

# marketing experiments

The A-Z of A/B Testing:  
Marketing and Online Testing Dictionary

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# Introduction

Hi Marketer,

Integrating testing into your everyday marketing campaigns can be a scary process but, in order to start achieving greater results from your campaigns, you have to know what works and what doesn't.

This dictionary is for those beginning their testing journey. As you read through marketing blogs, learn about the testing process and receive advice, this will take some of the mystery and intimidation out of the terms that are often found in those resources.

Happy testing!

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# A

A/B Split – Authorization

# A/B Split:

Refers to a test situation where two randomized groups of users are sent different content to test the performance of specific campaign elements. The A/B split method can only test one variable at a time.

Further Resources: <http://www.marketingexperiments.com/improving-website-conversion/ab-split-testing.html>

# Abandonment:

Is a term used to describe when a visitor to a webpage leaves that page before they complete a desired action. For instance, shopping cart abandonment is when a visitor adds an item to their virtual shopping cart then never completes the order. Marketers can track how many shopping carts have been abandoned over a period of time to determine the [abandonment rate](#) of a website.

# Abandonment Rate:

The percentage of visitors who don't complete a desired action on a webpage divided by the total number of [unique visitors](#) to that webpage for a given period of time. For instance, if two out of 10 people who visit your website don't complete their order, your abandonment rate is 20%.



# Above the Fold:

Borrowed from print newspapers, above the fold is the part of a webpage that is visible without scrolling. Material in this area is considered more valuable because the reader sees it first. A fold may be affected by the users' preview pane, monitor size, monitor resolution and any headers placed by email programs.

# Access:

The ability to see what you are trying to view (e.g. accessing a friend's photo but not their profile).

# Acquisition Cost:

In email marketing, the cost to generate one [lead](#), newsletter subscriber or customer from an individual email campaign; typically, the total campaign expense divided by the number of leads, subscribers or customers it produced.

# Ad Blocking

A software program that stops the appearance of ads on a webpage.

# Adsense:

Is an advertising placement service created by Google. It is a way for website publishers to generate revenue by displaying ads on their webpages. Publishers earn money when site visitors view or click the ads.

# Advertising Network:

Sells ads across multiple publishers to optimize ad delivery based on the user rather than context (e.g. Adknowledge, RockYou, Social Cash, DoubleClick).

# Adwords:

The advertiser program that populates Google's Adsense program with ads. The advertiser only pays Google when people click on their ads.

# Affiliate Marketing:

A partnership between a website owner (affiliate) and a retailer (affiliate merchant) where the website owner advertises the retailer on their site and receives a fee for every lead or sale generated.



# Aggregation:

A concept of market segmentation that assumes that most consumers are alike. Retailers adhering to the concept focus on common dimensions of the market rather than uniqueness, and the strategy is to focus on the broadest possible number of buyers by an appeal to universal product themes. Reliance is on mass distribution, mass advertising and a universal theme of low price.

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

# Algorithm:

A set of mathematical rules that describe or determine a circumstance or action. For search engines, unique algorithms determine the ranking of websites returned within search queries. Some of the qualities used to determine ranking (number of referring sites, metatags, etc.) are known, but the precise functioning of search engine algorithms is a closely kept secret to prevent the manipulation of the system.

# Alpha Error:

See [Type I Error](#).

# Analytics:

Data showing how visitors interact with a website or landing page. The collection of information resulting from the systematic analysis of data or statistics.

# Anxiety:

Psychological concern stimulated by a given element in the conversion process.

# Application Programming Interface (API):

Specifies how some software components should interact with each other.  
Commonly used when discussing data transfer from one database to another (e.g. shopping cart or form field data).

# Application Service Provider (ASP):

Company that provides a Web-based service. Clients don't have to install software on their own computers; all tasks are hosted on the ASP's servers.

# Authentication:

Digital method of proof to authorize online activities.



# Authorization:

Permission to perform a desired action.

# B

B2B – Buzz

# B2B:

Acronym for business-to-business. A business that sells its products or services to another business.

