



Feature Release Overview & Support Guide

Use this template as an index of important terms and frequently used lingo on your team or department. [Learn more about this template.](#)

Team/Department Glossary - [team/department name]

Word or Phrase	Definition	Team(s) Using Term
Acquisition	Generating more/better leads for marketing funnel (numbers). Better quality leads are generated based on engagement rather than just number of leads & downloads (mainly in the retail industry).	Marketing/ Sales
Brand Awareness	Making consumers more familiar with your product.	Marketing/ Brand
PQL	A "product-qualified lead" is someone who has taken enough action within the product. They are now a quality lead for sales to reach out.	Sales/ Product



Want to learn more terms? Check out the following:

Link out to other teams' glossaries in Guru Cards.

- Team Glossary - [team name]
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