

COMMON LANGUAGE MARKETING DICTIONARY

Status and Top Terms from the
de facto Industry Standard

Frank Findley
MASB

October 13, 2022

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 (over 10 Years! now)

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

CMD Team Members

Team Leaders



**Paul Farris
Darden
(Emeritus)**



**John Gaski
University of Notre Dame,
Mendoza**

Team Heroes



**Dave Reibstein
Wharton**



**Todd Kaiser
Marketing Research
Solutions**



**Allan Kuse
MMA Center**



**Brian Hamilton
DoubleCheck
Advertising**

Staff



**Frank Findley
MASB Executive Director
and Team Sponsor**



**Erich Decker-Hoppen
MASB Director of
Communication**

The CMD Endorsers



ANA logo consisting of the letters 'ANA' in a stylized, black, outlined font.



ANA logo consisting of the letters 'ANA' in a bold, green, sans-serif font.



MSI logo consisting of the letters 'MSI' in a bold, sans-serif font, with 'M' and 'S' in black and 'I' in red.

Dictionary Homepage



A B C D E F G H I J K L M N O P Q R S T U V WXYZ
> Common Language Marketing Dictionary

ABBREVIATIONS

ORGANIZATIONS

REGULATIONS

TOP 10 TERMS
of the MONTH

PROJECT TEAM

3-Minute Site Tour



Common Language Marketing Dictionary

Marketing Terms Defined by the Authorities – *since 2011*

MASB, the Marketing Accountability Standards Board, proudly presents this free, educational resource for students, educators and marketing practitioners. Designed to eliminate ambiguity and improve business communication, this marketing dictionary has 1,800+ cross-referenced marketing terms and definitions and is reviewed and UPDATED MONTHLY by our team of marketing authorities, which includes practitioners and professors of Marketing from major universities. Join our 30,000+ monthly users and take command of your marketing vocabulary!



The strategic integration of all possible points of contact between customers/prospects and the marketer and/or marketer's products is known as WHAT? [ANSWER](#)

[GET MARKETING TERM OF THE WEEK BY EMAIL](#)

Your input is welcome!

What makes this resource special is a dedicated team of marketing academics and practitioners actively working to expand and improve it by regularly adding new marketing definitions based on what's happening in Marketing today. The [Common Language in Marketing Project Team](#) meets monthly to consider and select proposed new terms. Definitions are researched and drafted by MASB staff and then reviewed, edited and approved by the team – and your input is welcome!

To comment on existing terms or propose new ones, email dictionary@themasb.org.

Common Language in Marketing

A significant hurdle in the drive toward marketing accountability has been the lack of agreed-upon definitions for commonly used marketing terms. Because a singular authority for marketing terms and definitions encourages trust and collaboration, marketing's top industry associations, leading academics and subject matter experts have collaborated to produce this free educational resource – with input from the global business community.



Example Definition



Term Name



The Moribund Effect

Expert
Curated
Definition



Definition

The **Moribund Effect** results from an established accounting practice by which the value of a brand that is acquired, measured and added to the balance sheet by a company cannot be increased no matter how well the brand might perform after its acquisition. [1,2]

According to the Oxford English Dictionary, "moribund" can mean "lacking vitality or vigor." That is the sense in which the word is being used; i.e. the recorded brand value can be misleading as it can make a growing brand appear stagnant. [3]



Further
Multimedia
Content



References



References

1. Journal of Brand Management: [Brand value, accounting standards, and mergers and acquisitions: "The Moribund Effect" – Sinclair/Keller](#). Jan 2017.
2. Common Language in Marketing Project with Kevin Lane Keller, 2019.
3. Oxford English Dictionary, oed.com

CL Marketing Dictionary on the Web

marketing-dictionary.org

Twitter

LinkedIn

The screenshot shows the homepage of the Common Language Marketing Dictionary. At the top, there is a logo for MASB (Marketing Accountability Standards Board) and the text "common language MARKETING DICTIONARY". Below the logo is a navigation bar with letters A through W and YXZ. A search bar is located on the left side. The main content area features a section titled "Common Language Marketing Dictionary" with a sub-heading "Marketing Terms Defined by the Authorities – since 2011". Below this, there is a "Marketing Term of the Week" section with a call to action "GET MARKETING TERM OF THE WEEK BY EMAIL!". There are also sections for "Your input is welcome!" and "Common Language in Marketing".

The screenshot shows the Twitter profile for "Marketing Dictionary" (@clmarketingdict). The profile bio states: "The Common Language Marketing Dictionary, the definitive source for marketing definitions, is an ongoing collaboration of MASB, AMA, ANA, and MSI." It shows 1 following and 296 followers. A tweet from October 5 is highlighted, which says: "Content such as product packaging, SEO efforts, and marketer podcasts is classified as WHAT? #marketing #branddesign ANSWER: https://lnkd.in/gW8fYhg". Below the tweet is a large graphic that reads "Marketing Term of the Week MASB common language MARKETING DICTIONARY marketing-dictionary.org".

The screenshot shows the LinkedIn profile for "Common Language Marketing Dictionary". The profile bio states: "Content such as product packaging, SEO efforts, and marketer podcasts is classified as WHAT? #marketing #branddesign ANSWER: https://lnkd.in/gW8fYhg". Below the bio is a large graphic that reads "Marketing Term of the Week MASB common language MARKETING DICTIONARY marketing-dictionary.org".

Marketing Term of the Week

- MTOW is published on marketing-dictionary.org and posted to LinkedIn and Twitter
- You can also subscribe to receive it each week by email
- MASB DoC Erich Decker-Hoppen has written over 300 MTOW posts
- You can help him out by submitting your own quiz questions to dictionary@themasb.org

Your Turn!

MTOW Subscribers are invited to submit their own quiz questions based on terms in the CLMD.

