DIRECT RESPONSE MARKETING GLOSSARY

3PF (third party fulfillment): The process of warehousing client inventory and processing customer shipments to end-consumers on behalf of a client. 3PF transactions are used for both B2B and B2C operations.

A/B split upsell test: Testing one upsell against another using an A/B pattern; every other call is read in the A or the B script.

acquirer: Sometimes referred to as a credit card processor, an acquirer is a financial establishment that processes credit card receipts which are collected by merchants in a direct manner or through other independent sales organizations. An acquiring bank gets funds from the credit card holder once the credit card transaction has cleared, and then it deposits the correct amount, retracting the bank fees, first into the merchant's account (known as a Merchant Account) and then into the business checking account.

ad agency: A company which charges a fee or commission for certain infomercial services they provide, such as marketing strategies, product assessments, creative services, various production services, the planning of purchasing and analysis of media, and back end management.

address standardization: Process of correcting and standardizing addresses in a file according to the United States Postal Service (USPS) standards.

addressable advertising: Gives television programmers and advertisers the ability to create and deliver television commercials to individual households based on specific criteria.

adjacency: A commercial spot time which is bought around the same time as a particular program airs, because it targets the advertiser's customers. As an example, if Valerie Bertonelli was appearing on the Tonight Show, the media agency might buy an 'adjacency' for Weight Watchers during the show, right before or right after the show.

advanced shipment notification (ASN): Notification of shipment to a customer. Data such as purchase order (PO) numbers, stock keeping unit (SKU) numbers, quantity, lot numbers, carton numbers, and container or pallet numbers. The notification is generally sent via electronic data interchange (EDI).

affiliate: A broadcast television station that is paid for airing locally telecasted national programming for major networks like CBS, ABC, Fox, NBC, Warner and Paramount.

affiliate marketing: A means of advertising where an advertiser pays a publisher or other entity for orders or leads generated from the publisher or other entity's audience.

airing: The specific time slot that an infomercial will be broadcast.

airtime: The periods of time that a network or broadcast station will make available for infomercials.

allocation: In inventory management, allocations are determined by the demand created by usage of a particular item. The total quantity of a specific item needed for an order or for a specific time duration is known as standard allocation. The company normally reserves the inventory for the specific order or time period.

apples to apples test: Comparing two media test schedules when the stations and day-parts are the same.

ASA (average speed of answer): The average of the amount of time that has been taken to answer all calls in a given period. This figure is determined by taking the total amount of time all calls waited to be answered divided by the total number of calls. It is often expressed in seconds.

avail: A spot or infomercial time period for purchase.

average order/average order value (AOV): The average dollar amount ordered by the consumer for a promotion, including upsell revenue.

B2B (business-to-business): Activities between two or more businesses. 3PF or 3PL B2B activities include the warehousing and storage of products, order processing on behalf of a client, etc.

B2C (business-to-consumer): Activities channeled from a business to a consumer. 3PF or 3PL B2C activities include warehousing or storage of products, order processing and customer service (for items shipped directly to customers) on behalf of a business.

back-channel communications: The data that is received over the return path from a digital transmission. Back-channel communications is the second track that reveals thoughts and feedback and records it all for future reference.

back-end: Refers to a product transaction which takes place after the original direct-over TV sale which is generated by an infomercial or short form DRTV spot. Up to 50% of all DRTV product sales can be a result of back end sales. Supplementary sales of DRTV and related products can be made from up-sales or inbound telemarketing, as well as direct mail sales and outbound telemarketing, and club programs, catalogs and continuity sales. Backend sales can be accounted for anywhere from 50% to 90% of product sales. A retail sale is not generally considered a back-end sale.

back-end marketing: Marketing efforts created to generate revenue after the up-front DRTV order is placed.

backorder: An order that is past its specified ship date because the required items are out-of-stock.

bad debt %: The percentage of consumers who stop payment on the order without returning the product to the company.

bar code: A series of vertical bars and half bars encoded to correspond to the nine-digit zip code that can be read by scanners and converted easily into data. Mailers use barcodes to expedite the process of sorting mail and gain discount on postage. In warehousing, bar codes are used to identify SKU's for location and pick purposes.

batch picking: A style of order picking where all orders are grouped into small batches. All orders in the batch are then picked in one pass.

benchmark: A measurement used to gauge factors such as efficiency for comparison purposes. Benchmarking is the process of comparing an internal measurement with a benchmark. Benchmarking helps companies improve quality and increase efficiency. Some of the measurements that are commonly used for benchmarking in a 3PF or 3PL firm are operational efficiency, inventory accuracy, and picking accuracy.

