



The MOPs Data Dictionary



A/B Testing:

Testing to compare two versions of an asset or offer (for instance, a piece of marketing collateral like email templates and web pages) to measure performance stats and qualities of both versions.

Account Based Marketing (ABM):

identifies accounts (or groups of accounts) that have the most growth potential. Once the accounts are segmented, marketers can create personalized campaigns targeted at those high-growth accounts.

Term/Jargon/Acronym	Meaning
Agile methodology	This is a type of software development that has been adapted for many marketing operations department where teams work from tickets and focus on tasks to completion
Anonymous Visitor	A visitor to your site who does not have an email associated with their computer IP address.
Application Program Interface (API)	Application Protocol Interface is connector software developed to move data from two different sources.
Attribution (first touch, last touch)	Identifies the specific marketing interaction responsible for converting a prospect into a sales lead or sales opportunity.
Automation Studio	A place where automations, data transfers and SQL queries can be made
Behavior-based marketing automation	is a system that triggers communications (like email) based on online and offline customer activity. Some example activities are filling out online forms, watching a video, or clicking on an advertisement.



Term/Jargon/Acronym	Meaning
Confluence	A web-based content collaboration and management workspace, utilized by teams in highly distributed environments and working remotely.
Contacts	Contacts are unique entries in your marketing automation database, often organized by name or by a piece of contact information such as an email address or a phone number.
Conversion	A term that broadly refers to a customer engagement that completes a marketing goal, whether that represents downloading a file, clicking a link, or making a purchase.
Cost per lead (CPL)	is a pricing structure in which payment is based on the number of leads rather than sales. In essence, an advertiser can pay an agreed-upon price for each lead that is generated from a particular campaign.
CTOR (Click to Open Ratio)	This is a measurement of how many clicks to open and helps to color the effectiveness of an email.

Term/Jargon/Acronym	Meaning
Cross-platform marketing automation	is the ability for your digital communications to be viewed as easily on mobile devices as they are on desktop devices.
Call To Action (CTA)	A marketing term used to describe what actions or next steps the marketers would like the customer to take. A CTA could be an encouragement to make a purchase, click on a link, or take advantage of a promotional offer, among other activities.
Data Extension (DE)	A table of data in Marketing Cloud that is or is not connected to other data depending upon how the contact data is set up.
Data Governance	The process of having a formal routine for monitoring data quality and integrity.
Data Lake	A central repository where data is aggregated and stored by a variety of different sources. Can store data in all formats and can be normalized or not.
Deliverability Rate	This is the number of emails on the list that was sent and delivered.
Dynamic Content	Content that changes based on demographics, psychographics or behavior



How
powerful
do you
feel?





Term/Jargon/Acronym	Meaning
Gated content/offers	Form based access to content like research reports requiring a visitor to enter personal information in exchange for access. For example, premium content on a site can be downloaded after a user enters their email information.
Hypertext Mark-up Language (HTML)	Standards based code that is used to structure a web page and its content.
Inbound marketing	A strategy built around providing content to your audience to attract new business and organically create more interest in a product or service. This strategy is often associated with search engine optimization and generating organic (free) visitor traffic. Blogs, websites, and campaign landing pages are types of inbound marketing touchpoints designed to generate inbound leads or new business opportunities derived from inbound marketing.

**Interruption
Based Marketing:**
interrupts audiences with a
sudden message to buy a
product or service designed
to capture immediate
conversions. Pop-up ads are
an example.

**Lead
Management:**
The process in which you
manage leads from the
beginning of the lead
journey through to the
opportunity.

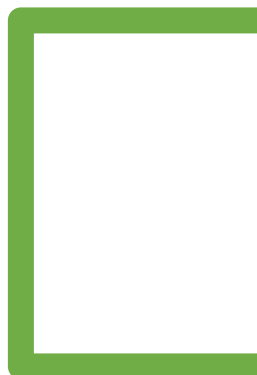
The logo for AskNya features a stylized 3D cube icon with yellow and grey faces, positioned above the brand name "AskNya" in a white, bold, sans-serif font. The background behind the text is a dark blue gradient with a pattern of small, light blue dots.