Send to: dictionary@themasb.org (*Please submit new term suggestions separately.*)

MARKETING TERM of the WEEK: 300th Edition

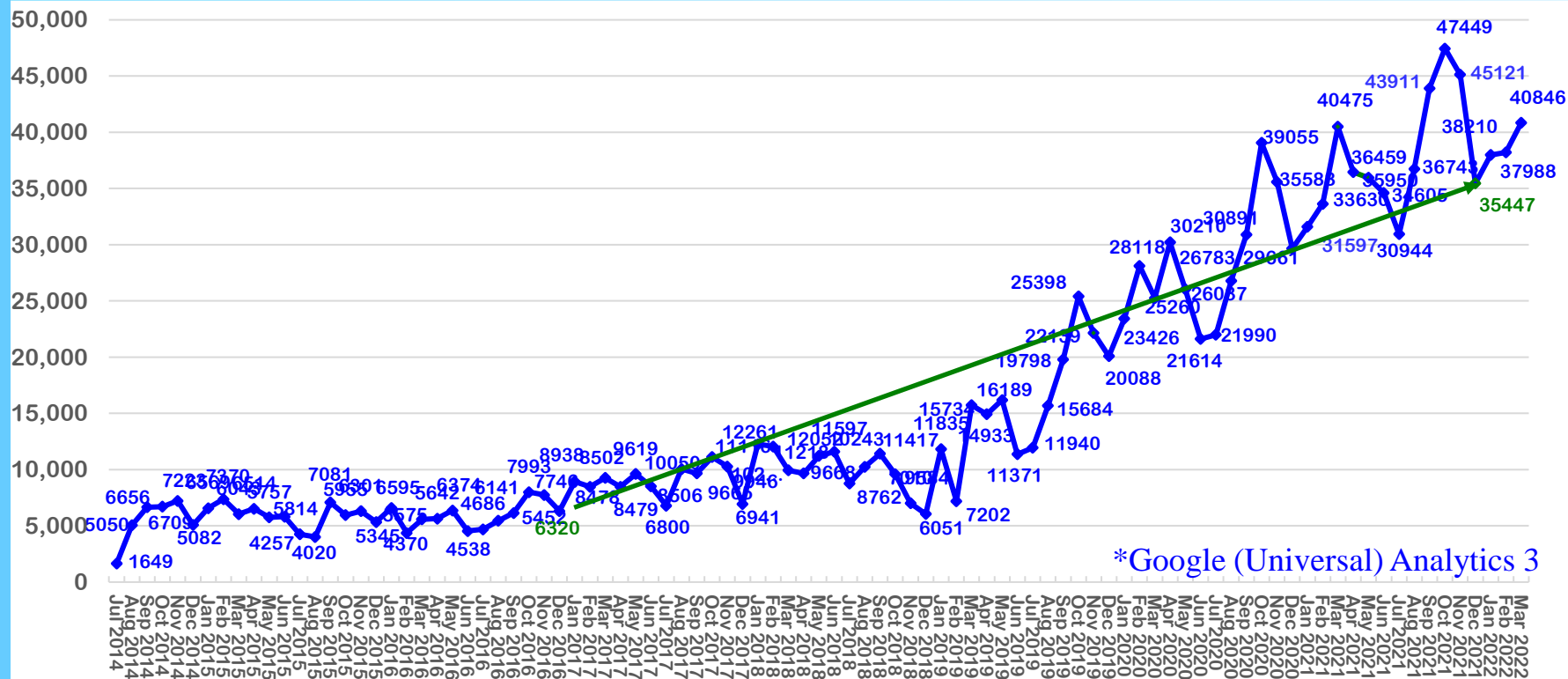
© July 12, 2022



Which approach to marketing allows CMOs to take responsibility for the profit or loss from...

