

# THE PERIODIC TABLE OF B2B CONTENT ELEMENTS

Channels
Formats
Types of Intent Data
Tactics
Performance Optimization
Nurture
Performance Metrics



<b>Seo</b> Organic Search
<b>Ptn</b> Partnerships
<b>Ev</b> Events
<b>Ppc</b> Pay Per Click
<b>Em</b> Email Marketing
<b>Ds</b> Display
<b>Ch</b> Content Hub
<b>Smm</b> Social
<b>W</b> Website
<b>Tpp</b> Third Party Publishers

<b>Fp</b> First Party	<b>Kw</b> Keyword	<b>Tal</b> Target Account Lists	<b>Nlp</b> Natural Language Processing	<b>Ma</b> Marketing Automation	<b>DI</b> Downloads	<b>Cm</b> Comments
<b>Fr</b> Firmographic	<b>Cvs</b> Customer Surveys	<b>Ix</b> Immersive Content Experiences	<b>Df</b> Dynamic Forms	<b>Ls</b> Lead Scoring	<b>Ctr</b> Click Through Rate	<b>As</b> Accrued Activity Score
<b>Sr</b> Searching	<b>Psr</b> Persona Research	<b>Mt</b> Multi-touch Leads	<b>Cta</b> Call to Actions	<b>Nw</b> Nurture Workflows	<b>Ts</b> Total Sessions & Users	<b>Tpv</b> Timestamped Page Views
<b>Br</b> Browsing	<b>Dr</b> Desktop Research	<b>Ao</b> Always-on Campaigns	<b>Sl</b> Subject Lines	<b>Rm</b> Remarketing	<b>Sd</b> Session Duration	<b>R</b> Republications
<b>Ac</b> Action	<b>Ca</b> Competitor Analysis	<b>Ack</b> Accumulative Knowledge Building	<b>L</b> Localizations	<b>CrM</b> Customer Relationship Management	<b>Ps</b> Pages/Session	<b>Sh</b> Social Shares
<b>Prd</b> Predictive	<b>Pa</b> PESTLE Audit	<b>Mc</b> Multi-Channel Campaign	<b>Vis</b> Visuals	<b>Rt</b> Real-Time Analytics	<b>Upd</b> Users per Domain	<b>Rv</b> Repeat Visitors
<b>Tp</b> Third Party	<b>Tam</b> Total Addressable Market	<b>Ff</b> Full-Funnel Engagement	<b>Ab</b> Split Testing	<b>Pz</b> Personalization	<b>Ti</b> Topic Interest	<b>Or</b> Open Rates

<b>Im</b> Impressions	<b>To</b> Time On Page	<b>Pvs</b> Page Views
<b>Bl</b> Backlinks	<b>Ot</b> Organic Traffic	<b>Cr</b> Churn Rate
<b>Pv</b> Pipeline Value	<b>DI</b> Downloads	<b>Cm</b> Comments
<b>Ctr</b> Click Through Rate	<b>As</b> Accrued Activity Score	<b>Tpv</b> Timestamped Page Views
<b>Ts</b> Total Sessions & Users	<b>Sd</b> Session Duration	<b>R</b> Republications
<b>Ps</b> Pages/Session	<b>Upd</b> Users per Domain	<b>Rv</b> Repeat Visitors
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<b>Wp</b> Whitepapers	<b>Art</b> Articles	<b>Wbr</b> Webinar	<b>E</b> Email	<b>Ns</b> Newsletter	<b>Wb</b> Website pages	<b>Ss</b> Social Sliders	<b>B</b> Blogs	<b>Th</b> Thought Leadership
<b>If</b> Infographics	<b>Oc</b> Online Courses	<b>St</b> Stats	<b>Lp</b> Landing Pages	<b>Te</b> Testimonials	<b>Rvw</b> Reviews	<b>Ck</b> Checklists	<b>V</b> Vlogs	<b>D</b> Demos
<b>Sc</b> Sponsored Content	<b>Pbk</b> Playbooks	<b>Wk</b> Worksheets	<b>Ht</b> How-tos	<b>Pr</b> PR Announcements	<b>Q</b> Illustrated Quotes	<b>C</b> Contributor	<b>Cs</b> Case Studies	<b>Prd</b> Product Sheets
<b>Prs</b> Presentations	<b>Vg</b> Vendor Guides	<b>Cp</b> Competitions	<b>Aw</b> Awards	<b>Ug</b> User Generated	<b>Bn</b> Banners	<b>Ar</b> Analyst Reports	<b>S</b> Survey Reports	<b>A</b> Audio