Omnichannel Marketing Terms

These are the words you need to know to sound like an omnichannel pro:

- **BOPUS**
  Short for “buy online, pick up in store”. Also referred to as “click-and-collect”.

- **Brick-and-mortar**
  The physical presence of a business in a building or other structure.

- **Channel-centric strategy**
  A strategy that focuses on meeting specific KPIs and goals for each specific channel.

- **Click-and-ship**
  Shoppers buying items in store on their smartphones, then having the merchandise shipped.

- **Cross-channel**
  Activity that spans more than one channel, such as web, mobile, in-store, email, and direct mail.

- **Cross-device**
  Activity that spans more than one device, such as desktop, laptop, smartphone, and tablet.

- **Customer-centric strategy**
  A strategy that focuses solely on creating an optimal customer experience.

- **Multichannel marketing**
  A marketing strategy that operates on several different channels, like social, mobile, direct mail, and a physical location, where each channel is separate and independent from the others, with its own strategy and goals.

- **Omnichannel marketing**
  A marketing strategy that focuses on delivering a consistent, personalized experience for customers across all channels and devices, from desktop to mobile, online to offline, and all other touchpoints in between.

- **Omnishopper**
  Shoppers who use a variety of devices, channels, and platforms to browse and buy products.

- **One-to-one (1:1) marketing**
  CRM (customer relationship management) strategy that emphasizes highly personalized interactions.

- **Showrooming**
  Shoppers checking out merchandise in store, but buying online.

- **Webrooming**
  Shoppers researching products online before buying them in the store.