

Dictionnaire des acronymes du Marketing Digital

Vous trouverez ci-dessous une liste d'acronymes du marketing digital, avec leur signification, utilisés dans de nombreuses entreprises dans le monde.

Ce jargon est cependant plus ou moins employé selon la culture interne, la taille de l'entreprise (impact des multi-nationales ou des start-ups), le degré de maturité digitale de l'entreprise et enfin son secteur.

Vous n'êtes donc pas forcément susceptible de rencontrer tous ces termes dans votre carrière digitale ;)

C'est pourquoi nous avons mis en gras dans la liste, les acronymes les plus usuels dans les fonctions digitales. Ces derniers sont quasiment tous utilisés à des fréquences diverses et il est indispensable de les connaître pour pouvoir décoder les messages échangés avec des collègues, fournisseurs (agences), spécialistes (média), bloggeurs, etc.

Même si Elon Musk a affirmé à ses équipes que ASS (Acronyms Seriously Suck*), il est loin d'avoir convaincu le monde du marketing digital, et les acronymes ne font qu'augmenter en volume au fil du temps. En voici déjà une liste de.....350 différents.

* source : « **Elon Musk: Tesla, Paypal, SpaceX : l'entrepreneur qui va changer le monde.** » de Ashlee Vance, éditions Eyrolles, 2015 (<https://bit.ly/3Gdmq94>)

AAA: Average Active Sessions
 AAD: Android Advertising IDentity
 AARRR: Acquisition, Activation, Retention, Revenue, Referral
 ABC: Always Be Closing
 ABM: Account Based Marketing
 ABT: AB Testing
ADEX: Ad Exchange platform
AdTech: Advertising Technology (cf. MarTech)
AI: Artificial Intelligence
AIDA: Attention Interest Desire Action (acquisition funnel)
 AMA: Ask Me Anything
 AMP: Accelerated Mobile Pages de Google
APP: Application (a program designed to run on mobile devices)
API: Application Program Interface (cf. MtoM)
AR: Augmented Reality (ou RA)
 ARPU: Average revenue per user
 ARR: average recurring revenue (or annual)
 ASO: App Store Optimization (cf. Search)
 ASF: Apache Software Foundation
 ASP: Application Service Provider
 AssurTech cf. insurtech
 AtAwAd: Anytime Anywhere Anydevice
 AtAwAdAc: AtAwAd + AnyContent
ATC: Add To Cart (ajout au panier)
ATF: Above The Fold (au dessus du pli, donc visible (cf. BTF)
ATL: Above The Line (cf. BTL & media)
 AWD: Adaptive Web Design (cf. RWD)
BAT(X): Baidu Alibaba Tencent Xiaomi (vs. GAFA)
 BANT formula: Budget, Authority, Need, Timeline (développé par IBM)
BAU: Business As Usual
BI: Business Intelligence
 BMG: Business Model Generation by Alex Osterwalder
 BOB: Best of Breed
BOFU: Bottom Of Funnel (cf. ToFu)
 BOPUS: Buy Online Pick Up In-Store
 BPM: Business Process Management

BR: Bounce Rate (visite limitée à une seule page ou non réception d'un email)
 BTC: BitCoin (XBT)
BTF: Below The Fold (en dessous du pli, donc invisible ; cf. ATF)
BTL: Below The Line (cf. ATL & hors media)
 BtoG: business to Government
BtoR: Business to Retail
 BYOD: Bring Your Own Device (cf. CYOD)
CAC: Customer Acquisition Cost
CDC: Cahier des Charges
 CDJ: Customer Digital Journey
CDO: Chief Digital Officer (ou Chief Data Officer)
 CDN: Content Delivery Network (réseau de diffusion de contenu, ex. AKAMAI)
CDP: Customer Data Platform
CES: Customer Effort Score
CES: Consumer Electronic Show (Las Vegas)
 CGI: Computer Generated Imagery
 CHO: Chief Happiness Officer
 CLI: Command Line Interface
CLV: Customer Lifetime Value
CM: Community Manager
 CMI: Communication Marketing intégrée (IMC)
CMO: Chief Marketing Officer
CMS: Content Management System
 COOC: Corporate Open Online Course
COS: Cost Of Sale
CPA: Cost Per Action (or acquisition)
CPC: Cost Per Click
CPCm: Coût Par Clic moyen
 CPE: Cost Per Engagement
CPCV: Cost Per Completed View (video)
CPL: Cost Per Lead
CPM: Coût Par Mille (impressions)
 CPT: Cost Per Transaction

