

Acrónimos de Marketing Digital

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- CPM Coste Por Mil Impresiones
- CTR Click Through Rate/Tasa de Clic
- CPC Coste Por Clic
- CPA Coste Por Adquisición/Venta
- CPL Coste Por Lead
- eCPM CPM efectivo
- DSP Demand Side Platform
- SSP Sale Side Platform
- RTB Real Time Bidding
- DMP Data Management Platform
- API Application Program Interface

Acrónimos de Marketing Digital



- SEO Search Engine Optimization
- SEM Search Engine Marketing
- B2B Business to Business
- B2C Business to Consumer
- BR Bounce Rate/Tasa de Rebote
- CMS Content Management System
- APP Application/Aplicación móvil
- CTA Call To Action/Llamada a la acción
- CRM Customer Relation Management
- KPI Key Performance Indicator
- ROI Return On Investment
- SMO Social Media Optimization

Acrónimos de Marketing Digital



- TT Trending Topic
- URL Unique Resource Locator
- UX/CX User Experience/Customer Experience
- HTML HyperText Markup Language/Lenguaje de marcas de hipertexto
- LTV Life Time Value
- PPC Pay Per Click
- UGC User Generated Content/Contenido Generado por los Usuarios