Term	Definition	Category
Affiliation	Marketing concept whereby a web site (merchant) sells its products or services with the help of other web sites (affiliates). When a visitor clicks on the link on the affiliates web sites and subsequently makes a purchase from the merchant, the affiliate site owner receive a commission based on the amount of the sale.	E-Commerce
Blog	Short for "Web log," a blog is basically a journal that is available on the web. Blogs are updated daily using content management software that allows people to update and maintain them easily.	E-Commerce
CGC	Consumer Generated Content are all opinions, experiences, advices and reviews shared by consumers via the internet. Examples include blog entries, consumer email feedback, message board posts, forum comments, personal Web sites, and personal email. CGC can include text, images, photos, videos, podcasts and other forms of media.	E-Commerce
CHAT	A chat is a real-time communication between multiple users over the Internet. All chat conversations are accessible by all individuals in the chat room while the conversation is taking place.	E-Commerce
CMS	Content Management System is a system used to manage the content of a Web site.	E-Commerce
Conversion rate	Conversion rate is the percentage of people who take a desired action (click, register, subscribe, book, etc.).	E-Commerce
CTR	Click Through rate is the percentage of ad impressions that resulted in click through.	E-Commerce
Internet Direct Distribution	Internet Direct Distribution channels are all the internet channels that belongs to XYZ Hotels: XYZ Hotel Asia Pacific and brands websites, international XYZ and brands websites and Hotel individual micro-sites.	E-Commerce
Internet Indirect Distirbution	Internet Indirect Distribution channels are all Third Party Websites that sells XYZ hotels. XYZ's preferred internet partners are split into two groups: Online and Offline third party websites.	E-Commerce
DNS	Domain Name Server: a machine that translates IP addresses to Domain names. Instead of users having to type an IP address (such as "134.159.159.225") into their browsers to navigate to a Web site, DNS allow them type in a URL with a text-based domain name in it, such as "www.XYZhotels-asia.com".	E-Commerce
Domain name	A Domain name is the unique name - a human-readable address - that identifies an Internet site. Domain names have two or more parts separated by dots (eg. "www.XYZhotels-asia.com.com "or "www.hotel.com")	E-Commerce
E-newsletter	An E-newsletter is a periodic publication by e-mail put out only to those people who subscribe to it. The purpose of an E-newsletter is to provide specialized information to a targeted audience	E-Commerce
Forum	Also known as a message forum, a message board, or a bulletin board, a forum allows messages to be posted and kept on a website for future viewing. Internet forums may be moderated by an administrator who establishes the topics of the discussion. Users are able to post messages and carry on an active dialogue with other users of the site.	E-Commerce
HTML	Hypertext Markup Language: the most popular language used to write Web pages on the Web. HTML Web pages usually have the extension .htm, .html, or .shtml.	E-Commerce
HTTP	Hypertext Transfer protocol. The set of rules that govern the transfer of most documents traveling over the Internet. It appears at the beginning of every Internet address.	E-Commerce
Impression	An impression is the metric a web site uses for measuring inventory. It usually refers to the viewing of a page or an ad by the user.	E-Commerce
IP	Internet Protocol: the method or protocol by which data is sent from one computer to another on the Internet. The IP adress is a string of four numbers separated by periods (such as 134.159.159.225) used to represent a computer or other device on the Internet. These numbers are translated into a Domain name (eg. "www.XYZhotels-asia.com").	E-Commerce
Offline website	We called Offline websites XYZ's indirect preferred partners (third party websites) which are not connected to TARS. Offline websites are managed separately by hotels using an extranet site (eg. Wotif, Ctrip, Air Asia - Go Holidays...)	E-Commerce
Online website	We called Online websites XYZ's indirect preferred partners (third party websites) which are connected to TARS via a GDS (eg. Agoda, Opodao, Travelocity …)	E-Commerce
Opt-in email	Email that recipients have previously requested by subscribing at a Web site or via email.	E-Commerce
PPC	Pay Per Click: search engine that allows individuals (advertisers) to pay for positioning in search results. Each time someone clicks through to the listed web site, the search engine charges the advertiser.	E-Commerce

Privacy policy	A Web site's official statement on what personal information is being collected, how the information is being used, how an individual can access their own data, how an individual can opt-out, what security measures are in place to protect the user's information during the collection process and in storage.	E-Commerce
Search Engine	Search Engines help users to find web pages on a given subject. They use programs, often referred to as "spiders" or "robots" to collect information. Search Engines employ complex mathematical algorithms in attempt to assess websites and add to the search index. The most common Search Engines in Asia Pacific are: Google, Yahoo and MSN.	E-Commerce
SEM	Search Engine Marketing is any marketing activity intended to bring traffic from a search portal to a specific website, by improving search engine results. SEM often included a combination of Search Engine Optimization and paid advertising.	E-Commerce
SEO	Search Engine Optimization: a subset of **Search Engine Marketing.** SEO is using the content of a website and the website itself and making it the best possible way of the website to be found on search engines like google, yahoo, msn etc. This usually includes on-site optimization (improvements made to pages within your website) and off-site optimization (methods to improve rankings that take place on other websites).	E-Commerce
Spam	Refers to unsolicited junk email on the Internet, usually unsolicited. Historically means an electronic message which is sent to a large group of people when such messages are prohibited or discouraged.	E-Commerce
URL	Uniform Resource Locator: the web address (location) of a web site, a file, or a resource on the Internet. Eg. "http://www.XYZhotels-asia.com".	E-Commerce
Viral marketing	A marketing concept that induces Internet users to pass on a marketing message to other users, thereby creating a potentially exponential growth in the message's visibility and effect. Viral marketing is basically the Internet's equivalent of mouth-of-mouth advertising.	E-Commerce
Web 2.0	Web 2.0 is a second-generation of Internet-based services - such as social networking sites, wikis, communication tools - that let people collaborate and share information online in ways previously unavailable.	E-Commerce