

Acronym	Name	Description
API	Application Programming Interface	A software interface that enables third-party systems to connect to Marketing Cloud data and programatically perform platform operations, without requiring user intervention.
BU	Business Unit	Provides user-access control and separation of data and content within an account. Data and content within a BU can be shared across other BUs in an account.
DE	Data Extension	A relational database table used for storing and retrieving schema-based data.
DM	Distributed Marketing	A Managed Package for Sales Cloud that enables users to customize and send emails from Journey Builder, without having to login to Marketing Cloud.
ECT	Einstein Content Tagging	Uses Google Vision to automatically classify and tag image assets from detected image content.
EES	Einstein Engagement Scoring	A predictive modelling tool for email and MobilePush messaging that segments Contacts based on their likelihood to engage with emails and interact with push notifications.
EEF	Einstein Engagement Frequency	Predicts the optimal number of emails to send to an individual Subscriber by identifying at what point they are becoming oversaturated or being under messaged.
EID	Enterprise Identifier	A unique numeric identifier for a Marketing Cloud Account. The EID is equal to the MID of the Parent Business Unit.
ENS	Event Notification Service	Enables third-party systems to receive a callback notification from Marketing Cloud when a message delivery or engagement event occurs. For example, when an email or SMS message is sent, not sent, or bounces.
ET	ExactTarget	A Software-as-a-Service email marketing provider that was established in 2000 and acquired by Salesforce in 2013. ExactTarget was renamed to Salesforce Marketing Cloud in 2014.
FLE	Field Level Encryption	Encrypts Data extension records at a field level. Encrypted values are decrypted at send-time. The feature also substitutes email addresses in the All Subscribers list with a non-identifiable address.
FTAF	Forward To A Friend	A web form link that can be included in an email enabling Subscribers to forward the email to up to 10 friends and invite them to subscribe.
GTL	Guide Template Language	A semantic templating language for using JSON-based data to personalize content. Based on Mustache and Handlebars templating engine.
IP	Internet Protocol [Address]	A unique string of characters that identifies a machine to communicate over a network. Marketing Cloud accounts send emails using a shared IP address, dedicated IP or pool of dedicated IP addresses.
LLTS	Low Latency Triggered Send	Email send infrastructure used by the Transactional Messaging API and MCAE.
MCAE	Marketing Cloud Account Engagement	An email marketing automation and lead management platform B2B organizations (formerly Pardot).
MCE	Marketing Cloud Engagement	An enterprise marketing automation platform (also referred to as Marketing Cloud).
MID	Member Identifier	A unique numeric identifier for a Business Unit.
OMM	Outbound Mail Management	Platform infrastructure for building and sending emails.
PK	Primary Key	An assigned data extension field that has a unique value identifier for each record.
RMM	Reply Mail Management	Configurable feature for processing email replies (including auto-replies) and unsubscribe requests.
SAP	Sender Authentication Package	Branding package that defines the authenticated domain used to send emails, wrap links, images and more. SAPs also include a dedicated IP address for sending emails.
SFMC	Salesforce Marketing Cloud	Former product name for MCE.
SFTP	Secure File Transfer Protocol	A secure file transfer protocol for exchanging files between systems. Each BU includes an SFTP account, which is commonly used to ingest and export delimited text data sets using Automation Studio.
SQL	Structured Query Language	A language used by Query Activities in Automation Studio to access and manipulate data in DEs and Data Views.
SSJS	Server Side JavaScript	A scripting language based on JavaScript which is primarily oriented to marketing and platform automation use cases.
STO	Send Time Optimization	An Einstein feature that uses machine learning to send an email or mobile push notification at a time when the Subscriber is most likely to engage with the message. STO can be applied to email and push messages sent from Journey Builder, and emails sent from Automation Studio.
TDE	Transparent Data Encryption	Provides Data at Rest encryption by storing the entire database in an encrypted format, which prevents anyone with physical access to the database or a copy from accessing the unencrypted data. Available as a shared (multi-tenant) or dedicated data environment.
TS	Triggered Send	An email sent using the platform API. Journey Builder also uses Triggered Sends for Email Activities.
TSD	Triggered Send Definition	Configuration used by a Triggered Send to define the sender profile, classification and other sending options.
TSE	Tenant Specific Endpoint	An alternative definition for TSSD and is used interchangeably.
TSSD	Tenant Specific Sub Domain	A unique 28 Character system-generated subdomain that is unique to a Marketing Cloud account (or 'tenant') and is used for login, FTP, API and tenant-based CloudPage URLs.
UI	User Initiated [Send]	Used to batch-send an email to a predefined audience with preconfigured send and tracking parameters. Typically used in an automation, but can be also used for sending or scheduling emails from Email Studio.
VAWP	View As Web Page	A personalized email link that opens a copy of an email in a web browser.
WAC	Web Analytics Connector	Automatically appends email links with web analytics parameters, which can be used to attribute webpage visits back to an email using a Web analytics service such as Google Analytics.