

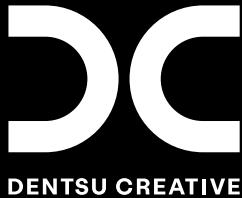


d[pa].

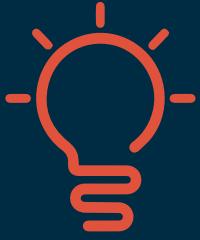
dentsu procurement academy

Jargon Book

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ECD

Executive Creative Director

DAM

Digital Asset Manager

ED

Editor

AD

Art Director (or Account Director)

CD

Creative Director

PM

Project Manager





KOL

Key Opinion Leader

SPOC

Single Point of Contact



Positive flow of communication

Timeous feedback between client and agency - both directions





PSD

Photoshop file



INDD

Indesign file



AI

Illustrator file



MP4

Video file



MP3

Sound file

High Res

High resolution imagery that is fit for use in print or at large scale, at least 300dpi



Low Res

Low resolution imagery that isn't fit for use at large scale or at print, but gives a sense of the image to be used

Specs

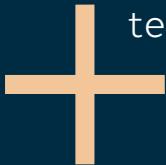
The technical specifications for an image or item to be used in the creation of a creative product

GSM

Paper grammage

Reproduction/Repro

The process of colour correcting and preparing files technically for print



Print Ready

Files that have been finalised through repro and are ready to print



Cromalin / ozalid / printers proof

A proofing page run on a repro printer that gives as accurate as possible an idea of how a page should print

Booklist

Content plan for publishing in a magazine

Native Advertising / Advertorial

Paid-for placement or advertising that is created to look like native editorial content in targeted outlets but which is clearly signposted as a promotion or having been paid for

Web3 / Web 3.0

The concept of the next generation of the web, in which most users will be connected via a decentralised network and have access to their own data



Content Calendar

A written schedule of when and where you plan to publish upcoming content, including content ideas and imagery suggestions

Content Marketing

A strategic marketing approach of creating and distributing relevant, consistent content targeted at defined audiences to add value to their lives at specific points in the user journey, without using the brand or its product as the hero. Content marketing delights, educates, informs and entertains in order to build and engage owned, loyal audiences, thereby increasing their commercial value to the brand.

CTR

Click Through Rate

CPC

Cost Per Click

CTO

Click To Open

CTR

Click To Open Rate

PCA

Post Campaign Analysis

ER

Engagement Rate

PCR

Post Campaign Report

KWR

Keyword Research

IGS

Instagram Story



CMS

Content
Management
System

DMP

Data Management Platform



Influencer Marketing

Influencer marketing's principal objective is to leverage an influencer's own audience and voice to achieve specific marketing, and/or communications, and/or advertising objectives. In simplified terms: it's a form of marketing that uses influencers to promote a brand or message to a larger market. Influencers are opinion leaders with a social following, regarded as experts or trustworthy by their followers.



