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Marketing Glossary

*Compiled by
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A

AAA

American Association of Advertising Agencies.

ABC

Audit Bureau of Circulation. An organization that conducts audits of magazine and newspaper circulation numbers.

Above the Fold

Material, such as an ad, appearing above the fold in a broadsheet newspaper. While the meaning has been lost, this term has been carried over into Internet marketing. In that context it means an ad that appears on the screen when a Web page first appears, without the need for the viewer to scroll down to see it. Because browser screen sizes vary a standard of 800 pixels wide by 600 high is usually assumed (thus, "above the fold" means in the first 600 pixels), however this standard will likely change as higher resolutions become the norm.

See: Broadsheet Newspaper

Absorption Pricing

The setting of a product price such that it includes both the variable cost of making each item plus an appropriate portion of the fixed costs incurred by the company.

Accordion Insert

An ad insert that has been folded like an accordion. (i.e.: ///)

Account Executive

The advertising agency employee who is responsible for maintaining the relationship between the agency and the client.

Adjacency

A local television commercial spot that is purchased in a time period that usually is adjacent to a network program.

Advertising

Sponsored mass communications.

Advertising Allowance

Money a manufacturer gives to another member of the distribution channel (wholesaler, distributor, sales representative, affiliate, value added reseller, retailer, etc.) for the purpose of advertising the manufacturer's product, service or brand.

Advertising Medium

The collection of all advertising vehicles of a particular type. For example television is an advertising medium, newspapers is another, etc. (Plural: Advertising Media)

Advertising Specialty

A product (such as a t-shirt, baseball cap, pen, paper weight, etc.) displaying a logo or other promotional image. Sometimes jocularly (or occasionally disparagingly) referred to as "trinkets and trash." (Synonym: Logo Merchandise.)

Advertising Substantiation

A (US) Federal Trade Commission regulatory program that requires advertisements to provide documented support of the claims made in advertisements.

Advertising Vehicle

The specific entity into which an advertisement is placed.

Advertorial

A print or Web advertisement designed to look like a news story. The television or radio equivalent is known as an "infomercial".

Advocacy Advertising

Advertising that promotes a political view, social cause, controversial issue or other point of view rather than a product, service or organization.

After-market

Typically used in the automotive industry, but not exclusive to it, the aftermarket is the supply of goods that add on to or repair an original purchase. For example, a customer that buys a new car stereo sometime after having taken delivery of his or her car is buying in the aftermarket.

Agate Line

A measure of newspaper advertising size. Equal to one column wide and one fourteenth of an inch deep.

Agency of Record

The advertising agency that has been given a contract to buy media space (and usually, but not necessarily, to produce the advertising/commercials that are to fulfill that space) on behalf of a client.

AIDA

Attention, Interest, Desire, Action. This is a traditional model of the purpose and flow of marketing communications and direct sales efforts:

1. Create attention;
2. Generate interest;
3. Develop desire;
4. Initiate action.

Aided Recall

The ability to recall information about an advertisement, product, service or brand, but only after the subject has been prompted by naming/describing the advertisement, product, service or brand. The level of aided recall in recipients of marketing communications is used as one measure of communication effectiveness, although a weaker measure than unaided recall.

See: Unaided Recal

Ambush Marketing

A deliberate attempt to gain the benefits of being associated with a major event, such as the Olympics, the Academy Awards, etc., without being an official sponsor or paying the fees associated with official sponsorship.

See: Sponsorship

AOR

Agency of Record

See: Agency of Record

AOV

Average Order Volume

See: Average Order Volume

Art Director

The advertising agency employee responsible for creating artwork and layouts for advertisements.

Atmospherics

The physical aspects of a retailer's premises (typically a physical store, but possibly also an on-line store) that contributes to the retailer's image as perceived by the customer. Aspects of atmospherics include, but are not limited to, store decor, staff demeanor and wardrobe, and any amenities provided to customers.

Attitude Structure Analysis

The determination of perceptions, preferences and perceived benefits for various market segments.

See: Market Segment

Audience

All people, households, or organizations that read, view, or hear a particular marketing communication vehicle.

Audience Accumulation

The number of people, households, or organizations exposed to a single media vehicle over a designated period of time.

Audience Composition

An analysis of an audience based on characteristics relevant to an advertiser.

Audience Duplication

People, households, or organizations that read, view, or hear an advertisement or other marketing communication vehicle more than once, whether through a single media vehicle or a combination of media vehicles.

B

Back Matter

(Also called "end matter.") Items placed after the main body of a document. Examples of back matter include appendices and indices.

Backgrounder

A document containing background information about a product, company, service or event.

Banner Ad

On the Web, a standard advertisement (either static or animated) that normally, although not necessarily, appears near the top of a Web page. The term is generally taken to mean a particular size ad (industry standard: 468 x 60 pixels) rather than placement on the page.

Barrier to Entry

A hurdle that a new competitor would have to overcome in order to enter the market for a particular product class. For example, a patent that locks up an entire product class is an extremely high barrier to entry. It can only be overcome if a substitute product can be developed without breaking the patent. Patents aren't the only barriers to entry, requirements for the investment extremely high up-front capital costs or the need for expert skills that are in very short supply would also be barriers to entry. Likewise, if it is a mature market and customers must incur high costs to switch from their existing supplier to a new one, this too would be a high barrier. These are only a few examples of barriers to entry. Others exist.

Belly Band Advertising

Advertising that is printed on a band (of any width up to the dimension of the publication) wrapped around a newspaper or magazine. This wrapper is designed such that reader cannot read the publication until he or she removes the wrapper.

Below-the-line

Below-the-Line Advertising - all advertising communications where no commission is payable, outside the five major media - the press, television, radio, cinema and outdoors; below-the-line includes direct mail, print such as sales literature and catalogues, sponsorship, merchandising, exhibitions, etc.

Bingo Card

A card inserted into a publication that allows readers to request information from one or more of a group of companies listed on the card.

Bleed

Ads, illustrations or photographic images printed so as to run to the edge of the page (after trimming if the page is trimmed).

Blind Ad

An advertisement that does not identify the advertiser, but provides a box number for replies.

Blocking Chart

A graph of a planned media schedule.

Blow-In Card

A printed card "blown" into a publication and, therefore, loose rather than bound to the publication.

Blueline Proof

A one-color print typically used as a final check (other than to check colors) of the film that will be used to create a print piece.

