

# Online Ads Analytics & Metrics Reference

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## Overview

The Online Ads: Analytics and Metrics Reference provides online advertising, marketing, analytics, metrics, monetization, and technology terms with definitions and web-based references. Terms are followed by short definitions and formulas (where appropriate) with online references for further study. This is a living document and new terms, definitions, and references will be made to it from time to time.

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### 1G (1st Generation)

This is the acronym for the first generation of wireless telecommunication technology (cellphones) employing analog radio signals using a technique called Frequency-Division Multiple Access (FDMA). It is a voice-only cellular telephone standard.

**Reference:**

- 1G (Wikipedia) (<https://en.wikipedia.org/wiki/1G>)
- Wireless Generations - 1G, 2G, 3G and 4G (<http://indianblogger.com/understanding-the-generations-1g-2g-3g-and-4g/>)
- What is 1G? 2G? 3G? 4G? and 5G? (<http://sciencereay.com/technology/what-is-1g-2g-3g-4g-and-5g/>)

### 2G (2nd Generation)

2G signifies second-generation wireless digital technology. Fully digital 2G networks replaced analog 1G networks (originated in the 1980s) and were first established on the GSM (Global System for Mobile communications) standard.

**Reference:**

- What is 2G Technology? (<http://freewimaxinfo.com/2g-technology.html>)
- What is 2G? (<http://gsmserver.com/articles/2g.php>)
- Understanding 1G vs. 2G vs. 3G vs. 4G (<http://www.4gamerica.org/index.cfm?fuseaction=page%2%A7ionid=361>)

### 3G (3rd Generation)

This is the acronym for third-generation mobile phone technology. 3g-capable telephones and networks will support video calls, high speed WWW access, multimedia sharing, and instant messaging applications. Enhanced network features include TV or live video streaming, online gaming, and GPS-style location services.

**Reference:**

- 3G Technology - What Is 3G? (<http://voip.about.com/od/mobilevoip/p/3G.htm>)
- In A Nutshell: What Is 3G? (<http://www.switched.com/2010/06/03/in-a-nutshell-what-is-3g/>)
- Cell-phone Network Technologies: 3G (<http://electronics.howstuffworks.com/cell-phone9.htm>)

### 3PAS/Third Party Adserver

A third party ad server helps advertisers track the performance of an ad. Advertisers can track the number of times an ad has been served, the number of clicks on an ad, and all conversions resulting from an ad.

**Reference:**

- How does third-party ad serving work? (<http://www.allaboutcookies.org/ad-serving/>)
- Third Party Ad Serving – What Is It? (<http://eccobay.wordpress.com/2006/05/19/third-party-ad-serving-what-is-it/>)
- Why Do Publishers and Marketers Have Separate Ad Servers? (<http://www.adopsinsider.com/ad-ops-basics/why-do-publishers-and-marketers-have-separate-ad-servers/>)

### 4G (4th Generation)

The fourth-generation of wireless service designed to deliver speeds four to ten times faster than 3G networks. Examples of underlying technologies used in 4G networks are WiMax (used by Sprint, Nextel and Clearwire and is also the dominant service in Canada) and LTE (Long Term Evolution used by Verizon, Metro PCS and AT&T) and HSPA+ (used by T-Mobile).

**Reference:**

- 4G (<http://www.webopedia.com/TERM/4/4G.html>)
- What Is 4G? An FAQ On Next Generation Wireless (<http://mashable.com/2011/02/11/4g-faq/>)
- What's the Difference Between 3G and 4G LTE Speeds? (<http://yourguide.vzw.com/article/what-is-3g-what-is-4g-lte-difference/>)

### 5G (5th Generation)

A future wireless service standard that is expected to emerge between the years 2020 and 2030 (or sooner), 5G networks may have a radio access capability speed of 10Gbit per second, 100 times faster than today's fastest mobile device.

**Reference:**

- 5G (<https://en.wikipedia.org/wiki/5G>)
  - 5G NETWORK TECHNOLOGY: WHAT, WHEN AND WHY? (<http://www.bandwidthplace.com/5g-network-technology-what-when-and-why-article/>)
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## A

### *AAS (Average Active Sessions)*

Particularly related to web radio, this is the average number of streams of one minute or more that are active within a time period.

**Reference:**

- Triton Digital Releases November 2012 Top 20 Ranker (<http://www.tritondigital.com/press/triton-digital-releases-nov-top-20-ranker-2012>)
- Internet listening set new record in November; Pandora widened market lead (<http://rainnews.com/internet-listening-set-new-record-in-november-pandora-widened-market-lead/>)

### *A/B Testing (Split)*

This is a test method for different elements in an offer made through an email, banner ad campaign or those elements that drive conversions on a website. This is accomplished by dividing an audience into two groups, giving a unique message to each group, and then measuring the results of each unique message.

**Reference:**

- What is A/B Testing? (<https://visualwebsiteoptimizer.com/ab-testing/>)
- The Ultimate Guide To A/B Testing (<http://www.smashingmagazine.com/2010/06/24/the-ultimate-guide-to-a-b-testing/>)
- A/B Testing – The Complete Guide (<http://www.maxymiser.com/resources/ab-testing>)

### *Acquisition*

Refers to when a user completes a desired action after an ad is viewed or clicked. This can be either a sign-up, purchase, or some other interaction with the ad. The term "acquisition" is interchangeable with "conversion" or "action".

**Reference:**

- CPA (Cost Per Action) ([https://en.wikipedia.org/wiki/Cost\\_per\\_action](https://en.wikipedia.org/wiki/Cost_per_action))
- What is conversion (acquisition) tracking? ([http://www.adspeed.com/Knowledges/768/Conversion/conversion\\_tracking.html](http://www.adspeed.com/Knowledges/768/Conversion/conversion_tracking.html))

### *Acquisition Strategy*

A marketing strategy designed to help companies find new prospects and activate them into customers as well as convert prospects into paying customers.

**Reference:**

- Customer Acquisition Strategies (<https://www.helpscout.net/customer-acquisition/>)
- Customer Acquisition - Meaning and its Process (<http://managementstudyguide.com/customer-acquisition.htm>)
- 6 Ways to Acquire New Customers via Social Media (<http://mashable.com/2012/03/29/customer-acquisition-social/>)

### *Action (Conversion) Rate*

A measure of the rate at which an action (activity or click-through) is performed in response to interactions with an ad.

**Reference:**

- Conversion rate ([https://en.wikipedia.org/wiki/Conversion\\_rate](https://en.wikipedia.org/wiki/Conversion_rate))
- Click-Through Rate ([https://en.wikipedia.org/wiki/Click-through\\_rate](https://en.wikipedia.org/wiki/Click-through_rate))

### *Active Campaign*

The status assigned to a campaign that has been allocated a budget and is currently serving impressions.

**Reference:**

- Understanding your campaign status (<https://support.google.com/adwords/answer/1722131>)
- Active Marketing (<http://theinternetsqueeze.com/passive-marketing-the-gift-that-keeps-on-giving/>)

### *Ad Avails*

This is a time period that is available for the insertion of a media segment as in a fifteen second advertising slot. It is also known as inventory that may be specified as number of impressions or as a share of voice.

**Reference:**

- How to create Ads-that-get-avails in CPC campaigns. (<http://news.bizzclick.com/2012/02/how-to-create-ads-that-get-avails-in-cpc-campaigns/>)
- The "avail" phenomenon in commercials (<http://actors-network.com/blog/391/>)

### *Ad Blocking*

Software programs that block internet ads while a user is browsing.

**Reference:**

- Ad filtering/blocking ([https://en.wikipedia.org/wiki/Ad\\_filtering](https://en.wikipedia.org/wiki/Ad_filtering))
- Adblocking explained ([http://simple-adblock.com/faq/adblocking-explained/#WHAT\\_IS\\_ADBLOCKING](http://simple-adblock.com/faq/adblocking-explained/#WHAT_IS_ADBLOCKING))
- What are the effects of ad blocking software? ([http://www.adspeed.com/Knowledges/793/Serving\\_Code/effects\\_ad\\_blocking\\_software.html](http://www.adspeed.com/Knowledges/793/Serving_Code/effects_ad_blocking_software.html))

### *Ad Call*

The request for an advertisement sent by a user's browser. The call consists of browser cookie information and other ad tag information such as: publisher ID, location, and referring URL.

**Reference:**

- Ad Tags - Ad Calls (<https://wiki.appnexus.com/display/industry/Ad+Tags>)
- How Does Ad Serving Work? (<http://www.adopsinsider.com/ad-serving/how-does-ad-serving-work/>)

**Ad Choices Icon**

Also known as the "Advertising Option Icon", this is an icon created by the Digital Advertising Alliance's (DAA) Self-Regulatory Program for Online Behavioral Advertising. The purpose of this icon is to disclose those ads that are customized based on their online behavior.

**Reference:**

- Advertising Option Icon (<http://specificmedia.com/lp/ad-option-icon>)
- Advertising Option Icon Application (<https://www.aboutads.info/participants/icon/>)
- Meet the Ad Choices Icon (video) (<http://www.youradchoices.com/>)

**Ad Cookie**

A small piece of data (cookie) sent from a first- or third-party ad server and stored in a user's web browser. HTTP cookies are used as a mechanism for remembering the state of a website or a user's past activity. Advertisers use tracking cookies to compile a long-term records of a user's browsing history.

**Reference:**

- First-party Cookies
- Third-party Cookies
- HTTP Cookie ([https://en.wikipedia.org/wiki/Web\\_cookie](https://en.wikipedia.org/wiki/Web_cookie))
- What is a cookie? (<http://www.allaboutcookies.org/cookies/>)
- Web Browsers - Cookies FAQ (<https://kb.wisc.edu/page.php?id=936>)
- cookie - Web cookies (<http://www.webopedia.com/TERM/C/cookie.html>)

**Ad Copy**

This is the main text of a clickable ad, whether it is a contextual or a pay per click ad, generally the second and third lines of an ad displayed on a search engine results page or any other web page, and situated between the title and display URL.

**Reference:**

- What is Advertising Copy? (<http://marketingfaq.net/2011/12/advertising-copy/>)
- How to Write Ad Copy (<http://www.wikihow.com/Write-Ad-Copy>)
- The Anatomy Of Compelling Search Ad Copy (<http://searchengineland.com/the-anatomy-of-compelling-search-ad-copy-12086>)

**Ad Copywriting**

This is the use of persuasive or convincing writing about a topic. It uses text to try and market a company, product, or service.

**Reference:**

- Ad Copywriting - 3 FAQs About Writing as an Ad Copywriter (<http://voices.yahoo.com/ad-copywriting-3-faqs-writing-as-ad-copywriter-2164673.html>)
- Ad Copywriting Tips for Pay Per Click Advertisers ([http://www.contentmanagementsoftwares.net/ad\\_copywriting\\_tips.htm](http://www.contentmanagementsoftwares.net/ad_copywriting_tips.htm))
- Six Easy Steps to Winning Advertising Copy (<http://www.wintersproductions.com/copywriting/?tag=ad-copywriting>)

**Ad Effectiveness Research / Testing**

This is a pre-testing tool for marketers seeking to understand how their campaigns perform and the effects on their brand metrics.

**Reference:**

- Advertising Effectiveness ([http://www.decisionanalyst.com/publ\\_art/adeffectiveness.dai](http://www.decisionanalyst.com/publ_art/adeffectiveness.dai))
- Online Ad Effectiveness Best Practices - IAB ([https://www.iab.net/insights\\_research/industry\\_data\\_and\\_landscape/ad\\_effectiveness\\_best\\_practices](https://www.iab.net/insights_research/industry_data_and_landscape/ad_effectiveness_best_practices))
- Ad Effectiveness (<http://www.gene2drug.com/?pid=27>)

**Ad Exchange**

A ecosystem/platform for automated selling and buying of online advertising inventory. On an ad exchange, the buyers (advertisers) and the suppliers (publishers, and networks) meet and do business on a unified platform or system. An ad exchange allows advertisers and publishers to speak the same language in order to exchange data, set prices, and ultimately serve an ad.

**Reference:**

- Ad Exchange ([https://en.wikipedia.org/wiki/Ad\\_exchange](https://en.wikipedia.org/wiki/Ad_exchange))
- Ad Exchange - OpenX (<http://www.openx.com/content/ad-exchange>)

**Ad Integration**

The technical process of defining and making available ad slots within a publisher's site or app.

**Reference:**

- Online advertising ([https://en.wikipedia.org/wiki/Online\\_advertising](https://en.wikipedia.org/wiki/Online_advertising))
- Online Advertisement Integration Done Right (<http://bendemott.blogspot.com/2012/08/online-advertisement-integration-done.html>)
- Online Marketing: Advertising Integration (<http://www.influencei.com/advertising-integration.html>)

**Ad Network**

An ad network serves as an intermediary between advertisers and publishers, and aggregates large amounts of advertising inventory from a publisher's websites.

**Reference:**

- Ad Network ([https://en.wikipedia.org/wiki/Ad\\_network](https://en.wikipedia.org/wiki/Ad_network))

- Advertising Network ([http://www.marketingterms.com/dictionary/advertising\\_network/](http://www.marketingterms.com/dictionary/advertising_network/))
- Advertising Network (Ad Network) (<http://www.techopedia.com/definition/26590/advertising-network-ad-network>)

### Ad Server

The computer or group of computers responsible for the actual serving of creatives to websites, or for making decisions about what ads will serve. An ad server may also track clicks on ads and other data. Major publishers, networks, and advertisers sometimes have their own ad servers.

#### Reference:

- Ad Serving ([https://en.wikipedia.org/wiki/Ad\\_serving](https://en.wikipedia.org/wiki/Ad_serving))
- Ad Server Functionality ([https://en.wikipedia.org/wiki/Ad\\_server#Ad\\_server\\_functionality](https://en.wikipedia.org/wiki/Ad_server#Ad_server_functionality))
- What is Ad Serving? (<http://www.emediate.com/whatisadvertising0/>)

### Ad Serving

This describes the technology and service that chooses, places, counts, and monitors advertisements. The benefits include better control of creative third-party billing, auto-optimization, daily reporting, and better transparency.

#### Reference:

- Ad Serving ([https://en.wikipedia.org/wiki/Ad\\_serving](https://en.wikipedia.org/wiki/Ad_serving))
- What is Ad Serving? (<http://www.emediate.com/whatisadvertising0/>)
- How Does Ad Serving Work? (<http://www.adopsinsider.com/ad-serving/how-does-ad-serving-work/>)

### Ad Tag / Creative Tag

A small piece of code (HTML or JavaScript) that gives the location of the creative. An Ad Tag is similar to a Creative Tag. An HTML tag is placed on a website for the purpose of retrieving an ad from an ad server. The tag calls upon the browser to open an `iframe` which can then hold content that is returned from some location like:

"`http://ad.adserver.com/imp?Z=468x60&s`"

Here is an example of an ad tag:

```

1 <script type="text/javascript"
2   src="http://ad.adserver.net/
3   adj/N4617.somdomain.com/B2850779;
4   abr=!ie;sz=250x250;ord=[timestamp]">
5 </script>

```

#### Reference:

- Ad Tags (<https://wiki.appnexus.com/display/industry/Ad+Tags>)
- About Ad Tags (<https://support.google.com/networkbuilder/partners/answer/137992?hl=en>)
- iframe vs JavaScript Tags (<http://www.knowonlineadvertising.com/sharing-knowledge/popular-third-party-tags/iframe-vs-jscript-tags/>)

### Ad Units

This is the area/space in an application where you can display one or more ads.

#### Reference:

- Ad Unit Guidelines - IAB ([https://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1452](https://www.iab.net/iab_products_and_industry_services/1421/1443/1452))
- Types of Ad Units and Campaigns (<https://knowledge.tapjoy.com/en/advertiser/types-of-ad-units-and-campaigns>)
- The IAB's Rising Stars Ad Units (<http://www.scribd.com/doc/49778172/360i-Report-on-the-IAB-s-Rising-Stars-Ad-Units>)

### Ad Verification

This is a service that ensures that ads appear on intended sites and can reach the targeted audience. It guides marketers in the purchase of media and how impressions are valued in the marketplace.

#### Reference:

- Ad Verification Guidelines - IAB ([https://www.iab.net/ad\\_verification](https://www.iab.net/ad_verification))
- Online Ad Verification & What It Means For Online Publishers (<http://www.adopsinsider.com/online-ad-measurement-tracking/online-ad-verification-what-it-means-for-online-publishers/>)
- 6 Critical Areas of Media Verification (<http://www.doubleverify.com/what-is-verification/>)

### Ad View

An ad view occurs each time an advertisement is downloaded from an ad server to the viewer's screen.

#### Reference:

- Online advertising ([https://en.wikipedia.org/wiki/Online\\_advertising#Web\\_banner\\_advertising](https://en.wikipedia.org/wiki/Online_advertising#Web_banner_advertising))
- New Local Ad View Comes To Google Maps App (<http://searchengineland.com/new-local-ad-view-and-adwords-click-type-comes-to-google-maps-app-169197>)

### Advergaming

This is a blended mix of advertising and entertainment in the form of a free video game used to promote a product or brand.

#### Reference:

- How Advergaming Works (<http://money.howstuffworks.com/advergaming.htm>)
- Advergaming marketing (<http://www.onestopinteractive.com/play/advergaming/>)
- Advergaming - the practice (<http://www.digitalworksgames.com/advergaming/>)

### **Advertiser**

An entity that places a promotion on publisher web pages in order to increase the awareness of their product or service or the number of customers.

#### **Reference:**

- Advertising (<https://en.wikipedia.org/wiki/Advertising>)
- Online Advertising ([https://en.wikipedia.org/wiki/Online\\_advertising](https://en.wikipedia.org/wiki/Online_advertising))

### **Adware**

Software that is downloaded to your computer to show advertisements.

#### **Reference:**

- Adware (<http://www.webopedia.com/TERM/A/adware.html>)
- Good Adware vs. Bad Adware (<http://www.tech-faq.com/adware.html>)
- What is Adware? (<http://whatismyipaddress.com/adware>)

### **AED (Advertising Elasticity of Demand / Promotional Elasticity of Demand)**

This represents those entities that wish to buy ad space and to display advertising creatives.

#### **Reference:**

- Advertising Elasticity of Demand ([https://en.wikipedia.org/wiki/Advertising\\_elasticity\\_of\\_demand](https://en.wikipedia.org/wiki/Advertising_elasticity_of_demand))
- Advertising Elasticity Of Demand - AED (<http://www.investopedia.com/terms/a/advertising-elasticity-of-demand.asp>)
- Meaning of Promotional Elasticity of Demand or Advertising Elasticity Of Demand ([http://wikieducator.org/Promotional\\_Elasticity\\_of\\_Demand](http://wikieducator.org/Promotional_Elasticity_of_Demand))

### **Affiliate / Associate**

The publisher/salesperson in an affiliate marketing relationship.

- The affiliate carries out the advertising or sales of the affiliate marketing relationship, and gives wider distribution to the affiliate merchant's products in return for compensation based on performance.
- The affiliate's source of distribution usually comes in the form of Web site traffic or email list subscribers.
- Affiliates have traditionally been smaller sites run by individual webmasters and small businesses, but some large companies have integrated affiliate programs into their revenue mix.
- Some companies even participate as a merchant of their own program and as an affiliate of other programs.

#### **Reference:**

- Affiliate marketing ([https://en.wikipedia.org/wiki/Affiliate\\_marketing](https://en.wikipedia.org/wiki/Affiliate_marketing))
- How Affiliate Marketing Works ([http://www.webopedia.com/DidYouKnow/Internet/Affiliate\\_Marketing.asp](http://www.webopedia.com/DidYouKnow/Internet/Affiliate_Marketing.asp))

### **Affiliate Arbitrage**

Affiliate Arbitrage is a specific affiliate marketing strategy where affiliate marketers bid on keywords from programs such as Google AdWords, Yahoo! Search Marketing or Microsoft Advertising with Bing.

- The paid placement ads purchased on a PPC model, link the ads to either their own affiliate marketing web site, or directly to the merchant website.
- Some merchants disallow direct linking from a PPC advertisement such as Amazon.com.
- To profitably implement affiliate arbitrage, the affiliate marketer must factor in cost per click bid price and conversion rates as compared to the commission or payout to ensure a profitability.

#### **Reference:**

- Affiliate Arbitrage – What Is It? Can I Make Money? (<http://www.markwelchblog.com/2007/06/01/affiliate-arbitrage-what-is-it-can-i-make-money/>)
- What is Affiliate Arbitrage? (<http://www.quora.com/Affiliate-Marketing/What-is-Affiliate-Arbitrage/>)

### **Affiliate Directory**

A categorized listing of affiliate programs.

- Affiliate directories are a starting point for finding and comparing various merchant's programs.
- Individual networks also provide aggregated information for their programs, but lack the all-in-one overview of directories.
- Many of the directories provide simple text listings, but a few offer more advanced search capabilities.

#### **Reference:**

- A-Z List of Ad Networks and Affiliate Programs (<http://onlinebusiness.about.com/od/affiliatemarketing/tp/online-advertising-networks.htm>)
- DMOZ open directory project ([http://www.dmoz.org/Business/Opportunities/Online\\_Opportunities/Affiliate\\_Programs/Resources/Directories/](http://www.dmoz.org/Business/Opportunities/Online_Opportunities/Affiliate_Programs/Resources/Directories/))

### **Affiliate Fraud / Click Fraud**

Bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue.

- Fraudulent activity by affiliates comes in both automated and non-automated varieties.
  - Automated scripts attempt to mimic the activity of legitimate, human visitors.
  - Non-automated schemes may involve coordinated efforts by humans actively generating excess clicks or registrations.
- After the fact, affiliate fraud can sometimes be spotted by checking activity logs for unusual patterns.

**Reference:**

- The big, ugly affiliate marketing scam (<http://venturebeat.com/2013/08/12/the-big-ugly-affiliate-marketing-scam/>)
- Zombie computers and affiliate fraud (<http://blog.signifyd.com/2013/10/07/zombie-computers-and-affiliate-fraud/>)

**Affiliate Marketing Program**

This is an arrangement in which an online merchant website pays affiliated websites a commission to send them traffic.

**Reference:**

- Affiliate Marketing ([https://en.wikipedia.org/wiki/Affiliate\\_marketing](https://en.wikipedia.org/wiki/Affiliate_marketing))
- Affiliate Marketing - how does it work? (<https://www.cj.com/what-is-affiliate-marketing>)
- What is Affiliate Marketing? (<http://homebusiness.about.com/od/homebusinessglossar1/g/affiliate-mktg.htm>)

**Affiliate Merchant**

This is the advertiser in an affiliate marketing relationship.

- The affiliate merchant is responsible for implementing:
  - a sales tracking system
  - providing a selection of linking methods
  - attracting affiliates
  - monitoring results
  - increasing results
  - paying affiliates

**Reference:**

- What is an Affiliate Merchant? (<http://www.the-reseller-network.com/content/95/what-is-an-affiliate-merchant/>)
- Affiliate Merchant ([http://www.marketingterms.com/dictionary/affiliate\\_merchant/](http://www.marketingterms.com/dictionary/affiliate_merchant/))

**Affiliate Network**

This is a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

- For affiliate merchants, services can include providing tracking technology, reporting tools, payment processing, and access to a large base of affiliates.
- For affiliates, services can include providing one-click application to new merchants, reporting tools, and payment aggregation.

**Reference:**

- Affiliate network ([https://en.wikipedia.org/wiki/Affiliate\\_network](https://en.wikipedia.org/wiki/Affiliate_network))
- Affiliate Network ([http://www.marketingterms.com/dictionary/affiliate\\_network/](http://www.marketingterms.com/dictionary/affiliate_network/))

**Affiliate Program (Two-tier)**

An affiliate program structure whereby affiliates earn commissions on their conversions as well as conversions of webmasters they refer to the program.

- In a two-tier affiliate program, or a multi-tier program (two or more levels), the first tier of commission is the same as in a regular affiliate program.
- The only difference is the additional tier(s), whereby marketers also earn a commission on sales generated by people they referred to the program.
- Sometimes compensation will be written in shorthand as tier1/tier2, for example 10%/5%.

**Reference:**

- Two Tier Affiliate Program ([http://www.marketingterms.com/dictionary/two\\_tier\\_affiliate\\_program/](http://www.marketingterms.com/dictionary/two_tier_affiliate_program/))
- Two-Tier Affiliate Programs are the Best ([http://www.markethealth.com/articles/view/twotier\\_affiliate\\_programs\\_are\\_the\\_best.php](http://www.markethealth.com/articles/view/twotier_affiliate_programs_are_the_best.php))

**Agency / Ad Agency**

A service entity that acts as an independent consultant to the advertiser and handles the overall marketing and branding strategies, campaign creation, and sales promotions for its client.

**Reference:**

- Ad Agency ([https://en.wikipedia.org/wiki/Ad\\_agency](https://en.wikipedia.org/wiki/Ad_agency))
- Ad Agencies in Online Video (<http://www.emarketer.com/Article/Ad-Agencies-See-Effectiveness-Online-Video/1009912>)

**Agency Trading Desk**

A team of agency professionals who coordinate the execution and monitoring of ad campaigns across various exchanges.

**Reference:**

- Agency Trading Desk - PDF ([http://www.adexchanger.com/Agency\\_Trading\\_White\\_Paper.pdf](http://www.adexchanger.com/Agency_Trading_White_Paper.pdf))
- Time For A Trading Desk? Consider These Factors (<http://www.adexchanger.com/data-driven-thinking/time-for-a-trading-desk-consider-these-factors/>)

**Aggregator**

This is the concept of centralizing the collection of different types of information into one place.

**Reference:**

- Aggregator (<https://en.wikipedia.org/wiki/Aggregator>)
- Online advertisers as content aggregators (<http://www.dnnews.com/online-advertisers-as-content-aggregators/article/216754/>)

- Mobile Ad Network Aggregators (<http://www.articlesbase.com/multimedia-articles/mobile-ad-network-aggregators-put-them-to-work-for-you-915348.html>)

#### **AMP (Audience Management Platform)**

A company that focuses on helping publishers to group their audience into segments. Segments are groups of website visitors such as: parents with children aged 0-5 or adults 18-24 who attend college.

##### **Reference:**

- What is an Audience Management Platform or AMP? (<http://www.crowdsience.com/2011/08/advertising-ecosystem-what-is-an-audience-management-platform-or-amp/>)
- Why Marketers Need an Audience Management Platform (<http://greatfinds.icrossing.com/why-marketers-need-an-audience-management-platform/>)

#### **Analytics (Ads)**

Ad analytics measures the interactions with your advertisements and marketing campaigns run on other web sites and online properties (other than your web site) and which ads/properties are performing best.

##### **Reference:**

- Advertising Analytics (<http://www.google.com/analytics/features/advertising.html>)
- How Web Analytics Are Shaping Advertising Dollars And The Newsroom (<http://www.editorandpublisher.com/Features/Article/How-Web-Analytics-Are-Shaping-Advertising-Dollars-And-The-Newsroom>)

#### **Android**

The mobile (cellular phone) operation system (OS) owned by Google which can also be used in tablets, netbooks and televisions.

##### **Reference:**

- Android (operating system) ([https://en.wikipedia.org/wiki/Android\\_\(operating\\_system\)](https://en.wikipedia.org/wiki/Android_(operating_system)))
- Android, the world's most popular mobile platform (<https://developer.android.com/about/index.html>)
- Google Apps for Android (<http://www.google.com/mobile/android/>)
- Android Apps on Google Play (<https://play.google.com/store/apps>)

#### **Animated GIF Ad / Cinemagraph**

This is a graphic in the GIF89a (.gif) file format that creates the effect of animation by rotating through a series of static images.

##### **Reference:**

- Cinemagraphs (Animated Gifs) As Ads? (<http://techcrunch.com/2012/08/31/animated-gifs-as-ads-tumblr-experiments-with-advertising-format/>)
- Optimizing Animated GIFs / GIF Animation (<http://www.webreference.com/dev/gifanim/index.html>)
- What is an Animated GIF? ([http://presentationsoft.about.com/od/a/g/animated\\_gif.htm](http://presentationsoft.about.com/od/a/g/animated_gif.htm))

#### **APM (Actions per Mille/Thousand)**

The number of actions or "conversions" that occur per thousand visitors. Each campaign may define actions differently.

##### **Reference:**

- Basic Mathematics for Internet Advertising (<http://www.dailyblogtips.com/basic-mathematics-for-internet-advertising/>)
- Online Banner Display Advertising & ROI Calculations (<http://www.searchenginesmarketer.com/2011/05/online-banner-display-advertising-roi-calculations/>)
- A Good Conversion Ratio Takes a Lot of Visitors! (<http://www.sitepoint.com/ratio-takes-lot-visitors/>)

#### **App Store SEO**

Also known as app store search engine optimization. Accomplished by formatting text in an app store page to achieve a favorable ranking.

##### **Reference:**

- App Store optimization ([https://en.wikipedia.org/wiki/App\\_store\\_optimization](https://en.wikipedia.org/wiki/App_store_optimization))
- App Store SEO: The Inbound Marketer's Guide to Mobile (<http://moz.com/blog/app-store-seo-the-inbound-marketers-guide-to-mobile>)
- SEO Tactics for App Stores, Mobile App Website Pages & Local Markets (<http://searchenginewatch.com/article/2262317/SEO-Tactics-for-App-Stores-Mobile-App-Website-Pages-Local-Markets>)

#### **Arbitrage (Ad)**

Arbitrage occurs when a site buys search ads and then sends the unsuspecting searcher to another page full of ads. The arbitrage is paid when searchers click on yet another ad and then the arbitrage pockets the difference between what they paid per click and what they get paid per click.

##### **Reference:**

- Arbitrage: What's the policy? (<https://support.google.com/adwordspolicy/answer/190442?hl=en>)
- How internet ad arbitrage works (<http://www.annrbrocklehurst.com/2007/08/sidebar-how-internet-ad-arbitrage-works.html>)
- How arbitrage works in advertising today ([http://www.imediainconnection.com/article\\_login.aspx?id=34532](http://www.imediainconnection.com/article_login.aspx?id=34532))

#### **ARPU (Average Revenue Per User)**

This is a common measurement used by telecommunications operators. Calculated by dividing total revenue by total active users.

##### **Reference:**

- Average revenue per user (<https://en.wikipedia.org/wiki/ARPU>)
- Average Revenue per User (ARPU) ([http://www.wikininvest.com/metric/Average\\_Revenue\\_per\\_User\\_\(ARPU\)](http://www.wikininvest.com/metric/Average_Revenue_per_User_(ARPU)))

#### **Astroturfing**

The process of creating fake grassroots ad and marketing campaigns.

- Astroturfing is often used specifically regarding review sites like Google Places, Yelp, Judy's Book, etc.
- These are fake reviews that can be positive reviews for your own company or slander against your competitors.

**Reference:**

- Astroturfing (<https://en.wikipedia.org/wiki/Astroturfing>)
- Astroturfing (astroturf marketing) (<http://searchcrm.techtarget.com/definition/astroturfing>)

**ATF (Above the Fold)**

The part of a web page or email that is viewable when rendered in a browser (without vertically scrolling). Placing an ad in an ATF position is considered more likely to be seen and thus have better performance metrics than those placed BTf (Below the Fold).

**Reference:**

- Above the fold ([https://en.wikipedia.org/wiki/Above\\_the\\_fold](https://en.wikipedia.org/wiki/Above_the_fold))
- Above the Fold - Definition (<http://websearch.about.com/od/1/g/Above-The-Fold.htm>)
- Marketing & Web - Above the fold ([http://en.mimi.hu/marketingweb/above\\_the\\_fold.html](http://en.mimi.hu/marketingweb/above_the_fold.html))

**ATL (Above The Line)**

A type of advertising through media such as television, cinema, radio, print, and out-of-home to promote brands or convey a specific offer.