VR

Virtual Reality

XR

Extended Reality

AR

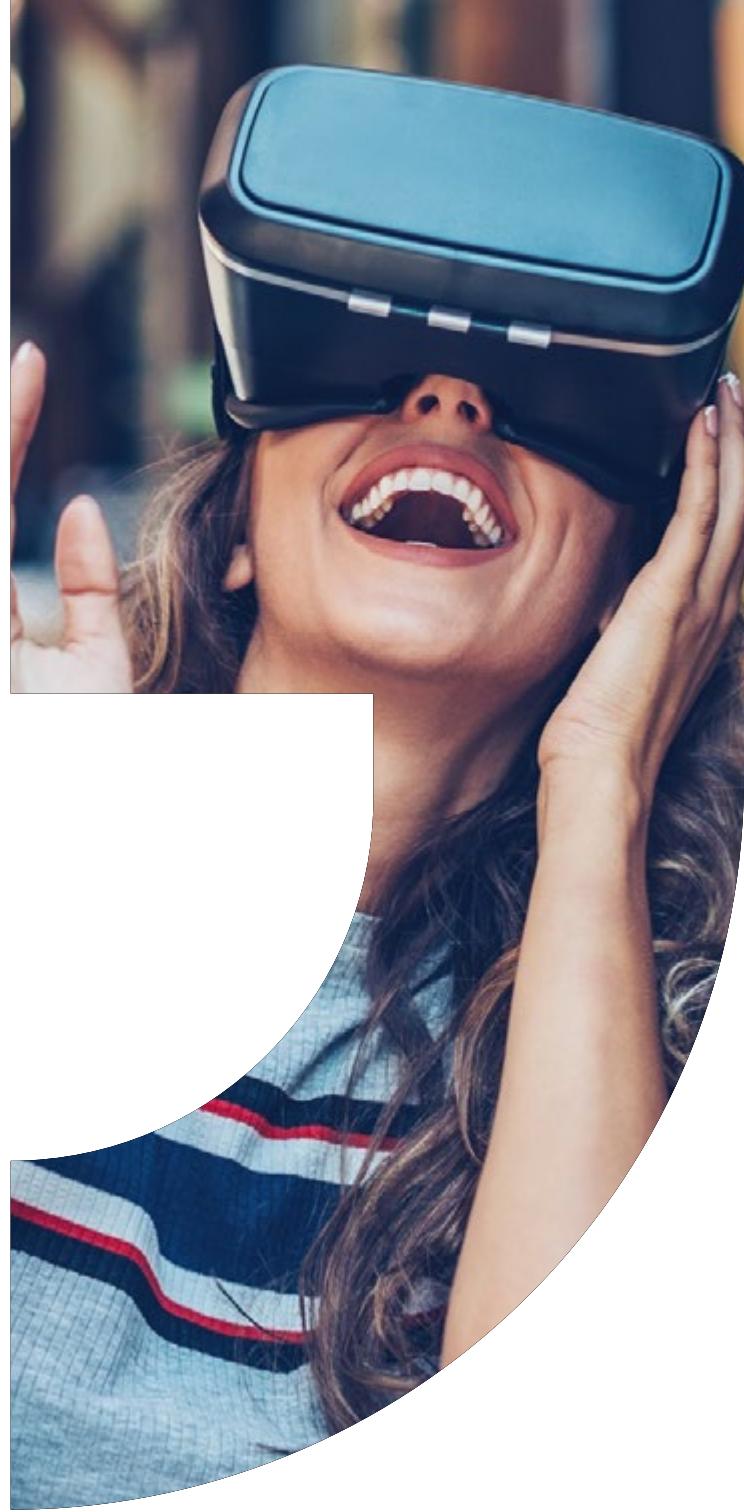
Augmented Reality

MR

Mixed Reality

AI

Artificial Intelligence



Blockchain technology

A blockchain is a decentralised, distributed and public digital ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network.

Lo-Fi

When the production quality of video or sound clips is mostly unpolished lending itself to authenticity

White Label

Product or service that's ready-made to be rebranded and a more affordable cost and a custom build

WIP

Work In Progress

EOD

End Of Day

CPP

Cost Per Point

CPM

Cost Per Mill / Thousand -
Digital

CPT

Cost Per Thousand - TV /
Radio / OOH

GRP

Gross Rating Point - TV / Radio

AR

Average Rating - TV

CPC

Cost Per Click - Digital

CTR

Click Through Rate - Digital
(% of the people who saw a
search result, ad, or e-mail
who then clicked to site)

CPA

Cost Per Acquisition - Digital
(How much it costs to acquire
a new customer)

CTA

Call To Action - Digital (A
word or phrase used to inspire
the end user to take a specific
action, often via a button or
stylised link)

ROA

Return On aSpend (revenue
from ad campaign / cost of ad
campaign = ROAS)

AR

Audience Rating - TV. 1 AR = 1% of the TV population

REACH

Number of people exposed to the communication

BOUNCE RATE

Percentage of people who visit your website but leave without visiting any other page

RETARGETING

Someone visits your website and after they exit and leave but continue browsing your ad appears as a display ad on another website or social media channel

UNIQUE REACH

The number of unique consumers exposed to the communication



A close-up photograph of a person's arms and hands. The person is wearing a white t-shirt with thin black horizontal stripes. Their right arm is resting on their left hand, which is holding a pair of light blue denim jeans. On the inner side of the right forearm, there is a black ink tattoo. The tattoo features a central graphic of a horse's head in profile, facing right. Above the horse's head, the word "Alben" is written in a cursive script. Below the horse's head, the word "Figures" is written in a similar cursive script. The person is also wearing dark-colored pants with a large, frayed hole at the knee. The background is out of focus, showing what appears to be a concrete or stone surface.