CPV: Cost Per View (cf PPV)
CVR: Conversion Rate
CRM: Customer Relationship Management
CRO: Conversion Rate Optimization
 CSAT: Customer Satisfaction Score
 CSR: Corporate Social Responsibility (cf RSE)
 CSS: Cascading Style Sheets
CTA: Call to Action
 CtoB: Customer to Business (cf. UGC)
 CtoC: Customer to Customer
CTR: Click Through Rate
CX: Customer Experience (dont UX)
 CYOD: Choose Your Own Device (cf. BYOD)
 D3.js: cf. DDD
 DAM: Digital Asset Management
 DBM: DoubleClick Bid Manager (Google Ad Management)
 DDD: Data Driven Document
 DDDM: Data Driven Decision Management
 DDS: Data Driven Strategy
 DL: Digital Learning
DM: Direct mail or Direct message sur Twitter
 DMExCo: Digital Marketing Exposition and Conference (Cologne, DE)
DMP: Data Management Platform
DNS: Domain Name System (cf. ICANN & registrar)
DNVB: Digital Native Vertical Brand
DOOH: Digital Out Of Home (affichage)
 DL: Deep Learning
 DR: Direct response
 DRP: Disaster Recovery Plan (plan de reprise d'activité)
 DRY: Don't Repeat Yourself
DSP: Demand Side Platform (cf. SSP)
DV360: Display & Video Ads 360 (Google)
 ECM: Enterprise Content Management
eCPM: Effective CPM (display)

ECR: Efficient Consumer Response
 EdTech: Education Technology
 EII: Enterprise Information Integration
 EMEA: Europe, Middle East, Africa (116 countries)
 EPC: Earnings Per Click
 EPM: Earnings Per Thousand (Mille)
 EPM: Entreprise Performance Management
 ERP: Enterprise Resource Planning (PGI)
 ES: Executive Summary (RM)
 ESB: Enterprise Service Bus
 ESN: Enterprise Social Network(ing)
ESP: Email Service Provider
 ESS: Economie Sociale et Solidaire ET: Exit Traffic
 ETL: Extract Transform Load
FB: Facebook
 FGM: Feel Good Management
FMCG: Fast Moving Consumer Goods
 FODM: Future of Digital Marketing by eConsultancy
 FOBO: Fear Of Best Option
 FOMO: Fear Of Missing Out
FPD: First Party Data (cf. SPD et TPD)
 FTP: File Transfer Protocol
GA: Google Analytics
GAFAMS: Google Amazon Facebook Apple Microsoft SalesForce (Alphabet)
 GAM : Google Ad Manager
GDPR: General Data Protection Regulation (cf. RGPD)
GMB: Google My Business
 GOOB: Get Out Of the Building (steve blank)
GRP: Gross Rating Points
GSC: Google Search Console
GTM : Google Tag Manager
 GUI: Graphical User Interface
 GWD: Google Web Design
 H2H: Human To Human
 H5: jeu codé en html5
 HBR: Harward Business Review
 HCI: Human Computer Interaction

HILO: Hight Impact Learning Organization
 HIPO: High Potential (Employee)
HNWI: High Net Worth Individuals
HTML: Hyper Text Markup Language
HTTP: Hyper Text Transfer Protocol
HTTPS: Hyper Text Transfer Protocol Secure
IA: Intelligence Artificielle (AI)
IAB: Interactive Advertising Bureau
 IBL: Inbound Link
 ICANN: Internet Corp. for Assigned Names & Numbers
 ICO: Initial Coin Offering
 IDC: International Data Corporation
IDFA: Identifier For Advertisers (Apple's alternative to HTTP cookies on iOS et AAID)
IG : Instagram
 IHM: Interactions Homme Machines
 IIOT: industrial IOT
 IFTTT: IF THIS THEN THAT
IM: Instant Messaging
 IMAP: Internet Message Access Protocol (pour envoi d'email)
 IMC: Integrated Marketing Communication
 IMHO: In My Humble Opinion
InApp: display or purchase into a mobile APP
InStream: ad into a video
IO: Insertion Order (bon de commande en display)
IOT: Internet Of Things
 IxD: Interaction Design
 IP: Internet Protocol
 IPO: Initial Public Offering
 IPTV: Internet Television (cf. OTT)
 IRL: In Real Life
 IS: Income Statement
 ISP: Internet Service Provider
 IxD: design d'interaction
 JOMO: Joy Of Missing Out (≠ FOMO)

