301 redirect

Is used for permanent url redirection and informs web crawlers that old url is no longer a valid destination point. Both bing and google recommend using a 301 redirect if you are going to change the url of a page, as it is shown in search engine results

302 redirect

302 response code tells search engines that the location has temporarily moved. It points your domain name to a temporary page while you build your permanent website. It's used mostly when you have to perform technical maintence or upgrade your page.

Above the fold

(atf) a term derived from newspaper print advertising, this means that an ad is placed on a website above the scroll line as the page is viewed before any scrolling occurs; in view before scrolling

Ad audience

The number of unique users exposed to an ad within a specified time period.

Ad banner

Ad banners (also known as banner ads) are one of the most dominant forms of advertising on the internet. Banner ads are a form of display advertising that can range from a static graphic to full motion video or rich media. The iab frequently updates their ad guidelines in order to assist creators and buyers of banner ads. Compared to offline forms of display advertising, banner ads allow for several enhanced types of targeting. Including geo-targeting, dayparting, and various types of behavioral targeting.

Ad blocker

Software on a user's browser which prevents advertisements from being displayed.

Ad click

The user activity of pressing a navigation button or hitting the enter key on the keyboard on an advertisement unit on a web site (banner, button or text link).

Ad creative pixel

A pixel request embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.

Ad download

When an ad is downloaded by a server to a user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user.

Ad exchange

An ad exchange is a sales channel between publishers and ad networks that can also provide aggregated inventory to advertisers. They provide a technology platform that facilitates automated auction based pricing and buying in real-time. Ad exchanges' business models and practices may include features that are similar to those offered by ad networks.

Ad impression

Ad impressions are the count of ads which are served to a user. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads.

In a formal sense, ad impressions are a measurement of responses from an ad delivery system to an ad request from the user's browser, which is filtered for robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user's browser -- therefore closest to the actual opportunity to be seen by the user.

Two methods are used to deliver ad content to the user
- Server-initiated - the publisher's web content server for making requests, formatting and re-directing content
- Client-initiated - ad counting relies on the user's browser to perform these activities.

For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process.

Ad inventory

The aggregate number of opportunities near publisher content to display advertisement to visitors.

Ad network

Ad networks provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimization. Ad networks' business models and practices may include features that are similar to those offered by ad exchanges.

Ad recall

A measure of advertising effectiveness in which a sample of respondents is exposed to an ad and then at a later point in time is asked if they remember the ad. Ad recall can be on an aided or unaided basis. Aided ad recall is when the respondent is told the name of the brand or category being advertised.

Ad request

The request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate internet resource, such as a web content server.

Ad server

An ad server is a web server dedicated to the delivery of advertisement. This specialization enables the tracking and management of advertising related metrics. Ads can be embedded in the page or served separately.

Ad space

The location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page.

Ad tag

Software code that an advertiser provides to a publisher or ad network that calls the advertisers ad server for the purposes of displaying an advertisement.

Ad targeting

Delivering an ad to the appropriate audience. This may be done through: behavioral targeting, contextual targeting, geographic targeting.

Ad transfers

The successful display of an advertiser's web site after the user clicked on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's web site. If the user successfully displays the advertiser's web site, an ad transfer is recorded.

Ad view

When the ad is actually seen by the user. Note this is not measurable today. The best approximation today is provided by ad displays.

Address

A unique identifier for a computer or site online, usually a url for a web site or marked with an @ for an e-mail address. Literally, it is how one computer finds the location of another computer using the internet.

Adware

Computer software provided to the user free of charge or at a discounted price that downloads and displays advertising to support its continued development and maintenance. This software often tracks what internet sites the user visits.

Affiliate marketing

An agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site. In return, the affiliate receives a percentage of sales or some other form of compensation generated by that traffic.

Affinity (index)

Is an "efficiency indicator" in media planning. It shows the weight of a specific target audience compared to the total population in case of a specific programme/ medium. The higher this index the better the targeting is.

Affinity marketing

Selling products or services to customers on the basis of their established buying patterns. The offer can be communicated by e-mail promotions, online or offline advertising.

Aida

Is an acronym that stands for attention, interest, desire and action. The aida model is widely used in marketing and advertising to describe the steps or stages that occur from the time when a consumer first becomes aware of a product or brand through to when the consumer trials a product or makes a purchase decision. Given that many consumers become aware of brands via advertising or marketing communications, the aida model helps to explain how an advertisement or marketing communications message engages and involves consumers in brand choice.

Alternate text

A word or phrase that is displayed when a user has image loading disabled in their browser or when a user abandons a page by hitting "stop" in their browser prior to the transfer of all images. Also appears as "balloon text" when a user lets their mouse rest over an image. Alt-text is one of metadata tags that informs web crawlers about site content also helping to optimize seo.
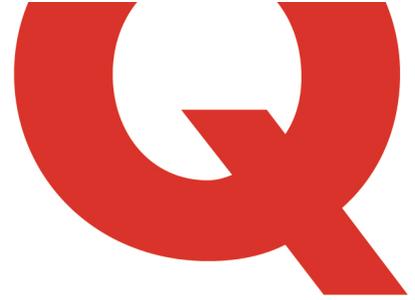
API
API (application programming interface) is a set of subroutine definitions, protocols, and tools for building application software. In general terms, it is a set of clearly defined methods of communication between various software components. A good api makes it easier to develop a computer program by providing all the building blocks, which are then put together by the programmer.

Applet
A small, self-contained software application that is most often used by browsers to automatically display animation and/or to perform database queries requested by the user.

Apps
Short for "applications", these are programs on a digital device (most commonly smartphones and tablets) that provide a specific service or function; usually will connect to the internet and can be ad-supported/free or paid.

AR (augmented reality)
Augmented reality is a live direct or indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or gps data. Augmentation techniques are typically performed in real time and in semantic context with environmental elements, such as overlaying supplemental information like scores over a live video feed of a sporting event.

Artifacting
Distortion that is introduced into audio or video by the compression algorithm (codec). Compressed images may have stray pixels that were not present in the original image.

Aspect ratio
The width-to-height ratio of a picture or video frame. Tv broadcasts at a 4:3 (1.33:1) aspect ratio; digital tv will be broadcast with a 16:9 (1.78:1) ratio; and most feature films are shot in at least a 1.85:1 ratio. Imus have an aspect ratio of 6:5 (330x 250; 336 x 280; and 180 x 150).

Assets
Logos, artwork, fonts, etc. That a brand uses in their advertising creative.

Attribute
A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users. Attributes consist of demographic information (e.g., age, gender, geographical location), segment or cluster information (e.g., auto enthusiast), and retargeting

information (e.g., visited site x two days ago). Segment or cluster information is derived from the user's prior online activities (e.g., pages visited, content viewed, searches made and clicking and purchasing behaviors). Generally, this is anonymous data (non-pii data).

Attribution
The process of connecting an ad event to a consumer action; or, more broadly, the process of connecting any consumer touchpoint a brand provides to a desired response.

Audience
An audience is the group of people who visit a specific web site or who are reached by a specific ad network.

Audience measurement
The counting of unique users (i.e. Audience) and their interaction with online content. At a campaign level, this service is conducted by a third party to validate that a publisher delivered what an advertiser had requested. At the industry level, this service enables media buyers to understand which brokers of online content to negotiate with to reach a specific audience.

Audience targeting
A method that enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes. Audience targeting uses anonymous, non-pii data.

Bandwidth
The transmission rate of a communications line or system, expressed as kilobits per second (kbps) or megabits per second (mbps) for digital systems; the amount of data that can be transmitted over communications lines in a given time.

Banner
A graphic advertising image displayed on a web page. Iba provides guidelines defining specifications of different banner ads.

Banner blindness
Banner blindness is a phenomenon in web usability where visitors to a website consciously or subconsciously ignore banner-like information, which can also be called ad blindness or banner noise.

Barter
The exchange of goods and services without the use of cash. The value of the barter is the dollar value of the goods and services being exchanged for advertising.

Beacon
Bluetooth beacons are hardware transmitters - a class of bluetooth low energy (le) devices that broadcast their identifier to nearby portable electronic devices. The technology enables smartphones, tablets and other devices to perform actions when in close proximity to a beacon. Bluetooth beacons use bluetooth low energy proximity sensing to transmit a universally unique identifier picked up by a compatible app or operating system. The identifier and several bytes sent with it can be used to determine the device's physical location, track customers, or trigger a location-based action on the device such as a check-in on social media or a push notification.