CONTINUE ▶

Marketing Dictionary – 6X Pageview* Growth in 5 Years

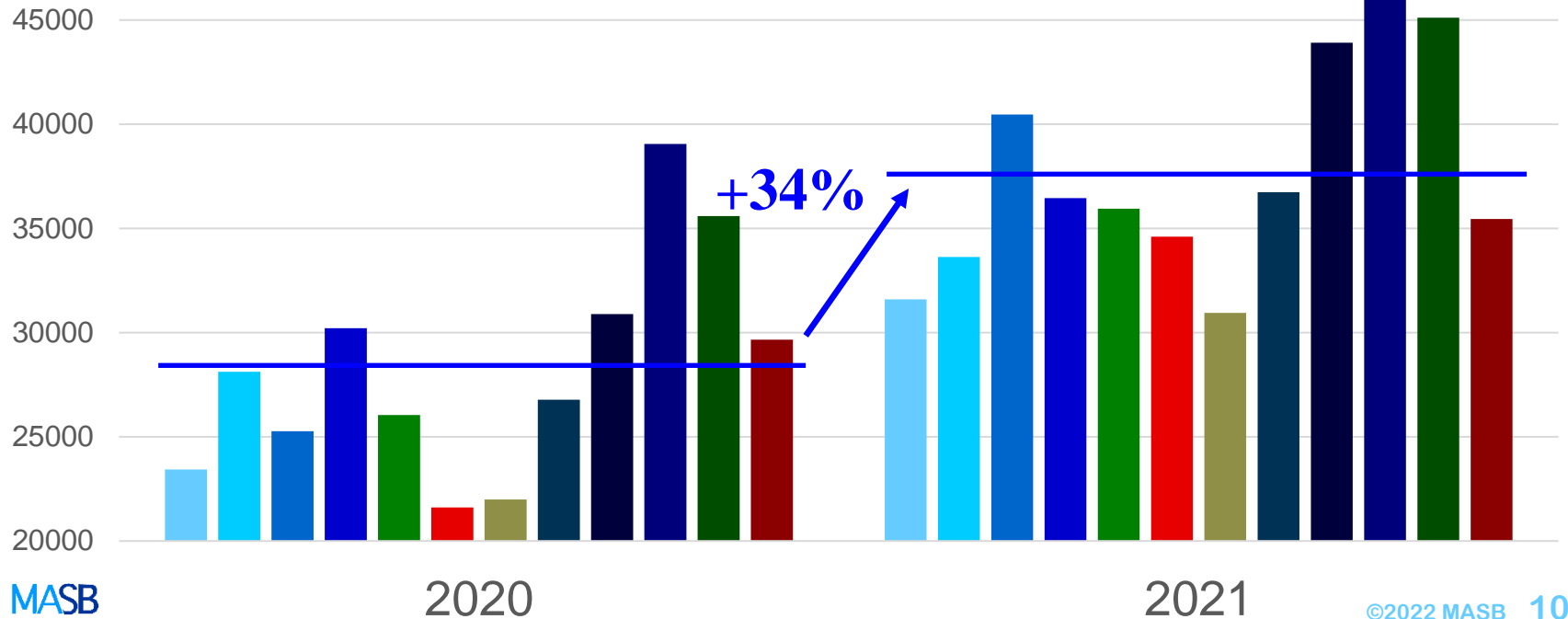


MASB This only includes those who visit marketing-dictionary.org

Hit 47K and sustained 30K+ each month in 2021

Marketing Dictionary Trend Pageviews

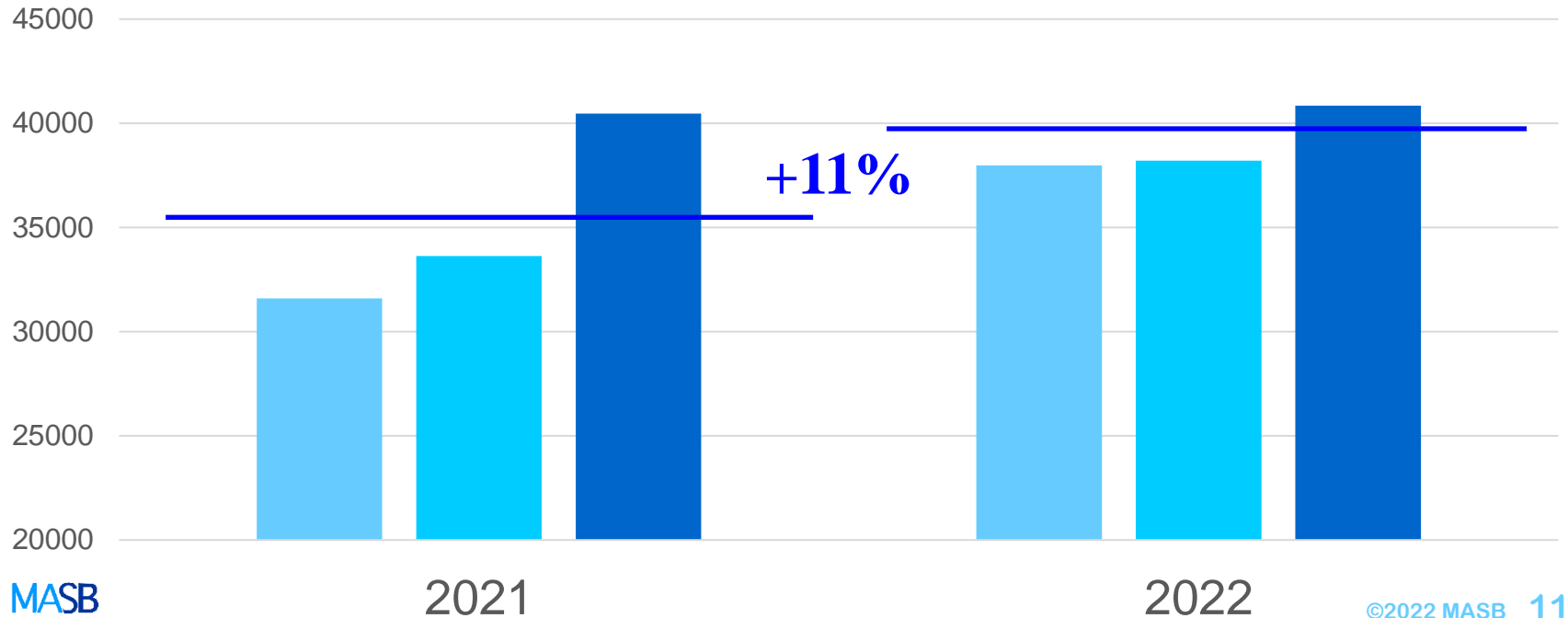
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



