Glossary

Above the fold A term, derived from printed media, which is used to indicate whether a banner advertisement or other content is displayed on a web page without the need to scroll. This is likely to give higher clickthrough, but the location of the ‘fold’ within the web browser is dependent on the screen resolution of a user’s personal computer.

Access platform A method for customers to access digital media.

Access provider A co. providing services to enable a co. or individual to access the Internet. Access providers are divided into Internet service providers (ISPs) and online service providers (OSPs).

Acquisition See Customer acquisition.

Ad creative The design and content of an ad.

Ad impression Similar in concept to a page impression; describes one viewing of an advertisement by a single member of its audience. The same as ad view, a term that is less commonly used.

Ad inventory The total number of ad impressions that a web site can sell over time (usually specified per month).

Ad rotation When advertisements are changed on a web site for different user sessions. This may be in response to ad targeting or simply displaying different advertisements from those on a list.

Ad serving The term for displaying an advertisement on a web site. Often the advertisement will be served from a web server different from the site on which it is placed.

Ad space The area of a web page that is set aside for banner advertising.

Ad view Same as ad impression or page impression.

Advertisement Advertisements on web sites are usually banner advertisements positioned as a masthead on the page.

Advertising A paid, mass-mediated attempt to persuade.

Advertising broker See Media Broker.
Advertising networks A collection of independent web sites of different companies and media networks, each of which has an arrangement with a single broker (see Media broker) to place banner advertisements.

Advertising plan A plan that specifies the thinking and tasks neede to conceive and implement an effective advertising effort.

Advertising agency An organization of professionals who provide creative and business services to clients related to planning, preparing and placing advertisements.

Advertorial A special advertising section designed to look like the print publication in which it appears.

Affiliate networks A reciprocal arrangement between a company and third-party sites where traffic is directed to the co. from third-party sites through banner advertisements and links and incentives. In return for linking to the destination site the third-party site will typically receive a proposition of any resulting sale.

Agents Software programs that can assist people to perform tasks such as finding particular information such as the best price for a product.

Aggregate buying A form of customer union where buyers collectively purchase a no. of items at the same price and receive a volume discount.

Allowable cost per acquisition A target maximum cost for generating leads or new customers profitably.

Analysis phase The identification of the requirements of a web site. Techniques to achieve this may include focus groups, questionnaires sent to existing customers or interviews with key accounts.

Animated banner advertisements (animated GIFs) Early banner advertisements featured only a single advertisement, but today they will typically involve several different images, which are displayed in sequence to help to attract attention to the banner and build up a theme, often ending with a call to action and the injunction to click on the banner. These advertisements are achieved through supplying the ad creative as an animated GIF file with different layers or frames, usually a rectangle of 468 by 60 pixels. Animated banner advertisements are an example of rich-media advertisements.

Archie A database containing information on what documents and programs are located on FTP servers. It would not be used in marketing context umless one were looking for a specific piece of software or document name.

Attrition rate Percentage of site visitors who are lost at each stage in making a purchase.
Audit (external) Consideration of the business and economic environment in which the company operates. This includes the economic, political, fiscal, legal, social, cultural and technological factors (usually referred to by the acronym STEP or SLEPT).

Audit (internal) A review of website effectiveness.

Authentication See Security methods.

Autoresponders Software tools or agents running on web servers that automatically send a standard reply to the sender of an e-mail message. This may provide information for a standard request sent to, say, price_list@company name.com, or it could simply state that the message or order has been forwarded to the relevant person and will be answered within two days. (also known as mailbots).

Avatar A term used in computer-mediated environments to mean a 'virtual person'. Derived from the word's original meaning: 'n. the descendant of a Hindu deity in a visible form; incarnation; supreme glorification of any principle'.

Backbones High-speed communications links used to enable Internet communications across a country and internationally.

Balanced scorecard A framework for setting and monitoring business performance. Metrics are structured according to customer issues, internal efficiency measures, financial measures and innovation.

Bandwidth Indicates the speed at which data are transferred using a particular network medium. It is measured in bits per second (bps).

Kbps (one kilobit per second or 1000 bps; a modem operates at up to 56.6 kbps).

Mbps (one megabit per second or 1 000 000 bps; company networks operate at 10 or more Mbps)

Gbps (one gigabit per second or 1 000 000 000 bps; fibre-optic or satellite links operate at Gbps).

Banner advertisement A typically rectangular graphic displayed on a web page for purposes of brand building or driving traffic to a site. It is normally possible to perform a clickthrough to access further information from another web site. Banners may be static or animated (see Animated banner advertisements).

Behavioural loyalty Loyalty to a brand is demonstrated by repeat sales and response to marketing campaigns.

Behavioural traits of web users Web users can be broadly divided into directed and undirected information seekers.
Bid  A commitment by a trader to purchase under certain conditions.

Blog  Personal online diary, journal or news source compiled by one person or several people.

Bluejacking  Sending a message from a mobile phone or transmitter to another mobile phone which is in close range via Bluetooth technology.

Blueprints  Show the relationships between pages and other content components and can be used to portray organization, navigation and labeling systems.

Bluetooth  A standard for wireless transmission of data between devices, e.g. a mobile phone and a PDA.

Brand  The sum of the characteristics of a product or service perceived by a user.

Brand equity  The brand assets (or liabilities) linked to a brand’s name and symbol that add to (or subtract from) a service.

Brand experience  The frequency and depth of interactions with a brand can be enhanced through the Internet.

Brand identity  The totality of brand associations including name and symbols that must be communicated.

Branding  The process of creating and evolving successful brands.

Bricks and mortar  A traditional organization with limited online presence.

Broadband technology  A term referring to methods of delivering information across the Internet at a higher rate by increasing bandwidth.

Brochureware  A web site in which a co. has simply transferred (‘migrated’) its existing paper-based promotional literature on to the Internet without recognizing the differences required by this medium.

Broker  See Media broker.

Browser  See Web browser.

Business model  A summary of how a co. will generate revenue, identifying its product offering, value-added services, revenue sources and target customers.

Business-to-business (B2B)  Commercial transactions between an organization and other organizations (inter-organizational marketing).
Business-to-business exchanges or marketplaces Virtual intermediaries with facilities to enable trading between buyers and sellers.

Business-to-consumer (B2C) Commercial transactions between an organization and consumers.

Buy-side e-commerce E-commerce transactions between a purchasing organization and its suppliers.

Call centre A location for inbound and outbound telemarketing.

Callback service A direct response facility available on a web site to enable a co. to contact by phone at a later time as specified by the customer.

Campaign-based e-communications E-marketing communications that are executed to support a specific marketing campaign such as a product launch, price promotion or a web site launch.

Campaign URL or CURL A web address specific to a particular campaign.

Card sorting The process of arranging objects on the web site in a consistent manner.

Catalogue Catalogues provide a structured listing of registered web sites in different categories. They are similar to an electronic version of Yellow Pages. Yahoo! And Excite are the best known examples of catalogues. (Also known as directories). The distinction between search engines and catalogues has become blurred since many sites now include both facilities as part of a portal service.

