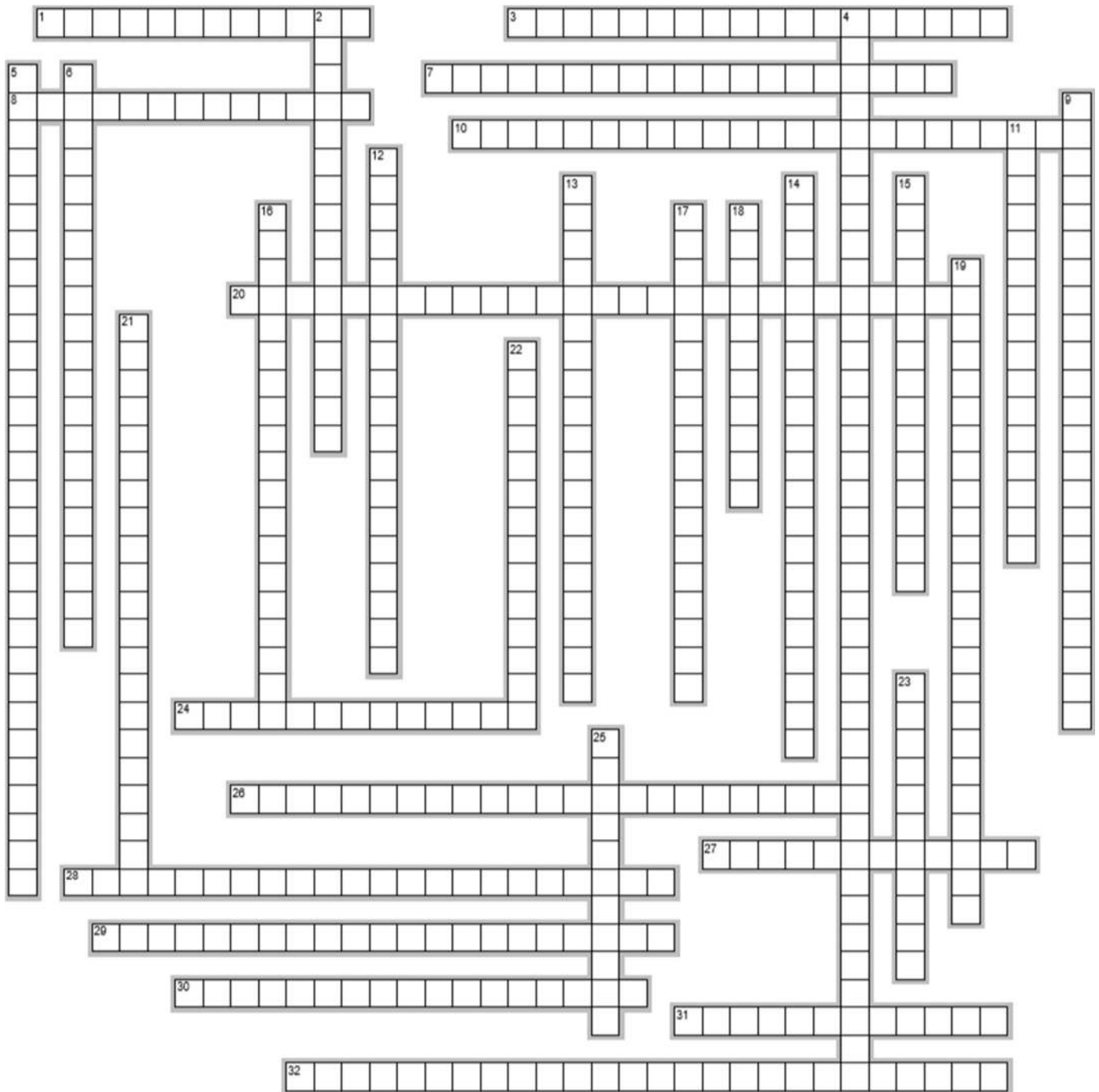


**Marketers today - who can understand them?** Can you even argue? Here is a crossword of acronyms heard daily in marketing. Print it out, fill it in and find out how well you actually do!



Across				Down				
1. SOV	10. MRR	27. CPC	31. CTA	2. CTR	9. KPI	14. SLA	18. WOM	23. PPC
3. ROI	20. BANT	28. MQL	32. CPM	4. SWOT	11. NPS	15. PR	19. SEO	25. CPL
7. CCR	24. LTV	29. CLTV		5. CRM	12. WSO	16. ACV	21. CMO	
8. UI	26. CAC	30. SAL		6. SEM	13. MVT	17. SQL	22. UX	

Drop us a line if you want to go far beyond standard practices and past lackluster results. If you're focused on industry standards and "good enough" marketing, that's not what we do.  
[MarketingConverts.com](http://MarketingConverts.com)

## Answer Key

You're not cheating, are you? Because if you are, you're proving my point! Hopefully the size 6 font will slow you down.

Across	Down
1. Share of Voice - SOV 3. Return on Investment - ROI 7. Customer Churn Rate - CCR 8. User Interface - UI 10. Monthly Recurring Revenue - MRR 20. Budget Authority Need Timeline - BANT 24. Lifetime Value - LTV 26. Customer Acquisition Cost - CAC 27. Cost Per Click - CPC 28. Marketing Qualified Lead - MQL 29. Customer Lifetime Value - CLTV 30. Sales Accepted Lead - SAL 31. Call to action - CTA 32. Cost per Thousand Impressions - CPM	2. Click Through Rate - CTR 4. Strengths Weaknesses Opportunities Threats - SWOT 5. Customer Relationship Management - CRM 6. Search Engine Marketing - SEM 9. Key Performance Indicator - KPI 11. Net Promoter Score - NPS 12. Website Optimization - WSO 13. Multivariate Testing - MVT 14. Service Level Agreement - SLA 15. Public Relations - PR 16. Annual Contract Value - ACV 17. Sales Qualified Lead - SQL 18. Word of Mouth - WOM 19. Search Engine Optimization - SEO 21. Chief Marketing Officer - CMO 22. User Experience - UX 23. Pay Per Click - PPC 25. Cost Per Lead - CPL

Drop us a line if you want to go far beyond standard practices and past lackluster results. If you're focused on industry standards and "good enough" marketing, that's not what we do.