

NAVIGATING THIS GLOSSARY

Searching for Terms

To search for a term within this glossary, you can do one of the following:

a. press "Ctrl" + "F" on your keybord

b. in the search box that will appear in your screen, type the word you are searching

c. press enter and you will navigate to the definition

or:

a. if you have a print version of this document, you will find the Index in the back of the document where you will find the page number for each definition





INTRODUCTION

Talking the Talk

As digital advertising continues to rapidly evolve, so does the vocabulary. Even the most interested among us can have a hard time keeping up. Whether you're new to the world of digital advertising and programmatic or a seasoned pro, this glossary is designed as a go-to resource you can return to in moments of confusion (or curiosity!).

Inside this eBook, we cover the terms you need to "talk the talk" of multichannel digital advertising – but we hope that this also empowers you to truly understand just what your digital team is up to every day. In view of this goal, we've included free resources throughout this eBook that you can download any time to learn more.

Questions? Find us on LinkedIn or contact Lineup here.

Contributors





GLOSSARY



A/B Testing

A marketing experiment where two variations of a landing page, ad, email or other piece of online content are pitted against each other to determine which produces the highest conversion rate. A/B testing is the key to optimizing your marketing campaign.

Above the Fold

Ad positioned in the upper half of a web page and so visible without scrolling down the page.

"Above the Fold" is also a print term referring to what is printed on the top half of the newspaper spread and visible when the paper is folded. This term isn't the only one borrowed from traditional media – we'll point out more throughout this eBook.

Did you know?

Ad Blocking

Ad blocking is the use of apps, browsers, or networks to filter advertising components from being rendered on a consumer's device. This could include display advertising, tracking pixels or anything that can be predefined and included on a reference black-list. Ad blocking can impact a publisher's ability to provide free or subsidised content or services.

Ad Call

A call that is made by an user' browser to the ad server or ad exchange for an ad to display on a webpage. An ad call can be considered as a request from a client to a server for an ad, the call consists of the information like publisher ID, browser cookies, size, location, etc.

Ad Exchanges

Online, automated auction-based marketplaces that facilitate the buying and selling of inventory across multiple parties ranging from advertisers, direct publishers, ad networks and Demand Side Platforms (DSP).

Ad Impression

A metric expressing each time an ad is served and displayed, whether it is seen or not, whether it is clicked on or not.

Ad Inventory

The amount and types of ad space a publisher has available for an advertiser to buy.

Ad Optimisation

A means of improving campaign performance through automated and semi-automated actions, usually through a systematic approach. Ad optimisation often focuses on cost (especially prices in automated bidding), targeting or creative, performance improvements through testing.

Ad Rotation

The ability to show multiple ads in a single location. Ads are generally rotated to either avoid consumer wear-out or as a part of ad optimisation and testing.

Ad Server

Technology that serves, tracks and optimises online ads for brands across digital publishers. Ad serving companies can help make online advertising more streamlined for brands by serving as a single point of contact across a number of publishers.

Ad Tracking

The method for recording campaign delivery metrics between adservers. Third party adserving tags or 1x1 tracking pixels are commonly used to track this data.

Adblocker

A piece of software that can be overlaid within a browser, app environment or operating system by consumers which will filter out requests for advertising to appear within certain digital environments. Some adblockers will also block data calls used for tracking purposes.

Ads.txt

Ads.txt is a project designed by IAB to increase transparency in the programmatic advertising ecosystem. Ads.txt stands for Authorised Digital Sellers and is a simple, flexible and secure method that publishers and distributors can use to publicly declare the companies they authorise to sell their digital inventory.

By creating a public record of Authorised Digital Sellers, ads.txt will create greater transparency in the inventory supply chain and give publishers control over their inventory in the market, making it harder for bad actors to profit from selling counterfeit inventory across the ecosystem. As publishers adopt ads. txt, buyers will be able to more easily identify the Authorised Digital Sellers for a participating publisher, allowing brands to have confidence they are buying authentic publisher inventory.

Addressable TV

Addressable TV uses programmatic technology and advanced audience segmentation to deliver specific video ads at a household level in real time.

Advertising Network

Also known as "ad networks," a company that provides a single point of contact for sales representation for multiple websites by aggregating all the sites' advertising inventory. Ad networks are used by advertisers, agencies to reach audiences and by publishers, typically to sell remnant inventory.