- Internal Benchmarking compares internal measurements to previous historical internal measurements.
- External Benchmarking is used to compare a firm's internal measurements to that of an external source such as a competitor.

billboard: The graphic information page, also known as a 'tag page' which is typically located at the end of a CTA It lists various information; such as product prices, charges for shipping and handling, addresses where checks can be sent, and telephone numbers.

bin: A storage container used to store multiple units of the SKU number. Bins are commonly made of metal, corrugated cardboard or plastic.

BOL (bill of lading): Written receipt issued to a shipper by a carrier to list and confirm the receipt of goods to be transported and specify the items for delivery.

BOM (bill of materials): A document that functions as the master control in the process of assembling components for inclusion in a kit or finished product.

bonus: This is an additional product or service, considered to be attractive, which is added to the main infomercial product.

breakeven ratio: A media formula for monitoring profits. If media ratios perform above the break-even ratio, they are making a profit. (*Formula:* BE Ratio = Sale price divided by the BE CPO). A typical Break-even ratio is approximately a 1.5 ratio.

breakeven CPO: A media formula for monitoring profits. If CPO's perform below this number, they are making a profit. (*Formula:* Sale price minus Cost of goods = revenue left over to pay for media and generate a profit).

broadcast day: A day based on a TV station scheduling of programs. Most TV Station broadcast days run 6A - 6A versus a normal calendar day of 12A -12A.

business reply mail (BRM): A mail system that allows pieces of mail printed with a specific address and indicia to be returned to the addressee without payment of postage by the sender. The postage is generally collected when the mail is delivered to the addressee who originally distributed the BRM.

business reply card (BRC): A card that is mailed back, generally to the marketer, by a prospective customer, at no cost to the customer. A specific address and indicia are printed on the card so that the postage is collected from the marketer.

caging: The process of opening and sorting of orders and handling checks, credit cards and cash.

call center: A department that handles telemarketing operations; a facility that answers inbound, or places outbound telephone calls. Call centers, also known as contact centers or customer care centers, use sophisticated software to provide a full range of services.

call to action (CTA): Something like a commercial within an infomercial "show." Several are spaced throughout the production to display price and/or installment payment terms, special "act now" promotional incentives and ordering information, all usually couched in an air of urgency to stimulate immediate response.

"call now" motivators: Specific incentives such as premiums, discounts, bonuses, and sweepstakes which are offered as a bonus to go along with a main product to encourage viewers to call and place an order immediately.

campaign: Term used to describe a product's advertising plan and execution, from development, through production and media placement.

case: A storage container that contains multiple units of a product.

chargeback: An investigation by an issuing bank into a disputed credit card charge, at the request of the cardholder.

clutter: A term primarily used by the spot/awareness TV advertising industry to denote multiple commercial messages in a short period of time, thus making it difficult for an individual spot commercial to stand out from the crowd. Commercial breaks can last 2 to 4 minutes, and possibly have as many as eight to 16 different commercial messages.

compliance labels: The standardized label formats used by business partners. Compliance labels generally contain barcodes and are used as piece labels, container or pallet labels, carton labels or shipping labels.

continuing media: This is a particular infomercial media time slot which continuously produces profitable results for a number of weeks and as a result are rebooked continually.

continuity program: A direct response offer involving systematically scheduled purchases over time of a set of products or of product replenishments.

conversion rate: Calculated by take the orders divided by acquisitions (calls).

copy points: The testing of audience reactions to advertising messages while the advertising is being developed (called pre-testing) or after the advertising has been produced in final form (called post-testing).

count frequency: The number of times an item is counted each year. Count frequency is used to calculate the cycle count period.

CPA (cost per acquisition): Cost per acquisition is the calculation of the advertising cost to acquire a new customer. When you receive the desired information from a potential customer in direct response advertising, this is the lead you pay for in per inquiry programs. With lead generation systems, you pay only for the number of inquiries, or leads, that result from your ad campaign, regardless of the type of media.

CPC (cost per call): How much one call costs. The figure is calculated by dividing the total operational costs by the total number of calls for a given period of time.