# B2C:

Acronym for business-to-consumer. A business that sells its products or services to consumers.

# Back Order:

Part of a product order that a business has not filled and that they intend to fill as soon as the product is manufactured or received.

# Backlink:

A link pointing to a particular webpage.

# Banner:

A piece of content in the form of a bar or column on a webpage.

# Banner Ad:

An advertisement in the form of a bar or [column](#) on a webpage.



# Bayesian:

Being, relating to or involving statistical methods that assign probabilities or distributions to events (as in rain tomorrow) or parameters (as a population mean) based on experience or best guesses before experimentation and data collection. Applies Bayes' theorem to revise the probabilities and distributions after obtaining experimental data.

(Source: <http://www.merriam-webster.com/dictionary/bayesian>)

# Bayesian Filter:

An anti-spam program that evaluates header and content of incoming email messages to determine the probability that it is spam. Bayesian filters assign point values to items that appear frequently in spam, such as the expressions “money-back guarantee” or “free.” A message that accumulates too many points is either rejected as probable spam or delivered to a junk-mail folder. Also known as a content-based filter.

# Behavior:

See [Customer Behavior](#)

# Behavior Analysis:

The scientific study of behavior and environmental relationships. Behavior analysts study how behavior changes over time and look at the context in which the behavior occurs to explain the changes in behavior.

(Source: [Http://www.home.positivebehavioralsolutions.com/Aboutbehavioranalysis.html](http://www.home.positivebehavioralsolutions.com/Aboutbehavioranalysis.html))

# Beta Error:

See [Type II Error](#).

# Benchmark

A reference point for measurement based on the averages across an industry.

# Benefit Segmentation

The process of grouping consumers into market segments on the basis of the desirable consequences sought from the product. For example, the toothpaste market may include one segment seeking cosmetic benefits such as white teeth and another seeking health benefits such as decay prevention.

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

# Black Hat:

Involves techniques that aim to deceptively or unethically show relevance or importance of a website per a specific key term. Search engines frown upon black hat techniques. If found out, websites utilizing black hat techniques are generally blacklisted by the search engines.



# Blacklist:

Websites or email addresses that are listed as dangerous or fraudulent. Usually because of spam, spyware or malware that can affect users.

# Blog Post/Entry:

Content published on a blog. Entries may include pictures, embedded videos and URLs for online sources.

# Body:

The main element of a webpage that contains content. Usually in the center of the page.

# Body Copy:

A piece of written content on the main section of webpage that provides more detailed information than the header or column content.

# Bounce:

When website visitors leave after a single page visit, or leave after a short period of time.

# Bounce Rate:

Of all the visits to a page, the percentage of those who exit on the same page they entered on.

# Brand:

A brand is a “name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.”

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

Further Resources: <https://en.wikipedia.org/wiki/Brand>

# Brand Awareness:

Extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Expressed usually as a percentage of target market, brand awareness is the primary goal of advertising in the early months or years of a product's introduction.

(Source: <http://www.businessdictionary.com/definition/brand-awareness.html#ixzz3eZpzfuQ6>)



# Brand Strategy:

A long-term plan for the development of [brand awareness](#).

# Break-even Point:

The point when the total sales revenue is equal to the total costs of running a business.

# Bulletin Boards:

A place where users connect with a central computer to post and read email-like messages. These early vehicles for online collaboration are the equivalent of public notice boards.

# Buyer persona:

A detailed [profile](#) that represents an actual, real-life group of a target audience. It includes common interests, motivations and expectations, as well as demographic and other behavioral characteristics. By establishing buyer personas, organizations are enabled to deliver unique content that will attract and nurture new and existing leads. Although buyer personas are profiles developed for marketing purposes, they should be based on sound qualitative and quantitative research.

# Buzz:

The cumulative coverage of an issue, event, company, etc. on all media outlets and with the population at large. Companies that measure buzz examine the volume and tone of coverage in both individual-generated media — blogs, message board postings, discussion lists — and mass media outlets.