Affiliate Marketing

When a web site owner or publisher displays an advertisement (such as a promotional link) on its site for a brand or merchant and is paid for the performance of the advertisement, this is known as affiliate marketing. Affiliate marketing activity generates large amounts of online sales in the UK and worldwide.

Aggregator

A website or computer application that pulls together information from diverse sources. There are different types of aggregators, in the advertising industry, these notably include content, data, news, social media, and/or video aggregators.

Algorithm

A set of rules established for making a calculation. Online, algorithms are commonly used to determine the listings shown via search engines and for automated methods of ad trading and delivery.

Anchor Text

The words forming a text-based hyperlink in web content. In terms of best practice for user experience and for search engine optimisation (SEO), the anchor text should accurately reflect the content users will find if they click on the hyperlink.

AP

An application program interface (API) is code that allows two software programs to communicate with each other.



Apps

Software solutions that allow PCs, smartphones and tablets to perform useful functions beyond the running of the computing device itself.

Artificial Intelligence (A.I)

A.I in digital advertising is the use of learning algorithms that adapt user feedback into improving the overall ad experience without the need for further human involvement beyond setting the restrictions of the original algorithm.

Attribution

The identification of a set of user actions ("events" or "touchpoints") that contribute in some manner to a desired outcome, and then the assignment of a value to each of these events.

Attribution Model

Is the rule, or set of rules, that determines how credit for sales and conversions is assigned to touchpoints in conversion paths.

Attrition Rate

Also known as "churn rate," this can be used to reflect the percentage of consumers who abandon each stage of the purchase process, from exposure to an ad to the point of conversion or, for subscriber-based business models, the percentage of customers who stop using the product or service. This percentage is an important part of evaluating the return on marketing investment and/or customer lifetime value modelling.

Audio

The audible file that may accompany ads. Advertising audio should never play without user-initiation.

Augmented Reality (AR)

Augmented reality (AR) is a live direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS data.

Automation

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks.

Authentication

Authentication is the process of attempting to verify the digital identity of the sender of a communication such as a request to log in. Authentication may also confirm the origin and integrity of data in an electronic form, such as the issuance of a digital certificate to attest to the authenticity of a website. The overall purpose of authentication is to reduce the potential for fraud.

Bandwidth

The transmission rate of a communication line - usually measured in Kilobytes per second (Kbps). This relates to the amount of data that can be carried per second by an internet connection. See also Broadband.

Banner Ad

Also known as "display ads", banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.

Behavioural Retargeting

When online ads are displayed on another site (or sites) after a customer has interacted with initial ad-related content.

Behavioural Targeting

A form of online marketing that uses advertising technology to target web users based on their previous behaviour. Advertising creative and content can be tailored to be of more relevance to a user by capturing their previous decision-making behaviour e.g. filling out preferences or visiting certain areas of a site frequently.

Below the Fold

Ad positioned in the lower half of a web page, so it is only visible when scrolling down the page.



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Bid/Win Rate

In advertising, win rate is a percentage metric in programmatic media marketing that measures the number of impressions won over the number of impressions bid.

Blockchain

Blockchain is a distributed ledger used to record transactions between parties whereby the information contained in each small recorded block are linked together in a historical chain that is saved in multiple locations (public or private) making it almost impossible to tamper with. Records saved within the chain are therefore permanent as long as the storage and processing resources dedicated to seeing the chain continue to exist and information can be encrypted so only certain parties can write or access it. Although a relatively new technology, blockchain has the potential to allow a high degree of transparency in any sequence of transactions such as currency exchanges, contracts, records of ownership or given consent. Recently the IAB established a new working group with the goal of exploring ways to utilise blockchain.

Bluetooth

Bluetooth is a wireless technology for exchanging data over short distances via computers, smartphones and digital cameras, using radio waves.

Bots

An internet bot, also known as web robot, WWW robot or simply -bot-, is a software application that runs automated tasks (scripts) over the Internet. Typically, bots perform tasks that are both simple and structurally repetitive, at a much higher rate than would be possible for a human alone.

B₂B

B2B (business-to-business), also known as e-biz, is the exchange of products, services or information (aka e-commerce) between businesses, rather than between businesses and consumers.

B₂C

Business to consumer (B2C) refers to the transactions conducted directly between a company and consumers who are the end-users of its products or services. The business to consumer as a business model differs significantly from the business-to-business model, which refers to commerce between two or more businesses.

Buffering

When a streaming media player saves portions of file until there is enough information for the file to begin playing.

