COMMON LANGUAGE MARKETING DICTIONARY

TOP TOPICS FROM LAST SIX MONTHS

Dr. John Gaski
University of Notre Dame

Erich Decker-Hoppen
MASB Director of Communication

February 2020
New York

Marketing Accountability Standards Board
of the Marketing Accountability Foundation

CMD Project

Project	**Common Language Marketing Dictionary (Farris & Gaski)**
Issue Addressed	**Lack of agreed upon terminology hinders accountability**
Project Objective	**Eliminate ambiguity in terminology between functions within and across firms**
Expected Outcome	**Industry Association endorsed definitions to encourage trust and collaboration**
When	**Ongoing**

Strategy
Industry Association MASB members to sponsor as part of membership, endorse & direct constituencies to CMD. Academic members to include CMD in syllabi.

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The CMD Endorsers

Walk Through of the Dictionary

CL Marketing Dictionary on the Web

marketing-dictionary.org | **Twitter/LinkedIn** | **MTOW by email**

Marketing Dictionary – Pageviews January 2020

Data points (Jul 2014 – Jan 2020):

1649, 5050, 6656, 6709, 7223, 7370, 5082, 6569, 7370, 6043, 6514, 5757, 5814, 4257, 4020, 7081, 5955, 6301, 5345, 6595, 4370, 5575, 5642, 6374, 4538, 4686, 6141, 5455, 5320, 7993, 7746, 8938, 8478, 8502, 8479, 9619, 8506, 6800, 10050, 9665, 11116, 10243, 12261, 9946, 12052, 11210, 11597, 9668, 10243, 8762, 11417, 9584, 7010, 6051, 11835, 7202, 15731, 14933, 16189, 11371, 11940, 15684, 25398, 22139, 19798, 20088, 23426