Behavioral targeting
Using previous online user activity (e.g., pages visited, content viewed, searches, clicks and purchases) to generate a segment which is used to match advertising creative to users (sometimes also called behavioral profiling, interest-based advertising, or online behavioral advertising). Behavioral targeting uses anonymous, non-pii data.

Below the fold
Below the fold – (btf) a term derived from newspaper print advertising, this means that an ad is placed on a website below the scroll line as the page is viewed before any scrolling occurs; out of view before scrolling.

Beta
A test version of a product, such as a web site or software, prior to final release.

Bit rate
Bit rate is a measure of bandwidth which indicates how much data is traveling from one place to another on a computer network. Bit rate is usually expressed in kilobits per second (kbps) or megabits per second (mbps).
The bit rate of an audio or video stream indicates how much data must be transferred concurrently in order to properly receive the stream. Buffering can help mitigate variance in available bandwidth. Note that bit rate does not describe how long is takes to get from one part of the network to another, only how many bits can be transferred concurrently.

Blog
A blog (a portmanteau of the term web log) is a web-published journal consisting of discrete entries ("posts") typically displayed in reverse chronological order so the most recent post appears first.

Blogs are usually the work of a single individual, although corporate blogs often have multiple staff contributors. Blog can also be used as a verb, meaning to maintain or add content to a blog.

The emergence of blogging has been attributed to the advent of easy to use web publishing tools like open diary, livejournal, and blogger.com. The modern blogging landscape includes advanced and customizable blogging platforms like wordpress, movable type, and drupal.

Successful blogs tend to focus on one topic, building a community of interested readers who interact through comments on posts. This targeted, engaged audience can drive additional value to advertisers, both during traditional campaigns and through sponsored content.

Bot

Software that runs automatically without human intervention. Typically, a bot is endowed with the capability to react to different situations it may encounter. Two common types of bots are agents and spiders. Bots are used by companies like search engines to discover web sites for indexing. Short for "robot."

Bounce (e-mail)

An e-mail that cannot be delivered to the mailbox provider and is sent back to the e-mail service provider that sent it. A bounce is classified as either "hard" or "soft." Hard bounces are the failed delivery of e-mail due to a permanent reason, such as a non-existent address. Soft bounces are the failed delivery of e-mail due to a temporary issue, such as a full inbox or an unavailable isp server.

Bounce rate

Figured as a percentage, this compares the number of visitors to a website who arrive and immediately leave vs. Those who stay and spend time on the site; can be used to measure the effectiveness of a website, a search campaign or an ad campaign. Depending on tracking system it may refer to time spend or web penetration.

Brand awareness

Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics.

Brand metrics

Measurable kpis associated with branding objectives, such as brand lift, affinity, or favorability.

Brief

Is a statement of a client's requirements, which form the basis for appointing an agency (contractor) . The brief describes the requirements that need to be reconciled and delivered and is developed first as a design/strategy/tactic which is submitted for approval.

Browser
A software program that can request, download, cache and display documents available on the world wide web, for example: chrome, safari, firefox, etc.

Buffering
When a streaming media player temporarily stores portions of a streaming media (e.g., audio or video) file on a client pc until there is enough information for the stream to begin playing.

Bumper ad
Usually refers to a linear video ad with clickable call-to-action; format is usually shorter than full linear ads (i.e. 3-10 seconds) and call-to-action usually can load another video or can bring up a new site while pausing the content.

Button
It can be: 1) clickable graphic that contains certain functionality, such as taking one someplace or executing a program; 2) buttons can also be ads. They usually contain some call-to-action.

Cache
Memory used to temporarily store the most frequently requested content/files/pages in order to speed its delivery to the user. Caches can be local (i.e. On a browser) or on a network. In the case of local cache, most computers have both memory (ram), and disk (hard drive) cache.

Caching
The process of copying a web element (page or ad) for later reuse. On the web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the internet.

Campaign
In traditional marketing, an campaign is a series of advertisement messages that share a single idea and theme. In digital advertising, a campaign will refer to a set of ad buys from a specific ad network or publisher.

Capping
Frequency capping is a term in advertising that means restricting (capping) the number of times (frequency) a specific visitor to a website is shown a particular advertisement. This restriction is applied to all websites that serve ads from the same ad server. Frequency capping is a feature within
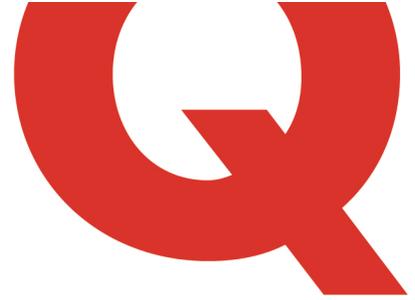
ad serving that allows to limit the maximum number of impressions/views a visitor can see a specific ad within a period of time

Card-sorting
Is a technique in user experience design in which a person tests a group of subject experts or users to generate a dendrogram (category tree) or folksonomy. It is a useful approach for designing information architecture, workflows, menu structure, or web site navigation paths.

Chat
Online interactive communication between two or more people on the web. One can "talk" in real time with other people in a chat room, typically by typing, though voice chat is available.

Click
A click can denote several different things. It can be a metric that measures the reaction of a user to an internet ad. In this context, there are 3 types of click:
- Click-throughs
- In-unit clicks
- Mouseovers

It can be the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server.
It can be the result of a measurable interaction with an advertisement or key word that links to the advertiser's intended web site or another page or frame within the web site.
It can be a metric that measures the reaction of a user to linked editorial content.

Click&collect
A shopping facility whereby a customer can buy or order goods from a store's website and collect them by himself from a local branch.

Click fraud
Click fraud is a type of internet crime that occurs in pay per click online advertising when a person, automated script, or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link.

Click through rate (ctr)
Click through rate – (ctr) the percentage of ad impressions that were clicked on as compared to the entire number of clicks [ctr% = (clicks ÷ imps) x 100].

Click-through
The measurement of a user clicking on a link that re-directs the user's web-enabled device to another web destination.

Click-tracking
Is a technique used to determine and record what computer users are clicking with their mouse while browsing the web. The clicking action is then sent and logged by the client, web browser or server while the computer user continues to explore and click around the ad application or web page.

Cloud
A term used by web-based companies offering users the ability to access files or services from devices that are connected to the internet (the opposite of storing files or programs on a hard or external drive).

Codec
Short for compressor/decompressor. Codecs are computer algorithms that are used to compress the size of audio, video, and image files for streaming over a data network or storage on a computer. Apple's quicktime, microsoft's windows media video, and mp3 are examples of common codecs.

Companion ad
Both linear and non-linear video ad products have the option of pairing their core video ad product with what is commonly referred to as companion ads. Commonly text, display ads, rich media, or skins that wrap around the video experience, can run alongside either or both the video or ad content. The primary purpose of the companion ad product is to offer sustained visibility of the sponsor throughout the video content experience. Companion ads may offer click-through interactivity and rich media experiences such as expansion of the ad for further engagement opportunities.

Connected tv
A television set that is connected to the internet and is able to access web-based content.

Content (site/page)
Site content is the textual, visual or aural content is encountered as part of the user experience on a website. It may include, among other things: text, images, sounds, animations and videos. Web content is dominated by the "page" concept, with multiple pages of related content typically forming a site.
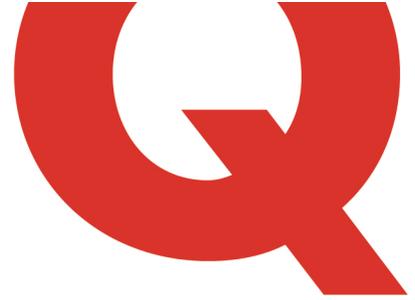
Content integration
Advertising woven into editorial content or placed in a contextual envelope. Also known as "web advertorial".

Content marketing
Content marketing any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers.

Contextual ads
Existing contextual ad engines deliver text and image ads to non-search content pages. Ads are matched to keywords extracted from content. Advertisers can leverage existing keyboard-based paid search campaigns and gain access to a larger audience.

Contextual targeting
Targeting content that deals with specific topics, as determined by a contextual scanning technology.

