

# BioCentric Guide to Digital Acronyms

ACRONYM	MEANING	CATEGORY
API	Application program interface	Mobile Development
AR	Augmented reality	General
CMS	Content management system	Web Development
CPA	Cost per acquisition/action	Analytics/Metrics
CPC	Cost per click	Analytics/Metrics
CR	Conversion rate	Analytics/Metrics
CRM	Customer relationship management	General
CSS	Cascading style sheets	Web Development
CTA	Call to action	General
CTR	Click-through rate	Analytics/Metrics
DMP	Data management platform	Web Development
DNS	Domain name system	Web Development
ESP	Email service provider	Web Development
FTP	File transfer protocol	Web Development
HTML	HyperText Markup Language	Web Development
HTTP	Hyper Text Transfer Protocol	Web Development
HTTPS	Hyper Text Transfer Protocol Secure	Web Development
IMAP	Internet Message Access Protocol	Web Development
IP	Internet Protocol or Intellectual Property	Web Development
ISP	Internet service provider	General
KPI	Key performance indicator	General
PPC	Pay per click	Analytics/Metrics
PPL	Pay per lead	Analytics/Metrics

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PPV	Pay per view	Analytics/Metrics
PR	PageRank	Analytics/Metrics
PV	Page views	Analytics/Metrics
QR Code	Quick response code	Mobile Development
RTD	Real time data	Web Development
S2S	Server to server	Web Development
SaaS	Software as a service	General
SEM	Search engine marketing	Analytics/Metrics
SEO	Search engine optimization	Analytics/Metrics
SERP	Search engine results page	Analytics/Metrics
SMM	Social media marketing	Analytics/Metrics
SMO	Social media optimization	Analytics/Metrics
SMP	Social media platform	General
SMS	Short message service	Mobile Development
SSL	Secure Sockets Layer	Web Development
UCD	User-centric design	General
UGC	User-generated content	General
UI	User interface	General
URL	Uniform resource locator	Web Development
UV	Unique visitor	Analytics/Metrics
UX	User experience	General
VOD	Video on demand	General