

DIGITAL BOOST

power up your business

GLOSSARY

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Blockchain

A blockchain is a decentralized, distributed and public digital ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network.

Cryptocurrency

A digital currency in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

AI (Artificial Intelligence)

The simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using the rules to reach approximate or definite conclusions) and self-correction.

Contextual Marketing

Contextual marketing is an online marketing model in which people are served with targeted advertising based on terms they search for or their recent browsing behaviour.

Hyperlocal

relating to or focusing on matters concerning a small community or geographical area.

Lookalike Audiences

Lookalike Audiences helps you create new audiences based on traits from one of the following sources: Custom Audiences: Upload a list of your existing customers using Custom Audiences. Then use Lookalike Audiences to find people who resemble that audience.

Bot

Bots, or Internet robots, are also known as spiders, crawlers, and web bots. Generally they are used to perform repetitive jobs, such as indexing a search engine,

Adwords

Google Ads is an online advertising service developed by Google, where advertisers pay to display brief advertisements, service offerings, product listings, and video content within the Google ad network to web users.

Hyperlink

In computing, a hyperlink, or simply a link, is a reference to data that the reader can directly follow either by clicking, tapping, or hovering. A hyperlink points to a whole document or to a specific element within a document. Hypertext is text with hyperlinks. The text that is linked from is called anchor text.

Influencer

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole. It identifies the individuals that have influence over potential customers, and orients marketing activities around these influencers.

Link Bait

content designed to attract attention and encourage those viewing it to create hyperlinks to the site, with the aim of improving the site's position on the list of results returned by a search engine.

Podcast

A podcast, or generically netcast, is an episodic series of digital audio or video files which a user can download and listen to. It is often available for subscription, so that new episodes are automatically downloaded via web syndication to the user's own local computer, mobile application, or portable media player.

PageRank

PageRank (PR) is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages.

RSS Feed

RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

ROI (Return on Investment)

Return on Investment (ROI) is a performance measure, used to evaluate the efficiency of an investment or compare the efficiency of a number of different investments. ROI measures the amount of return on an investment, relative to the investment's cost.

VLOG

A video blog or video log, usually shortened to vlog is a form of blog for which the medium is video, and is a form of web television. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata.

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