

# 100 Product Marketing Terms

and what they mean.



S/N

TERM

WHAT THEY MEAN

1	A/B Testing	A method of comparing two versions (A and B) of a webpage, advertisement, or product to determine which performs better in terms of engagement, conversions, or other metrics.
2	Above the Fold	The content of a webpage that is visible without scrolling.
3	Account-Based Marketing	A strategic approach to marketing that focuses on targeting and engaging specific high-value accounts or companies, personalized to their unique needs and preferences.
4	Analytics	The collection, analysis, and interpretation of data to gain insights, measure performance, and make data-driven decisions.
5	Application Programming Interface	A set of rules and protocols that enable different software applications to communicate and interact with each other.
6	Average Order Value	The average amount of money spent by customers on each order or transaction.
7	Average Revenue Per User	The average amount of revenue generated from each user or customer.
8	Buyer Persona	A well-defined profile of a brand's or product's ideal customer.
9	Call to Action	A prompt or directive given to the audience to encourage immediate action.
10	Churn Rate	The rate at which customers stop using or purchasing a product or service.
11	Click-Through Rate	The percentage of users who click on a specific link or call to action out of the total number of users who view the advertisement or web page.
12	Competitive Advantage	The unique qualities, resources, or capabilities that enable a company to outperform its competitors.
13	Competitive Analysis	The process of evaluating a brand's competitors and comparing their products or services.
14	Content Marketing	A marketing strategy that involves the creation and distribution of relevant and valuable content to attract and engage a specific target audience.
15	Conversion Funnel	A visual representation of the customer journey that maps out each stage of the conversion process.

16	Conversion Rate	The percentage of visitors to a website who take a desired action, such as making a purchase.
17	Conversion Rate Optimization	The process of improving the percentage of users or visitors who take the desired action.
18	Cost per Acquisition	The total cost of acquiring a single customer.
19	Cost Per Click	The amount of money an advertiser pays each time a user clicks on their online advertisement.
20	Cost per Engagement	The cost of a single engagement with a piece of content, such as a social media post or advertisement.
21	Cost per Impression	The cost associated with displaying an advertisement to a thousand viewers.
22	Cost per Lead	The cost of generating a single lead, typically through marketing efforts.
23	Cost per Mille	The cost per thousand impressions of an advertisement.
24	Cross-selling	The practices of offering customers complementary products or services to increase their overall value or purchase frequency.
25	Customer Acquisition	The process of gaining new customers, typically through marketing and advertising efforts.
26	Customer Acquisition Cost	The average cost incurred to acquire a new customer.
27	Customer Churn Rate	The rate at which customers stop using or subscribing to a product or service over a given period.
28	Customer Data Platform	A software platform that collects, manages, and integrates customer data from various sources, providing a unified view of the customer for marketing and analytics purposes.
29	Customer Engagement	The level of interaction and connection between a customer and a brand/product.
30	Customer Feedback	The insights, opinions, and suggestions provided by customers regarding a product, which can be used to inform improvements and future development.

31	Customer Lifetime Value	The estimated monetary value a business can expect to generate from a customer throughout their entire relationship with the business.
32	Customer Relationship Management	The process of managing interactions with potential and existing customers.
33	Customer Retention	The efforts and strategies aimed at maintaining and increasing customer satisfaction, loyalty, and repeat business after the initial purchase.
34	Daily Active Users	The number of unique users who engage with a product or application on a daily basis.
35	Data Security	The measures and practices implemented to protect the confidentiality, integrity, and availability of data stored or processed within an application.
36	Demand Generation	The process of creating interest in a product or service and generating demand for it.
37	Earned Media	Coverage or exposure of a brand or product that was not paid for.
38	Geographic Targeting	The process of using location data to target specific regions or areas with marketing messages.
39	Go-to-Market Strategy	A strategy that encompasses all the activities, channels, and tactics used to promote, sell, and distribute a product.
40	Heatmap	A visual tool that tracks the areas of a website or app that receive the most engagement from users.
41	Integration	The process of connecting or combining different software systems, modules, or APIs to work together and share data seamlessly.
42	Key Opinion Leader	An individual with significant influence over a specific audience or market.
43	Key Performance Indicator	A quantifiable metric used to evaluate the success or performance of a product, campaign, or marketing activity, aligned with specific business objectives.
44	Key Success Factor	A specific factor or element that is crucial to a product's success in a particular market or industry.
45	Launch Plan	A detailed plan outlining the activities, timelines, and resources needed to successfully launch a new product.

