

Glossary of Fintech Abbreviations

This glossary provides essential definitions and context for commonly used abbreviations in the fintech and financial marketing landscape. It is designed for quick reference and can be shared internally within teams or included in onboarding material.

Abbreviation	Full Form
AML	Anti-Money Laundering
API	Application Programming Interface
B2B	Business-to-Business
B2C	Business-to-Consumer
BNPL	Buy Now, Pay Later
CAC	Customer Acquisition Cost
CFPB	Consumer Financial Protection Bureau
CLV	Customer Lifetime Value
CRO	Conversion Rate Optimization
FCA	Financial Conduct Authority (UK)
FDIC	Federal Deposit Insurance Corporation
FINRA	Financial Industry Regulatory Authority
GTM	Go-To-Market
KYC	Know Your Customer
LTV	Lifetime Value
MQL	Marketing Qualified Lead
PPC	Pay-Per-Click (Advertising)
PR	Public Relations
ROAS	Return on Ad Spend
SEC	Securities and Exchange Commission (US)
SEO	Search Engine Optimization
UI	User Interface
UX	User Experience
WCAG	Web Content Accessibility Guidelines