C — E

Call-to-action – Eye path

# Call-to-action:

The link or body copy that tells the recipient what action to take in marketing messages, Web ads, emails, etc.

Further Resources: <http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/5-traits-ctas-share.html>

# Canvas:

The screen area an application can use to serve and feature content within a social network.



# Cascading Style Sheets (CSS):

A style sheet language used for describing the look and format of a document written in a markup language.

( Source: [https://en.wikipedia.org/wiki/Cascading\\_Style\\_Sheets](https://en.wikipedia.org/wiki/Cascading_Style_Sheets))

# Categories:

Pre-specified ways to organize content, such as a set of [keywords](#) that you can use, but not add to, when posting on a site.

# Click Fraud:

In search marketing, any incident of human or automated fraud related to erroneous clicks on paid search ads.

# Clickthrough:

When a hotlink is included in an email, search ad or online ad, a clickthrough occurs when a recipient clicks on the link.

# Clickthrough Rate:

Total number of clicks on email link(s), search ads, etc. divided by the number of emails sent, impressions, page views, etc.

# Client:

The user's computer, browser or application that requests information from another online application. Most client applications request information from a server-side application.

# Column:

An element of a webpage that is usually a piece of vertical content.

# Communities:

Groups of people who mainly communicate through the Internet. They may simply have a shared interest to talk about or more formally learn from each other and find solutions. Online communities may use email lists or forums where content is centralized. Communities may also emerge from conversations around or between bloggers.



# Community Building:

The process of recruiting potential community or network participants, helping them to find shared interests and goals, use the technology and develop useful conversations.

# Comparison Shopping Site:

Similar to search engines, comparison shopping sites or engines allow users to compare products from a variety of sources (websites). Merchants feed product data to the comparison sites and pay for leads or sales generated.

# Competitive Analysis:

The analysis of factors designed to answer the question, “How well is a firm doing compared to its competitors?” The analysis goes well beyond sales and profit figures in assessing the firm's ratings on such factors as price, product, technical capabilities, quality, customer service, delivery and other important factors compared to each of the major competitors.

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

# Competitive Strategy:

A plan that attempts to define a position for the business that utilizes the competitive advantages that the business has over its competitors.

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

# Concurrent Test:

A test where performance data is collected for each treatment at the same time as the control to help eliminate validity threats.

# Confidence Level:

The confidence level is the probability that a measured conversion rate differs from the control for reasons other than chance.

Further Resources: <http://www.marketingexperiments.com/blog/marketing-insights/online-testing-validity-significance.html>

# Confirmation:

An acknowledgment of a subscription or information request. It can be either a company statement that the email address was successfully placed on a list, a subscriber's agreement that the subscribe request was genuine and not faked or automatically generated by a third party.

# Control:

In A/B testing, this is the original version of the creative (email, landing page, etc.) being tested.



# Consumer Generated Media:

Any of the many kinds of online content that is generated at the user level. Personal webpages, such as MySpace profiles, are rudimentary examples. Blogs and podcasts are more evolved forms.

# Content Management System (CMS):

Software suite offering the ability to create static webpages, document stores, blogs, wikis and other tools.

# Content Rich:

Refers to a webpage that contains relevant content to the topic at hand; usually used to refer to the need to repeat [keyword](#) phrases within the body copy of a website. Search engine [algorithms](#) give higher ranking to a site that contains the keyword phrases that a user is searching for.

# Content:

All of the material on a webpage, including all words, images and links.

# Content-Based Filters:

A type of filtration that sorts messages based on strings or [keywords](#) located within the message. Filtering can take place based on a score assigned to some words or phrases, or based on binary if/then statements. Example: Block if "free" is in the subject field.

# Conversion:

The point at which a recipient of a marketing message performs a desired action. It could be a monetary transaction, such as a purchase made after clicking a link. It could also include a voluntary act such as registering at a website, downloading a whitepaper, signing up for a webinar or opting in to an email newsletter.

