

### Ad Types

|      |                                  |
|------|----------------------------------|
| RLSA | Remarketing Lists for Search Ads |
| RSA  | Responsive Search Ads            |
| RDA  | Responsive Display Ads           |
| ETA  | Expanded Text Ads                |
| DSA  | Dynamic Search Ads               |

### My Shorthands

| Term     | Lowercase<br>Acronyms | Uppercase<br>Acronyms |
|----------|-----------------------|-----------------------|
| Campaign | cmpgn                 | CMPGN                 |
| Ad Group | adgrp                 | ADGRP                 |

This contains all of my created acronyms since I couldn't really find the proper shorthand/acronyms anywhere on the internet.

### Industry Terms

|      |                            |
|------|----------------------------|
| DTC  | Direct To Consumer         |
| CPG  | Consumer Packaged Goods    |
| 1P   | 1st Party                  |
| 3P   | 3rd Party                  |
| MBRs | Monthly Business Reviews   |
| QBRs | Quarterly Business Reviews |

Acronyms that I've come across during reading materials and looked up.



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