Certificate A valid copy of a public key of an individual or organization together with identification information. It is issued by a trusted third party (TTP) or certification authority (CA).

Certification authority (CA) An organization issuing and managing certificates or public keys and private keys to individuals or organizations together with identification information.

Channel conflicts A significant threat arising from the introduction of an Internet channel is that while disintermediation gives the opportunity for a co. to sell direct and increase the profitability of products it can also threaten existing distribution arrangements with existing partners.

Channel marketing strategy Defines how a co. should set specific objectives for a channel such as the Internet and vary its proposition and communications for this channel.

Channel outcomes Record customer actions taken as a consequence of a visit to a site.
Channel profitability  The profitability of the web site, taking into account revenue and cost and discounted cash flow.

Channel promotion  Measures that assess why customers visit a site – which adverts they have seen, which sites they have been referred from.

Channel satisfaction  Evaluation of the customer’s opinion of the service quality on the site and supporting services such as e-mail.

Clicks and mortar  A business combining online and offline presence.
Clicks-only or Internet pureplay  An organization with principally an online presence.

Clickstream  A record of the path a user takes through a web site. Clickstreams enable web site designers to assess how their site is being used.

Clickthrough  A clickthrough (ad click) occurs each time a user clicks on a banner advertisement with the mouse to direct them to a web page that contains further information.

Clickthrough rate  Expressed as a percentage of total ad impressions and refers to the proportion of users viewing an advertisement who click on it. It is calculated as the no. of clickthroughs divided by the no. of ad impressions.

Click-tracking  Java technology can be used to track movements of individual users to a web site.

Client-server  The client-server architecture consists of client computers such as PCs sharing resources such as a database stored on a more powerful server computer.

Co-branding  An arrangement between two or more companies where they agree to jointly display content and perform joint promotion using brand logos or banner advertisements. The aim is that the brands are strengthened if they are seen as complimentary. This is a reciprocal arrangement which can occur without payment.

Cold list  Data about individuals that are rented or sold by a third party.

Collaborative filtering  Profiling of customer interest coupled with delivery of specific information and offers, often based on the interests of similar customers.

Commoditization  The process whereby product selection becomes more dependent on price than on differentiating features, benefits and value-added services.
Competitive intelligence  A process that transforms disaggregated information into relevant, accurate and usable strategic knowledge about competitors, position, performance, capabilities and intentions.

Competitor analysis  Review of Internet marketing services offered by existing and new competitors and adoption by their customers.

Computer telephony integration  The integration of telephony and computing to provide a platform for applications that streamline or enhance business process.

Confidentiality  See Security methods.

Consumer-to-business (C2B)  Consumers approach the business with an offer.

Consumer-to-consumer (C2C)  Informational or financial transactions between consumers, but usually mediated through a business site.

Contact or touch strategy  Definition of the sequence and type of outbound communications required at different points in the customer lifecycle.

Content  Content is the design, text and graphical information that forms a web page. Good content is the key to attracting customers to a web site and retaining their interest or achieving repeat visits.

Content management  Software tools for managing additions and amendments to web site content.

Continuous e-communications  Long-term use of e-marketing communications for customer acquisition (such as search engine and affiliate marketing) and retention (e.g. e-newsletter marketing).

Convergence  A trend in which different hardware devices such as televisions, computers and telephones merge and have similar functions.

Conversion marketing  Using marketing communications to maximize conversion of potential customers to actual customers.

Conversion rate  Proportion of visitors to a site or viewers of an advert, who take an action.

Cookies  Cookies are small text files stored on an end user's computer to enable web sites to identify the user. They enable a co. to identify a previous visitor to a site and build up a profile of that visitor's behaviour.

Core product  The fundamental features of the product that meet the user's needs.
Cost models for Internet advertising These include per-exposure, per-response and per-action costs.

Cost per acquisition (CPA) The cost of acquiring a new customer. Typically limited to the communications cost and refers to cost per sale for new customers. May also refer to other outcomes such as cost per quote or enquiry.

Cost per click (CPC) The cost of each click from a referring site to a destination site, typically from a search engine in pay-per-click search marketing.

Cost per mille (CPM) Cost per 1000 ad impressions.

Cost per targeted mille (CPTM) Cost per targeted thousand for an advertisement

Countermediation Creation of a new intermediary by an established company.

Cracker A malicious meddler who tries to discover sensitive information by poking around computer networks.

Cross-selling Persuading existing customers to purchase products from other categories to their typical purchases.

Customer acquisition Strategies and techniques used to gain new customers.

Customer-centric marketing An approach to marketing based on detailed knowledge of customer behaviour within the target audience which seeks to fulfil the individual needs and wants of customers.

Customer communications channels The range of media used to communicate directly with a customer.

Customer extension Techniques to encourage customers to increase their involvement with an organization.

Customer insight Knowledge about customers’ needs, characteristics, preferences and behaviours based on analysis of qualitative and quantitative data. Specific insights can be used to inform marketing tactics directed at groups of customers with shared characteristics.

Customer journey A description of modern multi-channel buyer behaviour as consumers use different media to select suppliers, make purchases and gain customer support.

Customer lifecycle The stages each customer will pass through in a long-term relationship through acquisition, retention and extension.
Customer loyalty  The desire on the part of the customer to continue to do business with a given supplier over time.

Customer orientation  Providing content and services on a web site consistent with the different characteristics of the audience of the site.

Customer profiling  Using the web site to find out customers’ specific interests and characteristics.

Customer relationship management (CRM)  A marketing-led approach to building and sustaining long-term business with customers.

Customer retention  Techniques to maintain relationships with existing customers.

Customer satisfaction  The extent to which a customer’s expectations of product quality, service quality and price are met.

Customer scenarios (user journeys)  Alternative tasks or outcomes required by a visitor to a web site. Typically accomplished in a series of stages of different tasks involving different information needs or experiences.

Customer selection  Identifying key customer segments and targeting them for relationship building.

Customer touchpoints  Communications channels with which companies interact directly with prospects and customers. Traditional touchpoints include face-to-face (in-store or with sales representatives), phone and mail. Digital touchpoints include web services, e-mail and potentially mobile phone.

Cybermediaries  Intermediaries who bring together buyers and sellers or those with particular information or service needs.

Cyberspace and cybermarketing  These terms were preferred by science-fiction writers and tabloid writers to indicate the futuristic nature of using the Internet, the prefix ‘cyber’ indicating a blurring between humans, machines and communications. The terms are not frequently used today since the terms Internet, intranet and World Wide Web are more specific and widely used.

Data fusion  The combining of data from different complimentary sources (usually geodemographic and lifestyle or market research and lifestyle) to ‘build a picture of someone’s life’ (M. Evans (1998) From 1086 to 1884: direct marketing into the millennium, Marketing Intelligence and Planning, 16(1), 56-67).