This Continued into 2022

Marketing Dictionary Trend Pageviews

■ Jan ■ Feb ■ Mar

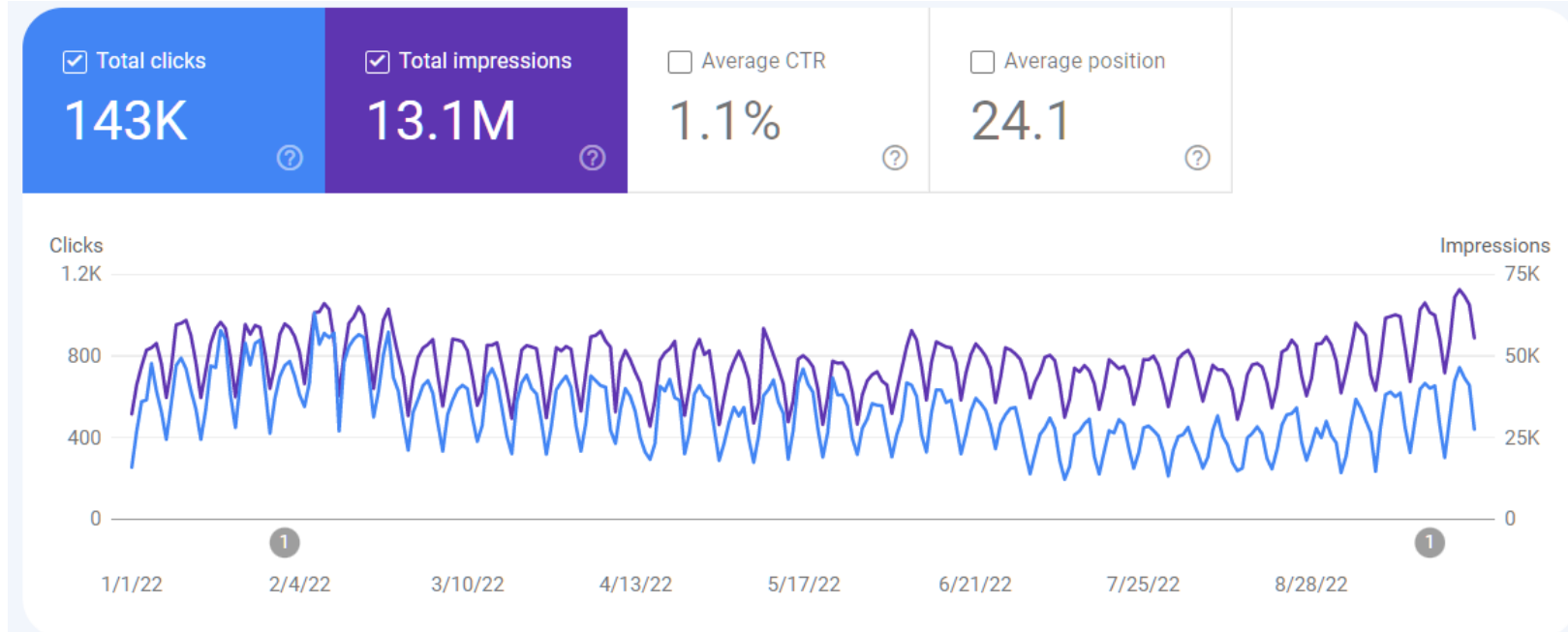


But These Pageviews are Just Tip of the Iceberg

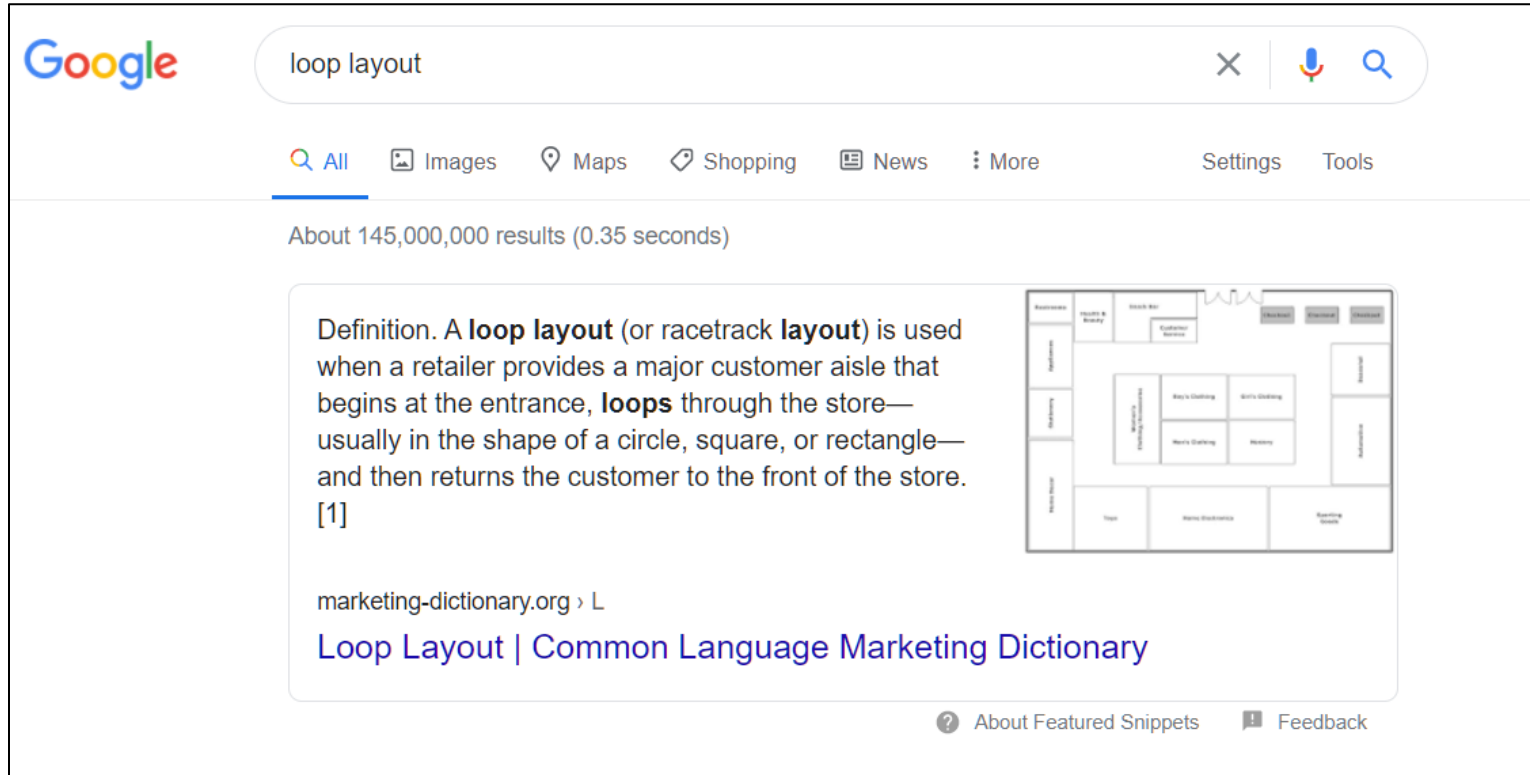


13.1 Million Impressions Jan. to Sept. 2022 from Google Web Searches Alone

Web Impressions/Clicks from google searches



Featured Snippet Example (google)



