

Glossary: Digital Marketing Terminology

A

A/B testing

Try out two different versions of something to see which performs better, often comparing a new version to one that you've already been using.

For example, you might run two different versions of an ad to see which one drives more conversions. Whichever one does, you'll probably want to use that one going forward.

Advertising cost of sales (ACoS)

How much money you spend on advertising for each dollar of revenue you earn.

B

Bottom of funnel (BOFU)

At the very bottom of marketing funnel, BOF (abbreviated) or BOFU. These are the people who are ready to buy — all you have to do is convince them to take action. You want to retarget these users with marketing that directly encourages them to buy, such as a promotion.

Brand awareness

How familiar people are with your company. When you market to users at the top of the funnel, you're usually trying to increase brand awareness.

The Marketing Glossary

R Bogdan



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