

Ad Types

Acronym	Meaning	Notes
RLSA	Remarketing Lists for Search Ads	
RSA	Responsive Search Ads	
RDA	Responsive Display Ads	
ETA	Expanded Text Ads	ETA now deprecated
DSA	Dynamic Search Ads	

Commonly Used in PPC

Acronym	Meaning	Notes	Date Updated
STRs	Search Terms Reports	STs has been corrected to STRs	09.04.2025

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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