

MARKETING EVOLUTION

Dictionary

PREVIEW

A

A/B Testing

A process of launching two different versions of an ad: version A and version B, to an equal number of people within specific target audience and tracking behavior changes and overall results based on the version viewed. Version A is usually an existing control and B is the challenger, typically with a change in one variable, such as a copy or design element.

AdTech

Short for advertising technology, specifically software and digital tools that help agencies and brands target, deliver and analyze digital advertising.

Algorithm

A sequence of computer-generated rules that produce a predetermined outcome from a set of inputs. Marketing algorithms are used to automate ad buys at scale and inform strategic decisions, to reduce wasted spend and generate the most value and ROI.

Amazon Web Services (AWS)

A subsidiary of Amazon that provides on-demand cloud computing platforms to individuals, companies and governments, on a paid subscription basis.

Analytics Platform

A software foundation that is engineered to generate insights from data to drive business decisions.

Application Program Interface (API)

A software intermediary that allows two applications to talk to each other. Each time you use an application like Facebook, send an instant message, or check the weather on your phone, you're using an API.

Marketing Evolution Dictionary



To receive the full dictionary, submit the form to the right.

Forward-looking brands rely on Marketing Evolution to deliver accurate person-centric unified marketing measurement across both online and offline channels to maximize their media spend, creative rotation, brand impact, and, ultimately, their marketing ROI.

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