**Reference:**

- Above and Below the Line Advertising ([https://en.wikipedia.org/wiki/Above\\_the\\_line\\_\(advertising\)](https://en.wikipedia.org/wiki/Above_the_line_(advertising)))
- Types of Advertising ([http://economicsofadvertising.com/?page\\_id=87](http://economicsofadvertising.com/?page_id=87))
- Examples of Above the Line Advertising (<http://smallbusiness.chron.com/examples-above-line-advertising-10173.html>)

**Atlas**

An ad management tool and ad server owned by Facebook as of February 2013 (previously owned & operated by Microsoft).

**Reference:**

- Atlas Solutions (<http://atlassolutions.com/home>)
- State Of Atlas: Understanding Audiences And Programmatic Buying (<http://www.adexchanger.com/the-state-of-microsoft-atlas/>)
- Atlas Offers In-Stream Ad Serving (<http://www.clickz.com/clickz/news/1694128/atlas-offers-in-stream-ad-serving>)

**Attribution**

The measurement of the value of each user interaction that contributes to a conversion within a campaign, allowing marketers to accurately measure its success. The simplest attribution model is "last seen", which gives credit to the most recent ad seen by a user.

**Reference:**

- Attribution Modeling (<https://support.google.com/analytics/answer/1662518?hl=en>)
- What is an Attribution Model? (<http://www.bluefountainmedia.com/glossary/attribution-modeling/>)

**Attribution Analysis**

Attribution analysis is a key component of ad analytics – as it tells you what worked and what didn't in trying to attract new customers. With attribution metrics one can optimize campaigns, creative, and placements to drive maximum return on ad spend (ROAS).

**Reference:**

- How to Tackle Attribution Analysis (<http://www.emarketer.com/Article/How-Tackle-Attribution-Analysis/1008314>)
- The importance of cross-channel attribution modeling and analysis (<http://www.responsys.com/blogs/nsm/cross-channel-marketing/the-importance-of-cross-channel-attribution-modeling-and-analysis/>)
- Tasting The Various Flavors Of Attribution Analysis (<http://www.adotas.com/2011/06/tasting-the-various-flavors-of-attribution-analysis/>)

**Auctions**

An ad exchange is a marketplace (auction) allowing advertisers and publishers to buy and sell online advertising inventory across a variety of ad networks. It operates in an **auction-style** system of "bids" for ad space.

**Reference:**

- Online Ad Auctions (<http://people.ischool.berkeley.edu/%7Ehal/Papers/2009/online-ad-auctions.pdf>)
- About the ad auction - Google (<https://support.google.com/adsense/answer/160525?hl=en>)
- Internet Search and Advertising - Online Ad Auctions (<http://www.techpolicy.com/Articles/Online-Ad-Auctions.aspx>)

**Audience Composition**

The age and gender demographics of an online ad audience.

**Reference:**

- Audited Mobile Advertising Audience Composition (<http://www.marketingcharts.com/direct/audited-mobile-advertising-audience-composition-metrics-released-1714/>)
- In-Target Audience Optimization For Video ([http://www.streamingmedia.com/PressRelease/Adap.tv-Launches-First-Ever-In-Target-Audience-Optimization-For-Video\\_32315.aspx](http://www.streamingmedia.com/PressRelease/Adap.tv-Launches-First-Ever-In-Target-Audience-Optimization-For-Video_32315.aspx))
- Video Advertising Strategy: Audience Optimization (<http://www.clickz.com/clickz/column/2068922/video-advertising-strategy-audience-optimization>)

**Audience Duplication**



The percent of unique visitors to an ad network that can be reached by another ad network.

**Reference:**

- What Does Programmatic Ad Buying Mean In A Cross-Media World? (<http://www.mediapost.com/publications/article/199429/what-does-programmatic-ad-buying-mean-in-a-cross-m.html#axzz2c509B38w>)
- Video Reporting on Audience Duplication - comScore (<http://www.beet.tv/2011/09/comscoredupe.html>)

**Audio Ads**

Similar to radio ads, audio ads usually last fifteen seconds and may be synced to webpage banners.

**Reference:**

- 9 Audio Ad Networks for Websites, Blogs, and Beyond (<http://mashable.com/2008/10/03/audio-ad-networks/>)
- Online Audio Advertising Gets People To Listen (<http://www.articlesbase.com/marketing-articles/online-audio-advertising-gets-people-to-listen-937052.html>)
- More Web Ads Come With Sound (<http://www.wired.com/techbiz/media/news/2003/02/57767>)

**Audit**

The report by an auditing company verifying a website's ad delivery for an ad campaign.

**Reference:**

- Website audits (<http://www.cap.org.uk/Advice-Training-on-the-rules/Website-audit.aspx>)
- SEO Website Audit (<http://www.market-vantage.com/internet-marketing-services/seo-website-audit/>)
- Website Audit & Assessment (<http://www.emarketinglead.com/services/website-audit>)

**Auto Bidding**

This is the automatic setting of the maximum bid for an advertiser's keywords. A bid on a given keyword is automatically changed by one cent (up or down, to the maximum as set by the bidder) if the nearest competitor changes their bid.

**Reference:**

- Auto Bidding (<http://www.creativeconfusion.net/ppc-glossary/auto-bidding.html>)
- Understanding the Bidding Algorithms (<http://www.bidmaximizer.com/overturebidding.html>)
- Pay Per Click Search Engines (<http://www.nabler.com/articles/ppc-search-engines.asp>)

**Automatic Optimization**

A search engine marketing term for the identification of ads with the highest click-through rate (CTR) over a certain period of time. These ads are then optimized and served more often than the other ads in a group.

**Reference:**

- Automated Development and Optimization of Online Advertising Campaigns (<http://www.grammads.com/>)
- Online Ad Optimization And Management (<http://www.masternewmedia.org/online-ad-optimization-and-management-software-and-services/>)

**Avails**

Avails represent the unsold inventory of ad time and/or ad space.

**Reference:**

- Pricing Advertising: Learning the code - Avails (<http://beyondnichemarketing.com/2007/01/19/pricing-advertising-learning-the-code-avails/>)

**Average Brand Interaction Time**

The average time (in seconds) users interacted with an ad.

**Reference:**

- Maximizing Brand Engagement Time ([http://www.jivox.com/pdfs/Maximizing\\_Brand\\_Engagement\\_5-1.pdf](http://www.jivox.com/pdfs/Maximizing_Brand_Engagement_5-1.pdf))
- In-Banner Video Ads Get Nearly 17 Seconds of Average Brand Interaction Time (<http://www.dmconfidential.com/in-banner-video-ads-get-nearly-17-seconds-of-average-brand-interaction-time/>)

**Average Rank**

The average rank assigned to a campaign for winning an auction.

**Reference:**

- A Structural Model of Sponsored Search Advertising Auctions (<http://capcp.psu.edu/conferences/May2011/papers/nekipelovpaper.pdf>)
- Average Rank is for the Auction (<http://www.mccordweb.com/weblogs/2011/04/15/adwords-states-average-rank-is-for-the-auction-silly-not-the-ad-position/>)

**Average Viewable Time**

The average amount of time an ad is visible to users. Ad viewable time is measured by the:

- Number of visible impressions
- Visibility rate
- Average visibility time
- Percentage of the banner visible (calculated in increments of ten)
- Indeterminable impressions

**Reference:**

- Web users spend 6.58% of their time on ads (<http://miratech.com/blog/eye-tracking-etude-publicites.html>)
  - Announcing: Viewable Impressions Metrics! ([http://blog.pointroll.com/news\\_and\\_press/announcing-viewable-impressions-metrics/](http://blog.pointroll.com/news_and_press/announcing-viewable-impressions-metrics/))
- 

## B

### **B2B (Business to Business)**

Describes commerce transactions between businesses (i.e., a software manufacturer and a mobile supplier).

**Reference:**

- Business to Business (<https://en.wikipedia.org/wiki/Business-to-business>)
- B2B (Business2Business or Business-to-Business) (<http://searchcio.techtarget.com/definition/B2B>)
- Marketing Resources: B2B Marketing (<http://www.marketingprofs.com/topic/all/b2b-marketing>)

### **B2C (Business to Consumer)**

Describes transactions between a business and a consumer (i.e., a mobile supplier and a shopper).

**Reference:**

- Retail (<https://en.wikipedia.org/wiki/B2C>)
- Business-to-consumer (B2C) (<http://www.businesspundit.com/encyclopedia/marketing-and-advertising/business-to-consumer-b2c/>)
- Business-to-Consumer (B2C) Marketing (<http://www.brafton.com/glossary/business-to-consumer-b2c-marketing>)

### **Backfill**

Also known as "remnant" inventory, this is inventory that is not pre-sold and can also refer to an ad network filling unsold inventory for another ad network.

**Reference:**

- Remnant Online Advertising ([https://en.wikipedia.org/wiki/Remnant\\_advertising#Online\\_advertising](https://en.wikipedia.org/wiki/Remnant_advertising#Online_advertising))
- Optimize Backfill Monetisation - Mobile Marketplace (<http://www.sofialys.com/en/solutions/optimize-backfill-monetisation-mobile-marketplace/>)

### **Banner Activity Rate**

The percentage of banner ads recording activity.

**Reference:**

- Display advertising click-through rates (<http://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>)
- What is a good banner ad Click Through Rate (CTR) (<http://djchuang.wordpress.com/2012/06/25/what-is-a-good-banner-ad-click-through-rate-ctr/>)
- How to measure a banner ad campaign (<http://reachexpats.com/how-to-measure-a-banner-ad-campaign/>)

### **Banner Ad**

A basic image or flash display ad that is embedded into a web page, rather than a popup or interstitial ad.

**Reference:**

- Web Banner ([https://en.wikipedia.org/wiki/Web\\_banner](https://en.wikipedia.org/wiki/Web_banner))
- How Banner Ads Work (<http://computer.howstuffworks.com/banner-ad.htm>)

### **Banner Clicks**

The number of clicks originating from a banner ad.

**Reference:**

- Online Advertising CTR ([https://en.wikipedia.org/wiki/Click-through\\_rate#Online\\_Advertising\\_CTR](https://en.wikipedia.org/wiki/Click-through_rate#Online_Advertising_CTR))
- 15 Alarming Stats About Banner Ads (<http://digiday.com/publishers/15-alarming-stats-about-banner-ads/>)

### **Banner CTR (Click Through Rate)**

The percentage of banner ad impressions clicked.

**Reference:**

- Online Advertising CTR ([https://en.wikipedia.org/wiki/Click-through\\_rate#Online\\_Advertising\\_CTR](https://en.wikipedia.org/wiki/Click-through_rate#Online_Advertising_CTR))
- PEAR, or Why a .3% Click-Through Rate for a Banner Ad Is Perfectly Acceptable (<http://www.marketingprofs.com/articles/2012/9575/pear-or-why-a-3-click-through-rate-for-a-banner-ad-is-perfectly-acceptable>)
- What Is A Good CTR For A Banner Ad? (<http://www.wordstream.com/blog/ws/2010/11/22/what-is-a-good-click-through-rate-for#Banner-ads>)

### **Behavioral Data**

Data that provides insight into the genre of websites often visited or the types of terms often searched by a specific user. This data is used to target ads.

**Reference:**

- Behavioral Targeting ([https://en.wikipedia.org/wiki/Behavioral\\_targeting](https://en.wikipedia.org/wiki/Behavioral_targeting))
- Web Metrics vs Web Behavioral Analytics (<http://www.slideshare.net/Alterian/metrics-vs-behavioral-analytics-and-why-you-need-to-know-the-difference>)

### **Bidding Strategy**

The calculation strategy used to deliver a bid in an ad auction. Two common strategies include:

- Bidding a flat CPM (Cost Per Mille) or
- Bidding a variable price based on past click through or conversion rates.

**Reference:**

- Dynamics of bid optimization in online advertisement auctions (<https://research.microsoft.com/en-us/um/people/borgs/Papers/bidopt.pdf>)
- Optimal Bidding Strategies In The Sponsored Search Advertising Auctions (<http://staff.washington.edu/prabir16/Job%20Market%20Paper.pdf>)
- Bidding Strategies Optimization for the Online Video Ad Spot Market (<http://www.sys.virginia.edu/sieds11/papers/FridayPM1Modeling-02.pdf>)

**Blanket**

A campaign type where a wide range of data attributes on a user are purchased.

**Reference:**

- Blanket Marketing Or Targeted Marketing (<http://airliftfoundation.com/blanket-marketing-or-targeted-marketing/>)
- Targeted advertising ([https://en.wikipedia.org/wiki/Targeted\\_advertising](https://en.wikipedia.org/wiki/Targeted_advertising))

**Brand**

The image, reputation, and product line of a company.

**Reference:**

- Brand (<https://en.wikipedia.org/wiki/Brand>)
- Corporate branding ([https://en.wikipedia.org/wiki/Corporate\\_branding](https://en.wikipedia.org/wiki/Corporate_branding))
- The Basics of Branding (<http://www.entrepreneur.com/article/77408>)

**Brand Stacking**

This is multiple page one listings from a single domain.

- Prior to 2010, a site would be fortunate if it had three first page results for branded searches.
- Since Google tweaked its algorithm to include Brand Stacking, that number has risen to as many as eight of the top search rankings.

**Reference:**

- Hey! Don't Forget About Brand Stacking! (<http://www.fathomdelivers.com/hey-dont-forget-about-brand-stacking/>)
- What is Brand/Domain Stacking? (<http://www.slideshare.net/thomasjoshef/brand-stacking>)

**Broad Match**

A term used in paid search campaigns, meaning to accept a search match containing keywords in any order.

**Reference:**

- Broad Match - Learn About the PPC Broad Matching Option (<http://www.wordstream.com/broad-match>)
- Introducing Broad Match for Keyword Targeting (<https://blog.twitter.com/2013/introducing-broad-match-for-keyword-targeting>)

**BTL (Below The Line)**

BTL marketing is an immediate or delayed incentive to purchase, expressed in cash or in kind and having a short duration.

**Reference:**

- Below the line (advertising) ([https://en.wikipedia.org/wiki/Below\\_the\\_line\\_\(advertising\)](https://en.wikipedia.org/wiki/Below_the_line_(advertising)))
- Above and Below the Line Advertising ([https://en.wikipedia.org/wiki/Above\\_the\\_line\\_\(advertising\)](https://en.wikipedia.org/wiki/Above_the_line_(advertising)))
- Examples of Below-the-Line Advertising (<http://smallbusiness.chron.com/examples-belowtheline-advertising-10099.html>)

**Bulk Submission**

A process used by advertisers providing PPC search engines with a large amount of keywords in one batch.

**Reference:**

- Bulk submission services ([http://www.va4marketing.com/bulk\\_submission.html](http://www.va4marketing.com/bulk_submission.html))
- How to Test and Use Keyword Bulk Edit Uploads (<http://www.sitepronews.com/2013/04/24/increase-productivity-with-new-google-adwords-bulk-upload-feature/>)

**Bumper Ad**

A bumper ad is used to introduce other content. This is often a video ad making a specific request for action (click another ad) or that makes reference to a video clip.

**Reference:**

- How to create Bumper ads (<http://knowledge.kaltura.com/faq/how-create-bumper-ads>)
- How to configure Bumper post-rolls (<http://knowledge.kaltura.com/faq/how-configure-bumper-post-rolls>)

**Buzz Index**

A scoring method based on the measurement of the percentage of users who search for a specific term or phrase during a specified period of time.

**Reference:**

- What is the Buzz Index? (<http://help.yahoo.com/l/us/yahoo/buzz/additional/additional8.html>)
- brand buzz index (<http://www.brandbuzzindex.com/>)

### **Buzz Marketing**

Buzz marketing is the use of viral and word of mouth practices to distribute branding and advertising materials.

**Reference:**

- What's the Buzz About Buzz Marketing? (<http://knowledge.wharton.upenn.edu/article/whats-the-buzz-about-buzz-marketing/>)
  - How to Apply Buzz Marketing Principles for Effective Internet Marketing (<http://blog.kissmetrics.com/online-buzz-marketing/>)
- 

## **C**

### **CAC (Customer Acquisition Cost)**

This is the cost associated with acquiring a new customer.

**Formula:**

$\text{CAC} = \frac{\text{total acquisition expenses}}{\text{total new customers}}$
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**Reference:**

- Calculating Customer Acquisition Costs (Calculator) (<http://www.panalysis.com/resources/customer-acquisition-cost.aspx>)
- What is customer acquisition cost? (<http://searchcrm.techtarget.com/definition/customer-acquisition-cost>)

### **Cache / Caching**

HTTP caching saves or "caches" resources by a browser or a proxy. When a resource is cached, a browser or proxy can refer to the locally cached copy instead of downloading it again.

**Reference:**

- Web Cache ([https://en.wikipedia.org/wiki/HTTP\\_caching](https://en.wikipedia.org/wiki/HTTP_caching))
- A Beginner's Guide to HTTP Cache Headers (<https://www.mobify.com/blog/beginners-guide-to-http-cache-headers/>)
- How Web Caches Work ([http://www.web-caching.com/mnot\\_tutorial/how.html](http://www.web-caching.com/mnot_tutorial/how.html))

### **Cache Busting**

Website technique to reduce the caching process thus forcing proxy servers to fetch new content or ads for every request.

**Reference:**

- Cache Busting Definition and Explanation (<http://www.mydigitallife.info/cache-busting-definition-and-explanation/>)
- What is a Cache Buster and How Does It Work? (<http://www.adopsinsider.com/ad-ops-basics/what-is-a-cache-buster-and-how-does-it-work/>)

### **Call to Action**

Action words in an ad such as "click" and "download" that lead to a recordable event that can be tracked for analytic purposes.

**Reference:**

- Call to action (marketing) ([https://en.wikipedia.org/wiki/Call\\_to\\_action\\_\(marketing\)](https://en.wikipedia.org/wiki/Call_to_action_(marketing)))
- 60 Call to Action Examples (<http://www.convertingcopy.com/60-call-to-action-examples/>)

### **Campaign**

A program of advertisements that usually includes:

- A start date
- An end date
- A budget
- Frequency restrictions
- An inventory bid price
- Targeting based on user or inventory data

**Reference:**

- Online Advertising ([https://en.wikipedia.org/wiki/Online\\_advertising](https://en.wikipedia.org/wiki/Online_advertising))
- Online Advertising Campaigns (<http://www.fusionzone.com/services/online-advertising-campaigns.cfm>)
- Tracking ad campaigns online (<http://www.phpjunkyard.com/tutorials/tracking-ad-campaigns.php>)

### **Campaign Integration**

A technique to keep customers thinking about your brand across all mediums, i.e., online, radio, television, etc.

**Reference:**

- A lesson on campaign integration (<http://theyciphersagency.com/blog/2009/12/29/a-lesson-on-campaign-integration/>)
- Integrated marketing communications ([https://en.wikipedia.org/wiki/Integrated\\_Marketing\\_Communications](https://en.wikipedia.org/wiki/Integrated_Marketing_Communications))

### **Carrier**

Also known as a cellular phone "service provider" offering wireless services, i.e., Verizon, AT&T, T-Mobile, etc.

**Reference:**

- Quick guide to cell phone carriers (<http://reviews.cnet.com/best-cell-phone-carriers/>)
- 2014 Best Cell Phone Provider Comparisons and Reviews (<http://cell-phone-providers-review.toptenreviews.com/>)

### Centographic Targeting

A marketing method concentrated on the events or features of a certain geographic area.

#### Reference:

- How To Target Your Online Marketing To Reach The Right Customers With The Right Offer (<http://www.articlesbase.com/marketing-articles/how-to-target-your-online-marketing-to-reach-the-right-customers-with-the-right-offer-229714.html>)
- Ten ways to reach your target—and only your target (<http://www.martinoflynn.com/blog/2009/10/28/ten-ways-to-reach-your-target%E2%80%94and-only-your-target/>)

### CDN (Content Delivery Network)

A network of servers that quickly delivers static content in the form of creative images or flash files.

#### Reference:

- Content Delivery Network ([https://en.wikipedia.org/wiki/Content\\_delivery\\_network](https://en.wikipedia.org/wiki/Content_delivery_network))
- Content Delivery Network (CDN) (<http://whatis.techtarget.com/definition/content-delivery-network-CDN>)
- What Is a Content Delivery Network? (<http://whatismyipaddress.com/cdn>)

### CGM (Consumer Generated Media)

Brand messages generated by word-of-mouth, blogs, chat rooms, viral marketing, shared videos, shared photos, etc.

#### Reference:

- Consumer Generated Media (<http://www.fastcompany.com/667688/consumer-generated-media>)
- Consumer Generated Media, Customer Video Reviews, and Brand Marketing Strategies (<http://www.reelseo.com/consumer-generated-media/>)

### Channel Planning

A media buying method that discovers the best websites, media types, approaches, etc. for online ad campaigns.

#### Reference:

- A Simple Media Planning Template (<http://avenueright.com/entries/76/a-simple-media-planning-template>)
- Advertising Media Planning: A Primer (<http://www.admedia.org/>)

### Channels

The organization of a website's content by categories, topics, etc.

#### Reference:

- Web Channel Performance Management (<http://www.performance-measurement.net/news-detail.asp?nID=214>)
- Channel Design Starts With The Customer, Creating High Performance Sales Channels ([http://www.excellenc.com/Channel\\_Design.htm](http://www.excellenc.com/Channel_Design.htm))

### Churn Rate (Predictive Churn Modeling)

Churn Rate is a measure of customer attrition, defined as the number of customers who cease being customers over a specified time period divided by the average total number of customers over that same time period.

#### Reference:

- Churn rate ([https://en.wikipedia.org/wiki/Churn\\_rate](https://en.wikipedia.org/wiki/Churn_rate))
- churn rate (Predictive Churn Modeling) (<http://searchcrm.techtarget.com/definition/churn-rate>)

### Click

Clicks (on a web page) can be activated by a computer keyboard key, mouse, or pointing device to navigate through content or interact with an ad.

#### Reference:

- For Ad Clicks, Tablets Outperform Smartphones (<http://www.emarketer.com/Article/Ad-Clicks-Tablets-Outperform-Smartphones/1009772>)
- ad clicks (<http://www.businessdictionary.com/definition/ad-clicks.html>)

### Click Fraud

Clicks that are falsely generated to create a debits on a search engine listing or CPC text ad.

#### Reference:

- Click Fraud ([http://www.webopedia.com/TERM/C/click\\_fraud.html](http://www.webopedia.com/TERM/C/click_fraud.html))
- Types of Click Fraud (<http://www.clickfraudcontrol.com/fraud.html>)

### Click Log

A server-side log of predefined information gathered when a user clicks on an ad.

#### Reference:

- Web Analytics ([https://en.wikipedia.org/wiki/Web\\_analytics](https://en.wikipedia.org/wiki/Web_analytics))
- How Does Ad Serving Work? (<http://www.adopsinsider.com/ad-serving/how-does-ad-serving-work/>)
- Why Do Publishers and Marketers Have Separate Ad Servers? (<http://www.adopsinsider.com/ad-ops-basics/why-do-publishers-and-marketers-have-separate-ad-servers/>)
- Ad Server Information (<http://www.zedo.com/what-is-ad-server/>)

### **Click to Call**

A mobile phone option to automatically call an advertiser from a jump page.

#### **Reference:**

- What Is Click to Call? (<http://www.whatisclicktocall.com/what-is-click-to-call/>)
- Mobile click-to-call (<https://www.google.com/ads/innovations/ctc.html>)

### **Click-and-Mortar / Brick-and-Click**

A retailer that has an online and off-line presence.

#### **Reference:**

- Bricks and clicks ([https://en.wikipedia.org/wiki/Bricks\\_and\\_clicks](https://en.wikipedia.org/wiki/Bricks_and_clicks))
- Brick and Mortar vs. Click and Mortar vs. Brick and Click (<http://projectmoneycreator.com/brick-and-mortar-vs-click-and-mortar-vs-brick-and-click/>)

### **Clickstream**

The record of a user's path while navigating within a website or across websites.

#### **Reference:**

- Clickstream (<http://www.webopedia.com/TERM/C/clickstream.html>)
- What are clickstreams? ([http://www.answerbag.com/q\\_view/1660249](http://www.answerbag.com/q_view/1660249))

### **Clickstream Analysis**

An investigative technique used by advertisers and publishers to understand and predict how consumers respond to advertising over time at an individual level.

#### **Reference:**

- Clickstream or clickpath analysis (<http://www.opentracker.net/article/clickstream-or-clickpath-analysis>)
- Examples of Clickstream Analysis (<http://ecommerce.about.com/od/eCommerce-Marketing-Strategies/a/Clickstream.htm>)

### **Click-Through**

Clicking an ad unit and being redirected to another webpage. The click action is recorded by the ad server which counts the total number of clicks and calculates the Click-Through-Rate (CTR).

#### **Reference:**

- What is click-through? ([http://www.webopedia.com/TERM/C/click\\_through.html](http://www.webopedia.com/TERM/C/click_through.html))
- Clickthrough (<http://www.marketingterms.com/dictionary/clickthrough/>)

### **Cloaking**

A search marketing method used to return a web page to search spiders different to the one the user requested via a search engine and is viewing.

#### **Reference:**

- Cloaking: What it is and Why You Shouldn't Do It (<http://webdesign.about.com/od/seo/i/aa092704.htm>)
- The facts about Cloaking (<http://www.webworkshop.net/cloaking.html>)

### **Closed-Loop Marketing**

An inbound, automatic collection/tracking marketing method that registers user patterns in advertising.

#### **Reference:**

- What is Closed Loop Marketing? (<http://www.siliconcloud.com/blog/bid/59097/What-is-Closed-Loop-Marketing>)
- How Closed-Loop Marketing Works (<http://blog.hubspot.com/blog/tabid/6307/bid/32341/How-Closed-Loop-Marketing-Works.aspx>)

### **Co-Branding**

Refers to affiliate marketing where two or more companies can join together and include their own logo/branding on pages they direct to their users.

#### **Reference:**

- Examples of Co-Branding (<http://smallbusiness.chron.com/examples-cobranding-10642.html>)
- What is co-branding, and what are some examples? (<http://www.marketingprofs.com/Faqs/showfaq.asp?ID=124&CatID=2>)

### **Collaborative / Social Information Filtering**

Information filtering based on a collaboration between multiple sources of data.

#### **Reference:**

- Collaborative Filtering (<http://webwhompers.com/collaborative-filtering.html>)
- A Survey of Collaborative Filtering Techniques (<http://www.hindawi.com/journals/aai/2009/421425/>)

### **Commission / Referral Fee / Bounty**

Income received by an affiliate for generating a click-through to a site that ultimately results in a lead or sale on that site.

#### **Reference:**

- Click-Thru Advertising (<http://www.net-ads.com/sponsorship/clickthru.html>)
- Referral Fees and Schedule (<http://mobileuploader.com/myapp/AffiliateTerms.aspx>)

### **Companion Ads**

Text, display or graphics that support a brand in a video ad.

**Reference:**

- Companion Ad ([https://www.iab.net/wiki/index.php/Companion\\_Ad](https://www.iab.net/wiki/index.php/Companion_Ad))
- Video Companion Ads (<http://www.advertserve.com/blog/2013/08/video-companion-ads/>)

**Completes**

A metric that measures if an online video is played to completion by a site visitor.

**Reference:**

- Online video analytics ([https://en.wikipedia.org/wiki/Online\\_video\\_analytics](https://en.wikipedia.org/wiki/Online_video_analytics))
- How to measure ROI of online video (<http://socialmediatoday.com/marinarn/461625/how-measure-roi-online-video>)

**Content Farm**

A media enterprise that generates content algorithmically, designed be narrow in focus and broad in reach in order to maximize ad potential.

**Reference:**

- content-farm (<http://dictionary.reference.com/browse/content-farm>)
- Content Farms: the Who, What and Why (<http://explicitly.me/content-farms>)

**Content Integration / Advertorials / Infomercials**

The integration of ads within an editorial context, also known as "advertorials", or "infomercials".

**Reference:**

- What is an advertorial? (<http://www.advertorial.org/what-is-an-advertorial.html>)
- When advertising and editorial collide (<http://www.emediavitals.com/content/when-advertising-and-editorial-collide>)

**Content Marketing**

In marketing this refers to activities leading to the creation and sharing of relevant, valuable, and important content to engage current or potential customers.

**Reference:**

- What is Content Marketing? (<http://contentmarketinginstitute.com/what-is-content-marketing/>)
- Why Content Marketing Is King (<http://www.entrepreneur.com/blog/220587>)

**Content Targeting**

This is content that is based on the persona of a community, targeted specifically to their demographics and affinities.

**Reference:**

- What is Content Targeting? (<http://www.brickmarketing.com/define-content-targeting.htm>)
- An Introduction To Content Targeting (<http://searchengineland.com/an-introduction-to-content-targeting-52351>)

**Contextual Advertising / Targeting**

A form of targeted advertising that uses web page content as a guide for the corresponding display ad content.

**Reference:**

- Contextual Advertising ([https://en.wikipedia.org/wiki/Contextual\\_Advertising](https://en.wikipedia.org/wiki/Contextual_Advertising))
- What is contextual advertising? ([http://www.webopedia.com/TERM/C/contextual\\_advertising.html](http://www.webopedia.com/TERM/C/contextual_advertising.html))
- Contextual Advertising, Part 1 (<http://www.clickz.com/clickz/column/1715611/contextual-advertising-part>)
- Contextual Advertising, Part 2 (<http://www.clickz.com/clickz/column/1715467/contextual-advertising-part>)

**Conversion**

Refers to when a user completes a desired action after an ad is viewed or clicked. This can be either a sign-up, purchase, or some other interaction with the ad. The term is interchangeable with "acquisition" or "action".

**Reference:**

- What is conversion tracking? ([http://www.adspeed.com/Knowledges/768/Conversion/conversion\\_tracking.html](http://www.adspeed.com/Knowledges/768/Conversion/conversion_tracking.html))
- View-through rate ([https://en.wikipedia.org/wiki/View-through\\_rate](https://en.wikipedia.org/wiki/View-through_rate))

**Conversion Attribution**

This is the mechanism through which an advertiser allocates the bounty it is ready to pay for a single conversion (purchase, sign up, etc.) across those online events that made that final conversion possible.

**Reference:**

- What is a conversion attribution model in online advertising? (<http://www.quora.com/What-is-a-conversion-attribution-model-in-online-advertising>)
- What Marketers Need To Know About Conversion Attribution (<http://www.adexchanger.com/data-driven-thinking/what-marketers-need-to-know-about-conversion-attribution/>)

**Conversion Funnel**

This describes the path a consumer takes from the initial viewing of an ad (broad end of the funnel) to completing a desired action (narrow end of the funnel). For example:

- 1,000 users see an ad.
- 300 click it.

- 150 visit a site.
- 50 purchase.

The various stages of the funnel are used to measure the effectiveness of an ad campaign. Additionally, funnel events do not need to be linear.