AskNya

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Term/Jargon/Acronym	Meaning
Jira	A web-based software system used for IT ticketing or used in agile to manage sprint tasks.
Journey Builder	A component of marketing cloud primarily used for making customer nurture series.
KPI's	These are Key Performance Indicators that help businesses measure success. The specific KPI's vary from business to business but normal ones in marketing operations include Opens, Clicks, Conversions, Page load times, abandon rates, Contribution to Revenue
Lead	Refers to any person with interest in your product or service but can be interpreted by different organizations differently. So, understanding how your organization defines this is a critical component to any marketing operations department.
Lead score/scoring	Used to rate the overall status of a contact's readiness to buy based on activity, demographic, and firmographic data. Marketers establish a scoring system that awards points for every qualifying characteristic (like company size) and marketing interaction (e.g. opening an email). Leads that accumulate a certain number of points are then moved on to other marketing programs or directly to sales.





Term/Jargon/Acronym	Meaning
Leads/prospects	are potential customers who have exchanged their information with you.
Loyalty programs	are promotions offered to active customers as a reward for their loyalty to your brand for example, being a long-time subscriber, a repeat customer, a social advocate or participating in other activities that help your brand.
Marketing Qualified Lead (MQL)	is a lead that has demonstrated enough engagement with your content—from site visits to opened emails—that they're ready to be handed off to sales.

Term/Jargon/Acronym	Meaning
Marketing Operations (MOPs)	MOPS is a team of professionals who uses technology to improve market efficiencies and effectiveness to communicate more directly with their customers.
Multichannel marketing automation	ensures that the customer experience across all channels and platforms is consistent and relevant.
Nurture campaigns (sometimes called lead nurture)	Is a communications strategy designed to engage prospects over time through email content and exclusive engagements that help move them through the sales funnel.
Opportunity	An opportunity with a dollar amount. This is when a lead becomes an opportunity and affects pipeline in most organizations.





Term/Jargon/Acronym	Meaning
Permission-based marketing	Form of advertizing where the customer has explicitly agreed to receiving promotional messages (email opt-ins, subscribing to a blog, etc.)
Persona	Is are fictional profiles that represent similar groups of people in a target audience. This grouping is an amalgamation of primary customer characteristics. Examples of this include job role and title, presumed wants and needs, and business goals.
Personalization	The use of customer data including purchase history, demographics, firmographics, etc. to customize content, campaign offers, and purchase recommendations.



Term/Jargon/Acronym	Meaning
Progressive profiling	Collects data via dynamic web forms that progressively ask users to enter more pieces of information. For example, the first time a prospect encounters a form, they may only need to provide name and email address. The next time to the same prospect encounters a from, they may be asked to enter their company name and industry. This process may increase form completions and helps you develop a complete customer profile.
Roles	The function and access users have in a particular system.
Sales Accepted Lead (SAL)	This is when sales accepts the lead and follows up. This may or may not mean that marketing is still nurturing. Different organizations have different thinking around this idea.
Sales Cloud	Is a Cloud based digital automation application used by salespeople to aggregate and automate customer information.

Sales Funnel:

Is a visual representation of the customer's journey depicting the sales process from awareness to action. The database categories are based on various factors, including demographics, online activity, job role, and income. These factors inform audience targeting and personalization.

Segmentation:

Stores aggregating prospective buyers into groups with common responses to marketing actions.

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AskNya



Term/Jargon/Acronym	Meaning
Search Engine Optimization (SEO)	Is a form of internet marketing that involves the promotion of web sites by increasing their visibility in the search engine results pages (SERPs) using the Google search algorithms.
Salesforce Marketing Cloud (SFMC)	A SaaS used for marketing automation and customer engagement.
Sales Qualified Lead (SQL)	This is a lead that has met a particular threshold and is ready for a salesperson to reach out. Some orgs use this term and some do not.
SLA (Service Level Contract)	This is a best practice approach to sales and marketing alignment where sales and marketing agree on terms of engagement and write a formal document to be of service to each other.
Workflow (automated program)	Is a sequence of activities or steps programmed to execute within a marketing automation system from initiation to completion. For example, it can refer to triggered emails when leads engage with one or more pieces of content.

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