Blurb

1. Boilerplate language.
2. A short piece of text, usually no more than a single short paragraph, describing a company, person, product, service, or event. The blurb is used inside a larger marketing communication vehicle. For example, an event program may include company blurbs describing the sponsors of the event.

Body Copy

The main text of any marketing communications vehicle.

Boilerplate

Prewritten, standardized copy used whenever a particular marketing communication requirement arises. It may be written to adhere to legal or company standards. It may also be used to eliminate the need for original writing when a specific communication requirement is likely to arise frequently.

Bonus Pack

Packaging that provides the customer with additional quantity or something else extra at the same price as was previously charged for the regular product.

Bounce Back Offer

A promotion, such as a cents off coupon, that attempts to induce a repeat purchase of the product. The promotion is typically included inside the box so it can only be used on a future purchase, not the one that delivered the promotion.

Boutique Agency

An ad agency that focuses on just one or a few services. It might, for example, just produce videos.

Brand

Any name, symbol or other identifier used individually or in combination to identify the goods and/or services of a seller and differentiate them, on any tangible or intangible basis, from similar goods and/or services of competitors.

Brand Extension

The development of new products, possibly in a different, but usually related product category under an existing brand name. The objective is to transfer some of the existing brand recognition and loyalty to the new product thereby

accelerating the product's introduction into the market and lowering the costs of that introduction.

See: Brand

Brand Manager

The manager responsible for the marketing and advertising of a brand.

Brand Name

A brand identifier that can be spelled and spoken.

Branding

The process of establishing the elements of a brand, including its name, identifying symbols and related marketing messages.

BRC

Business Reply Card.

See: Business Reply Card, Business Reply Envelope

BRE

Business Reply Envelope.

See: Business Reply Envelope, Business Reply Card

Broadsheet Newspaper

A traditional size newspaper, which is folded in half along the horizontal when delivered to readers. This contrasts with a tabloid size, which is not folded other than vertically between pages.

Broadside

A single folded sheet of paper with printing on one or both sides that opens up to a single, large advertisement.

Bucktag

An attachment that provides routing instructions for the associated material.

Bulk Mailing

The mailing of a large number of identical marketing communication pieces at a reduced rate. (The quantity and other specifications required to qualify for bulk mail rates varies among different countries' post offices.)

Buried Ad

An ad surrounded by other ads, thereby tending to be less likely to be seen by the reader.

Bus Card

An advertisement placed in a bus.

Business Reply Card

A card distributed with an advertising piece. The card is preprinted with the address of advertiser or its fulfilment house. Return postage is prepaid by the advertiser. The recipient uses it to respond to an offer (which may simply be an offer to provide more information) made by the advertiser. (Abbreviation: BRC)

See: BRE

Business Reply Envelope

An envelope distributed with an advertising piece. The envelope is preprinted with the address of advertiser or its fulfilment house. Return postage is prepaid by the advertiser. The recipient uses the envelope to respond to an offer (which may simply be an offer to provide more information) made by the advertiser. (Abbreviated as BRE.)

See: BRC

Business-to-Business

Selling/marketing to other businesses, rather than to end consumers. (Abbreviated as B2B.)

Buying Service

A company primarily engaged in buying media space or time for advertising purposes.

C

Call to Action

A statement, usually at the end of a marketing piece, encouraging the reader/viewer/listener to take the action that is the objective of the piece. This action may be buying the company's product or service, or simply taking the next step in the sales cycle, such as arrange a product demonstration.

Callout

A line of text beside, above or below a photograph or illustration. It typically highlights a detail in the graphic, verbalizes the analogy implied by the graphic or emphasizes the message delivered through the graphic.

CAN-SPAM Act

A (United States) law with a number of provisions that restricts the use of unsolicited emailings for commercial purposes. Under this act, there are a number of stipulations that, to avoid breaking the law, must be adhered to when sending unsolicited commercial email messages. Fines for any contraventions of this law can be quite severe so you should review the act before undertaking any email marketing campaigns. Text of the act can be found [here](#).

Cannibalization

An action, such as the launch of a product that is competitive with or a substitute for another of the same company's products, that lessens the revenue of one of a company's products. One reason why a company might undertake an action that cannibalizes the sales of one of its products is, "if you don't cannibalize yourself,

someone else will do it for you." Multiple similar products with somewhat different features that appeal to different market segments, even if there is some crossover from one segment to segments already addressed by one of the company's other products, are likely to, in total, capture a larger share of the broader market and, possibly, block competitors' entry into the targeted segments.

Car Card

An advertisement placed in public transit (bus, subway, trolley, etc.)

Card Deck

A collection of post card size advertisements, each promoting a different product, service, brand, organization or event, distributed as a group. The post card is usually pre-addressed, and often postage-paid, to be mailed back to the advertiser to request more information, place an order, register for an event, etc.

Card decks are often an advertising service of magazine publishers, but may also be an independent service.

Card Rate

The rate for advertising as appears on the media outlet's rate card. Discounts against this rate may be available depending on volume purchased and current supply and demand.

Center Spread

An advertisement appearing as a single printed sheet running across both facing pages at the center of a publication. This is considered favorable placement both

because it is a single, unbroken sheet flowing across two pages and because the publication tends to naturally fall open at the center spread.

Channel Marketing

Active management of a sales channel from a marketing perspective, with the aim of making that channel attractive, customer friendly and efficient. Meaning: marketing communication, product marketing and e.g. buying incentives.

Cheshire Label

Paper specially designed to allow name and address labels to be mechanically affixed to individual mailing pieces, thus allowing the process to be automated.

Classified Advertising

Print or Web advertising that is classified as to the product or service offered. Classified advertising typically, but not necessarily, contains only text, not graphics.

Cleansing

In direct marketing, the removal or revision of a name and/or its related data on a customer/prospect list. This done to correct errors (although they might not have originally been an error, such as an old address on file after someone moves), remove duplicate entries on the list or improve the quality of the list data in any other way.

See: direct marketing

Click-Through

This is a Web term. A click-through is counted if a viewer clicks on a Web page ad, thereby triggering the link assigned to it.

Click-Through Rate

The number of times a Web page ad is clicked on as a percentage of the number of times the ad is displayed.

Closing Date

The final date by which artwork, video or audio material must be received by the media outlet for it to appear in the desired issue or time slot.

