

Marketing glossary

The terms you will hear most in marketing, in plain words and with an example.

This guide's term, from Qamoos Tasweeq

What does Impressions mean?

مرات الظهور

How many times your post showed up, not how many people.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ Terms on one ad

Every number in the report has a place on the ad

1 Reach and impressions

How many people saw the ad, and how many times it showed.

2 CTR and CPC

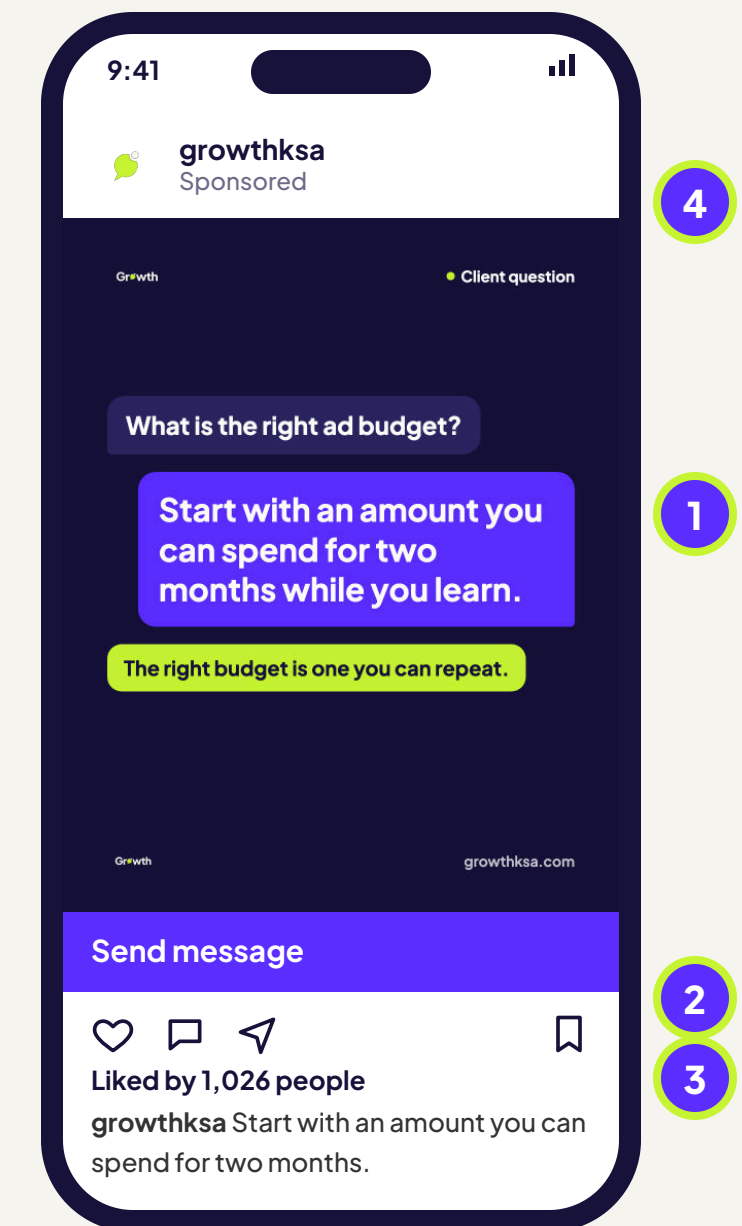
How many people tapped the button, and what each tap cost.

3 Engagement

Likes, comments, shares, and saves.

4 Sponsored and CPM

A paid ad, and the price of every thousand impressions.



■ Accounts and content

Account and content terms

Term	In Arabic	In simple words	Example or formula
Reach	الوصول	Unique people who saw the content	1,000 people saw the post
Impressions	مرات الظهور	Times the content appeared, even to the same person	1,000 people saw it 1,500 times
Engagement	التفاعل	Likes, comments, saves, and shares	Every interaction counts
Engagement rate	معدل التفاعل	Share of viewers who engaged	$\text{Engagements} \div \text{reach} \times 100$
Organic	العضوي	Free reach with no ads	A post that reached 800 people for free
Hook	الخطاف	The first two seconds of a video that stop the scroll	A question or an unexpected image

■ Ads

Ad and cost terms

Term	In Arabic	In simple words	Example or formula
Paid	الممول	Content we pay for to reach more people	An Instagram ad
CPM	تكلفة الألف ظهور	What you pay for every 1,000 impressions	$\text{Spend} \div \text{impressions} \times 1000$
CTR	نسبة النقر	Out of 100 who saw the ad, how many tapped	$\text{Clicks} \div \text{impressions} \times 100$
CPC	تكلفة النقرة	What you pay for each tap	$\text{Spend} \div \text{clicks}$
ROAS	العائد على الإنفاق الإعلاني	How many riyals came back for each riyal spent	$\text{Sales} \div \text{spend}$
A/B test	الاختبار المقارن	Testing two versions to see which works better	Two images for the same offer

■ Clients

Client and conversion terms

Term	In Arabic	In simple words	Example or formula
Lead	العميل المحتمل	Someone who contacted you and showed interest	Sent a message asking about price
CPL	تكلفة العميل المحتمل	What you paid for each lead	$\text{Spend} \div \text{number of leads}$
Conversion rate	معدل التحويل	Share of people who took the action	$\text{Orders} \div \text{visits} \times 100$
CAC	تكلفة اكتساب العميل	What a paying client cost you	$\text{Marketing cost} \div \text{new clients}$
CTA	الدعوة لاتخاذ إجراء	The line that tells people what to do now	"Message us on WhatsApp"
Landing page	صفحة الهبوط	The page people reach after tapping	The offer page on your website

■ Targeting and tracking

Audience and measurement terms

Term	In Arabic	In simple words	Example or formula
Funnel	قمع المبيعات	The stages from first contact to purchase	Awareness, interest, decision, purchase
Retargeting	إعادة الاستهداف	Ads for people who engaged with you before	An ad for those who watched half the video
Lookalike	الجمهور المشابه	People similar to your clients or engagers	The platform finds them automatically
Pixel	كود التتبع	Code on your website that records visits and orders	Meta pixel, Google tag
KPI	مؤشر الأداء الرئيسي	The key number that shows if you reached your goal	Messages per month
Campaign	الحملة	A set of ads with one goal, budget, and duration	A two week Ramadan campaign

Three terms from this guide

What does **Impressions** mean?

مرات الظهور

How many times the content appeared on screens, even if one person saw it twice.

In plain words: How many times your post showed up, not how many people.

What does **Hook** mean?

الخطاف

The first two seconds of a video that stop the scroll.

In plain words: The opening line that makes them keep watching.

What does **Lookalike** mean?

Lookalike audience | الجمهور المشابه

An audience the platform builds from people similar to your clients.

In plain words: The platform finds people like your clients.



Have another question?

We will explain it with numbers, in plain words.



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