JS: JavaScript (.js)
 JSON: JavaScript Object Notation (base de données)
 KOL: Key Opinion Leader
KPI: Key Performance Indicator
LAL : Look Alike (publicité display)
 LAMP: Linux Apache MySQL PHP
 LMS: Learning Management System (Moodle)
LTV: Life Time Value
 M3: Modern Marketing Model
MarCom: Marketing and Communication
MarTech: Marketing Technology
MAU: Monthly Active Users MAQL: Multi-Dimension Analytical Query Language
 MCA: Market Contact Audit
 MCN: Multi Channel Network (YouTube)
 MFD: Mostly Fine Decision
 MIS: cf SIM
 MQL: Marketing Qualified Leads (cf. SQL)
ML: Machine Learning MLM: Multi Level Marketing
 MNO: Mobile Network Operator
MMM: Modern Marketing Model
MOFU: Middle Of the Funnel (cf. TOFU)
 MoMaMa: Modern Marketing Manifesto by eConsultancy
MOOC: Massive Open Online Course (COOC Corporate et SPOC Small Private)
 MRM: Marketing Resource Management
 MRR: Monthly Recurring Revenue
 MtoM: Machine To Machine
 MVNO: Mobile Virtual Network Operator
MVP: Minimum Viable Product
 MVT: Multi Variate Testing (cf. AB Testing)
 NBC: Net Brand Contribution
 NBD: No Big Deal
 NBIC: Nanotechnologie, Biotechnologie, Informatique (IOT & sciences de l'information) & sciences Cognitives (IA)
 Neet: Not in Education Employment Training
NLP: Natural Language Processing

NPD: New Product Development
NFC: Near Field Communication
NPS: Net Promoter Score
O2O: Online To Offline (et le contraire)
OKR: Objectives and Key Results
OODA: Observe Oriente Decide Act
OOO: Out Of Office message
OIN: Open Invention Network
ONVB : Omnichannel Native Vertical Brand (cf DNVB)
OS: Open Source / Operating System
OTA: Online Travel Agency (Booking, Expedia, ...)
OTR: Off The Record
OTS: Opportunity to See
OTT: Over The Top Television (cf. IPTV)
P2P: Peer To Peer (pair à pair)
PBN: Private Blog Network (SEO technique)
PGI: Progiciel de Gestion Intégré (ERP)
PHP: Personal Home Page ou Hypertext Preprocessor
PLA: Product Listing Ads (Google Ads)
PM: Private Message
PMP: Private MarketPlace (programmatic display)
PMS: Product Management System
POC: Proof Of Concept
POESM: Paid Owned Earned Media
POP: Post Office Protocol (email) **POS**: Point Of Sale
PPC: Pay Per Click
PPL: Pay Per Lead
PPV: Pay Per View
PR: PageRank (SEO)
PRA: Plan de Reprise d'Activité (Disaster Recovery Plan)
PRM : Partner Relationship Management
PV: Page View
PWA: Progressive Web Apps from Google adopté par iOS 13
QR Code: Quick Response Code
QS: Quality Score (Google