Co-op

The joint funding (e.g., by a retailers and manufacturers) of marketing communications activity.

Coated Stock

Paper that has been coated so that it has a smooth and glossy finish.

Cold Call

A sales call made to someone with whom you have had no previous contact. Cold calls are typically made over the phone, but the definition of the term does not preclude an in-person visit.

Collateral

Any material describing a product, service and/or company that is used to support sales and marketing efforts. The material can be electronic (such as on a CD-ROM) or printed.

Compiled List

A list of people with common traits that are of interest to a marketer. The compiled list can be assembled from multiple sources. Compiled lists are often assembled from publicly available sources such as telephone books.

Contra

A service (such as advertising time or space) that is exchanged for another service (such as printing, accounting, or any other service) rather than for cash.

Controlled Circulation

Free distribution of a magazine or other publication to a list of people, households or organizations restricted by some defining characteristic such as occupation, industry, hobby, etc.

Conversion Rate

In Direct Response Marketing the number of sales divided by the number of orders taken for a given campaign.

Co-op Database

A database of customers and prospects formed by merging the databases from two or more different owners. All owners can then make use of the merged database for direct marketing purposes.

See: Direct Marketing

Copy

The spoken or written words in a marketing communications vehicle.

Copy Testing

Research that measures responses to marketing communication copy in a test environment to evaluate the copy's effectiveness in fulfilling the intended objectives.

Copyright

The legal ownership that protects literary, music, or artistic work.

Copywriter

Someone who writes text for marketing communications material.

Corrective Advertising

Advertising that the relevant regulator requires an advertiser to run in order to correct a false impression that was created by a previous advertisement.

Cost Per Click

Applicable only to Web advertising. This is the fee that is paid to the Web publisher each time a visitor clicks on an ad. Abbreviated as CPC. This contrasts with a campaign that is bought based on the number of impressions delivered and paid for on a cost-per-thousand (CPM) basis.

See: Cost Per Thousand

Cost Per Rating Point

The of buying and ad in any media vehicle divided by the number of rating points that the media vehicle receives. Abbreviated as CPP.

See: Rating Point

Cost Per Thousand

Generally abbreviated as "CPM". ("M" is the roman numeral for 1,000.) This is used when quoting costs of a number of different media: 1,000s of banner ad impressions on the Web; 1,000s of viewers for a television commercial; 1,000s of

readers for a print ad; etc. Web advertising can also be bought on a "cost per click" basis.

See: Cost Per Click

CPC

Cost Per Click

See: Cost Per Click

CPM

Cost Per Thousand

See: Cost Per Thousand

CPP

Cost Per Rating Point

See: Cost Per Rating Point

Creative

Activities involved in the creation of marketing materials. It may include copy writing, design, photography, illustration, music, etc.

Creative Director

The advertising agency employee responsible for supervising the work of all people involved in the creative aspects of producing advertising, including art directors, graphic designers, copywriters, etc.

Cross-Selling

Encouraging existing customers to buy other products and services (as opposed to buying more of what they bought before).

Customary Pricing

Customary pricing is a pricing tier that falls between discount pricing and prestige pricing. The pricing tier that a retailer chooses will, to some extent, determine the type of customers it attracts.

Customer Acquisition Cost

The average marketing, sales and any other costs of winning a new customer.

Customer Attitude

A customer's beliefs and feelings about a product, its attributes, the brand associated with it, and all aspects of the marketing mix applied to its promotion.

D

Database Marketing

The extensive use of data stored in electronic databases to better target marketing communications and more finely tune marketing messages for individual prospects at specific points in their lives and buying cycles. The information stored in the databases can come from internal sources (order entry systems, sales lead tracking systems, retail checkout scanners, accounts receivable systems, etc.) or outside sources such as third-party market research databases.

Decoy

A name in a mail, telephone or e-mail list placed solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract. The decoy person, household or organization either works for the list owner/broker or otherwise agrees to help by reporting any misuse.

A similar term, "dummy", is a fictitious name included for this purpose.

The process of including decoys or dummies is called "seeding" or "salting".

De-Dupe

Eliminate any duplicate ("dupe") listings in a mail, telephone, e-mail list. This is not a trivial exercise since the listings may not be perfect duplicates. For example, one may carry a first initial while another carries full first and middle names; one may contain an old address while another contains the new one; etc.

Demographics

Statistics denoting the personal and socioeconomic characteristics of a particular segment of the market. The statistics cover characteristics such as age, gender, income level, nationality, and religion.

Direct Digital Marketing

A digital marketing method that provides relevant marketing communications that are addressable to a specific individual with an email address, a mobile phone number or a Web browser cookie. Traditional direct marketing uses an individual's postal address. With the evolution of direct marketing to direct digital marketing, addressability comes in the form of the three primary digital channels.

Direct Mail

Mailed advertising that is addressed to specific individuals rather than being dropped unaddressed and en masse to a whole geographic area.

Direct Marketing

The targeting of marketing communications directly to individuals (typically a large number at a time) rather than through a mass media.

Discriminatory Pricing

Despite the unfortunate choice of the term used to describe this practice it is not necessarily unethical nor even politically incorrect. It is the practice of charging — or attempting to charge — different prices to different groups of customers, in order to earn the maximum revenue that each segment will bear. Surrogate variables must often be used to discriminate between groups. For example, an

airline charges more when customers need flexible, refundable tickets or when they must fly on short notice and on specific dates. The assumption is that the majority of people who require tickets under these conditions are traveling for business reasons and will be willing to spend more for a ticket than someone traveling for pleasure. In other cases group assignment is specific, such as offering student prices under the assumption that students have less disposable income and therefore will be more likely to forgo the purchase if required to pay the full price. Also referred to as "price discrimination".

Display Ad

An ad (typically, but not necessarily, box-shaped) that appears anywhere outside of the classified advertising section of a print publication.

Double Truck

Print advertising that uses any two full side-by-side pages (not necessarily the center ones, see "center spread") in a publication.

Drive Time

A radio term for the morning and evening rush hour time slots. These are considered prime times for radio listeners.

Drop Amount

Number of pieces mailed, Number of impressions, Mail volume

Dummy

1. A mock-up of a print piece showing placement in and the nature of the marketing communication vehicle.
2. A fictitious name in a mail, telephone or e-mail list placed solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract.