Further Resources: <http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/5-factors-lead-conversion.html>

# Conversion Rate:

The percentage of visitors/users who “convert” on the action of a webpage or campaign. For example, actions may be purchasing, submitting a form, downloading content, calling a telephone number or making an extended site visit.

# Cost-Per-Lead (CPL):

The price of each lead generated from a marketing channel or campaign (total investment/total lead volume).



# Cost-Per-Acquisition (CPA):

A method of paying for advertising where payment is based on the number of times users complete a given action as a result of the marketing effort, such as visiting a website, purchasing a product or signing up for a newsletter. Essentially, it's the price of each new customer (total investment/number of closed deals).

See also [Cost-Per-Action](#).

# Cost-Per-Action (CPA):

A method of paying for advertising where payment is based on the number of times users complete a given action as a result of the marketing effort, such as visiting a website, purchasing a product or signing up for a newsletter.

See also [Cost-Per-Acquisition](#).

# Cost-Per-Click (CPC):

A method of paying for advertising where payment is based on the number of clicks on a link, such as in [Google Adwords](#). Different from CPA because all you pay for is the click, regardless of what that click does when it gets to your site or landing page.

# Customer Behavior:

The actions of a customer that can be directly observed.

# Customer Lifetime Value (CLV):

A measure of the total amount the customer is going to spend with a merchant during their tenure. Usually calculated by their spending per year multiplied by the average number of years they are likely to be a customer.

# Customer Relationship Management (CRM):

The software and processes of tracking the information that defines a prospect or customer relationship. CRM systems typically store contact and interaction data, such as number and dates of touches as well as products considered.

# Deep Linking:

Links that direct the person clicking to a page beneath the homepage of a website. Term sometimes refers to linking a deep page on someone else's website, which has different legal issues than simply directing someone to a homepage.

# Domain Name:

The actual name for an [IP address](#) or range of IP addresses, e.g. MarketingExperiments.com. The identifying name of a website.



# Domain Name System (DNS):

How computer networks locate Internet domain names and translate them into [IP addresses](#).

# DMCA:

“The Digital Millennium Copyright Act (DMCA) is a United States copyright law which ... criminalizes production and dissemination of technology, devices or services that are used to circumvent measures that control access to copyrighted works (commonly known as DRM), and criminalizes the act of circumventing an access control, even when there is no infringement of copyright itself.”

(Source: [https://en.wikipedia.org/wiki/Digital\\_Millennium\\_Copyright\\_Act](https://en.wikipedia.org/wiki/Digital_Millennium_Copyright_Act))

# Dynamic Content:

Webpage information that changes according to rules set by the client or server and can adapt to instructions. For example, a dynamic content system makes it possible for unique homepages to be delivered to millions of Yahoo! users whose personal preferences have been set.

# Ecommerce:

The buying and selling of goods and services on the Internet. In practice, this term and a newer term “e-business” are often used interchangeably. For online retail selling, the term “e-tailing” is sometimes used.

# Element:

A unit of design on the page (i.e. a block of text, an image or a button).

# Email Service Provider (ESP):

A company that provides marketing or bulk email services.

# Entry Page:

The page on which a visitor enters a site.

# Exit Rate:

The percentage of visitors to a site who actively click away to a different site from a specific page, after possibly having visited other pages on the site.



# Eye Path:

A key principle in Web design in which design is used to draw a reader's eye to certain areas of a Web page, illicit certain behaviors (such as a click) and keep readers on a page or website for a longer period of time. Eye path may be influenced by elements such as color and text variations, white space and the use of graphics.

(Source: <http://www.techopedia.com/definition/27203/eye-path>)

F – I

Feed – Internet Protocol Address

# Feed:

Online content updated at regular intervals for syndication.

# Focus Group:

A method used to gather consumer preferences and beliefs via group interaction focused on a specific topic or product.

# Fold:

The spot on the page where a typical visitor's screen ends. If they want to see more, they need to scroll down or over. The name comes from traditional print media as it refers to what appears [above the \[newspaper's\] fold](#).

# Footer:

An area at the end of an email or webpage that contains information that doesn't change from one edition to the next, such as contact information and site links.

