A Guide to Marketing Abbreviations

Introduction

In this task you will test your knowledge of marketing abbreviations. Below you will find 40 abbreviated marketing terms, and then underneath you will find the words that match - so it's like a matching puzzle.

These marketing terms are commonly expressed as abbreviated letters, so knowing them from memory will be helpful in your marketing career.

At the end, you will have a few words left over - **what words are the leftover and how would you describe them?**

List of Abbreviated Marketing Terms

1. CLV	11. CMO	21. CTR	31. B2B
2. IMC	12. CPM	22. JIT	32. B2C
3. CMS	13. BCG	23. DEI	33. YTD
4. ROMI	14. KPI	24. SEM	34. QR
5. PR	15. CAC	25. CSat	35. OOH
6. CRM	16. ESG	26. EDM	36. AI
7. AIDA	17. CTA	27. PPC	37. VALs
8. USP	18. NPS	28. SWOT	38. NPD
9. UX	19. NFP	29. WOM	39. SERP
10. CX	20. SEO	30. PLC	40. ROAS

Match These Words to the Above List of Abbreviated Marketing Terms

Below are the words that you need to use to match the above marketing abbreviations. You will note that some of the words are used multiple times – such as "customer". They have been placed in alphabetical order for ease of reference.

When you are finished, there are a few words left over – not needed for the above abbreviations – how would you describe these leftover words in one sentence?

Acquisition	Customer	Interest	Optimization	Satisfaction
Action	Customer	Investment	Out	Score
Action	Cycle	Just	Page	Search
Advertising	Date	Key	Pay	Search
And	Desire	Life	Per	Search
Artificial	Development	Lifestyles	Per	Selling
Attention	Direct	Lifetime	Performance	Social
Boston	Diversity	Mail	Place	Spend
Business	Electronic	Management	Price	Strengths
Business	Engine	Management	Product	System
Business	Engine	Marketing	Product	Threats
Call	Engine	Marketing	Product	Through
Chief	Environment	Marketing	Profit	Time
Click	Equity	Marketing	Promoter	To
Click	Experience	Millie	Promotion	To
Communication	Experience	Mouth	Proposition	To
Consulting	For	Net	Public	To
Consumer	Governance	New	Quick	Unique
Content	Group	Not	Rate	User
Content	Home	Of	Relations	Value
Cost	In	Of	Relationship	Values
Cost	Inclusion	Officer	Response	Weaknesses
Customer	Indicator	On	Results	Word
Customer	Integrated	On	Return	Year
Customer	Intelligence	Opportunities	Return	

1. **The leftover words are…?**
2. **And they can be described as…?**