FREQUENCY

The number times a user sees an ad



CPM

Also known as “cost per mille,” The average cost you’ve paid for 1,000 impressions of your ad, or the average revenue you’ve received for 1,000 impressions of an ad on your apps or websites

CTR

The number of times a link on a web page is clicked compared to the number of times it is displayed

CPE

Cost per engagement (CPE) is an advertising pricing model in which digital marketing teams and advertisers only pay for ads when users interact with their campaign in some way

CPC

The cost for each time an ad is clicked

CPA

Also known as "cost per acquisition," CPA is the cost to you each time an action is taken because of an ad

CPV

A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first

COST PER RESULT

Cost per result indicates how cost-efficiently you achieved the objectives you set in your ad campaign. You can use it to compare performance among different campaigns and identify areas of opportunity. This metric can help you determine your bid for future ad sets

BLS

Brand lift studies help you measure the impact of your advertising campaign on your brand

CA

A group of people created through a Facebook advertising feature that lets you find your existing audiences among people who are on Facebook

DA

An ad type that can show a number of different products to an audience and choose the most relevant product to show to each individual in the audience

DR

Advertising that is intended to generate an immediate action (usually associated with ecommerce activities) like sign-up, purchase a product or mobile app install

ECA

Also known as a “Facebook custom audience,” an engagement Custom Audience is a group of people likely to engage with your ad based on the people who have previously engaged with your content across Facebook Products

LAL

A group of people who are similar to an existing audience, allowing you to direct your ad to people who “look like” your established customers

LTV

The measure of the total value (such as total purchases) attributed to a group of customers using a third-party developer app

TRP

An ad buying type that allows you to plan and buy video campaigns using Nielsen-verified target rating points (TRPs) on Facebook and Instagram

VBLAL

The group of people most similar to your highest-value customers

AN

A network of mobile app publishers who have been approved by Facebook to show Facebook ads in their apps

CTA

An advertising method that encourages a direct response from people by prompting a specific action

CBO

A setting in Ads Manager that enables Facebook to distribute your spend across the ad sets in your campaign to get the best overall performance

CPI

The cost for each person who views your ad



KPI

A measurement to evaluate the success of a campaign or ad

API

Defines how software components communicate

CRM

A type of tool that enables businesses to manage contact information and interactions through the customer lifecycle

CTA

Call To Action

A word or phrase used to inspire the end user to take a specific action, often via a button or another stylised link

CPA

Cost Per Acquisition

Formula: Total Spend / Viewable Impressions * 1000

How much it costs to acquire a new customer—sometimes stated as cost per conversion

CTR

Click through rate

Formula: Total Clicks / Total Impressions

The rate at which an ad is clicked

CVR

Conversion Rate

The conversion rate is the percentage of users who take a desired action

CPC

Cost Per Click

Formula: Total Cost/Number of Clicks

The average cost of an ad click stated as cost per conversion

CPM

Cost Per Thousand Impressions

Formula: Total Spend / Impressions * 1000

The amount you pay on an advertising platform per thousand times people see your ad

