

# Scroll down for KEY TERMS

## Key Terms

- **Account aggregation:** the ability to obtain bank, investment, loan, and other financial account information from multiple Web sites and display it all in one location at the bank's Web site.
- **Addressable media:** advertising efforts directed to a known addressee; includes direct mail, telephone calls, and e-mail.
- **Advertising-subscription mixed revenue model:** subscribers pay a fee and accept some level of advertising.

- **Advertising-supported revenue model:** broadcasters provide free programming to an audience along with advertising messages.
- **Bill presentment:** the service provides an electronic version of an invoice or billing statement (such as a credit card bill or a mobile phone services statement) with all of the details that would appear in the printed document.
- **Cannibalization:** occurs whenever sales activities on a company's Web site interfere with its existing sales outlets.
- **Catalog model:** seller establishes a brand image and then uses the strength of that image to sell through printed information mailed to prospective buyers.
- **Channel conflict:** occurs whenever sales activities on a company's Web site interfere with its existing sales outlets.
- **Channel cooperation:** giving customers access to the company's products through a coordinated presence in all distribution channels.
- **Communication modes:** two general ways of identifying and reaching customers: personal contact and mass media.
- **Customer-centric:** putting the customer at the center of all site designs.
- **Demographic information:** the set of characteristics that marketers use to group visitors.
- **Digital Rights Management (DRM):** limits the number of copies that can be made of each audio file.
- **Disintermediation:** the removal of an intermediary, such as a human agent, from a value chain.
- **Fee-for-service revenue model:** fee is based on the value of the service provided.
- **Fee-for-transaction revenue model:** businesses offer services for which they charge a fee that is based on the number or size of transactions they process.
- **Mail order model:** seller establishes a brand image and then uses the strength of that image to sell through printed information mailed to prospective buyers.
- **Many-to-many communications:** you communicate over the Web with many potential buyers.
- **Many-to-one communication model:** you communicate over the Web with many potential buyers.
- **Marketing channel:** a pathway to customers.
- **Mass media:** in this approach, firms prepare advertising and promotional materials about the firm and its products or services.
- **One-to-many communication model:** communication in this model flows from one advertiser to many potential buyers.
- **One-to-one communication model:** both the buyer and the seller (or the seller's representative) actively participate in this exchange of information.
- **Personal shopper:** an intelligent agent program that learns the customer's preferences and makes suggestions.
- **Personal contact:** in this model, the firm's employees individually search for, qualify, and contact potential customers.
- **Portal (Web portal):** a site that people use as a launching point to enter the Web.
- **Presence:** the public image an organization conveys to its stakeholders.
- **Prospecting:** the personal contact approach to identifying and reaching customers.
- **Reintermediation:** the introduction of a new intermediary, such as a fee-for-transaction Web site, into a value chain.
- **Stakeholders:** includes a firm's customers, suppliers, employees, stockholders, neighbors, and the general public.

- **Stickiness:** a Web site's ability to keep visitors at the site and attract repeat visitors.
- **Sticky:** a Web site's ability to keep visitors at the site and attract repeat visitors.
- **Usability testing:** test to determine how user friendly a Web site is.
- **Virtual model:** a graphic image built from customer measurements on which customers can try clothes.
- **Web catalog revenue model:** replacing or supplementing print catalogs with information on a Web site.
- **Web directory:** a listing of hyperlinks to Web pages.
- **Web portal:** a site that people use as a launching point to enter the Web.