

Decoding Talent Acquisition

The Ultimate Glossary of Recruitment Marketing Acronyms

Understanding key terminology is essential as the talent acquisition landscape continues to evolve. This guide will help you master frequently used acronyms and successfully navigate recruitment marketing, whether strategizing or running ad campaigns.



Programmatic Job Advertising

API Application Programming Interface

ATS Applicant Tracking System

CPA Cost Per Acquisition

CPC Cost Per Click

CPM Cost Per Thousand Impressions

CPQA Cost Per Quality Application

CPL Cost Per Lead

CR Conversion Rate

CRM Candidate Relationship Management

CTR Click-Through Rate

DSP Demand Side Platform

PPC Pay Per Click

RTB Real-Time Bidding

SaaS Software as a Service

SEM Search Engine Marketing

SEO Search Engine Optimization

SMO Social Media Optimization

SMM Social Media Marketing

Analytics

AOV Average Order Value

BR Bounce Rate

CAC Customer Acquisition Cost

CLTV Customer Lifetime Value

CRO Conversion Rate Optimization

CVR Conversion Rate

KPI Key Performance Indicator

LTV Lifetime Value

MAU Monthly Active Users

MBA Media Budget Allocation

PV Page Views

ROI Return on Investment

UV Unique Visitors/Views

Recruitment Marketing

AI Artificial Intelligence

AGI Artificial General Intelligence

AIDA Attention, Interest, Desire, Action

B2B Business to Business

B2C Business to Customer

CTA Call to Action

EEO Equal Employment Opportunity

EGC Employee-Generated Content

EVP Employee Value Proposition

GenAI Generative AI

LLMs Large Language Models

NLG Natural Language Generation

NLP Natural Language Processing

MSP Managed Service Provider

POC Point of Contact

QBR Quarterly Business Review

QPR Quarterly Performance Review

RCE Recruitment Center of Excellence

RMA Recruitment Marketing Automation

RPO Recruitment Process Outsourcing

RSS Really Simple Syndication

RTD Real-Time Data

SERP Search Engine Results Page

SES Search Engine Statistics

SOV Share of Voice

SOW Scope of Work

TA Talent Acquisition

UI User Interface

UX User Experience

SEM WOM

Top Professional Associations For Recruiters

ASA American Staffing Association

ATAP Association of Talent Acquisition Professionals

NAHCR National Association for Healthcare Recruitment

NAPS National Association of Personnel Services

SHRM Society for Human Resource Management

SIA Staffing Industry Analysts