

## Glossary of abbreviations.

<b>AVE</b>	Advertising Value Equivalent
<b>B2B</b>	Business to Business
<b>CR</b>	Conversion Rate
<b>CSR</b>	Corporate Social Responsibility
<b>CTR</b>	Click through rates
<b>KPI</b>	Key Performance Indicator
<b>OTH</b>	Opportunity to hear
<b>OTS</b>	Opportunity to see
<b>OTV</b>	<b>Opportunity to view</b>
<b>PPC</b>	Pay per click
<b>RMU</b>	Retail Mall Units
<b>ROI</b>	Return on investment
<b>SEO</b>	Search Engine Optimisation
<b>SMART</b>	Specific, Measurable, Achievable, Realistic and Time-Bound
<b>SMC</b>	Strategic Marketing Campaign
<b>SWOT</b>	Strengths, Weaknesses, Opportunities and Threats

### Need a helping hand?

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