CPO (cost per order): Refers to the television media cost to generate one product order. The figure is determined by taking the cost of a specific infomercial telecast and dividing it by the number of orders received.

creative: A way of describing various production processes such as the concept and scripting phases; another name for a TV advertisement.

cross sell: Suggesting to a direct response customer the purchase of an additional product or service that may not necessarily relate to the original product purchased but which represents an attractive and/or limited time value.

cycle count: The process used to verify the accuracy of the physical quantity of inventory. Normally performed by counting portions of the inventory on a regular basis.

cycle time: The time it takes from start to finish of a particular task. Cycle time is used in benchmarking, budgeting and staffing.

dashboard: Online reporting or an accumulated report.

daypart: This refers to the variety of multiple hour segments within a the 24 hours of television's broadcast day. Daypart segments are typically:

- 6 a.m. to 9 a.m., early morning
- 9 a.m. to 12 p.m., morning
- 12 p.m. to 4 p.m., daytime
- 4 p.m. to 6 p.m., early fringe
- 6 p.m. to 7 p.m., early news
- 7 p.m. to 8 p.m., prime access
- 8 p.m. to 11 p.m., prime
- 11 p.m. to 11:30 p.m., late news
- 11:30 p.m. to 1 a.m., late fringe
- 1 a.m. to 6 a.m., late night

direct feed: Also known as single feed, the media term that defines a National cable feed where the cable download is not delayed, insuring that the TV show airs with no time zone delay (Ex: East Coast at 6A = West Coast at 3A).

direct marketer: A direct marketer in the infomercial business manufactures a product or sources a product and then puts together an infomercial campaign while they maintain ownership of the product sales. This differs from an infomercial ad agency because there's no product ownership.

direct-to-consumer (D2C): Operations oriented toward marketing and shipment of items directly to the consumer.

direct mail: A tool of direct marketing. It is used by businesses to communicate directly with customers through mail, to sell a product or service or to solicit a donation. Sometimes businesses also distribute retail coupons and advertisements through direct mail. It generally requires a recipient to respond directly to the sender via mail, telephone, fax or email.

direct response (DR): Advertising used to trigger a response from the viewer or recipient of the advertisement. This is a method of marketing and sales which bypasses traditional retail stores and presents a product for sale directly to the consumer. Common direct response venues are television, mail order, newspaper and magazine, catalogue, telephone, electronic kiosks, CD ROM, internet and carnival pitch men.

direct response television (DRTV): Also referred to as DRTV, it is the process of selling a product directly over TV, bypassing standard retail stores. The three major marketing subgroups of DRTV are short form, long form or infomercials, and live home shopping networks. DRTV is based on using TV infomercials or spots to permit or encourage consumers to directly respond to the advertiser.

direct sell: A campaign that prompts the consumer to call and order a product direct via an 800# or internet URL.

distribution: Storing, handling, shipping and transporting items.

DNA (did not air): Media term indicating that a purchased spot did not air.

documercial: An infomercial programming format that utilizes production and creative techniques originally used in traditional documentaries. This includes an on-camera spokesperson, multiple location shooting, interviews which are live or taped, voice-over narration, and real people features which are edited into a continuously flowing half hour. The format, which is based on actuality, mirrors that of television news shows like ‘20/20’ or ‘60 Minutes, and there are not elements of fiction presented in this format unless specified as ‘dramatizations’.

domain name: Strings of letters and numbers (separated by periods) that are used to name organizations and computers and addresses on the Internet).

drag: This refers to orders from DRTV which are placed well after a commercial telecast. The majority of infomercial orders (typically 75% to 95%) are placed within the first hour of an infomercial telecast. Any orders placed over the next week are referred to as drag orders.

drop shipping: Typically employed by TV shopping channels. The channel may stipulate that featured merchandise be stored and distributed at designated fulfillment facilities across the country that have been inspected and monitored and found to be highly qualified. Alternatively, the channel might simply require that the featured goods be on hand at the channel’s central warehouse prior to airtime.

dry test: When a media test is run but no goods are on-hand to fulfill orders.

dual feed: *(Also known as: Split Feed)* A National cable feed where the cable download is purposely delayed in order to ensure that the TV show airs with a time zone delay, (Ex: East Coast at 6A = West Coast at 6A).

dunnage: Term used to describe the package filling material such as bubble wrap, paper, Styrofoam peanuts, paper and corrugated inserts.

e-commerce (electronic commerce): E-commerce refers to online commerce in which the consumer purchases a product or service electronically via email or a website. E-commerce can also be through EDI, peer-to-peer applications, intranets and other electronic media.

