

# 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.