**Reference:**

- Conversion Funnel ([https://en.wikipedia.org/wiki/Conversion\\_funnel](https://en.wikipedia.org/wiki/Conversion_funnel))
- Manage Your Conversion Funnels (<http://www.localytics.com/blog/2013/manage-your-conversion-funnels-whiteboard-wednesday/>)
- Getting to grips with conversion models (<http://www.digitalstrategyconsulting.com/downloads/Best%20practice%20-%20Meadows-Klue%20Digital%20Web%20Advertising%20Conversion%20funnel%202%201%20-%20distribution.pdf>)
- Conversion Funnels [Inside Omniture SiteCatalyst] (<http://blogs.adobe.com/digitalmarketing/analytics/conversion-funnels-inside-omniture-sitecatalyst/>)

**Conversion Pixel (Web Beacon)**

A pixel that is enabled at the time of desired action (conversion) by the user. Pixels are placed on key site pages such as:

- A landing page
- A sign up page
- A check-out page

**Reference:**

- Conversion Pixels (<https://developers.facebook.com/docs/reference/ads-api/offsite-pixels/>)
- Campaign Conversion Pixels (<http://docs.sitescout.com/display/rtb/Conversion+Pixels>)
- Web beacon ([https://www.iab.net/wiki/index.php/Web\\_beacon](https://www.iab.net/wiki/index.php/Web_beacon))

**Conversion Rate**

A tool used to evaluate the percentage of visitors who took a desired action in ad, search, email, etc., campaigns.

**Reference:**

- What is a Conversion Rate? (<http://www.brickmarketing.com/define-conversion-rate.htm>)
- What is a conversion? What is a transaction? ([http://www.adspeed.com/Knowledges/776/Conversion/conversion\\_transaction.html](http://www.adspeed.com/Knowledges/776/Conversion/conversion_transaction.html))

**Conversion Tracking**

Conversion tracking shows how many views or clicks result in an actual purchase, sign-up/registration, lead, viewing of a key page, or some other valuable actions.

**Reference:**

- What is conversion tracking? ([http://www.adspeed.com/Knowledges/768/Conversion/conversion\\_tracking.html](http://www.adspeed.com/Knowledges/768/Conversion/conversion_tracking.html))
- How can I track conversions? ([http://www.adspeed.com/Knowledges/778/Conversion/howto\\_track\\_conversions.html](http://www.adspeed.com/Knowledges/778/Conversion/howto_track_conversions.html))

**Cookie Matching**

A technique used to append data by linking a user ID to another user ID. These user ID associations are then stored in a match table.

**Reference:**

- Cookie Matching (<http://www.mikeonads.com/2010/02/22/rtb-part-iii-cookies-user-data/>)
- Cookie Session Management ([https://en.wikipedia.org/wiki/HTTP\\_cookie#Session\\_management](https://en.wikipedia.org/wiki/HTTP_cookie#Session_management))

**Cookies**

Data that a web server issues and places in a HTTP Header response to a client request.

**Reference:**

- HTTP cookie definition (<http://dictionary.reference.com/browse/HTTP+cookie>)
- HTTP cookie ([https://simple.wikipedia.org/wiki/HTTP\\_cookie](https://simple.wikipedia.org/wiki/HTTP_cookie))

**Co-Registration**

An ad program implemented on a website to collect user information and then share it with advertisers.

**Reference:**

- Co-Registration (<http://www.internetmarketing-dictionary.com/Co-Registration.html>)
- What Is Co-Registration Marketing? (<http://smallbusiness.chron.com/coregistration-marketing-24798.html>)

**Cost Plus**

This is media cost plus an additional flat payment per thousand impressions.

- Cost plus is an industry standard business model and pricing methodology which adds aggregated transaction fees to the original price a publisher sells its ad inventory.
- Where there is often a complex and long supply chain involving many intermediaries, the cost plus model can make procuring media expensive and can even lead to a situation where the transaction cost is larger than the actual price charged for the ad inventory bought.
- It is estimated that in many cases the transaction costs for programmatic media buying are around 60%.

**Reference:**

- Fixed Price vs Cost Plus (<http://smallbusiness.chron.com/fix-price-vs-cost-plus-2220.html>)



- Online Advertising ([https://en.wikipedia.org/wiki/Internet\\_marketing](https://en.wikipedia.org/wiki/Internet_marketing))
- How Digital Business Models are Truly Special – Cost Structure (<http://www.barbarahoisl.com/digital-model-cost-structure/>)

#### CPA (Cost Per Acquisition / Action)

An advertising cost model based on a visitor taking some specifically defined action in response to an ad. In this case, an "acquisition" can be a sale, completed registration form, etc.

**Formula:**

$$\text{CPA} = \frac{\text{ad campaign cost}}{\text{number of impressions} \times \text{CTR} \times \text{CR}}$$

**Reference:**

- Cost Per Action ([https://en.wikipedia.org/wiki/Cost\\_per\\_action](https://en.wikipedia.org/wiki/Cost_per_action))
- Cost Per Action (CPA) - Learn About Cost Per Acquisition Marketing (<http://www.wordstream.com/cost-per-action>)
- Understanding Cost Per Action Marketing (<http://www.trada.com/blog/understanding-cost-per-action-marketing/>)

#### CPC (Cost Per Click / Price Per Click)

An Internet advertising cost model in which the advertiser pays the publisher when an ad is clicked.

**Formula:**

$$\text{CPC} = \frac{\text{Cost to an Advertiser}}{\text{The number of clicks}}$$

Note: Cost = impressions (multiplied by) CTR (multiplied by) CPC

**Reference:**

- Fixed Price vs Cost Plus (<http://smallbusiness.chron.com/fixed-price-vs-cost-plus-2220.html>) .
- Pay Per Click ([https://en.wikipedia.org/wiki/Pay\\_per\\_click](https://en.wikipedia.org/wiki/Pay_per_click))
- What Is CPC Advertising? (<http://www.wordstream.com/cost-per-click>)

#### CPC (Cost Per Conversion)

Cost Per Conversion is the total cost of generating traffic divided by the total number of conversions.

**Formula:**

$$\text{CPC} = \frac{\text{Total Advertising Cost}}{\text{The \# of Conversions}}$$

**Reference:**

- CPC - Cost Per Conversion (<http://www.web1marketing.com/glossary.php?term=Cost+Per+Conversion>)
- The True Cost Per Conversion of Additional Conversions (<http://ppcblog.com/measuring-incremental-cpa/>)
- Methods of Calculating Allowable Cost Per Conversion (<http://www.theseearchguru.com/cost-per-conversion.asp>)

#### CPCV (Cost Per Completed View)

An advertising model where the advertiser pays for each mobile video view that a consumer has completed from start to finish.

**Reference:**

- Online Advertising ([https://en.wikipedia.org/wiki/Online\\_advertising](https://en.wikipedia.org/wiki/Online_advertising))
- 3 video pricing models: The pros and cons (<https://www.imediainconnection.com/printpage/printpage.aspx?id=24719>)
- Online Video Advertising FAQ (<http://www.clickz.com/clickz/column/1691078/online-video-advertising-faq>)

#### CPE (Cost Per Engagement) / CPI (Cost Per Interaction)

An advertising cost model based on a visitor taking some specifically defined action in response to an ad. In this case, an "action" can be:

- Viewing a video.
- Expanding an ad.
- Completing a transaction.
- Downloading content.

With Cost Per Engagement, the advertiser does not have to pay for the impressions their ad receives, all impressions are free. The advertiser only has to be an ad server or a website owner when a user engages with their ad.

**Formula:**

$$\text{CPE} = \text{Cost} / \text{Amount of ad engagements}$$

**Reference:**

- A Method for Calculating Your Cost Per Engagement (CPE) (<http://www.advertisewithin.com/cost-per-engagement-cpe-and-how-it-can-be-useful-with-native-advertising/>)
- What is Cost Per Engagement (CPE)? (<http://blog.brickfish.com/2012/03/14/what-is-cost-per-engagement-cpe/>)

- What is Cost Per Engagement? (<http://www.mediafane.com/mediapedia/cost-per-engagement/>)

#### **CPI (Cost Per Inquiry)**

An advertising cost model based the number of leads collected from a lead form after an ad is viewed. Also known as Cost Per Lead (CPL).

##### **Formula:**

$$\text{CPI} = \frac{\text{Total promotional cost}}{\text{The \# of inquiries generated}}$$

##### **Reference:**

- Cost Per Inquiry (<http://www.businesspundit.com/encyclopedia/marketing-and-advertising/cost-per-inquiry/>)
- What is Cost Per Inquiry? (<http://publicrelationsblogger.com/2009/01/what-is-cost-per-inquiry-definition-and.html>)

#### **CPL (Cost Per Lead)**

An advertising cost model based the number of leads collected from a lead form after an ad is viewed. Also known as Cost Per Inquiry (CPI) and CPA (cost per action).

##### **Formula:**

$$\text{CPL} = \frac{\text{Total promotional cost}}{\text{The \# of leads generated}}$$

##### **Reference:**

- Cost Per Lead ([https://en.wikipedia.org/wiki/Cost\\_per\\_Lead](https://en.wikipedia.org/wiki/Cost_per_Lead))
- CPL (<http://www.techterms.com/definition/cpl>)
- Cost Per Lead (CPL) (<http://www.techopedia.com/definition/5345/cost-per-lead-cpl>)

#### **CPM (Cost Per Mille / Thousand)**

An advertising cost model based on ad impressions:

- The advertiser pays for every 1000 impressions served.
- The total price paid in a CPM deal is calculated by multiplying the CPM rate by the number of CPM units.

For example, one million impressions at \$10.00 CPM equal a \$10,000.00 total price.

##### **Formula:**

$$\text{CPM} = \frac{\text{Cost of 1 Unit of a Media Program}}{\text{Size of Media Program's Audience} \times 1,000}$$

##### **Reference:**

- Cost Per Mille ([https://en.wikipedia.org/wiki/Cost\\_per\\_mille](https://en.wikipedia.org/wiki/Cost_per_mille))
- Cost Per Thousand - CPM (<http://www.investopedia.com/terms/c/cpm.asp>)
- Cost Per Thousand(CPM) (<http://www.investinganswers.com/financial-dictionary/businesses-corporations/cost-thousand-cpm-2917>)

#### **CPT (Cost Per Transaction)**

Fees paid to a website for each transaction, normally calculated as a percentage (2% through 10%) of a total sale.

##### **Reference:**

- Cost per Transaction (<http://publib.boulder.ibm.com/infocenter/idshelp/v111/index.jsp?topic=/com.ibm.perf.doc/perf27.htm>)
- What is the cost per transaction (<http://store.apple.com/us/question/answers/readonly/what-is-the-cost-per-transaction/QKP7P2Y7JH9KHPHAY>)

#### **CPV (Cost Per View)**

A monetary amount that an advertiser pays for each viewing of their video ad.

##### **Reference:**

- Cost-per-view (CPV) (<https://support.google.com/adwords/answer/2472735?hl=en>)
- How does CPV advertising work? (<http://www.directcpv.com/how-cost-per-view-cpv-ppv-keyword-targeted-ad-campaign-advertising-works.html>)

#### **Creative**

The graphical concept, design and artwork of an advertisement that can come in various formats such as:

- Flash
- GIF
- HTML
- JavaScript
- JPEG

##### **Reference:**

- Creatives (<http://en.mimi.hu/marketingweb/creatives.html>)
- Creatives (<http://marketing.about.com/od/marketingglossary/g/creativesdef.htm>)
- Dynamic Creative Optimization – Where Online Data Meets Advertising Creative (<http://www.adopsinsider.com/ad-ops-basics/dynamic-creative-optimization-where-online-data-meets-advertising-creative/>)

### **Creative Tag (aka Ad Tag)**

A small piece of code that gives the location of the creative. A creative tag is similar to an Ad Tag.

#### **Reference:**

- About Ad Tags (<https://support.google.com/networkbuilder/partners/answer/137992?hl=en>)
- How to Read Doubleclick Ad Tags and Ad Tag Variables (<http://www.adopsinsider.com/ad-ops-basics/how-to-read-doubleclick-ad-tags-and-ad-tag-variables/>)
- Iframe ad-tag vs. Script ad-tag: Online advertising tag type comparison (<http://mukulblog.blogspot.com/2008/03/iframe-tag-vs-script-tag-online.html>)

### **CRM (Customer Relationship Management/Database)**

A technology used to organize and manage a company's interactions with current and prospective customers. The information maintained CRM databases can map individuals to defined attributes or segments.

#### **Reference:**

- Customer Relationship Management ([https://en.wikipedia.org/wiki/Customer\\_relationship\\_management](https://en.wikipedia.org/wiki/Customer_relationship_management))
- CRM Solutions (<http://intellinova.com/>)
- Six Ways to Build Your Customer Relationship Management Database (<http://www.adventuretravelnews.com/six-ways-to-build-your-customer-relationship-management-database>)
- Customer Database Management – How it improves your relationship with your customer (<http://www.management-hub.com/customer-database-management-how-it-improves-your-relationship-with-your-customer.html>)

### **CRM Retargeting**

CRM Retargeting (a.k.a. Data Onboarding) allows marketers to target online display ads toward existing customers and prospects by matching the email or postal addresses of these customers with a large network of anonymous online browsers. Additionally, marketers can target those users who do not actively engage with email or a marketer's website.

#### **Reference:**

- What is CRM Retargeting? (<http://digitalmarketing-glossary.com/What-is-CRM-retargeting-definition>)
- About CRM Retargeting (<http://crmretargeting.com/about/>)
- CRM Retargeting Improves Marketing ROI ([http://www.iknowtion.com/blog/CRM\\_Retargeting\\_Improves\\_Marketing\\_ROI](http://www.iknowtion.com/blog/CRM_Retargeting_Improves_Marketing_ROI))

### **CRO (Conversion Rate Optimization)**

This is a method to increase website leads and sales without spending money on attracting more visitors by reducing your visitor "bounce rate". Some test methods enable one to monitor which headlines, images and content help one convert more visitors into customers.

#### **Reference:**

- Conversion Optimization ([https://en.wikipedia.org/wiki/Conversion\\_optimization](https://en.wikipedia.org/wiki/Conversion_optimization))
- Conversion Rate Optimization Tutorial (<http://www.bruceclay.com/cro/conversion-rate-optimization.htm>)
- What is Conversion Rate Optimization (CRO)? (<http://innovationsimple.com/conversion-rate-optimization/>)

### **Cross-Platform Advertising**

Advertising on multiple devices to create multiple touch-points for marketers to engage selected target audiences.

#### **Reference:**

- Cross-Platform Advertising (<http://blog.flite.com/home/2013/8/28/cross-platform-advertising#.UmrFzPIMWnc>)
- Unleashing Cross-Platform Advertising: The Tip of the Spear (<http://www.business2community.com/strategy/unleashing-cross-platform-advertising-tip-spear-0621253>)

### **CSV (Comma Separated Values)**

A common file format used in data onboarding. In a CSV file, each piece of data is separated by a comma ( , ).

#### **Reference:**

- Comma Separated Values ([https://en.wikipedia.org/wiki/Comma-separated\\_values](https://en.wikipedia.org/wiki/Comma-separated_values))
- What is CSV? (<http://www.computerhope.com/jargon/c/csv.htm>)
- CSV, Comma Separated Values (RFC 4180) (<http://www.digitalpreservation.gov/formats/fdd/fdd000323.shtml>)

### **CTR (Click-Through Rate)**

The ratio of clicks to ad impressions. This is the most commonly used metric to determine the success of an ad campaign.

#### **Formula:**

$$\text{CTR} = \frac{\text{\# of times an ad is clicked}}{\text{\# of times an ad is displayed}} \times 100$$

#### **Reference:**

- Click-Through Rate ([https://en.wikipedia.org/wiki/Click\\_Through\\_Rate](https://en.wikipedia.org/wiki/Click_Through_Rate))

- Clickthrough rate (CTR) (<https://support.google.com/adwords/answer/2615875?hl=en>)
- What Is a Good Click-Through Rate for PPC? (<http://www.clickz.com/clickz/column/2186867/click-rate-ppc>)
- Click-through Rate- How to calculate CTR (<http://www.seosandwich.com/2012/07/clickthrough-rate-how-to-calculate-ctr.html>)

#### **CVR (Conversion Rate via installs - "click-through conversion")**

The measurement of the success of a paid inclusion campaign. A conversion rate is measured by the number of potential visitors performing the desired action, whether the action is buying a product, filling out a form, or some other goal of the web page.

##### **Formula:**

```
CVR =
# of installs
-(divided by)-
# of clicks
```

##### **Reference:**

- Conversion Rate ([https://en.wikipedia.org/wiki/Conversion\\_rate](https://en.wikipedia.org/wiki/Conversion_rate))
- What is a Conversion Rate? (<http://www.brickmarketing.com/define-conversion-rate.htm>)
- Estimating Conversion Rate in Display Advertising from Past Performance Data (<http://www.turn.com/whitepapers/estimating-conversion-rate-display-advertising-past-performance-data>)

## **D**

#### **DAA (Digital Advertising Alliance)**

A premier online advertising association made up of various other industry organizations that are dedicated to self-regulation.

##### **Reference:**

- The DAA website (<http://www.aboutads.info/>)
- The European Digital Advertising Alliance (edaa) (<http://www.edaa.eu/>)

#### **Daisy Chain**

Daisy chaining is the linking of several ad tags, usually from several different exchanges, ad servers, or ad networks. Sometimes no creative can be found to fill the ad slot on a webpage, so a second tag is passed back and the webpage seeks a creative from a second system.

##### **Reference:**

- In Search of Options Beyond the Ad Network "Daisy-Chain" (<http://casalemedia.wordpress.com/2009/07/31/in-search-of-options-beyond-the-ad-network-daisy-chain/>)
- Network Optimization Tips for Publishers (<http://www.zedo.com/news/network-optimization-tips-for-publishers/>)
- Online Advertising Discrepancies and the Daisy Chain Effect (<http://theoped.operative.com/online-advertising-discrepancies-and-the-daisy-chain-effect-losing-ad-impressions-along-the-way/>)

#### **DART / DoubleClick For Publishers**

An ad management tool and server created by DoubleClick and operated by Google. It is now known as DoubleClick For Publishers. Also see Atlas.

##### **Reference:**

- DoubleClick for Publishers ([http://www.google.com/doubleclick/publishers/solutions/index.html#utm\\_source=dfp\\_welcome\\_learnmore&utm\\_campaign=dfp\\_welcome&utm\\_medium=et](http://www.google.com/doubleclick/publishers/solutions/index.html#utm_source=dfp_welcome_learnmore&utm_campaign=dfp_welcome&utm_medium=et))
- Accelerate your digital ad operations (<http://www.google.com/doubleclick/publishers/solutions/ad-serving.html>)
- DoubleClick Publisher Blog (<http://doubleclickpublishers.blogspot.ru/>)

#### **Data Onboarding**

Data onboarding allows you to take your CRM data online, meaning you can target your own customers through dynamic video and display advertisements using the information you already know about them. This practice allows marketers to enhance campaign performance, retrieve deeper analytics, and effectively measure offline attribution.

##### **Reference:**

- Data Onboarding System Overview (<http://blog.liveramp.com/2012/10/03/data-onboarding-system-overview/>)
- Data Onboarding 101 - Match Rates (<http://blog.liveramp.com/2013/02/12/data-onboarding-101-match-rates/>)
- Data On-Boarding Checklist (<http://blogs.splunk.com/wp-content/uploads/2010/03/SplunkOnBoardingChecklist.pdf>)
- White paper: Data Integration Challenges in Onboarding Operational Data (<http://www1.prweb.com/prfiles/2012/05/18/9523030/Onboarding%20Operational%20Data%20White%20Paper%20-%20v1.0.pdf>)

#### **Data Providers**

Businesses that provide behavioral and contextual data about users so that advertisers can better target ads to those users.

##### **Reference:**

- Registered Data Providers (<http://www.openarchives.org/Register/BrowseSites>)
- Behavioral targeting ([https://en.wikipedia.org/wiki/Behavioral\\_targeting](https://en.wikipedia.org/wiki/Behavioral_targeting))
- What Do Behavioral Targeters Know About You? (<http://gigaom.com/2010/02/04/what-do-behavioral-targeters-know-about-you/>)
- The Data Providers: One Quadrant Chart To Rule Them All (<http://www.adexchanger.com/data-driven-thinking/the-data-providers-one-quadrant-chart-to-rule-them-all/>)

### **DAU (Daily Active Users)**

DAU measures how many unique users visit a site daily (a.k.a. "stickiness").

#### **Reference:**

- Daily active users ([https://en.wikipedia.org/wiki/Daily\\_active\\_users](https://en.wikipedia.org/wiki/Daily_active_users))
- "Network DAU": A New Metric for Social Gaming 2.0 (<http://www.insidesocialgames.com/2008/08/25/%E2%80%9Cnetwork-dau%E2%80%9D-a-new-metric-for-social-gaming-20/>)

### **Daughter Window Ad**

A separate window related to a displayed banner ad, usually appearing after the banner renders or after it has been clicked.

#### **Reference:**

- Daughter window ([https://www.iab.net/wiki/index.php/Daughter\\_window](https://www.iab.net/wiki/index.php/Daughter_window))
- Daughter Window Redefined: an Effective Web Advertising Technique (<http://www.articlesbase.com/sem-articles/daughter-window-redefined-an-effective-web-advertising-technique-829756.html>)

### **Day Parting / Targeting**

Refers to serving ads at different times of the day and days of the week, or even changing bids or copy / creative at different times.

#### **Reference:**

- Dayparting (<https://en.wikipedia.org/wiki/Dayparting>)
- Use Day Parting to Increase Your Business (<http://certifiedknowledge.org/blog/use-day-parting-to-increase-your-business/>)

### **DCG (Discounted Cumulative Gain)**

A measure of the effectiveness of app search engine algorithms used in data retrieval. DCG employs a graded relevance scale of apps in a search engine result set, then measures the usefulness (or gain) of an app based on its *position* in that result list.

#### **Reference:**

- Discounted cumulative gain ([http://en.wikipedia.org/wiki/Discounted\\_cumulative\\_gain](http://en.wikipedia.org/wiki/Discounted_cumulative_gain))
- Normalized Discounted Cumulative Gain ([http://www.gabormelli.com/RKB/Normalized\\_Discounted\\_Cumulative\\_Gain](http://www.gabormelli.com/RKB/Normalized_Discounted_Cumulative_Gain))
- Modified Discounted Cumulative Gain (<http://csjournals.com/IJCSC/PDF1-2/29.pdf>)
- A Practical Learning to Rank Approach for Smoothing DCG in Web Search Relevance (<https://research.microsoft.com/apps/video/default.aspx?id=122171>)

### **DCO (Dynamic Creative Optimization)**

A combination of dynamic ad creatives and automatic optimization processes. This allows advertisers to serve a tailored creative for each impression in real time.

#### **Reference:**

- Dynamic Creative Optimization – Where Online Data Meets Advertising Creative (<http://www.adopsinsider.com/ad-ops-basics/dynamic-creative-optimization-where-online-data-meets-advertising-creative/>)
- Dynamic Creative Optimization: Best Practices ([http://www.pointroll.com/wp-content/uploads/2013/06/PointRoll\\_DCO\\_Best\\_Practices\\_4.3.13.pdf](http://www.pointroll.com/wp-content/uploads/2013/06/PointRoll_DCO_Best_Practices_4.3.13.pdf))
- What is Dynamic creative optimization? (<http://www.digitalmarketing-glossary.com/What-is-Dynamic-creative-optimization-definition>)

### **dCPM (Dynamic CPM)**

A dynamic pricing model for advertisers using ad exchanges.

#### **Reference:**

- Dynamic CPM Pricing (<http://www.adgile.com/dynamic-cpm-pricing/>)
- dCPM and other common online advertising performance models ([http://www.tlvmedia.com/pdf/CPM\\_CPC\\_CPA\\_dCPM.pdf](http://www.tlvmedia.com/pdf/CPM_CPC_CPA_dCPM.pdf))

### **Decisioning**

The process by which an ad server, ad platform, or exchange chooses to whom it serves an ad. This decision can be an auction-based, relationship based, or based on some other system.

#### **Reference:**

- How Does Ad Serving Work? (<http://www.adopsinsider.com/ad-serving/how-does-ad-serving-work/>)
- Ad selection process white paper ([https://support.google.com/dfp\\_premium/answer/1143651?hl=en](https://support.google.com/dfp_premium/answer/1143651?hl=en))

### **Deduplication**

The removal of duplicate entries or events in a data set. Duplicate entries or events can occur if a user clicks twice on the same ad.

#### **Reference:**

- Data Deduplication ([https://en.wikipedia.org/wiki/Data\\_deduplication](https://en.wikipedia.org/wiki/Data_deduplication))
- Data Deduplication - EMC (<http://www.emc.com/corporate/glossary/data-deduplication.htm>)

### **Default Creative**

When a campaign is set to inactive and one of your affiliates is still displaying it, any end users who click on that creative will see your default creative instead of the inactive creative.

#### **Reference:**

- Campaign > Creative > Default ([https://directresponse.custhelp.com/app/answers/detail/a\\_id/78/%7E/campaign%26gt%3Bcreative%26gt%3Bdefault](https://directresponse.custhelp.com/app/answers/detail/a_id/78/%7E/campaign%26gt%3Bcreative%26gt%3Bdefault))
- What is an Advertising Creative Brief? (<http://spotlightideas.co.uk/?p=119>)

### **Default Tag**

A tag placed in the event that no impression can be found for an ad opportunity. The presence of a default tag can initiate another round of decisioning in another ad serving system.

#### **Reference:**

- How to Read Doubleclick Ad Tags and Ad Tag Variables (<http://www.adopsinsider.com/ad-ops-basics/how-to-read-doubleclick-ad-tags-and-ad-tag-variables/>)
- Assigning the Ad Server URL (Base Ad Tag) (<http://support.brightcove.com/en/video-cloud/docs/assigning-ad-server-url-base-ad-tag>)
- Ad Tags: an Introduction (<https://wiki.appnexus.com/display/industry/Ad+Tags>)

### **Demand**

Demand represents those entities that wish to buy ad space and to display advertising creatives.

#### **Reference:**

- How to Price Advertising Space (<http://smallbusiness.chron.com/price-advertising-space-11119.html>)
- Advertising and Supply and Demand (<http://vannevar.blogspot.com/2009/04/advertising-and-supply-and-demand.html>)

### **Demographics**

Externally measurable characteristics of potential buyers such as age, gender, race, education, and income level.

#### **Reference:**

- Audience Targeting 101: Demographics (<http://adzerk.com/blog/2012/04/audience-targeting-101-demographics>)
- Targeted advertising ([https://en.wikipedia.org/wiki/Targeted\\_advertising](https://en.wikipedia.org/wiki/Targeted_advertising))

### **Desktop Advertising**

Software that serves ads to a user's computer via a client-side desktop application.

#### **Reference:**

- Desktop Advertising Software (<http://www.chadhaajay.net/desktop-advertising-software.html>)
- Advertising Software (<http://www.business.com/guides/advertising-software-2570/>)

### **Digital Audio**

This is advertising-supported streaming of audio programming to consumers via diverse audio devices and services.

#### **Reference:**

- Digital Audio Listeners Prove Receptive to Advertising (<http://www.marketingcharts.com/wp/radio/digital-audio-listeners-prove-receptive-to-advertising-24222/>)
- 6 Reasons to Explore Digital Audio Advertising (<http://blog.srds.com/blog/sophia-venetos/6-reasons-to-explore-digital-audio-advertising>)

### **Digital Creative**

An advertising creative in digital format, i.e., Flash, GIFs, HTML, MPEG video, etc.

#### **Reference:**

- The Optimization of Digital Creative (<http://www.adweek.com/news/advertising-branding/optimization-digital-creative-103764>)
- INNOVATIVE DIGITAL CREATIVE (<http://mediakit.denverpost.com/innovativeDigitalCreative.html>)

### **Digital Currency**

Digital currency is electronic money that acts as alternative currency. It is a form of digital cash bought from a particular company in order to pay for goods and services on the internet.

#### **Reference:**

- Digital currency ([https://en.wikipedia.org/wiki/Digital\\_currency](https://en.wikipedia.org/wiki/Digital_currency))
- Beyond Bitcoin: A guide to the new digital currencies (<http://www.dailydot.com/business/digital-currency-bitcoin-litecoin-ven-webmoney/>)
- Digital Currency and You (<http://motionographer.com/2013/07/02/digital-currency-and-you/>)

### **Direct Media Buy**

Pre-brokered agreements between an advertiser and publisher to deliver a certain amount of specific inventory for a preset cost. Placements are required for direct media buys.

#### **Reference:**

- Media buying ([https://en.wikipedia.org/wiki/Media\\_buying](https://en.wikipedia.org/wiki/Media_buying))
- 5 Ways Real-Time Bidding Differs From Direct Buys (<http://marketingland.com/5-ways-real-time-bidding-differs-from-direct-buys-37384>)

### **Direct Response**

A marketing campaign that measures consumer interaction, such as filling in a lead form or purchasing a product.

#### **Reference:**

- Direct-response marketing ([https://en.wikipedia.org/wiki/Direct-response\\_marketing](https://en.wikipedia.org/wiki/Direct-response_marketing))
- What Is Direct Response Marketing? (<http://successwise.com/what-is-direct-response-marketing>)

### **Discovery**

The combination of machine learning, user experience, and interaction design to create a new way to discover, consume, and share media. It can use social network aggregation and apply algorithms to filter the content that aligns with the interests of a specific reader.

**Reference:**

- eDiscovery & Social Media (<http://nationallawforum.com/2010/11/29/ediscovery-social-media/>)
- Discovery (<http://www.e-mergemarketing.net/consulting/discovery/>)
- Media Discovery in the Modern Age (<http://www.e-mergemarketing.net/consulting/discovery/>)

**Display Advertising**

Display ads, sometimes referred to as banners, come in standardized ad sizes, and can include text, logos, pictures, or more recently, rich media.

**Reference:**

- Display advertising ([https://en.wikipedia.org/wiki/Display\\_advertising](https://en.wikipedia.org/wiki/Display_advertising))
- 5 Reasons Online Display Advertising Is Simpler Than Ever (<http://searchengineland.com/5-reasons-online-display-advertising-is-simpler-than-ever-96860>)
- How to Decipher the Online Display Advertising Landscape (<http://www.verticalresponse.com/blog/how-to-decipher-the-online-display-advertising-landscape/>)

**DMA (Designated Market Area / Demographic Metropolitan Area)**

Also known as a Demographic Metropolitan Area, a DMA is a geographic area that makes up a cohesive television market.

**Reference:**

- DMA (<http://media.about.com/od/mediatermsandglossary/g/Dma.htm>)
- Market Area ([https://en.wikipedia.org/wiki/Designated\\_Market\\_Area](https://en.wikipedia.org/wiki/Designated_Market_Area))
- The DMA (Designated Market Area) and Local Targeting (<http://www.vantagelocal.com/the-dma-designated-market-area-and-local-targeting-2/>)

**DMA OBA Compliance**

Guidelines created by the Direct Marketing Association regarding online behavioral advertising.

**Reference:**

- DMA Online Behavioral Advertising (OBA) Compliance Alert & Guidelines for Interest-Based Advertising (<http://www.dmaresponsibility.org/privacy/oba.shtml>)
- DMA - Ethics & Compliance (<http://thedma.org/services/compliance/>)
- Maintaining The Momentum And Credibility Of OBA Compliance And Self-Regulation (<http://www.adotas.com/2011/11/maintaining-the-momentum-and-credibility-of-oba-compliance-and-self-regulation/>)

**DMP (Data Management Platform)**

Also called an *Audience Management Platform*, the DMP provides the infrastructure to process billions of first-, second-, and third-party data events per day with analytics using de-duplication and integration of data with other platforms.

