



## — CHEAT SHEET —

# Marketing Acronyms For Builders

<b>B2B</b>	Business To Business	<b>IBS</b>	International Builders Show
<b>B2C</b>	Business To Consumer	<b>KPI</b>	Key Performance Indicator
<b>BDX</b>	Builders Digital Experience	<b>NHS</b>	New Home Source
<b>BDXLive</b>	BDX Customer Portal	<b>NHSPro</b>	New Home Source Professional
<b>BHI</b>	Builder Homesite, Inc.	<b>MNH</b>	Move New Homes
<b>CMS</b>	Content Management System	<b>PCBC</b>	Pacific Coast Builders Conference
<b>CPC</b>	Cost Per Click	<b>PPC</b>	Pay Per Click
<b>CPL</b>	Cost Per Lead	<b>RDC</b>	realtor.com®
<b>CPM</b>	Cost Per Thousand	<b>RFP</b>	Request For Proposal
<b>CoShow</b>	Company Showcase (realtor.com®)	<b>ROI</b>	Return On Investment
<b>CRM</b>	Customer Relationship Management	<b>RSS</b>	Really Simple Syndication
<b>CSS</b>	Cascading Style Sheet	<b>SaaS</b>	Software as a Service
<b>CTA</b>	Call To Action	<b>SEM</b>	Search Engine Marketing
<b>CTR</b>	Click Through Rate	<b>SEO</b>	Search Engine Optimization
<b>DDR</b>	Digital Dashboard Report	<b>UI</b>	User Interface
<b>FTP</b>	File Transfer Protocol	<b>VAN</b>	Vertical Ad Network
<b>GA</b>	Google Analytics	<b>XML</b>	Extensible Markup Language

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