The image shows a Google search interface for the query "loop layout". The search bar at the top contains the text "loop layout" and includes icons for clearing the search, voice search, and a magnifying glass. Below the search bar are navigation tabs for "All", "Images", "Maps", "Shopping", "News", and "More", along with "Settings" and "Tools". The search results indicate "About 145,000,000 results (0.35 seconds)". A featured snippet is displayed, containing a definition of a loop layout and a diagram of a store layout. The definition states: "Definition. A **loop layout** (or racetrack **layout**) is used when a retailer provides a major customer aisle that begins at the entrance, **loops** through the store—usually in the shape of a circle, square, or rectangle—and then returns the customer to the front of the store. [1]". The diagram shows a rectangular store layout with a central aisle labeled "Main Aisle" that loops through the store. Various departments are labeled, including "Men's Clothing", "Women's Clothing", "Kids' Clothing", "Shoes", "Accessories", "Cosmetics", "Beauty", "Hair Care", "Nails", "Skincare", "Fragrance", "Perfume", "Deodorant", "Shampoo", "Body Care", "Pet Care", "Baby Care", "Baby Diapers", "Baby Clothing", "Baby Toys", "Baby Strollers", "Baby Car Seats", "Baby Cribs", "Baby Beds", "Baby High Chairs", "Baby Strollers", "Baby Car Seats", "Baby Cribs", "Baby Beds", "Baby High Chairs".

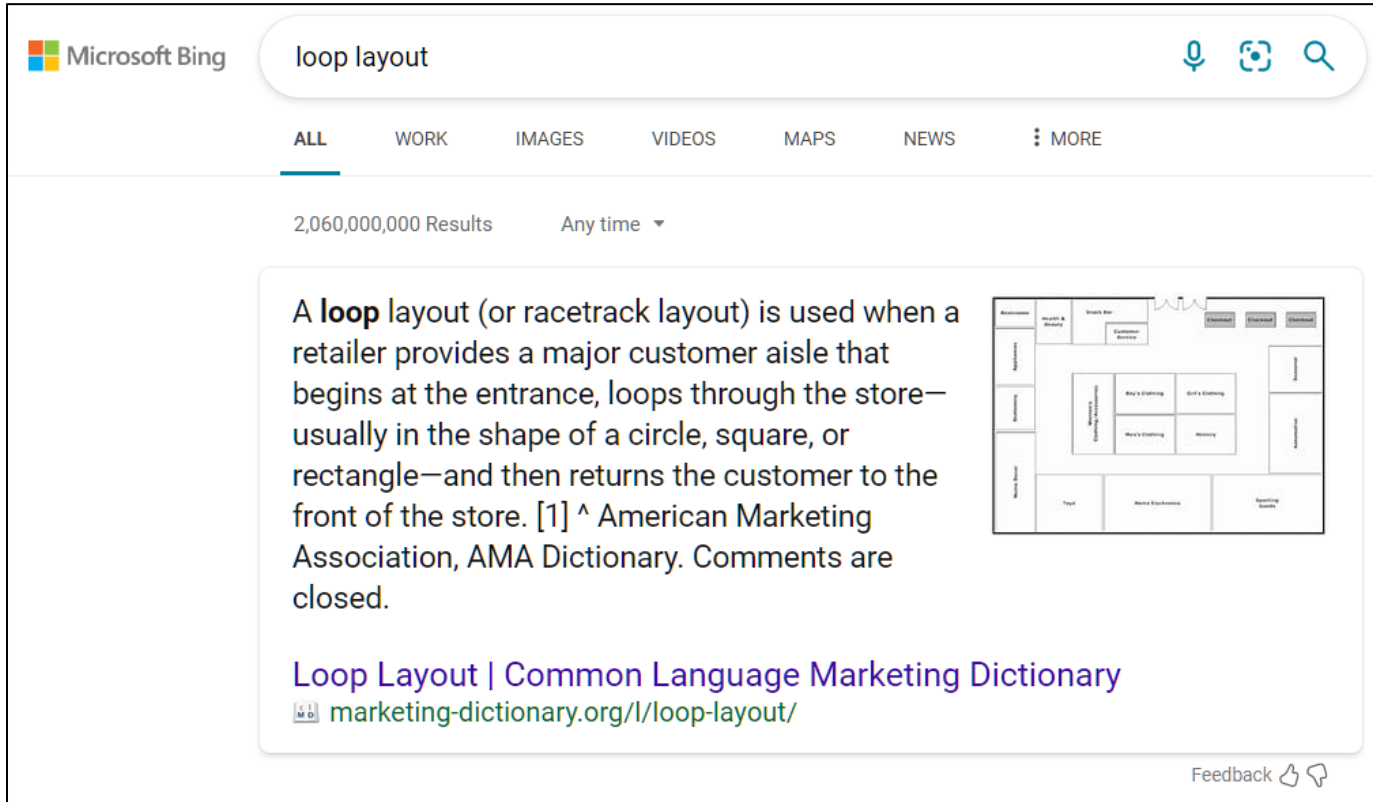
Definition. A **loop layout** (or racetrack **layout**) is used when a retailer provides a major customer aisle that begins at the entrance, **loops** through the store—usually in the shape of a circle, square, or rectangle—and then returns the customer to the front of the store. [1]

marketing-dictionary.org › L

[Loop Layout | Common Language Marketing Dictionary](#)

[? About Featured Snippets](#) [Feedback](#)

Featured Snippet Example (Bing)



The screenshot shows a Bing search interface with the Microsoft logo and the text 'Microsoft Bing' on the left. A search bar contains the text 'loop layout'. To the right of the search bar are icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs: 'ALL' (highlighted), 'WORK', 'IMAGES', 'VIDEOS', 'MAPS', 'NEWS', and 'MORE'. Below the tabs, it says '2,060,000,000 Results' and 'Any time' with a dropdown arrow. The featured snippet is a white box with a light gray border. It contains a paragraph of text, a diagram, and a link. The diagram is a floor plan of a store layout. The text describes a loop layout and includes a citation. The link is 'Loop Layout | Common Language Marketing Dictionary' with the URL 'marketing-dictionary.org/l/loop-layout/'. At the bottom right of the snippet box is a 'Feedback' button with thumbs up and down icons.