Control group
A term used in ad effectiveness measurement; the collection of consumers who were not exposed to an ad (their actions are then compared to the "exposed group" – the group that did see the ad – and the difference between the two groups should show the effectiveness of the ad campaign).

Conversion
A conversion occurs when the user performs the specific action that the advertiser has defined as the campaign goal. Conversions are often tracked by a web beacon, called a conversion pixel.

Conversion pixel
A conversion pixel is a specific type of web beacon that is triggered to indicate that a user has successfully completed a specific action such as a purchase or registration. This user action is considered a conversion.

Conversion rate
The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an online ad.

Cookie
A cookie, also known as an http cookie, web cookie, or browser cookie, is a string of text sent from a web server to a user's browser that the browser is expected to send back to the web server in subsequent interactions.

A cookie has a few core attributes - the cookie value, the domain and path within which it is valid, and the cookie expiry. There are other attributes as well that limit the cookie to https-only transactions, or hide it from javascript.

The domain and path define the scope of the cookie - they tell the browser that cookies should only be sent back to the server for the given domain and path.

Cookies that do not have a specific expiration date and time - are automatically deleted when the web browser is next closed. Cookies with a set expiry time are considered persistent cookies, while cookies without set expiry times are considered session cookies.

In online advertising, cookies generally store a unique identifier, and may contain information like what ads were recently seen (for frequency capping), when the cookie was created (to discover short duration identities), and other simple attributes.

1st party cookies are the one created by user's browser. The 3rd party cookies are the one created by ad server.

Cookie buster
Software that blocks the placement of cookies on a user's browser.

Cookie matching
A method of enabling data appending by linking one company's user identifier to another company's user identifier.

Cost per completed view (CPCV)
Cost per completed view – (CPCV) the price an advertiser pays every time a video ad runs through to completion; rather than paying for all impressions, some of which may have been stopped before completion, and advertiser only pays for ads that finished [CPCV = cost ÷ completed views].

Cost per download (CPD)
Cost per download – (CPD) the price an advertiser pays every time a desired download (such as a coupon download) occurs via an ad unit; rather than paying for all impressions, and advertiser only pays when the desired outcome occurs [CPD = cost ÷ download].

Cost per engagement (CPE)
Cost per engagement – (CPE) the price an advertiser pays every time a consumer interacts with a rich media ad unit; rather than paying for all impressions, and advertiser only pays when the desired interaction occurs [CPE = cost ÷ engagement].

Cost per action (CPA)
Cost of advertising based on a visitor taking some specifically defined action in response to an ad. Examples of "actions" include such things as completing a sales transaction or filling out a form.

Cost per click (CPC)
CPC or cost-per-click is the cost of advertising based on the number of clicks received.

Cost per customer (CPC)
CPC or cost-per-customer is the cost an advertiser pays to acquire a customer.

Cost per install (action) (CPI)
CPI or cost-per-install is the cost an advertiser pays to acquire an installation of a software. To use CPI advertiser have to put sdk scripts inside an app.

Cost per lead (CPL)
Cost of advertising based on the number of database files (leads) received.

Cost per thousand; cost per mile (CPM)
Media term describing the cost of 1,000 impressions. For example, a web site that charges $1,500 per ad and reports 100,000 impressions has a CPM of $15 ($1,500 divided by 100).

Cost per order (CPO)
Cost of advertising based on the number of orders received. Also called cost-per-transaction.

Cost per sale (CPS)
The advertiser's cost to generate one sales transaction. If this is being used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser's site after the successful completion of an online sale.

Crawler (web crawler)
A web crawler (also known as an automatic indexer, bot, web spider, web robot) is a software program which visits web pages in a methodical, automated manner.
This process is called web crawling or spidering, and the resulting data is used for various purposes, including building indexes for search engines, validating that ads are being displayed in the appropriate context, and detecting malicious code on compromised web servers.
Many web crawlers will politely identify themselves via their user-agent string, which provides a reliable way of excluding a significant amount of non-human traffic from advertising metrics. The iab (in conjunction with abce) maintains a list of known user-agent strings as the spiders and bots list. However, those web crawlers attempting to discover malicious code often must attempt to appear to be human traffic, which requires secondary, behavioral filtering to detect.

Most web crawlers will respect a file called robots.txt, hosted in the root of a web site. This file informs the web crawler which directories should and shouldn't be indexed but does not enact any actual access restrictions.
Technically, a web crawler is a specific type of bot, or software agent.

Creative retargeting
A method that enables advertisers to show an ad specifically to visitors that previously were exposed to or interacted with the advertisers' creative.

CRM (customer relationship management)
Customer relationship management (CRM) is the set of business practices that guide a company's interactions with current and future customers in all areas, from sales, marketing, and loyalty programs, to customer service, and technical support.

Cross-device targeting
The ability to serve sequential ad messages to the same consumer from one device to the next (e.g. First on a person's desktop then again on his/her smartphone).

Crowdsourcing
Taking a task that would conventionally be performed by a contractor or employee and turning it over to a typically large, undefined group of people via an open call for responses.

CSS (cascading style sheet)
A stylesheet language used to describe the presentation of a document written in a markup language. CSS provides a more elegant alternative to straight html to quickly specify the look and feel of a single web page or a group of multiple web pages. CSS v3 contains media queries that are crucial for responsive web design technology used in mobile pages.

Ctor
The click to open rate (ctor) compares the number of unique clicks and unique opens. This number indicates how effective the email message performed and if it created a level of interest by the recipient to click-through to learn more about the content within the email.

Data management platform
A data management platform (DMP) is a system that allows the collection of audience intelligence by advertisers and ad agencies, thereby allowing better ad targeting in subsequent campaigns.

Dayparting
Dayparting is the practice of dividing the advertising into several parts of the day, in which a different type of message is served due to different groups activities or brand tactic/strategy.

Deal id
A number that is assigned to a programmatic ad transaction used by both the buyer and seller to transact on prearranged parameters; in invitation-only auctions (aka private marketplaces).

Demand side platform
A demand side platform (DSP), also called buy side optimizer and buy side platform is a technology platform that provides centralized and aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources.

Demographic targeting
A method that enables advertisers to show an ad specifically to visitors based on demographic information such as age, gender and income which may come from, site registration data or an inference-based mechanism.

Demographics
Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.

Designated market area
Designated market area – (DMA) as defined by Nielsen on nielsen.com, "dma (designated market area) regions are the geographic areas in the united states in which local television viewing is measured by the Nielsen company. The dma data are essential for any marketer, researcher, or organization seeking to utilize standardized geographic areas within their business." (note: these regions can be applied to digital marketing as well as traditional tv).

Direct response
Direct response – (DR) an ad that is designed to have the viewer take immediate action; for example, in digital advertising, this often means a click, sign up, download, or purchase.

Display advertising
A form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page.

Domain name

The unique name that identifies an internet site. Every domain name consists of one top or high level and one or more lower-level designators. Top-level domains (tlds) are either generic or geographic. Generic top-level domains include .com (commercial), .net (network), .edu (educational), .org (organizational, public or non-commercial), .gov (governmental), .mil (military); .biz (business), .info (informational),.name (personal), .pro (professional), .aero (air transport and civil aviation), .coop (business cooperatives such as credit unions) and .museum. Geographic domains designate countries of origin, such as .us (united states), .fr (france), .uk (united kingdom), etc.

Dwell rate

The percentage of users exposed to a given piece of rich media content or advertising who interact with that content moving their cursors over it (but not clicking).

Dwell time

The amount of time that a user keeps his or her cursor stationary over a given icon, graphic, ad unit, or another piece of web content. Often used in the context of expandable ads, where the ad increases in size only when users roll over it with their mice. Usually calculated and reported as an average across all viewers of a piece of content.

Dynamic ad insertion

The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.

Dynamic ip address

An ip address (assigned by an isp to a client pc) that changes periodically.

Dynamic rotation

Delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site.

E-commerce

The process of selling products or services via the web.

E-mail advertising
Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g., basic text or html-enabled).

Effective CPM
Effective CPM – the average CPM of a campaign [ECPM = total cost ÷ total imps x 1000].

Encoding
The process of compressing and separating a file into packets so that it can be delivered over a network.

Engagement
A general term used to classify interaction a consumer has with brand content, whether it be in an ad, on a brand's site, or via a brand's social media profile page.

Event trackers
Primarily used for click-through tracking today, but also for companion banner interactions and video session tracking (e.g. 25%, 50%, 75%, 100%).

