

# 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

**WOM** Word of Mouth

## 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