CPMV

CPM: Viewable Impressions

Formula: Total Spend / Viewable Impressions * 1000

Cost per 1,000 viewable impressions, used to measure efficiency

CPL

Cost per lead

Formula: Total Ad Spend/Total Leads

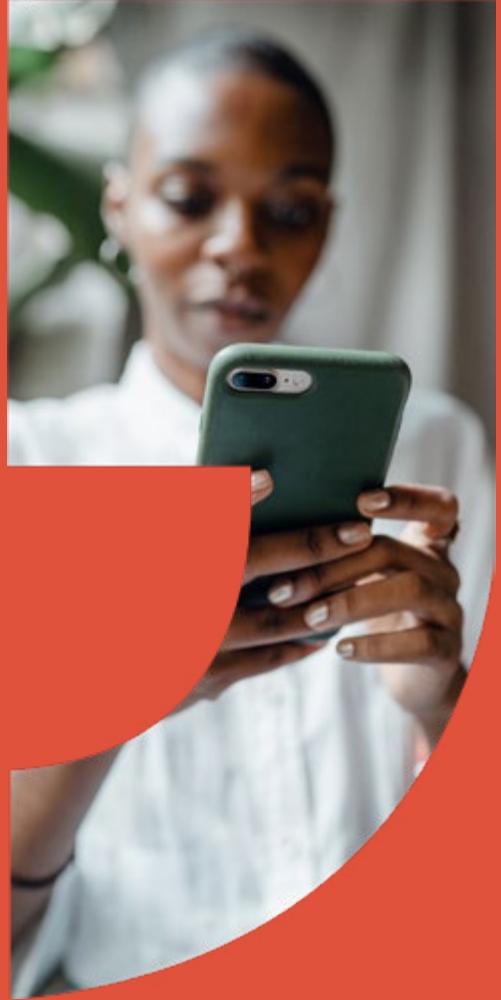
Cost per lead, or customer generation, is when businesses pay for potential sales leads, or data relating to active customers

ROAS

Formula:
Revenue/Ad Spend *100

Return on Ad Spend

Return on Ad Spend determines if campaigns are profitable or not. ROAS is the average value advertisers make for every dollar they spend on their ads



PPC

Pay Per Click

Formula: Total Ad Spend/Total Clicks

an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked

CPV

Cost Per View

Formula: Total Spend/Total Views

Cost-per-View is the price an advertiser pays Google every time someone views one of their video ads

IS

Impression Share

Formula: Impressions/Total Eligible Impressions

The percentage of impressions that your ads receive compared to the total number of impressions that your ads could get





A/B TESTING

An optimisation technique that divides a list in two, then sends a different email version to each half to determine which variation converts best

IMPRESSION

Formula: Spend/CPM *1000

A single display of a particular ad or search result on a web page

VIEWABLE IMPRESSIONS

Formula: Sum of viewable impressions

Amount of ads served where viewability is confirmed

ENGAGEMENT

Connecting with an audience in a way that motivates interaction or active involvement between them and a brand

ER

Engagement Rate (social)

Formula: Total Spend / Viewable Impressions * 1000

How much it costs to acquire a new customer—sometimes stated as cost per conversion

TOTAL CLICKS

Formula: Sum of all clicks across all platforms

Amount of times an ad is clicked



FREQUENCY

Frequency

The average number of times the same person sees a specific ad

REACH

Formula: Impressions/Frequency

This is the percentage of a target audience that has been exposed to at least one ad on a specific media platform. It is also defined as the total number of people exposed or reached one or more times by the ads on a certain media platform

LEADS

Cost per lead, or customer generation, is when businesses pay for potential sales leads, or data relating to active customers

SEARCH KEYWORDS

Search terms refer to the exact words or phrases users entered into the search engine, and the search term report lets you see exactly what users were searching for

SEARCH AD COPY

Ad copy is content that encourages a potential buyer to take action and purchase a product

QUALITY SCORE

A numerical score Google AdWords assigns to ads and campaigns based on ad quality, ad relevance, and landing page experience. Generally, the higher your quality score, the higher your ads can appear on a search engine results page.

AD FRAUD RATE

Formula: Invalid Traffic / Eligible Ads for Invalid Traffic Detection
The percentage of ads that IAS detected as invalid traffic, out of all ads IAS processed

BRAND SAFETY FAIL RATE

Formula: Failed Ads / Total Eligible Ads for Brand Safety

The percentage of ads that IAS detected as not brand safe out of all ads IAS processed that have opted into brand safety measurement. This metric includes all detected invalid traffic (General Invalid Traffic and Sophisticated Invalid Traffic).