A similar term, "decoy", is a real name included for this purpose. The decoy person, household or organization either works for the list owner/broker or otherwise agrees to help by reporting any misuse.

The process of including decoys or dummies is called "seeding" or "salting".

Dupe

A duplicate listing of the same person, household or organization in a mail, telephone or e-mail list. The listing may not be a complete duplicated to be considered a dupe. For example, one may carry a first initial while another carries full first and middle names; one may contain an old address while another contains the new one; etc.

Duplicate Elimination

Eliminate any duplicate listings in a mail, telephone, e-mail list. This is not a trivial exercise since the listings may not be perfect duplicates. For example, one may carry a first initial while another carries full first and middle names; one may contain an old address while another contains the new one; etc.

E

Early Adopters

Those who are among the first to buy a new product or service, typically in a new product or service category, when it is launched.

Early Majority

The large portion of the market that tends to adopt a new product or service (typically in a new product or service category) only after it has gained some level of acceptance and credibility in the market.

End Matter

(Also called "back matter.") Items placed after the main body of a document. Examples of end matter include appendices and indices.

Envelope Stuffer

An advertising piece included in an envelope used primarily to deliver other business correspondence such as invoices, letters, etc.

Eye-Tracking

An advertising research method that uses technology to track where on a ad a viewer's eyes fall in order to determine what first captures the viewer's attention and on which parts of the ad the reader spends the most time.

F

Fact Sheet

A document containing factual information about a product, service, company or event, without high-pressure sales or flowery language.

By definition, a fact *sheet* is printed on a single sheet. Printing may be on one or both sides and the sheet may be large and folded to create multiple pages. However, a fact sheet is typically one single or double-sided page and rarely folds into more than two single or double-sided pages.

Fill-In

Information inserted into a form letter to personalize it. Examples may include the recipient's name, address or information about past purchases.

Flighting

The scheduling of advertising over time such that the amount of advertising varies according to a predetermined pattern, usually including some periods without any advertising.

Focus Group Discussion

A qualitative market research technique. The researcher or research organization assembles a group of individuals who are representative of a target market. A moderator focuses discussions on a series of topics of interest to the research sponsor. If the target market consists of distinct segments, multiple focus groups, each consisting solely of representatives of a single segment, may be assembled to focus on reactions of that segment without the risk of influence by members of other segments.

Four Color

Artwork reproduced in full color.

Fractional Ad

An ad that occupies less than a full page in a publication.

Freelancer

A self-employed service provider.

Freestanding Insert

Marketing literature (such as a brochure) that is delivered with a newspaper as an insert as opposed to being printed as part of the newspaper's regular pages.

Frequency

The number of times that an individual or household sees a particular marketing message within a given timeframe.

Friend of a Brand

The term refers to a particular situation when a brand (say-A) normally promotes another brand (say B) at its own cost; whereas the brand B doesn't show any favour to the company which is promoting it. Brand A which is promoting B is called the friend of B. For example, suppose there is a company which produces noodles specially for kids. Now, suppose they start giving any particular super hero comics or poster with every purchase of their brand. Now what will happen is that kids will go to buy noodles not because they want to have noodles, but because they want to get that poster or comics of that particular super hero. In this way, the noodles brand will get its sales increased and the super hero brand will also have its sale of comics increased. In this way, the super hero brand is not paying anything to the noodles company, but it is getting promoted by that. That is why the noodles company will be called as the friend of the super hero brand.

Front Matter

Introductory and organizational material that comes before the main content of a document. Examples of front matter include: title page, table of contents, copyright material, publication data, etc.

Fulfillment House

A company to which another company can outsource fulfillment processes, i.e. a company that fulfills orders or literature requests on behalf of another company. Also known as a fulfillment shop.

See: Fulfillment

Fulfillment Piece

Any marketing material that is sent in response to a reader, viewer or listener's request for more information.

See: Fulfillment, Fulfillment House

Fulfillment Shop

Also known as a fulfillment house.

See: Fulfillment House, Fulfillment

Full Position Ad

An ad that is surrounded on all sides by non-advertising reading material rather than filling a whole page or being placed next to another ad. Readers are more likely to read full position ads than ads that are isolated from the editorial material.

G

Galley Proof

The "final" copy, used for proofreading purposes, of all of the pages of any material that will be professionally printed. Unless errors are found, the galley proof will appear exactly as the material will be printed in production.

Galvanometer

An instrument that measures galvanic skin response—the electrical conductivity of the skin as produced by perspiration—to measure emotional arousal levels. Galvanometers are used in marketing research to measure the reaction to an advertisement by a subject in a study; i.e., does the ad interest/excite the subject.

Giveaway

Promotional item given away to a prospective customer - typically at a trade show, conference or exhibition.

Guerilla Marketing

Coined by Jay Conrad Levinson, guerilla marketing usually refers to using innovative and aggressive tactics to market on a very small or even non-existent budget.

Gutter

In bound documents, the gutter is the margin space closest to the binding.

H

Harvest

Reduce various costs and hope that sales hold up.

Hiatus

A period of time during which advertising is not run.

Hickey

(If you're not familiar with printing terminology, it's not what you think.) In printing, a spot or imperfection in the printing, due to dirt on the film, flakes in the ink, or any other cause.

High-Touch Service

Customer service that includes a high level of personal (as opposed to automated, machine-based) interaction with customers.

See: Low-Touch Service

Hits

"Hits" is an ambiguous Web term.

It is often used to mean one person viewing one Web page. Using this definition, one person looking at 10 pages on a site would register 10 hits. (A more accurate and more common term for this is "page views".)

Occasionally "hits" is taken to mean the number of visits to a site. I.e., if one person comes to a site once, but looks at 10 pages during that visit, it would, under this use of the word, be counted as one hit. (The more accurate and more common term for this is "visits".)

The official definition of "hits" is the number of objects, of any type, downloaded to Web browsers. Thus, if a Web page has 10 graphical elements and one Java program then, if the viewer waits for all of the elements to load, it would count as 12 hits -- 1 for the page itself, one for the Java program and 10 for the graphics.

Horizontal Publication

A business publication targeted at individuals who share common interests, responsibilities or positions, regardless of the industry in which they work.

House Agency

An advertising agency that is owned and operated by the advertiser.

House List

A mail, telephone or e-mail list compiled and therefore owned by a company rather than being purchased or rented from a third party. (A list bought with a contract that allows unlimited use would, after purchase, become part of the purchaser's house list.)