Button

A square online advert usually found embedded within a website page. See also Universal Advertising Package, embedded formats.

Buyer Persona

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

Byte

A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.

Cache Memory

Used to store web pages users have seen already. When users re-visit those pages they load more quickly because they come from the local cache and don't need to be downloaded over the internet again.

Cached Pages

Taking a snapshot of each page visited as the web is crawled. These are stored and used as a backup if the original page is unavailable and to reduce server lag for the browser requesting the page.

Call to Action (CTA)

The primary action an advert encourages people to take e.g. how-to opt-in, get a discount or buy something on the back of a digital advertising campaign.

Campaign

The time period in which a series of integrated advertising messages (that share a single idea and theme) are executed.

Classified Advertising

A form of advertising which is particularly common in newspapers and online which may be sold. It is generally grouped under headings classifying the product or service being offered (headings such as Auto, Clothing etc).

Click

An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user "clicks" by touching the active area with their finger.

Click Fraud

Click fraud is a type of fraud that occurs on the Internet in pay-per-click (PPC) 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 Tracking URL

The click tracking URL is generated dynamically by an ad server for the purpose of tracking clicks. A click tracker will record this click data before redirecting to the actual destination/landing URL.

Click-through Rate (CTR)

Click-through Rate, or CTR, is a digital marketing metric that measures the ratio of total impressions (number of times the ad was served) to clicks on the online advert.

Close X

A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size.

Connected TV

Any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. It also refers to devices that use a television as a display and can connect to the internet to access content. Advertisers will serve their video ads on connected TV similar to commercials on broadcast TV.

Content Management Systems or CMS

Software tools or web services for creating and amending website content. Typically, CMS are browser-based web applications running on a server. All enable users to readily add new pages within an existing page template. One of the most common CMS systems is Drupal.

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract a clearly-defined audience.

Contextual Advertising

Advertising that is targeted to the content on the webpage and / or location someone is in, at the time of viewing.

Conversion Rate

Measure of success of an online ad when compared to the click-through rate. What defines a 'conversion' depends on the marketing objective e.g.: it can be defined as a sale or request to receive more information. For example, ten click-throughs might provide one conversion.

Conversions

A descriptor encompassing an end user converting to a paying user or a user that performs an action of some sort.



Cookie

A cookie is a piece of data that is saved, in a small text file, on a user's device. Cookies were invented to allow publishers, or third parties a publisher works with, to remember information about a browser, e.g. items added to a shopping cart. In digital advertising, cookies are mainly used to record a user's browsing activity, e.g. sites visited, or buttons clicked. Cookies can contain all kinds of information, including non-personal data and personal data.

Copy

Written content conveyed through online media and print materials. Copy content is primarily used for the purpose of advertising or marketing. This type of written material is often used to persuade a person or group as well as raise brand awareness.

Cost per Acquisition (CPA)

Refers to the overall costs associated with acquiring one user. This can be calculated by dividing total marketing costs by total number of new users.

Cost per Action (CPA)

A pricing model that only charges advertising on an action being conducted e.g. a sale or a form being filled in.

Cost per Click (CPC)

The amount paid by an advertiser for a click on their sponsored search listing. See also PPC.

Cost per Mille (CPM) / Cost per Thousand (CPT)

Online advertising can be purchased based on what it costs to show the ad to one thousand viewers (CPM). It is a term that has been used in digital marketing as a benchmark to calculate the relative cost of an advertising campaign or an ad message in a given medium. Rather than an absolute cost, CPM estimates the cost per 1,000 views of the ad.

Creative Dimensions

Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).

CRM

Customer Relationship Management (CRM) is a strategy for managing a company's relationships and interactions with customers and prospects using data analysis of a customers' interaction.

Cross-Channel

Engaging with your customer or prospect across every digital channel and any device.

Cross-device Tracking

Cross-device tracking refers to technology which enables tracking of users across multiple devices, such as smartphones, tablets and personal computers. Advertisers use this technology to understand the cumulative effect of their marketing activity across multiple different digital touchpoints.

Custom Audience Targeting

A Custom Audience from a customer list is a type of audience you can create made up of your existing customers. You can target ads to the audience you've created on Facebook, Instagram, and Audience Network, for example.

D.E.A.L

D.E.A.L is a recommended approach for publishers to connect with ad blocking consumers through a step-by-step process implemented by the IAB: Detect ad blocking, in order to initiate a conversation, Explain the value exchange that advertising enables, ask for changed behaviour in order to maintain an equitable exchange, Lift restrictions or Limit access in response to consumer choice.