Data warehousing and data mining  Extracting data from legacy systems and other resources; cleaning, scrubbing and preparing data for decision support; maintaining data in appropriate data stores; accessing and analyzing data using a
variety of end-user tools and mining data for significant relationships. The primary purpose of these efforts is to provide easy access to specially prepared data that can be used with decision support applications such as management reports, queries, decision support systems, executive information systems and data mining.

**Database marketing** The process of systematically collecting, in electronic or optical form, data about past, current and/or potential customers, maintaining the integrity of the data by continually monitoring customer purchases, by enquiring about changing status and by using the data to formulate marketing strategy and foster personalized relationships with customers.

**Deep linking** Jakob Nielsen's term for a user arriving at a site deep within its structure or where search engines index a mirrored copy of content normally inaccessible by search engine spiders.

**Demand analysis** Quantitative determination of the potential usage and business value achieved from online customers of an organization. Qualitative analysis of perceptions of online channels is also assessed.

**Demand analysis for e-commerce** Assessment of the demand for e-commerce services amongst existing and potential customer segments using the ratio Access: Choice: Buy online.

**Demographic characteristics** Variations in attributes of the populations such as age, sex and social class.

**Design for analysis (DFA)** The required measures from a site are considered during design to better understand the audience of a site and their decision points.

**Design phase (of site construction)** The design phase defines how the site will work in the key areas of web site structure, navigation and security.

**Destination site** Frequently used to refer to the site that is visited following a clickthrough on a banner advertisement. Could also apply to any site visited following a click on a hyperlink.

**Destination store** A retail store in which the merchandise, selection, presentation, pricing or other unique features act as a magnet for the customer.

**Development phase (of site construction)** 'Development' is the term used to describe the creation of a web site by programmers. It involves writing the HTML content, creating graphics and writing any necessary software codes such as JavaScript or ActiveX (programming).
**Differential advantage**  A desirable attribute of a product offering that is not currently matched by competitor offerings.

**Differential pricing**  Identical products are priced differentially for different types of customers, markets or buying situations.

**Digital brand**  A digital brand is a brand identity used for a product or company online that differs from the traditional brand. (Also known as online brand).

**Digital cash**  An electronic version of cash in which the buyer of an item is typically anonymous to the seller. (Also referred to as *virtual* or *electronic cash* or *e-cash*).

**Digital certificates (keys)**  A method of ensuring *privacy* on the Internet. *Certificates* consist of keys made up of large numbers that are used to uniquely identify individuals.

**Digital marketing**  This has a similar meaning to ‘electronic marketing’ – both describe the management and execution of marketing using electronic media such as the web, e-mail, interactive TV and wireless media in conjunction with digital data about customers’ characteristics and behaviour.

**Digital signatures**  The electronic equivalent of written signatures which are used as an online method of identifying individuals or companies using *public-key encryption*.

**Digital television**  Information is received and displayed using binary information (0s and 1s), giving options for better picture and sound quality and providing additional information services based on interactivity.

**Direct marketing**  Marketing to customers using one or more advertising media aimed at achieving measurable response and/or transaction.

**Direct response**  Usually achieved in an Internet marketing context by *callback services*.

**Directed information seeker**  Someone who knows what information he or she is looking for.

**Directories**  *Same as Catalogues*.

**Disintermediation**  The removal of *intermediaries* such as distributors or brokers that formerly linked a company to its customers.

**Disruptive technologies**  New technologies that prompt business to reappraise their strategic approaches.
Distribution channels  The mechanism by which products are directed to customers either through intermediaries or directly.

Domain name  The web address that identifies a web server

Domain name registration  The process of reserving a unique web address that can be used to refer to the company web site.

Domain name system  The domain name system (DNS) provides a method of representing Internet Protocol (IP) addresses as text-based names. These are used as web addresses. E.g. www.microsoft.com is the representation of site 207.68.156.58. Domain names are divided into the following categories:

- Top-level domain name such as .com or .co.in (Also known as Global (or generic) top-level domain names (gTLD).)
- Second-level domain name. This refers to the company name and is sometimes referred to as the ‘enterprise name’, e.g. dell.com.
- Third-level or sub-enterprise domain name. This may be used to refer to an individual server within an organization, such as support.dell.com.

Doorway pages  Specially constructed pages which feature keywords for particular product searches. These often redirect visitors to a home page.

Download  The process of retrieving electronic information such as a web page or e-mail from another remote location such as web server.

Drip irrigation  Collecting information about customer needs through their lifetime.

Dynamic pricing  Prices can be updated in real time according to the type of customer or current market conditions.

Dynamic web page  A page that is created in real time, often with reference to a database query, in response to a user request.

Early adopters  Companies or departments that invest in new marketing techniques when they first become available in an attempt to gain a competitive advantage despite the higher risk entailed than that involved in a more cautious approach.

Early (first) mover advantage  An early entrant into the marketplace.

E-business  See Electronic business.

E-commerce  See Electronic commerce.

E-marketing  See Electronic marketing.
Effective frequency The number of exposures or ad impressions (frequency) required for an advertisement to become effective.

Efficiency Minimizing resources or time needed to complete a process. 'Doing the right thing.'

E-government The use of Internet technologies to provide government services to citizens.

Electronic business (e-business) All electronically mediated information exchanges, both within an organization and with external stakeholders, supporting the range of business processes.

Electronic cash See digital cash.

Electronic commerce (e-commerce) All financial and informational electronically mediated exchanges between an organization and its external stakeholders.

Electronic commerce transactions Transactions in the trading of goods and services conducted using the Internet and other digital media.

Electronic customer relationship management Using digital communications technologies to maximize sales to existing customers and encourage continued usage of online services.

Electronic data interchange (EDI) The exchange, using digital media, of standardized business documents such as purchase orders and invoices between buyers and sellers.

Electronic mail (e-mail) Sending messages or documents, such as news about a new product or sales promotion between individuals. A primitive form of push channel. E-mail may be inbound or outbound.

Electronic mail advertising Advertisements contained within e-mail such as newsletters.

Electronic mall See Virtual mall.

Electronic marketing Achieving marketing objectives through use of electronic communications technology.

Electronic marketspace A virtual marketplace such as the Internet in which no direct contact occurs between buyers and sellers.

E-marketing See Electronic marketing.
**Emergent strategy** Strategic analysis, strategic development and strategic implementation are interrelated and are developed together.

**Emotional loyalty** Loyalty to a brand is demonstrated by favourable perceptions, opinions and recommendations.

**Encryption** The scrambling of information into a form that cannot be interpreted. **Decryption** is used to make the information readable.

**Entry page** The page at which a visitor enters a web site. It is identified by a *log file analyser*.

**Environmental scanning and analysis** The process of continuously monitoring the environment and events and responding accordingly.

**E-tailing** According to Dennis et al. (2004), the business of e-retailing is defined as the sale of goods and services via the Internet or other electronic channels for individual consumers. This definition includes all e-commerce and related activities that ultimately result in transactions.