Expandable banners
Expandable banners are rich media ads that expand in size when a user rolls over or clicks on them. They reveal more advertising information and are designed to grab the attention of the user.

Explicit profile data targeting
Explicit data is "registration quality data" collected either online or offline. For online registration data, the user has certain attributes in his or her registration profile at a particular site or service, and that data is associated with the user's web cookie or some sort of audience database when the user next logs in. Offline registration data includes the sorts of data held in the massive offline direct response industry databases built up over the last several decades. These are then matched to a user online when that user logs in somewhere that is a partner of the data company. The site at which the user logs in, usually an online mail or similar site, sends the name/email combination to the data company, which then makes the match and sends back data. Ethical data providers do not put personally-identifiable data into the cookie or audience database, but rather anonymize the data (e.g., "male" rather than a name or address).

Exposed group

A term used in ad effectiveness measurement; the collection of consumers who were exposed to an ad (their actions are then compared to the "control group" – the group that did not see the ad – and the difference between the two groups should show the effectiveness of the ad campaign).

Eye-tracking

Is the process of measuring either the point of gaze (where one is looking) or the motion of an eye relative to the head. An eye tracker is a device for measuring eye positions and eye movement.

Faq

Frequently asked questions.

Firewall

A security barrier controlling communication between a personal or corporate computer network and the internet. A firewall is based on rules which allow and disallow traffic to pass, based on the level of security and filtering a network administrator wishes to employ.

First party data

Is defined as information brand have collected about its customers or audience. In the context of digital advertising, first party data is most often cookie-based data, and it can include information gathered from website analytics platforms, crm systems, and business analysis tools.

Flash™

Adobe's vector-based rich media file format (.swf) which is used to display interactive animations on a web page. It was not designed correctly to work with mobile devices so it's mostly absent on smartphones. That's why its recommended to use html5 instead of flash technology.

Flat fee

Pricing method that charges a single fixed fee for a service, regardless of usage, number of impressions, actions. It's mostly focused on time of exposure (for day, week or month)

Flighting

A term borrowed from television advertising that means the timing around when a commercial will air, this can be used to talk about laying out the parameters of a digital ad campaign.

Floating ads

An ad or ads that appear within the main browser window on top of the web page's normal content, thereby appearing to "float" over the top of the page.

Fold

The line below which a user has to scroll to see content not immediately visible when a web page loads in a browser. Ads or content displayed "above the fold" are visible without any end-user interaction. Monitor size and resolution determine where on a web page the fold lies.

Frame rate

The number of frames of video displayed during a given time. The higher the frame rate, the more high- quality the image will be.

Frequency

The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency.

Ftp (file transfer protocol)

Internet protocol which facilitates downloading or uploading digital files.

Geographic information

A data point used in ad targeting, the location of the user may have been declared by the user (either actively through a form, or passively through gps), or may have been extrapolated from their ip address or other sources.

Geographic targeting

A method that enables advertisers to show an ad specifically to visitors based on zip code, area code, city, dma, state, and/or country derived from user-declared registration information or inference-based mechanism.

Geotargeting

Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both pc and mobile data services.

Gif (graphic interchange format)

A standard web graphic format which uses compression to store and display images.

Graphical user interface (gui)

A way of enabling users to interact with the computer using visual icons and a mouse rather than a command-line prompt/interpreter.

Gross rating point (grp)

Gross rating point (grp) is a term used in traditional advertising to measure the size of an audience reached by a specific media vehicle or schedule. It is the product of the percentage of the target audience reached by an advertisement, times the frequency they see it in a given campaign (frequency × % reached). For example, a television advertisement that is aired 5 times reaching 50% of the target audience each time it is aired would have a grp of 250 (5 × 50%).
Grp values are commonly used by media buyers to compare the advertising strength of various media vehicles.

GSM (global system for mobile)
The wireless telephone standard in Europe and most of the rest of the world outside North America; also used by T-mobile and AT&T, among other US operators.

Guerilla marketing
Campaign tactic involving the placement of often humorous brand-related messages in unexpected places either online or in the real world; intended to provoke word-of-mouth and build buzz.

H1...h3
Heading tags are element of the web html code. The most important tag is the <h1> heading tag and will usually be the title of a post. Heading tags have a top-down hierarchy from <h1> to <h6>. For the seo, h1 is the most important and should be always optimized to give your site the best position on search engines result pages (serp).

### HDTV (high-definition television)
A higher quality signal resolution using a digital format for the transmission and reception of TV signals. HDTV provides about five times more picture information (picture elements or pixels) than conventional television, creating clarity, wider aspect ratio, and digital quality sound.

Heuristic
A way to measure a user's unique identity. This measure uses deduction or inference based on a rule or algorithm which is valid for that server. For example, the combination of IP address and user agent can be used to identify a user in some cases. If a server receives a new request from the same client within 30 minutes, it is inferred that a new request comes from the same user and the time since the last page request was spent viewing the last page. Also referred to as an inference.

Heuristic evaluation
Heuristic evaluation is a usability inspection method for computer software that helps to identify usability problems in the user interface (ui) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles (the "heuristics")
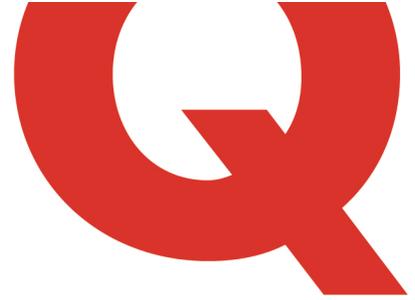
Host

Any computer on a network that offers services or connectivity to other computers on the network. A host has an ip address associated with it.

Hot spot

An ad unit that is sold within the video content experience. Mouse action over the video highlights objects that can be clicked. The click action initiates a linear video commercial or takes the user to a website.

Hotlists

Pull-down or pop-up menus often displayed on browsers or search engines that contain new or popular sites.

Html (hypertext markup language)

A set of codes called markup tags in a plain text file that determine what information is retrieved and how it is rendered by a browser. There are two kinds of markup tags: anchor and format. Anchor tags determine what is retrieved, and format tags determine how it is rendered. Browsers receive html pages from the internet and use the information to display text, graphics, links and other elements as they were intended by a website's creator.

Http (hyper-text transfer protocol)

The format most commonly used to transfer documents on the world wide web.

Https

Is a communications protocol for secure communication over a computer network which is widely used on the internet. Https consists of communication over hypertext transfer protocol (http) within an encrypted connection. The main motivation for https is authentication of the visited website and protection of the privacy and integrity of the exchanged data.

Hybrid pricing

Pricing model which is based on a combination of a cpm pricing model and a performance-based pricing model. See cpm pricing model and performance-based pricing model.

Hyperlink

A clickable link, e.g., on a web page or within an e-mail, that sends the user to a new url when activated.

Hypertext

Any text that contains links connecting it with other text or files on the internet.

IAB (Interactive Advertising Bureau)
IAB is a non-profit trade association devoted exclusively to maximizing the use and effectiveness of interactive advertising and marketing.

Iframe
Short for "inline frame," this is the area on a website designated for an ad to appear.

Image map
In html and xhtml, an image map is a list of coordinates relating to a specific image, created in order to hyperlink areas of the image to various destinations. This differs from a normal image link, where the entire area of the image links to a single destination. For example, a map of the world may have each country hyperlinked to further information about that country. The intention of an image map is to provide an easy way of linking various parts of an image without dividing the image into separate image files.
For instance, a normal image that happens to contain brand name products, could be turned into an image map which would redirect the user who clicked on a branded item to the landing page of that advertiser.

Impression
(also called a view) a single display of online content to a user's web-enabled device. Many websites sell advertising space by the number of impressions displayed to users. An online advertisement impression is a single appearance of an advertisement on a web page. Each time an advertisement loads onto a user's screen, the ad server may count that loading as one impression. However, the ad server may be programmed to exclude from the count certain non-qualifying activity such as a reload, internal user actions, and other events that the advertiser and ad serving company agreed to not count.

Infographic
Graphic visual representations of information, data or knowledge intended to present information quickly and clearly

In-banner video ads
Leverage the banner space to deliver a video experience as opposed to another static or rich media format. The format relies on the existence of display ad inventory on the page for its delivery.

