



Marketers today - who can understand them?

Can you even argue? Here is a crossword of acronyms heard daily in marketing. Print it out, fill it in and find out how well you actually do!

ACROSS

- 1. SOV
- 3. ROI
- 7. CCR
- 8. UI
- 10. MRR
- 20. BANT
- 24. LTV
- 26. CAC
- 27. CPC
- 28. MQL
- 29. CLTV
- 30. SAL
- 31. CTA
- 32. CPM

DOWN

- 2. CTR
- 4. SWOT
- 5. CRM
- 6. SEM
- 9. KPI
- 11. NPS
- 12. WSO
- 13. MVT
- 14. SLA
- 15. PR
- 16. ACV
- 17. SQL
- 18. WOM
- 19. SEO
- 21. CMO
- 22. UX
- 23. PPC
- 25. CPL



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Answer key.

You're not cheating, are you? Because if you are, you're proving my point! Hopefully the size 6 font will slow you down.

ACROSS

1. Share of Voice - SOV
3. Return on Investment - ROI
7. Customer Churn Rate - CCR
8. User Interface - UI
10. Monthly Recurring Revenue - MRR
20. Budget Authority Need Timeline - BANT
24. Lifetime Value - LTV
26. Customer Acquisition Cost - CAC
27. Cost Per Click - CPC
28. Marketing Qualified Lead - MQL
29. Customer Lifetime Value - CLTV
30. Sales Accepted Lead - SAL
31. Call to action - CTA
32. Cost per Thousand Impressions - CPM

DOWN

2. Click Through Rate - CTR
4. Strengths Weaknesses Opportunities Threats - SWOT
5. Customer Relationship Management - CRM
6. Search Engine Marketing - SEM
9. Key Performance Indicator - KPI
11. Net Promoter Score - NPS
12. Website Optimization - WSO
13. Multivariate Testing - MVT
14. Service Level Agreement - SLA
15. Public Relations - PR
16. Annual Contract Value - ACV
17. Sales Qualified Lead - SQL
18. Word of Mouth - WOM
19. Search Engine Optimization - SEO
21. Chief Marketing Officer - CMO
22. User Experience - UX
23. Pay Per Click - PPC
25. Cost Per Lead - CPL

Ready to learn more?

Drop us a line if you want to go far beyond standard practices and past lackluster results. If you're focused on industry standards and "good enough" marketing, that's not what we do.

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