**Ethical standards** Practices or behaviours which are morally acceptable to society.

**Evaluating a web site** See Web site measurement.

**Exchange** See Business-to-business exchanges or marketplaces.

**Exit page** The page from which a visitor exits a web site. It is identified by *web analytics* services.

**Expert reviews** An analysis of an existing site or prototype, by an experienced usability expert who will identify deficiencies and improvements to a site based on their knowledge of web design principles and best practice.

**Exposure-based payment** Advertisers pay according to the number of times the ad is viewed.

**Extended product** Additional features and benefits beyond the core product.

**Extension** See Customer extention.

**Extranet** Formed by extending the intranet beyond a company to customers, suppliers, collaborators or even competitors. This is password protected to prevent access by general Internet users.

**File Transfer Protocol (FTP)** A standard method for moving files across the Internet. FTP is available as a feature of *web browsers* that is sometimes used for...
marketing applications such as **downloading** files such as product price lists or specifications.

**Firewall** A specialized software application mounted on a server at the point where the company is connected to the Internet. Its purpose is to prevent unauthorized access into the company by outsiders. Firewalls are essential for all companies hosting their own **web server**.

**First-party cookies** Served by the site currently in use – typical for e-commerce sites.

**Flow** Describes a state in which users have a positive experience from readily controlling their navigation and interaction on a web site.

**Focus groups** Online focus groups have been conducted by [w3focus.com](http://w3focus.com). These follow a bulletin board or discussion group form where different members of the focus group respond to prompts from the focus group leaders.

**Form** A method on a web page of entering information such as order details.

**4G** Fourth-generation wireless, expected to deliver wireless broadband at 20-40 Mbps (about 10-20 times the current rates of ADSL broadband service).

**Frame** A technique used to divide a web page into different parts such as a menu and separate content.

**General Packet Radio Service (GPRS)** A standard offering mobile data transfer and WAP access approximately 5 to 10 times faster than traditional GSM access.

**Global (or generic) top-level domain names (gLTD)** The part of the **domain name** that refers to the category of site. The gLTD is usually the rightmost part of the domain name such as **.co.in** or **.com**.

**Globalization** The increase of international trading and shared social and cultural values.

**Gopher** Gopher is a directory-based structure containing information in certain categories.

**Graphic design** All factors that govern the physical appearance of a web page.

**Graphic Interchange Format (GIF)** GIF is a graphics format used to display images within web pages. An interlaced GIF is displayed gradually on the screen, building up an image in several passes.
**Hacker** Someone who enjoys exploring the details of programmable systems and how to stretch their capabilities.

**Hit** A hit is recorded for each graphic or page of text requested from a *web server*. It is not a reliable measure for the number of people viewing a page. A *page impression* is a more reliable measure denoting one person viewing one page.

**Home page** The index page of a web site with menu options or links to other resources on the site. Usually denoted by `<web address>/index.html`.

**House list** A list of prospect and customer names, e-mail addresses and profile information owned by an organization.

**HTML (Hypertext Markup Language)** A standard format used to define the text and layout of web pages. HTML files usually have the extension `.HTML` or `.HTM`.

**HTTP (Hypertext Transfer Protocol)** A standard that defines the way information is transmitted across the Internet.

**Hyperlink** A method of moving between one web site page and another, indicated to the user by text highlighted by underlining and/or a different colour. Hyperlinks can also be achieved by clicking on a graphic image such as a *banner advertisement* that is linked to another *web site*.

**Identity theft** The misappropriation of the identity of another person, without their knowledge or consent.

**Inbound customer contact strategies** Approaches to managing the cost and quality of service related to management of customer enquiries.

**Inbound e-mail** *E-mail* arriving at a company.

**Inbound Internet-based communications** Customers enquire through web-based form and e-mail.

**Incidental offline advertising** Driving traffic to the web site is not a primary objective of the advert.

**Infomediary** An intermediary business whose main source of revenue derives from capturing consumer information and developing detailed profiles of individual customers for use by third parties.

**Information architecture** The combination of organization, labeling and navigation schemes constituting an information system.
Initiation of web site project  This phase of the project should involve a structured review of the costs and benefits of developing a web site (or making a major revision to an existing web site). A successful outcome to initiation will be a decision to proceed with the site development phase, with an agreed budget and target completion date.

Insertion order  A printed order to run an advertisement campaign. It defines the campaign name, the web site receiving the order and the planner or buyer giving the order, the individual advertisements to be run (or who will provide them), the sizes of the advertisements, the campaign beginning and end dates, the CPM, the total cost, discounts to be applied and reporting requirements and possible penalties or stipulations relative to the failure to deliver the impressions.

Integrity  see Security methods.

Intellectual property rights (IPRs)  Protect the intangible property created by corporations or individuals that is protected under copyright, trade secret and patent laws.

Interactive banner advertisement  A banner advertisement that enables the user to enter information.

Interactive digital TV (iDTV)  Television displayed using a digital signal delivered by a range of media – cable, satellite, terrestrial (aerial). Interactions can be provided through phone line or cable service.

Interactive media  Media that allow consumers to call up games, entertainment, shopping opportunities and educational programs on a subscription or pay-per-view basis.

Interactivity  The medium enables a dialogue between company and customer.

Intermediaries  Online sites that help bring together different parties such as buyers and sellers.

Internet  The physical network that links computers across the globe. It consists of the infrastructure of network servers and communication links between them that are used to hold and transport the vast amount of information on the Internet.

Internet contribution  An assessment of the extent to which the Internet contributes to sales is a key measure of the importance of the Internet to a company.

Internet governance  Control of the operation and use of the Internet.
**Internet marketing** The application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives.

**Internet marketing metrics** See Metrics for Internet marketing.

**Internet marketing strategy** Definition of the approach by which Internet marketing will support marketing and business objectives.

**Internet pureplay** An organization with the majority of its customer-facing operations online.

**Internet Relay Chat (IRC)** A communications tool that allows a text-based 'chat' between different users who are logged on at the same time. Of limited use for marketing purposes except for special-interest or youth products.

**Internet service provider (ISP)** Company that provides home or business users with a connection to access the Internet. It can also host web sites or provide a link from web servers to allow other companies and consumers access to a corporate web site.

**Interruption marketing** Marketing communications that disrupt customers’ activities.

**Interstitial ads** Ads that appear between one page and the next.

**Intranet** A network within a single company that enables access to company information using the familiar tools of the Internet such as web browsers and e-mail. Only staff within a company can access the intranet, which will be password-protected.

**Java** A programming language standard which permits complex and graphical customer applications to be written and then accessed from a web browser.

**Joint Photographies Experts Group (JPEG)** A compressed graphics standard specified by the JPEG. Used for graphic images typically requiring use of many colours, such as product photographs where some loss of quality is acceptable. The format allows for some degradation in image quality to enable more rapid download.

**Key performance indicators (KPIs)** Metrics used to assess the performance of a process and/or whether goals set are achieved.

**Lead** Details about a potential customer (prospect).
Lead generation offers Offered in return for customers providing their contact details and characteristics. Commonly used in B2B marketing where free information such as a report or a seminar will be offered.