In-page video ads

Delivered most often as a stand-alone video ad and do not generally have other content associated with them. This format is typically home page or channel based and depends on real estate within the page dedicated for the video player.

In-stream video ads
Played before, during or after the streaming video content that the consumer has requested. These ads cannot typically be stopped from being played (particularly with pre-roll). This format is frequently used to monetize the video content that the publisher is delivering. In-stream ads can be played inside short or long form video and rely on video content for their delivery. There are four different types of video content where in-stream may play, ugc (user generated content/video), syndicated, sourced and journalistic.

In-text video ads
Delivered from highlighted words and phrases within the text of web content. The ads are user activated and delivered only when a user chooses to move their mouse over a relevant word or phrase.

Instream
When a video ad "streams" (plays) alongside (before/mid/after) video content.

Intelligent agent
Software tools which help the user find information of specific interest to him/her. The user's profile is continually refined and improved based on the user's acceptance or rejection of recommendations over time.

Internal page impressions
Web site activity that is generated by individuals with ip addresses known to be affiliated with the web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report.

Internet
The worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols known as tcp/ip.

Internet protocol (IP)
The internet protocol is the basis for addressing and routing packets across a network of networks. An IP address is the numerical address assigned to each computer on the internet so that its location and activities can be distinguished from those of other computers.
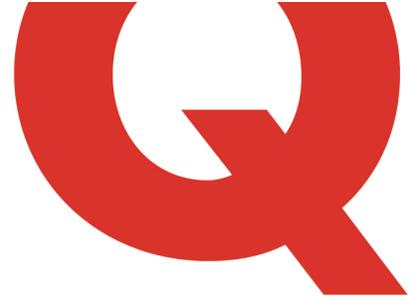
IP address generally refers to the ipv4 addresses, a 32-bit value represented as 4 blocks of 8-bit values separated by periods (dot-decimal notation). This will look like ##.##.##.## with each number ranging from 0 through 255.

Internet service provider (ISP)
An internet service provider (ISP) is a business or organization that provides internet access and related services.
Typically, internet access is provided by a class of isps called access providers who focus on provide a connection via dial-up, dsl, cable internet, fth, or other, similar technologies. An access provider may choose different technologies based on whether thye focus more on home users or business clients. Other types of isps include transit isps who provide internet access to smaller isps and hosting isps who provide internet access for servers.

Interstitial
Ads that appear between two content pages. Also known as transition ads, intermercial ads and splash pages.

Intranet
A network based on tcp/ip protocols that belongs to an organization, usually a corporation, and is accessible only by the organization's members, employees or others with authorization.

IoT
The internet of things (Iot) is the inter-networking of physical devices, vehicles (also referred to as "connected devices" and "smart devices"), buildings, and other items embedded with electronics, software, sensors, actuators, and network connectivity which enable these objects to collect and exchange data.

Java
A programming language designed for building applications on the internet. It allows for advanced features, increased animation detail and real-time updates. Small applications called java applets can be downloaded from a server and executed by java-compatible browsers like microsoft internet explorer and netscape navigator.

Jpeg
Standard web graphic file format that uses a compression technique to reduce graphic file sizes.

Keyword (phrase)

Specific word(s) entered into a search engine by the user that result(s) in a list of web sites related to the key word. Keywords can be purchased by advertisers in order to embed ads linking to the advertiser's site within search results.

Keyword targeting
Targeting content that contains specific keywords.

KPI
Key performance indicator (KPI) is a type of performance measurement. KPIs evaluate the success of an organization or of a particular activity (such as projects, programs, products and other initiatives) in which it engages. KPIs should follow the smart criteria. This means the measure has a specific purpose for the business, it is measurable to really get a value of the KPI, the defined norms have to be achievable, the improvement of a kpi has to be relevant to the success of the organization, and finally it must be time phased, which means the value or outcomes are shown for a predefined and relevant period. Also known as key success indicators (KSI).
In order to be evaluated, KPIs are linked to target values, so that the value of the measure can be assessed as meeting expectations or not.

Lag
The delay between making an online request or command and receiving a response.

LAN (local area network)
A group of computers connected together (a network) at one physical location.

Latency
Latency can be seen as:
- The time it takes for a data packet to move across a network connection
- The visible delay between request and display of content and ad. Latency sometimes leads to the user leaving the site prior to the opportunity to see.

In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order.

Lead generation
Fees advertisers pay to internet advertising companies that refer qualified purchase inquiries (e.g., auto dealers which pay a fee in exchange for receiving a qualified purchase inquiry online) or provide consumer information (demographic, contact, and behavioral) where the consumer opts into being contacted by a marketer (email, postal, telephone, fax). These processes are priced on a performance basis (e.g., cost-per-action, -lead or -inquiry), and can include user applications (e.g., for a credit card), surveys, contests (e.g., sweepstakes) or registrations.

Linear video ads
Experienced in-stream, which is presented before, between, or after the video content is consumed by the user. One of the key characteristics of linear video ads is the ad takes over the full view of the video.

Link
A clickable connection between two web sites. Formally referred to as a hyperlink.

Link-building
Describes actions aimed at increasing the number and quality of inbound links to a webpage with the goal of increasing the search engine rankings of that page or website.

Log file
A file that records transactions that have occurred on the web server. Some of the types of data which are collected are: date/time stamp, url served, ip address of requestor, status code of request, user agent string, previous url of requestor, etc. Use of the extended log file format is preferable.

Login
The identification or name used to access a computer, network or site.

Long-form
Long-form journalism is a branch of journalism dedicated to longer articles with larger amounts of content. Typically, this will be between 1,000 and 20,000 words, including good quality photos, videos and analysis. Long-form articles often take the form of creative nonfiction or narrative journalism.

Longtail
Longtail – coined by chris anderson in an article in wired magazine, and in a book and his book the long tail; used to describe a portion of a statistical graph depicting the far end of a demand curve; applied in the digital media industry in different ways, but most commonly refers to a class of websites that each individually garner very little traffic (yet, when aggregated via networks and exchanges, offers tremendous scale).

M-commerce
Mobile commerce, the ability to conduct monetary transactions via a mobile device, such as a wap-enabled cell phone.

Mailing list

An automatically distributed e-mail message on a particular topic going to certain individuals.

Marketing mix modeling
Marketing mix modeling – (mmm) also sometimes called mixed media modeling, a statistical analysis applied to a mixed media plan to forecast the impact of the plan.

Media mix
Media mix – the combination of media channels an advertiser uses to disseminate its marketing message to consumers.

Metadata
Data that provides information about other data. This includes descriptions of the characteristics of information, such as quality, origin, context, content and structure.

Metatags
Meta elements (metatags) provide information about the web page, which can be used by search engines to help categorize the page correctly. Metatags are data describing data. Distinct parts of the meta elements are: title tags (such as heading tags) and meta description (such as key words or alt txt)

Micro-sites
Multi-page ads accessed via click-through from initial ad. The user stays on the publisher's web site but has access to more information from the advertiser than a display ad allows.

Microblogging
Publishing very brief, spontaneous posts to a public website, usually via a mobile device or wirelessly connected laptop.

Midroll
A linear video spot that appears in the middle of the video content.

Mobile/location-based targeting
Mobile/location-based targeting refers to a way to target advertisements on mobile devices such as smartphones or feature phones, gps receivers, tablets (such as ipads) and soon on many mobile laptops. On phones and tablets, such advertisements can appear in a mobile web browser or within an app. Geographic targeting information can come in the form of either a confirmed location or a derived location.

Mouseover
Sometimes referred to as rollover, hover. The process by which a user moves the cursor over an area, without clicking. This is of primary interest if the area is a hot spot, as this can initiate additional action after a specified timeout.

Mp3
Codec most commonly used for digital music online. Generic term for any digital music file, regardless of codec used to create or play it.

Mpeg
1) the file format that is used to compress and transmit movies or video clips online; 2) standards set by the motion picture exports group for video media.

Native advertising
Native advertising – there is no standard definition of native as of this writing, and native is defined differently by various sectors of our industry, however it can be generally described as paid brand placements that look and feel more like the surrounding content environment rather than a space that is separated out specifically for an ad (in spite of this definition, however, a reasonable consumer should always be able to distinguish between what is a paid native ad vs. What is publisher editorial content).

Netiquette
A term that is used to describe the informal rules of conduct ("do's and don'ts") of online behavior.