Data Exchanges

Online auction marketplace where advertisers acquire 3rd party data that helps them better reach their target audiences with display. Data Exchanges were created as marketplaces where Online Data Providers could sell their data directly to DSPs and Ad Networks. Who Uses: Ad Networks, DSPs.

Data Lake

A data lake is a centralized repository that allows you to store all your structured and unstructured data at any scale. You can store your data as-is, without having to first structure the data, and run different types of analytics—from dashboards and visualizations to big data processing, real-time analytics, and machine learning to guide better decisions.

Data Management Platform (DMP)

Platforms that allow advertisers, agencies, publishers and others to control their own first-party audience and campaign data, compare it to third-party audience data, and give the ability to make smarter media buying and campaign planning decisions via behavioural targeting or extending audiences via lookalike modelling. Advertisers and agencies generally utilise DMPs in order to buy more effectively while publishers typically utilise DMPs in order to segment their audiences and sell more effectively.

Demand-Side Platform (DSP)

A software platform that automates and optimizes the digital media buying process. They enable buyers to programmatically bid on available digital advertising spaces within exchanges and connect buyers to suppliers.

Deterministic User-Identification

Deterministic tracking involves recognizing personally identifiable information (PII), like an email address, when it is used across multiple devices to log into apps and websites. The deterministic method of device ID tracking is typically seen as more accurate than the probabilistic method.

Discrepancy

The difference in campaign reporting numbers for key measurements such as impressions and clicks between multiple adservers.

Display Advertising

Display advertising is a type of online advertising on web sites.

Domain Name

The unique name of an internet site e.g. http://www.iabuk.net.

DRM

Digital Rights Management is a set of technologies used by publishers and media owners to control access to their digital content. Access can be limited to the number of times a piece of content is accessed from a single machine or user account; the number of times access permissions can be passed on; or the lifespan of a piece of content.

Dwell Time

The amount of a time a user spends on a piece of content on a website. This could include reading an article, watching a video or looking at advertising.

Dynamic Ad

Dynamic creative is a term commonly used in digital marketing and is simply another way of saying "personalized content." Dynamic ads are built in real time when an ad request is sent to the server and will pull different creative elements based on the environment, the user and other factors.

Embedded Format

Advertising formats that are displayed in set spaces on a publisher's page. See also banners, sky-scrapers, button.

Engagement Rate

An engagement rate is a metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how much people interact with the content.

Expandable Ads

An ad when rolled over expands outside of its initial size on the webpage. The ad should be user initiated so that when a user interacts with it using their mouse then the ad will expand. The ad should return to its initial size when the user rolls the mouse off the ad.

Expanded Dimensions

The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement.





Firewall

A firewall is a system designed to prevent unauthorised access to or from a private network. You can implement a firewall in either hardware or software form, or a combination of both.

First Party Data

Information collected directly from your audience or customers.

First Touch Attribution

The first touchpoint of a user in the sales journey such as the customer viewing an online ad on Facebook or their favourite website.

Flash

Adobe Flash is a mixed software platform used for production of animations, rich Internet applications, desktop and mobile app and embedded web browser video players. It is no longer used for adverts.

Frequency Cap

Restriction on the amount of times a specific visitor is shown a particular advertisement.

G

GDPR

The EU General Data Protection Regulation (GDPR) is the new legal framework governing the use of personal data across EU markets from 25 May 2018.

Geo-Fence Targeting

Geo-targeting refers to delivering ads to people meeting a specific targeting criteria and who enter inside of a defined radius or area using the same geo-fencing location technology.

Geo-Targeting

Geo-targeting is the method of determining the geolocation of a user and delivering different content based on his or her location.

Gold Standard

The IAB's Gold Standard initiative was launched in October 2017 supported by all our Board members. It aims to drive up standards in the industry by committing signatories to:

- 1. Reducing ad fraud by implementing ads.txt
- 2. Improving digital advertising experiences by adhering to the Coalition for Better Ads principles and the 'Better Ads Standards'
- 3. Increasing brand safety by working with JICWEBS with a view to becoming certified or maintaining certification





Header Bidding

Header Bidding is a process that allows marketers a first-look at inventory that publishers would normally hold back for direct bookings. If the publisher can make a better price selling an impression programmatically then their ad server will make the decision automatically rather than fulfilling direct bookings first.

Hit

A single request from a web browser for a single item from a web server.