ACCEPTED OPT-INS

Formula: Sum of accepted opt-ins

The sum of accepted opt-ins, validated by Lolagrove

REJECTED OPT-INS

Formula: Sum of rejected opt-ins

The sum of rejected opt-ins, based on specifications provided to Lolagrove

COST PER OPT-INS

Formula: Total Spend / Accepted Opt-ins

The average cost per opt-in, sometimes referred to as “CPL”

BOUNCE RATE

The percentage of people who visit your website but leave without visiting any other page

SCROLL 50% RATE

Formula: Scroll 50% Events (e44) / Page Views

'Scroll Rate: 50%' is also available as a calculated metric
% of page views that scroll to the 50% point of a page

DOWNLOAD RATE

Formula: Downloads (Instances) (e40) / Page Views

'Download Rate' also available for use as a calculated metric
% of page views downloading a file

BUY NOW CLICKS

Formula: Third-party Shop Buy Now (Instances) (e9)

User clicks a 3rd party link that is a "Buy Now" button. These usually only occur on Shop detail & Product Catalog pages.

RETARGETING

Someone visits your website, and then after they exit and continue browsing, your ad appears as a display ad on other websites or social media channels that accept ads from the ad network you use for retargeting. (It's a little creepy, but it works.)

DYNAMIC RETARGETING

Essentially, next-level retargeting—serving ads to users who have been to your website that contain images and information about the exact item they viewed

PCI

Page Content Interaction Rate

Formula: Page Content Interaction (Unique Instances) (e48) / Page Views

'Page Content Interaction Rate' available for use as a calculated metric

% of page views interacting with in page content (not including header or footer)

THRUPLAY

ThruPlay is an optimisation and billing option for video ads through the Video Views objective. ThruPlay allows advertisers to optimise and choose to pay only for ads that are played to completion for videos shorter than 15 seconds

COST PER THRUPLAY

Formula: Total Spend/Total Thruplays

This metric measures the average cost of each ThruPlay

VCR

Video Completion Rate

Formula: Total Video Completes / Video Views

The % of videos that reached completion e.g. 49%



VIDEO STARTS

Formula: Video Start (e14)

The number of times a video is played

VIDEO COMPLETIONS

Formula: Video 95% (e20)

The number of times a video is completed to 95%

VIDEO COMPLETION RATE

Formula: Video 95% (e20) / Video Start (e14)

'Video 95% Completion Rate' also available as a calculated metric

% of video starts that reach 95%

CG

Cost Guarantee

This is the rate that is guaranteed per variable with productivity programmes

CPP

Cost per point

CPP or cost-per-point/cost-per-rating-point is a measure of cost efficiency, which enables you to compare the cost of an ad to other ads. CPP is calculated as media cost divided by Gross Rating Points (GRPs).

TVR

Television Rating

TV Rating point and it means a given percentage of a base population watching a TV programme where that base is defined as 1

GRP

Point

GRPs quantify impressions as a percentage of a target audience, multiplied by the frequency in which that audience sees the ad

AR

Audience Rating

A figure based on statistical sampling indicating what proportion of the total listening and viewing audience tunes in to a specific programme or network

CPT

Cost per Thousand

Cost per thousand (CPT) represents the cost that an advertiser pays in order to obtain one thousand views or impressions of an advertisement

CPV

Cost per View

A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

CPS

Cost per spot

This is the cost for a single spot

NINC

New Income Bracket

This is a target definition for Household income

PO

Purchase Order

Is a legal document a buyer sends to a supplier or vendor to authorise a purchase

PIB

Position in Break

This refers to the exact positioning of your ad within an ad break

PCA

Post Campaign Analysis

Post-campaign optimisation happens after a campaign is over. So, marketers can't impact the performance of the campaign that has ended, but rather use the insights of what worked or what didn't work to build best practices on how they plan and run future campaigns

KPI

Key performance indicator

A quantifiable measure used to evaluate the success of a campaign. in meeting objectives for performance

PT

Prime Time

The time at which a radio or television audience is expected to be at its highest. Typically this ranges from 17h00 to 23h00
While the impact of the performance of the campaign cant be impacted it does give insght into what has or hasn't worked and provided learnings for how to plan for future campiagns.

