



# Mobile Marketing Glossary

Mobile marketing is filled with colourful terms, phrases and acronyms. Many of these describe processes and platforms that we use all the time without knowing what they're called. Which is fine if you're a normal mobile phone user, but to be able to use mobile effectively in a campaign you'll need to know what you're talking about. Herewith your phrase-book.

## **Ad Optimization**

Automated and semi-automated means of optimizing bid prices, placement, targeting, or other characteristics that are usually carried out in 3 manners: behavioral targeting, contextual targeting, and creative optimization using experimental techniques.

## **Analytics**

System for tracking user behavior on the app/game both from a user experience and advertisement perspective. Analytics help developers understand trends within their app/game and optimize the user flow for maximum engagement and user retention.

## **Android OS**

Google's official mobile operating system.

## **Augmented Reality**

Augmented Reality is akin to virtual reality, but rather than immersing the user in a virtual world, the physical space around the person operating an AR device (like a smartphone) is layered with graphics or geo-specific data to form a blended reality that can be interacted with.

## **Badges**

Badges are tangential achievements that are separate from levels that players achieve by earning experience points. Players can earn various badges for completing various tasks.

**Bluetooth**

A communication protocol that enables mobile devices equipped with a special chip to send and receive information wirelessly over short-ranges, using the 2.4 GHz spectrum band.

**Bluejacking**

The anonymous sending of unsolicited messages over Bluetooth to Bluetooth enabled devices such as mobile phones, PDAs or laptop computers. Spam.

**Click to Call**

Enables a mobile subscriber to initiate a voice call to a specified phone number by clicking on a link on a mobile web site. Typically used to enhance and provide a direct response mechanism in an ad.

**Carrier / Mobile Network Operator**

Also known as MNO, a mobile network operator is a telecommunications company that provides various services to subscribers of mobile phone plans. MNOs have to obtain a radio spectrum license prior to offering mobile services. They also have their own technology types, such as GSM, GPRS and/or Edge.

**Check-ins**

A check-in is executed via a GPS enabled mobile device that allows a user to declare they are at a specific location. This check-in can be shared with others and is a prominent feature in the very popular social app Foursquare. Facebook has also begun offering check-ins using its Facebook Places API.

**Confirmed Opt-In**

The process used for verifying a mobile subscriber's intention, and for gaining the subscriber's explicit agreement to participate in a mobile program/contest/game/alert service.

**Conversions**

A descriptor encompassing an end user converting to a paying user or a user that performs an action of some sort.

**CPA**

Cost per Acquisition. Refers to the overall costs associated with acquiring one user. This can be calculated by dividing total marketing costs by total number of new users.

## **CPM**

Cost Per Thousand impressions. This is the revenue paid to the publisher by the advertiser for every thousand times the ad is shown.

## **Cross-platform**

Software that can inter-operate on multiple computer architectures or operating systems. i.e. A player playing Farmville on Facebook and then continuing to play on an iPhone.

## **Direct Billing API**

Direct Payment API that can be used to customize a purchase process that does not require the user to leave where they are. For example, a developer can offer an in-game purchase option to users using a service like Paypal where users can purchase virtual currency within the game without going to an external site.

## **eCPM**

Effective Cost Per Thousand Impressions. This can be calculated by total earnings / impressions x 1000. This metric is associated with entities such as offer i-frames and help developers realize how much they are earning for every thousand users that visit their i-frame. Social game developers have seen eCPMs anywhere from \$15 to \$1000+.

## **EDGE (Enhanced Data for Global Evolution)**

EDGE (also known as Enhanced GPRS or EGPRS) is a data system used on top of GSM networks. It provides nearly three times faster speeds than the outdated GPRS system. The theoretical maximum speed is 473 kbps for 8 timeslots but it is typically limited to 135 kbps in order to conserve spectrum resources. Both phone and network must support EDGE, otherwise the phone will revert automatically to GPRS.

EDGE meets the requirements for a 3G network but is usually classified as 2.75G.

## **Flash Lite**

Adobe's lightweight version of Flash for mobile devices. Flash lite is a client side technology used for developing applications and is compatible with most operating systems. Flash lite is also available for Android mobile devices as part of Google's Android firmware update in version 2.2., although its future for iOS remains nebulous.

## **GPS**

Abbreviation for a 'Global Positioning System'. Space-based global navigation satellite system that can provide accurate information about a linked devices' location. Many mobile devices have GPS enabled, allowing them to know their location, find directions to a specific location, and see what else is around them.

## **Haptics**

A category of technology that provides physical feedback when the user interacts with virtual things. This could be "pressing" a button on a touch screen or "feeling" the rough edge of the road in a racing game. Usually the haptic feedback comes in the form of vibrations.

## **HSDPA (High-Speed Downlink Packet Access)**

The service was initially deployed at 1.8 Mbps but upgrades to the networks and new user devices led to increased rates of 3.6 Mbps, followed by 7.2 Mbps and further down the road, 14.4Mbps and even 21Mbps.

HSDPA only handles the downlink while the uplink is handled by a related technology called HSUPA. The combination of both technologies is usually called HSPA.

## **HTML5**

A new standard for displaying content on the web through browsers. HTML5 is the new rendition in work of HTML (hyper text markup language) that will be competing directly with Flash and includes features like video playback and drag-and-drop functionality, and it works on more mobile phones - most notably all the iPhones and Android phones.