House Organ

A company-published news letter or magazine.

I

Image Advertising

Rather than promoting a product or service's specific attributes, image advertising promotes an overall perception of a company, product or service. Image advertising is generally used to position a product relative to the competition. For example, to create an image of it as a luxury product.

Impression

On the Web, an impression is counted when an ad is displayed once. If an ad has had 10 impressions that could be 10 times to the same person (likely on different pages of a site) or it could be 10 different people each seeing the ad once -- or any combination that totals 10.

In other media, an impression is counted when the ad is seen once by one person.

Industrial Advertising

Advertising of industrial goods and services to manufacturers.

Infomercial

A television or radio commercial designed to look like a documentary or news story. The print or Web equivalent is known as an "advertorial".

Insertion

A single placement of an ad in a publication.

Insertion Order

An advertiser's authorization (often through the advertiser's ad agency) for a publisher to run an ad in a specific issue at the agreed upon rate.

Integrated Marketing Communication

The use of a mix of all appropriate marketing communication disciplines, media and vehicles in a well coordinated campaign to achieve a unified objective or set of objectives.

Island Display

A point-of-purchase display away from competitive products, typically in the middle or at the end of an aisle.

J

Joint Demand

Highly correlated demand for two different products. I.e., demand for Product A tends to increase when demand for Product B increases and demand for Product A tends to decrease when demand for Product B decreases. This occurs when the use of one product requires the use of the second product.

K

Kerning

Adjusting the space between the letters within a word (as opposed to the space between words).

L

Laggards

Those consumers who adopt the product/service as it reaches the end of its lifecycle. They usually pay a competitive price for the benefit of waiting.

Leading

The amount of space that appears between the lines within a paragraph (as opposed to the space between paragraphs) in a printed document. (Pronounced "leading".)

Leave-Behind

Any item that a sales person leaves with the prospective customer after a sales call. The leave-behind is intended to jog the prospect's memory about the sales call and the product or service being sold.

Lettershop

A firm that undertakes the production and mailing of sales letters and other marketing communication vehicles on other organizations' behalf rather than its own.

Lifetime Value

The net present value of all future purchases expected from a customer. ("Net present value" means that future sales are discounted to take into account the fact that a dollar received tomorrow is worth less than a dollar received today.)

List Broker

A company or individual who sells or rents mail, telephone or e-mail lists. The lists may have been assembled by the broker or, more likely, by a third-party organization that uses the broker as its sales agent.

List Rental

Rather than being purchased, mail, telephone and e-mail lists are often rented for one-time use or a limited number of uses. Mailing, calling or e-mailing people on the list more than the specified number of times is a breach of contract. (If someone on the list responds to the initial campaign, the list renter is then considered to "own" that name and can then conduct unlimited communications with the person or organization.)

Logo

A graphic element used to identify a company, product, service, or brand. The logo is typically trademarked to protect it from use by other companies.

Logo Merchandise

A product (such as a t-shirt, baseball cap, pen, paper weight, etc.) displaying a logo or other promotional image. Sometimes jocularly (or occasionally disparagingly) referred to as "trinkets and trash." (Synonym: Advertising Specialty.)

Logotype

A company or brand name rendered in a specific graphical style and color. This differs from a logo, which is usually an icon representing the company or brand.

Low-Touch Service

Customer service that includes a low level of personal interaction with customers. This does not necessarily mean that there is little interaction with customers. A high level of interaction may occur through Web-based systems, vending machines or automated kiosks.

See: High-Touch Service

M

Market Penetration

1. When talking about sales, market penetration is the percentage of customers in a particular market that buy the product/service/brand.
2. When talking about the effectiveness of advertising or other promotions, market penetration is the percentage of the customers in a particular market who have been exposed to the company's messages.

Market Segment

A subgroup of the total market defined by one or more characteristics. There are any number of ways to segment the market. Income, age, location, education affiliation to organizations and psychographics are just a few that apply to the consumer market. Common business market segmentation criteria include, among others, industry, company size (which may be defined by any available measure such as revenue, profit, number of employees, etc.) and job classification. Two or more characteristics can be used to define segments more precisely than a single characteristic (e.g., physicians with incomes over \$300,000 living in the NYC area), however at some point the segments may become too small to target profitably.

Market Share

The percentage of the total market for a product/service category that has been captured by a particular product/service or by a company that offers multiple products/services in that category. In the latter case, the company may choose to look at share on both an individual product/service basis and on a company-wide basis.

Share can be calculated either on a unit basis (i.e., If a company sells 1 million units in a total market of 10 million units, it has a 10 percent share) or on a revenue basis (i.e., If a company sells \$1 million worth of widgets in a \$10 million market, it has a 10% share). Obviously, if a company is able to command a higher price for its product/service than its competitors, it would show a higher market share when calculated on a revenue basis than on a unit basis.

Market share numbers can vary greatly depending on how the market is defined. For example, a company may have a 1 percent share of the "widget" market, 15 percent of the "sports widget market", 45 percent of the "luxury sports widget market" and 85% of a particular geographically defined luxury sports widget market.

Marketing

All business activities focused on developing, expanding and facilitating the profitable introduction and promotion of a company's products and/or services. Traditionally, this is taken to include the "4Ps" -- Product, Price, Promotion and Place.

- "Product" refers to discovering market requirements and ensuring that those requirements are reflected in the products and/or services offered by the company.

- "Price" is obvious -- determining and setting the most appropriate prices for the products/services.
- "Promotion" refers to all activities involved in making potential customers aware of the company, its products and services and their benefits -- and encouraging them to buy.
- "Place" is a little less obvious. In addition to determining the best geographic areas to sell in, it also refers to the determination and management of the best "channels" for reaching those markets -- direct sales, distributors, resellers, etc.

Marketing Channel

The term marketing channel is often used interchangeably with “sales channel” or “distribution channel”, i.e. any individual or company used in making the subject company’s products and/or services available to its customers. More specifically, a marketing channel would be any individuals or products through which the subject company conducts its marketing efforts.

Marketing Communications

All strategies, tactics, and activities involved in getting the desired marketing messages to intended target markets, regardless of the media used.

Marketing Plan

A plan -- either standalone or a component of a larger business plan -- that defines all aspects of the marketing strategy. Areas that the plan should cover include product pricing, promotion, messaging, channel strategies and an analysis of the competitive environment.