Lifestyle segmentation A form of market segmenting that focuses on consumers’ activities, interests and opinions.

Lifetime value (LTV) The total net benefit that a customer or group of customers will provide a company over their total relationship with a company.

List broker Will source the appropriate e-mail list(s) from the list owner.

List owner Has collected e-mail addresses which are offered for sale.

Live web site Current site accessible to customers, as distinct from test web site.

Localization Designing the content of the web site in such a way that it is appropriate to different audiences in different countries.

Log file A file stored on a web server that records every item downloaded by users.

Log file analysers Web analytics tools that are used to build a picture of the amount of usage of different parts of a web site based on the information contained in the log file.

Long tail concept A frequency distribution suggesting the relative variation in popularity of items selected by consumers.

Loyalty techniques Customers sign up to an incentive scheme where they receive points for repeat purchases, which can be converted into offers such as discounts, free products or cash. (Also known as online incentive schemes).

Mailbots See Autoresponders.

Maintenance process The work involved in running a live web site such as updating pages and checking the performance of the site.

Marketing intermediaries Firms that can help a company to promote, sell and distribute its products or services.

Marketing mix The series of seven key variables – Product, Price, Place, Promotion, People, Process and Physical evidence that are varied by marketers as part of the customer offering.

Marketing planning A logical sequence and a series of activities leading to the setting of marketing objectives and the formulation of plans for achieving them.
Marketplace  See Business-to-business exchanges or marketplaces.

Marketsite  eXchange, eHub, metamediaries are terms used to refer to complex web sites that facilitate trading exchanges between companies around the globe. *MarketSite™* is a trade mark of commerceOne and considered as the leading e-marketplace operating environment.

Marketspace  A virtual marketplace such as the Internet in which no direct contact occurs between buyers and sellers. (Also known as *electronic marketspace*).

Mass Customization  The ability to create tailored marketing messages or products for individual customers or a group of similar customers (a bespoke service), yet retain the economies of scale and the capacity of mass marketing or production.

Mass marketing  One-to-many communication between a company and potential customers, with limited tailoring of the message.

Measurement  See Web site measurement.

Media broker  A company that places advertisements for companies wishing to advertise by contacting the media owners.

Media buyer  The person within a company wishing to advertise who places the advertisement, usually via a media broker.

Media buying  The process of purchasing media to meet the media plan requirements at the lowest costs.

Media-neutral planning (MNP)  An approach to planning ad campaigns to maximize response across different media according to consumer usage of these media.

Media owners  The owners of web sites (or other media such as newspapers) that accept advertisements.

Media planning  The process of selecting the best combination of media to achieve marketing campaign objectives. Answers questions such as ‘How many of the audience can I reach through different media?’, ‘On which media (and ad vehicles) should I place ads?’, ‘Which frequency should I select?’, ‘How much money should be spent in each medium?’

Media site  Typical location where paid-for ads are placed.
**Metadata** Literally, data about data – a format describing the structure and content of data.

**Meta search engines** Meta search engines submit keywords by users to a range of *search engines* in order to increase the number of relevant pages since different search engines may have indexed different sites.

**Meta-tags** Text within an HTML file summarizing the content of the site (content meta-tag) and relevant keywords (keyword meta-tag), which are matched against the keywords typed into *search engines*.

**Metrics for Internet marketing** Measures that indicate the effectiveness of *Internet marketing* activities in meeting customer, business and marketing objectives.

**Micropayments (microtransactions)** *Digital cash* systems that allow very small sums of money to be transferred, but with lower security. Such small sums do not warrant a credit card payment, because processing is too costly.

**Microsite** Specialized content that is part of a web site that is not necessarily owned by the organization. If owned by the company it may be as part of an *extranet*.

**Mixed-mode buying** The process by which a customer changes between online and offline channels during the buying process.

**Multi-channel marketing** Customer communications and product distribution are supported by a combination of digital and traditional channels at different points in the buying cycle.

**Multi-channel marketing strategy** Defines how different marketing channels should integrate and support each other in terms of their proposition development and communications based on their relative merits for the customer and the company.

**Navigation** The method of finding and moving between different information and pages on a *web site*. It is governed by menu arrangements, site structure and the layout of individual pages.

**Nested ad content** This refers to the situation when the person undertaking the *clickthrough* is not redirected to a corporate or brand site, but is instead taken to a related page on the same site as that on which the advertisement is placed. (sometimes referred to as *microsite*).

**Non-repudiability** *See* Security methods.
Offer An incentive in direct marketing or a product offering.

Offline promotion See Promotion (online and offline).

Offline web metric Offline measures are those that are collated by marketing staff recording particular marketing outcomes such as enquiry or a sale. They are usually collated manually, but could be collated automatically.

One-to-one marketing A unique dialogue that occurs directly between a company and individual customers (or less strictly with groups of customers with similar needs). The dialogue involves a company in listening to customer needs and responding with services to meet these needs.

Online brand See Digital brand.

Online branding How online channels are used to support brands that, in essence, are the sum of the characteristics of a product or service as perceived by a user.

Online customer experience The combination of rational and emotional factors of using a company’s online services that influences customers’ perceptions of a brand online.

Online incentive schemes See Loyalty techniques.

Online intermediary sites Web sites that facilitate exchanges between consumer and business suppliers.

Online promotion See Promotion (online and offline).

Online promotion contribution An assessment of the direct contribution of the Internet or other digital media to sales, usually expressed as a percentage of overall sales revenue.

Online service providers (OSPs) An OSP is sometimes used to distinguish large Internet service providers (ISPs) from other access providers. OSPs have a large amount of specially developed content available to their subscribers. This term is not used as frequently as ISP and the distinction between ISPs and OSPs is a blurred one since all OSPs are also ISPs and the distinction only occurs according to the amount of premium content (only available to customers) offered as part of the service.

Online service-quality gap The mismatch between what is expected and delivered by an online presence.
Online value proposition A statement of the benefits of e-commerce services that ideally should not be available in competitor offerings or offline offerings.

Online web metrics Online measures are those that are collected automatically on the web server, often in a server log file.

Operational effectiveness Performing similar activities better than rivals. This includes efficiency of processes.

Opt-in A customer proactively agrees to receive further information.

Opt-in e-mail The customer is only contacted when (s)he has explicitly asked for information to be sent (usually when filling in an on-screen form).

Opt-out e-mail The customer is not contacted subsequently if (s)he has explicitly stated that (s)he does not want to be contacted in future. Opt-out or unsubscribe options are usually available within the email itself.

Outbound e-mail E-mail sent from a company.

Outbound Internet-based communications The web site and e-mail marketing are used to send personalized communications to customers.

Outsourcing Contracting an outside company to undertake part of the Internet marketing activities.

Overt Typically an animated ad that moves around the page and is superimposed on the web site content.

Page impression One page impression occurs when a member of the audience views a web page. (See also Ad impression and Reach).

PageRank A scale between 0 to 10 used by Google to assess the importance of web sites according to the number of inbound links or backlinks.