**Reference:**

- What is a Data Management Platform? (<http://www.lotame.com/what-data-management-platform>)
- Data Management Part I: What Are Data Management Platforms? (<http://www.adopsinsider.com/online-ad-measurement-tracking/data-management-platforms/what-are-data-management-platforms/>)
- Defining Data Management Platform (<http://www.adotas.com/2011/09/defining-data-management-platform/>)

**DNT (Do Not Track)**

Do Not Track is a technology and policy proposal that enables users to opt out of tracking by websites they do not visit, including analytics services, advertising networks and social platforms. At present few of these third parties offer a reliable tracking opt out, and tools for blocking them are neither user-friendly nor comprehensive. Much like the popular Do Not Call registry, Do Not Track provides users with a single, simple, persistent choice to opt out of third-party web tracking.

**Reference:**

- Do Not Track Universal Web Tracking Opt Out (<http://donottrack.us/>)
- Do Not Track - Wikipedia ([https://en.wikipedia.org/wiki/Do\\_not\\_track](https://en.wikipedia.org/wiki/Do_not_track))
- Do Not Track - Mozilla (<https://www.mozilla.org/en-US/dnt/>)

**DR (Direct Response)**

A term applied to marketing or advertising that is designed to solicit a direct response, which is specific and quantifiable. In online display advertising, this can be clicking on an ad, making a purchase, signing up for a newsletter, etc.

**Reference:**

- Direct-response marketing ([https://en.wikipedia.org/wiki/Direct-response\\_marketing](https://en.wikipedia.org/wiki/Direct-response_marketing))
- What is direct response advertising? (<http://www.businessdictionary.com/definition/direct-response-advertising.html>)
- How to survive the transition to digital direct response (<http://econsultancy.com/us/blog/9798-how-to-survive-the-transition-to-digital-direct-response>)

**DSP (Demand Side Platform)**

A company that helps advertisers manage multiple ad and data exchange accounts for media buying purposes.

**Reference:**

- Demand-side platform ([https://en.wikipedia.org/wiki/Demand-side\\_platform](https://en.wikipedia.org/wiki/Demand-side_platform))
- What is a Demand Side Platform (DSP)? (<http://www.quora.com/What-is-a-Demand-Side-Platform-DSP>)
- A quick guide to demand-side platforms ([http://www.imediconnection.com/article\\_login.aspx?id=26711](http://www.imediconnection.com/article_login.aspx?id=26711))

**Dual-screening (Multi-monitor)**

The two screens in question are usually a connected device and the TV. Consumers often view TV and use the connected device to comment on what they're viewing.

**Reference:**

- Multi-monitor (<https://en.wikipedia.org/wiki/Multi-monitor>)
- Multi-monitor FAQ (<http://www.realtimesoft.com/multimon/faq.asp>)

**Dwell Time**

The time that a user spends on a website, from the time they arrive on the website until the time they leave the website.

- This is referred to by some Internet marketers as time on site.
- Dwell time is a key engagement metric and performance indicator for many marketers.
- The higher the dwell time, the better as it shows that a website's users are actively engaged in the content.
- Dwell time should be viewed as a directional Internet marketing metric as opposed to absolute one.

**Reference:**

- Dwell Time Metrics (<http://dbasemedia.com/blog/index.php/seo/dwell-time-metrics-899.html>)
- Dwell Time To Measure Digital Branding (<http://www accuracast.com/news/marketing-7471/dwell-time-to-measure-digital-branding/>)

**Dynamic Ad Placement**

A process that dynamically inserts an ad into a web page in response to a user's request, rather than a static or hard-coded ad placed in a page.

**Reference:**

- Dynamic ad insertion ([https://www.iab.net/wiki/index.php/Dynamic\\_ad\\_insertion](https://www.iab.net/wiki/index.php/Dynamic_ad_insertion))
- How to make dynamic ads work ([http://www.imediaconnection.com/article\\_login.aspx?id=27677](http://www.imediaconnection.com/article_login.aspx?id=27677))

**Dynamic Creative**

A non-static creative that can change based on audience segmentation or user-specific browsing history.

**Reference:**

- What is Dynamic Creative? (<http://digitalmarketing-glossary.com/What-is-Dynamic-creative-ad-definition>)
- Dynamic Creative Optimization – Where Online Data Meets Advertising Creative (<http://www.adopsinsider.com/ad-ops-basics/dynamic-creative-optimization-where-online-data-meets-advertising-creative/>)
- Dynamic creative: A recipe for relevant ads ([http://www.imediaconnection.com/article\\_login.aspx?id=26792](http://www.imediaconnection.com/article_login.aspx?id=26792))

**Dynamic Pricing**

The purchase price for an ad impression being determined via a real-time auction rather than a predetermined rate.

**Reference:**

- Dynamic Pricing and Advertising for Web Content Providers ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1094943](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1094943))
- Dynamic Pricing Model For Online Advertising - Patent Application (<http://www.faqs.org/patents/app/20110166927>)
- Sponsored Search Marketing: Dynamic Pricing and Advertising for an Online Retailer ([http://warrington.ufl.edu/departments/isom/docs/workshop\\_2013\\_aydin.pdf](http://warrington.ufl.edu/departments/isom/docs/workshop_2013_aydin.pdf))

**E****Earned Media**

A media category reflecting free publicity that a company receives via customers talking or sharing aspects of the company or its brand through social networks and platforms.

**Reference:**

- What is Earned Media? (<http://barryhurd.com/2010/06/what-is-earned-media/>)
- 3 Easy Ways to Grow Earned Media (<http://mashable.com/2012/06/07/grow-earned-media/>)

**eCPC (effective Cost Per Click)**

The effective cost of each click, calculated by dividing total spend by the total number of clicks.

**Formula:**

$eCPC = \text{total earnings} / \text{total \# of clicks}$

**Reference:**

- Pay/Cost Per Click ([https://en.wikipedia.org/wiki/Pay\\_per\\_click](https://en.wikipedia.org/wiki/Pay_per_click))
- What is ECPM & ECPC in Adwords (<http://www.click-conversion.com/2012/06/20/what-is-ecpm-ecpc-in-adwords/>)

**eCPI (effective Cost Per Install)**

The action of dividing cost by both paid and organic installs.

**Formula:**

```
eCPI =
Cost of user acquisition funding
----- (divided by) -----
# of users acquired (including organics)
```

**Reference:**



- Pay/Cost Per Install ([https://en.wikipedia.org/wiki/Compensation\\_methods#Pay-per-install\\_.28PPI.29](https://en.wikipedia.org/wiki/Compensation_methods#Pay-per-install_.28PPI.29))
- How Do I Know I Have a Healthy Game? (<http://www.gamasutra.com/blogs/TrevorMcCalmont/20130228/187460/>)
- Moving from app cost per install to profit per install (<http://www.luxurydaily.com/moving-from-app-cost-per-install-to-profit-per-install/>)

### **eCPM (effective Cost Per Mille / Thousand)**

A useful reporting metric for measuring revenue generated across various marketing channels, eCPM is calculated by dividing total spend by the total number of impressions in thousands. For example, if a publisher earns \$200 from 40,000 impressions, the eCPM calculation would be  $(\$200/40,000) \times 1000$  giving an eCPM of \$5.00. The eCPM tells a publisher what they would have received if they sold the advertising inventory on a CPM basis (instead of a CPA, CPC, or CPT basis).

#### **Formula:**

$$\text{eCPM} = \frac{\text{Total spend}}{\text{Total \# of impressions} \times 1000}$$

#### **Reference:**

- Effective cost per mille ([https://en.wikipedia.org/wiki/ECPM#Effective\\_cost\\_per\\_mille](https://en.wikipedia.org/wiki/ECPM#Effective_cost_per_mille))
- Defined CPM and eCPM in AdSense (<http://www.roezer.com/cpm-ecpm/>)
- CTR, eCPM and CPC statistics, etc.. Advertising Methods ([http://www.acomputerportal.com/advertising\\_methods/ctr\\_ecpm\\_cpc\\_statistics.html](http://www.acomputerportal.com/advertising_methods/ctr_ecpm_cpc_statistics.html))

### **Ego (Trophy) Keyword**

Keywords that must be owned and produce top SEO ranking regardless of cost or return on investment (ROI).

- They may be your company name, your name, or a very vague and broad subject related to your industry.
- Occasionally these terms matter enough that you absolutely need to own them and you really need to have some sort of presence for them.

#### **Reference:**

- Keyword Focus – What Keyword Are You Optimizing For (<http://www.melbourneseoservices.com/keyword-focus-%E2%80%93-what-keyword-are-you-optimizing-for/>)
- SET ASIDE YOUR SEO EGO AND SET REASONABLE KEYWORD GOALS (<http://www.seosmarty.com/set-aside-your-seo-ego-and-set-reasonable-keyword-goals/>)

### **Endemic Advertising**

Placement of an ad where it represents a natural fit with surrounding editorial content or the demographics of users of the content.

#### **Reference:**

- What Is Endemic Advertising? (<http://smallbusiness.chron.com/endemic-advertising-10527.html>)
- Endemic advertisers versus demographic advertisers (<http://econsultancy.com/us/blog/3021-endemic-advertisers-versus-demographic-advertisers>)

### **Enhanced Campaigns (Google AdWords)**

A technique using a series of bid multipliers where the bid for a particular keyword can be adjusted by time of day, geographic location, and device. It also eliminates the ability to target desktops, mobiles and tablets in separate campaigns, with desktops and tablets now being lumped together, e.g., it is no longer possible to specifically target tablets.

#### **Reference:**

- About enhanced campaigns (Google) (<https://support.google.com/adwords/answer/2909484?hl=en>)
- 5 Tips for Google's Enhanced Campaigns (<http://www.practicalecommerce.com/articles/60153-5-Tips-for-Googles-Enhanced-Campaigns>)

### **Engagement Metrics**

The measurement of the impact of ads via "customer engagement". For example: clicks, mouseovers, video ad completion, and how long a visitor spends on a web site are typical engagement metrics.

#### **Reference:**

- Customer engagement as a metric ([https://en.wikipedia.org/wiki/Customer\\_engagement#Customer\\_engagement\\_as\\_a\\_metric](https://en.wikipedia.org/wiki/Customer_engagement#Customer_engagement_as_a_metric))
- The engagement metric defined (<http://blog.webanalyticsdemystified.com/weblog/2007/01/engagement-metric-defined-part-iv-in.html>)
- Engagement Metrics: What Are They? (<http://www.sitewit.com/2012/09/10/engagement-metrics-what-are-they/>)
- How do you calculate engagement? Part I (<http://blog.webanalyticsdemystified.com/weblog/2006/12/how-do-you-calculate-engagement-part-i.html>)

### **Engagement Rate**

The percentage of an audience that consumes a particular piece of editorial content.

- The advertising profit contribution of media is defined by the advertising revenue produced from page views minus the costs to create the content and sell the advertising.
- Digital media uses audience size and engagement rate to define salable inventory of page views.
- Engagement rate informs the publisher about the priorities for profits.
  - With a low engagement rate, a publisher needs to improve profits through audience development.
  - With a high engagement rate, a publisher needs to improve profits through more editorial.

#### **Reference:**

- Understanding Your Engagement Rate (<http://www.webmarketingpros.com/blog/understanding-your-engagement-rate/>)

- Measuring engagement rate on Facebook (<http://softlysoftlycatchmonkey.com/measuring-engagement-rate-on-facebook/>)

### >EVP (Earnings Per Visitor)

A breakdown of how much income a website or Internet company makes on average, based on the number of clicks or visitors it receives.

#### Reference:

- What is your EPV? (earnings per visitor) (<http://www.abestweb.com/forums/voting-booth-6/what-your-epv-earnings-per-visitor-34061.html>)
- Avg Earnings per visitor with adsense (<http://www.webmasterworld.com/forum89/7895.htm>)

### Exchange

See Ad Exchange.

### Exclusive

Ad programs giving one advertiser all ad units on a page, sections of a page or the entire website thus excluding other competitive advertisers.

#### Reference:

- Exclusive Advertising ([http://www.referral-network.org/Exclusive\\_Advertising.html](http://www.referral-network.org/Exclusive_Advertising.html))
- Exclusive Internet Advertising Services Agreement (<http://www.agreements.org/exclusive-internet-advertising-services-agreement.html/>)

### Exit Popup

See Exit Transfer.

### Exit Transfer

Occurs when a browser renders another window or ad when a user exits a page.

#### Reference:

- A Working Exit Popup (<http://kbeezie.com/cross-browser-exit-popup/>)
- Exit Splash – The Exit Popup Script (<http://www.marketinghub.info/exit-splash-the-exit-popup-script/>)

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## F

### Filmstrip

The IAB standard ad unit (300 x 3000 pixels) viewable through an ad slot (300 x 600 pixels) with five segments (300 x 600 pixels each).

#### Reference:

- IAB Filmstrip Style Guide (PDF) ([https://www.iab.net/media/file/IAB\\_Filmstrip\\_Style\\_Guide\\_v2.pdf](https://www.iab.net/media/file/IAB_Filmstrip_Style_Guide_v2.pdf))
- Filmstrip: What is it? (<http://adspecs.yahoo.com/adformats/richmedia/filmstrip>)

### First Party Cookies

Cookies that are used for login, user experience, and remarketing purposes. These cookies also refer to the domain of the website that a user is currently viewing and are left on the user's computer.

#### Reference:

- First Party vs. Third Party Cookies and Their Importance in Web Analytics (<http://startinga.com/2010/02/21/first-party-vs-third-party-cookies-and-their-importance-in-web-analytics/>)
- First party cookies ([https://www.rspca.org.uk/utilities/termsandconditions/privacy/details/-/article/EM\\_cookies\\_firstparty](https://www.rspca.org.uk/utilities/termsandconditions/privacy/details/-/article/EM_cookies_firstparty))
- So does moving to first-party cookies break the online advertising industry? (<http://www.adexchanger.com/data-driven-thinking/we-dont-need-no-stinkin-third-party-cookies/>)

### First Touch

Also known as *First Interaction*, is an attribution model in which 100% of credit for a conversion is given to the first impression a user saw. This is used less frequently than "Last Seen".

#### Reference:

- Analyzing Channel Contribution (<https://support.google.com/analytics/answer/1191204?hl=en>)
- Selecting the Best Attribution Model for Inbound Marketing (<http://www.seotakeaways.com/selecting-attribution-model-inbound-marketing/>)
- Attribution Modeling: Assumptions and Statistics (<http://voodooanalytics.com/attribution-modeling-assumptions-and-statistics-part-1/>)

### Fixed Bidding

In Pay Per Click (PPC) search engines, a method an advertiser uses to set the exact amount they are willing to pay for a keyword.

#### Reference:

- Pay per click ([https://en.wikipedia.org/wiki/Pay\\_per\\_click](https://en.wikipedia.org/wiki/Pay_per_click))
- What Is Keyword Bidding? (<http://www.seonotepad.com/seo/what-is-keyword-bidding/>)

### Flat Rate Pricing

Uses a fixed rate model for media instead of a CPC or CPM model.

#### Reference:

- Pros and Cons of Flat-Rate Billing ([http://webdesign.about.com/od/pricing/a/flatrate\\_hourly.htm](http://webdesign.about.com/od/pricing/a/flatrate_hourly.htm))
- Google AdWords Testing New Flat Rate Local AdWords Ad Pricing Model (<http://ppcblog.com/google-adwords-testing-new-flat-rate-local-adwords-ad-pricing-model/>)

### **Flight (Dates)**

The start date and end date of an ad campaign. The lifetime of an ad campaign can also be indefinite.

#### **Reference:**

- **Flighting** ([https://en.wikipedia.org/wiki/Flighting\\_\(advertising\)](https://en.wikipedia.org/wiki/Flighting_(advertising)))
- **Scheduling Strategies for Advertising Campaigns** (<http://drypen.in/advertising/scheduling-strategies-for-advertising-campaigns.html>)
- **Flights** (<http://help.adzerk.com/Flights>)

### **Floating Ad**

An ad in a separate window or animation sequence that floats above the web page.

#### **Reference:**

- **How Web Advertising Works: Floating Ads** (<http://computer.howstuffworks.com/web-advertising6.htm>)
- **Floating Ads: Benefits of Floating Ads** (<http://www.mojorichmedia.com/floating-ads>)

### **Flog**

A "Fake Blog" is termed as a "Flog". Used by advertisers and ad agencies to impersonate a fan page that promotes/recommends a specific advertiser.

#### **Reference:**

- **What the Hell is... Flog?** (<http://www.thehalogroup.net/blog/1/2008/05/What-the-Hell-is-Flog.cfm>)
- **Flogging: Advertising or not – it's wrong.** (<http://www.chrisabraham.com/2008/08/20/flogging-advertising-or-not-its-wrong-wrong-or-not-its-inevitable/>)

### **Freemium**

A business practice offering basic services for free while charging premiums for special or advanced features.

#### **Reference:**

- **EXPLAINER: What Is The Freemium Business Model?** (<http://www.businessinsider.com/what-is-the-freemium-business-model-2011-4?op=1>)
- **The Complete Guide To Freemium Business Models** (<http://techcrunch.com/2011/09/04/complete-guide-freemium/>)

### **Frequency**

How often an ad is shown in a during a specified period of time. Advertisers must be careful to avoid overexposure by showing ads too frequently.

#### **Reference:**

- **Effective frequency** ([https://en.wikipedia.org/wiki/Effective\\_frequency](https://en.wikipedia.org/wiki/Effective_frequency))
- **Advertising Frequency: How Many Times Is It Effective?** (<http://www.abiederman.com/marketing/advertising-frequency-how-many-times-is-it-effective.html>)
- **Reach and Frequency** (<http://www.texas.net/%7Esquare1/mark4d.html>)

### **Frequency capping**

A limit placed on an ad that determines how many times it can be shown to a user.

#### **Reference:**

- **Frequency capping** ([https://en.wikipedia.org/wiki/Frequency\\_capping](https://en.wikipedia.org/wiki/Frequency_capping))
- **Frequency Capping** ([http://www.adspeed.com/Knowledges/250/Ad\\_Targeting\\_Restrictions/Frequency\\_Capping.html](http://www.adspeed.com/Knowledges/250/Ad_Targeting_Restrictions/Frequency_Capping.html))
- **Online Advertising Management: Frequency Capping To Optimize Ad Revenues** (<http://www.masternewmedia.org/online-advertising-management-frequency-capping-to-optimize-ad-revenues/>)
- **Privacy by Design: Frequency Capping** (<https://techatftc.wordpress.com/2012/07/03/privacy-by-design-frequency-capping/>)

### **Funnel**

See Conversion Funnel.

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## **G**

### **Gap Surfing**

A technique used to ensure that a bid meets and maintains a desired target rank.

#### **Reference:**

- **webdynamic: GAP SURFING** (<http://www.webdynamic.com.au/glossary/g/gap-surfing.html>)
- **Bid jamming and gap surfing** (<http://www.netconcepts.com/bid-jamming-and-gap-surfing/>)

### **Gateway Page / Doorway Page / Bridge Page**

An optimized, non-information bearing web page ("Click here to enter") created for keyword targeting, hoping to improve a site's search engine ranking in response to keyword searches.

#### **Reference:**

- **The Science of "Gateway" Pages** (<http://webmarketingtoday.com/articles/search-higher/>)
- **Example: GATEWAY ADVERTISING** (<http://www.streamaudio.com/GatewayAdvertising.aspx>)

### **Geo-fencing**

A technology that allows an advertiser to:

- Select a geographic point using latitude and longitude information.
- Create a virtual "fence" around that point of a given radius.

For example, an advertiser can pinpoint a bank branch, then deliver a specific ad to anyone who comes within a 200 meter radius. Ads delivered through geo-fencing typically yield higher conversions and better ROI for advertisers.

**Reference:**

- Geo-fence (<https://en.wikipedia.org/wiki/Geo-fence>)
- Geo-Fencing (<http://www.valueline.com/Stocks/Commentaries/Geo-Fencing.aspx>)
- "Geofencing" enables new location-based apps, raises privacy concerns (<http://venturebeat.com/2010/04/23/geofencing-pushes-services-to-phones/>)

**Geo-Targeting / Geographic Targeting**

An active response to Geo-Location, this is based on a users location, or a location used as a means of finding specific audiences for an ad campaign.

**Reference:**

- Geotargeting (<http://adservingolutions.com/targeting/geo-targeting/>)
- Increase Conversions with Geo Targeting (<http://blog.kissmetrics.com/geo-targeting/>)

**GIF89a (Animated GIF)**

A GIF animation tool used to create sequences of images (allowing transparent background colors) simulating animation.

**Reference:**

- Animated GIF ([https://en.wikipedia.org/wiki/Graphics\\_Interchange\\_Format#Animated\\_GIF](https://en.wikipedia.org/wiki/Graphics_Interchange_Format#Animated_GIF))
- GIF89a (<http://en.mimi.hu/marketingweb/gif89a.html>)

**Google Dance**

The periodic updating of the Google Search engine index servers.

**Reference:**

- Google Dance (<http://dance.efactory.de/>)
- What is the Google Dance? (<http://www.webworkshop.net/google-dance.html>)

**GPRS (General Packet Radio Service)**

Expanded GSM (Global System for Mobile) communication allowing the transmission of data packets.

**Reference:**

- General Packet Radio Service ([https://en.wikipedia.org/wiki/General\\_Packet\\_Radio\\_Service](https://en.wikipedia.org/wiki/General_Packet_Radio_Service))
- GPRS (<http://www.gsma.com/aboutus/gsm-technology/gprs>)

**Gross Impression**

This is the number of exposures (total) to an online ad or message.

**Reference:**

- Gross Impression and Unique Impression ([http://www.adspeed.com/Knowledges/10/Ad\\_Metrics/Gross\\_Impression\\_Unique\\_Impression.html](http://www.adspeed.com/Knowledges/10/Ad_Metrics/Gross_Impression_Unique_Impression.html))
- Gross And Unique Ad Impression (<http://blog.webhosting.uk.com/web-hosting/gross-and-unique-ad-impression/>)

**Gross Rates**

Ad agencies bill their clients for purchased media via this method.

**Reference:**

- What is the difference between gross and net advertising rates? (<http://smallbusiness.yahoo.com/advisor/answers/other-advertising-and-marketing-20090127130509AAOpWzS.html>)
- The Myth of Gross and Net Rates in Media Buying (<http://avenueright.com/entries/70/the-myth-of-gross-and-net-rates-in-media-buying>)

**GRP (Gross Rating Points)**

A way of determining the sum of ratings for a specific media item or schedule.

**Formula:**

Gross Rating Points (GRPs) =  
Reach (multiplied by) Frequency.  
This is expressed as a percentage (%).

**Reference:**

- Gross rating point ([https://en.wikipedia.org/wiki/Gross\\_Rating\\_Point](https://en.wikipedia.org/wiki/Gross_Rating_Point))
- Gross Rating Points (GRPs) (<http://www.marketing-metrics-made-simple.com/gross-rating-points.html>)

**GSI (Graphical Search Inventory)**

Graphic (not text) search ads served through contextual ad networks (like Google Adsense) that are synchronized to user-entered keywords or phrases.

**Reference:**

- Graphical search inventory (<http://www.searchengineoptimising.com/glossary/seo-glossary-of-terms/graphicalsearchinventory>)
- Graphical Search Inventory (GSI) Definition (<http://cutterank.net/graphical-search-inventory-gsi-definition/>)

**Guaranteed Premium Inventory**

Inventory that is pre-sold by an in-house sales team. Also see Premium Inventory.

## Reference:

- What Does “Premium Inventory” Actually Mean? (<http://www.digiday.com/agencies/what-does-premium-inventory-actually-mean/>)
  - Defining Programmatic Guaranteed: The Problems with RTB for Premium Inventory (<http://www.the-makegood.com/2013/01/21/defining-programmatic-guaranteed-the-problems-with-rtb-for-premium-inventory/>)
  - Programmatic Premium (Guaranteed!) Explained (<http://www.exchangewire.com/blog/2013/02/20/paulo-cunha-co-founder-ceo-shifforward-breaks-down-programmatic-vs-premium-guaranteed-buys/>)
- 

## H

### Half-Page Ad

This is the standard ad unit as defined by the IAB, 300 x 600 pixels. A larger size is also sometimes used, 336 x 850 pixels.

#### Reference:

- Half Page Ad Format (300 x 600) – The Less Known Ad Format (<http://thecustomizewindows.com/2011/09/half-page-ad-format-300-x-600-the-less-known-ad-format/>)
- Halfpage Ad (<http://mediaplace.united-internet-media.de/en/products/display-advertising/special-sizes/halfpage-ad/halfpage-ad.html>)

### Hashtag (#)

A method used to group/tag all Twitter tweets related to a specific topic.

#### Reference:

- Tweet Your Message to a Larger Audience with Hashtags (<http://www.twitip.com/tweet-your-message-to-a-larger-audience-with-hashtags/>)
- The Twitter Hash Tag: What Is It and How Do You Use It? (<http://www.techforluddites.com/2009/02/the-twitter-hash-tag-what-is-it-and-how-do-you-use-it.html>)

### Hero Ads (Microsoft)

Search ad techniques that render banner ads above a brand’s organic listing and sitelinks.

#### Reference:

- FAQ: All About The Banner Ad Test In Google’s Search Results (<http://searchengineland.com/faq-all-about-the-banner-ad-test-in-googles-search-results-175045>)
- Microsoft Pilots Giant Brand "Hero Ads" In Bing Smart Search For Windows 8.1 (<http://searchengineland.com/microsoft-pilots-hero-ads-for-branded-search-queries-on-windows-8-1-smart-search-175526>)

### Hidden Text / Invisible Text

A search engine marketing spam technique filling web pages with keywords whose text/font-color is the same as the background-color of the page.

#### Reference:

- Hidden Text Can be Disastrous for Your Website (<http://www.viralseoservices.com/html-hidden-text.php>)
- Why Hidden Text is Bad (<http://www.search-marketing.info/traps/hidden.htm>)

### HiveMind

A connected target audience is a HiveMind that has constellated around a particular product or service.

- HiveMind audiences stay connected in many ways.
  - They read blogs.
  - They use RSS feeds to stay in contact with minimal effort.
  - They join social networks to affirm their bonds.
  - They pass along information about themselves and about others.
  - They share who they are and what they are about.
- Marketing to a HiveMind isn't something that can be done from the outside.
  - You can't blast them with ads, spam them with emails, fill their mailboxes with junkmail, or interrupt their TV programs with commercials. It just doesn't work.
  - You have to engage them, and that means understanding their collective consciousness, their HiveMind.

#### Reference:

- Hive mind ([https://en.wikipedia.org/wiki/Hive\\_mind](https://en.wikipedia.org/wiki/Hive_mind))
- The Internet as Hive Mind (<http://bigthink.com/ideafeed/the-internet-as-hive-mind>)

### Hot Spot

Used in rich-media advertising to create links to other media or to measure interaction with media. It is normally an interactive button or toggle on a web page that is invisible to the user.

#### Reference:

- Adding Hotspots (<http://community.articulate.com/tutorials/products/adding-hotspots/revision/2.aspx>)
- Invisible Buttons are a Bad Idea (<http://www.virgentech.com/blog/2009/06/invisible-buttons-are-a-bad-idea.html>)

## HTML Banner

A rich media ad format defined by the IAB that allows interaction with an ad unit.

**Reference:**

- Web Graphics - Creating Ad Banners (<http://web-wise-wizard.com/web-graphics-design/iab-caseie-advertising-banner-standard-sizes.html>)
- Web banner ([https://en.wikipedia.org/wiki/Web\\_banner](https://en.wikipedia.org/wiki/Web_banner))

**Hybrid Campaign**

An ad campaign pricing model focusing on multiple criteria as in measuring both CPM and CPC.

- It is also considered a combination of two or more online marketing payment models.

**Reference:**

- Hybrid deals growing in onlineads ([http://news.cnet.com/Hybrid-deals-growing-in-online-ads/2100-1017\\_3-225361.html](http://news.cnet.com/Hybrid-deals-growing-in-online-ads/2100-1017_3-225361.html))
- Hybrid advertising campaign (<http://www.freshpatents.com/Hybrid-advertising-campaign-dt20090820ptan20090210385.php>)
- The hybrid future of online ad targeting (<https://www.imediaconnection.com/printpage/printpage.aspx?id=29805>)

**Hyper Local**

A targeting type serving ads based on a user's location via their mobile device with GPS.

**Reference:**

- Hyper-Local Mobile Advertising (PDF) ([http://www.ngcustomerexperience.com/media/whitepapers/2013/Hyper-Local\\_Mobile\\_Advertising.pdf](http://www.ngcustomerexperience.com/media/whitepapers/2013/Hyper-Local_Mobile_Advertising.pdf))
- Geo-Targeting and Hyper-Local Marketing Keys to Mobile Ad Growth (<http://www.bluefountainmedia.com/blog/geo-targeting-and-hyper-local-marketing-keys-to-mobile-ad-growth/>)

**I**

**IAB (Interactive Advertising Bureau)**

A premier industry association that educates members of the advertising community about interactive advertising and is dedicated to the proliferation of the interactive advertising marketplace.

**Reference:**

- Interactive Advertising Bureau (<https://www.iab.net/>)
- Company Overview of Interactive Advertising Bureau Inc. (<http://investing.businessweek.com/research/stocks/private/snapshot.asp?privcapId=7959663>)

**iAd**

Apple's ad platform that allows the embedding of ads into iPhone, iPod Touch and iPad applications.

**Reference:**

- Apple iAd (<http://advertising.apple.com/>)
- iAd (<https://en.wikipedia.org/wiki/IAd>)

**iframe**

A HTML element/tag that opens a separate browser window of a specified size (usually smaller) within the primary browser window viewed by the user. The purpose is to control the size of content and prevent an ad from dominating the screen.

**Reference:**

- iframe vs JavaScript Tags (<http://www.knowonlineadvertising.com/sharing-knowledge/popular-third-party-tags/iframe-vs-jscript-tags/>)
- IFRAME - Inline Frame (<http://htmlhelp.com/reference/html40/special/iframe.html>)
- iframe - Mozilla Developer Network (<https://developer.mozilla.org/en-US/docs/Web/HTML/Element/iframe?redirectlocale=en-US&redirectslug=HTML%2FElement%2Fiframe>)

**Impressions**

A measure of the number of times an ad is displayed, without regard to if the ad is ever clicked.

**Reference:**

- Impression (online media) ([https://en.wikipedia.org/wiki/Impression\\_\(online\\_media\)](https://en.wikipedia.org/wiki/Impression_(online_media)))
- Ad impressions (<https://support.google.com/adsense/answer/44743?hl=en>)
- What is an Impression? (<http://www.brickmarketing.com/define-impression.htm>)

**In-App Payments**

Also referred to as the 'Freemium' model, it is one of the dominant monetization models in the mobile app industry. It allows web content to initiate a payment for a digital good and receive a confirmation from a payment provider of the purchase.

**Reference:**

- 4 Ways In-App Purchasing Will Change Mobile (<http://mashable.com/2011/07/19/in-app-purchases/>)
- In-app Payments (<https://docs.playspan.com/display/wiki/In-app+Payments>)

**In-banner Video Ads**

Video ads that are played in standard banner placements.

**Reference:**

- In-banner Video Ad Format (<http://www.batanganetwork.com/advertisers/ad-specs/in-banner-video-ad-format/>)
- In-Banner Video Advertising (<http://www.clickz.com/clickz/column/1711910/in-banner-video-advertising>)
- Streaming Video: In-Stream vs. In-Banner ([http://www.imediaconnection.com/article\\_login.aspx?id=5620](http://www.imediaconnection.com/article_login.aspx?id=5620))

### **Insertion Order (IO)**

This is a legal contract detailing ad campaign specifications, including payment conditions, etc. between respective parties.