NFC
Near-field communication (nfc) is a set of communication protocols that enable two electronic devices, one of which is usually a portable device such as a smartphone, to establish communication by bringing them within 4-20 cm (1.6-8 in) of each other.

Non-linear video ads
A non-linear video ad product runs parallel to the video content, so the user still has the option of viewing the content. Common non-linear ad products include overlays which are shown directly over the content video itself, and product placements which are ads placed within the video content itself. Non- linear video ads can be delivered as text, graphical banners or buttons, or as video overlays.

Non-registered user
Someone who visits a web site and elects not to, or is not required to, provide certain information, and hence may be denied access to part(s) of the site.

Omnichannel

Omnichannel is an approach of communicating with consumer and may include channels such as physical locations, faq webpages, social media, live web chats, mobile applications and telephone communication. Brands that use omnichannel contend that a customer values the ability to be in constant contact with a brand through multiple avenues at the same time. While all of this is also a definition of multichannel, omnichannel requires coherent and absolute integration. The boundaries between diverse channels tend to vanish in an omni-channel environment, giving the customer a completely unified experience.

On-demand

The ability to request video, audio, or information to be sent to the screen immediately by clicking something on the screen referring to that choice.

Open auction (open marketplace)

It's related with real time bidding and programmatic buying. In an open auction, inventory prices are decided in real-time through an auction and any publishers or advertisers can participate. The highest bidder wins the impressions.

Operating system

An operating system (os) is a set of programs that manage computer hardware resources and provide common services for application software. The operating system is a vital component of the system software in a computer system. Application programs require an operating system which are usually separate programs but can be combined in simple systems.
Example operating systems include microsoft windows, apple ios and macos, and linux.

Opt-in

Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services.

Opt-out

When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list.

Ots (opportunity to see)

Same as page display - when a page is successfully displayed on the user's computer screen.

Out of home (ooh)

Advertising placements that appear in public places; for example: billboards, airports, grocery stores, taxi cabs, bus stations, etc.

Outbound marketing
Outbound marketing is promoting a product through continued advertising, promotions, public relations and sales. It focuses on typical "push" advertising communication.

Overlay
An overlay is a media element that 'floats' above other content. This could be text floating over video, or an expanding banner ad expanding over page content. A banner ad that appears in the bottom 20% of the video window. Click action initiates a linear video spot or takes the user to a website. Sold on a cpm and cpc basis.

Pace/pacing
The rate at which a digital ad campaign uses up its pre-set number of impressions (for a fixed/reserved campaign) or budget (for an auction-based/unreserved campaign); campaigns can pace evenly or unevenly.

Page
A document having a specific url and comprised of a set of associated files. A page may contain text, images, and other online elements. It may be static or dynamically generated. It may be made up of multiple frames or screens, but should contain a designated primary object which, when loaded, is counted as the entire page.

Page display
When a page is successfully displayed on the user's computer screen.

Page impression
A measurement of responses from a web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user.

Pass back
An impression offered to a media buyer with the right of first refusal, such that when this right is exercised the impression is offered to another media buyer.

Pay-per-click
An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message.

Pay-per-impression

An advertising pricing model in which advertisers pay based on how many users were served their ads.

Pay-per-lead

An advertising pricing model in which advertisers pay for each "sales lead" generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form.

Pay-per-sale

An advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad.

Portable document format (pdf)

the portable document format (pdf) is a digital file format originally developed by adobe used to represent documents independently of software, operating system, and hardware. The pdf files are designed to contain all information needed to consistently present text, fonts, graphics, and other elements to the user.

The pdf specification has been available to use without licensing fees since 1993, but only became and open standard on July 1, 2008, when control of the specification passed from adobe to the international organization for standardization (iso).

Peer-to-peer (p2p)

The transmission of a file from one individual to another, typically through an intermediary. Individuals sharing files via p2p do not necessarily know one another, rather applications like bittorrent manage file transmissions from those who have part or all of the file to those who want it.

Performance metrics

Performance metrics – the measurement of digital ad campaigns with action-based goals such as click- throughs, leads, downloads, sales, etc.

Performance pricing model

An advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. See cpa, cpc, cpl, cpo, cps, cpt.

Permission marketing

Permission marketing is a term popularized by Seth Godin, whereby marketers obtain permission before advancing to the next step in the purchasing process. For example, asking permission to send email newsletters to prospective customers. It is mostly used by online marketers, notably email and search marketers, as well as certain direct marketers who send a catalog in response to a request.

Personalization
Aggregating previous online activity to match non-ad related information to users.

Personally, identifiable information
Personally, identifiable information (pii), also known as personally identifying information, is user data that can be used to contact the user, either directly or through a lookup.
User data that can be used to contact the user directly includes postal address and email address.
User data that can be used, through a lookup, to contact the user includes ssn and other government issued id numbers.
Some user data that does not fit either of these criteria is commonly considered pii because it has a reasonable probability of resulting in the ability to contact the user. The archetype for this is the user's full name. The intersection of large datasets with consistent cross-session identifiers are being increasingly shown to offer the opportunity to derive user contact details.

Pin (personal identification number)
A group of numbers which allow a unique user access to a secured web site and/or a secure area of a web site.

Plug-in
A program application that can easily be installed and used as part of a web browser. Once installed, plug-in applications are recognized by the browser and their function integrated into the main html file being presented.

POEM (paid, owned, earned media)
Poem is a short from paid owned earned media.
- Paid media – any kind of brand activity including paying to promote content can help create more exposure such as tv spots, online advertising, ooh, etc.
- Owned media - owned media is any property that brand controls. The most common examples are a website, although blog sites, social media channels. Owned media are also: brand magazines, vending machines, company fleet etc.
- Earned media – is essentially any feedback that brand receives, usually seen in the form of 'viral' tendencies, mentions, shares, reposts, reviews, recommendations, or content picked up by 3rd party sites.

Point of purchase

Point of purchase – (pop) the moment when a consumer is about to buy something; often times advertisers will place an ad or a special offer to increase the pending purchase.

Pop-up ad

Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.

Portal

A web site that often serves as a starting point for a web user's session. It typically provides services such as search, directory of web sites, news, weather, e-mail, homepage space, stock quotes, sports news, entertainment, telephone directory information, area maps, and chat or message boards.

Postroll

A linear video spot that appears after the video content completes.

Preferred deal

Using preferred deal programmatic method publishers sell their premium media inventory (mostly) at a negotiated fixed cpm to selected advertisers. The deal is then transacted in real-time and advertisers will win the impressions by bidding at or above the fixed cpm price set by the publishers. While participating in preferred deal advertiser is no longer eligible to bid on that same impression in the open auction.

Preroll

A preroll video ad is an in-stream video ads that occurs before the video content the user has requested.

Price floors

Price floors – the minimum bid required set up by publisher for an ad impression in an auction-based media market. It's is not known by advertiser.

Privacy policy

A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can optout; and what security measures are being taken by the parties collecting the data.

Private marketplace (private auction)

Private marketplace – (pmp) a programmatic marketplace where real time bidding (rtb) occurs, yet only select advertisers are allowed to bid on a vendor's inventory. In private auction programmatic buying method publishers restrict participation to selected advertisers only. This type of auction is invitation- only.

Programmatic
Programmatic – automated buying and selling of digital media. I can be done in two ways: rtb (auction) or direct buying (preferred deal).

Programmatic direct
Closely mirroring the traditional concept of direct buying, programmatic direct is negotiated directly between buyer and seller, with fixed inventory and price.

Query
A request for information, usually to a search engine.

Rate card
The list of basic advertising prices and products and packages offered by a media company, excluding any price reductions.

Reach
Unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience;
The total number of unique users who will be served a given ad.

Real-time
Events that happen "live" at a particular moment. When one chats in a chat room, or sends an instant message, one is interacting in real time.

RTB
The rtb acronym indicates a real-time system for either bidding on or buying ad inventory. The initial rtb ecosystems evolved from the efforts of dsps to create a more efficient exchange of inventory. Due to these roots, rtb ecosystems put significant emphasis on user information (demographic and behavioral data, for example), while discounting the situation information (the publisher and context). It's one of the methods of buying ads programmatically.

Redirect
When used in reference to online advertising, one server assigning an ad-serving function to another server, often operated by a third company operating on behalf of an agency.

