



## Online Terms

**Ad Exchange:** A generic term to describe an online marketplace where impression inventory is bought and sold. The nature of purchasing these impressions can vary greatly by each Ad Exchange.

**Ad Network:** An aggregator or broker of advertising inventory. The source of this inventory is generally sites/publishers, but is increasingly other networks. Ad networks are the sales representatives for the sites within a network.

**Attribution Management:** The process of analyzing user touch points across multiple channels over extended periods of time to determine true consumer behavior and the value of various digital channels. Attribution management evolved from “last-click/last-view” reporting, which does not take into account a consumer’s entire interaction history.

**Audience Buying:** The practice of acquiring ad impressions based on characteristics known about a particular cookie, rather than buying ad inventory at a site/content level. These characteristics are typically demographic in nature - Age, Gender, Income. By tracking data on specific cookies rather than sites, an advertiser can deliver more tailored creative and messaging to specific users wherever he or she is browsing, beyond just endemic sites.

**Audience De-duplication:** The process of holistically viewing the delivery of ads across networks, sites or portals to determine the amount of audience overlap among them and the true number of unique viewers of a placement.

**Banners** - Advertisements on a Web page that link to an advertiser’s site. They are the most common unit of advertising on the Web.

- **728 x 90** – Leaderboard, at the top of the web page.
- **300 x 250** – Medium sized rectangle usually placed on the sides of the webpage.
- **160 x 600** - Vertical unit usually placed on the side of the webpage

**Cookie:** A text-only piece of information that is stored on a user’s computer. Cookies have many uses, including customizing web pages, remembering logins, managing ad frequency, etc. Cookies are also used for the purpose of uniquely identifying that browser during audience activity and between visits or sessions. The user’s computer stores these cookies from one or more websites. Cookies are generally specific to a single browser.

**CPA (Cost-per-Action)** – The cost of advertising based on a user’s specifically defined action in response to an ad. Actions can include a sales transaction, a customer acquisition, or a click.

**CPC (Cost-per-Click)** – The cost of advertising based on the number of clicks received.

**CPE (Cost-per-Engagement)** – The cost of advertising based on a visitor engaging with an advertisement. This is commonly used with interactive and video ads.

**CPM (Cost-per-Thousand)** – A media term describing the cost of 1,000 impressions.

**CTR (Click-Through Rate)** – The average number of click-throughs per hundred ad impressions, expressed as a percentage.

**Data Application:** Applying data segments from Third-Party Providers, such as BlueKai, DataLogix, TargusInfo, etc., to target a specific group or audience of users. Users are segmented by attributes, such as behavioral, demographic, psychographic, purchase intent, etc. Using data from Third-Party Providers enhances audience-based buying beyond performance indicators, such as clicks and conversions.

**Demand Side Platform (DSP):** A platform for buying inventory in real-time across multiple sources, including sites, exchanges, and networks. DSPs only purchase media via real-time bidding (RTB) media sources

**Frequency Capping:** The limit of how many times a given ad will be shown to a unique cookie during a specified time period. Generally, cookies are used to manage ad frequency.

**Hits** - The number of times a program or item of data has been accessed. For example, each time a user visits a home page on the Web, that is considered one hit to that Web site. Hits also refer to the number of page and/or graphic files requested by visitors.

**Inventory:** The impressions for sale on a website, network or exchange. Historically, this only represented impressions, but is increasingly used to describe audience. For example, a particular site may say that it has 1 million 18-24 year-old women.

**Key Performance Indicator (KPI):** Metrics used to help an agency/advertiser define and measure progress toward their goals.

**Lifetime Value of a Conversion:** The total financial benefit to an advertiser from a particular conversion, over that customer's entire lifetime. For example, a user may convert to an initial AT&T phone plan. The lifetime value of the conversion is the amount of money that customer will spend with AT&T for the duration of their relationship (not just the value of the initial phone plan).

**Look-back Window:** The period of time between the occurrence of an impression or click, and the completion of a conversion event.

**Optimization:** Modifying campaign parameters, based on previous results and insights, throughout the duration of a flight to yield best results for an advertiser to meet a Key Performance Indicator (KPI). For display, this can involve optimizing on targeted audience segments (including Third-Party segments), retargeting, frequency capping, day parting, creative served, networks/publishers, bid optimization, etc.