#### **Reference:**

- Insertion Order ([https://en.wiktionary.org/wiki/insertion\\_order#English](https://en.wiktionary.org/wiki/insertion_order#English))
- Insertion Order Example (<http://adportal.pointroll.com/Terms.aspx>)
- IOs - Insertion Orders - what are they? (<http://www.moneymakerdiscussion.com/forum/traffic-depot-ppc-ppv-media-buys/18681-ios-insertion-orders-what-they.html>)
- Insertion Order [Sample Agreement] (<http://270legal.com/insertion-order-2/>)
- The IAB and Insertion Orders (<https://www.imediaconnection.com/content/10295.imc>)

### **In-stream Video**

Video ads that are played in video players on web pages.

#### **Reference:**

- What Is In-Stream Advertising? (<http://smallbusiness.chron.com/instream-advertising-36316.html>)
- Streaming Video: In-Stream vs. In-Banner ([http://www.imediaconnection.com/article\\_login.aspx?id=5620](http://www.imediaconnection.com/article_login.aspx?id=5620))
- Digital Video In-Stream Ad Metrics Definitions ([https://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/digitalvideo/dv\\_metrics\\_definitions](https://www.iab.net/iab_products_and_industry_services/508676/digitalvideo/dv_metrics_definitions))

### **Interaction Rate**

This is the percentage of interacted ad impressions.

#### **Formula:**

```
Interaction Rate =
Total Interactions
---(divided by)---
Total Impressions x 1000
```

#### **Reference:**

- Interaction rate (<https://support.google.com/adwords/answer/90981?hl=en>)
- PointRoll 2011 Benchmark Report: Interaction Rate (<http://blog.pointroll.com/insights/pointroll-2011-benchmark-report-interaction-rate/>)
- Interaction Rate ([https://www.iab.net/wiki/index.php/Interaction\\_Rate](https://www.iab.net/wiki/index.php/Interaction_Rate))

### **Interactions**

A measurement of the number of ad impressions that resulted in a user interaction (mouseover or click-thru).

#### **Reference:**

- Standard metrics (<https://support.google.com/richmedia/answer/117681?hl=en>)
- User interaction-biased advertising (<http://www.freshpatents.com/User-interaction-biased-advertising-dt20080515ptan20080114639.php>)
- Mobile Interaction Metrics: Addressing the 'Fat Fingers' Problem (<http://www.clickz.com/clickz/column/2236639/mobile-interaction-metrics-addressing-the-fat-fingers-problem>)

### **Interactive Agency**

This is an ad agency providing web development, online advertising/marketing, and e-Commerce, e-Business solutions.

#### **Reference:**

- Interactive agencies ([https://en.wikipedia.org/wiki/Advertising\\_agency#Interactive\\_agencies](https://en.wikipedia.org/wiki/Advertising_agency#Interactive_agencies))
- Geary LSF - OUR EXPERTISE (<http://www.gearylsf.com/our-expertise/>)

### **Interruption Marketing / Outbound Marketing**

The promotion of a product, service, etc. through continuous (annoying) advertising, sales attempts, and public relations.

#### **Reference:**

- Interruption marketing ([https://en.wikipedia.org/wiki/Interruption\\_marketing](https://en.wikipedia.org/wiki/Interruption_marketing))
- Interruption Marketing vs. Inbound Marketing (<http://www.webholism.com/blog/holly-strauss/interruption-marketing-vs-inbound-marketing/>)

### **Interstitial Ad**

An intrusive, full-page ad unit delivered on top of a web page's content without a user's request.

#### **Reference:**

- Interstitial Advertisements (<http://imarketingsolutions.com/interstitial.htm>)
- Interstitial Ads - How it Works? (<http://www.clicksor.com/interstitials-ads>)

### **In-Text Video Ads**

Pop-up ad units activated when a user passes or mouses over a text hyperlink.

#### **Reference:**

- In-Text Video Ads ([https://www.iab.net/wiki/index.php/In-Text\\_Video\\_Ads](https://www.iab.net/wiki/index.php/In-Text_Video_Ads))
- Vibrant Media Debuts In-Text Video Ads (<http://www.dmnews.com/vibrant-media-debuts-in-text-video-ads/article/91703/>)

### Interstitial Ad

An intrusive, full-page ad unit delivered without a user's request while they are in the process of navigating to another page.

#### Reference:

- Interstitial (PDF) (<https://www.cmgorlando.com/ad-specs/introstitial.pdf>)
- SITE INTROSTITIAL ADS (<http://broadcastengineering.com/advertisers/online-opportunities/site>)

### Inventory

The available space on a web page for ads to be served. Inventory is sold by publishers.

#### Reference:

- What Does Advertising Inventory Mean? (<http://smallbusiness.chron.com/advertising-inventory-mean-35920.html>)
- What is online ad inventory? ([http://www.snap2eyes.com/docs/articles/ad\\_inventory\\_shortage.aspx#p1](http://www.snap2eyes.com/docs/articles/ad_inventory_shortage.aspx#p1))
- You can't manage online ad inventory like a stock market (<http://venturebeat.com/2010/02/23/you-cant-manage-online-ad-inventory-like-a-stock-market/>)

### IO (Insertion Order)

See Insertion Order (IO)

## J

### Jump Page / Landing Page

A destination page for users who clicked on a link in an ad, carrying further information relative to the ad link.

#### Reference:

- jump page (<http://www.netlingo.com/word/jump-page.php>)
- What Is Jump Page Ad? A Simple Definition (<http://cuterank.net/jump-page-ad-definition/>)

## K

### KPI (Key Performance Indicators)

Refers to and identifies the primary and secondary goals of a marketing campaign and is based on specific consumer actions, i.e., CTR, etc.

#### Reference:

- What is a Key Performance Indicator (KPI)? (<http://www.ap-institute.com/Key%20Performance%20Indicators.html>)
- KPI: What Is a Key Performance Indicator? (<http://mashable.com/2013/05/11/kpi-definition/>)

### KPI (Key Performance Initiators)

A set of metrics used to measure the performance of an organization or a particular campaign.

#### Reference:

- How to Monitor a Pay-per-click Ad Campaign (<http://webmarketingtoday.com/articles/how-to-monitor-a-pay-per-click-ad-campaign/>)
- Evaluating Key Metrics In Online Advertising (<http://www.hooqy.com/evaluating-key-metrics-in-online-advertising/>)
- Key Performance Metrics of Product Online Marketing Campaign for each CDJ Stage (<https://shreyashivangi.wordpress.com/2013/01/03/key-performance-metrics-of-product-online-marketing-campaign-for-each-cdj-stage/>)
- 9 Mobile App KPIs to Know (<http://mashable.com/2013/09/04/mobile-app-metrics/>)

### Keywords

Keywords are terms placed in a search query to discover related web pages, allowing advertisers to bid on them as part of their marketing strategy.

#### Reference:

- How to Use Keywords in Your Online Ad Campaign (<http://forum.web.com/how-to-use-keywords-in-your-online-ad-campaign/>)
- Keyword advertising ([https://en.wikipedia.org/wiki/Keyword\\_advertising](https://en.wikipedia.org/wiki/Keyword_advertising))

### Keyword Density / Keyword Weight

Refers to the number of times a keyword appears on a web page as a percentage of the total number of words on that page. The industry recommended keyword density level should be 5% or less.

#### Formula:

$$\text{Keyword Density} = \frac{\text{\# of repeats of the keyword}}{\text{Total number of words on the page (multiplied by) 100}}$$

#### Reference:

- What is Keyword Density? ([http://webdesign.about.com/od/seo/f/keyword\\_density.htm](http://webdesign.about.com/od/seo/f/keyword_density.htm))
- How Keyword Density, Frequency, Prominence and Proximity Affects Search Engine Rankings (<http://www.mikes-marketing-tools.com/marketing-tips/keyword-densities.html>)



### **Keyword Proximity**

Indicates how close two keywords are to each other on a web page.

#### **Reference:**

- Google SEO – Using Keyword Proximity Correctly (<http://www.seowizz.net/2009/04/google-seo-using-keyword-proximity-correctly.html>)
- Keyword Prominence, Density, Proximity and Frequency – SEO Tips (<http://seomagz.com/2011/01/keyword-prominence-density-proximity-frequency-seo-tips/>)

### **Keyword Rank / Keyword Search**

Keyword Rank is the position or placement of a keyword in a search result.

#### **Reference:**

- How to Get Higher Keyword Ranking: Strategic Placement of Keywords (<http://www.loriswebs.com/keywordstrategy.html>)
  - Findable Content Marketing: 3 Google Keyword Tool Tips (<http://contentmarketinginstitute.com/2013/01/google-keyword-tool-tips/>)
- 

## **L**

### **Landing Page / Jump Page**

The page on which a user "lands" after clicking an ad or link.

#### **Reference:**

- Landing page ([https://en.wikipedia.org/wiki/Landing\\_page](https://en.wikipedia.org/wiki/Landing_page))
- Landing page definition (<https://support.google.com/adwords/answer/14086?hl=en>)
- Landing Pages for PPC (<http://unbounce.com/ppc-landing-pages/>)

### **Large Rectangle (IAB)**

The IAB definition for a standard ad unit size of 336 x 280 pixels.

#### **Reference:**

- IAB New Ad Units (<http://www.clickz.com/clickz/column/1710357/iab-new-ad-units-whats-next>)
- Display Ad Sizes ([http://www.framingham.com/advertise/display\\_ad.htm](http://www.framingham.com/advertise/display_ad.htm))

### **Last Click**

A type of attribution model that pays 100% of credit for a conversion to the last impression that was clicked by the user.

#### **Reference:**

- Last Click Attribution (<http://willmarlow.com/last-click-attribution/>)
- Which Ad Attribution Model Should You Use? (<http://mashable.com/2012/07/26/ad-attribution-model/>)
- What is Last click attribution model (<http://digitalmarketing-glossary.com/What-is-Last-click-attribution-model-definition>)

### **Last Seen**

A type of attribution model that pays 100% of credit for a conversion to the last impression that was seen by the user.

#### **Reference:**

- Marketing Attribution (<http://www.inc.com/jon-morris/marketing-attribution-what-you-need-to-know.html>)
- The Attribution Model: Unmasking Bad Behaviors (<http://www.clickz.com/clickz/column/2111792/attribution-model-unmasking-bad-behaviors>)
- Marketing Attribution: What You Need to Know (<http://www.inc.com/jon-morris/marketing-attribution-what-you-need-to-know.html>)

### **Last Touch (conversion attribution model)**

Using a last touch attribution model, 100 percent of the credit for a conversion goes to the last view or click before a conversion. For example:

- A re-targeted display ad would get 100 percent of the credit even though the customer interacted with the brand a number of times before converting.
- Advertisers learn exactly which types of views and clicks directly preceded a conversion.
- Only one touch point is tracked so data collection requirements are low.

#### **Reference:**

- Understanding First Touch vs. Last Touch Conversion Attribution Modeling (<http://www.thatagency.com/design-studio-blog/2013/08/first-touch-vs-last-touch-conversion-attribution/>)
- Understanding How Your Marketing Analytics Gives Credit for Conversions (<http://blog.hubspot.com/blog/tabid/6307/bid/32435/Understanding-How-Your-Marketing-Analytics-Gives-Credit-for-Conversions.aspx>)

### **Latency**

Latency is the time it takes for one data packet to traverse a network connection with low latency being preferred over high latency.

#### **Reference:**

- Network Bandwidth and Latency ([http://compnetworking.about.com/od/speedtests/a/network\\_latency.htm](http://compnetworking.about.com/od/speedtests/a/network_latency.htm))
- What is Network Latency? (<http://www.smutz.us/techtips/NetworkLatency.html>)

### **Lead Generation**

The process of generating leads for products and/or services and activated when a user completes and then submits a form to provide more data about a product or service.

**Reference:**

- Online lead generation ([https://en.wikipedia.org/wiki/Online\\_lead\\_generation](https://en.wikipedia.org/wiki/Online_lead_generation))
- IAB - Lead Generation Guidance ([https://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1476](https://www.iab.net/iab_products_and_industry_services/1421/1443/1476))

**Lead Nurturing**

Lead nurturing is the process of cultivating leads that are not yet ready to buy.

- Successful lead nurturing anticipates the needs of the buyer based on who they are (using profile characteristics like title, role, industry, and so on) and where they are in the buying process.
- Lead nurturing keeps prospects engaged by providing the most relevant content (such as white papers and webinars) for their situation.

**Reference:**

- Lead Nurturing With Online Ads: The Future of Retargeting? (<http://www.clickz.com/clickz/column/2290921/lead-nurturing-with-online-ads-the-future-of-retargeting/>)
- 6 Steps to Turn Your Online Lead Generation Into Lead Nurturing (<http://www.convinceandconvert.com/conversion-optimization/6-steps-to-turn-your-online-lead-generation-into-lead-nurturing/>)

**Lead Scoring**

The predictive ranking of the value of one lead versus another to the organization.

- Common sources of data for Lead Scoring include explicit information such as:
  - Demographics
  - BANT criteria (Budget, Authority, Need and Timeline)combined with implicit or behavioral observations.

**Reference:**

- Lead Scoring Program Fundamentals (<http://www.onlinemarketinginstitute.org/classes-4/lead-scoring-program-fundamentals/>)
- What is Lead Scoring? (<http://digital-marketing-university.com/Articles/Kentico-Quick-Guide-Lead-Scoring.aspx>)

**Leaderboard**

An IAB standard ad unit equivalent to 728 x 90 pixels.

**Reference:**

- The 728x90 or Leaderboard is a Branding Ad Unit ideal for the Top of Pages (<http://www.gourmetads.com/solutions/display-advertising/728x90>)
- IAB Display Advertising Guidelines (<http://www.iab.net/guidelines/508676/508676/displayguidelines>)

**Lift**

The percentage increase in performance that can be credited to advertising.

**Reference:**

- Brand Lift Metrics (<http://brandlift.vizu.com/solutions-technology/platform/brand-lift-metrics/>)
- What is advertising lift? (<http://answers.yahoo.com/question/index?qid=1006051616075>)
- How to measure lift from any marketing effort (<http://measuringmarketing.blogspot.com/2008/06/how-to-measure-lift-from-any-marketing.html>)

**Linear Video Ad**

An ad (video) that runs before (pre-roll), during (mid-roll) or end (post-roll) of a video program that a user selected.

**Reference:**

- Linear vs. Non-linear Online Video Ads (<http://www.videoadstore.com/linear-vs-non-linear-online-video-ads.asp>)
- Linear Ads ([http://support.ooyala.com/developers/documentation/concepts/monetization\\_ads\\_instream.html](http://support.ooyala.com/developers/documentation/concepts/monetization_ads_instream.html))

**Link Farming**

An attempt by web marketers to artificially increase their page rank/popularity by building inbound links and exchanging reciprocal links.

**Reference:**

- link farming ([http://www.webopedia.com/TERM/L/link\\_farming.html](http://www.webopedia.com/TERM/L/link_farming.html))
- link farm ([http://webdesign.about.com/od/seoglossary/g/bldef\\_linkfarm.htm](http://webdesign.about.com/od/seoglossary/g/bldef_linkfarm.htm))

**Location-Based Service(s)**

These services rely on, use, or incorporate the location of a device to provide or enhance a service.

**Reference:**

- Location-based service ([https://en.wikipedia.org/wiki/Location-based\\_service](https://en.wikipedia.org/wiki/Location-based_service))
- Introduction To Location-Based Services ([http://www.socialquickstarter.com/content/84-introduction\\_to\\_location-based\\_services](http://www.socialquickstarter.com/content/84-introduction_to_location-based_services))
- Location-based service - IT Law Wiki ([http://itlaw.wikia.com/wiki/Location-based\\_service](http://itlaw.wikia.com/wiki/Location-based_service))

**Long Tail**

Refers to publishers either in niche markets, with undesirable audiences, or few users whose ad inventory is difficult to monetize.

**Reference:**

- Long tail ([https://en.wikipedia.org/wiki/Long\\_tail](https://en.wikipedia.org/wiki/Long_tail))
- What is the Long Tail of Publishing? (<http://publishingtrendsetter.com/industryinsight/long-tail-publishing/>)
- What Is the Long Tail and How Does It Apply to Google? (<http://google.about.com/od/googleforbusiness/f/longtailfaq.htm>)

**Long Tail Keywords**

Search queries using more than two to three words when being defined by a user.

**Reference:**

- What are Long Tail Keywords? (<http://www.brickmarketing.com/define-long-tail-keywords.htm>)
- Long Tail Versus Short Tail Keywords (<http://www.marketinghub.info/long-tail-versus-short-tail-keywords/>)

**Look-alike Targeting**

Audience targeting that tries to identify a given audience with an existing customer profile and with users who exhibit similar characteristics as your customers.

**Reference:**

- Looking For the Look-Alikes (<http://www.clickz.com/clickz/column/1717014/looking-for-look-alikes>)
- Look-Alike Targeting ([http://www.ebayenterprise.com/marketing\\_solutions/display\\_retargeting/look\\_alike\\_targeting.php](http://www.ebayenterprise.com/marketing_solutions/display_retargeting/look_alike_targeting.php))

**Lookback Window (Latency Window)**

Usually a 14-day or 30-day window of time that is referenced with collecting data used to evaluate conversions or create bids.

**Reference:**

- Lookback windows (<https://support.google.com/dfa/partner/answer/156833?hl=en>)
- Setting Lookback Windows in Path to Conversion Reports (<http://doubleclickadvertisers.blogspot.com/2012/09/setting-lookback-windows-in-path-to.html>)
- Modeling conversions in online advertising (<http://udini.proquest.com/view/modeling-conversions-in-online-goid:614008238/>)

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**M****Make Good**

Provides an additional level of service when a publisher cannot timely serve the number of ad impressions as agreed with an advertiser.

**Reference:**

- Advertising terms and conditions (<http://www.current.org/advertise/advertising-terms-and-conditions/>)
- General Advertising Provisions (<http://images.forbes.com/fdc/terms.pdf>)

**Managed Publisher**

An independent publisher that is managed by an ad network or SSP (Supply Side Platform).

**Reference:**

- Independent vs. Self Publishing (<http://thewisdomhouse.com/indepenent-vs-self-publishing/>)
- Why Top Publishers Bash Ad Networks (<http://www.adotas.com/2008/06/why-top-publishers-bash-ad-networks/>)

**Marketer**

An advertiser that manages its own digital advertising strategy. Usually a larger entity and also referred to as a direct marketer.

**Reference:**

- Direct marketing ([https://en.wikipedia.org/wiki/Direct\\_marketing](https://en.wikipedia.org/wiki/Direct_marketing))
- Direct Marketing explained (<http://www.marketingplan.net/direct-marketing/>)
- Online Direct Marketing Definition (<http://www.requaweb.com/online-direct-marketing-definition.html>)

**MAU (Monthly Active Users)**

The number of unique individuals who interacted with your Page or its stories in the last 30 days.

**Reference:**

- Monthly Active Users ([https://en.wikipedia.org/wiki/Monthly\\_Active\\_Users](https://en.wikipedia.org/wiki/Monthly_Active_Users))
- A Note on Monthly Active Users (<http://www.socialbakers.com/resource-center/1633-a-note-on-monthly-active-users>)

**Media Analytics**

An evaluation of how well an ad campaign is delivering its objectives.

**Reference:**

- Online Media and Analytics: Attracting and Engaging New Readers (<http://www.digitalbookworld.com/2013/online-media-and-analytics-attracting-and-engaging-new-readers/>)
- HOW TO: Track Social Media Analytics (<http://mashable.com/2009/04/19/social-media-analytics/>)

**Media Plan**

A process used to determine, select and plan the needed media vehicles and strategies for an online marketing campaign.

**Reference:**

- Media planning ([https://en.wikipedia.org/wiki/Media\\_planning](https://en.wikipedia.org/wiki/Media_planning))
- Six Steps to Developing Your Public Relations and Media Plan (<http://marketing.about.com/cs/publicrelations/a/prplan6steps.htm>)
- Media Planning (<http://www.entrepreneur.com/encyclopedia/media-planning>)

### **Mediated Buying**

This involves two way buyer/seller electronic communication in a computer mediated environment in which the buyer controls the kind and amount of information received from the seller.

#### **Reference:**

- Interactive marketing communications (<http://www.marketing-online.co.uk/ch8.pdf>)
- What Is Programmatic Buying? (<http://www.adexchanger.com/online-advertising/define-programmatic-buying/>)
- Computer Mediated Transactions (<http://www.techpolicy.com/Articles/Computer-Mediated-Transactions.aspx>)

### **Medium Rectangle (IAB)**

IAB's standard for an online ad measuring 300 x 250 pixels.

#### **Reference:**

- IAB Display Advertising Guidelines (<http://www.iab.net/guidelines/508676/508676/displayguidelines>)
- Rectangle Ad ([http://www.marketingterms.com/dictionary/rectangle\\_ad/](http://www.marketingterms.com/dictionary/rectangle_ad/))

### **Meme**

A unit of cultural information, i.e., a popular song/tune, catchy phrase, fashions, etc. that spread virally and quickly evolve within cultures.

#### **Reference:**

- Meme (<https://en.wikipedia.org/wiki/Meme>)
- What is a Meme? (<http://thedailymeme.com/what-is-a-meme/>)

### **Metadata**

Data that describes other data.

#### **Reference:**

- Metadata (<https://en.wikipedia.org/wiki/Metadata>)
- Understanding Metadata - PDF (<http://www.niso.org/publications/press/UnderstandingMetadata.pdf>)
- Metadata - definition (<http://encyclopedia2.thefreedictionary.com/metadata>)

### **Metrics**

These are measures of performance (CTR, etc.) and/or characteristics of a medium (site traffic, etc.).

#### **Reference:**

- Essential Metrics for Online Marketers (<http://www.marketingexperiments.com/improving-website-conversion/online-marketing-metrics.html>)
- ONLINE ADVERTISING METRICS: A SIMPLE FRAMEWORK (<http://b2bdigital.net/2011/03/01/online-advertising-metrics-a-simple-framework/>)

### **Micro Ads**

Inexpensive paid advertisements (for example, those that appear on the edge of a search engine results page), where the relevancy of the ads to keywords makes a difference and not high tech graphics.

#### **Reference:**

- An Experiment in Micro-Advertising (<http://danny.oz.au/design/publicity/experiment/>)
- Micro Advertising (<http://www.pixelsitelinks.com/Micro-Advertising-Pixel-Ads.html>)

### **Micro Conversions**

Commitments made by visitors to a website, with those commitments just falling short of becoming a paying customer.

#### **Reference:**

- What is a micro-conversion? (<http://ioninteractive.com/post-click-marketing-blog/2010/2/22/what-is-a-micro-conversion.html>)
- Micro Conversions: The Key to Maximum Lifetime Customer Value (<http://unbounce.com/conversion-rate-optimization/micro-conversions-the-key-to-maximum-lifetime-customer-value/>)

### **Micro / Mini Sites**

This is a child website with one to three pages functioning as a low-level entity within an existing main website.

#### **Reference:**

- Microsites for Online Marketing (<http://www.51blocks.com/2012/03/06/microsite-online-marketing/>)
- Microsite Advertising (<http://emerging-advertising-media.wikispaces.com/Microsite+Advertising>)

### **Mid-roll Video Ad**

This is an online video commercial that appears during an online video and is some ten to fifteen seconds in length.

#### **Reference:**

- The Rise of The Mid-Roll Video Ad & Long-Form Content (<http://www.reelseo.com/rise-mid-roll-video-advertising/>)
- Mid-roll Video Ads Have Highest Completion Rates (<http://www.adoperationonline.com/2011/10/17/mid-roll-video-ads-have-highest-completion-rates-according-to-vindico-online-video-ad-study/>)

### **Minimum Bid**

The least amount of money an online advertiser bids to keep a keyword or phrase active in a PPC (Pay Per Click) ad campaign.

#### **Reference:**

- What are minimum bids? (<http://help.yahoo.com/l/us/yahoo/ysm/ps/bidding/bidding-04.html>)
- What determines the Minimum Bid for AdWords? (<http://certifiedknowledge.org/blog/what-determines-the-minimum-bid-for-adwords/>)

### **MMA (Mobile Marketing Association)**

A premier industry association dedicated to the proliferation of mobile marketing and its associated technology.

#### **Reference:**

- Mobile Marketing Association (<http://www.mmaglobal.com/about/who-we-are>)
- Mobile Marketing Best Practice guide (<http://www.mmaglobal.com/bestpractice>)

### **MMS (Multimedia Messaging Service)**

A text message with multimedia content (video, images, ringtones, etc.).

#### **Reference:**

- Multimedia Messaging Service ([https://en.wikipedia.org/wiki/Multimedia\\_Messaging\\_Service](https://en.wikipedia.org/wiki/Multimedia_Messaging_Service))
- MMS – Multimedia Messaging Service ([https://wiki.cdg.org/wiki/Multimedia\\_Messaging\\_Service](https://wiki.cdg.org/wiki/Multimedia_Messaging_Service))
- MMS (<http://www.messagesystems.com/resources-glossary-mms.php>)

### **Mobile DSP (Demand-Side Platform)**

A platform that enables mobile advertisers to manage all **ad** exchange and **data** exchange through a single interface.

#### **Reference:**

- Demand-Side Platform ([https://en.wikipedia.org/wiki/Demand-side\\_platform](https://en.wikipedia.org/wiki/Demand-side_platform))
- What is a Demand Side Platform or DSP? (<http://www.crowdsience.com/2011/07/what-is-a-demand-side-platform-or-dsp/>)
- Mobile Device Marketing - Demand Side Platforms (DSP) (<http://marketresearch.about.com/b/2011/02/18/mobile-device-marketing-demand-side-platforms-dsp.htm>)
- Buying Mobile Advertising using Mobile Demand Side Platforms (Mobile DSPs) (<http://www.mobyaffiliates.com/blog/buying-mobile-advertising-using-mobile-demand-side-platforms-dsps/>)

### **Mouseover Ad / Hover Ad**

Passing a mouse over an item/graphic which changes it to show that the item/graphic has a link to further information.

#### **Reference:**

- Hover ad ([https://en.wikipedia.org/wiki/Hover\\_ad](https://en.wikipedia.org/wiki/Hover_ad))
- How to kill annoying mouse-over pop-up ads forever! (<http://dascomputerconsultants.com/PopUps.htm>)

### **Mousetrapping**

Hidden attempts to keep a visitor on a website, for example by not making the [Back] button available or by making it continuously load the same page.

#### **Reference:**

- Mousetrapping (<http://www.marketingterms.com/dictionary/mousetrapping/>)
- What is Mousetrapping? (<http://marketingfaq.net/digital-marketing/mousetrapping/>)

### **MRAID ad (Mobile Rich Media As Interface Definitions - IAB)**

MRAID is an industry standard API for rich media ads running in mobile application written by the Interactive Advertising Bureau (IAB).

- MRAID defines a common API (Application Programming Interface) for mobile rich media ads that will run in mobile apps.
- It provides banner ads with a standard way to expand/collapse banners and handle other situations that are not possible in a mobile application environment.

#### **Reference:**

- Mobile Rich Media Ad Interface Definitions (MRAID) (<https://www.iab.net/mraid>)
- MRAID and its impact on rich media mobile advertising (<http://www.gomonews.com/mraid-and-its-impact-on-rich-media-mobile-advertising/>)
- 5 tips to ease the pain of rich media ad development ([http://www.imediainconnection.com/article\\_login.aspx?id=31156](http://www.imediainconnection.com/article_login.aspx?id=31156))

### **MSP (Marketing Service Provider)**

Companies that provide marketing services, both online and offline, and can include direct mail, email, social media, mobile, web, and display advertising.

#### **Reference:**

- Marketing Service Providers (MSPs) (<https://www.gartner.com/it-glossary/marketing-service-providers-msps>)
- Why do you need a (MSP) Marketing Services Provider? (<http://121multimedia.com/html/msp.html>)
- Becoming a Marketing Service Provider (MSP): Complacency and Apathy (<http://www.mindfireinc.com/resources/blog/becoming-a-marketing-service-provider-msp-complacency-and-apaty/>)

### **MTA (Multi-touch attribution)**

An attribution model that attempts to assign value to every observed touch point between the user and marketer before a conversion occurs. Touch points might include viewing online content, using an application, or any other desired action.

#### **Reference:**

- Data-driven Multi-touch Attribution Models (<http://www.turn.com/whitepapers/data-driven-multi-touch-attribution-models>)
- Data-driven Multi-touch Attribution Models - PDF (<http://users.cis.fiu.edu/%7Elzhen001/activities/KDD2011Program/docs/p258.pdf>)
- The Attribution Model: Unmasking Bad Behaviors (<http://www.clickz.com/clickz/column/2111792/attribution-model-unmasking-bad-behaviors>)

### **Multivariate Testing**

A technique used to increase conversion rates, allowing the simultaneous analysis of multiple variables to isolate each variable's individual effect.

#### **Reference:**

- Multivariate testing ([https://en.wikipedia.org/wiki/Multivariate\\_testing](https://en.wikipedia.org/wiki/Multivariate_testing))
- Multivariate Testing (<http://www.optimum7.com/internet-marketing/conversion-optimization/multivariate-testing.html>)

## **N**

### **NAI (Network Advertising Initiative)**

A self-regulatory, online advertising industry association focused on consumer education about online behavioral advertising (OBA).

#### **Reference:**

- Network Advertising Initiative ([https://en.wikipedia.org/wiki/Network\\_Advertising\\_Initiative](https://en.wikipedia.org/wiki/Network_Advertising_Initiative))
- NAI website
- Network Advertising Initiative - IT Law Wiki ([http://itlaw.wikia.com/wiki/Network\\_Advertising\\_Initiative](http://itlaw.wikia.com/wiki/Network_Advertising_Initiative))

### **>Native Ads**

Ads that are built into an advertising platform producing a tighter user experience with the ad content.

#### **Reference:**

- Native advertising ([https://en.wikipedia.org/wiki/Native\\_advertising](https://en.wikipedia.org/wiki/Native_advertising))
- How native ads are changing the online space (<http://www.bizreport.com/2013/02/how-native-ads-are-changing-the-online-space.html>)
- Ad Creation, Native Style (<http://www.mediapost.com/publications/article/197056/ad-creation-native-style.html#axzz2jEoboo7B>)

### **Negative Keyword Matching**

A technique that ensures your ad does not show for any search that includes specified keywords in the search query.

#### **Reference:**

- Advanced Negative Keyword Strategies (<http://www.e-storm.com/2011/10/advanced-negative-keyword-strategies/>)
- Negative Keywords (<http://msdn.microsoft.com/en-us/library/bing-ads-campaign-management-negative-keywords.aspx>)
- Defining Negative Keyword Match Types (<http://www.ppchero.com/defining-negative-keyword-match-types/>)

### **NFC (Near Field Communication)**

A set of standards for smartphones and other mobile devices that allows them to communicate over short distances (typically less than 4cm or 1-3/4") with powered/unpowered RFID (radio frequency identification) tags or other systems. Uses for NFC include contact-free transactions (a "virtual wallet"), simplified app installation, etc.

#### **Reference:**

- Near field communication ([https://en.wikipedia.org/wiki/Near\\_field\\_communication](https://en.wikipedia.org/wiki/Near_field_communication))
- NFC and Interoperability (<http://www.nfc-forum.org/aboutnfc/interop/>)
- Near Field Communication - Android Developers (<https://developer.android.com/guide/topics/connectivity/nfc/index.html>)

### **Net Rates**

Publishers and media owners are paid net rates for their advertising inventory.