Mass Marketing

The distribution of marketing communications through mass media that, while often offering access to audiences with some common characteristics due to a shared interest in the content of the media vehicle, do not offer the ability to communicate with a specific individual, household or organization.

Mechanical

Copy and graphics pasted onto a rigid board backing for reproduction by a printer.

Media Kit

A package of information distributed by a media outlet to sell its advertising space. The kit typically includes information about the media vehicle, advertising rates, information about the audience it can deliver, mechanical specifications for ads, closing dates, etc.

Media Plan

A plan providing clear definitions of the types media, specific media vehicles and media scheduling. The plan may be for a specific campaign or for all campaigns within a year. In addition, it may be a plan for a single product or service or for the whole company or division.

Media Release

Information written by an organization and distributed to media outlets with the hope that they will incorporate the information into their news or other services. (The term is often used interchangeably with press release," however a media release implies a wider distribution -- to all media outlets -- than a press release.)

Merge/Purge

A run of a computer application that merges multiple mail or telemarketing lists, possibly reconciling different formats on different lists, and purges any duplicates that either existed erroneously on one of the lists or that were a result of the same person appearing on multiple lists.

Minority Marketing

Marketing that specifically addresses minority groups (not necessarily visible minorities) within a larger population.

Mystery Shopper

Someone who is paid by a company to pose as a regular shopper in order to be exposed to the normal shopping experience in a company's stores and report back to the company on the quality of that experience. Obviously, to form an unbiased view of the normal shopping experience, the people working in the store should not be aware of the mystery shopper's identity or purpose.

Mystery shoppers are typically employed to test the shopping experience at the sponsor's stores, but they could also be used to analyze the shopping experience at competitors' stores.

N

Narrowcasting

The use of broadcast media to target very narrow interests (such as a cable channel dedicated exclusively to trout fishing).

Nesting

Embedding one enclosure inside another before inserting it into an envelope.

Neuromarketing

The use of brain-mapping technologies, such as functional Magnetic Resonance Imaging (fMRI) and Quantitative Electroencephalography (QEEG), to study brain activity that occurs in response to stimuli such as buying decisions or exposure to advertising images and messaging. This is believed to provide more accurate insight into people's psychological reactions to these stimuli and, hence, their actions in buying situations because:

- People can't always verbalize their feelings and thoughts in accurate, unambiguous ways.

- People's conscious thoughts are sometimes contrary to their subconscious thoughts and emotions, but those subconscious thoughts and emotions influence their actions.
- Many people lie if they think that expressing their true feelings will make them appear foolish or politically incorrect.

News Release

News information written by an organization and distributed to media outlets, with the hope that they will use it as the basis of a written news story. (The term is essentially synonymous with "Press Release".)

Nonresponse Error

When doing market research using surveys, some people will be unreachable, such as people without a phone when conducting the survey over the phone, people with only a cell phone when conducting a phone survey in a jurisdiction that does not allow you to call cell phones, or people who are never home during the hours you call.

These people will not be randomly distributed. Particularly gregarious people are out more often and, therefore, less reachable. People who are more into modern technologies are probably more highly represented among the group of people who only have cell phones and not landlines (except in developing countries where cell phones are a way of getting around the absence in wired lines).

In addition, some people will simply refuse to answer your survey. The same character traits that led them to refuse to answer your survey may have affected their responses if they had in fact responded.

These groups of nonresponders will be, at best, underrepresented or, possibly, unrepresented in your survey results, meaning the results will not be a reflection of the entire market. This error is known as nonresponse error.

O

Omnibus Research

Research that is conducted by a market research firm on behalf of a number of its clients simultaneously. Because several clients buy space in the same research vehicle the cost to each client is typically less than the cost of research conducted for a single research client or the cost that a company would incur if it conducted the research on its own.

Opt-In E-mail

An Opt-In e-mail marketing campaign sends bulk e-mail messages, but only to lists of people who asked to join the list. (Some jurisdictions have made "spam" -- the mass mailing of unsolicited e-mail -- illegal. In those jurisdictions, opt-in e-mail is the only legal form of bulk e-mail marketing.)

Order-Taker

1. A person whose primary job function is to receive orders, likely over the phone, from customers and enter them on paper or into a computer system, as appropriate, so the orders can be fulfilled by the vendor. In the case of orders received by order-takers, it is the customer who initiates the purchase transaction.
2. A derogatory term for a salesperson who should be actively trying to sell products and or services to prospects, but instead more often just waits for customers to come to him or her and place orders with little prompting or encouragement from the salesperson.

P **CW**

Paid Circulation

Distribution of a magazine or other publication to people, households or organizations that have paid a subscription fee. While the content of the publication tends to attract an audience with some common characteristics, the publication does not restrict readership based on those characteristics (see Controlled Circulation).

Pass-Along Readers

Relevant to only print advertising, pass-along readers are readers who did not buy or subscribe to the publication (or receive it free directly from the publisher in the case of free publications). Instead, they read someone else's copies. Pass-along readership is relevant when evaluating the reach of a publication.

See: Reach

Penetration

The percentage of a market that a medium or an individual media vehicle reaches. Alternatively, the percentage of the market that a particular marketing message reaches, regardless of the media vehicles used.

Perceptual Mapping

A perceptual map plots all companies, products or services in a particular market on a graph showing how strongly each exhibits or, more precisely, is perceived to exhibit particular traits. This is typically a two dimensional graph showing two traits. A generic example might be price versus value, but each product/industry will likely have specific traits that are more salient in purchase decisions. The goal is to find a gap in the market that is not currently being served, but which the company doing the research can fill profitably.

Personalization

The automated customization of a marketing communication vehicle (using any medium) for the individual who will see it. This can be as trivial as inserting the individual's name or as complex as producing a unique presentation of the vehicle for each recipient based on the his or her needs, tastes or stated preferences.

Piggyback

An advertisement (print or electronic) that is included with an advertisement for another product. Each part of the ad can typically also be run on its own.

Plug

A free and positive mention of a company, product, service and/or event in any media vehicle.

Position Charge

An additional fee, usually a percentage of the basic charge, charged to an advertiser that wants to specify where its ad will appear in a publication.

Positioning

Defining, within the minds of the market, a brand (corporate, product, or service) relative to the competition. It is the latter part of the definition -- i.e., relative to the competition -- that separates positioning from other marketing communications messages.