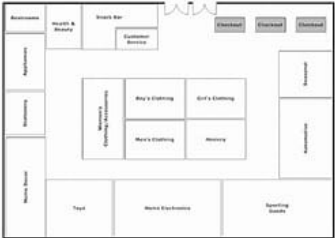
Microsoft Bing

loop layout

ALL WORK IMAGES VIDEOS MAPS NEWS MORE

2,060,000,000 Results Any time ▾

A **loop** layout (or racetrack layout) is used when a retailer provides a major customer aisle that begins at the entrance, loops through the store—usually in the shape of a circle, square, or rectangle—and then returns the customer to the front of the store. [1] ^ American Marketing Association, AMA Dictionary. Comments are closed.



The diagram shows a rectangular store floor plan. A central aisle, labeled 'Main Customer Loop', starts at the entrance on the left, goes down, then right, then up, then left, and finally right back to the entrance. Various departments are labeled: 'Beauty & Health', 'Search Bar', 'Customer Service', 'Electronics', 'Clothing', 'Men's Clothing', 'Kid's Clothing', 'Women's Clothing', 'Home', 'Toys', 'Home Electronics', and 'Specialty Goods'. There are also 'Checkout' counters at the top right.

[Loop Layout | Common Language Marketing Dictionary](https://marketing-dictionary.org/l/loop-layout/)
marketing-dictionary.org/l/loop-layout/

Feedback 👍 👎

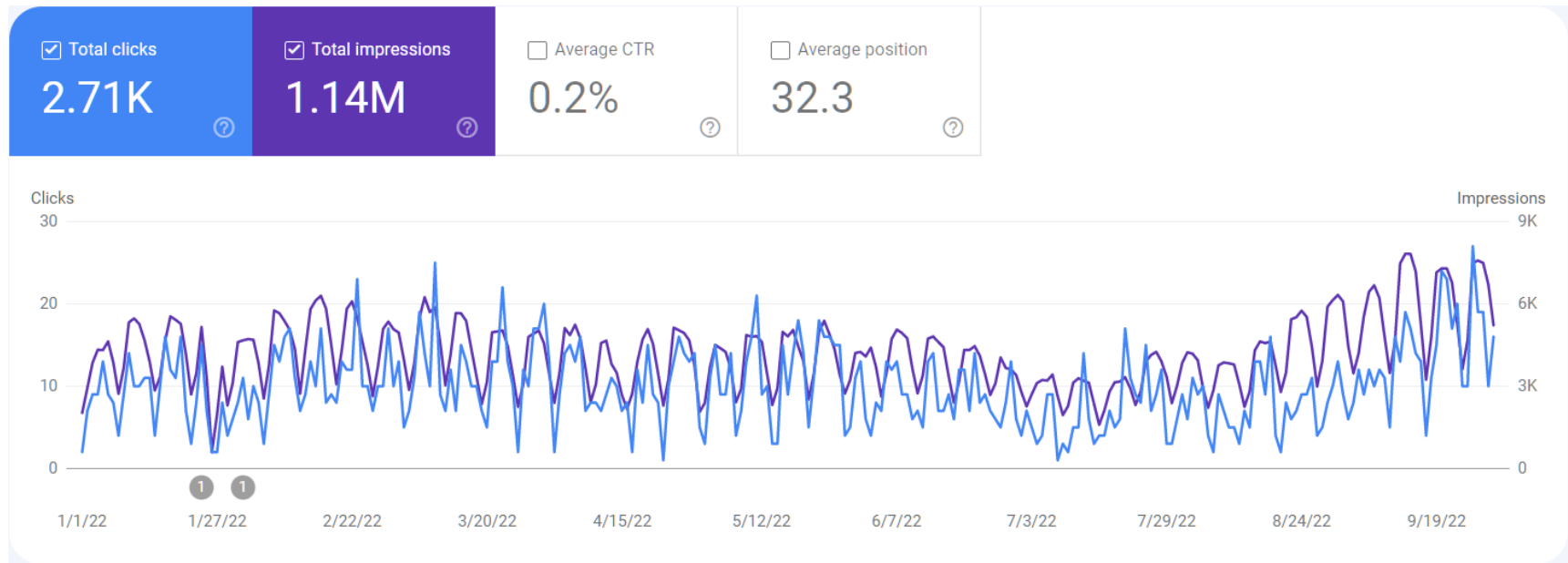
High Ranking Search Results

The screenshot shows a Bing search results page for the query "loop layout". The search bar at the top contains the text "loop layout" and has icons for voice search, image search, and a magnifying glass. Below the search bar are navigation tabs for "ALL", "WORK", "IMAGES", "VIDEOS", "MAPS", "NEWS", and "SHOPPING", with "ALL" selected. The results section shows "51,000,000 Results" and "Any time" filter. The first result is titled "Radiant Loop Layout Patterns - HPAC Magazine" with a URL <https://www.hpacmag.com/features/radiant-loop-layout-patterns> and a date of "Dec 01, 2013". The snippet reads: "There are four most common loop layout options when dealing with an over pour installation. These are referred to as single-wall serpentine, double-wall serpentine, triple-wall serpentine and counter flow (as shown in Figures A-D)." Below this is an "Images of Loop Layout" section with a sub-link to <bing.com/images>. It features three images: a floor plan diagram, a photograph of a model racetrack, and a schematic diagram of a loop layout. A "See all images" button is located below the images. The second result is titled "Loop Layout | Common Language Marketing Dictionary" with a URL <https://marketing-dictionary.org/l/loop-layout>. The snippet reads: "Definition A loop layout (or racetrack layout) is used when a retailer provides a major customer aisle that begins at the entrance, loops through the store—usually in the shape of a circle, square, or rectangle—and then returns the customer to the front of the store." A blue arrow points from the text "First Page Organic Example" to the first search result.

