

Common acronyms

AOL	American Online
AD	advertisement
ASP	application service provider
B2B	business to business
B2C	business to customer
CPA	cost per acquisition; cost per action
CPC	cost per click
CPI	cost per impression; cost per install
CPL	cost per lead
CPM	cost per mille
CPS	cost per sale
CPT	cost per thousand
CR	conversion rate/ratio
CRM	customer relationship management
CSS	cascading style sheets
CTR	click through rate; click-through ratio
DH	direct hit
DRM	digital rights management; dynamic rich media
EPC	earnings per click
FAQ	frequently asked questions
FFA	free-for-all links
IM	instant messaging
LS	look smart
MSN	Microsoft Network
NSL	network solution
PFI	pay for inclusion
PFP	pay for performance
PPA	pay per acquisition; pay per action
PPC	pay per click
PPCSE	pay per click search engine
PPI	pay per impression; pay per install
PPL	pay per lead
PPM	pay per mille