

Marketing & Business Strategy Acronyms

ARPU | Average Revenue Per User

CAC | Customer Acquisition Cost

CEO | Chief Executive Officer

CFO | Chief Financial Officer

CIO | Chief Information Officer

CMO | Chief Marketing Officer

CRM | Customer Relationship Management

CTA | Call to Action

DEI | Diversity, Equity and Inclusion

KPI | Key Performance Indicator

LTV | Lifetime Value

SWOT | Strengths, Weaknesses, Opportunities, Threats

SLA | Service Level Agreement

SEO | Search Engine Optimization

TAM | Total Addressable Market

TCO | Total Cost of Ownership

UI | User Interface

ROI | Return on Investment

USP | Unique Selling Proposition

WOM | Word of Mouth

#MRXacrs