Hot Spot

A "hot spot" is an area of an ad unit, which when rolled-over/rolled-on by the user's cursor, such rollover triggers an event (i.e. expand ad).

HTML

Hypertext Markup Language, the set of commands used by web browsers to interpret and display page content to users.

HTML5

HTML5 is the new rendition of HTML (hypertext markup language) and includes features like video playback and drag-and-drop functionality. A lot of online ads are now made this way.

IFrame

An HTML element that allows an external webpage to be embedded in an HTML document. Unlike traditional frames, which were used to create the structure of a webpage, if rames can be inserted anywhere within a webpage layout.

IFrame Tag

An Iframe tag is the one which allows an HTML page to be embedded in another HTML page. As the browser finds the iframe keyword it understands and searches for the source from where to find the HTML page to load into the Iframe.

Impressions

Metric for counting the number of times users have viewed a particular element (such as an ad) on a desktop website, mobile website or app.

INS Tag

The ins tag is a new form of tag that works for iframe or JavaScript and has a different format than other tags. The tag provides richer domain information in Verification, giving you greater visibility into where your ads are serving.

Instream Mobile Video

When you view video content in a dedicated player and, whilst watching, you are served a video ad within that video content, this is known as instream.

Instream mobile video comes in 3 formats, both in-app and on mobile web ...

- Pre-roll before content
- Mid-roll during content
- Post-roll after video content

Instream video is generally targeted, and relevant, to the video content it is served against, rather than the page content.

Internal Redirect Tag

Use internal redirect tags to serve Campaign Manager ads on sites that use Google Ad Manager. Internal redirect tags consist of an Image URL and a Click-through URL, which the publisher enters in Ad Manager.

Interruptive formats

Online advertising formats that appear on users' screens on top of web content (and sometimes before web page appears and frustrate the user experience.

IP address

An IP address is a unique number assigned to each device upon connecting to the Internet. An IP address can be dynamic, meaning it changes over time, or it can be static, meaning it does not change.

JavaScript Tag

JavaScript tags are embedded directly into the HTML document so if any site layout or ad delivery requirement demands embedding of ad code directly into HTML doc, javascript tag is used and not Iframe tags.

JICWEBS

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading.

Keyword Marketing

The purchase of keywords (or 'search terms') by advertisers in search listings.

KPI

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets.



Landing Page

This is the page on a company's website that is optimized to act as the entry page to a site. When redirected from external links, this is where the visitors will be led back.

Last Touch Attribution

The last touchpoint of a user in the brand marketing journey before they complete a sale such as a retargeted ad or an email campaign with a coupon code.

L.E.A.N

The L.E.A.N principles are an industry initiative to improve the overall quality of the consumer's experience by focusing on Lighter creative, Encrypted ad calls, Ad Choices supported user feedback and Non-intrusive experiences that don't rely on tactics such as auto-play or sound-enabled creative. The LEAN principles are intended as guidance for all participants in the production of the digital ecosystem to follow to address the core reasons for installing an ad blocker.

Lookalike Audience

A Lookalike Audience is a way to reach new people who are likely to be interested in your business because they're similar to your best existing customers.



Marketing Funnel

The marketing funnel is a system that helps track the stages consumers or purchasers travel through to eventually make a buying decision. It also lets you know what your company needs to do to help influence consumers at each stage. Upper funnel would be awareness plays like video ads and lower funnel would drive conversions and ppc ads would be a good example of that.

Meta-tags/ Descriptions

HTML tags that identify the content of a web page for search engines.

Multiple Purpose Units (MPU)

A rectangular online advert. MPU stands for mid-page unit as it appears mid-way down the page.

Multi Touch Attribution

Multiple points of attribution within the marketing/sales journey before a user converts or completes a purchase. For example, they saw a commercial, visited the website, was retargeted with a display ad across the web and then served an email campaign before converting.



Native Advertising

Digital advertising that works as part of the main content flow of a media owner's site and, typically, provides audiences with a 'content experience'. Native ad formats include content curation units, discovery and recommendation units. Some people also describe content marketing such as sponsored or advertising features as native advertising.

Natural Search Results

The 'natural' search results that appear in a separate section (usually the main body of the page) to the paid listings. The results listed here have not been paid for and are ranked by the search engine (using spiders or algorithms according to relevancy to the term searched on.

Non-personal Data (anonymous data)

Non-personal data is any information that falls outside the scope of the General Data Protection Regulation (GDPR). This kind of information is also called anonymous data.

