Glossary of marketing terms

**Aggregation**
The collection of information from a variety of sources that is then brought together in one place.

**Consumer characteristics**
A consumer’s interests, opinions, demographic, lifestyle, activity, and purchase characteristics.

**Cookies**
Small text files stored on an individual’s web browser. Cookies are designed to hold small amounts of data specific to a particular online user and can be accessed by a web server.

**Demographics**
Characteristics of an individual, such as age, income, education, gender or occupation.

**Direct mail marketing**
An advertisement that is delivered to customers and potential customers by postal mail.

**Direct marketing**
When businesses and non-profit organizations market their products, services or causes directly to consumers based on consumer interests. Examples include catalogs and other postal mailings, telemarketing, text messages, email, ads on a mobile device and internet advertising.

**Internet banner advertising**
Advertisements that a consumer sees while browsing the internet, also known as “display” advertising. For example, while a consumer is reading the news online, the consumer may see an advertisement at the top of the webpage. The advertisement could be based on the consumer’s recent online activity or it may appear to be random. Consumers will see ads while browsing the internet and the goal of marketing to consumers through internet banner advertising is to show consumers ads that are relevant.

**Lists**
A collection of names and addresses used by an organization to send advertisements.

**Marketing**
Companies using consumer information to contact existing and potential customers to provide them opportunities to buy their products or services or contribute to charitable causes.

**Market segmentation**
Dividing consumers into groups based on different consumer characteristics, to deliver specially designed advertisements that meet these characteristics as closely as possible.

**Mass marketing**
When many consumers receive the same message from businesses and non-profit organizations through mass media, such as broadcast television, radio and newspapers, regardless of consumer interests.
Offer
The content that is provided in an advertisement, a product or service presented to consumers. For example, a promotion for a free dental check from a local dentist.

Opt-in (subscribe)
When a consumer provides permission to an advertiser to send them advertising messages.

Opt-out (unsubscribe)
When a consumer chooses not to receive, or to no longer receive, advertising messages from a particular advertiser, or requesting that personal information not be shared with another party.

Permission-based email
Emails sent to individuals who have opted-in, or subscribed, to receive email communications from a particular company, website or individual.

Permission-based marketing
Any type of marketing that asks for permission from individuals/households. For example, an individual specifically requests a catalog or signs up for email updates from a company.

Retargeting
Display of an internet banner advertisement to an online user based on an online user’s previous action, such as visiting a website or opening an email.

Target marketing
Reaching out to a group of consumers sharing common consumer characteristics with the most appropriate advertisements.

Telemarketing
Using the telephone to contact individuals about an advertiser’s products or services, or to get support for a cause.

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