

### Ad Types

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

### Commonly Used in PPC

### 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.



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