First Page Organic Example

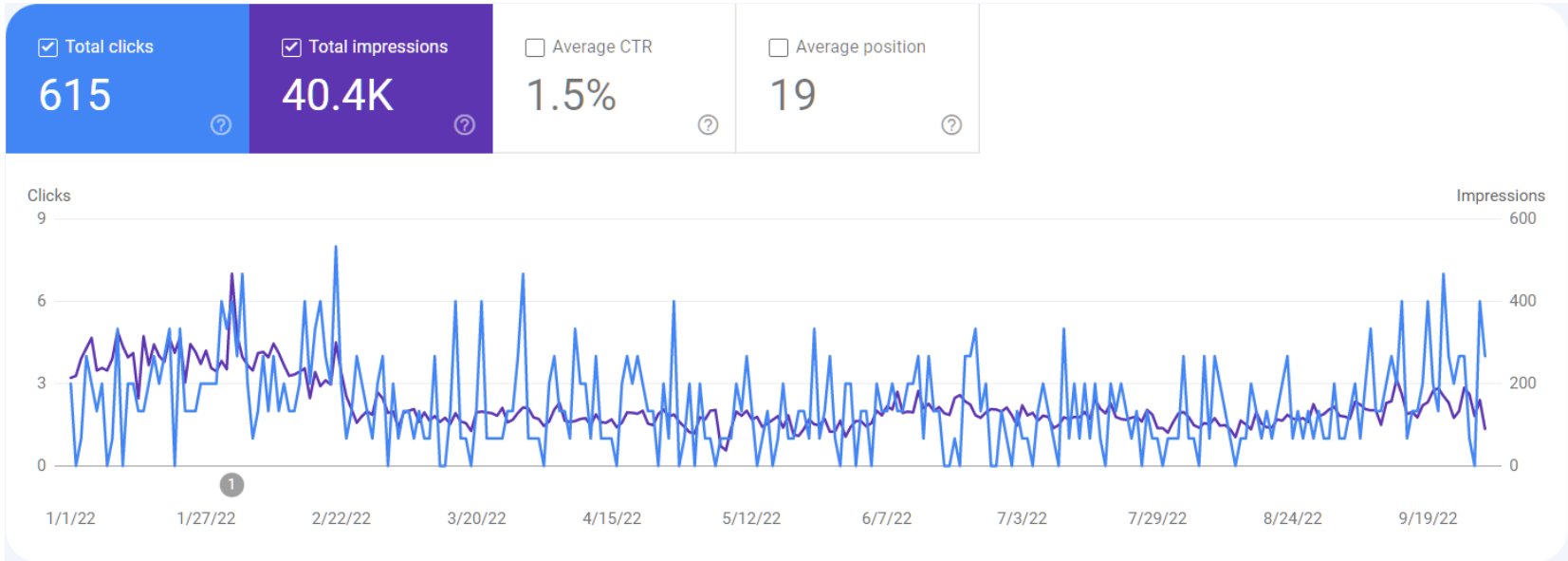
1.14M Impressions Jan. to Sept. 2022 from Google Image Searches

Image Impressions/Clicks from google searches



40.4K Impressions Jan. to Sept. 2022 from Google Video Searches

Video Impressions/Clicks from google searches



Moved to Search Impressions, Visits, Visitors Paradigm

September 2022

Search Impressions: 1,959,635

Visits: 139,852

Visitors: 33,903

SEO: Gaining 1st Page Positions (and 1st Positions!) for Common Marketing terms

The screenshot shows a Google search for "gross rating point". The search bar at the top contains the text "gross rating point" and shows "About 232,000,000 results (0.49 seconds)". Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The search results include a featured snippet with the following text: "Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time." Below this is a link to "https://marketing-dictionary.org" and the title "Gross Rating Point (GRP) - Common Language Marketing ...". To the right of the text is a diagram showing "Audience Reach" and "Advertisement Frequency" multiplied to equal "Gross Rating Points (GRP)". Below the diagram is a snippet titled "Gross Rating Po" with the formula "Reach (% of people reach) x Frequency (number of impress)". Below the search results is a "People also ask" section with four questions: "What is a good gross rating point?", "How do you calculate gross rating points?", "What does it mean to buy 100 gross rating points?", and "How do you explain a rating point?". To the right of this section is a "Gross rating point" section with a Wikipedia link and a "Feedback" button.

Google

gross rating point

Sign in

All News Images Videos Shopping More Tools

About 232,000,000 results (0.49 seconds)

Gross rating point (GRP) is a term used in advertising to measure the size of an audience (or total amount of exposures) reached by a specific media vehicle or schedule during a specific period of time.

<https://marketing-dictionary.org> G

Gross Rating Point (GRP) - Common Language Marketing ...

About featured snippets Feedback

People also ask

What is a good gross rating point?

How do you calculate gross rating points?

What does it mean to buy 100 gross rating points?

How do you explain a rating point?

Feedback

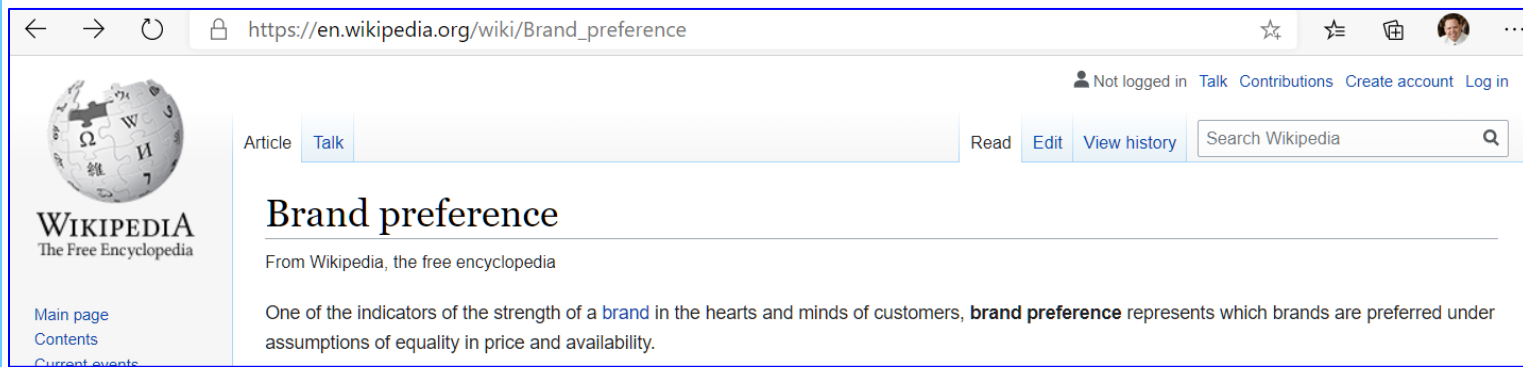
Gross rating point

In advertising, a gross rating point measures impact. GRPs help answer how often "must someone see it before they can readily recall it" and "how many times" does it take before the desired outcome occurs.