#### **Reference:**

- Gross Vs Net Advertising Rates ([http://www.marketingprofs.com/ea/qst\\_question.asp?qstID=23886](http://www.marketingprofs.com/ea/qst_question.asp?qstID=23886))
- Media owners, advertisers seek common ground on rates, ABC (<http://nationalmirroronline.net/new/media-owners-advertisers-seek-common-ground-on-rates-abc/>)

### **Network**

See Ad Network

### **New Visitor**

Metric that records a first-time visitor to a website.

#### **Reference:**

- Online advertising ([https://en.wikipedia.org/wiki/Online\\_advertising](https://en.wikipedia.org/wiki/Online_advertising))
- Top Three Tips to Make Your Online Ads Click ([http://blogs.findlaw.com/official\\_findlaw\\_blog/2013/10/top-three-tips-to-make-your-online-ads-click.html](http://blogs.findlaw.com/official_findlaw_blog/2013/10/top-three-tips-to-make-your-online-ads-click.html))

### **Niche Website**

A website hosting specific and narrow (as opposed to broad) content with high-quality audiences that appeal to advertisers who can charge a higher CPM for those viewers.

#### **Reference:**

- How To Make Money Online Using Niche Content Websites (<http://entrepreneurs-journey.com/306/how-to-make-money-online-using-niche-content-websites/>)

- Advertising For Your Niche Websites (<http://www.streetdirectory.com/etoday/advertising-for-your-niche-websites-wcwfu.html>)

### Non-Linear Video Ads

Video ads running parallel to a video ad as it plays.

**Reference:**

- Non-linear Video Ads ([https://www.iab.net/wiki/index.php/Non-linear\\_Video\\_Ads](https://www.iab.net/wiki/index.php/Non-linear_Video_Ads))
- Delivering Non-Linear Ads (<http://www.longtailvideo.com/support/open-video-ads/25255/delivering-non-linear-ads>)

## O

### O&O (Owned and Operated Publisher)

A publisher that acts as a subsidiary and in which case the parent company receives 100% of the profit. This is opposed to a managed publisher that operates independently.

**Reference:**

- Publishing network models (<http://www.matmcalister.com/blog/2010/09/08/1681/publishing-network-models/>)
- O&O Definition (<http://media.about.com/od/mediatermsandglossary/g/Oando.htm>)

### OBA (Online Behavioral Advertising)

Advertising targeted toward users based on their browsing history. Also see DMA OBA Compliance.

**Reference:**

- What is Online Behavioral Advertising (OBA)? (<http://www.truste.com/consumer-privacy>)
- Online Behavioral Advertising & Mobile Marketing Guidelines for Interactive Marketing (<http://www.the-dma.org/cgi/disppressrelease?article=1357>)
- Perceptions of Online Behavioral Advertising (OBA) (<https://www.cippguide.org/2012/05/01/perceptions-of-online-behavioral-advertising-oba/>)

### oCVR (Optimized Conversion View-through Rate)

An oCVR view-through conversion occurs when an ad view leads directly to a valuable user action such as a purchase, sign-up, registration, lead, or view of a key page. oCVR measures the *effectiveness* or rate of unique impressions.

**Formula:**

```
oCVR =
# of impressions
--(divided by)--
# of clicks
```

**Reference:**

- What is a conversion? ([http://www.adspeed.com/Knowledges/776/Conversion/conversion\\_transaction.html](http://www.adspeed.com/Knowledges/776/Conversion/conversion_transaction.html))
- What is an impression? (<http://www.brickmarketing.com/define-impression.htm>)
- Pros and Cons of View-Through Conversion Tracking (<http://www.wordstream.com/blog/ws/2010/03/25/view-through-conversion-tracking>)
- Different Views of View-Through Tracking (<http://blog.mediaplex.com/2010/10/05/different-views-of-view-through-tracking/>)

### On Deck / Off Deck

Mobile marketing's use of a device's built-in software and features, and also to software external to a device.

**Reference:**

- Mobile: All Hands on Deck? ([http://www.imediaconnection.com/article\\_login.aspx?id=14508](http://www.imediaconnection.com/article_login.aspx?id=14508))
- Off Deck Boston: AdMob's Jeff Merkel on the off-deck mobile advertising opportunity (<http://www.gomonews.com/admob-jeff-merkel-off-deck-mobile-advertising-opportunity/>)

### Open Rate

In an email marketing campaign, this is the actual number of emails opened versus the total number of emails sent.

**Reference:**

- Open Rate ([https://en.wikipedia.org/wiki/Open\\_rate](https://en.wikipedia.org/wiki/Open_rate))
- Email Marketing: What's a Good Open Rate? (<http://www.hostway.com/web-resources/online-marketing/email-marketing/email-marketing-whats-a-good-open-rate/>)

### Opt In Email

A process where a user agrees to receive emails from a specific website or list.

**Reference:**

- Email Advertising (<http://www.getresponse.com/learning-center/glossary/opt-in-email-advertising.html>)
- 10 Benefits of Advertising through Opt-In Email (<http://www.americaint.com/guaranteed-traffic/opt-in-email-marketing.html>)

### Opt Out

The ability of a user to refuse interest and behavioral advertising via an opt-out cookie.

**Reference:**

- Opt Out of Interest-Based Advertising (<http://www.networkadvertising.org/choices/>)

- Opt Out From Online Behavioural Advertising (<http://youradchoices.ca/choices>)

### **Optimization**

A marketing strategy that targets ad inventory that will most likely provide a positive ROI for your campaigns.

#### **Reference:**

- Marketing Optimization 101 ([http://www.boston.com/business/blogs/global-business-hub/2013/06/marketing\\_optim.html](http://www.boston.com/business/blogs/global-business-hub/2013/06/marketing_optim.html))
- Marketing Optimization ([http://www.decisionanalyst.com/publ\\_art/MarketOptimization.dai](http://www.decisionanalyst.com/publ_art/MarketOptimization.dai))
- Marketing Strategies: Through Search Engine Optimization (SEO) (<http://goarticles.com/article/Marketing-Strategies-Through-Search-Engine-Optimization-SEO/7791098/>)

### **Organic Install / Listing**

An install done as a result of non-paid advertising.

#### **Reference:**

- What is considered an organic install? (<http://support.mobileapptracking.com/entries/22541681-What-is-considered-an-organic-install->)
- Introduction to Organic App Marketing and App Store Optimization (<http://www.slideshare.net/iseff/introduction-to-organic-app-marketing-and-app-store-optimization>)
- The Beginner's Guide to Mobile App Marketing (<http://www.quicksprout.com/2012/05/10/the-beginners-guide-to-mobile-app-marketing/>)
- There's no 'organic' on the App Store (<http://yardley.ca/2011/03/11/theres-no-organic-in-the-app-store/>)

### **Over Delivery**

Occurs when a website delivers more ad impressions than was guaranteed in an IO (Insertion Order).

#### **Reference:**

- IAB - Campaign delivery policies explained (<http://www.iabuk.net/news/campaign-delivery-policies-explained>)
- if an Advertisement Runs online And No one Sees it, is it ... (PDF) (<http://www.comscore.com/content/download/21001/1086791/file/Empirica-+Generalizations-in-Digital-Advertising.pdf>)

### **Overlay Ads**

Small, graphic ads positioned over a video's content.

#### **Reference:**

- Overlay Ads (<http://www.admedia.com/advertisers/overlay-ads/>)
- What Is Overlay Advertising? (<http://smallbusiness.chron.com/overlay-advertising-25447.html>)

## **P**

### **Package / Universal Ad Packaging**

The assembly of multiple, different ad units into one ad campaign that meets an advertiser's objectives.

#### **Reference:**

- IAB - Universal Ad Package (<https://www.iab.net/guidelines/508676/508767/UAP>)
- Which package is right for you? (<http://www.dispatchclassifieds.com/content/sections/customer-care/packages.html>)

### **Page Impression**

Filtered responses recorded at the content level by a web server to a page request from a user's browser.

#### **Reference:**

- Impression (<http://www.techterms.com/definition/impression>)
- What is an Impression? (<http://www.brickmarketing.com/define-impression.htm>)

### **Page Tag**

JavaScript embedded in web pages that enables web analytics software to record/count page views.

#### **Reference:**

- Page tag logs (<http://www.knowonlineadvertising.com/glossary/page-tag-logs/>)
- IAB - Site Tagging Best Practices (<https://www.iab.net/sitetagging>)

### **Paid Inclusion**

A fee-based listing offered by search engines and directories to advertisers that guarantees a listing (not a page ranking) in their databases.

#### **Reference:**

- Internet Marketing 101: What is paid inclusion? (<http://www.examiner.com/article/internet-marketing-101-what-is-paid-inclusion>)
- Paid Inclusion – Costs vs Benefits (<http://seanse.com/online-advertising/paid-inclusion/>)

### **Paid Listing**

Sold by ad search engines to advertisers via paid placement or paid inclusion programs.

#### **Reference:**



- Paid Search Advertising (<http://searchenginewatch.com/article/2064567/Paid-Search-Advertising-Google-AdWords-Yahoo-Search-Marketing-Microsoft-adCenter>)
- Identifying Paid Listing Results on Search Engines (<http://onlinebusiness.volusion.com/articles/identifying-paid-listing-results-on-search-engines/>)

### **Paid Media**

Specifically designed digital media that may be purchased to generate leads, mobile and video ads, social network ads, etc.

#### **Reference:**

- Paid, Earned, Owned & Shared Media – What's Your Online Marketing Media Mix? (<http://www.toprankblog.com/2011/07/online-marketing-media-mix/>)
- DEFINING EARNED, OWNED AND PAID MEDIA ([http://blogs.forrester.com/interactive\\_marketing/2009/12/defining-earned-owned-and-paid-media.html](http://blogs.forrester.com/interactive_marketing/2009/12/defining-earned-owned-and-paid-media.html))

### **Paid Placement / Sponsored Links**

Used by advertisers to pay for a link to be inserted (fixed at the top or bottom) in a search results page (SERP).

#### **Reference:**

- Buying Your Way In: Search Engine Advertising Chart (<http://searchenginewatch.com/article/2067476/Buying-Your-Way-In-Search-Engine-Advertising-Chart>)
- Paid Placement: Advertising and Search on the Internet (<http://ideas.repec.org/p/net/wpaper/0602.html>)

### **Paid Search Results**

The results or ad listings of a search query that usually appear above (or below if requested by the advertiser) and to the right of organic search results.

#### **Reference:**

- What is Paid Search? (<http://www.optimum7.com/internet-marketing/pay-per-click/what-is-paid-search.html>)
- Organic vs Paid Search Results (<http://www.theprintheads.com/online-marketing/organic-paid-search-results/>)

### **Payment Threshold**

The minimum accumulated commission an affiliate must earn to trigger payment from an affiliate program.

- Payment thresholds involve two factors:
  - **Minimum payment:** \$25, \$50, \$100, etc.
  - **Time interval:** monthly, quarterly, etc.
- At the specified time interval, accumulated commissions for each affiliate are compared to the minimum payment level.
  - If an affiliate fails to meet the minimum payment level, the amount is rolled over to the next period.
  - This continues until the accumulated commission is greater than the minimum payment level.

#### **Reference:**

- Payment Threshold ([http://www.marketingterms.com/dictionary/payment\\_threshold/](http://www.marketingterms.com/dictionary/payment_threshold/))
- What is the Payment threshold definition? (<http://digitalmarketing-glossary.com/What-is-Payment-threshold-definition>)

### **Performance-based Advertising**

Campaigns whose objectives are an immediate or identifiable measured action, e.g., counted clicks, completion of an order, completed inquiry, etc.

#### **Reference:**

- Performance-based advertising ([https://en.wikipedia.org/wiki/Performance-based\\_advertising](https://en.wikipedia.org/wiki/Performance-based_advertising))
- Performance-based Advertising (<http://www.pay-per-click-services.com/performance-based-advertising.html>)
- Performance Based Advertising: Background and Its Significance (<http://seo-advisors.com/performance-based-advertising/>)

### **Phrase Match**

A keyword matching technique displaying an ad if a user's search query includes an exact phrase match regardless if the query includes other words.

#### **Reference:**

- Phrase match (<https://support.google.com/adwords/answer/2407784?hl=en>)
- Exact Match, Phrase Match And Where Search Marketing Is Going (<http://www.adotas.com/2012/07/exact-match-phrase-match-and-where-search-marketing-is-going/>)

### **PII (Personally Identifiable Information)**

Information that can be used to identify a user such as: an individual's name, mailing address, phone number, or e-mail address. Typically, this information is excluded from data stored in a user cookie to anonymize digital marketing practices.

#### **Reference:**

- Personally identifiable information ([https://en.wikipedia.org/wiki/Personally\\_identifiable\\_information](https://en.wikipedia.org/wiki/Personally_identifiable_information))
- Guide to Protecting the Confidentiality of Personally Identifiable Information (PII) - PDF (<http://csrc.nist.gov/publications/nistpubs/800-122/sp800-122.pdf>)
- Personally Identifiable Information: What It Is and How to Protect It (<http://www.technewsdaily.com/15421-personally-identifiable-information-definition.html>)

### **Pixel**

A piece of code that tracks user data and is delivered to a web page by a third party server. The third party server then records the IP address, URL, and time stamp. Also see Conversion Pixel and Segment Pixel.

#### **Reference:**

- Tracking pixels in third-party and custom creatives ([https://support.google.com/dfp\\_premium/answer/1347585?hl=en](https://support.google.com/dfp_premium/answer/1347585?hl=en))
- The Data-Pixel Approach To Improving User Experience (<http://uxdesign.smashingmagazine.com/2011/11/15/data-pixel-approach-improving-user-experience/>)
- RTB Part III — Cookies & User Data (<http://www.mikeonads.com/2010/02/22/rtb-part-iii-cookies-user-data/>)

### **Platform**

A device or technology stack that software runs on. For example, the following can all be considered platforms:

- The web
- Android
- Chrome browser
- ChromeOS
- iOS - iPhone and iPad
- Laptops
- Windows 8

### **Reference:**

- Computing platform ([http://en.wikipedia.org/wiki/Computing\\_platform](http://en.wikipedia.org/wiki/Computing_platform))
- IDC: Web and native device app platforms will coexist in 2013 (<http://www.infoworld.com/d/application-development/idc-web-and-native-device-app-platforms-will-coexist-in-2013-215470>)
- Device Platforms - White papers (<http://www.bitpipe.com/tlist/Device-Platforms.html>)

### **Polite Banner Load**

A technique enabling an ad to serve/load large-file ads in the background (which are not part of the initial download) with the intention to maximize ad performance.

### **Reference:**

- Polite Banner - What is it? (<http://adspecs.yahoo.com/adformats/richmedia/politebanner>)
- Polite Ads (<http://www.mojorichmedia.com/polite-ads>)

### **Popunder**

A secondary browser window that places an ad directly behind the initial browser window.

### **Reference:**

- Pop-under ads ([https://en.wikipedia.org/wiki/Pop-up\\_ad#Pop-under\\_ads](https://en.wikipedia.org/wiki/Pop-up_ad#Pop-under_ads))
- Pop-Under Windows - The Latest Pop-Window Trend (<http://www.web-source.net/popunder.htm#UgAOx5K1Gjk>)
- pop-under - Webopedia (<http://www.webopedia.com/TERM/P/popunder.html>)

### **Popup**

A secondary browser window that places an ad directly in front of the initial browser window.

### **Reference:**

- Pop-up ad ([https://en.wikipedia.org/wiki/Pop-up\\_ad](https://en.wikipedia.org/wiki/Pop-up_ad))
- What are Pop Up ads? (<http://www.allaboutcookies.org/faqs/pop-ups.html>)
- Pop-up Ads - Types of (<http://www.nowsell.com/pop-ups/pop-up-ads.html>)

### **Portrait Ad Unit (IAB)**

An interactive IAB ad unit of 300 x 1050 pixels that can be expanded into three modules.

### **Reference:**

- Portrait Ad Unit (<http://publishers.gourmetads.com/ad-units/portrait-ad-unit>)
- What is the Portrait ad unit definition? (<http://digitalmarketing-glossary.com/What-is-Portrait-ad-unit-definition>)

### **Position / Placement (PPC)**

Refers to PPC search marketing regarding how and where to place PPC ads for optimal business results.

### **Reference:**

- PPC Placement (<http://www.pay-per-click-services.com/ppc-placement.html>)
- The Importance of Ad Placement (<http://www.internetmarketing.net/internet-marketing-services/ppc/ppc-management/ad-placement>)

### **Position / Placement Preference (PPC)**

In PPC search marketing this is a setting that specifies the desired position of PPC ads.

### **Reference:**

- Pointers on PPC Position (<http://imediemarketingtools.com/blog/payperclick-search-engine-issues-pointers-on-ppc-position/>)
- A How-To Guide For Position Preference (<http://onlinebusiness.volusion.com/articles/position-preference/>)

### **Post Click Tracking**

The tracking and recording of what a user does after clicking an ad unit.

### **Reference:**

- Post-click marketing ([https://en.wikipedia.org/wiki/Post-click\\_marketing](https://en.wikipedia.org/wiki/Post-click_marketing))
- Post Click Tracking (<http://www.knowonlineadvertising.com/glossary/post-click-tracking/>)

**Post Impression Tracking**

Refers to tracking when a user views an ad without clicking it, then later goes to the website and commits an action.

**Reference:**

- Why You Need Post-Impression Tracking (and Why It's Not Perfect) (<http://www.admonsters.com/blog/why-you-need-post-impression-tracking-and-why-its-not-perfect>)
- Post Impression – What's the deal/How to use? (<https://hazenjames.wordpress.com/2008/07/11/post-impression-whats-the-dealhow-to-use/>)

**Post-Roll Video Ad**

Refers to a video ad being automatically activated and played at the end of a video selected by a user.

**Reference:**

- Consumers prefer pre-roll video ads to post-roll (<http://econsultancy.com/us/nma-archive/15106-consumers-prefer-pre-roll-video-ads-to-post-roll-says-deloitte-report>)
- Post-Roll Video Ads More Engaging than Pre-Roll (<http://www.reelseo.com/pre-roll-post-roll/>)

**PPC (Pay Per Call)**

An ad model having the advertiser pay for every call generated from a search ad as opposed to paying for the click (Pay Per Click).

**Reference:**

- Pay-per-call (<https://en.wikipedia.org/wiki/Pay-per-call>)
- What is Pay-Per-Call Advertising? (<http://blog.ringrevenue.com/bid/42093/What-is-Pay-Per-Call-Advertising>)

**PPC (Pay Per Click / Cost Per Click)**

An Internet advertising cost model in which the advertiser pays the publisher when an ad is clicked. Also see CPC .

**Formulas:**

- CTR with the pay-per-click formula:

$$\text{CTR} = \frac{\text{\# of Clicks}}{\text{\# of Impressions}} \times 100\%$$

- Conversion Rate (lead rate) with the pay-per-click formula:

$$\text{Conversion Rate (\%)} = \frac{\text{\# of Leads}}{\text{\# of Clicks}} \times 100\%$$

**Reference:**

- Pay per click ([https://en.wikipedia.org/wiki/Pay\\_per\\_click](https://en.wikipedia.org/wiki/Pay_per_click))
- The Cost of Pay-Per-Click (PPC) Advertising Trends and Analysis (<http://www.hochmanconsultants.com/articles/je-hochman-benchmark.shtml>)
- Search Engine Marketing (Pay Per Click): Good or Bad? (<http://www.sandiegointernetmarketing.com/pay-per-click.htm>)
- Pay Per Click Advertising - PPC Bidding Calculations (<http://www.stepmiles.com/ppc-bid-calculations.htm>)
- Pay-Per-Click Formula (<http://payperclickspecialist.net/pay-per-click-formula/>)

**PPL (Pay Per Lead) / PPS (Pay Per Sale)**

Agreements effecting payment only being made if the applied marketing produces a lead or sale.

**Reference:**

- Pay Per Lead ([http://www.marketingterms.com/dictionary/pay\\_per\\_lead/](http://www.marketingterms.com/dictionary/pay_per_lead/))
- Pay Per Sale (<http://en.academic.ru/dic.nsf/enwiki/10458995>)

**PPM (Pay Per Mille / Thousand or CPM - Cost Per Mille / Thousand)**

An Internet advertising cost model in which the advertiser pays the publisher when an ad appears on the publisher's website.

**Formula:**

$$\text{PPM} = \frac{\text{Cost of 1 Unit of a Media Program}}{\text{Size of Media Program's Audience}} \times 1,000$$

**Reference:**

- Cost per mille ([https://en.wikipedia.org/wiki/Cost\\_per\\_mille](https://en.wikipedia.org/wiki/Cost_per_mille))
- CPM (PPM), CPC, and CPA (<http://skillcrush.com/2012/07/11/cpm-cpc-and-cpa/>)
- CPM - Cost Per Mille (<http://www.i-affiliate.net/en/advertisers/cpm-advertisers.html>)

**PPS (Pay Per Sale)**

Online advertising payment model in which payment is based solely on qualifying sales.

- In a pay per sale agreement, the advertiser only pays for sales generated by the destination site based on an agreed upon commission rate.
- If possible, many publishers avoid sales-based agreements, preferring to stick to the CPM model.
- However, some publishers, facing weak ad sales, have little choice but to accept sales-based agreements to utilize remnant space.

**Reference:**

- Pay Per Sale ([https://en.wikipedia.org/wiki/Pay\\_Per\\_Sale](https://en.wikipedia.org/wiki/Pay_Per_Sale))
- What is Pay Per Sale Advertising? (<http://pay-per-sale-advertising.com/>)

**Pre-Roll Video Ad**

A short video ad hard-coded to precede other video content selected by a user.

**Reference:**

- What is Pre Roll Video Advertising? (<http://vidadnet.com/what-is-pre-roll-video-advertising/>)
- pre-roll (<http://www.netlingo.com/word/pre-roll.php>)

**Predictive (Behavioral) Targeting**

A technique where user information is collected about demographic characteristics and actions they demonstrate on websites. It tracks consumer interest in specific products and forms groups of users who are categorized by their lifestyle.

**Reference:**

- Predictive behavioral targeting ([https://en.wikipedia.org/wiki/Predictive\\_behavioral\\_targeting](https://en.wikipedia.org/wiki/Predictive_behavioral_targeting))
- Beyond Retargeting: The Power Of Predictive Targeting (<http://www.mediapost.com/publications/article/197385/beyond-retargeting-the-power-of-predictive-target.html>)

**Premium (Guaranteed) Inventory**

Used interchangeably with "Guaranteed Inventory". This often refers to presold inventory that is more desirable (i.e., ad space on a home page). Also see Remnant Inventory.

**Reference:**

- What Does "Premium Inventory" Actually Mean? (<http://www.digiday.com/agencies/what-does-premium-inventory-actually-mean/>)
- Defining Programmatic Guaranteed: The Problems with RTB for Premium Inventory (<http://www.the-makegood.com/2013/01/21/defining-programmatic-guaranteed-the-problems-with-rtb-for-premium-inventory/>)
- Mix to Win: Premium and Exchange Inventory (<http://www.clickz.com/clickz/column/1807714/mix-win-premium-exchange-inventory>)

**Programmatic Buying**

Buying ad space in a RTB (Real-Time Bidding) exchange or other automated system.

**Reference:**

- Define It - What Is Programmatic Buying? (<http://www.adexchanger.com/online-advertising/define-programmatic-buying/>)
- What Media Planners Need to Know About Programmatic Buying (<http://www.clickz.com/clickz/column/2165122/media-planners-programmatic-buying>)
- Programmatic Buying — What's In It For You? (Also, What The Heck Is It?) (<http://www.businessinsider.com/programmatic-buying-whats-in-it-for-you-2012-9>)
- An Introduction to Programmatic Buying (<http://retargeter.com/strategy-2/programmatic-buying-intro>)

**Publisher**

This is a website that creates content for consumption and also a term for a seller of ad inventory.

**Reference:**

- Electronic publishing ([https://en.wikipedia.org/wiki/Electronic\\_publishing](https://en.wikipedia.org/wiki/Electronic_publishing))
- Web Publishing ([http://www.techterms.com/definition/web\\_publishing](http://www.techterms.com/definition/web_publishing))
- Website Publishing Primer (<http://www.websitepublisher.net/article/website-publishing-primer/>)
- A Publisher's Guide to Contextual PPC Ad Optimization (<http://www.websitepublisher.net/article/contextual-optimization/>)

**Psychographic / Behavioral Targeting**

A technique used to segment a target market into groups based on lifestyles, attitudes, expectations and activities.

**Reference:**

- Psychographic (<https://en.wikipedia.org/wiki/Psychographic>)
- Psychographic targeting (<http://econsultancy.com/us/blog/7749-psychographic-targeting-in-b2b-marketing>)

**Pushdown (IAB)**

An ad unit of the IAB measuring 970 x 90 pixels, expandable to 970 x 415 pixels.

## Reference:

- Online Ad Specs ([http://utads.com/ad\\_specs/online/mechanical.html](http://utads.com/ad_specs/online/mechanical.html))
  - What is Pushdown ad unit definition? (<http://www.digitalmarketing-glossary.com/What-is-Pushdown-ad-unit-definition>)
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## Q

### **QDF (Query Deserves Freshness - Google)**

A Google algorithm to determine the rank of new search queries.

#### Reference:

- SEO Pros Maximise the Google QDF Algorithm: Quality Deserves Freshness (<http://www.first.com.au/blog/seo-google-qdf-algorithm/>)
- How to use the Google "Query Deserves Freshness" or QDF model to your advantage (<http://www.branded3.com/blogs/using-google-query-deserves-freshness-model/>)

### **QR Code (Quick Response Code)**

Enables mobile phones to read symbols gathered from print material.

#### Reference:

- QR code ([https://en.wikipedia.org/wiki/QR\\_Code](https://en.wikipedia.org/wiki/QR_Code))
- Advertising with QR Codes (<http://tomfishburne.com/2011/08/qr.html>)

### **Quality Score / Ad Rank (Google)**

A search engine ranking technique that evaluates the relevance and usefulness of an online business to someone searching for your products and services. This affects the cost and rank of Pay Per Click (PPC) ads.

#### Reference:

- Quality Score - The Key to Ranking First in Paid Search (<http://www.riseinteractive.com/blog/post/quality-score-the-key-to-ranking-first-in-paid-search>)
- The Best Explanation of AdWords Quality Score Ever (<http://www.whitesharkmedia.com/blog/adwords-quality-score/>)

### **Quartile Reporting (Video Ad Playback)**

Measures the effectiveness of video ad playback by quartile percentage (25%, 50%, 75% or 100%) of the video being played by a user.

#### Reference:

- How Does Video Ad Serving Work? (<http://www.positivearticles.com/Article/How-Does-Video-Ad-Serving-Work-/54296>)
- Guide to Google online ad formats (PDF) (<http://www.clixmarketing.com/blog/wp-content/uploads/2008/02/google-adwords-ad-formats-and-options.pdf>)

### **Query String**

A mechanism for passing data to a web application within a URL (the query string follows a "?"). For example:

[https://www.mybook.com/photos?query\\_string=19](https://www.mybook.com/photos?query_string=19)

#### Reference:

- What is a query string? ([http://www.webopedia.com/TERM/Q/query\\_string.html](http://www.webopedia.com/TERM/Q/query_string.html))
  - Query string ([https://en.wikipedia.org/wiki/Query\\_string](https://en.wikipedia.org/wiki/Query_string))
  - Query String - Definition (<http://webdesign.about.com/od/forms/g/query-string.htm>)
- 

## R

### **Rank (Ad)**

How an ad's performance and standing compares to other ads via its CTR (Click Through Rate).

#### Reference:

- Ad Rank (<https://support.google.com/adwords/answer/1752122?hl=en>)
- What the New AdWords Ad Rank Algorithm Really Means (<http://www.business2community.com/online-marketing/new-adwords-ad-rank-algorithm-really-means-0659021>)

### **Rate Card**

A down-loadable document that lists the prices of ad products and services.

#### Reference:

- Developing advertising rate cards (<http://www.tamingthebeast.net/articles8/ad-rate-cards.htm>)
- Online Advertising Rates: Tips and Guidelines (<http://www.promisemedia.com/online-advertising-strategies/online-rate-card-tips-and-guidelines>)

### **Reach / Unduplicated Audience**

The number of unique visitors that visited a website over the course of the reporting period, expressed as a percent of the universe for the demographic category. It is also called unduplicated audience.

#### Reference:

- Reach (advertising) ([https://en.wikipedia.org/wiki/Reach\\_\(advertising\)](https://en.wikipedia.org/wiki/Reach_(advertising)))
- Measuring Reach of Paid Advertising on Facebook (<http://measuringmarketing.blogspot.com/2010/04/measuring-reach-of-paid-advertising-on.html>)

- Maximize Web Encounters by Retargeting ([http://www.imediconnection.com/article\\_login.aspx?id=9589](http://www.imediconnection.com/article_login.aspx?id=9589))

### **Recency Capping**

See Frequency Capping.

### **Rectangle Ad (IAB)**

IAB recommended rectangular banner sizes such as Rectangle: 180 x 150 pixels and Medium Rectangle: 300 x 250 pixels.

#### **Reference:**

- IAB Display Advertising Guidelines (<http://www.iab.net/guidelines/508676/508767/displayguidelines>)
- Rectangle Ad ([http://www.marketingterms.com/dictionary/rectangle\\_ad/](http://www.marketingterms.com/dictionary/rectangle_ad/))
- Rectangle (<https://advertising.microsoft.com/en-us/Brands/AdFormatDetail.aspx?AdTypeID=5>)

### **Redirect (Ad serving or targeting)**

The process of one server assigning an ad-serving function to another server.

#### **Reference:**

- Redirect (IAB) (<https://www.iab.net/wiki/index.php/Redirect>)
- Ad Server (<http://www.knowonlineadvertising.com/ad-server/>)

### **Relative Standing**

A statistics metric used to show how individual data values compare to the rest of a group instead of depending on straight absolute values.

- Relative standing statistics can make it quicker for analysts to put together large groups of numbers.
- It makes it easier for executives to comprehend and use these resultant numbers for making decisions.

#### **Reference:**

- 7 Great Tools for Measuring Social Media Engagement (<http://www.singlegrain.com/blog/7-great-tools-for-measuring-social-media-engagement/>)
- How To Use Relative Standing For Online Analytics (<http://marketingland.com/using-relative-standing-statistics-online-analytics-74376>)

### **Relevance**

Measures the accuracy and usefulness of the results of a web search.

#### **Reference:**

- The key to success in online advertising is relevance (<http://www.edgeinitiative.com/blog/2011/05/the-key-to-success-in-online-advertising-is-relevance/>)
- How To Measure Relevance In Online Marketing (<http://www.bydatadriven.com/how-to-measure-relevance-in-online-marketing/>)

### **Remarketing**

See Retargeting.

### **Remarketing Pixel**

A segment pixel that fires when a user visits your site or performs some desired action. You can later target those users as likely (or unlikely) to sign-up, buy, click, or otherwise convert.

#### **Reference:**

- How remarketing works (<https://support.google.com/adxbuyer/answer/166635?hl=en>)
- Implement a YouTube remarketing pixel (<https://support.google.com/richmedia/answer/2915702?hl=en>)

### **Remnant Inventory**

Inventory that is not sold by an in-house sales team and is usually sold after "premium" inventory. Remnant inventory is also often sold using Real-Time Bidding.