Ads)
RA: Réalité Augmentée (cf. AR)
RACE: Reach Acquire Convert Engage (tunnel de conversion)
RCU: Référentiel Client Unique (base du CRM ou de la CDP et du omnicanal)
RFI: Request for Information
RFID: Radio Frequency Identification
RFM: Récence Fréquence Montant
RFP: Request For Proposal
RGPD: Règlement Général de la Protection des Données
RLSA: Remarketing Lists for Search Ads (Google Ads)
RML: Report Markup Langage (XML)
ROAS: Return on Ad Spend
ROBO: Research Online Buy Offline
ROE: Return On Expectation
ROI: Return On Investment
ROMI: Return on Marcom Investment
RON: Run Of Network (publicité display)
ROPO: Research Online Purchase Offline
ROR: Ruby on Rails
ROS: Run Of Site (publicité display)
RPA: Robotic Process Automation
RSE: Réseau Social d'Entreprise ou Responsabilité Sociétale des Entreprises (CSR)
RSS: Really Simple Syndication
RT-CMO: Real Time Creative & Media Optimization
RT: Retweet
RTB: Real Time Bidding
RTD: Real Time Data
RTF: Recommend To a Friend
RTIM: Real Time Interaction Management
RTM: Real Time Marketing
RV: Réalité Virtuelle (VR)
RWD: Responsive Web

Design
SaaS: Software as a Service (cf. PaaS, IaaS, DaaS Data, XaaS
SCM: Software/source Change Management (GIT)
SCV: Single Customer View
SD: Service Design
SE Traffic: Search Engine Traffic
SEA: Search Engine Advertising
SEM: Search Engine Marketing
SEO: Search Engine Optimization
SERP: Search Engine Results Page
SFA: Sales Force Automation SFD: Spécifications Fonctionnelles Détaillées
SFG: Spécifications Fonctionnelles Générales
SIM: Système d'Information Marketing
SKU: Stock Keeping Unit (cf. UPC)
SLA: Service Level Agreement
SM: Social Media
SMACS: Social Mobile Analytic Cloud Security
SMB: Small and Medium Business (PME + ETI)
SMM: Social Media Marketing / Management
SMMS: Social Media Management Software (ex Hootsuite)
SMO: Social Media Optimization
SMP: Social Media Platform
SMS: Short message service
SMTP: send message transfer protocol
SoLoMo: Social Local Mobile
SOSTAC: Situation Objectives Strategy Tactics Actions Control (méthode)
SOV: Share Of Voice
SPD: Second Party Data (cf. FPD)
SPOC: Small Private Online Course (cf. MOOC et COOC)
SQL: Sales Qualified Lead (cf. MQL)
SSL: Secure Sockets Layer (cf. https)
SSP: Supply Side platform
SVG: Scalable Vector Graphics
SXO: Search Experience Optimization (SEO)
TCD: Tableau Croisée Dynamique

(Pivot Table)

TCO: Total Cost of Ownership

TED: Technologie Entertainment Design (ideas worth spreading)

TEDx: idem TED mais indépendant

TIL: Today I Learned

TLD: Top Level Domain (.com / .fr / .net)

TL;DR: Too Long Didn't Read

TMS: Tag Management System

TOFU: Top of Funnel

TOS: Terms of service

TPD: Third-Party Data cf. FPD

TRM: Total Relationship Management

TRP: Target Rating Point (GRP)

TT: Trending Topics (Twitter)

UBM: Unité de Bruit Médiatique (indice Kantar)

UCC: Unified Collaborative Communication (cf. CCU)

UDM: Unified Digital Measurement

UGC: User Generated Content

UI: User interface

UMIA: Unified Marketing Impact Analysis

UPC: Universal Product Code

URI: Uniform Resource Identifier URL: Uniform Resource Locator unique address of digital content online

USP: Unique Selling Proposition par Rosser Reeves 1969

UV: Unique visitor

UX: User Experience (cf. CX)

VC: Venture Capital

VCS: Version Contrôle System (e.g. GIT)

VM: Viral Marketing

VOC: Voice of the Customer

VOD: Video On Demand

VP: Value Proposition

VR: Virtual Reality

VRM: Vendor Relationship Management

VTR: View Through Rate

VU: Visiteur Unique

VUCA: Volatility, Uncertainty, Complexity, Ambiguity

WAU: Weekly Active Users

WIIFM: What's In It For Me?

WOM: Word Of Mouth (bouche à oreille)

WOW effect: effet waou

WTF: Welcome to Facebook (ou What The F***)

WTS: Web To Store (O2O)

WYSIWYG: What You See Is What You Get

XaaS: ? as a Service (SaaS, PaaS, IaaS)

XML: Extensible Markup Language

XR: Extended Reality / Cross Reality (cf. VR/AR)

YOLO: You Only Live Once

ZMOT: Zero Moment of Truth