# Friction:

(Marketing): Psychological resistance to a given element in the sales process.

Further Resources: <http://www.marketingexperiments.com/blog/general/hidden-friction-silent-killers.html>

# Funnel:

Also referred to as “Sales Funnel.” A metaphor for the process of guiding the user through a tested and optimized channel of marketing resulting ideally in a conversion.



# Gateway Page:

A page submitted to a search engine that is designed to give the web crawler what it's looking for (fitting the [algorithm](#) for that particular search engine) and increasing the relevance of the site. Most, if not all, search engines seek to discover and eliminate the use of these pages, because it is another form of "gaming," or trying to fool, the algorithms.

# Header:

An area at the beginning of a webpage that contains information that doesn't change from one page to the next; includes elements such as logo, search bar and contact information.

# Heuristic:

Experience-based techniques for problem solving, learning and discovery. Heuristic methods are used to speed up the process of finding a satisfactory solution via mental shortcuts.

# Hidden Text:

A [black hat](#) technique in which text is invisible to readers (same color as background, an HTML comment, etc.) but is visible to web crawlers. Most search engines can detect this practice, and pages suffer the consequences in rank.

# Historic effect:

A validity threat where events outside of the experiment affect the users' responses or actions.

# HyperText Markup Language (HTML):

The most common of the programming languages used to create webpages.

# HyperText Transfer Protocol (HTTP):

The (main) protocol used to communicate between Web servers and Web browsers (clients).

# Hypothesis

A proposed explanation based on limited evidence meant to be the start of further investigation.



# Hub:

Refers to an organization's corporate website.

# Impression:

A single view of one page by a single user. Is often used in calculating advertising rates.

# Inbound Marketing:

Marketing strategies and tactics that increase the visibility of a company's website to prospects that are researching and shopping for a solution. Inbound marketing tactics include search engine optimization, pay-per-click and social media.

# Incentive:

(Dictionary): Something that incites or tends to incite action or greater effort as a reward offered for increased productivity.

(Marketing): An appealing element you introduce to stimulate a desired action.

Further Resources: <http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/incentive-optimization.html>

# Inconclusive:

A test that doesn't have enough data to fully end doubt.

# Internet Protocol Address (IP Address):

A unique number assigned to each device connected to the Internet. An IP address can be dynamic — meaning it changes each time an email message or campaign goes out — or it can be static, meaning it does not change. Static IP addresses are best because dynamic IP addresses often trigger spam filters.

K – N

Keyword – Null Hypothesis

# Keyword:

A word that forms all or part of a search engine query.



# Keyword Phrase:

A phrase that forms all or part of a search engine query.

# Key Performance Indicator (KPI):

A measurable percentage of visitor action (e.g. clickthrough rate or conversion rate) selected to best judge the performance of a page, email or ad depending on the desired result or corresponding campaign.

# Landing Page:

The destination webpage for people responding to an ad, designed specifically for that campaign and audience. The campaign might be in any medium, but is typically search, online ad or email driven. The difference between a homepage and landing page is that the former must be all things to all visitors, while the latter should be very narrowly designed for the campaign or segment of the responding audience.

# Landing Page Optimization (LPO):

Science of testing your landing page to determine which tweaks and changes are optimal for high conversions.

Further Resources: <http://www.meclabs.com/training/online-course/landing-page-optimization/overview>

# Latent Conversions:

Also known as “delayed conversions.” People who click to your landing page but don’t convert during that visit. Instead, they return to convert later that day, week, month, etc.

# Lead:

A visitor who expresses interest in a product or service by filling out a form. The amount of interest a lead has is typically connected to the type of form they filled out and the number of times they have filled them out.

# Lead Generation:

The process of collecting contact information and extracting potential sales [leads](#).

(Source: [Http://www.ama.org.org/resources/Pages/Dictionary.aspx](http://www.ama.org.org/resources/Pages/Dictionary.aspx))

# Lift:

The difference between the control and a successful test variant.