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vs. YAG comparison

Marketing Dictionary Trend

■ September ■ October ■ November2 ■ December

2018: September 11417, October 9584, November2 7010, December 6051

2019: September 19798, October 25398, November2 22139, December 20088
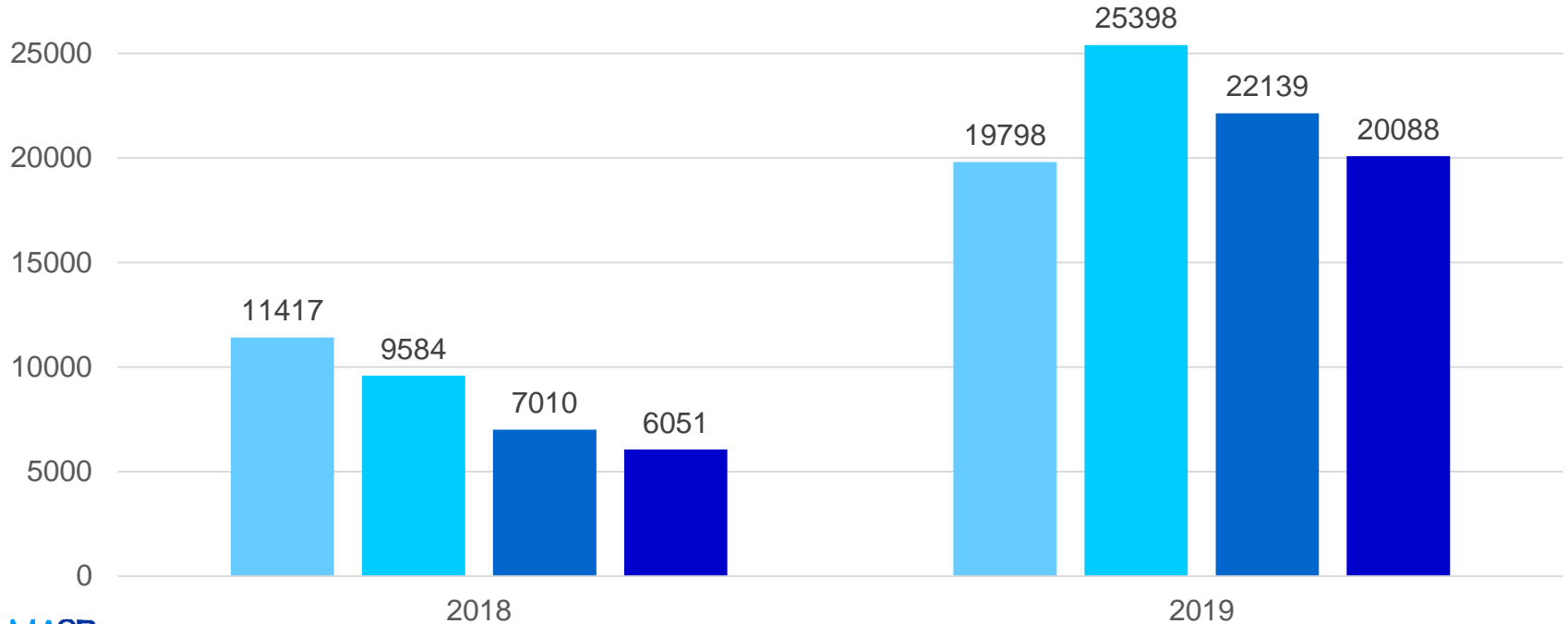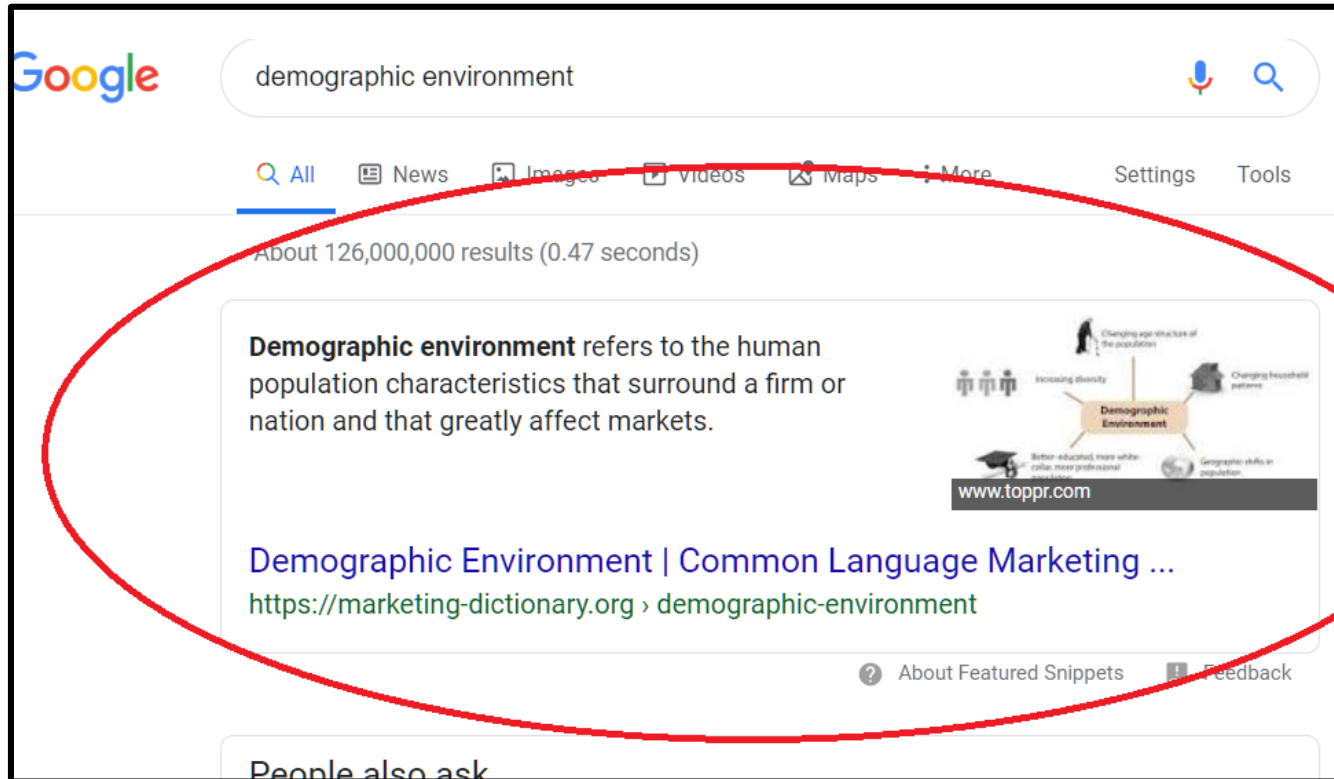
Search Engines Tend to Drive Key Term Traffic
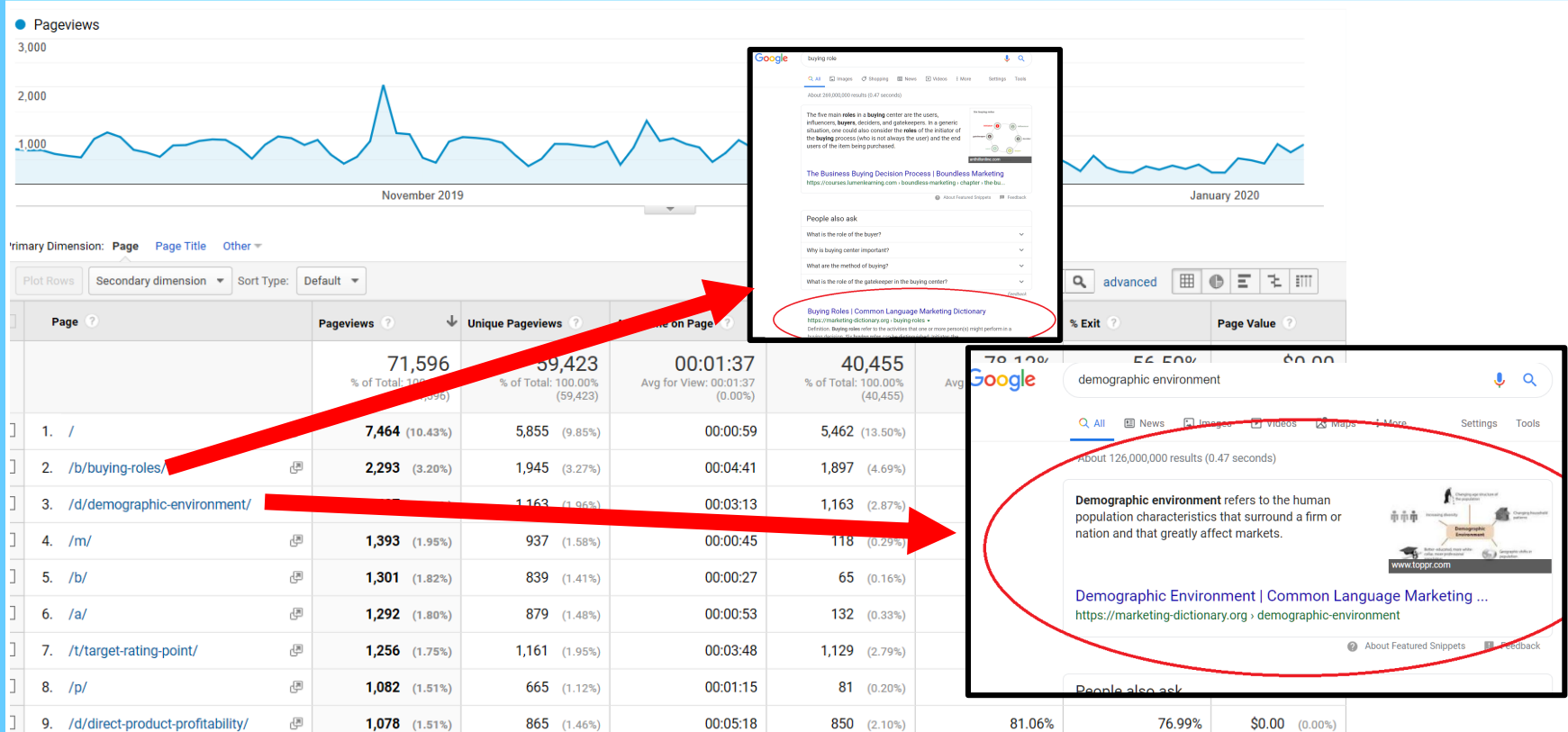
Search Engines Tend to Drive Key Term Traffic

