



Demand Generation Glossary of Terms

Attribution: determining/attributing a source to a lead or touch-point for a lead

Attribution Reporting: tracks the journey a lead takes, and all marketing touches, from becoming a lead to becoming a customer.

Channel Program: a partner program that markets, and often sells, a company's product or service

Content Marketing: the use of content, sponsored or not, to drive engagement with leads, users, and influencing audiences.

Demand Generation: the comprehensive, data-driven program of acquiring prospects, qualifying them as either leads or unqualifying them, and nurturing them through the selling process.

Digital Marketing: marketing activities that utilize web, mobile, and digital media.

Drip Nurture Campaign: a scheduled series of emails each with a different message or offer that aligns with the person receiving the email.

Google AdWords: advertising set around a specific search term.

Landing Page: a stand alone webpage with an offer, this often contains a web form.

Lead Generation: the practice of acquiring leads.

Lead Scoring: a methodology of quantifying lead engagement and ranking leads by both engagement and how well they align with a definition of the ideal lead.

List Buy/List Purchase: purchasing a list of leads that have not specifically come to your website or requested to be contacted by you.

Marketing Automation: a platform to schedule, automatically launch, and measure digital marketing activities.

Marketing Channel: a marketing approach used to obtain leads

Marketing Qualified Lead (MQL): Leads that have met a minimum requirement to be reassigned for outreach by sales. This is often indicated by a minimum lead score.

Opportunity: A lead that has all the elements of a possible sale. This is often determined by the confirmation of BANT: Budget, Authority, Need, and Timeline.

Organic Social: unpaid social media efforts used to engage audiences and gain followers.

Paid Social: paid social media efforts used to engage audiences, often sponsored content is offered.



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Pipeline Conversion Rates: the percentage of leads, contacts or opportunities move from one stage to the next in a sales pipeline or a marketing and sales funnel.

Proof of Concept (POC)/trial: An opportunity for a prospective customer to test the solution for a finite period of time with the expectation they will purchase it if it meets their expectations.

Raw Leads: leads/prospects that have had no qualifying criteria applied to them.

Sales Accepted Lead (SAL): A lead that has been deemed to be of high-quality and accepted by a sales account executive or similar role.

Sales Qualified Lead (SQL): Leads that have been qualified through outreach by sales, usually an SDR.

Vanity Reporting: numbers that make everyone feel good, but don't add real value to the business.

Web Form: a form on a webpage used to collect identifying information about a lead, such as name, title, company, telephone, and email.

Webinar: an online presentation that may be conducted live or in a playback/on-demand version.

ABM: account-based marketing.

CMS: content management system.

CPL: cost per lead.

CPM: cost per thousand.

CRM: customer relationship management.

CTA: call to action.

PPC: pay per click.

PPL: pay per lead.

ROI: return on investment

SEM: search engine management.

SEO: search engine optimization.

UTM: short text codes added to urls which are used to track the performance of specific advertising campaigns, webpages, or posts.