46	Lead Generation	The process of identifying and cultivating potential customers who have expressed interest in a product.
47	Market Penetration	The extent to which a company or a product has successfully captured a share of its target market.
48	Marketing Automation	The use of software and technology to automate repetitive marketing tasks.
49	Marketing Funnel	A visualization of the customer journey from awareness to conversion, representing the stages a customer passes through before making a purchase or taking a desired action.
50	Marketing Mix	The combination of product, price, promotion, and place (distribution) that a brand uses to reach its target audience.
51	Marketing Qualified Lead	A lead who has indicated interest in a product or service, and whose behaviour suggests that they are a good candidate for a sale.
52	Messaging	The development of compelling and clear messages that effectively communicate the value, benefits, and differentiation of a product.
53	Monthly Active Users	The number of unique users who engage with a product or application within a month.
54	Monthly Recurring Revenue	The predictable and regular revenue generated by a product or service on a monthly basis.
55	Omnichannel Commerce	The ability of a brand to provide a seamless shopping experience across multiple channels.
56	Omnichannel Marketing	The use of multiple channels, such as emails, social media, and websites, to create a seamless customer experience.
57	Onboarding	The process of guiding and assisting users in getting started with a new product.
58	Owned Media	Content that a brand owns and controls, such as its website or social media profiles.
59	Pricing Strategy	The approach and methodology used to determine the optimal price for a product, considering factors such as costs, value, competition, and customer willingness to pay.
60	Product Adoption	The process by which customers become aware of, try and ultimately adopt a new product or technology into their regular usage.

61	Product Differentiation	The process of highlighting the unique features or benefits of a product to separate it from competitors.
62	Product Evangelism	The practice of enthusiastic and passionate promotion or advocacy of a product by customers, employees, or influencers to generate buzz and adoption.
63	Product Positioning	The process of defining how a product or service is positioned in the market, including its unique selling points, target audience, and competitive differentiation.
64	Product Qualified Lead	A lead or prospect who has demonstrated a high level of interest and engagement with a product, indicating a higher likelihood of conversion into a paying customer.
65	Product Roadmap	A visual representation or timeline that outlines the planned development and release of product features, enhancements, and updates over a specific period.
66	Product-Market Expansion Grid	A strategic framework that helps businesses identify opportunities for growth.
67	Product-Market Fit	A measure of how well a product meets the needs and wants of its target market.
68	Quality Score	A measure used in online advertising that evaluates the relevance and quality of an advertisement or landing page.
69	Reach	The total number of people who have been exposed to a brand's message or advertisement.
70	Referral Marketing	Marketing strategy that encourages customers to refer new customers to a product.
71	Return On Ad Spend	A measure of the revenue generated from a specific advertising campaign compared to the cost of the campaign
72	Sales Enablement	The process of equipping sales teams with the resources they need to sell effectively.
73	Sales Funnel	The path a customer takes from initial contact with a brand to making a purchase.
74	Sales Qualified Lead	A lead or prospect who has been determined to have a high likelihood of becoming a paying customer.
75	Scalability	The ability of a product to handle an increasing number of users, transactions, or data volume without a significant decrease in performance or functionality.

76	Segmentation	The process of dividing a market into smaller, more targeted groups based on common characteristics.
77	Share of Voice	A measure of a brand or product's share of the overall conversation or market in a given industry.
78	Shelf Life	The length of time that a product remains viable and profitable after it is released.
79	Single Sign-On (SSO)	An authentication mechanism that allows users to log in to multiple SaaS applications using a single set of credentials, enhancing convenience and security.
80	Social Listening	The process of monitoring social media channels for mentions of a brand, product, or topic.
81	Social Media Optimization	The process of optimizing social media profiles and content to increase visibility, engagement, and brand awareness.
82	Software-as-a-Service	A software delivery model where applications are provided over the internet on a subscription basis, eliminating the need for users to install or maintain the software locally.
83	Subscription Model	A pricing model in which users pay a recurring fee, typically on a monthly or annual basis, to access and use a SaaS application.
84	Target Audience/ Market	The group of people who are most likely to be interested in a product.
85	Total Addressable Market	The total market demand for a product or service, including all potential customers or users in a specific market or industry.
86	Unique Selling Proposition	A distinctive and compelling aspect of a product that sets it apart from competitors and appeals to the target audience's needs or desires.
87	Unique Visitor	A single user who visits a website or webpage for the first time in a specific period of time.
88	Upselling	The practices of offering customers additional products or services to increase their overall value or purchase frequency.
89	User Experience	The overall experience and satisfaction that users have when interacting with a product or website.
90	User Interface	The visual elements and design components of a product or website that users interact with.

91	User-Generated Content	Content that is created and shared by users, such as product reviews, social media posts, or blog articles.
92	Value Proposition	A statement that describes the benefits of a product or service and how it solves a customer's problem.
93	Value-Based Pricing	Pricing strategy that sets prices based on the perceived value to the customer.
94	Viral Marketing	Marketing that relies on consumers to spread a message or promote a product through word-of-mouth
95	Web Analytics	The process of tracking and analyzing website traffic and user behaviour.
96	Website Optimization	The process of implementing changes to a website to improve its visibility, user experience, and conversion rates.
97	White Paper	An authoritative report or guide that presents a problem and proposes a solution.
98	Word-of-Mouth Marketing	Marketing that relies on satisfied customers to spread the word about a product or service.
99	Zero Moment of Truth	The moment when a potential customer decides whether to research, consider, or buy a product or service.
100	Zero-Based Budgeting	A budgeting technique that requires all expenses to be justified and reviewed each budgeting cycle.



APMC<sup>2</sup>  
AFRICAN PRODUCT MARKETING COMMUNITY