Wikipedia

Feedback

Definitions on Wikipedia



A screenshot of the Wikipedia article for "Brand preference". The browser address bar shows the URL https://en.wikipedia.org/wiki/Brand_preference. The page features the Wikipedia logo, navigation tabs for "Article" and "Talk", and a search bar. The main text reads: "From Wikipedia, the free encyclopedia. One of the indicators of the strength of a brand in the hearts and minds of customers, **brand preference** represents which brands are preferred under assumptions of equality in price and availability."



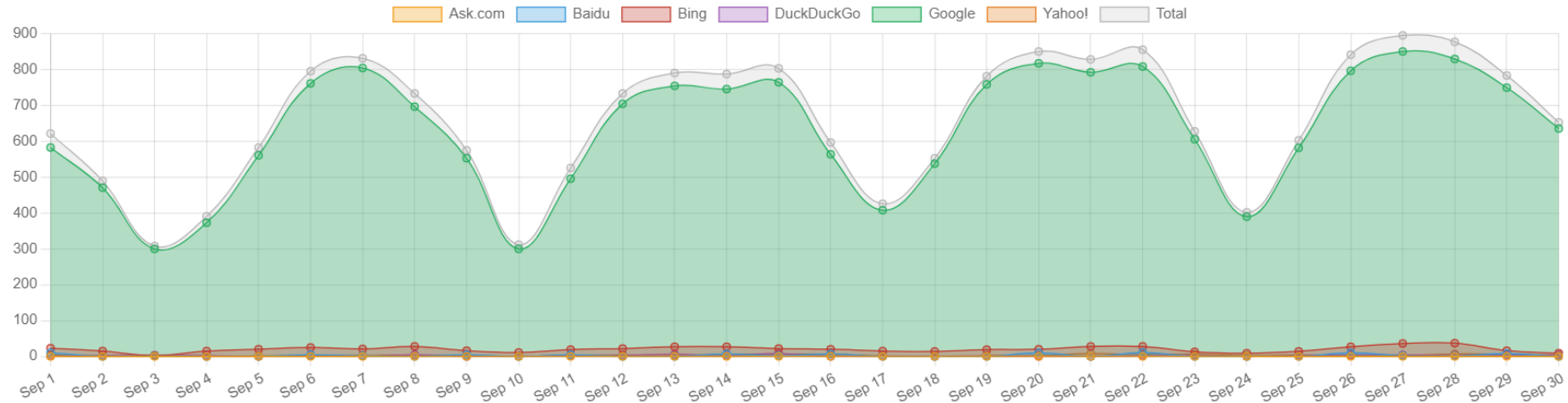
A screenshot of the "External links" section from the Wikipedia article. It contains a single link: "• [MASB Official Website](#)". A blue arrow points from this link to the Marketing Dictionary page.



A screenshot of the Marketing Dictionary website page for "Brand Preference". The URL is <https://marketing-dictionary.org/b/brand-preference/>. The page features the MASB logo and the title "common language MARKETING DICTIONARY". The definition text is: "One of the indicators of the strength of a brand in the hearts and minds of customers, **brand preference** or **brand choice (BP/C)** represents which brands are preferred under assumptions of equality in price and availability."

Sourced MASB/CLMD Example

Search Engine Referrals (September 2022)













Approximately 95% of Search Traffic Comes from Google Properties

Top External Site Referrals (September 2022)

Site	Referrals
Google (all properties)	~16,000
AMA	641
Bing	481
NeilBendle.com	68
Baidu	50
DuckDuckGo	62
Yahoo	44
Charlotte-Mecklenburg Schools	37
Eastern Michigan University	35

Top Countries (September 2022)

Rank	Flag	Country	Visitor Count
1		United States	9,891
2		India	4,016
3		Philippines	2,204
4		Canada	845
5		Russian Federation	808
6		United Kingdom	780
7		Germany	755
8		Ireland	689
9		Netherlands	628
10		Australia	571

Recent Top Pages (September 2022)

■ Marketing Dictionary (Main)	11,210	■ Average Price Per Unit	508
■ Buying Roles	3,211	■ MARKETING TERM of the WEEK: Answer!	459
■ Demographic Environment	988	■ Home Page	454
■ Industrial Products	801	■ Marketing Acronyms, Initials and Abbreviations	437
■ Media Channel	798	■ Top of Mind Awareness	395
■ Idea Screening	786	■ Product	384
■ Buy One Get One (BOGO)	671	■ Marketing Mix	379
■ Gross Rating Point (GRP)	661		
■ Target Rating Points (TRPs)	655		
■ All Commodity Volume (ACV)	550		

Note Rise of Price / Inflation / Shortage Related Terms

Some of the Latest New & Revised Terms

- Paid, Earned, Shared, Owned Media (PEO/PESO Models)
- Customer/Client
- Return on Ad Spend
- Return on Sales
- Omnichannel Marketing
- Distribution
- Marketer
- Buy Classes: New Task Purchase, Straight, Modified Rebuy
- Demand Curve
- Brand Safety

Hot Terms on Review Docket!



- **Macro-Marketing (inflation, recession, etc.)**
- **Brand/Product Positioning**
- **Brand Identity**
- **Stewardship**
- **Advertising Elasticity**
- **Goods/Service-Dominant**
- **Sustainability (and related terms)**
- **Quant & Qual**
- **Co-Creation/Value Co-Creation**

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

Trust us, this team is engaging,
dynamic, and fun!

Thank-you!