# Mentions:

Number of times your brand is mentioned in any publicly communicated capacity. Mentions consist of press release pickups, news article coverage and financial message board postings. This is used as a barometer of PR share of voice (the percentage of all online content and conversations about your company, compared to your competitors).

# Meta Tags:

HTML components that can include page titles, descriptions and [keywords](#). These components are visible to search engine crawlers but do not affect the appearance of the webpage.

# Metadata:

Information — including titles, descriptions, tags and captions — that describes a media item such as a video, photo or blog post.

# Microblogging:

The act of broadcasting short messages to other subscribers of a Web service. On Twitter, entries are limited to 140 characters, and applications like Plurk and Jaiku take a similar approach with sharing bite-size media.

# Microsite:

A cross between a landing page and a regular website. These sites often have their own domain names and even separate brands from the organization's core brand. Marketers use them to offer a user an extended experience for branding or educational purposes. In fact, the visitor might even return to a microsite as a destination.

# Modal Box:

A child window that requires users to interact with it before they can return to the parent application. Sometimes called an “overlay” or “lightbox.”

# Motivation:

Desire to do; interest or drive.

# Multichannel Marketing:

Marketing efforts that use multiple mediums to target unique prospects. For example, sending direct postal mail and email with complementary messaging and offers to the same people with coordinated timing.



# Multifactorial:

The science of testing a multiple variables (that combine to address or relate to a common theme) within a single treatment.

# Multimedia:

Media and content in different forms such as videos, pictures, etc. Examples include YouTube and Flickr.

# Multivariate Testing:

Using a statistical model to allow the simultaneous testing of multiple variables. Contrasts with [A/B testing](#), which examines only one variable at a time.

Further Resources: <http://blog.hubspot.com/blog/tabid/6307/bid/30556/The-Critical-Difference-Between-A-B-and-Multivariate-Tests.aspx>

# Navigation (Nav):

A menu of links or buttons that allows users to move from one webpage to another within a site.

# Network:

A social media term (Facebook , LinkedIn) for a broader social grouping, such as a city, large company or university

# Null Hypothesis:

A type of hypothesis used in statistics that proposes that no statistical significance exists in a set of given observations. The null hypothesis attempts to show that no variation exists between variables, or that a single variable is no different than zero. It is presumed to be true until statistical evidence nullifies it for an alternative hypothesis.

(Source: [http://www.investopedia.com/terms/n/null\\_hypothesis.asp](http://www.investopedia.com/terms/n/null_hypothesis.asp)) ↪ marketing experiments

O – R

Open Media – Revenue Per Visitor

# Open Media:

Video, audio, text and other media that can be freely shared.



# Open Rate:

The rate of sent emails that are actually “opened.” An email “open” is registered each time the recipient's email program requests an image which has been embedded into an HTML email. For the image to be requested, the recipient must stop at your message — even in the preview pane — long enough to load the embedded image.

# Optimization:

Science of testing different versions of a specific ad or webpage in order to discover which version will elicit the best response from prospects.

# Organic Search:

Listings that search engines do not sell (unlike paid listings). Instead, links to websites appear because the algorithms in the search engine determine that the content of the website best matches the user's keyword search.

# Outbound Marketing:

Demand and lead generation marketing activities that involve the delivery of a message from the company to a targeted audience. Viewed as more traditional marketing practices, outbound marketing tactics include direct mail, email marketing, outbound calls, print advertising, etc.

# Page Conversion Rate:

Of all the visits to a page, the percentage of those that perform a specific desired action.

# Page Rank:

Term search marketers use when discussing how high a website shows up on search results for a relevant keyword.

# Page View:

A request to load a single HTML page. Often used as a measure of Web site traffic.

(Source: <https://www.ama.org/resources/Pages/Dictionary.aspx>)

# Pay-Per-Click (PPC):

A type of marketing where companies pay a set amount every time their sponsored ad (at the top or on the right in search engines) is clicked by a prospect.



# Personalization:

A targeting method in which a webpage or email message appears to have been created only for a single recipient. Personalization techniques include adding the recipient's name in the subject line or message body, or an offer reflecting purchasing, link clicking or transaction history.