## **In-app store**

The storefront within a game that showcases virtual goods for sale. Developers can manage the in-app store as they would any other store and use retail marketing techniques to drive virtual goods sales. This is strongest when coupled with in-app payments.

## **In-game Promotions**

Offers that take place within a game, analogous to a direct payment system, that are usually shown to the users in the context of the game being played. Limited edition and time-sensitive offers have highest conversions.

## **Incentivized Invites**

Invites users send out because of the promised gain of virtual currency or airtime for doing so.

## **Interactive Video Ads**

Ad units that offer interaction to users such as some kind of a game (advergame) or a quiz, poll, task etc.

## **Interstitial Ads**

A way of placing full page messages between the current and destination page within an app or game.

## **iOS**

Apple's official mobile operating system for the iPad, iPhone, iPod and to be announced devices, focusing on gesture based and multi-touch functionality.

## **Java ME**

Java Platform Micro Edition. Often stands for "Java ME". Java ME is a platform for applications running on mobile phones. These, mainly small, applications (e.g. games) can be downloaded from the Internet directly to the phone using its built-in web-browser, used mainly for feature-phones.

## **Location-Based Games**

LBGs are casual games for smartphones that incorporate the location of players as part of their game dynamics. Traditional location based games usually incentivize users to 'check-in' to locations by physically being present there (checked via GPS) that result in free marketing for these locations. In exchange users may earn points and unlock badges.

## **Long term evolution (LTE)**

LTE is the next-step of the evolution of UMTS (3G) and HSDPA (3.5G). It's the only wireless network technology that's correctly called 4G. Some carriers may market their high-speed HSDPA+ networks as 4G, but that's not technically correct.

Some of the improvements LTE brings along over the currently used wireless mobile radio technologies are a better spectral efficiency, lower costs, higher transfer speeds, and improved services.

## **Microtransactions**

Also known as micropayments, these are small transactions that users make often to buy virtual currency and involve a small sum of money

## **MMS**

Multimedia Messaging. Games can incorporate MMS to deliver personalized messages and notifications to players with images and sounds. Unlike SMS, MMS is not supported by every phone hence the developer is limited in the number of players it could reach.

## **Mobile Gaming Platform**

A platform that enables developers to plug in features such as matchmaking, game servers, voice, achievements etc. to their games so developers don't have to spend lots of resources developing their own. Examples include OpenFeint and Scoreloop.

## **Mobile Originated [MO or MOM]**

An SMS/ MMS message sent from a mobile device.

## **Mobile Terminated [MT or MTM]**

An SMS/ MMS message received to a mobile device.

## **Pay By Phone**

An alternative payment option that lets users pay through phones. Payment platforms that offer this include Boku and Zong, among others. The charge is added to the paying user's cellphone bill. This is very helpful if the target demographics of a game lack credit cards or do not want to pay with them.

## **Pay Per Download / Pay Per Access**

Users pay to acquire a specific piece of content or application. This is the traditional model used by App Stores such as those found in iOS or Android OS enabled devices where users can pay a fixed cost like 99 cents to download an app or game.

## **Pay Per Install**

The price developers on app stores pay everytime users download their app/game through a platform within a app/game

Payout Rate

## **Premium SMS**

Premium rate text messaging used to opt-in to special content such as ring tones.

## **Pull SMS**

Requested services (e.g. ringtones or games) from a mobile phone via WAP. The service requested is sent back via SMS

## **Push SMS**

Requested services (i.e. ring tones or games) from a mobile phone by sending a preset SMS code to a predetermined number. The service is sent back by SMS.

## **QR Codes**

Quick-Response codes are mobile barcodes that allow barcode-reading software in a mobile phone camera to act as a scanner. They can be placed in realworld settings & scanned with the phone camera and decoded.

### **Responsive web design (RWD)**

When a website is responsive, the layout and/or content responds (or, adapts) based on the size of the screen it's presented on. This should result in easy reading and navigation with a minimum of resizing, panning, and scrolling.

Mashable called 2013 the Year of Responsive Web Design.

### **SDK**

Software Developer Kit. Usually platforms provide developers with a set of development toolkits that enable creation of software packages, frameworks, apps etc. There is usually an SDK for each language that works on the platform that interfaces between the system to the programming language.

### **Smartphones**

Advanced mobile devices with powerful processors, memory, and large screens (compared to basic feature phones) that usually have open operating systems installed

### **Symbian OS**

Nokia's mobile operating system

### **USSD**

USSD (Unstructured Supplementary Service Data) is a technology used by the network to send information (usually text menus) between a mobile phone and an application on the network. USSD will allow you to request information in short codes (starting with \* and ending with #), or menus from the network via your cellphone.

### **WAP**

Abbreviation for Wireless Application Protocol. A set of communication standards for the way wireless devices (like mobile phones) can be accessed using generally any mobile phone and are light on data & graphics.

### **WASP**

Wireless Application Service Provider – provides hosted wireless applications so that companies will not have to build their own sophisticated wireless infrastructures. In South Africa you need to work through a WASP (like Clickatell or Strike Media) if you want to do bulk SMS/MMS messaging.

## **WASPA**

The The Wireless Application Service Providers' Association (WASPA) represents the South African mobile marketing industry, and enforces a code-of-conduct to deal with spam and unethical mobile marketing practices. You should familiarize yourself with some of their rules for advertisers: <http://www.waspa.co.za/code/advert-rules.shtml>

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