#### **Reference:**

- What is Remnant inventory? (<http://digitalmarketing-glossary.com/What-is-Remnant-inventory-definition>)
- Remnant advertising ([https://en.wikipedia.org/wiki/Remnant\\_advertising](https://en.wikipedia.org/wiki/Remnant_advertising))

### **Rep Firms (Site Representation Firms)**

Rep firms, as opposed to ad networks, represent fewer sites and are an outsourced extension of a site's internal sales efforts.

#### **Reference:**

- Rep Firm ([http://www.marketingterms.com/dictionary/rep\\_firm/](http://www.marketingterms.com/dictionary/rep_firm/))
- Ad Networks and Rep Firms: Know the Difference (<http://www.clickz.com/clickz/column/1701958/ad-networks-rep-firms-know-difference>)

### **Replays (Video)**

A measure of how many times a request to play a video ad has been made by an online user.

#### **Reference:**

- Did My Video Ad Work? (<http://www.marketingprofs.com/9/simple-tools-to-measure-online-video-ad-effectiveness-nesamoney.asp>)
- How to Measure Video Performance ([http://www.imediconnection.com/article\\_login.aspx?id=11811](http://www.imediconnection.com/article_login.aspx?id=11811))

### **Reserve Creative**

See Default Creative.

### **Reserve Price**

The lowest price for which an impression is sold.

**Reference:**

- Pricing in Search Advertising (<http://www.antitrustinstitute.org/%7Eantitrust/sites/default/files/atheypricinginsearch.pdf>)
- Don't Be Shy with Reserve Price (<http://rightmediablog.com/?p=7141>)

**Retargeting / Remarketing**

Retargeting is a form of online advertising that targets users based on previous online actions (specifically those users whose action did not result in a conversion).

**Reference:**

- Behavioral retargeting ([https://en.wikipedia.org/wiki/Behavioral\\_retargeting](https://en.wikipedia.org/wiki/Behavioral_retargeting))
- What is Retargeting and how does it work? (<http://retargeter.com/what-is-retargeting-and-how-does-it-work>)

**Return Days**

The number of days an affiliate can earn commission on a conversion (sale or lead) by a referred visitor.

- If an affiliate program offers 45 return days, commissions are earned for conversions completed any time within 45 days of the initial click-through on the affiliate link.
- If an affiliate program offers zero return days, commissions will only be earned for conversions completed on the initial visit following a click-through.
- Once the visitor leaves the destination site, the commission opportunity is lost, even if the visitor returns in a few minutes to complete a transaction.
- Affiliate programs vary as to which affiliate gets credit for a sale when a visitor has followed more than one affiliate links prior to the sale;
  - Some programs favor the first affiliate
  - Other programs favor the last affiliate.

**Reference:**

- Return Days definition ([http://www.marketingterms.com/dictionary/return\\_days/](http://www.marketingterms.com/dictionary/return_days/))
- Back to Affiliate Cookie Duration (Return Days) Question (<http://www.amnavigator.com/blog/2011/09/12/back-to-affiliate-cookie-duration-return-days-question/>)

**Revshare / Revenue Sharing / Cost Per Sale**

The sharing of income/revenues from a campaign between the participating partners.

**Reference:**

- Revenue sharing ([https://en.wikipedia.org/wiki/Revenue\\_sharing](https://en.wikipedia.org/wiki/Revenue_sharing))
- Advertising on your website: What's the best advertising model for me? - The models (<http://www.qadabra.com/ads-on-website/advertising-models>)

**RFI / RFP (Request for Information / Request for Proposal)**

A solicitation made, often through a bidding process, by an agency or company interested in procurement of a commodity or service, to potential suppliers to submit business proposals.

**Reference:**

- Request for information ([https://en.wikipedia.org/wiki/Request\\_for\\_information](https://en.wikipedia.org/wiki/Request_for_information))
- What Does RFI Stand for in Advertising Agencies? (<http://yourbusiness.azcentral.com/rfi-stand-advertising-agencies-23020.html>)
- What Is RFI in Advertising? (<http://smallbusiness.chron.com/rfi-advertising-34723.html>)

**Rich Media**

Advertisements that exhibit dynamic motion that occurs over time or in direct response to a user interaction. For example, a streaming video newscast or a stock "ticker" that automatically updates.

**Reference:**

- What is Rich Media? (<https://support.google.com/richmedia/answer/2417545?hl=en>)
- Rich Media Creative Guidelines ([https://www.iab.net/iab\\_products\\_and\\_industry\\_services/1421/1443/1467](https://www.iab.net/iab_products_and_industry_services/1421/1443/1467))

**Right Rail**

The mapping of ad positions to the right side or far-right column of a web page.

**Reference:**

- In Review Of The Right Rail (<http://www.adexchanger.com/ad-exchange-news/friday-07052013/>)
- Positioning (marketing) ([https://en.wikipedia.org/wiki/Positioning\\_\(marketing\)](https://en.wikipedia.org/wiki/Positioning_(marketing)))

**Rising Stars**

A set of mobile and display ad units defined by the IAB Rising Stars competition. See examples at the IAB website (<http://www.iab.net/>).

**Reference:**

- IAB - Rising Stars Ad Units (<https://www.iab.net/risingstars>)
- Mobile Rising Stars Added to IAB Standard Ad Unit Portfolio (<http://www.dailyfinance.com/2013/06/10/mobile-rising-stars-added-to-iab-standard-ad-unit/>)

**Roadblock Ads**

Gives an advertiser the ability to own 100% of page views on an ad network, blog, website or other online property for a specified period of time. Often used for important announcements and product or service launches.

**Reference:**

- Roadblock Advertising (<http://www.gourmetads.com/solutions/roadblock-advertising>)

- Creativity in Roadblock Ads (<http://www.clickz.com/clickz/column/1693918/creativity-roadblock-ads>)

#### **ROAS (Return On Advertising Spend)**

A metric used to measure the effectiveness of online marketing campaigns. This formula measures how much gross revenue is realized for every \$1.00 spent on advertising.

**Formula:**

**ROAS = Dollars Sold / Dollars Spend**

**Reference:**

- What is Return On Advertising Spend (ROAS)? (<http://www.brickmarketing.com/define-return-on-advertising-spend.htm>)
- Return on Ad Spend, An Unsung Metric (<http://www.ppchero.com/return-on-ad-spend-an-unsung-metric/>)

#### **ROC (Run of Channel)**

The scheduling of an online ad buying campaign where a banner, image, or media ad is run across categories or channels on a website or ad network.

**Reference:**

- What is ROC? (<http://www.webopedia.com/TERM/R/ROC.html>)
- Run of network ([https://en.wikipedia.org/wiki/Run\\_of\\_network](https://en.wikipedia.org/wiki/Run_of_network))
- What is ROS (Run of Site) or RON (Run of Network)? (<http://www.devand.com/index.php/definitions/7-what-is-ros-run-of-site-or-ron-run-of-network>)

#### **ROE (Run of Exchange)**

Entails the targeting of all impressions available on an ad exchange.

**Reference:**

- Run-of-exchange targeting (<https://support.google.com/adxbuyer/answer/1381068?hl=en>)
- What is Run of Exchange? (<http://digitalmarketing-glossary.com/What-is-Run-of-Exchange-definition>)

#### **ROI (Return on Investment)**

A way of measuring marketing returns. ROI makes it easy to assess which types of marketing expenditures are most productive. To measure ROI:

- Assess the dollars spent on a campaign or promotion.
- Assess incremental sales.
- Look at margins on those sales.
- Divide the incremental contribution by the cost of the program.

**Reference:**

- Return on marketing investment ([https://en.wikipedia.org/wiki/Return\\_on\\_marketing\\_investment](https://en.wikipedia.org/wiki/Return_on_marketing_investment))
- Return On Investment Formula (<http://www.marketingmo.com/4-support-tools/how-to-calculate-roi-return-on-investment/>)
- Understanding the New ROI of Marketing (<http://www.forbes.com/sites/work-in-progress/2012/05/14/understanding-the-new-roi-of-marketing/>)

#### **ROI Tracking Reports (Return on Investment Tracking)**

The measurement of the marketing return on investment or ROI. Among other methods, this is accomplished by:

- Creating an ROI Flash Report
- Tracing Campaign ROI Calculations

**Reference:**

- ROI Tracking for Website and Online Campaigns (<http://www.milestoneinternet.com/products/return-on-investment.aspx>)
- Online Performance Measurement and Marketing Return on Investment Reporting (<http://www.msinteractive.com/Marketing-ROI>)

#### **RON (Run of Network / Run of Newsletter)**

The scheduling of an online ad buying campaign where a banner, image, or media ad is placed on a wide variety of websites in a network without the ability to choose the specific site. The advertiser usually forgoes premium placement in exchange for lower cost and a broader reach.

**Reference:**

- What does "RON (run-of-network)" mean? (<http://www.liutilities.com/partners/affiliate/terms/ron/>)
- Online Display Marketing Sales – Vocabulary of Targeting Sales (<http://global2858.wordpress.com/tag/ros-or-ron-run-of-site-or-run-of-network/>)

#### **ROS (Run of Site)**

The scheduling of an online ad buying campaign where a banner, image, or media ad is placed anywhere within website. These programs are less costly than those that allow for specific placement.

**Reference:**

- ROS (Run Of Site) (<http://www.searchify.ca/ros-run-of-site/>)
- What is ROS (Run of Site) or RON (Run of Network)? (<http://www.devand.com/index.php/definitions/7-what-is-ros-run-of-site-or-ron-run-of-network>)

#### **Rotation**

A technique that may use an ad rotator program, rotating ads that appear in the same spot with users seeing different ads when they return to a previously viewed page.

**Reference:**

- Rotating ads (<http://encyclopedia2.thefreedictionary.com/ad+rotation>)



- Ad rotation ([https://en.wikipedia.org/wiki/Ad\\_rotation](https://en.wikipedia.org/wiki/Ad_rotation))

### **RPM (Revenue Per Mille ["1000"] impressions)**

This represents the estimated earnings you would accrue for every 1000 impressions you receive.

#### **Reference:**

- What does RPM stand for? (<http://www.links mart.com/tag/rpm/>)
- RPM Rate vs CPM Rate (<http://publishers.gourmetads.com/blog/rpm-rate-cpm-rate>)

### **RPS (Revenue Per Search)**

RPS (Revenue Per Search) is primarily a function of the click-through rate (CTR) on ads placed alongside search results, as well as the price paid by advertisers for every user click (CPC).

#### **Reference:**

- 24 Top Paid Search Metrics Explained (<http://www.rimmkaufman.com/blog/paid-search-metrics/21072011/>)
- Compensation methods ([https://en.wikipedia.org/wiki/Compensation\\_methods](https://en.wikipedia.org/wiki/Compensation_methods))

### **RTB (Real-Time Bidding)**

A relatively new method of buying and selling ad inventory where multiple bidding systems or exchanges make calls to each other in real time.

#### **Reference:**

- What is Real-Time Bidding (RTB)? (<http://www.crowdscience.com/2011/07/what-is-real-time-bidding-rtb/>)
- Real-time bidding ([https://en.wikipedia.org/wiki/Real-time\\_bidding](https://en.wikipedia.org/wiki/Real-time_bidding))
- Inside The Mobile Real-Time Bidding Ad Ecosystem (<http://www.businessinsider.com/mobile-real-time-bidding-ad-ecosystem-2013-5>)

### **RTI (Real-Time Inventory)**

Inventory that is sold through a real time auction (while a website loads).

#### **Reference:**

- How Real-Time Inventory Management Is Changing Business (<http://www.biztechmagazine.com/article/2012/02/how-real-time-inventory-management-changing-business>)
- Real-time Buying Takes Off (<http://www.openx.com/advertiser/real-time-bidding>)

### **RTM (Real-Time Marketing)**

Refers to "just-in-time" marketing practices and decisions that determine customer approach.

#### **Reference:**

- Real-time marketing ([https://en.wikipedia.org/wiki/Real-time\\_marketing](https://en.wikipedia.org/wiki/Real-time_marketing))
- What is Real-time Targeted Marketing? (<http://www.marketflare.com/how-to/what-is-real-time-targeted-marketing/>)

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## **S**

### **Search (Organic / Natural)**

Search results that appear based on their relevance to the search query terms used and not the corresponding advertisements.

#### **Reference:**

- Organic search ([https://en.wikipedia.org/wiki/Organic\\_search](https://en.wikipedia.org/wiki/Organic_search))
- New research: Organic search results and their impact on search ads (<http://adwords.blogspot.com/2012/03/new-research-organic-search-results-and.html>)
- organic search (<http://webdesign.about.com/od/seo/g/bldeforganicsea.htm>)

### **Search Retargeting**

The use of a site visitor's search history as a basis for the ads that the visitor will see.

- Search retargeting lets advertisers reach out to untapped markets by using a visitor's search history to predict his or her interests.
- It is one way to expand the messaging opportunities in niche markets.
- Search retargeting has the potential to add a degree of search-like value to less valuable non-search inventory.

#### **Reference:**

- Search retargeting ([https://en.wikipedia.org/wiki/Search\\_retargeting](https://en.wikipedia.org/wiki/Search_retargeting))
- 5 Keys To Success In Search Retargeting (<http://searchengineland.com/5-keys-to-success-in-search-retargeting-159431>)

### **SERP (Search Engine Results Page)**

The page returned to a user by a search engine that contains the most relevant web page results of a search query.

#### **Reference:**

- Search engine results page ([https://en.wikipedia.org/wiki/Search\\_engine\\_results\\_page](https://en.wikipedia.org/wiki/Search_engine_results_page))
- SERP - The Definition (Search Engine Results Page) (<http://www.intoweb.co.za/websitemarketing/seo/serp-definition.html>)

### **SEM (Search Engine Marketing)**

A type of paid advertising that delivers ad impressions based on keywords submitted through a search engine.

**Reference:**

- Search engine marketing ([https://en.wikipedia.org/wiki/Search\\_engine\\_marketing](https://en.wikipedia.org/wiki/Search_engine_marketing))
- What Is Search Marketing? (<http://searchengineland.com/guide/what-is-sem>)
- Introduction to Search Engine Marketing ([http://www.sempo.org/?page=intro\\_to\\_sem](http://www.sempo.org/?page=intro_to_sem))

**SEO (Search Engine Optimization)**

The practice of improving a web site's rank on the search engine results page for a specific keyword or keywords.

**Reference:**

- Search engine optimization ([https://en.wikipedia.org/wiki/Search\\_engine\\_optimization](https://en.wikipedia.org/wiki/Search_engine_optimization))
- Search Engine Optimization (SEO) (<https://support.google.com/webmasters/answer/35291?hl=en>)
- What Is SEO / Search Engine Optimization? (<http://searchengineland.com/guide/what-is-seo>)

**Search Funnel (Google AdWords)**

A set of reports that show exactly what customers who arrived via a paid search ad saw or clicked before they made a purchase.

**Reference:**

- Search Funnels (<https://www.google.com/ads/innovations/searchfunnels.html>)
- Search Funnels in AdWords Show Value for Every Click (<http://searchenginewatch.com/article/2249030/Search-Funnels-in-AdWords-Show-Value-for-Every-Click>)

**Second Price Auction / Vickrey Auction**

Also known as a "Vickrey auction", this refers to an auction in which the highest bidder actually pays a price equal to the second highest bid.

**Reference:**

- Generalized second-price auction ([https://en.wikipedia.org/wiki/Generalized\\_second-price\\_auction](https://en.wikipedia.org/wiki/Generalized_second-price_auction))
- Internet Advertising and the Generalized Second-Price Auction (<http://faculty-gsb.stanford.edu/ostrovsky/papers/gsp.pdf>)
- Vickrey auction ([https://en.wikipedia.org/wiki/Vickrey\\_auction](https://en.wikipedia.org/wiki/Vickrey_auction))

**Segment**

A category assigned to members of a target audience based on the data points such as browsing or purchase history, gender, or location.

**Reference:**

- Exploring Your Audience: Targeting Segment Overlap (<http://blog.exelate.com/2013/03/25/exploring-your-audience-targeting-segment-overlap/>)
- Market Segmentation (<http://www.businessplans.org/segment.html>)
- Web Analytics Segmentation (<http://www.kaushik.net/avinash/web-analytics-segments-three-category-recommendations/>)

**Segment Data**

See User Data.

**Segment Pixel**

A pixel that defines users of a specific segment.

**Reference:**

- Pixel Delivery Best Practices (<http://www.admonsters.com/blog/pixel-delivery-best-practices>)
- Use Search Re-targeting to Increase Acquisitions (<http://www.nitingupta.me/search-retargeting/>)

**Semantic Targeting**

See Contextual Targeting.

**Session**

The establishment of a series of requests between a user's browser (client) and a server (via HTTP or HTTPS) in which information is queried/requested by the user and then responded to with data by the server.

**Reference:**

- Session (computer science) ([https://en.wikipedia.org/wiki/Session\\_\(computer\\_science\)](https://en.wikipedia.org/wiki/Session_(computer_science)))
- Visit (Internet) ([https://en.wikipedia.org/wiki/Visit\\_\(internet\)](https://en.wikipedia.org/wiki/Visit_(internet)))

**Session Cookie (Analytics)**

Used by websites to keep track of and analyze a user's actions during a search session.

**Reference:**

- How Google uses cookies in advertising (<http://www.google.com/policies/technologies/ads/>)
- How Long Do Cookies Last? (<http://www.googleguide.com/cookies.html>)

**Short Code**

In mobile marketing, a special 4-6 digit phone number that is used to deliver and receive text messages and mobile content belonging to a mobile campaign.

**Reference:**

- Short code ([https://en.wikipedia.org/wiki/Short\\_code](https://en.wikipedia.org/wiki/Short_code))
- 10 Things to Know About Short Codes (<http://gigaom.com/2007/03/16/10-things-to-know-about-short-codes/>)

**Showrooming**

Occurs when a person visits a brick and mortar store to examine goods and then purchases them online and away from the store.

**Reference:**

- What does Showrooming mean? (<http://www.techopedia.com/definition/28277/showrooming>)
- How to combat showrooming in your store (<http://www.bizreport.com/2012/06/how-to-combat-showrooming-in-your-store.html>)

**SIC (Standard Industrial Classification)**

Government established codes (NAICS) used to target businesses for B2B marketing purposes.

**Reference:**

- SEC: Division of Corporation Finance: Standard Industrial Classification (SIC) Code List (<https://www.sec.gov/info/edgar/siccodes.htm>)
- Standard Industrial Classification (SIC) System (<https://www.census.gov/epcd/www/sic.html>)

**Sidekick**

A standard IAB ad unit that can be 300 x 350, 300 x 600 or 970 x 250 pixels and can expand to 970 x 550 pixels.

**Reference:**

- Sidekicks and pushdowns key to healthy online advertising (<http://www.bandt.com.au/news/digital/sidekicks-and-pushdowns-key-to-healthy-online-adve>)
- MediaMind: The Sidekick Banner Format Performs Best (<http://www.websitemagazine.com/content/blogs/posts/archive/2012/02/24/sidekick-banner-format-best-performing-says-mediaind.aspx>)

**Site Targeting**

Refers to contextual ad campaigns where an advertiser chooses specific sites where they want their ads to be served.

**Reference:**

- Site Targeting (<http://www.toprankblog.com/2006/07/site-targeting/>)
- Site Targeting With Google Adwords (<http://www.larrylim.net/seo-online-marketing/site-targeting-with-google-adwords/62/>)

**Skin Ads / Margin Ads**

Skin ads appear in whitespace surrounding the content on both sides of a viewport or webpage, while margin ads appear in only one side.

**Reference:**

- TV Viewer Skin Ads (<http://www.althos.com/tutorial/Internet-TV-station-tutorial-Skin-Ads.html>)
- CBS To Use Skin Format For Ads For New Online Show (<http://www.sportsbusinessdaily.com/Daily/Issues/2008/06/Issue-177/Sponsorships-Advertising-Marketing/CBS-To-Use-Skin-Format-For-Ads-For-New-Online-Show.aspx>)

**Skyscraper Ad**

An online, vertical ad that exceeds the 120 x 240 pixels vertical banner size and remains visible as a user scrolls down through a web page.

**Reference:**

- Skyscraper Ad ([http://www.marketingterms.com/dictionary/skyscraper\\_ad/](http://www.marketingterms.com/dictionary/skyscraper_ad/))
- What Are Skyscraper Ads? (<http://yourbusiness.azcentral.com/skyscraper-ads-5183.html>)

**Slider (IAB ad unit size)**

An IAB ad unit size standard of 970 x 90 pixels, capable of expanding to 970 x 550 pixels.

**Reference:**

- IAB Slider Format (PDF) ([http://www.iab.net/media/file/IAB\\_Slider\\_Specs\\_Final.pdf](http://www.iab.net/media/file/IAB_Slider_Specs_Final.pdf))
- Universal Display Ad Sizes (<http://www.digitaladvertising-101.com/creative-library.html#.UnPyHvnNWB1>)

**SMM (Social Media Marketing)**

The emerging business function that uses social channels and networks to engage customers and prospective clients to support the following goals:

- Increase online reach, exposure and discovery of company, brand, products and services.
- Bolster online visibility within search results and within social networks.
- Drive targeted traffic to websites.
- Generate contacts, leads and ultimately sales, while maximizing marketing ROI.
- Optimize customer acquisition and retention.
- Provide a channel to receive market insights.

**Reference:**

- Social media marketing ([https://en.wikipedia.org/wiki/Social\\_media\\_marketing](https://en.wikipedia.org/wiki/Social_media_marketing))
- What Is Social Media Marketing? (<http://searchengineland.com/guide/what-is-social-media-marketing>)

**Smooth Delivery (of ad impressions)**

The attempt to deliver an equal amount of ad impressions daily over the course of a campaign.

**Reference:**

- Smooth delivery (<http://dl.acm.org/citation.cfm?doid=2339530.2339720>)
- Online Allocation of Display Ads with Smooth Delivery (<http://www.seas.upenn.edu/~bhalgat/smooth-delivery.pdf>)

### **SMS (Short Message / Mobile Service)**

Text messages sent from and to mobile devices.

#### **Reference:**

- Short Message Service ([https://en.wikipedia.org/wiki/Short\\_Message\\_Service](https://en.wikipedia.org/wiki/Short_Message_Service))
- SMS or Short Message Service (<http://mobilegovwiki.howto.gov/SMS+or+Short+Message+Service>)
- Short Message Service: What, How and Where? (<http://www.wirelessdevnet.com/channels/sms/features/sms.html>)

### **Sniffer**

Software that determines which advertisements to show by tracking a consumer's online activities based on data and practices accumulated by their browser.

#### **Reference:**

- FTC Stops "History Sniffing" by Online Advertising Network (<http://www.ipwatchdog.com/2012/12/05/ftc-stops-history-sniffing-by-online-advertising-network/id=30980/>)
- How can you prevent history sniffing by online ad companies? (<http://www.itworld.com/answers/topic/internet/question/how-can-you-prevent-history-sniffing-online-ad-companies>)

### **Social Media Advertising / Marketing**

Advertising and marketing practices that target audiences via social networking sites, e.g., Facebook, LinkedIn, G+, etc.

#### **Reference:**

- Social media marketing ([https://en.wikipedia.org/wiki/Social\\_media\\_marketing](https://en.wikipedia.org/wiki/Social_media_marketing))
- What is Social Media Advertising or Social Media Marketing? (<http://social-media-advertising.com/>)

### **Social Search**

A search method that determines the relevance of search results based on the interactions and/or contributions of users.

#### **Reference:**

- Social search ([https://en.wikipedia.org/wiki/Social\\_search](https://en.wikipedia.org/wiki/Social_search))
- Social search: A taxonomy of, and a user-centred approach to, social web search (<http://www.ingentaconnect.com/content/mcb/280/2011/00000045/00000001/art00001>)

### **SOP (Standards of Procedure)**

A definitive outline of all steps needed to complete a process or procedure.

#### **Reference:**

- Standard operating procedure ([https://en.wikipedia.org/wiki/Standard\\_operating\\_procedure](https://en.wikipedia.org/wiki/Standard_operating_procedure))
- How to Write a Standard Operating Procedure (<http://www.wikihow.com/Write-a-Standard-Operating-Procedure>)
- Marketing Standard Operating Procedures ([http://www.ehow.com/info\\_8440743\\_marketing-standard-operating-procedures.html](http://www.ehow.com/info_8440743_marketing-standard-operating-procedures.html))

### **SOV (Share Of Voice)**

This is the determination of the percentage of advertising for one brand in a particular product category as compared to other brands in the same category.

#### **Reference:**

- Share of voice ([https://en.wikipedia.org/wiki/Share\\_of\\_Voice](https://en.wikipedia.org/wiki/Share_of_Voice))
- Share of voice (SOV) (<http://www.flatworldknowledge.com/1.0/launch-advertising-and-promoti/ch-7-decide-what-you-can-affor/share-voice-sov>)

### **Specifications (Advertising)**

Compliance data for advertisers enabling them to run their ads on websites.

#### **Reference:**

- Yahoo Advertising (Desktop, mobile and tablet ad specifications) (<http://adspecs.yahoo.com/>)
- Common Advertising Specifications (LinkedIn) (<http://adspecs.liasset.com/>)
- Online Ad Specifications (<http://www.ism.ws/files/Contact/Advertise/OnlineAdvertSpecs.pdf>)

### **Splash Page / Jump Page**

A brand page that opens before the home page of a website.

#### **Reference:**

- Definition of Splash Page (<http://www.web1marketing.com/glossary.php?term=Splash+Page>)
- Splash Page (<http://youyield.com/splash-page/>)

### **Sponsored Links**

A section of a web page dedicated to the links and promotions of the advertisers on the website.

#### **Reference:**

- What are sponsored links? (<http://www.pbs.org/about/faqs/sponsored-links/>)
- The Sponsored Link: Changing Perceptions of Online Advertising (<http://www.wpromote.com/blog/google/the-sponsored-link-changing-perceptions-of-online-advertising/>)

### **Sponsorship (Advertising)**

A payment made by an advertiser to attach its name to a popular web space thus reinforcing its brand.

**Reference:**

- Sponsorship (<http://www.marketingterms.com/dictionary/sponsorship/>)
- Sponsorships (<http://www.clickz.com/clickz/column/1707500/online-advertising-glossary-sponsorships>)

**Spotlight Tag**

These are transparent GIF (image) files embedded in a website to help manage and track the effectiveness of online advertising.

**Reference:**

- Floodlight is the New Spotlight (<http://doubleclickadvertisers.blogspot.com/2011/03/simplifying-conversion-tracking-in-dfa.html>)
- Spotlight on Spotlight Tags (<http://doubleclickadvertisers.blogspot.com/2008/01/spotlight-on-spotlight-tags.html>)

**SSP (Sales / Supply Side Platform)**

An SSP is a technology platform that enables publishers to manage their ad impression inventory and maximize revenue from digital media.

**Reference:**

- Supply Side Platform ([https://en.wikipedia.org/wiki/Supply\\_Side\\_Platform](https://en.wikipedia.org/wiki/Supply_Side_Platform))
- Explainer: Supply-Side Platform (<http://www.digiday.com/platforms/explainer-supply-side-platform/>)
- SSPs, aka Supply Side Platforms (<http://www.adopsinsider.com/ad-exchanges/supply-side-platforms/>)

**Static Ad**

An ad unit that is fixed in place on a web page and does not rotate through the website.

**Reference:**

- The Static Banner Ad: Online Media's Little Black Dress (<http://www.clickz.com/clickz/column/1708542/the-static-banner-ad-online-medias-little-black-dress>)
- Dynamic and Static Ads (<http://www.pay-per-click-services.com/dynamic-and-static-ads.html>)

**Sticky Marketing**

Refers to the amount of time viewers spend at a site over a given period of time.

**Reference:**

- Stickiness - How difficult is it for customers to leave your company? (<http://www.basicmarketingideas.com/2010/01/stickiness-how-difficult-is-it-for.html>)
- What Is Sticky Marketing? (<http://smallbusiness.chron.com/sticky-marketing-40986.html>)

**Streaming Media**

Streaming media enables quick access to crucial audio and video content without waiting for files to download and can be used to complement existing content.

**Reference:**

- streaming (<http://www.webopedia.com/TERM/S/streaming.html>)
- Streaming Media (<http://websearch.about.com/od/s/g/Streaming-Media.htm>)

**Superstitial™**

A Unicast proprietary standard for online advertising that features animation and interactivity.

**Reference:**

- SUPERSTITIAL (<http://www.webopedia.com/TERM/S/SUPERSTITIAL.html>)
- Unicast Superstitials & the Future of Internet Advertising ([http://www.avantmarketer.com/index/live/interview/unicast\\_superstitials\\_the\\_future\\_of\\_internet\\_advertising\\_page\\_i/](http://www.avantmarketer.com/index/live/interview/unicast_superstitials_the_future_of_internet_advertising_page_i/))

**Supply**

The amount of inventory or ad serving space available on webpages.

**Reference:**

- What is online ad inventory? ([http://www.snap2eyes.com/docs/articles/ad\\_inventory\\_shortage.aspx#p1](http://www.snap2eyes.com/docs/articles/ad_inventory_shortage.aspx#p1))
- Ad Tech Economics (<http://www.lijit.com/blog/tag/lijit-ad-network/>)
- How Web Advertising Works (<http://computerhowstuffworks.com/web-advertising1.htm>)

**Surround Sessions**

This is a series of ads that follow a user through his or her visit, showing a succession of ads with a linear story line as the user clicks through pages.

**Reference:**

- Surround sessions ([https://en.wikipedia.org/wiki/Surround\\_session](https://en.wikipedia.org/wiki/Surround_session))
- Surround Session ([http://www.marketingterms.com/dictionary/surround\\_session/](http://www.marketingterms.com/dictionary/surround_session/))

**Synchronized Ads / Synced Ads**

These are ads synchronized to live television spots on second screen devices like tablets, laptops and smartphones.

**Reference:**

- Synchronized Ads Dunk on the Competition (<https://secondscreenetworks.wordpress.com/2013/06/03/synchronized-ads-dunk-on-the-competition/>)
- ConneCTV Launches National and Local Ad Network That Synchronizes with Television Ads (<http://www.businesswire.com/news/home/20130104005135/en/ConneCTV-Launches-National-Local-Ad-Network-Synchronizes>)

## **Syndicated Research**

Studies that decide the population, queries, intervals, etc., where multiple clients purchase and share the results and costs.

### **Reference:**

- Five ways to use syndicated research to measure advertising effectiveness (PDF) (<http://www.experian.com/assets/simmons-research/white-papers/five-ways-to-use-syndicated-research-to-measure-advertising-effectiveness.pdf>)
  - Syndicated Research ([http://prezi.com/zuyz9ps3q\\_nw/syndicated-research/](http://prezi.com/zuyz9ps3q_nw/syndicated-research/))
- 

## **T**

### **Tag**

A piece of HTML markup that is placed on a web page by a publisher and instructs a browser to request content from an ad server.

### **Reference:**

- Ad Tags: an Introduction (<https://wiki.appnexus.com/display/industry/Ad+Tags>)
- Ad Tagging Guide ([http://www.247realmedia.com/EN-US/tech/oas/Tagging/EN\\_OAS\\_Ad\\_Tagging\\_Guide\\_Rev-G4.pdf](http://www.247realmedia.com/EN-US/tech/oas/Tagging/EN_OAS_Ad_Tagging_Guide_Rev-G4.pdf))
- How To Write A Third Party Ad Tag (<http://digitalstudio.republicmedia.com/file-format-info/how-to-write-a-third-party-ad-tag>)

### **Tag Container**

A container that displays code for all tags stored in it and is used to help advertisers and media buyers manage multiple pixel tags. It works by injecting tags into a browser via JavaScript or via an invisible frame.