Page request The process of a user selecting a hyperlink or typing in a uniform resource locator (URL) to retrieve information on a specific web page. Equivalent to page impression.

Page view See Page impression.

Pay-per-click (PPC) search marketing Refers to when a company pays for text ads to be displayed on the search engine results pages when a specific keyphrase is entered by the search users. It is so called since the marketer pays for each time the hypertext link in the ad is clicked on.
**Performance drivers** Critical success factors that determine whether business and marketing objectives are achieved.

**Performance management system** A process used to evaluate and improve the efficiency and effectiveness of an organization and its processes.

**Performance measurement system** The process by which metrics are defined, collected, disseminated and auctioned.

**Performance metrics** Measures that are used to evaluate and improve the efficiency and effectiveness of business processes.

**Performance of web site** Performance or quality of service is dependent on its availability and speed of access.

**Permission marketing** Customers agree (opt-in) to be involved in an organization’s marketing activities, usually as a result of an incentive.

**Persistent cookies** Cookies that remain on the computer after a visitor session has ended. Used to recognize returning visitors.

**Personal data** Any information about an individual stired by companies concerning their customers or employees.

**Personalization** Web-based personalization involves delivering customized content for the individual through web pages, e-mail or **push technology**.

**Personas** A thumbnail summary of the characteristics, needs, motivations and environment of typical web site users.

**Persuasion marketing** Using design elements such as layout, copy and typography together with promotional messages to encourage site users to follow particular paths and specific actions rather than giving them complete choice in their navigation.

**Phishing** Obtaining personal details online through sites and e-mails masquerading as legitimate businesses.

**Phone-me** A **callback** facility available on the web site for a company to contact a customer by phone at a later time, as specified by the customer.

**Pixel** The small dots on a computer screen that are used to represent images and text. Short for 'picture element'. Used to indicate the size of banner advertisements.
Place  The element of the marketing mix that involves distributing products to customers in line with demand and minimizing cost of inventory, transport and storage.

Plug-in  A program that must be downloaded to view particular content such as an animation.

Podcasts  Individuals and organizations post online media (audio and video) which can be viewed in the appropriate players (including the iPod which first sparked the growth in this technique).

Portal  A web site that acts as a gateway to information and services available on the Internet by providing search engines, directories and other services such as personalized news or free e-mail.

Portfolio analysis  Evaluation of value of current e-commerce services or applications.

Positioning  Customers' perception of the product offer relative to those of competitors.

Prescriptive strategy  The three core areas of strategic analysis, strategic development and strategy implementation are linked together sequentially.

Price-elasticity of demand  Measure of consumer behaviour that indicates the change in demand for a product or service in response to changes in price.

Price transparency  Customer knowledge about pricing increases due to increased availability of pricing information.

Pricing model  Describes the form of payment such as outright purchase, auction, rental, volume purchases and credit terms.

Primary persona  A representation of the typical site user.

Privacy  A moral right of individuals to avoid intrusion into their personal affairs. (See also Security methods).

Privacy statement  Information on a web site explaining how and wht individuals' data are collected, processed and stored.

Profiling  See Customer profiling.

Promotion (online and offline)  Online promotion uses communication via the Internet itself to raise awareness about a site and drive traffic to it. This promotion may take the form of links from other sites, banner advertisements or
targeted e-mail messages. Offline promotion uses traditional media such as newspaper advertising and word of mouth to promote a company’s web site.

**Prosumer** ‘Producer + consumer’. The customer is closely involved in specifying their requirements in a product.

**Prototypes and prototyping** A prototype is a preliminary version of part (or a framework of all) of a web site that can be reviewed by its target audience or the marketing team. Prototyping is an iterative process where web site users suggest modifications before further prototypes are made and the final version of the site is developed.

**Psychographic segmentation** A breakdown of customers according to different characteristics.

**Public key** A unique identifier of a buyer or a seller that is available to other parties to enable secure e-commerce using **encryption** based on digital certificates.

**Pull media** The consumer is proactive in selection of the message through actively seeking out a web site.

**Push media** Communications are broadcast from an advertiser to consumers of the message who are passive recipients.

**Push technology** The delivery of web-based content to the user’s desktop without the need for the user to visit a site to **download** information. E-mail can also be considered to be a push technology. A particular type of information is a ‘push channel’.

**Qualified lead** Contact and profile information for a customer with an indication of the level of their interest in product categories.

**Reach** The number of unique individuals who view an advertisement.

**Really Simple Syndication (RSS)** Blog, news or other content is published and syndicated for other sites or read by users in RSS reader software services.

**RealNames** A service for matching company names and brands with web addresses.

**Referrer** The site that a visitor previously visited before following a link.

**Referring sites** A log file indicate which site a user visited immediately before visiting the current site. *(See also Clickthrough, Destination site and Exit page).*

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Registration (individuals) The process whereby an individual subscribes to a site or requests further information by filling in contact details and his or her needs using an electronic form.

Registration (of domain name) The process of reserving a unique web address that can be used to refer to the company web site.

Reintermediation The creation of new intermediaries between customers and suppliers providing services such as supplier search and product evaluation.

Relationship marketing Consistent application of up-to-date knowledge of individual customers to product and service design, which is communicated interactively in order to develop a continuous mutually beneficial and long-term relationship.

Repeat visits If an organization can encourage customers to return to the web site then the relationship can be maintained online.

Repurposing Developing for a new access platform, such as the web, content which was previously used for a different platform.

Resource analysis Review of the technological, financial and human resources of an organization and how they are utilized in business processes.

Results-base payment Advertisers pay according to the number of times the ad is clicked on.

Retail channel Retailers' use of the Internet as both a communication and a transaction channel concurrently in business-to-consumer markets.

Retail format This is the general nature of the retail mix in terms of range of products and services, pricing policy, promotional programmes, operating style or store design and visual merchandising; examples include mail-order retailers (non-store-based) and department-store retailers.

Retention See Customer retention.

Return on advertising spend (ROAS) This indicates amount of revenue generated from each referrer. ROAS = Total revenue generated from referrer / Amount spent on advertising with referrer.

Return on Investment (ROI) This indicates the profitability of any investment or in an advertising context, for each referring site. 
ROI = Profit generated from investment / Cost of investment.
ROI = Profit generated from referrers / amount spent on advertising with referrer.
Revenue models  Describe methods of generating income for an organization.

Reverse auctions  Item purchased from lowest-bidding supplier in bidding period.

Rich-media advertisements  Advertisements that are not static, but provide animation, sound or interactivity.

Robot  A tool, also known as a spider, that is employed by search engines to index web pages of registered sites on a regular basis.

Run of site  A situation where a company pays for banner advertisements to promote its services across a web site.

Sales promotions  The Internet offers tremendous potential for sales promotions of different types since it is more immediate than any other medium – it is always available for communication and tactical variations in the details of the promotion can be made at short notice.

Satisficing behaviour  Consumers do not behave entirely rationally in product or supplier selection. They will compare alternatives, but then may make their choice given imperfect information.