Non-Personally Identifiable Information (Non-PII)

Information that may correspond to a particular person, account or profile, but is not sufficient to identify, contact or locate the person.



Acronym for Online Behavioural Advertising. The collection of data from a particular computer or device regarding Web viewing behaviours over time for the purpose of using such data to predict user preferences or interests in order to deliver advertising to that computer or device.

Offline Attribution

Users actions that are made offline that contribute to a desired outcome such as in-store foot traffic.

Omnichannel

Omni-channel marketing has become key to marketing success as customers engage with companies in a variety of ways, including in a physical store, online via websites and mobile apps, through physical and virtual catalogues, and through social media.

Online Attribution

User actions that are made online that contribute to a desired outcome such as an online sale or form fill.

Open Rate

The number of HTML message recipients who opened your email, usually as a percentage of the total number of emails sent.



Optimisation

Process of refining an advertising campaign so that it will perform more effectively i.e. extending reach, increasing response rate or creating more awareness.

Open Auction

In an open auction, inventory prices are decided in real-time through an auction and any publishers or advertisers can participate.

OTT

The delivery of TV content via Web 2.0. Users are not required to subscribe to a traditional cable or satellite providers to watch TV content. Typically, video is delivered in a streaming or video-on-demand (VOD) format.

Out-stream Impressions

Out-stream impressions are video ad units unaccompanied by content. While a pre-roll or mid-roll ad requires a publisher's video to wrap around, an out-stream ad is a video ad unit not tied to any piece of publisher video content.

Page View

Unit of measure that tracks the number of times a user loads a page.

Paid for Listings

The search results list in which advertisers pay to be featured according to the PPC model. This list usually appears in a separate section to the organic search results- usually at the top of the page on the right-hand side.

Pay for Performance Program

Also called Affiliate Marketing, Performance-based, Partner Marketing, CPA, or Associate Program. Any type of revenue sharing program where a publisher receives a commission for generating online activity (e.g. leads or sales) for an advertiser.

Pay per Lead

The commission structure where the advertiser pays the publisher a flat fee for each qualified lead (customer) that is referred to the advertiser's website.

Pay per Sale

The commission structure where the advertiser pays a percentage or flat fee to the publisher based on the revenue generated by the sale of a product or service to a visitor who came from a publisher site.

Pay per View (PPV)

An ecommerce model that allows media owners to grant consumers access to their programming in return for payment. Micro payments may be used for shorter programming whist feature films may attract larger sums.



People Based Advertising

The audience is made up of people rather than profiles or segments. People based marketing gives the industry a chance to meet those audiences where they live and serve them ads that might actually affect what they buy.

Personally-Identifiable Information (PII)

Information that can be used to identify or contact a person, including name, address, telephone number, or email address. Can also include demographics or behavioural data.

Pharming

An illegal method of redirecting traffic from another company's website (such as a bank) to a fake one designed to look similar in order to steal user details when they try to log in.

Phishing

An illegal method whereby legitimate looking e-mails (appearing to come from a well-known bank, for example) are used in an attempt to source personal information that can be used to steal a user's identity.

Pixel

The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300x250 pixels).

Polite File Load

Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded.

Pop-up

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. These are currently discouraged for desktop web and mobile web experiences due to consumer feedback.

Post-roll

The screening of a video ad after viewing video content.

PPC & Paid Search

Pay per click. The payment method used on search engines to enable adverts to appear under keyword searches.

Pre-fetch Tag

Pre-fetch tags are used to deliver in-stream audio, in-stream video, and in-stream video redirect creatives. When pre-fetch tags request an ad, the ad content loads first and logs the impression after. The impression is only logged once the primary audio or video asset has buffered enough to start playing.

Preferred Deal

A preferred deal is a one to one (publisher to buyer) deal that sits at higher priority to a private auction, which is a one to many (publisher to many buyers) deal.

Pre-roll

The screening of a video ad before viewing video content.

Prestitial and Overlays

Any advertising that appears before requested content has loaded, blocking the consumer from progressing until either a countdown has elapsed or the duration of an ad experience has been achieved. These are currently discouraged for desktop web and mobile web experiences due to consumer feedback.

Private Auction

Private auction is very similar to an open auction, except publishers restrict participation to selected advertisers only.

Private Marketplace (PMP)

Private Marketplace Deals are invitation-only real-time bidding auctions where one or several publishers invite a select number of advertisers to buy their inventory.