EDI (electronic data interchange): A method of trading business documents such as orders, invoices and delivery schedules, by electronic means from one corporate system to another, rather than in paper form.

effective frequency: An estimated amount of times a person must see a particular brand awareness commercial on a product in order to change that person’s attitude and awareness about that product.

Electronic Retailing Association (ERA): The trade association for companies that use the power of direct response marketing to sell goods and services to the public on television, online and on radio.

enterprise resource planning system (ERP system): An ERP system is designed to integrate all processes and information within an organization into a single consolidated system. ERP systems generally utilize a single unified database for storage and maintenance of data derived from a variety of system modules.

erosion: Refers to the diminishing effect on viewership, media buy and response volume. After an infomercial has aired for a number of weeks/months, order response levels begin to drop.

exact time: Term used to demonstrate the exact time that a spot runs.

EXW (ex-works): Term of sale signifying that the price invoiced or quoted by a seller includes charges only up to the seller’s factory or premises. All charges from there on are to be borne by the buyer.

Federal Communication Commission (FCC): This is the governing body which is responsible for overseeing all electronic communications which includes TV.

Federal Trade Commission (FTC): This is the governing body that is responsible for commercial advertising as well as trade practices in the U.S.

fill material: Dunnage such as Styrofoam peanuts, bubble wrap, air pillows, paper, etc.

film to tape transfer: This is when film images are transferred to video tape using a video camera The film is first projected into the video camera and then it is edited electronically instead of cutting and reattaching the film which is how traditional film editing is done.

first generation: The first version of a piece of software, or the initial recording of an audio or video source.

floor load: A shipping container loaded with freight from floor up rather than on pallets. Full floor-loaded containers are able to hold more freight than a palletized load but take longer to load and unload.

FOB (freight on board): Specifies which party (buyer or seller) pays for which shipment and loading costs, and/or where responsibility for the goods is transferred.

format: The basic creative concept of an infomercials' overall structure.

front end: Marketing efforts that are designed to generate revenue or new customers from a direct sell offer.

fulfillment: This refers to the functions involved in an infomercial campaign, from the warehousing, labeling, packaging, shipping and tracking of a product. Often fulfillment functions are subcontracted to **'fulfillment houses**' that specialize in this business. Some offer their clients inbound phone customer service and merchant account services.

gravity conveyor: Type of roller conveyer that relies on gravity over which to move materials or items.

gross media billings: This refers to the media costs which broadcast or cable companies charge for short form or infomercials. The cost is determined by referring to the standard 15% media agency fee.

hard sell: A TV advertisement that is very aggressive in its attempt to convince the consumer to pick up the phone and order.

hard offer: Full price disclosure in the advertisement.

home shopping: The live, 24 hour/day home shopping networks such as HSN, QVC, etc.

IMS (Infomercial Monitoring Service, Inc.): A media service that reports the number and volume of direct response programs aired on networks monitored and issues weekly reports ranking the leaders.

indicia: A printed impression such as a postal permit on a piece of mail that verifies payment of postage. It is generally used in place of a stamp.

infomercial: Same as long form DRTV, a commercial that runs over 2 minutes in length; the most common format generally being 28 minutes, 30 seconds (28:30). An infomercial is a short or regular length television program that combines information presentation with an integrated suggestion to buy a particular product or service. The object of which is to motivate the viewer to respond directly by purchasing the featured product or service.

inventory: Stock of finished products, product components, raw materials used for production, collaterals and other supplies.

inventory accuracy: The degree to which the physical inventory in the supply chain matches with the quantity of inventory in the computer database.

IR (Internet retailer): An online shop, eshop, e-store, webstore, etc. where people can buy products or services.

item number: An identification number that is assigned to an item or a product. The item number is also referred to as the SKU or the product number.

JIT delivery (just-in-time): A method of controlling the shipping of products or parts and inventory so that they are received only when immediately needed, thus keeping warehouse expenses to a minimum.