# Problem Statement:

The main problem you are trying to solve with the experiment. Problem statements are the product of the “diagnosis” step of the optimization testing process, where issues negatively effecting performance are identified.

# Profile:

The online representation of an individual's identity.

# Property:

A generic term for a page, application, widget or website.

# Public Domain:

A work that becomes available for public use when donated by its creator or when a previous copyright expires. A work in the public domain can be freely used in any way, including commercial purposes.

# Public Media:

Any form of media that increases civic engagement and enhances the public good.

# Qualitative:

Research/study results that aren't based on statistical math, yet still have some real value for the marketing team.

# Quantitative:

Numbers-based results and reporting on campaigns and activities.



# Radical Redesign Experiment:

An experiment in which the experimental treatments differ from the original not just by a treatment element, but rather they are categorically different.

Further Resources: <http://www.marketingexperiments.com/blog/analytics-testing/radical-redesign-build-customer-theory.html>

# Ranking:

A webpage's position in search engine results for a particular keyword/search phrase. Higher rankings typically indicate better PPC and SEO, as well as high volume and quality traffic.

# Relative Difference:

The percentage of change compared to an original performance value, i.e. when compared to the original's performance number, how much better (or worse) was the new attempt?

# Return on Investment (ROI):

Either mathematical or anecdotal analysis of the payback for a project.

# Reverse Domain Name System Lookup (Reverse DNS):

When an [IP address](#) is matched correctly to a [domain name](#), instead of a domain name being matched to an IP address. Reverse DNS is a popular method for catching spammers who use invalid IP addresses. If a spam filter or program can't match the IP address to the domain name, it can reject the email.

# Revenue Per Visitor:

A comparative performance calculation showing the total revenue directly attributed to a particular page or email divided by the total number of visitors/readers.

# S – T

Sample Size – Type II Error

# Sample Size:

Number of visitors who saw your test page.



# Search Engine Optimization (SEO):

Includes a set of processes to increase the visibility of an organization's website, webpage or [multimedia content](#) so search engines will index them in the natural, organic results. While there is no cost-per-click for organic listings, the cost of these programs typically includes the use of in-house resources or agency time.

# Search Engine Results Page(s) (SERP(s)):

The listing of webpages returned by a search engine [keyword](#) query.

# Segment:

The ability to slice an email list into specific pieces determined by various attributes, such as open history or name source. For webpages, the ability to isolate a group of traffic from another (i.e. visitors from social media sites versus visitors from ads on Google).

# Selection Effect:

A validity threat where the selection of the population isn't properly randomized, causing the results of the experiment to be skewed. Also known as "selection bias."

Further Resources: [https://en.wikipedia.org/wiki/Selection\\_bias](https://en.wikipedia.org/wiki/Selection_bias)

# Sequential Test:

Sequential tests differ from [concurrent tests](#) in that performance data is collected for each treatment during non-overlapping times. For example, data might be collected for the control during the first week, for Experimental Treatment-1 the second week and Experimental Treatment-2 the third week. Sequential tests are broadly regarded as greatly inferior to concurrent tests due to high exposure to [validity Threats](#) — particularly [selection effect](#) and [history effect](#)

# Single Factor Test:

A test in which there is only one independent variable, such as the headline, page image or CTA copy.

# Social Marketing:

The planning, execution and measurement of marketing tactics deployed through social media sites and involving the voluntary actions of prospects and consumers.

# Social Media Integration:

The use of social media to support search marketing plans. For organic search, content development and link building tasks are facilitated. For pay-per-click, [clickthrough](#) and [conversion rates](#) are improved.



# Social Media Optimization (SMO):

The process of increasing awareness of a product, brand or event by leveraging social media outlets and communities to create publicity virally.

# Social Sharing:

Tools and tactics that enable email recipients to share email content on popular social networks and other social media sites.

# Statistical Level of Confidence:

A confidence level refers to the percentage of all possible samples that can be expected to be included in the true population. A 95% confidence level implies that 95% of the confidence intervals would include the true population value of the dependent variable.

