



## **Affiliate Marketing Acronyms**

**ATC:** Add To Cart

**BOF:** Bottom of Funnel

**CA:** Custom Audience

**CBO:** Campaign Budget Optimization

**CPC:** Cost Per Click

**CPE:** Cost Per Engagement

**CPM:** Cost Per Thousand Impressions

**CRO:** Conversion Rate Optimization

**CSV File:** Comma Separated Values file

**CTR:** Click-Through Rate

**CVR:** Conversation Rate

**DB:** Down sell

**DPA:** Dynamic Product Ads

**HOPS:** Amount of clicks going to your offer page or order form

**IC:** Initiate Checkout

**KPI:** Key Performance Indicator

**LAL or LAA or LLA:** Lookalike Audience

**LP:** Landing Page

**LPV:** Landing Page Views

**LTV:** Lifetime Value

**MOF:** Middle of Funnel

**OCU:** Once click upsell

**OTO:** One Time Offer

**PPE:** Page Post Engagement

**ROAS:** Revenue or Return on ad spend

**ROI:** Return on Investment

**RT:** Retargeting

**TOP:** Top Of Funnel

**US:** Upsell

**VSL:** Video Sales Letter

**VV:** Video Views

**WC:** Website Conversion

**XS:** Cross-Sell