

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 Acronyms | Uppercase 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.



By **MoakDesigns**

Published 30th September, 2019.
Last updated 22nd August, 2019.
Page 1 of 1.

Sponsored by **CrosswordCheats.com**
Learn to solve cryptic crosswords!
<http://crosswordcheats.com>