Programmatic

The buying and selling of online ad inventory through automated methods rather than human actions. This includes but is not limited to Real-Time Bidding (RTB).

Programmatic Guaranteed

Direct-sold, guaranteed inventory, that unlike PMP deals doesn't require human intervention to run. However, it is actually a more manual process than PMP deals.

Probabilistic User-Identification

The probabilistic method tracks billions of anonymous data points from a bunch of different elements tied to digital use. For example, operating systems, device type, Wi-Fi networks, etc.

Publisher

A web property providing content for consumers. Business models range from subscription services to advertising monetisation.

Query string formation

A query string is the set of words entered into a search engine by an individual. Query string formation is simply the process of thinking of the correct query string to get the results required.

Reach

The number of unique web users potentially seeing a website one or more times in a given time period expressed as a percentage of the total active web population for that period.

Real Time

Information, data or content delivered immediately with no delay in the processing of requests, other than the time necessary for the data to travel over the Internet.

Real-time bidding (RTB)

RTB is a protocol that enables the valuation and bidding on individual ad impressions in real time. The buying takes place through online media exchanges – basically media marketplaces – which connect sellers (publishers) and buyers (advertisers).

Reconciliation

Reconciliation is the process of ensuring that two sets of records (usually the balances of two accounts) are in agreement. Reconciliation is used to ensure that the money leaving an account matches the actual money spent.

Remnant

A publisher's unsold inventory, usually then filled by ad partners' inventory or house inventory.

Responsive Design

Responsive design is an approach to web page creation that makes use of flexible layouts, flexible images and cascading style sheet media queries. The goal of responsive design is to build web pages that detect the visitor's screen size and orientation and change the layout accordingly.

Rich Media

The collective name for online advertising formats that use technology to deliver interactive and audio-visual elements to give richer content and a richer experience.

Rollover

The wilful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement.

Run of Network (RON)

An ad buying option in which ad placements may appear on any pages on sites within an ad network.

Run of Site (ROS)

An ad buying option in which ad placements may appear on any pages of the target site.

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.

Search Engine Marketing (SEM)

Form of marketing that seeks to promote websites by increasing their visibility in search engine results pages.



Search Engine Optimisation (SEO)

The process of improving the volume and quality of traffic to a site from search engines via natural search results for targeted keywords.

Search Marketing

Search marketing is the process of gaining traffic and visibility from search engines through both paid and unpaid efforts. Search Marketing encompasses: SEO: Earning traffic through unpaid or free listings. SEM: Buying traffic through paid search listings.

Second Party Data

Someone else's 1st party data – all from one source.

Session

The time spent between a user starting an application, computer or website and logging off or quitting.

Site Analytics

The reporting and analysis of website activity - in particular user behaviour on the site. All websites have a weblog which can be used for this purpose, but other third-party software is available for a more sophisticated service.

Site Tagging

A tag is a keyword or term assigned to a piece of information. This kind of metadata helps describe an item and allows it to be found again by browsing or searching.

Skyscraper

A long, vertical, online advert usually found running down the side of a page in a fixed placement.

Sniffer Software

Identifies the settings and permissions of a user's browser to determine compatibility with ad formats and serves an advert they will be able to see/fully interact with.

Social Media

Sites, applications and platforms that enable the sharing and generation of user content in real time and enable social networking. Facebook, Instagram & Twitter are examples of social media platforms.

Spam

Unsolicited junk mail.

Spider

Also known as a bot, robot or crawler. Programs used by a search engine to discover, download and index web content.

Standard Ad Units

A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design.

Standard Tag

Standard tags are a type of placement tag. They only serve for placements with dimensions of 1x1. Standard tags use an anchor tag (A HREF>) and an image tag (A HREF>).

Streaming Media

Compressed audio/video which plays and downloads at the same time. The user does not have to wait for the whole file to download before it starts playing.

Supply-side Platform (SSP)

An advertising technology platform which represents the suppliers of online ads (Publishers) SSPs give publishers the ability to increase their website advertising revenues by engaging with multiple demand-side channels (Ad Networks, Ad Exchanges and DSP's) through a single vendor. Who Uses: Publishers.

Targeting

Various criteria to make the delivery of an advertisement more precise (age, geographical location or behavioural cues etc.).

Text Ad

A static appended text attached to an advertisement.

Third Party Adserving

The technology used to deliver creative assets from one adserver into another, allowing advertisers to track the performance of the campaigns and recording impressions and clicks amongst other campaign metrics.