For instance, a web publisher's ad management server might issue a redirect to the browser or client which points to an agency ad server (AAS) hired by an advertiser to distribute its ads to a target audience across a broad list of sites. There is no limit to the number of redirects that can come into play before the delivery of an actual ad. The agency ad server in turn may redirect the browser to a rich media vendor (RMV) or digital video ad server.

Re-directs produce latency! This is especially true when they are client-side redirects which is the case in most online advertising today. Server-side redirects limit latency but also limit the ability to persist the user's identity when those redirects cross domains.

Referral link

The referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one url to another, in clicking on a link the browser moves from the referring url to the destination url. Also known as source of a visit.

Repeat visitor

Unique visitor who has accessed a web site more than once over a specific time period.

Request for proposal

Request for proposal – (rfp) when a media buyer provides documentation to a media vendor detailing the buyer's needs regarding a campaign he is currently in planning for in order for the vendor to provide a media plan which the buyer can purchase to meet those needs; for example, can include formats, targeting, pricing, campaign studies, special serving fees, etc.

Responsive design (rwd)

Responsive design – a web design method that enables content (including advertising) to resize, reformat, reorganize and/or reposition itself in real-time so that it looks good and functions appropriately no matter what screen it's been viewed on. Part of page scripts responsible for rwd are media queries included in ccs3.

Return on ad spend (roas)

A metric used by advertisers to measure how much revenue they earned that can be attributed to the expense of an ad campaign.

Rich media

Advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or flash, and with programming languages such as java, javascript, and dhtml. These guidelines cover standard web applications including e-mail, static (e.g. Html) and dynamic (e.g. Asp) web pages, and may appear in ad formats such as banners and buttons

as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear- backs.

ROI (return on investment)
Net profit divided by investment.

RON (run-of-network)
The scheduling of internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower cpm.

ROPO
Research online, purchase offline (ropo) is a trend in buying behaviour where customers research relevant product information to qualify their buying decision, before they actually decide to buy their favorite product in the physical store.

ROS (run-of-site)
The scheduling of internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.

RSS
RSS or "really simple syndication" is a process for publishing content on the internet that facilitates moving that content into other environments. For example, top news stories on a newspaper website can be published as an RSS "feed" and pulled into and delivered via a web portal site. RSS readers are software programs or websites that enable users to subscribe to one or more RSS feeds, delivering content and information from multiple sources into a single user interface and environment.
Screen scraping
A way of collecting information from a web page, whereby a remote computer program copies information from a website that is designed to display information to a user.

Scripts
Files that initiate routines like generating web pages dynamically in response to user input.

Sdk
A software development kit (sdk or devkit) is typically a set of software development tools that allows the creation of applications for a certain software package, software framework, hardware platform, computer system, video game console, operating system, or similar development platform.

To enrich applications with advanced functionalities, advertisements, push notifications and more, most app developers implement specific software development kits.

Search
Fees advertisers pay internet companies to list and/or link their company site or domain name to a specific search word or phrase (includes paid search revenues). Search categories include:

- Paid listings—text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link.
- Contextual search—text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.
- Paid inclusion—guarantees that a marketer's url is indexed by a search engine. The listing is determined by the engine's search algorithms.
- Site optimization—modifies a site to make it easier for search engines to automatically index the site and hopefully result in better placement in results.

Search engine
A website that provides a searchable index of online content, whereby users enter keywords describing what they are seeking, and the website returns links related to this search query.

Search targeting
Local search targeting helps advertisers target users when they look for places, businesses, housing, entertainment, etc. In specific geographies using a search engine (such as google or bing). This allows advertisers to present highly relevant localized offers and advertisements to users.

Second party data
Second party data is essentially somebody else first party data. Second party data isn't usually commoditized, but brand can often work out an arrangement with trusted partners who are willing to share their customer data with (and vice versa).

Segment
A set of users who share one or more similar attributes. Also called data segment or audience.

Sell side platform
A sell side platform (ssp), supply side platform, also called sell side optimizer, inventory aggregator, and yield optimizer is a technology platform that provides outsourced media selling and ad network management services for publishers. A sell side platform business model resembles that of an ad

network in that it aggregates ad impression inventory. However, a sell side platform serves publishers exclusively, and does not provide services for advertisers.

The inventory managed by the ssp is usually purchased by aggregate buyers, either demand side platforms (dsps) or ad networks.

SEM (search engine marketing)

A form of internet marketing that seeks to promote websites by increasing their visibility in the search engine result pages. Sem includes sea (search engine advertising) and seo (search engine optimization).

Semantic targeting

A type of contextual targeting that also incorporates semantic techniques to understand page meaning and/or sentiment.

SEO (search engine optimization)

Seo is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.

Sequence position

The sequence position of an event is whether it was the first, last, or nth in sequence. Determining the first event is not perfectly reliable in attribution efforts, since cookie churn and scope issues may mask the true first event.

Server

A computer which distributes files which are shared across a lan, wan or the internet. Also known as a "host".

Session

1. a sequence of internet activity made by one user at one site. If a user makes no request from a site during a 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit;

2. a series of transactions performed by a user that can be tracked across successive web sites. For example, in a single session, a user may start on a publisher's web site, click on an advertisement and then go to an advertiser's web site and make a purchase.

Share of voice

Share of voice – (sov) the percentage of ad space on a page that is filled by a single brand; for example, if only one brand has ads appearing on a webpage, then that brand has 100% sov.

Showrooming
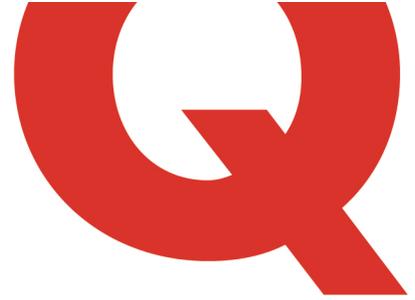
Is the practice of examining merchandise in a traditional brick and mortar retail store or other offline setting, and then buying it online, sometimes at a lower price. Online stores often offer lower prices than their brick and mortar counterparts because they do not have the same overhead cost.

Site retargeting
A method that enables advertisers to show an ad specifically to previous site visitors when they are on third-party web sites.

Site-centric measurement
Audience measurement derived from a web site's own server logs. Opposite to user-centric measurement when data is collected from user behavior.

Site/page/position transparency
Ability for the buyer of media (typically an advertisement) to understand the location and context within which the media will be displayed. Transparency can be at the level of web property (site), page content (page) or position (specific location within page). Site transparency, in the context of a network or an exchange, refers to the ability of a buyer of inventory to know the exact identity of the website domain or page on which they have shown advertisements.

Skyscraper
A tall, thin online ad unit. The iab guidelines recommend two sizes of skyscrapers: 120 x 600 and 160 x 600.

SMS (short message service)
Standard for sending and receiving short (160 character) text messages via mobile handsets.

Smtp (simple mail transfer protocol)
The protocol used to transfer e-mail.

Social marketing
Marketing tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user's social circle of friends.

Social media listening
Social media listening is the process of identifying and assessing what, when, where and by who is being said about a company, individual, product or brand on the internet.

Social network

An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news, and information among them. Examples of social networks include facebook and linkedin.

Spam

Email spam, also known as junk email, is a type of electronic spam where unsolicited messages are sent by email.

Spam filter

Software built into e-mail gateways as well as e-mail client applications designed to identify and remove unsolicited commercial messages from incoming e-mail before the end user sees them.

Sponsor

1. a sponsor is an advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the web site itself;
2. an advertiser that has a special relationship with the web site and supports a specific feature of a web site, such as a writer's column or a collection of articles on a particular subject.

Sponsored content

Sponsored content is paid text, video, or images created to promote a brand or product that is presented alongside similar media that isn't promotional. For example, a blog entry that discusses the benefits of a specific product that was paid for by product advertiser is sponsored content.

Sponsorship

Sponsorship represents custom content and/or experiences created for an advertiser which may or may not include ad unties (i.e., display advertising, brand logos, advertorial and pre-roll video). Sponsorships fall into several categories:

*   Spotlights are custom built pages incorporating an advertiser's brand and housing a collection of content usually around a theme;
*   Advergaming can range from an advertiser buying all the ad units around a game or a "sponsored by" link to creating a custom branded game experience;
*   Content & section sponsorship is when an advertiser exclusively sponsors a particular section of the site or email (usually existing content) reskinned with the advertiser's branding;
*   Sweepstakes & contests can range from branded sweepstakes on the site to a full-fledge branded contest with submissions and judging.