Postal Walk

A geographical area defined by the post office based on letter carrier routes. When using the post office to distribute unaddressed mail, a postal walk is usually the narrowest level of specification you can use to geographically target distribution. (However if, for example, a postal walk contains both single family residences and apartment buildings you can usually choose to have the piece be delivered to just one type of residence.)

Pre-emptible Rate

A discounted rate for a television or radio commercial time-slot. The catch is that the broadcaster retains the right to substitute another ad if another advertiser is willing to pay a higher rate for the time-slot. In that case, the first advertiser's payment is not forfeited, but his or her ad will not run in the desired slot.

Press Kit

A package of various marketing communication vehicles, usually housed in presentation a folder, used to provide general background on the company and its products and services. The press kit typically contains a profile of the company (often called a "backgrounder") or an event, relevant press releases, product/services brochures, profiles and photographs of the key executives or, in the case of an event, key organizers.

It is so named because it is distributed primarily to the press as background information for a story they are writing or to try to encourage them to write a story about the company and/or event. The press kit, or a portion of it, may, however, also be given to industry analysts who want information on the company or to prospects and customers as part of the sales process.

Press Release

News information written by an organization and distributed to the press, with the hope that they will use it as the basis of a written news story. (The term is often used interchangeably with "media release," however a media release implies a wider distribution -- to all media outlets -- than a press release. "Press Release" and "News Release" are virtually synonymous.)

Press Tour

Often broader than a tour of just the press, it is a series of interviews held in the offices of publication editors, industry analysts and/or other industry influencers rather than in the sponsor's office.

Price Discrimination

Also known as "discriminatory pricing".

See: Discriminatory Pricing

Price Lining

Targeting a specific market segment based on price. A retailer that practices price lining only carries goods that sell within a defined price range.

Prime Time

The most heavily watched television times -- (in North America: 8:00 - 11:00 pm, except in the Central time zone where it is 7:00 - 10:00 pm)

Promotion

All marketing activities designed primarily to persuade members of a target audience to take a specific action.

Psychographics

Statistics denoting the attitudes and lifestyles of a particular segment of the market.

Psychological Pricing

Setting the price of a product based on the wanted public perception for that product.

Public Relations

Mass-communications for which, unlike advertising, there is no direct payment from the originating organization to the media carrying the information. The vehicle is typically a news story picked up by one of the news media, but also includes company-controlled activities and vehicles such as annual reports, lobbying, special events, and so on.

The purpose is to communicate information about the organization and/or its products and services to audiences that may go beyond prospective customers, to include any other group that the organization wishes to influence, such as investors or governments.

Publicity

Mass-communications for which, unlike advertising, there is usually no direct payment from the originating organization to a mass media outlet. The purpose is to build awareness of and/or foster a desired attitude toward a particular company, product and/or service.

Pub-Set

Ads designed and produced for the advertiser by the publication in which they will appear.

Pull Quote

A quotation or statement that is separated (such as by placing it inside a box) from the rest of a document (brochure, article, white paper, etc). The quote or statement provides a very positive statement that emphasizes a point in the rest of the document. The quote may be a repetition of one used in the document or it may not appear anywhere else in the document.

Q

Qualitative Research

Research that is subjective in nature and does not rely on statistical analysis. This can be useful in examining emotional responses and exploring for areas where additional quantitative research may be beneficial.

See: Quantitative Research

Quantitative Research

Research based on collected objective data that can be subjected to statistical analysis.

See: Qualitative Research

Quote

To provide information and pricing to a customer for a job or service.

R

Rate Card

A list of the standard rates for a publication, radio station/network, television station/network, Web site or other advertising vehicle.

Rating Point

One percent of all households viewing (television) or listeners listening (radio) to a particular station at a particular time.

Reach

The number of individuals or households within a specific target audience that sees a particular marketing message. It can be stated as a percentage of the target audience.

Readership

The number of readers of a print ad/publication. ("Print" is a misnomer here as it could refer to either a physical print publication or an online publication that is composed primarily of text and some graphics. However, the term "readership" is usually not used when the media is primarily video.) The term "readership" can be

confusing because in some contexts it refers to readership of a publication, while in other contexts it refers to ad readership. Ad readership can be lower than publication readership, particularly if the ad appears in a separate advertising section that some readers bypass. Readership numbers can also vary considerably from subscriber numbers. For example, newspapers are often passed around members of a family. Subscriber numbers count only the number of subscriptions; typically one per family, but readership counts all of the readers in a family. Likewise, business publications sent to offices may be passed around the office. Each copy sent counts as one subscription, but all readers in the office are included in the readership numbers. On the flip side, some publications, particularly free publications, are ignored by their recipients. In these cases, if the numbers are accurate, the readership numbers may be lower than the subscription numbers if there is not a lot of pass-along readership. Because of the nature of what they measure (i.e., not simply a count of the number of copies distributed), readership numbers usually have to be estimated.

Recognition

The ability of an individual to recall an ad or campaign when seeing or hearing it again or upon having it described to him or her.

Registration

The precise alignment of different films or printing plates (color separations) to produce a final printed image

Registration Marks

Small crosshairs on film used to align individual color separations or layers of film negatives when printed.

Remnant Space

Unsold space in a print publication or unsold banner impressions on a Web site. Remnant space is typically sold at a discount to the publication or site's rate card.

Response Rate

Percentage of responses received from a direct marketing campaign (typically the percentage of recipients who responded to a mailing).

Rich Media

On the Web, the term "rich media" differentiates an ad from those created solely with static graphics or simple animations. A rich media ad can include fill-in forms, more complex animations, sound and other devices to capture attention and stimulate interaction.

Roadblock

The simultaneous running of the same television commercial on all stations/networks covering a targeted market so that everyone watching television in that market at that time is guaranteed to see that commercial.

Run of Paper

An ad that can be placed anywhere in a publication at the discretion of the publisher, not the advertiser.

Run of Schedule

A commercial that can be run at any time at the discretion of the station, not the advertiser. (However, the advertiser might be able to restrict the commercial to running within certain time periods, such as anytime Monday to Friday, 10:00am to 4:00pm).

S

Saddle Stitch

A publication binding method using staples in the fold of the pages.