### **Reference:**

- Tag Management 101 - What is a tag container? (<http://www.brighttag.com/resources/tag-101/>)
- What Is Tag Management? (<http://moz.com/blog/what-is-tag-management>)

### **Tag Management**

The systematic replacement of all third party tags on the website by a single JavaScript tag on every page. This single tag is often referred to as a:

- Container tag, or a
- Universal tag, or a
- Master tag

### **Reference:**

- What is Tag Management? (<http://www.searchdiscovery.com/satellite/tag-management-systems/>)
- What is a Container Tag? (<http://www.searchdiscovery.com/satellite/container-tag/>)
- The Evolution of Tag Management (<http://www.websitemagazine.com/content/blogs/posts/archive/2013/07/12/the-evolution-of-tag-management.aspx>)
- Tips for Optimizing Third-Party Tags to Speed Up Your Website (<http://www.emarketingandcommerce.com/article/tips-for-optimizing-third-party-tags-speed-up-your-website/1#>)

### **Targeted Network**

Ad networks that focus on specific targeting technologies such as behavioral or contextual that have been built into an ad server. Targeted networks specialize in using consumer **clickstream** data to enhance the value of the inventory they purchase.

### **Reference:**

- Ad Networks With Targeting Capabilities (<http://streetfightmag.com/2013/06/25/6-ad-networks-with-targeting-capabilities/>)
- Why it's better than ever to be a targeted content site (<http://venturebeat.com/2007/07/24/ad-networks-why-it%E2%80%99s-better-than-ever-to-be-a-targeted-content-site/>)

### **Targeting**

An ad serving strategy based on audience segment and optimal timing, placement, and frequency.

### **Reference:**

- Targeted advertising ([https://en.wikipedia.org/wiki/Targeted\\_advertising](https://en.wikipedia.org/wiki/Targeted_advertising))
- Audience Targeting: Reach the Right Customer, in the Right Place, at the Right Time (<http://www.millennialmedia.com/advertise/targeting/>)
- Targeting for mobile ads (<https://support.google.com/adsense/answer/68731?hl=en>)

### **Taxonomy**

A hierarchical classification scheme with a controlled vocabulary of terms that accurately identifies content.

### **Reference:**

- Online Advertising Taxonomy (PDF) (<http://www.docstoc.com/docs/80325619/Online-Advertising-Taxonomy>)
- Using Taxonomy to Drive Online Contextual Advertising - Classifying Web Content to the IAB Taxonomy With Sophializer (<http://www.earley.com/blog/using-taxonomy-drive-online-contextual-advertising-classifying-web-content-iab-taxonomy>)

### **Tear Sheet**

A screen shot showing a web page loaded with a digital ad.

### **Reference:**

- Tear sheet ([https://en.wikipedia.org/wiki/Tear\\_sheet](https://en.wikipedia.org/wiki/Tear_sheet))
- E-Sheets® - Electronic Tearsheets (<http://www.merlinone.com/solutions/newspaper/electronic-tearsheets.asp>)

### **Technographic Targeting**

This is a data collection technique related to the computer equipment and software environment (browser, browser version, bandwidth, operating system, etc.) of a user.

#### **Reference:**

- 3 Ways to Use Technographics to Deliver a Relevant Customer Experience (<http://www.egov.vic.gov.au/website-practice/online-marketing/behavioural-targeting/3-ways-to-use-technographics-to-deliver-a-relevant-customer-experience.html>)
- How To Target Your Online Marketing (<http://www.articlesbase.com/marketing-articles/how-to-target-your-online-marketing-to-reach-the-right-customers-with-the-right-offer-229714.html>)

### **Tenant Relationship**

An online relationship established between an affiliate marketer and a high-traffic/volume website guaranteeing the affiliate to be the sole provider of certain products.

#### **Reference:**

- Tenancy Agreement - Affiliate Program Terms and Conditions (<http://www.tenancyagreement.co.uk/affiliate-program-terms-conditions/>)
- Why are some affiliate relationships called “tenancy” deals? (<http://bus210homework-cp.blogspot.com/2010/10/chapter-7.html>)

### **Terms and Conditions (of Insertion Orders)**

Generally speaking, terms and conditions that govern any contract between an ad agency / ad advertiser and the ad publisher. A copy of the IAB Terms & Conditions signed by a publisher and kept on file. Each insertion order issued should refer to these IAB T's and C's and the IO should indicate that those 4As/IAB Terms and Conditions take precedence unless otherwise indicated.

#### **Reference:**

- IAB - STANDARD TERMS AND CONDITIONS FOR INTERNET ADVERTISING FOR MEDIA BUYS ONE YEAR OR LESS ([https://www.iab.net/media/file/IAB\\_4As-tsandcs-FINAL.pdf](https://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf))
- Advertising Terms and Conditions (<http://www.huffingtonpost.com/ads/terms/>)

### **Text Ads**

Online ads devoid of images delivered in the form of text or emails.

#### **Reference:**

- Text Ad ([http://www.marketingterms.com/dictionary/text\\_ad/](http://www.marketingterms.com/dictionary/text_ad/))
- The Benefits of Using Text Ads (<http://www.homebusinessmag.com/marketing/internet-marketing/benefits-using-text-ads-your-home-business>)

### **Third Party Audit**

An audited accounting of an ad campaign's execution with the auditor's findings considered as final.

#### **Reference:**

- Website Audit & Assessment (<http://www.emarkinglead.com/services/website-audit>)
- Who's counting? Publishers question the relevancy of third-party audits (<http://www.btobonline.com/article/20090403/MEDIABUSINESS/304069997/whos-counting-publishers-question-the-relevancy-of-third-party-audits>)

### **Third-party Ad Servers**

These are independent, outsourced companies specializing in the managing, maintaining, serving, tracking, and analyzing of the results of online ad campaigns.

#### **Reference:**

- Third-Party Ad Serving Explained (<http://goarticles.com/article/Third-Party-Ad-Serving-Explained/2788941/>)
- Third Party Ad Serving – What Is It? (<https://eccobay.wordpress.com/2006/05/19/third-party-ad-serving-what-is-it/>)

### **Third-party Cookies**

Cookies set with domains different from the one shown on the address bar.

#### **Reference:**

- Third-party cookies (<http://www.bobulous.org.uk/misc/third-party-cookies.html>)
- Privacy and third-party cookies ([https://en.wikipedia.org/wiki/HTTP\\_cookie#Privacy\\_and\\_third-party\\_cookies](https://en.wikipedia.org/wiki/HTTP_cookie#Privacy_and_third-party_cookies))
- What is a (third-party) cookie? (<http://www.opentracker.net/article/third-party-cookies-vs-first-party-cookies>)

### **Timed Ads**

Managed by a central system controller that prepares a list of ads to be played compiled from an "ad played" database (maintained at the system controller).

#### **Reference:**

- Internet advertising with controlled and timed display of ad content from centralized system controller (<http://www.freepatentsonline.com/6128651.html>)
- Internet advertising with controlled and timed display of ad content from browser (<http://www.google.com.mx/patents/US6161127>)

### **Total Clicks**

The number of clicks resulting from an ad impression.

#### **Reference:**

- IAB: Rich Internet Application Guidelines (<https://www.iab.net/guidelines/508676/guidelines/1470>)
- IAB: Digital Video Ad Impression Measurement Guidelines ([https://www.iab.net/media/file/dig\\_vid\\_imp\\_meas\\_guidelines\\_final.pdf](https://www.iab.net/media/file/dig_vid_imp_meas_guidelines_final.pdf))

- The difference between unique and total clicks (<http://www.viraladnetwork.net/blog/2008/the-difference-between-unique-and-total-clicks/>)

### **Total Conversion Opportunities**

The number of times users interacted with an ad.

**Reference:**

- How to Calculate your Conversion Rate (<http://www.vertster.com/conversion-rate-improvement/how-to-calculate-your-conversion-rate/>)
- PPC Ad Testing to Maximize Conversions (<http://www.wordstream.com/blog/ws/2010/09/15/ppc-ad-testing-to-maximize-conversions>)

### **Total CTR (Click Through Rate)**

The percentage of impressions clicked.

**Reference:**

- Click-through rate ([https://en.wikipedia.org/wiki/Click-through\\_rate](https://en.wikipedia.org/wiki/Click-through_rate))
- Calculating CTR% (<http://marketing.wtwhmedia.com/calculating-ctr>)
- Estimating Ad Click Through Rate through Query Intent Analysis (<http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.162.932>)

### **Tracking ID**

Third-party match code for the placement of an ad.

**Reference:**

- Third-party cookie ([https://en.wikipedia.org/wiki/HTTP\\_cookie#Third-party\\_cookie](https://en.wikipedia.org/wiki/HTTP_cookie#Third-party_cookie))
- How do I pass conversion data back to a third party or affiliate program? (<https://support.bigcommerce.com/questions/805/How+do+I+pass+conversion+data+back+to+a+third+party+or+affiliate+program%3F>)

### **Traffic (Page View)**

A website's monthly report of page views as recorded in its log files.

**Reference:**

- What is a page view? (<http://onlinebusiness.about.com/b/2008/06/19/what-is-a-page-view.htm>)
- Website Traffic & Revenue ([http://content.websitegear.com/article/revenue\\_traffic.htm](http://content.websitegear.com/article/revenue_traffic.htm))

### **Transition Ad (Interstitial Ad / Splash Page Ad)**

When rendered, a transition ad covers all page content which is not again visible until the transition ad is closed.

**Reference:**

- Transition Ads ([http://res.providencejournal.com/advertising/media-kit/transition\\_ads.html](http://res.providencejournal.com/advertising/media-kit/transition_ads.html))
- Transition Ad - Site Level Take-Over Ad (<http://adsales.wwe.com/advertising/transitionad/>)

### **Trending Topics**

Topics presented to a user that are most mentioned at that moment and are continuously updated.

**Reference:**

- Online Marketing, What's Trending? (<http://www.mintonlinemarketing.net/online-marketing-whats-trending/>)
- Real Time Social Media – Capitalizing on Trending Topics (<http://www.compukol.com/blog/real-time-social-media-capitalizing-on-trending-topics/>)

### **TTL (Through The Line advertising)**

Used in advertising in video games, it involves the use of URL hyperlinks within the game designed to induce the player to visit a web page which then contains BTL advertisements.

**Reference:**

- Through the line (TTL) advertising ([https://en.wikipedia.org/wiki/Advergaming#Through\\_the\\_line\\_.28TTL.29\\_advertising](https://en.wikipedia.org/wiki/Advergaming#Through_the_line_.28TTL.29_advertising))
- Above the Line | Below the Line | Through the Line (<http://bloggingmebloggingyou.wordpress.com/2008/12/04/above-the-line-below-the-line-through-the-line/>)
- What is ATL, BTL, and TTL Marketing? (<http://www.startupfreak.com/what-is-atl-btl-and-ttl-marketing/>)

## **U**

### **UGC (User Generated Content)**

Website content that is generated by a user and not a publisher.

**Reference:**

- User-generated content ([https://en.wikipedia.org/wiki/User-generated\\_content](https://en.wikipedia.org/wiki/User-generated_content))
- IAB - User-Generated Content & Social Media (<https://www.iab.net/guidelines/508676/1488/ugcplatform>)
- What is User-Generated Content? (<http://socialmediatoday.com/jasminehenry/1491806/user-generated-content-marketing-5-sparkling-ideas>)

### **UDID (Unique Device Identifiers)**

Used by publishers and developers use to track apps and target advertising on mobile analytics systems. Consists of a unique series of 40 numbers and letters that are assigned to each device. There is no opt-out mechanism.

**Reference:**



- UDID (<http://theiphonewiki.com/wiki/UDID>)
- unique device identifier (UDID) (<http://whatis.techtarget.com/definition/unique-device-identifier-UDID>)
- Unique Phone ID Numbers Explained (<http://blogs.wsj.com/digits/2010/12/19/unique-phone-id-numbers-explained/>)

#### **Underdelivery (of Impressions)**

The delivery of less than the agreed number of impressions, conversions, etc., than was contracted for a specific period of time.

##### **Reference:**

- Dealing With Underdelivery (<http://www.clickz.com/clickz/column/1696395/dealing-with-underdelivery>)
- What is Ad underdelivery? (<http://digitalmarketing-glossary.com/What-is-Ad-underdelivery-definition>)

#### **Unduplicated Audience (Cume / Reach / TURF)**

The total of unique visitors (measured only by their first visit, regardless of how many times they returned) over a specified period of time. Sometimes know as "TURF" (Total Unduplicated Reach and Frequency).

##### **Reference:**

- unduplicated audience (<http://www.allbusiness.com/glossaries/unduplicated-audience/4961122-1.html>)
- Data Use: TURF analysis (<http://www.quirks.com/articles/a1993/19930604.aspx?searchID=4802388&sort=9>)

#### **Unique Banner Clicks**

The number of unique users that clicked an ad.

##### **Reference:**

- Web banner advertising ([https://en.wikipedia.org/wiki/Online\\_advertising#Web\\_banner\\_advertising](https://en.wikipedia.org/wiki/Online_advertising#Web_banner_advertising))
- Web banner ([https://en.wikipedia.org/wiki/Banner\\_ad](https://en.wikipedia.org/wiki/Banner_ad))
- Banner Ads: Past, Present, And . . . Future? (<http://www.cmo.com/articles/2012/4/24/banner-ads-past-present-and-future.html>)

#### **Unique Interactions**

The number of unique users that interacted with an ad.

##### **Reference:**

- Unique user ([https://en.wikipedia.org/wiki/Unique\\_user](https://en.wikipedia.org/wiki/Unique_user))
- How Visits are calculated in Analytics (<https://support.google.com/analytics/answer/2731565?hl=en>)

#### **UUID (Universally Unique Identifier)**

An identifier standard that is made up of a 16-octet (128-bit) number. In its canonical form, a UUID is represented by 32 hexadecimal digits, displayed in five groups separated by hyphens, in the form 8-4-4-4-12 for a total of 36 characters (32 alphanumeric characters and four hyphens). For example: "550e8400-e29b-41d4-a716-446655440000"

##### **Reference:**

- Universally unique identifier ([https://en.wikipedia.org/wiki/Universally\\_unique\\_identifier](https://en.wikipedia.org/wiki/Universally_unique_identifier))
- What is a UUID (Universal Unique Identifier)
- What does Universally Unique Identifier (UUID) mean? (<http://www.techopedia.com/definition/1316/universally-unique-identifier-uuid>)

#### **Uniques**

Uniques are the number of individual people being counted when totaling number of page views, ad views, or a variety of other web metrics. Uniques count individual people and **NOT** multiple actions taken by the same person.

##### **Reference:**

- absolute unique visitor - Web Analytics ([http://www.webopedia.com/TERM/A/absolute\\_unique\\_visitor.html](http://www.webopedia.com/TERM/A/absolute_unique_visitor.html))
- Why counting uniques is meaningless (<http://www.advanced-web-metrics.com/blog/2009/02/11/why-counting-uniques-is-meaningless/>)
- Standard Metrics Revisited: #6: Daily, Weekly, Monthly Unique Visitors (<http://www.kaushik.net/avinash/standard-metrics-revisited-6-daily-weekly-monthly-unique-visitors/>)

#### **Universal Ad Package (IAB)**

A standardized ad package as prescribed by the IAB.

##### **Reference:**

- Universal Ad Package (<https://www.iab.net/guidelines/508676/508767/UAP>)
- IAB Rolls Out 'Universal Ad Package' (<http://www.clickz.com/clickz/news/1701372/iab-rolls-out-universal-ad-package>)

#### **URI (Uniform Resource Identifier)**

Via HTTP(S), a URI identifies the name of a resource on the Internet.

##### **Reference:**

- Uniform resource identifier ([https://en.wikipedia.org/wiki/Uniform\\_resource\\_identifier](https://en.wikipedia.org/wiki/Uniform_resource_identifier))
- Naming and Addressing: URIs, URLs, ... (W3C) (<http://www.w3.org/Addressing/>)

#### **URL (Uniform Resource Locator)**

Via HTTP(S), a URL identifies the location of a resource on the Internet.

##### **Reference:**

- Uniform resource locator ([https://en.wikipedia.org/wiki/Uniform\\_resource\\_locator](https://en.wikipedia.org/wiki/Uniform_resource_locator))

- Definition: URL (<http://compnetworking.about.com/od/internetaccessbestuses/g/bldef-url.htm>)

### **URN (Uniform Resource Name)**

Deprecated in 2005 in favor of the URI, URNs allowed the mapping of multiple namespaces into a single URN namespace.

#### **Reference:**

- Uniform resource name ([https://en.wikipedia.org/wiki/Uniform\\_resource\\_name](https://en.wikipedia.org/wiki/Uniform_resource_name))
- URN Syntax (<http://tools.ietf.org/html/rfc2141>)

### **User**

The target customer of an advertiser.

#### **Reference:**

- Ad user (<https://developers.facebook.com/docs/reference/ads-api/aduser/>)
- Target audience ([https://en.wikipedia.org/wiki/Target\\_audience](https://en.wikipedia.org/wiki/Target_audience))

### **User Agent**

Software that acts on behalf of a user, normally a web browser.

#### **Reference:**

- User agent ([https://en.wikipedia.org/wiki/User\\_agent](https://en.wikipedia.org/wiki/User_agent))
- W3C - 14 Header Field Definitions (<http://www.w3.org/Protocols/rfc2616/rfc2616-sec14.html>)

### **User Data**

Information about users that makes them more valuable to advertisers. Data can include age, gender, location, intent to purchase, demographics, psychographics, wealth, past purchases, and more. Please note that user data is generally associated with a UUID rather than any personally identifiable information.

#### **Reference:**

- The Evolution of Online-User Data ([https://www.bcgperspectives.com/content/articles/marketing\\_technology\\_evolution\\_of\\_online\\_user\\_data/](https://www.bcgperspectives.com/content/articles/marketing_technology_evolution_of_online_user_data/))
- User Data Collection & Tracking (<http://idfive.com/insight/whitepapers/dirty-secret-behind-user-data-collection-tracking>)

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## **V**

### **VAST (Video Ad Serving Template - IAB)**

An ad serving protocol that provides a uniform way for video content to be transferred from ad servers to video players on web pages.

#### **Reference:**

- IAB: VAST documentation (<http://www.iab.net/guidelines/508676/digitalvideo/vast>)
- IAB: Digital Video Ad Serving Template (VAST) Compliance (<https://www.iab.net/guidelines/508676/compliance/679253>)
- Introduction to VAST (<http://www.admonsters.com/blog/introduction-vast>)
- What is VAST? (<http://www.longtailvideo.com/support/open-video-ads/23120/what-is-vast/>)

### **Vendor**

A company with a specific product or service such as creating or delivering rich media, maintaining a CDN, or providing third-party data.

#### **Reference:**

- Types of Advertising Vendors (<http://www.cdpr.ca.gov/docs/specproj/h2o/workbook/section2/page64.html>)
- How do you become a certified ad vendor by Google? (<http://answers.yahoo.com/question/index?qid=20090409122525AA13PNJ>)

### **Verification (of Impressions)**

Verification of ad impressions ensures every impression's quality and compliance and that it is displayed as intended.

#### **Reference:**

- IAB Hosts Interactive Advertising's First-Ever Ad Verification Summit ([http://www.iab.net/about\\_the\\_iab/recent\\_press\\_releases/press\\_release\\_archive/press\\_release/pr-031210](http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-031210))
- Not Every Impression Created Equal: An Ad Served Not Necessarily Ad Viewed (<http://newsfeed.i-com.org/2012/12/not-every-impression-created-equal-an-ad-served-not-necessarily-ad-viewed.html>)

### **Vertical Advertisers**

Advertisers as classified by industry (automobile, furniture, retail, etc.).

#### **Reference:**

- What Is Vertical and Horizontal Advertising? (<http://smallbusiness.chron.com/vertical-horizontal-advertising-25017.html>)
- Vertical Advertising (<http://alittleclass.blogspot.com/2009/06/vertical-advertising.html>)

### **Vickrey Auction**

A sealed bid auction where bidders cannot see the values of competing bids. The winning (highest) bidder pays the second lowest bid amount.

#### **Reference:**

- Vickrey auction ([https://en.wikipedia.org/wiki/Vickrey\\_auction](https://en.wikipedia.org/wiki/Vickrey_auction))

- Vickrey vs. eBay: Why Second-Price Sealed-Bid Auctions Lead to More Realistic Price-Demand Functions (<http://www.marini-media.de/internationale-publikationen/vickrey-vs-ebay-why-second-price-sealed-bid-auctions-lead-to-more-realistic-price-demand-functions>)

#### **Video Ad Units**

Digital video resources built into ad units to render as rich media ads.

##### **Reference:**

- IAB releases guidelines for digital video ad units (<http://www.tbtonline.com/apps/pbcs.dll/article?AID=/20130923/ADVERTISING18/309239998/1581/rss01#>)
- Rich Media Creative Guidelines (IAB) ([http://www.iab.net/guidelines/508676/508676/Rich\\_Media](http://www.iab.net/guidelines/508676/508676/Rich_Media))

#### **Video Starts**

A count of the number of times a video is started.

##### **Reference:**

- What Counts as a Video View? (<http://klessblog.blogspot.com/2011/03/what-counts-as-video-view-online-video.html>)
- Video Sites' Varying Definitions Of "View" (<http://www.tubemogul.com/company/announcements/20-Video-Sites-Varying-Definitions-Of-View->)
- IAB: Digital Video Ad Measurement Guidelines ([https://www.iab.net/guidelines/508676/guidelines/dv\\_measurement\\_guidelines](https://www.iab.net/guidelines/508676/guidelines/dv_measurement_guidelines))

#### **View-through (View-based) Conversions**

Metrics that are measured from cookies set by a banner on a browser where a user did not click on the banner. If the user returns to the website again via a search, etc., the view-through metric reports any conversion by the person as a view-based conversion.

##### **Reference:**

- How Beneficial are View Through Conversions? (<http://www.business2community.com/online-marketing/how-beneficial-are-view-through-conversions-0133328>)
- Pros and Cons of View-Through Conversion Tracking (<http://www.wordstream.com/blog/ws/2010/03/25/view-through-conversion-tracking>)

#### **Viewable Impressions (Raw)**

The number of raw impressions where at least 50% of the ad was visible for at least 1 sec.

##### **Reference:**

- Viewable Impression ([https://en.wikipedia.org/wiki/Viewable\\_Impression](https://en.wikipedia.org/wiki/Viewable_Impression))
- What is a Viewable Impression? ([http://www.realvu.net/what\\_is\\_vi.aspx](http://www.realvu.net/what_is_vi.aspx))
- What Publishers Really Need to Know About Viewable Impressions (<http://www.wpp.com/wpp/marketing/digital/what-publishers-really-need-to-know-about-viewable-impressions/>)
- Gross Impression and Unique Impression ([http://www.adspeed.com/Knowledges/10/Ad\\_Metrics/Gross\\_Impression\\_Unique\\_Impression.html](http://www.adspeed.com/Knowledges/10/Ad_Metrics/Gross_Impression_Unique_Impression.html))

#### **Viewable Impressions (Validated)**

The number of validated impressions where at least 50% of the ad was visible for at least 1 sec. This metric is only tracked on impressions when the vendor is 100% certain the impression is visible.

##### **Reference:**

- Viewable Impression ([https://en.wikipedia.org/wiki/Viewable\\_Impression](https://en.wikipedia.org/wiki/Viewable_Impression))
- What is a Viewable Impression? ([http://www.realvu.net/what\\_is\\_vi.aspx](http://www.realvu.net/what_is_vi.aspx))
- What Publishers Really Need to Know About Viewable Impressions (<http://www.wpp.com/wpp/marketing/digital/what-publishers-really-need-to-know-about-viewable-impressions/>)
- Gross Impression and Unique Impression ([http://www.adspeed.com/Knowledges/10/Ad\\_Metrics/Gross\\_Impression\\_Unique\\_Impression.html](http://www.adspeed.com/Knowledges/10/Ad_Metrics/Gross_Impression_Unique_Impression.html))

#### **Viewable Rate (Raw)**

The percentage of visible impressions.

##### **Reference:**

- Viewable Impression ([https://en.wikipedia.org/wiki/Viewable\\_Impression](https://en.wikipedia.org/wiki/Viewable_Impression))
- What Publishers Really Need to Know About Viewable Impressions (<http://www.wpp.com/wpp/marketing/digital/what-publishers-really-need-to-know-about-viewable-impressions/>)
- Gross Impression and Unique Impression ([http://www.adspeed.com/Knowledges/10/Ad\\_Metrics/Gross\\_Impression\\_Unique\\_Impression.html](http://www.adspeed.com/Knowledges/10/Ad_Metrics/Gross_Impression_Unique_Impression.html))

#### **Viewable Rate (Validated)**

The percentage of visible validated impressions.

##### **Reference:**

- Viewable Impression ([https://en.wikipedia.org/wiki/Viewable\\_Impression](https://en.wikipedia.org/wiki/Viewable_Impression))
- What Publishers Really Need to Know About Viewable Impressions (<http://www.wpp.com/wpp/marketing/digital/what-publishers-really-need-to-know-about-viewable-impressions/>)
- Gross Impression and Unique Impression ([http://www.adspeed.com/Knowledges/10/Ad\\_Metrics/Gross\\_Impression\\_Unique\\_Impression.html](http://www.adspeed.com/Knowledges/10/Ad_Metrics/Gross_Impression_Unique_Impression.html))

#### **Viral marketing**

Ads that are sent via "sharing" links in e-mail, blogs, websites, etc. that point to a service or product with the hope that the sharing activity produces a "viral" marketing effect.

##### **Reference:**

- Viral marketing ([https://en.wikipedia.org/wiki/Viral\\_marketing](https://en.wikipedia.org/wiki/Viral_marketing))
- The Six Simple Principles of Viral Marketing (<http://webmarketingtoday.com/articles/viral-principles/>)

### **Virtual Currency**

Virtual currency (or in-game currency depending on the environment) is used to purchase virtual goods within a variety of online communities and only exists in electronic format. Bitcoin is a good example of a virtual currency.

#### **Reference:**

- Virtual currency ([http://itlaw.wikia.com/wiki/Virtual\\_currency](http://itlaw.wikia.com/wiki/Virtual_currency))
- Understanding Virtual Currency (<https://www.virtapay.com/virtual-currency.php>)
- What Is Virtual Currency? (And Why You Should Care) (<http://instead.com/2011/05/18/what-is-virtual-currency-and-why-you-should-care/>)

### **Visual Search Ads (Google)**

Search ad techniques that render banner ads above a brand's organic listing and site links.

#### **Reference:**

- FAQ: All About The Banner Ad Test In Google's Search Results (<http://searchengineland.com/faq-all-about-the-banner-ad-test-in-googles-search-results-175045>)
- Microsoft Pilots Giant Brand Hero Ads In Bing Smart Search For Windows 8.1 (<http://searchengineland.com/microsoft-pilots-hero-ads-for-branded-search-queries-on-windows-8-1-smart-search-175526>)

### **VLog / VLogging (Video Blog)**

The combination of "Video" and "Blog" into one word, meaning a web blog containing videos.

#### **Reference:**

- How to Create a Market a VLog (Video Blog) (<http://www.business2community.com/content-marketing/how-to-create-a-market-a-vlog-video-blog-0387058>)
- What Is A Vlog? (<http://www.authorityvideomarketing.com/what-is-a-vlog>)

### **VPAID (Video Player Ad-Serving Interface Definition - IAB)**

An interface created to support interactive rich media video formats. See the Interactive Advertising Bureau's data at VPAID documentation (<http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vpaid>).

#### **Reference:**

- IAB: Digital Video Player-Ad Interface Definition (VPAID) 2.0 (<https://www.iab.net/vpaid>)
- IAB: Digital Video Player-Ad Interface Definitions (VPAID) Compliance (<https://www.iab.net/guidelines/508676/compliance/679310>)
- VAST & VPAID: Standardizing Online Video Ads (<http://www.longtailvideo.com/blog/26790/vast-vpaid-standardizing-online-video-ads/>)

### **VPV (Value Per Visitor)**

This is used to calculate the amount that you can spend to acquire a visitor to your site.

#### **Formula:**

$$\text{VPV} = \frac{\text{Profits}}{\text{Visitors (during a fixed period of time)}}$$

#### **Reference:**

- How (and Why) to Calculate Lifetime Value Per Visitor (<http://www.onlinemarketingtoday.com/metrics/calculate-lifetime-value-per-visitor/>)
- Utilizing the Value per Visitor Metric to Scale Your ROI (<http://www.rocketchclicks.com/blog/utilizing-the-value-per-visitor-metric-to-scale-your-roi/>)
- Value Per Visitor Performance Metric ([http://content.websitgear.com/article/conversion\\_metrics\\_3.htm](http://content.websitgear.com/article/conversion_metrics_3.htm))

### **VTR (View-Through Rate)**

This measures the number of post-impression responses or view-throughs from display media impressions viewed during and following an online advertising campaign. Such post-exposure behavior can be expressed in site visits, on-site events, conversions occurring at one or more Web sites, or potentially offline.

#### **Reference:**

- View-through rate ([https://en.wikipedia.org/wiki/View-through\\_rate](https://en.wikipedia.org/wiki/View-through_rate))
- Different Views of View-Through Tracking (<http://www.clickz.com/clickz/column/1740414/views-view-tracking>)
- Standardizing the Definition of View-through (<http://smartdatacollective.com/wwwdomtassonecom/30224/new-2011-standardizing-definition-view-through>)

## **W - Z**

### **WAU (Weekly Active Users)**

The number of unique individuals who interacted with your Page or its stories in the last 7 days.

#### **Reference:**

- Facebook adding in new metrics - weekly active users, more relevant than daily. (<http://joshuamarch.com/post/6387901832/facebook-adding-in-new-metrics-weekly-active-users>)
- Key Performance Indicators & Social Game Metrics (<http://gamua.com/blog/2013/06/key-performance-indicators-and-social-game-metrics/>)

### **WAP (Wireless Application Protocol)**

This is a (secure) specification allowing the instant access of information via handheld wireless devices, etc.

**Reference:**

- Wireless Application Protocol ([https://en.wikipedia.org/wiki/Wireless\\_Application\\_Protocol](https://en.wikipedia.org/wiki/Wireless_Application_Protocol))
- How WAP Works (<http://computer.howstuffworks.com/wireless-internet.htm>)
- Measuring WAP Ad Campaign Success (<http://www.clickz.com/clickz/column/1692180/measuring-wap-ad-campaign-success>)

**Web Analytics**

An analysis of customer data and segment audiences that can predict the success of campaigns and maximization of ad spend.

**Reference:**

- Web analytics ([https://en.wikipedia.org/wiki/Website\\_analytics](https://en.wikipedia.org/wiki/Website_analytics))
- Web Analytics and Online Advertising Tools for Top eCommerce Sites (<http://content.infotrusted.com/infotrusted-blog/bid/284553/Web-Analytics-and-Online-Advertising-Tools-for-Top-eCommerce-Sites>)

**Yield Management**

A systematic effort to maximize a publisher's revenue and the number of impressions using tools such as price floors.

**Reference:**

- Yield management ([https://en.wikipedia.org/wiki/Yield\\_management](https://en.wikipedia.org/wiki/Yield_management))
- A Look At Yield Management In The Advertising Industry (<http://www.mediafane.com/online-advertising/a-look-at-yield-management-in-the-advertising-industry/>)
- Yield Management Isn't Just for Ad Operations Anymore (<http://www.yieldex.com/yield-management-isnt-just-for-ad-operations-anymore/>)