Third Party Data

Data that is bought from outside sources who were not the original collectors of that data.

Tracking

The ability to assess the performance of an ad campaign.

Tracking Pixel

A 1x1 pixel-sized transparent image that provides information about an ad's placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.

Trading Desk

An agency branch trading entity known as the expert operators in their use of new technology. These entities can be independent or operate within an agency holding company. This group of people (known as traders) play the day-to-day campaign management role. Who uses: Agency holding companies, operating agencies, advertisers.

Traffic

Number of visitors who come to a website.



Unique Visitors

Unique visitors refers to the number of distinct individuals requesting pages from a website during a given period, regardless of how often they visit. Visits refer to the number of times a site is visited, no matter how many visitors make up those visits.

User Generated Content (UGC)

Online content created by website users rather than media owners or publishers - either through reviews, blogging, podcasting or posting comments, pictures or video clips.

Unstructured Data

Information that is not organized in some type of data structure and has not a pre-defined data model. To put it in other words, unstructured data is not contained in a database. Social media, emails, videos are all examples of unstructured data. 80% of marketing data is unstructured.



VAST

VAST or 'Video Ad-Serving Template' provides a common ad response format for video players that enables video ads to be served on all compliant video players. This means that advertisers don't need to integrate lots of different ad tags to be able to serve their video across multiple publishers.

VCPM

Viewable CPM; cost per thousand viewable impressions – a simple calculation for vCPM = CPM / viewability rate.

Video On Demand (VOD)

Allows users to watch what they want, when they want. This can be either 'pay per view' or a free service usually funded by advertising. All major broadcasters offer VOD such on platforms such as 40D or BBC iPlayer.

Viewable

An ad is determined viewable if it is actually seen by a user. There are different standards set by different groups. For example, GroupM's definition is that 100% of a display ad's pixels must be in view for more than 1 second and deem a video ad as viewable if 100% of the video is in view for at least 50% of the duration of the video. For IAB, a display ad is viewable if 50% or more of its pixels appear on-screen for at least one continuous second. A video ad is deemed viewable if 50% of its pixels appear on-screen for at least 2 consecutive seconds.

Viewability

Viewability is an online advertising metric that aims to determine only impressions that had the opportunity to be seen by users. For example, if an ad is loaded at the bottom of a webpage but a user doesn't scroll down far enough to see it, that impression would not be deemed viewable. Viewability is not a measure of ad effectiveness.

Viewable Impressions

A digital ad that had the opportunity to be seen, sometimes referred to through the traditional print media term of being "above the fold". The current industry criteria for a standard ad unit to be considered viewable is that 50% of the canvas was within the consumer's rendered window for a minimum of 1 second – the time required for a consumer to understand that the unit is a piece of advertising. Viewability is not a measure of ad effectiveness.

Viewability Rate

The percentage of ads that are seen by the user.

View-through Rate

A video metric that is measured by the number of videos watched divided by the number of impressions (times a page loaded with a video.

VPAID

VPAID or 'Video Player Ad-Serving Interface Definition' establishes a common interface between video players and ad units, enabling a rich interactive instream ad experience. The two main areas that VPAID covers are providing consumers a rich ad experience and capturing ad playback and user interaction details.



Walled Gardens

A Walled Garden is a closed ecosystem in which all the operations are controlled by the ecosystem operator. It is similar to a gated community that restricts the kind of people that get in by having clearly defined boundary walls on its perimeter and strictly guarded entrances. For example, Facebook, Google and Amazon.

White-list

An accepted list of contacts to receive email from (and should not be filtered or sent to the trash or spam folder) or a list of websites that ad advertiser will permit their ads to be placed on.



ADPOINT

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About Adpoint

Lineup Systems is the leading provider of media sales technology and our cloud-based system, Adpoint, is the industry's #1 media sales solution. Our customers include top media groups such as Gannett, Hearst, Bonnier Corp, Metro Media, Torstar, TI Media, Block Communications, News UK, and many more.

Adpoint CRM

Best-of-breed CRM designed for faster, more effective media selling.

Adpoint Finance

A fully integrated credit control, invoicing and cash management module for Finance Managers and Directors.



360 Analytics

The industry's most comprehensive, integrated reporting and analytics tool for media sales.

Adpoint OMS

The world's most powerful cross-channel order management engine.

CLICK HERE TO WATCH DEMO



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