ST

Shoulder Time

This is all other time barring prime time

SPT

Super Prime Time

This is the peak prime time viewing withing the prime time bracket typically from 19h00 to 21h00



SOV

Share of Voice

Is your share of your category's total ad investments

CE

Cost Estimate

A cost estimate is the approximation of the cost of a campaign, schedule, plan

AVB

Added Value Bonus

Agency rebates given either as free space or cash determined by hitting certain volume tiers

Here we don't use SOS as an emergency term for Save our Souls...

SOS!

It means... Share of Specifics

Share of specifics refers to what percentage of the plan is packaged spots vs cherry picked spots

WWTTF

...We know what you are thinking,,
but it actually means We Transfer Funds



GM

Gross Margin (Revenue as a %
of Media Billings)

GP

Gross Profit

STR

Staff to Revenue Ratio (Direct
staff as % of Revenue)

OH

Overhead

CC

Cash Conversion

NWC

Net Working Capital NWC is a measure of short-term liquidity and is the aggregate of current-assets and current-liabilities accounts

OP

Operating Profit
Operating profit to net revenue

OP%

Operating Margin - is a fundamental KPI, as it measures the efficiency of the Group in converting growing revenues into increased profits and is the margin of operating profit and net revenue

P/L

Profit or Loss Statement or Income Statement

FX

Foreign Exchange

BS

...actually means Balance Sheet

FX RATE

Foreign Exchange Rate

PY

Prior Year

BUD

Budget

YOY

Year on year

RF

Reforecast

BPS

Basis points

PRIP

Performance related incentive program/fee

AVB

Annual Volume Rebate/Bonus

EPD

Early Payment Discount

MI

Media Income

GXR

Gross extraction rate %. The Gross media income is divided by our net billings to give us our Gross Extraction Rate or 'GXR'.

NRR

Net retention rate (Media Income that we retain divided by total media billings)

WIP

Work in Progress



UNBILLED MEDIA

This is NOT media income, however we can agree to pass back to clients provided we have a right to claw back if the media owner later demands payment

DROP THROUGH RATIO

Drop through ratio is the variance in operating profit against the variance in net revenue to measure the efficiency of converting revenue growth to operating profit growth

CBC REPORT

Cost billing comparison report (comparing Net Media Billings to Media Owner invoices captured/paid)

CDP

Customer Data Platform
System where client data is stored

POPIA

Protection of Personal Information Act
The act that governs the protection of personal information

DMP

Data Management Platform
Data and behaviour data storage

1ST PARTY DATA

Data you own

2ND PARTY DATA

Data you buy from a known vendor

CCS

Consumer Connection System
dentsu's proprietary consumer research

LSM

Living Standard Measure
An economic variable system based on what you have

SEM

Socio-Economic Measure
An economic variable system based on how you live

CCS PANEL

dentsu's audience insight tool

CCS PLANNER

dentsu's audience planning tool

REACH@1+ OR NET REACH

The number of people exposed to your message at least once

REACH CURVE

The rate at which reach builds against an audience

FREQUENCY

The number of times someone has been exposed to your message

OOH

Out of Home

VOD

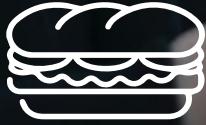
Video on Demand

ATL

Above the Line -
Traditional Media
Channels

OLV

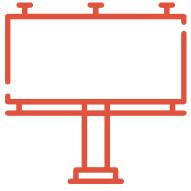
Online Video



Not BLT like the sandwich!

BTL

Below the Line - Non-Traditional Media Channels



OOH

Out of Home

PS

Billboard Rating score

DOOH

Digital Out Of Home

PDOOH

Programmatic Digital Out of Home

DCO

Dynamic Creative Optimisation

SSP

Supply Side Platform

LP

Liveposter

DLS

Dentsu Location Service
programmatic tool

AOOH

Audio Out Of Home

OTS

Opportunity To See

DSP

Demand Side Platform

CPM

Cost Per Mile

DMP

Data Management Platform

OA

Open Auction

PMP

Private Market Place

SOV

Share of Voice

CHASE LIST

Size of the artwork as per the
OOH media plan

Flexie

Material used for static billboard

MOO M

...is not for the sound a cow makes, it means Mobile Out of Home

d[pa].