Saturation of the Internet  Access to the Internet will reach saturation as home PC ownership reaches a limit, unless other access devices become popular.

Scenario-based analysis  Models of the future environment are developed from different starting points.

Scenario of use  A particular path or flow of events or activities performed by a visitor to a web site.

Scripts  Scripts can run either on the user's browser (client-side scripts) (see Web browser) or on the web server (server-side scripts).

Search engine  Specialized web site that uses automatic tools known as spiders or robots to index web pages of registered sites. Users can search the index by typing in keywords to specify their interest. Pages containing these keywords will be listed and by clicking on a hyperlink the user will be taken to the site.

Search engine listing  The list of sites and descriptions returned by a search engine after a user types in keywords.

Search engine optimization (SEO)  A structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrases.
Search engine ranking The position of a site on a particular search engine, e.g. 3rd.

Secure Electronic Transaction (SET) A standard for public-key encryption intended to enable secure e-commerce transactions lead-developed by Mastercard and Visa.

Secure HTTP Encrypted HTTP.

Secure-Sockets Layer (SSL) A commonly used encryption technique for scrambling data such as credit card numbers as they are passed across the Internet from a web browser to a web server.

Security methods When systems for electronic commerce are devised or when existing solutions are selected, the following attributes must be present:
1 Authentication – are parties to the transaction who they claim to be? This is achieved through the use of digital certificates.
2 Privacy and confidentiality – are transaction data protected? The consumer may want to make an anonymous purchase. Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated?
3 Integrity – checks that the message sent is complete, i.e. that it is not corrupted.
4 Non-repudiability – ensures sender cannot deny sending message.
5 Availability – how can threats to the continuity and performance of the system be eliminated?

Seeding The viral campaign is started by sending an e-mail to a targeted group that are likely to propagate the virus.

Sense and response communications Delivering timely, relevant communications to customers as part of a contact strategy based on assessment of their position in the customer lifecycle and monitoring specific interactions with a company’s web site, e-mail and staff.

Segmentation Identification of different groups within a target market in order to develop different offerings for each group.

Sell-side e-commerce E-commerce transactions between a supplier organization and its customers.

Server log file See Online web metrics.

Service quality The level of service received on a web site. Dependent on reliability, responsiveness and availability of staff and the web site service.
Serving Used to describe the process of displaying an advertisement on a web site (ad serving) or delivering a web page to a user's web browser. (See Web server).

Share of search The audience share of Internet searches achieved by a particular audience in a particular market.

Share of voice The relative advertising spend of the competitive brands within the product category. Share of voice (SOV) is calculated by dividing a particular brand's advertising spend by the total category spend.

Session See Visitor session.

Session cookie A cookie used to manage a single visitor session.

Short Message Service (SMS) The formal name for text messaging.

Site See Web site.

Site announcements Usually used to describe the dissemination of information about a new or revised web site.

Site availability An indication of how easy it is to connect to a web site as a user. In theory this figure should be 100 per cent, but for technical reasons such as failures in the server hardware or upgrades to software, sometimes users cannot access the site and the figure falls below 90 per cent.

Site design template A standard page layout format which is applied to each page of a web site.

Site map A geographical or text description of the relationship between different groups of content on a web site.

Site measurement See Web site measurement.

Site navigation scheme Tools provide to the user to move between different information on a web site.

Site re-launch Where a web site is replaced with a new version with a new 'look and feel'.

Site statistics Collected by log file analysers, these are used to monitor the effectiveness of a web site.

Site 'stickiness' An indication of how long a visitor stays on a site. Log file analysers can be used to assess average visit times.
Site visit  One site visit records one customer visiting the site. Not equivalent to User session.

Site-visitor activity data  Information on content and services accessed by e-commerce site visitors.

Sitemapping tools  These tools diagram the layout of the web site, which is useful for site management and can be used to assist users.

Situation analysis  Collection and review of information about an organization’s external environment and internal processes and resources in order to inform its strategies.

SMART metrics  SMART metrics must be Specific, Measurable, Actionable, Relevant and Timely.

Smartcards  Physical cards containing a memory chip that can be inserted into a smartcard reader before items can be purchased.

Social exclusion  Part of society is excluded from the facilities available to the remainder.

Soft lock-in  Electronic linkages between supplier and customer increases switching costs.

Software agents  See Agents.

Spam  Unsolicited e-mail (usually bulk mailed and untargeted).

Spamming  Bulk e-mailing of unsolicited mail.

Specific offline advertising  Driving traffic to the web site or explaining the online proposition is a primary objective of the advert.

Spider  A tool, also known as a robot, that is employed by search engines to index web pages of registered sites on a regular basis.

Splash page  A preliminary page that precedes the normal home page of a web site. Site users can either wait to be redirected to the home page or can follow a link to do this. Splash pages are not now commonly used since they slow down the process whereby customers find the information they need.

Sponsorship  Sponsorship involves a company paying money to advertise on a web site. The arrangement may involve more than advertising. Sponsorship is a similar arrangement to co-branding.
Stage models  Models for the development of different levels of Internet marketing literature.

Stages in web site development  The standard stages of creation of a web site are initiation, feasibility, analysis, design, development (content creation), testing and maintenance.

Static (fixed) web page  A page on the web server that is invariant.

STEP  A framework for assessing the macroenvironment, standing for Social, Technological, Economic and Political (including legal).

Storyboarding  Using static drawings or screenshots of the different parts of a web site to review the design concept with the customers or clients.

Strategic analysis  Collection and review of information about an organization’s internal processes and resources and external marketplace factors in order to inform strategy definition.

Strategic positioning  Performing different activities from rivals or performing similar activities in different ways.

Strategy formulation  Generation, review and selection of strategies to achieve strategic objectives.

Streaming media  Sound and video that can be experienced within a web browser before the whole clip is downloaded.

Style guide  A definition of site structure, page design, typography and copy defined within a company. (See Graphic design).

Subject access request  A request by a data subject to view personal data from an organization.

Subliminal advertising  Advertising allegedly to work on a subconscious level.

Superstitials  Pop-up adverts that require interaction to remove them.

Surfer  An undirected information seeker who is often looking for an experience rather than information.

Tagging  Tracking of the origin of customers and their specific patterns.

Target marketing strategy  Evaluation and selection of appropriate segments and the development of appropriate offers.
Targeting (through banner advertisers) Advertising networks such as DoubleClick offer advertisers the ability to target advertisements dynamically on the World Wide Web through their ‘DART’ targeting technology. This gives advertisers a means of reaching specific audiences.

Technology convergence A trend in which different hardware devices such as TVs, computers and phone merge and have similar functions.

Telemarketing using the Internet Mainly used for inbound telemarketing, including sales lines, carelines for goods and services and response handling for direct response campaigns.

Telnet A program that allows remote access to data and text-based programs on other computer systems at different locations. For example, a retailer could check to see whether an item was in stock in a warehouse using a telnet application.

Template See Site design template.

Test web site A parallel version of the site to use before the site is made available to customers as a live web site.