Jordan Whitney: Publishers of the direct response marketing report "Greensheet," showing the top ten infomercials and direct response spots based on confidential media budgets and weekly monitoring of national cable and broadcast markets.

kitting: Also known as contract packaging, the physical task of collecting and assembling materials that serve as components of an assembled presentation, product or package.

knock-off: A product that is very similar to another product that had recent infomercial success. Some popular knock-off items have been juicers, mops, steppers, dehydrators and teeth whiteners.

lead generation: A marketing campaign used to prompt the consumer to call for more information on a product or service. A two-step offer where the viewer is asked to call a toll-free phone number for more information. The inbound telemarketer captures the "lead's" name, address and phone number. The fulfillment house then sends, free of charge, information in the form of letters, brochures, videotapes and/or product samples. If the lead doesn't respond within a short time (e.g., two weeks), additional information is sent.

leadtime: How long it takes from the time order is place to the time goods are ready.

lecture format: This is a type of infomercial that is often features a charming speaker who addresses a studio audience about his or her product. Examples of successful infomercial speakers are Susan Powter, Gary Cochran and Covert Bailey.

location: Place where the inventory is physically stored in a warehouse or the item number in the electronic database that corresponds to the location.

logging: This is the first stage of post production; the act of recording the good takes and shots and their time code start and stop points.

logistics management: Negotiating with carriers and organizing packaging and shipping so that freight costs are minimized.

long form (LF): A commercial that runs over 2 minutes in length; the most common format generally being 28 minutes, 30 seconds (28:30). One of the two basic formats for direct response advertising.

LTL (less than truckload): A shipment that is less than a standard full truckload. LTL shipments usually require more logistics management than full truckloads.

market: A distinct geographic area which is surrounding a major city or cities which is determined to be an area of dominant influence for that city's television stations.

master: The finished edited version of a completed infomercial.

master dub: The dub of a master infomercial version with a particular 800 number edited in, and other dubs with the same 800 number will get sent to different market TV stations.

matched pair test: A media test conducted between 2 or more offers. The same media is then tested for an exact comparison of its results.

media buy: The TV or radio time, or print space, purchased to communicate an offer to potential customers.

media CPO/CPL (cost per order/cost per lead): Used to calculate the number of orders/leads received by the media spent (*Formula:* $100 Media spent / 10 orders or Leads = $10 CPO/CPL).

media sourcing: Used for determining what phone calls/orders are generated by specific media buys, and is determined by matching airdate of the spot to: the time the phone calls were received, 800#, and zip code of the caller.

MER (media efficiency ratio): A number which is a snapshot of an infomercial's overall success or failure. This figure is determined by dividing total sales by the media cost.

merchant account: An account that a merchant obtains from an issuer of credit cards. A merchant uses this account to process credit card purchases from his customers.

middleware: Software that integrates both software and hardware systems. Middleware often involves data mapping and data transfer from one format to another.

minimercial: A DRTV commercial that is more than 2 minutes long but less than 10 minutes.

MOQ (minimum order quantity): The smallest order size that must be placed.

multiple payments: A sales offer technique which breaks down the retail price of a product into smaller amounts which can be paid in installments with the use of a credit card or with advertiser sponsored financing. This technique was first used in 1989 and is now commonplace in infomercials. Multiple payment options can boost product sales by as much as 25% if a product price is $100 or less, then the amount of customers choosing to use multiple payments may be low, but the percentages increase as the total retail price increases.

negative option: When a customer will continue to receive product and have their account debited until they cancel, by phone or mail, further shipments.

net media billings: The total media costs that are charged by a cable company or broadcast station to its advertisers for infomercial broadcasts. This includes media agency fees but does not include service fees or media funding.

O and O (owned and operated): A TV station that is owned by a major network. Networks can only own a limited number of stations.

OR (online retailer): An online internet shop, eshop, e-store, webstore, etc. where people can buy products or services.

outsourcing: Process of a business hiring an outside firm to do something on its behalf. Businesses usually outsource to 3PL or 3PF fulfillment houses to allow the backroom operations to be handled by experts in the fulfillment industry. Outsourcing fulfillment operations allows a business to cut costs, expedite delivery times and gain increasing end-consumer satisfaction while the business focuses on its core operations.

paid search marketing: Bidding on search terms so that an ad is displayed when that term is searched.

paid inclusion: Paying search engines directly for placement in organic listings, otherwise known as forced placement.

paid programming: A commercial that runs over 5 minutes in length the most common format being 28:30 minutes. Another term for an infomercial or direct response program, which consists of a commercial for a product or service between two minutes and thirty minutes in length, in the case of home shopping programming it could be longer.

pallet: Also known as a skid, the device used for moving and storing freight. It is also used to describe a unit load of freight.