Featured Snippet

Search Engines Tend to Drive Key Term Traffic

1st Organic Search Term

Age & Gender

Key Metric: Users ▾

Age
15.02% of total users
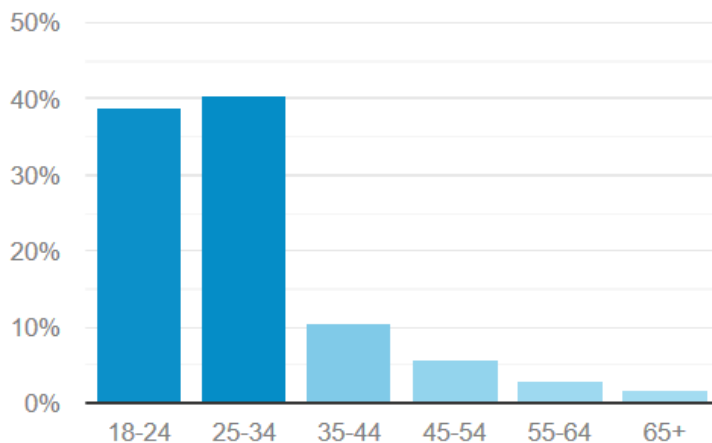
Gender
15.89% of total users

■ female ■ male

40.8%

59.2%
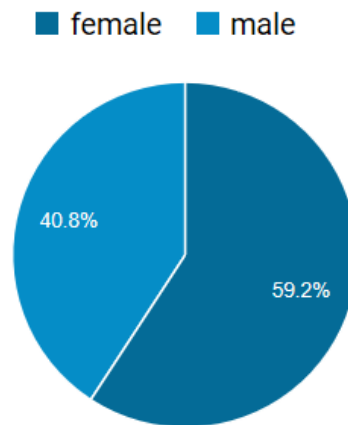
This report was generated on 2/18/20 at 3:00:22 PM - Refresh Report

Country

1.	🇺🇸	United States	**18,886** (22.99%)
2.	🇮🇳	India	**12,023** (14.63%)
3.	🇬🇧	United Kingdom	**4,376** (5.33%)
4.	🇵🇭	Philippines	**3,073** (3.74%)
5.	🇨🇦	Canada	**2,231** (2.72%)
6.	🇩🇪	Germany	**2,161** (2.63%)
7.	🇦🇺	Australia	**1,975** (2.40%)
8.	🇲🇾	Malaysia	**1,881** (2.29%)
9.	🇳🇬	Nigeria	**1,525** (1.86%)
10.	🇧🇷	Brazil	**1,179** (1.44%)

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Page Views (July 2019 – February 2020)

TOP 25 TERMS SEARCHED (unique page views)

Term	Views	Term	Views
Buying roles	3180	National advertising	940
Target rating point	2532	ATR	953
Gross rating point	1884	Loop layout	920
Demographic environment	1865	Effective reach	882
Direct product profitability	1602	Government market	875
Media channel	1540	Brand evaluation	793
Marketing	1247	Consumer off take	763
Brand Preference	1137	Advertising message	757
Average Price Per Unit	1119	Reach	755
Share of shelf	1098	Smallwares	699
Share of requirements	1082	Local brand	679
Brand	1068	Buying power index	677

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Latest Terms

- **Connected Television (CTV)**
- **Over-the-Top (OTT) Media**
- **Product-Growth Matrix**
- **The Moribund Effect**
- **Sponsorship Fit**
- **Influencer Marketing**
- **Relationship Marketing**
- **Retailer Marketing**
- **Promotion Marketing**
- **Brand Activation**

- **Outbound Marketing**
- **Inbound Marketing**
- **Pull Advertising**
- **Push Advertising**
- **Push and Pull Inventory Replenishment**
- **Channel Push**
- **Consumer Pull**
- **Pull Marketing**
- **Push Marketing**

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Invitation for Participation

1. We welcome additional definition curators for the review board with experience in all fields of marketing, finance, and analytics

2. Provide input on terms – What's missing? What's outdated?

3. Promote the dictionary/Marketing Term of the Week on social media

4. Please distribute our bookmarks to colleagues and students!

CMD Team Members

Team Leaders

Paul Farris
Darden

John Gaski
ND Mendoza

Team Heroes

Dave Reibstein
Wharton

Todd Kaiser

Earl Taylor
MSI

Allan Kuse
MMAP Center

Brian Hamilton
DoubleCheck
Advertising

Staff

Frank Findley
MASB ED
Sponsor

Tony Pace
MAF/MASB

Erich Decker-Hoppen
Communication

Thank-you!

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