The colossal digital marketing Jargon Buster

A handy A-Z guide to the most useful and common terms that you'll come across in the digital marketing world.

We have a simple goal here – to make the digital world a better place.

We do this by helping every staff, client and reader sort through the clutter of digital marketing. We aim to provide useful tips, guidance and best practice advice in a manner that we hope is as jargon-free as possible, to make digital marketing easy to understand for everyone at any level.

Programmatic advertising has been growing year on year in the US, despite being plagued with issues.

Here are six inconvenient truths that brands employing it don’t face big challenges.

Data is eating the world. How data is reshaping business in the networked economy.

In the 80s the big trend in technology was hardware and process optimisation, this is where organisations like IBM and Wang came into the fray.

In the 90s it was software and productivity that took companies like Microsoft to prominence. The 90s was all about the web and information retrieval, of course sponsored by Google. Then from 2007 onwards, something fundamental happened driven by mobile and the release of the iPhone.

Companies were finally able to leverage the mobile and the release of the iPhone, Google. Then from 2007 onwards, prominence. The 00s was all about the web.

In the 90s it was software and productivity that took companies like Microsoft to prominence. The 90s was all about the web and information retrieval, of course sponsored by Google. Then from 2007 onwards, something fundamental happened driven by mobile and the release of the iPhone.

Professionals need to show the numbers that count.

No longer can they offer up something that cannot be verified, says top ad man.

Ghassan Harfouche has just one pitch to make to the region's media - show the data. The ones that fail in actual facts and not trumped up claims.

As Group CEO of Mobile East Communications Network (better known by its acronym MEC), he commands an advertising spend around £17-20 per cent of the Mobile East’s 6.5 billion (Dh24.5 trillion) total. And that means his words need to carry some weight.

But another crisis could be looming for Google as advertisers wise up to the fact that their ads aren’t always being displayed alongside relevant content.

As detailed by AdAge's Jack Neff, one advertiser reviewed 1,000 YouTube videos that had been displayed with and come to the conclusion: "A lot of inventory was going to the wrong place."

What does that mean in practice?

Google Analytics will soon be able to answer questions in plain English.

"How did traffic from search change year-on-year in Japan?" In the coming weeks, Google Analytics users will be able to ask such questions in plain English and receive answers like: "Traffic from search in Japan grew by 25% in 2017 compared to 2016."

The 90s was all about the web.

Little by little, rather than pushing immediate sales.

As Rakuten Marketing MD and Econsultancy contributor James Collins recently noted, influencer marketing is often about raising awareness through aspirational content, and a view to generating purchase further down the line, rather than pushing immediate sales.

Here are six inconvenient truths that brands employing it don’t face big challenges.

Influencer marketing continuously grows lined up, but that doesn’t mean that brands employing it don’t face big challenges.

Six inconvenient truths about influencer marketing.

Influencer marketing is often about raising awareness through aspirational content, and a view to generating purchase further down the line, rather than pushing immediate sales.

The 90s was all about the web.

Google will not respond to: "What was the top-selling mobile during the last week?" This is a question that can be answered in English, but at a cost. It would require advertisers to pay for an extra feature, such as "answer questions in plain English."