



# Marketing & Advertising in English: Advanced Vocabulary

85 words

ENGLISH	TRANSCRIPTION
<b>unit economics</b>	[ˈjuːnɪt ˌiːkəˈnɒmɪks]
<b>churn rate</b>	[tʃɜːn reɪt]
<b>retention rate</b>	[rɪˈtenʃn reɪt]
<b>cohort analysis</b>	[ˈkəʊhɔːt əˈnæləsɪs]
<b>attribution</b>	[ˌætrɪˈbjʊːʃn]
<b>attribution model</b>	[ˌætrɪˈbjʊːʃn ˈmɒdl]
<b>incrementality</b>	[ˌɪnkrɪmenˈtæləti]
<b>brand equity</b>	[brænd ˈekwɪti]
<b>brand positioning</b>	[brænd pəˈzɪʃənɪŋ]
<b>value proposition</b>	[ˈvæljuː ˌprɒpəˈzɪʃn]
<b>go-to-market</b>	[gəʊ tuː ˈmɑːkɪt]
<b>product-market fit</b>	[ˈprɒdʌkt ˈmɑːkɪt fɪt]
<b>market sizing</b>	[ˈmɑːkɪt ˈsaɪzɪŋ]
<b>segmentation</b>	[ˌsegmenˈteɪʃn]
<b>persona</b>	[pəˈsəʊnə]
<b>positioning statement</b>	[pəˈzɪʃənɪŋ ˈsteɪtmənt]
<b>messaging</b>	[ˈmesɪdʒɪŋ]
<b>creative strategy</b>	[kriˈeɪtɪv ˈstrætədʒi]
<b>brand architecture</b>	[brænd ˈɑːkɪtektʃə]
<b>portfolio</b>	[pɔːtˈfəʊlɪəʊ]
<b>growth strategy</b>	[grəʊθ ˈstrætədʒi]
<b>performance marketing</b>	[pəˈfɔːmæns ˈmɑːkɪtɪŋ]
<b>media buying</b>	[ˈmiːdiə ˈbaɪɪŋ]
<b>ad fatigue</b>	[æd fəˈtiːg]

ENGLISH	TRANSCRIPTION
frequency	['fri:kwənsi]
media mix	['mi:diə mɪks]
channel mix	['tʃænəl mɪks]
creative testing	[kri'eɪtɪv 'testɪŋ]
brand lift	[brænd lɪft]
conversion lift	[kən'veɜ:ʃn lɪft]
demand generation	[dɪ'mɑ:nd ,dʒenə'reɪʃn]
pipeline	['paɪpləɪn]
sales enablement	[seɪlz ɪ'neɪblmənt]
brand safety	[brænd 'seɪfti]
customer lifecycle	['kʌstəmə 'laɪfsaɪkl]
retention marketing	[rɪ'tenʃn 'mɑ:kɪtɪŋ]
upsell	['ʌpsel]
cross-sell	['krɒs sel]
customer satisfaction	['kʌstəmə ,sætɪs'fækʃn]
brand loyalty	[brænd 'lɔɪəlti]
pricing strategy	['praɪsɪŋ 'strætədʒi]
price elasticity	[praɪs ɪ,læstɪ'sɪti]
positioning map	[pə'zɪʃənɪŋ məp]
category entry points	['kætəgəri 'entri pɔɪnts]
brand recall	[brænd rɪ'kɔ:l]
share of voice	[ʃeə əv vɔɪs]
share of market	[ʃeə əv 'mɑ:kɪt]
market penetration	['mɑ:kɪt ,penɪ'treɪʃn]
brand strategy	[brænd 'strætədʒi]
strategic narrative	[strə'ti:dʒɪk 'nærətɪv]
north star metric	[nɔ:θ stɑ: 'metrɪk]

ENGLISH	TRANSCRIPTION
<b>growth loop</b>	[grəʊθ lu:p]
<b>attribution window</b>	[,ætrɪ'bjʊ:fn 'wɪndəʊ]
<b>incrementality test</b>	[,ɪnkɹɪmen'tæɪlɪti test]
<b>market share</b>	['mɑ:kɪt ʃeə]
<b>share of voice</b>	[ʃeə əv vɔɪs]
<b>customer acquisition</b>	['kʌstəmə ,ækwɪ'zɪfn]
<b>retention strategy</b>	[rɪ'tenʃn 'strætədʒi]
<b>brand tracking</b>	[brænd 'trækɪŋ]
<b>media planning</b>	['mi:diə 'plænɪŋ]
<b>optimization loop</b>	[,ɒptɪmaɪ'zeɪʃn lu:p]
<b>strategic narrative</b>	[strə'ti:dʒɪk 'nærətɪv]
<b>pricing power</b>	['praɪsɪŋ 'paʊə]
<b>brand portfolio</b>	[brænd pɔ:t'fəʊliəʊ]
<b>market dynamics</b>	['mɑ:kɪt daɪ'næmɪks]
<b>demand curve</b>	[dɪ'mɑ:nd kɜ:v]
<b>channel conflict</b>	['tʃænəl 'kɒnflɪkt]
<b>portfolio mix</b>	[pɔ:t'fəʊliəʊ mɪks]
<b>go-to-market plan</b>	[gəʊ tu: 'mɑ:kɪt plæn]
<b>growth accounting</b>	[grəʊθ ə'kaʊntɪŋ]
<b>revenue attribution</b>	['revənju: ,ætrɪ'bjʊ:fn]
<b>conversion velocity</b>	[kən'veɜ:ʃn və'lɒsɪti]
<b>marketing ops</b>	['mɑ:kɪtɪŋ ɒps]
<b>brand governance</b>	[brænd 'gʌvənəns]
<b>commercial strategy</b>	[kə'mɜ:ʃl 'strætədʒi]
<b>value capture</b>	['vælju: 'kæptʃə]
<b>pricing experiment</b>	['praɪsɪŋ ɪk'sperɪmənt]
<b>brand salience</b>	[brænd 'seɪlɪəns]

ENGLISH	TRANSCRIPTION
<b>behavioral segmentation</b>	[bɪ'heɪvjərəl ,segmen'teɪʃn]
<b>market maturity</b>	['mɑ:kɪt mə'tʃʊərəti]
<b>competitive moat</b>	[kəm'petɪtɪv məʊt]
<b>strategic pricing</b>	[strə'ti:dʒɪk 'praɪsɪŋ]
<b>brand preference</b>	[brænd 'prefərəns]
<b>market entry</b>	['mɑ:kɪt 'entri]
<b>product portfolio</b>	['prɒdʌkt pɔ:t'fəʊliəʊ]

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