

# Web Personalization Glossary

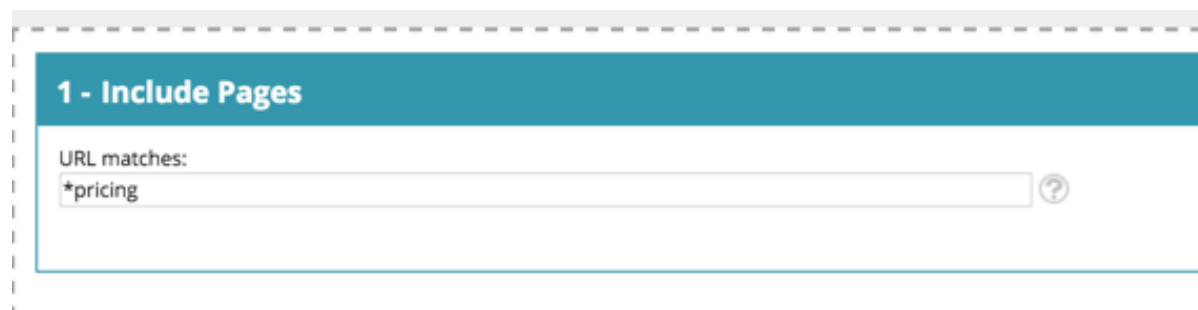
Some insights into the world and language of Marketo Web Personalization.

Term	Definition
<b>Anonymous Visitor</b>	A web visitor who never filled out a form or left their details on the website.
<b>Web Campaign</b>	A customized reaction associated with a specific segment. With Web Personalization, web campaigns include Dialogs, In Zones and Widgets.
<b>Clickstream</b>	The visitor's activity and URL path on the site and how long they visited each page
<b>ISP</b>	Internet Service Provider
<b>Known Visitor</b>	A web visitor who has completed a form and left their details (email address) on your website or clicked a link in a Marketo email.
<b>Account List</b>	A list of key account / organization names. Also known as an Account-Based Marketing (ABM) list.
<b>Segments</b>	A collection of visitors that meet the specified criteria defined in the <a href="#">'Set a Segment' page</a> .
<b>Split Testing</b>	A testing experiment with two or more variants to measure the difference in results. The goal is to identify changes to web pages that increase or maximize an outcome of interest.
<b>Wildcard</b>	A wildcard character (* is used) that is used before or after a string to substitute for any other character or characters in a string. See the examples below.

## Wildcard Examples

Here are three ways you can use a wildcard in Web Personalization.

Match all visitors on page URLs that end with pricing (for example, [www.marketo.com/pricing](http://www.marketo.com/pricing)):



The screenshot shows a configuration interface for a web personalization rule. At the top, there is a teal header bar with the text "1 - Include Pages". Below this, there is a section labeled "URL matches:" followed by a text input field containing the wildcard string "\*pricing". To the right of the input field is a small circular help icon with a question mark. The entire configuration area is enclosed in a dashed border.

Match all visitors on page URLs that start with https:// (for example, <https://www.marketo.com>):

## 1 - Include Pages

URL matches:

?

Match all visitors on page URLs that include the word backup (for example, <https://www.marketo.com/backup/pricing.html>):

## 1 - Include Pages

URL matches:

?