Sales Promotion

All forms of paid communication that are attributed to a sponsor but are not advertising or selling. It includes, among other things, "cents off" coupons, samples, point-of-purchase materials, demonstrations, etc.

Salting

Placing names in a mail, telephone or e-mail list solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract. (Synonym: "Seeding"). A name so placed is called a "decoy" (a real name) or a "dummy" (a fictitious name).

Sampling error

When doing market research using surveys, the sampling error is the difference between the results of the survey and the result that would have been seen if the entire market had been surveyed rather than just a sampling of it.

Search Engine Optimization

Abbreviated as SEO, it is a *rigorous, scientific* methodology to:

1. Analyze search engine behavior to try to figure out the algorithms the search engine uses to set the position of each found Web page in the search engine results.
2. Use that knowledge to tweak Web page content to improve the position of the page in search engine results.

Companies want to improve their search results position because links near the top of the first page of results are much more likely to be clicked on than, for example, results on the bottom of the 23rd page. And getting people to visit your Web site is a required starting point for getting them to look at the promotional material that you have on your site and convincing them to buy from your site.

SEO *should be* a rigorous and scientific discipline, but, with so many companies so hungry to improve their search engine position, a great many fly-by-night search engine optimization companies and individual "experts" have gone into the business with little research or rigor. Because there have been reports of search engine companies manually penalizing Web sites that blatantly try to subvert the search engine's ranking algorithm, a ham-fisted attempt at SEO could actually end up greatly hurting the positioning of a Web page.

Seasonal Rating Adjustment

An adjustment to rating numbers to reflect seasonal differences in viewership/listenership. Factors that may be compensated for include weather, holidays, etc.

Seed

See: Seeding

Seeding

Placing names in a mail, telephone or e-mail list solely for the purpose of tracking the use of the list to ensure that the list purchaser or renter does not break the sales or rental contract. (Synonym: "Salting"). A name so placed is called a "decoy" (a real name) or a "dummy" (a fictitious name).

Segment

See: Market Segment

Segmentation

Market segmentation is the process of dividing the market into groups such that individuals/businesses within each group share common characteristics.

The purpose is to: prioritize segments of the market to improve marketing profitability and to provide a means to choose the most appropriate communication media and messages for each unique market segment.

Self-Mailer

An advertising piece that is sent by mail, but which does not require an envelope. The addressing and postal payment information is printed on the outside of the piece.

SEO

Search Engine Optimization

See: Search Engine Optimization

Separation

The separating of a full-color image into the primary printing colors in positive or negative form. By overlaying the separations in the printing process, using the correct primary color for each, the result is a full color reproduction of the original.

Shelf Talker

A small promotional sign or card that sits on the shelf where a product is displayed.

Short Rate

A fee paid by an advertiser if it fails to buy the contracted volume of media space or time. The fee is charged because the advertiser received a reduced rate based on the contracted volume.

T

Tabloid

A newspaper approximately half the size of a standard newspaper.

Tag Line

A line of copy used on an ad or in a commercial that captures the theme of the advertisement or broader campaign and is placed prominently within it.

Teaser

Copy printed on the outside of a direct mail envelope to encourage the recipient to open, read and act on the piece.

Telemarketing

The use of telephones for marketing and sales. Telemarketing can be either outbound (the seller calls the prospective customer) or inbound (the prospect calls the seller, such as calling a toll-free number in response to an ad).

A distinction is sometimes made between telemarketing and telesales. In that case, telemarketing refers to solely the use of the telephone for marketing purposes (market research, lead generation, brand building, information dispersal, etc.), but not for closing sales. When this distinction is made, the term "telesales" is used to describe the use of the telephone to close sales.

Telesales

See: Telemarketing

Testimonial

A statement made by a customer endorsing a product, service or company. A testimonial may be a single customer quote or it may be integrated into other marketing material such as a case study about the customer's use of a company's product or service.

TINA

There Is No Alternative. The brands that can't advertise in the mass media normally don't have any option rather than using unconventional ways of advertising, for example, in India cigarette companies can't advertise in the mass media, so they sponsor some sports events (Gold Flake Open-Tennis), liquor brands sponsoring sports events, celebrity live performance shows etc. These companies normally pay a huge amount for this kind of advertising because they don't have any other alternative to advertise their product.

Tracking Study

Research on the effectiveness of advertising. A tracking study measures the affect that an ad or ad campaign has on brand and/or company awareness, top-of-mind and aided recall, interest, attitude and purchase intentions.

Trade Advertising

Advertising directed at distribution channels (wholesalers, distributors, sales representatives, affiliates, value added resellers, retailers, etc.) rather than end-consumers.

Trademark

Legal protection given to a brand name and/or logo.

Typography

The style, arrangement and appearance of the copy in the final version of marketing material. Typography is a design element chosen both for aesthetics, readability and, by setting a tone, to reinforce the marketing message.

U

Unaided Recall

The ability to recall information about an advertisement, product, service or brand without any prompting. The level of unaided recall in recipients of marketing communications is used as one measure of communication effectiveness.

See: Aided Recal

Unique Selling Proposition

A marketing/advertising message that identifies a product attribute/value that both sets the seller's offering apart from competitors' offerings and is a particular benefit for prospective customers.

Universe

All people who are prospects for a specific product or service.

Up Selling

Selling a higher priced item(s) to an existing customer or a prospect who has already made a firm or mental commitment to buy another of your company's products and/or services.

V

Vertical Publication

A business publication targeted at a single industry.

Viral Marketing

A marketing technique whereby Web site visitors or e-mail recipients are encourage to pass along the company's marketing message to friends, colleagues and/or family, thereby creating exponential growth in the message's reach.

VO

Voiceover.

See: Voiceover

Voiceover

The use of an unseen speaker in any type of commercial or other presentation. Abbreviated as VO.

W

Wait Order

An order (or a request since the advertising contract may not obligate the publisher to honor the request) to hold an advertisement to a later date.

White Paper

A document written in essay style that provides an in-depth discussion of an issue, technology, trend, product or process. White papers are predominantly informational rather than promotional.

White Space

Blank area on a page. (Despite the name, it may be a solid color rather than white.)

Y

Yield Rate

In Direct Response Marketing, the number of sales divide by the total circulation for a given campaign.

Z

Zapping

The use of a television remote control to switch channels in order to avoid watching commercials.

Zipping

Fast-forwarding through commercials when playing back a pre-recorded program on a VCR.