Testing content Testing should be conducted for plug-ins; for interactive facilities and integration with company databases; for spelling and grammar; for adherence to corporate image standards; for implementation of HTML in different web browsers and to ensure that links to external sites are valid.

Testing phase Testing involves different aspects of the content such as spelling, validity of links, formatting on different web browsers and dynamic features such as form filling or database queries.

Third-party cookies Served by another site to the one being viewed – typical for portals where an ad network will track remotely or where the web analytics software places a cookie.

Tipping point Using the science of social epidemics explains principles that underpin the rapid spread of ideas, products and behaviours through a population.

Trademark A trademark is a unique word or phrase that distinguishes one company. The mark can be registered as plain or designed text, artwork or a combination. In theory, colours, smells and sounds can also be trademarks.

Traffic-building campaign The use of online and offline promotion techniques such as banner advertising, search engine promotion and reciprocal linking to increase the audience of a site (both new and existing customers).

Transaction log file A web server file that records all page requests.
Transfer Control Protocol/Internet Protocol (TCP/IP)  The passing of data packets around the Internet occurs via TCP/IP. For a PC to be able to receive web pages or for a server to host web pages it must be configured to support this protocol.

Trusted third parties (TTPs)  Companies with which an agreement has been reached to share information.

Ultrabroadband  Wireless Internet technology allowing people to move extremely large files quickly over short distances.

Undirected information seeker  A person who does not know what information they are looking for — a surfer.

Uniform (universal) resource locator (URL)  Text that indicates the web address of a site. A specific domain name is typed into a web browser window and the browser will then locate and load the web site. It is in the form of: http://www.domain-name.extension/filename.html.

Unique visitors  Individual visitors to a site measured through cookies or IP addresses on an individual computer.

Unsubscribe  An option to opt out from an e-mail newsletter or discussion group.

Upload  The transfer of files from a local computer to a server. Usually achieved using FTP. E-mail or web site pages can be downloaded to update a remote server.

Up-selling  Persuading existing customers to purchase more expensive products (typically related to existing purchase categories).

URL strategy  A defined approach to how content is labeled through placing it in different directories or folders with distinct web addresses.

Usability  an approach to web site design intended to enable the completion of user tasks.

Usability/user testing  Representative users are observed performing representative tasks using a system.

Usenet newsgroup  An electronic bulletin board used to discuss a particular topic such as a sport, hobby or business area. Traditionally accessed by special newsreader software, these can now be accessed via a web browser from www.deja.com.
User-centric design  Design based on optimizing the user experience according to all factors, including the user interface, which affect this.

User journey  See Customer scenarios.

User session  Used to specify the frequency of visits to a site. Not equivalent to site visit.

Validation  Validation services test for errors in HTML code which may cause a web page to be displayed incorrectly or for links to other pages that do not work.

Value chain  A model that considers how supply chain activities can add value to products and services delivered to the customer.

Value network  The links between an organization and its strategic and non-strategic partners that form its external value chain.

Value proposition of site  The benefits or value of a web site that are evident to its users.

Vertical portals  These are generally business-to-business sites that will host content to help participants in an industry to get their work done by providing industry news, details of business techniques and product and service reviews.

View  See Page impression.

Viral marketing  A marketing message is communicated from one person to another, facilitated by different media, such as word of mouth, e-mail or web sites. Implied rapid transmission of messages is intended.

Viral referral  An ‘e-mail a friend or colleague’ component to an e-mail campaign or part of web site design.

Virtual cash  See Digital cash.

Virtual community  An Internet-based forum for special-interest groups to communicate using a bulletin board to post messages.

Virtual mall  A web site that brings together different electronic retailers at a single virtual (online) location. This contrasts with a fixed-location infrastructure – the traditional arrangement where retail organizations operate from retail stores situated in fixed locations such as real-world shopping malls. (Also known as electronic mall).

Virtual merchants  Retailers such as Amazon that only operate online – they have no fixed-location infrastructure.
**Virtual organization** An organization that uses information and communications technology to allow it to operate without clearly defined physical boundaries between different functions. It provides customized services by outsourcing production and other functions to third parties.

**Virtual private network** Private network created using the public network infrastructure of the Internet.

**Virtualization** The process whereby a company develops more of the characteristics of a virtual organization.

**Visit** See Site visit.

**Walled garden** A limited range of e-commerce services on iDTV (compared to the Internet).

**Web 2.0 concept** A collection of web services that facilitate certain behaviours online such as community participation and user-generated content, rating and tagging.

**Web accessibility** Designing web sites so that they can be used by people with visual impairment whatever browser/access platform they use.

**Web address (universal resource locators – URLs)** Web addresses refer to particular pages on a web server, which is hosted by a company or organization. The technical name for web addresses is uniform or universal resource locators (URLs).

**Web application protocol (WAP)** A standard that enables mobile phones to access text from web sites.

**Web analytics** Techniques used to assess and improve the contribution of e-marketing to a business, including reviewing traffic volume, referrals, clickstreams, online reach data, customer satisfaction surveys, leads and sales.

**Web browsers** Browsers such as Mozilla Firefox and Microsoft Internet Explorer provide an easy method of accessing and viewing information stored as HTML web documents on different web servers.

**Web radio** Or Internet radio is when existing broadcasts are streamlined via the Internet and listened to using plug-ins such as Real Media or Windows Media Player.

**Web response model** The web site is used as a response mechanism for offline campaign elements such as direct mail or advertising.
Web self-service  Content and services provided by an organization to replace or complement in-store or phone customer enquiries in order to reduce costs and increase customer convenience.

Web servers  Web servers are used to store the web pages accessed by web browsers. They may also contain databases of customer or product information, which can be queried and retrieved using a browser.

Web site  Content accessible on the World Wide Web that is created by a particular organization or individual. The location and identity of a web site is indicated by its web address (URL) or domain name. It may be stored on a single server in a single location or a cluster of servers.

Web site measurement  The process whereby metrics such as page impressions are collected and evaluated to assess the effectiveness of Internet marketing activities in meeting customers, business and marketing objectives.

Webmaster  A webmaster is responsible for ensuring the quality of a web site. This means achieving suitable availability, speed, working links between pages and connections to company databases. In small companies the webmaster may be responsible for graphic design and content development.

Wide Area Information Service (WAIS)  An Internet service that has been superseded by the World Wide Web.

Wi-Fi (‘wireless fidelity’)  A high-speed wireless local-area network enabling wireless access to the Internet for mobile, office and home users.

Wireframe  Also known as ‘schematics’, a way of illustrating the layout of an individual web page.

Wireless Markup Language (WML)  Standard for displaying mobile pages such as transferred by WAP.

WiMax  A wireless Internet technology similar to WiFi but capable of creating a hot spot with a range of 25-30 miles.

World Wide Web  A medium for publishing information on the Internet. It is accessed through web browsers, which display web pages and can now be used to run business applications. Company information is stored on web servers, which are usually referred to as web sites.

XML  An advanced markup language giving better control than HTML over format for structured information on web pages.