**Pacing:** The process of allocating and optimizing a campaign's budget and impressions across the duration of the campaign flight in order to avoid under/over-delivery.

**Page Views** - The number of times a Web page has been successfully served to a user's browser.

**Pixel:** Picture element (single illuminated dot) on a computer monitor. This metric is the smallest addressable screen element and is used to describe 2-dimensional (height x width) computer monitor dimensions (i.e. 1024 x 768) as well as Internet display advertising (i.e. 728 x 90).

**Pixel Tracking:** The action of placing a pixel code within a creative to record actions within that particular creative, such as impressions, user clicks, conversions, interactions, etc. This is typically stored as a 1 x 1 size, consequently invisible to the naked eye.

**Pre-Roll Video** – High quality video displayed directly on the website.

**Real-Time Bidding (RTB):** A technology-based tool for the buy-side, which purchases inventory on a real-time, impression-level basis. RTB utilizes data and complex algorithms to generate bids for each impression based on available cookie-level, url-level or some combination of this data.

**Remnant Inventory:** Inventory that is unsold through direct-buys. Publishers often sell remnant inventory through ad networks and exchanges.

**Rich Media** – Creative banners which are more interactive and may have more than one click through.

- Expandable is a form of rich media, this unit expands into a larger unit when you roll over it with your mouse.
- Floating – A rich media unit that seems to float across your screen.

**Road Block** - When the same creative airs on all networks at the same time or across one website page at the same time creating a "road block".

**Run-of-Exchange:** Ad buying option in which ad placements may appear on any pages on sites within an exchange to achieve scale. The inventory can be bought via RTB on a DSP. A DSP can help protect brand safety since ads are bought on a real-time basis and can be prevented from running on objectionable or inappropriate pages. This inventory can also be purchased via non-RTB exchanges.

**Run-of-Network:** Ad buying option in which ad placements may appear on any pages on sites within an ad network to achieve scale. In run-of-network advertising, an advertisers' goal is generally lower CPM rates and broad reach, not premium placement.

**Segmentation:** Dividing sets of users who share one or more similar attributes for ad targeting purposes.

**SEM** – Search Engine Marketing –Paid search ads purchased in an auction-based pay per click based on specific keywords or ad groups.

**SEO** - Search Engine Optimization – Organic search listings ranked by relevance, popularity & linkages to query language, driven by metadata.

**Streaming Video** - Playing audio and/or video content immediately as it is downloaded from the Internet, rather than first storing it in a file on the receiving computer.

**Targeting:** Technique used by online publishers and advertisers to increase campaign effectiveness and enhance ROI by serving particular ads to audiences who are most likely to respond to them. A number of targeting techniques are available to select which ads should/should not be displayed to an individual. One or more of the following common techniques can be applied:

- **Behavioral Targeting:** Based on an individual's web browsing behavior, such as pages visited and searches made.
- **Content Targeting:** Based on the content of a particular site or webpage.
- **Day parting:** Targeting users with ads during a particular time or sets of times per day (i.e. 6 -8pm).
- **Frequency Capping:** Targeting a user based on a set number of times that they have viewed an advertisement.
- **Geo-targeting:** Based on automated or assumed knowledge of an end user's position in the real world.
- **Look-Alike Targeting:** Based on users who are similar to actual converting customers.
- **Psychographic Targeting:** Targeting different personality elements, i.e. Leadership, Self-Esteem, Modesty, etc. B3 does this in collaboration with Mindset Media.
- **Retargeting:** Based on users who have previously visited an advertiser's site or seen a particular ad.

**Unique User:** A single user, generally identified by means of a cookie.

**Yield:** The % of clicks vs. impressions on an ad within a specific page.

**Yield Optimizer:** A company that aggregates publisher inventory and connects this inventory with the most optimal ad network, exchange or advertiser to increase yield. A yield optimizer is similar to an ad network, but their clients are publishers (whereas most networks try to get the best rate from the publishers). Also known as a Sell Side Platform (SSP) as opposed to a Demand Side Platform (DSP).

**ZAP Container Tag:** A string of JavaScript code placed on a webpage to track user actions and site analytics. The ZAP Container Tag can also be used to deliver 3rd and 4th party data for optimal retargeting. It is most effective when placed across all of an advertiser's pages because it allows the advertiser to build look-a-like models as well as profile the audience who is most likely to be purchasers of an advertiser's goods.