trademarked term referring only to lists using technology from L-Soft Corporation. That's why it's probably safer just to use the term "Email Discussion Group".
<b>mailbot</b>	Auto-responder technology that will automatically generate an email message in response to a particular action or request, either on a Web site or via an email inquiry, by an individual.
<b>match rate</b>	A direct marketing term referring to the percentage of two files (see "file") that match each other. Measuring match rate is important in determining the amount of duplication between lists in order to either eliminate duplicates or identify them for data append.
<b>merge/purge</b>	A direct marketing term that refers to the combining (merge) of two or more lists or databases and the subsequent elimination (purge) of duplicate records on the lists.
<b>modeling (aka predictive modeling)</b>	Data modeling is the science of identifying predictive relationships between different pieces of data and creating mathematical formulas that represent those relationships. A resulting data model created can be used to predict the future behavior of an individual based on other points known about him.
<b>MPEG</b>	A file format that is used to compress and transmit movies or video clips online.
<b>netiquette</b>	Internet etiquette. The rules of how to behave on the Internet. The most important rule relates to SPAM – slang for unsolicited email. It is considered rude (and in some cases, is illegal) to send promotional or commercial messages to anyone you don't know or who has not agreed to receive them.

## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>newsgroup</b>	A discussion group on Usenet devoted to talking about a specific topic. Currently, there are over 15,000 newsgroups. Also referred to generically as usenets, newsgroups consist of messages posted on electronic bulletin boards. Many of them cover professional subjects and societies and are rich sources of business information; others are junk.
<b>opt-in</b>	1) The process by which an individual grants permission to receive marketing messages from a company or its clients, or joins a site or list. 2) A direct marketing term which refers to the way in which a marketing list or database was developed. A list or database is considered "opt-in" if the individuals on the list volunteered their personal data to the list owner and consented to receive marketing messages.
<b>opt-out</b>	1) The process by which an individual unsubscribes from a marketing list or chooses not to be a member of a Web site. 2) A direct marketing term which refers to the way in which a marketing list or database was developed. A list or database is considered "opt-out" if the individuals on the list did not volunteer their personal data to the list owner and have not provided prior consent to receive marketing messages. Most "opt-out" lists are compiled from publicly available information sources, such as phone books.
<b>overlay</b>	Adding data (demographic or other) to a prospect or customer list by running it through the computer and matching it against other lists that already contain the data. See also "append".
<b>page</b>	All Web sites are a collection of electronic "pages" -- documents formatted in HTML that contain text, images or media objects such as RealAudio player files, QuickTime videos, or Java applets. Pages can be static or dynamically generated. See also "home page", "frames".
<b>page request</b>	The opportunity for an HTML document to appear in a browser window as a direct result of a visitor's interaction with a Web site. The page request is for a browser to "get" a page from a site and is recorded by the server log.
<b>page views</b>	The number of times a user requests a page that may contain a particular ad. Indicative of the number of times an ad was potentially seen, or "gross impressions." Page views may overstate ad impressions if users choose to turn off graphics (often done to speed browsing).
<b>pay-per-click</b>	An advertising pricing model in which advertisers pay based on the number of clicks resulting from a banner ad or email campaign. See also "CPC".
<b>pay-per-impression</b>	An advertising pricing model in which advertisers pay based on how many individuals have viewed a banner ad, Web page, or email message.
<b>pay-per-sale</b>	An advertising pricing model in which advertisers pay based on how many sales are generated. See also "CPA".
<b>PDF</b>	Portable Document Format. Word processing software, business applications, or desktop publishing files on the Web that look exactly like the originals. Must have Adobe Acrobat Reader to view. Files with a .pdf extension have been created in another application and then translated into .pdf files so they can be viewed by anyone, regardless of platform.
<b>permission email marketing</b>	The direct marketing practice in which an individual consents to receiving particular marketing messages via email. See opt-in/opt-out.
<b>phishing</b>	The act of tricking someone into giving up confidential information or into doing something that they normally wouldn't or shouldn't do. For example: sending an e-mail to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.



## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>plug-in</b>	A program application that can easily be installed and used as part of a Web browser. Once installed, plug-in applications are recognized by the browser, and its function is integrated into the main HTML file being presented. See Shockwave.
<b>POP</b>	Point of Presence. An Internet service provider's location for connecting to users. Generally, POPs refer to the location where people can dial into the provider's host computer. Most providers have several POPs to allow low-cost access via telephone lines.
<b>profiling</b>	The process of tabulating key defining demographics of a data set in order to understand the characteristics of the majority of the individuals in the data set, as well as to understand the distribution of different characteristics across the data set in order to better segment it. Profiling is usually done in direct marketing to create a "demographic portrait" of a prospect list, customer database, or responder file.
<b>psychographics</b>	Characteristics or qualities used to denote the lifestyles or attitudes of prospects and customers.
<b>Real Audio</b>	A commercial software program that plays audio on demand without waiting for long file transfers. For instance, you can listen to National Public Radio's entire broadcast of "All Things Considered" on the Internet.
<b>reco</b>	Short for "recommendation", meaning a list recommendation. Typically, a list broker will provide a "reco" to a client when advising them on which list(s) or segments of lists to rent and use in the client's marketing campaign.
<b>record</b>	An individual unit of composition on a database. A single "record" is a discrete unit of information about a person, household, or business, depending on the type of database and its organization.
<b>redirect</b>	A link which does not take the browser to its advertised location, rather, it redirects the person to a location which tracks their response, then redirects them to the advertised location.
<b>rich media</b>	Internet multimedia such as sound, video, animation, etc.
<b>router</b>	The software or hardware that handles connections between networks online. It tells your computer where to go. Routers also filter information and control access to and from intranet networks.
<b>segmentation</b>	The process of dividing individuals, households, or businesses into groups wherein the members of a group are similar to each other, but different from the members of other groups.
<b>selects</b>	Characteristics that identify segments or sub-groups within a list. Marketers will typically "select" only individuals from a list that match the characteristics of their target audience as a way to better refine their targeting and minimize waste. Common direct marketing list selects are age, gender, and income.
<b>server</b>	The backbone of the Internet, the computers that are linked by communication lines and "serve up" information in the form of text, graphics, and multimedia to online computers (and their users) that request data. When a server "goes down" or "crashes," it loses its online link and thereby prevents access to the information it holds.
<b>session</b>	A series of transactions or hits made by a single user. If there has been no activity for a period of time, followed by the resumption of activity by the same user, a new session is considered started.
<b>Shockwave</b>	A plug-in that allows for multimedia movies to play through a browser.



## Internet & Direct Marketing Glossary of Terms

TERM	DEFINITION
<b>SLIP</b>	Serial Line Internet Protocol. SLIP refers to a method of Internet connection that enables computers to use phone lines and a modem to connect to the Internet without having to connect to a host.
<b>SPAM</b>	Unwanted, unsolicited email. The use of mailing lists to blanket usenets or private email boxes with indiscriminate advertising messages. Not only is SPAM a disreputable business practice, it is in some cases illegal.
<b>spider</b>	Search engines such as Yahoo! and AltaVista because of the way they cruise all over the World Wide Web to find information. A spider is a software program that combs the Web for new sites and updated information on old sites, like a spider combing its web for a fly.
<b>splash page</b>	A bridge page between a banner or email advertisement and an advertiser's Web site that provides product information and hotlinks. Splash pages are replacing many homepages as gateways into Web content.
<b>SRDS</b>	A company called Standard Rate & Data Service which publishes media rates and data for a variety of advertising media ranging from broadcast TV and radio to billboards to magazines to direct marketing lists.
<b>subject line</b>	The area in an email's header in which a sender may summarize the email's content. Used often by marketers as attention-getting devices.
<b>targeting</b>	Marketing aimed at one specific subsection of the market, based on demographic analysis.
<b>TCP</b>	Transmission Control Protocol. It works with IP to ensure that packets of information travel safely on the Internet. This is how most Internet activity takes place.
<b>unsubscribe</b>	The process by which a consumer notifies the marketer he/she does not wish to receive any further messages or services.
<b>URL</b>	Uniform Resource Locator (pronounced "you-are-ell"). An HTTP address used by the World Wide Web to specify a certain site. Commonly known as an Internet address.
<b>usenet</b>	Internet message boards, also known as newsgroups. Each board has a theme, and there are tens of thousands of usenets concerning every imaginable topic. See also "newsgroup".
<b>viral marketing</b>	The concept of creating an advertising campaign that propagates itself. In email, the idea of viral marketing is to achieve high pass-along of a particular message.
<b>Web page</b>	An HTML document on the Web, usually one of many together that make up a Web site.
<b>Web site</b>	A collection of files that are arranged and linked together on the World Wide Web under a common address, allowing retrieval through a browser.
<b>WWW</b>	The World Wide Web, or "Web". The Web allows computer users to access information across systems around the world using URLs to identify files and systems, and hypertext links to move between files on the same or different systems. The Web is a client/server information system that supports the retrieval of data in the form of text, graphics, and multimedia in a uniform HTML format. Allowing hypertext links and interactivity on an unprecedented level, its introduction transformed a sleepy, academic communications system into a powerful marketing tool linking businesses and customers around the world. An exciting and scary playground.