pay-out: Indicates that a media buy has been profitable (when paid for media and product provides some revenue left over for profit).

payment processing: A system that enables secure, real time processing of online credit and debit card transactions, including authentication and verification.

per inquiry (PI): A low-risk media buy, where a TV Station agrees to take payment "on terms" for a percent of the gross sales that had been generated from media placements on their station.

perpetual inventory system: Inventory management system that uses transactions to adjust on-hand balances to match the demands of the ongoing fulfillment activity.

pick accuracy: The accuracy of the order picking process.

pick and pack: A part of order fulfillment where the fulfillment house receives products from their warehouse locations and packs them so they are ready to be shipped out to the customer.

pick list: A computer generated list of items that are required to be picked for the fulfillment of an order.

pick-to-carton logic: Software used to calculate each order's combined weight and dimensions for the selection of the appropriate shipping carton before order picking.

platforms: The underlying system and standards that makes up the built in and/or set top box. A platform enables interactivity and can include ITV related software, middleware, or hardware.

poly bag: Polythene bag used for storage or packaging of a product.

premium: A product or a service which is added on to the main product in order to enhance the main order's value, like a bonus.

presort: Sorting mail by postal/zip codes to qualify for postal discounts.

pro forma: This is a financial spreadsheet that records the flow of expenses incurred in making an infomercial as well as the revenues generated over time in order to calculate a projected loss or profit. The pro forma is based on a certain amount of marketing assumptions.

production: The actual process of filming or videotaping a DRTV script.

radiomercial: A long commercial (from 5 to 30 minutes long) which is aired on the radio.

rate cards: A document detailing prices for various ad placement options.

rating: The calculated percentage of people or homes that watch a particular television program, which is based on the total population of homes with televisions, regardless of whether they are watching TV or not. The calculation is Rating = HUT x Share.

reach: The number of different persons or households exposed to a particular advertising media vehicle or a media schedule during a specified period of time. It is also called cumulative audience, cumulative reach, net audience, net reach, net unduplicated audience. Reach is often presented as a percentage of the total number in a specified audience or target market.

refurbishing: The reparation or restoration of a product to its original condition according to the brand standards. The refurbishing process involves testing the returned item, replacing parts of the item, product repackaging and returning of products to the inventory.

repeaters: These are people who've purchased lots of products from live home shopping networks and are faithful program subscribers.

response: This refers to the results of an infomercial telecast.

return %: The percentage of consumers who return product for a full refund.

return path: The term used to describe traffic and paths that go from the subscriber to the head end.

returns: This is the number of items, the dollar amount or the calculated percentage of total sales returned to the direct marketer in order to get a refund.

reverse logistics: The process of handling returns so that the returned product is inspected and then either returned to stock or recycled, following which the customer is provided with a prompt refund.

RF scanning: An essential part of an inventory control system, RF scanning makes it possible to locate every item in a warehouse with complete precision.

roll-in: A video segment (anywhere from 30 seconds to 3 minutes long) that has been pre-taped and then played back and put into an airing of a live telecast.

roll-out: When an infomercial has been deemed a success and is ready to move from its testing phase into a full-blown media campaign for regional or national distribution. A roll-out can result in the purchase of $2 million worth of media each month, having telecasts in almost all of the 211 markets.

ROI (return on investment): A measure of a corporation's profitability, equal to a fiscal year's income divided by common stock and preferred stock equity plus long-term debt. ROI measures how effectively the firm uses its capital to generate profit; the higher the ROI, the better.

ROS (run of schedule): A short-form media term, containing the entire broadcast day from 6 a.m. to 6 a.m.

rotations: A short-form media term that indicates the specific period of time that you are buying (ex: Mon - Fri 6 a.m. - 9 a.m.).

save-the-sale: A call center function wherein the agent attempts to deal with a complaint in such a way as to reassure the customer and avoid the return of the product.

search engine marketing (SEM): the process of marketing online via search engines. There are mainly three ways: Optimization, Paid Search and Paid Inclusion.

selling cycle: This is a cycle of information that gives details of the product information. It's typically put into one of three pods and replayed throughout the infomercial, but rearranged in a different manner. Each selling cycle lists the features of a product, the benefits, the credibility, the guarantee, the offer, the substantiation and the call to action.