Further Resources: <http://www.marketingexperiments.com/blog/marketing-insights/online-testing-validity-significance.html>

# Statistical Significance:

A result that is not likely to occur randomly, but rather is likely to be attributable to a specific cause. Statistical significance can be strong or weak.

(Source: <http://www.investopedia.com/terms/s/statistical-significance.asp>)

# Style or Style Sheet:

A computer language that expresses the presentation of structured documents, i.e. [CSS](#).

(Source: [https://en.wikipedia.org/wiki/Style\\_sheet\\_language](https://en.wikipedia.org/wiki/Style_sheet_language))

# Tags:

Keywords added to a [blog post](#), photo or video to help users find related topics or media, through either browsing on the site or as a term to make your entry more relevant to search engines.

# Third-party Testimonials:

A testimonial or recommendation from a customer or user and not from the seller of a product or service

Further Resources: <http://www.marketingexperiments.com/improving-website-conversion/using-testimonials-effectively.html>

# Tool:

Software applications on your computer, and also for applications which are Web-based.



# Traffic:

Visitors coming to your page or site.

# Traffic Source:

The place from which your [traffic](#) comes.

# Treatment:

A version of the [control](#) with a [variable](#) (or variables) intentionally manipulated to test the result of their change on visitor behavior.

# Type I Error:

The rejection of a null hypothesis when it is true; it is also known as “alpha error.”

# Type II Error:

The failure to reject a null hypothesis when it is false; it is also known as “beta error.”

U – W

UGC – Widget

# User Generated Content (UGC):

Content created by users, rather than by a brand itself.

# Unique Visitor:

Each unique individual who comes to your page or site during a period of time (for example, a month).



# Universal Lead Definition:

A lead that has been determined to fit the profile of the ideal customer, has been qualified as sales-ready and spells out the responsibilities and accountabilities of the participants in the program.

# Value Proposition:

An innovation, service or feature intended to make a company or product attractive to customers.

Further Resources: [https://en.wikipedia.org/wiki/Value\\_proposition](https://en.wikipedia.org/wiki/Value_proposition),  
<http://www.marketingexperiments.com/blog/wp-content/uploads/MarketingExperiments-Value-Prop-Worksheet.pdf>

# Validity Threat:

Any number of extraneous variables that threaten the integrity of data collected in a test. The four main threats are history, instrumentation, selection and sampling distortion effects.

Further Resources: <http://www.marketingexperiments.com/improving-website-conversion/optimization-validity-threats.html>

# Variable:

A general element that you intend to test. This could be a button, a headline, a price point, an email capture form, etc.

# Variable Cluster:

The test of a common message/focus across multiple values (e.g. headline, paragraph and image all describing a new idea).

# Value:

Values are the specific instances of the variable you intend to test. If your variable is the headline, then your values are the particular headlines that comprise the experimental treatments.

# Web Browser:

A software that allows for the retrieving and sending of information across the World Wide Web.

# Web Crawler:

A Web crawler (also known as a web spider or spider) is an Internet bot which systematically travels the World Wide Web, typically for the purpose of Web indexing.



# Web Site Usability:

How easy it is for users to navigate a website.

# Weighting:

An adjustment made in order to take account of special circumstances.

# Widget:

Stand-alone application that can be embedded in other applications, such as a website or a desktop.

# Expanded Resources

1.) MarketingExperiments

[Http://www.marketingexperiments.com](http://www.marketingexperiments.com)

2.) MECLABS Online Testing Course

<http://www.meclabs.com/training/online-course/online-testing/overview>

3.) American Marketing Association Dictionary

<https://www.ama.org/resources/Pages/Dictionary.aspx>

4.) Merriam Webster Dictionary

<http://www.merriam-webster.com/dictionary/bayesian>

5.) Positive Behavioral Solutions

<Http://www.home.positivebehavioralsolutions.com/Aboutbehavioranalysis.html>

6.) Business Dictionary

<http://www.businessdictionary.com>