Spyware

Computer software that is installed surreptitiously to intercept or take partial control over the user's interaction with a computer, without the user's informed consent. Spyware programs can collect various types of information, such as internet surfing habits, but can also interfere with user control of the computer in other ways, such as installing additional software, and redirecting web browser activity. The software usually does not contain generally accepted standards of notice describing what the purpose and/or behavior of the software is nor does is usually contain visible or functioning choice mechanisms for complete uninstall. The programs are typically characterized by behaviors that can be considered deceptive if not harmful to the user and/or his computer.

Streaming
1. technology that permits continuous audio and video delivered to a computer from a remote web site;
2. an internet data transfer technique that allows the user to see and hear audio and video files. The host or source compresses, then "streams" small packets of information over the internet to the user, who can access the content as it is received.

T-commerce
Electronic commerce via interactive television.

Tags
Software code that an advertiser provides to a publisher or ad network that calls the advertiser's ad server for the purposes of displaying an advertisement.

Target audience
The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.) Product purchase behavior, product usage or media usage.

Tcp/ip (transfer control protocol/internet protocol)
The software protocols that run the internet, determining how packets of data travel from origin to destination.

Third data party
This type of data can be purchased either from a company specializing in data collection or any other business that has valuable data sets. The benefit of third party data is the sheer volume of user data brand can access. Is great for demographic, behavioral, and contextual targeting, and can be used to remove bot traffic. It also plays a critical role in solutions like audience targeting and audience extension.

Third-party ad server

Independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers declared or predicted characteristics or preferences.

Time spent
The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent should represent the activity of a single cookied browser or user for a single access session to the web-site or property. Most publishers consider a session continuous if and only if not broken by more than 30 minutes of inactivity.

Traffic
(noun): the flow of data over a network, or visitors to a web site.

Transfer
The successful response to a page request; also, when a browser receives a complete page of content from a web server.

Tree testing
Tree testing is a usability technique for evaluating the findability of topics in a website. It is also known as reverse card sorting or card-based classification.
A large website is typically organized into a hierarchy (a "tree") of topics and subtopics. Tree testing provides a way to measure how well users can find items in this hierarchy.

Umts (universal mobile telecommunications system)
Is a 3rd generation (3g) wireless transmission protocol that enables text, data, and speech services to mobile computer and phone users.

Unduplicated audience
The number of unique individuals exposed to a specified domain, page or ad in a specified time period.

UGC
User-generated content (UGC), is any form of content created by users. UGC most often appears as supplements to online platforms, such as social media websites, and may include such content types as blog posts, wikis, videos, or comments.
The term "user-generated content" and concept it refers to entered mainstream usage in the mid-2000s referring to the rise in the production of ugc on web 2.0 platforms.

Unique browser
An identified and unduplicated cookied browser that accesses internet content or advertising during a measurement period. This definition requires taking account for the potentially inflationary impact of cookie deletion among certain of the cookied browsers that access internet content.

Unique cookie
A count of unique identifiers…that represents unduplicated instances of internet activity (generally visits) to internet content or advertising during a measurement period.

Unique device
An unduplicated computing device that is used to access internet content or advertising during a measurement period. A count of unduplicated devices necessarily accounts for multiple browser usage on an individual computer or other computing device.

Uu (unique user, unique visitor)
Unique individual or browser which has accessed a site or application and has been served unique content and/or ads such as e-mail, newsletters, interstitials or pop-under ads. Unique visitors can be identified by user registration, cookies, or third-party measurement like comscore or Nielsen. Reported unique visitors should filter out bots.

Universe
Total population of audience being measured.

Upload
To send data from a computer to a network. An example of uploading data is sending e-mail.

URL (uniform resource locator)
The unique identifying address of any particular page on the web. It contains all the information required to locate a resource, including its protocol (usually http), server domain name (or ip address), file path (directory and name) and format (usually html or cgi).

URL tagging
The process of embedding unique identifiers into urls contained in html content. These identifiers are recognized by web servers on subsequent browser requests. Identifying visitors through information in the urls should also allow for an acceptable calculation of visits, if caching is avoided.

User centric measurement
Web audience measurement based on the behavior of a sample of web users.

Video ad

A video ad is an advertisement that contains video. There are several different types of video ads:

- In-banner video ads
- In-page video ads
- In-stream video ads
- Non-linear video ads

View-through

View-through – when a consumer sees a brand's ad, does not click on it, and then later visits that brand's website.

Viewability

A term used to describe whether or not a digital media ever appeared in the space within a webpage that was in view to the viewer – for example, when a viewer opens his browser and goes to a website, most often the webpage is longer than the browser window, so the viewer must scroll to continue reading down the page; if an ad never scrolls into that viewable space it is not considered viewable; the standard threshold for viewability is 50% of the pixels in view for 1 second for display, and 50% of the pixels in view for 2 seconds for video.

Viewer

Person viewing content or ads on the web. There is currently no way to measure viewers.

Viral marketing

1. any advertising that propagates itself;
2. advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market.

Virtual world

Three-dimensional computerized environments that multiple users can explore and interact with via "avatars," characters representing themselves. Online games like world of warcraft take place in virtual worlds, but the term is often used to define services that are open-ended and geared for socializing, as opposed to the more goal-oriented environments of online games.

Visit

A single continuous set of activity attributable to a cookied browser or user (if registration-based or a panel participant) resulting in one or more pulled texts and/or graphics downloads from a site.

Visit duration

The length of time the visitor is exposed to a specific ad, web page or web site during a single session.

Visitor
Individual or browser which accesses a web site within a specific time period.

W3c
The world wide web consortium (w3c) is the main international standards organization for the world wide web (abbreviated www or w3). The organization tries to foster compatibility and agreement among industry members in the adoption of new standards

Web 2.0
Describes world wide web websites that emphasize user-generated content, usability (ease of use, even by non-experts), and interoperability (this means that a website can work well with other products, systems, and devices) for end users. Examples of web 2.0 include social networking sites and social media sites (e.g., facebook), blogs, wikis, folksonomies ("tagging" keywords on websites and links), video sharing sites (e.g., youtube), hosted services, web applications ("apps"), collaborative consumption platforms, and mashup applications.

Webcasting
Real-time or pre-recorded delivery of a live event's audio, video, or animation over the internet.

Wereables
Are smart electronic devices (electronic device with microcontrollers) that can be worn on the body as implant or accessories. The designs often incorporate practical functions and features. Wearable devices such as activity trackers are a good example of the internet of things, since "things" such as electronics, software, sensors and connectivity are effectors that enable objects to exchange data (including data quality) through internet with a manufacturer, operator and/or other connected devices, without requiring human intervention.

Web beacon
A web beacon, also known as a web bug, 1 by 1 gif, invisible gif, and tracking pixel, is a tiny image referenced by a line of html or a block of javascript code embedded into a web site or third-party ad server to track activity.
The image used is generally a single pixel that is delivered to the web browser with html instructions that keep it from affecting the web site layout. The web beacon will typically include user information like cookies on the http headers, and web site information on the query string.
Web beacons are used to collect data for web site and ad delivery analytics, and also specific events such as a registration or conversion:

Ad creative pixel - a web beacon embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.

Conversion pixel - a web beacon that transmits to a third-party server that a user has successfully completed a process such as purchase or registration.

Piggyback pixel – a web beacon that embeds additional web beacons not directly placed on the publisher page.

Secure pixel - a web beacon that is delivered over https.

Wi-fi

Any of a family of wireless lan data standards (ieee 802.11) used fairly ubiquitously for corporate and home connectivity. Also available as "hotspots" in public areas such as cafes and airport terminals, either for free or for a one-time use charge or subscription fee.

Widget

A small application designed to reside on a pc desktop (operating system) or within a web-based portal or social network site (e.g., myspace or facebook) offering useful or entertaining functionality to the end user.

Www

Www – (world wide web) a system of interconnected internet pages; commonly referred to as the collective existence of sites on the internet; the initials "www" usually precedes a website name in its url address

Zmot

Zero moment of truth (zmot) refers to the research which is conducted by a user online about a product or service before taking any action i.e. Searching for mobile reviews before making a purchase. The internet has changed altogether the way consumers are interacting with brands, products or services this online decision-making moment is termed as zmot.