SEO (search engine optimization): The process of coding a Web page or entire site so the site will rank high when certain key words (or terms) are searched in search engines.

settlement: This is when all necessary funds are transferred so a merchant who is involved in a credit card transaction gets paid for goods or services.

shipping manifest system: Software system used to link shipments with the carrier, service, rate, etc. These systems create a physical or electronic report to be sent to the carrier for billing purposes. Shipping systems are used to create shipping documents such as a bill of lading, compliance shipping labels, etc.

shopping club: A discount program that sells goods and services via upsell telemarketing.

short calls: Inbound calls less than 10 seconds or calls answered by an agent and no one was on the line.

short form (SF): A 30, 60, 90, or 120-second TV or radio commercial. One of the two basic formats for direct response advertising.

skid: Also known as a pallet, this is the platform used to move or store items. A skid also refers to the goods that are on the skid. The standard measurement for a skid is 40" by 48" and a height of 4".

SKU (stock keeping unit): A unique, numerical description assigned to an item that is stored and tracked. A single style of shirt, for example may have several SKUs reflecting differing sizes, colors or materials, etc.

soft offer: When only part or no price disclosed in the advertisement.

soft sell: A TV advertisement that provides a softer sales approach, and is normally associated with expensive high-end production values.

spokesperson: A central figure in an infomercial or spot, usually a celebrity, athlete or original developer of the featured product. Spokespersons lend credibility and provide reassurance of quality by virtue of their charisma and reputation.

spot: This is an image/awareness commercial, typically 50 to 60 minutes long that is not a DRTV commercial. Advertisers who are not DRTV define a 'spot as a purchase of advertising on a local broadcast TV station, which is purchased market by market.

subscriber base: Indicates how many people have subscribed to a specific cable network.

sweeps: The 4 week period which is held 4 times a year by Nielsen who measures viewership levels and a demographic breakdown of all TV stations in the U.S.

syndication: A non-network production of an independent program which is distributed cable networks and local broadcast stations, where airtime is paid for with cash or by bartering commercial time.

telemarketing: The use of the telephone to receive and make phone calls to capture sales.

telemarketing service bureau (TSB): A call center that accepts both inbound calls and makes outbound calls.

test media: A new time slot for an infomercial or a time slot that hasn't been used by the infomercial in the last 4 weeks.

testing: Running infomercials or spots on a limited basis prior to national rollout to evaluate the appeal of the product, the offer, the show content or the media strategy.

TM term: The trademark term of the product or service being sold.

tracking numbers: Numbers employed by a call center and/or shipping service to trace current location of an ordered product when a customer inquires about delivery status.

transaction fee: This is a pre-determined customary charge that is put on every person's credit card transaction by the merchant's I.S.O. or account provider when they pay for an infomercial product with a credit card.

truckload: The amount of product or orders that equal one full standard trailer filled with the product or orders.

Universal Product Code (UPC code): A 12-digit code that is used to identify each unique product and its manufacturer. A UPC code is sometimes used in fulfillment houses as a SKU number for inventory management before the product is distributed.

upsell: Suggesting to the purchaser of a direct response product that he could add to his original purchase in some value-enhancing way, such as with a useful accessory or a deluxe, more fully-featured model.

URL (Uniform Resource Locator): In computing, a subset of the Uniform Resource Identifier (URI) that specifies where an identified resource is available and the mechanism for retrieving it. It is essentially the entire Web address being used to find a location on a server.

video magazine: This is an infomercial programming format that is like a documentary only with a lighter style. If often uses a male and female co-hosts and multiple on-location shoots, like "PM Magazine".

voice-over (VO): The unseen narrator’s voice.

wave picking: Zone picking where orders are not moved from one zone to another but rather all zones are picked simultaneously. The items are sorted later and composed into individual orders. Wave picking is generally the fastest method to pick batches of multi-item orders.

wide rotation: This refers to a booking which does not specify a specific part of the day, let alone the exact hour or minute a commercial will air. Short form direct response media is typically bought on a wide rotation basis so that a broadcaster can slot it in wherever an empty spot appears. Wide rotation is much cheaper.

zapping: When a television viewer avoids commercials by changing the channel with the remote control

zero orders: A media buy that generates zero orders/sales.

zipping: When a television viewer avoids commercials by watching a VCR recorded program and fast forwarding through the commercials.

zone: A specific location in a warehouse that represents a storage area.

zone picking: A type of order picking in which a warehouse is divided into various pick zones. This method is generally used for orders that consist of various products of different sizes. The pickers are assigned to specific zones and the orders are passed down from one zone to another toward completion.