

# MEDIA TERMINOLOGY

## CHEAT SHEET



### AD-SERVING TECHNOLOGY

#### AD EXCHANGE

An online technology platform for advertisers to buy and sell available digital ad inventory via multiple ad networks. Pricing is determined through real-time bidding.

#### AD NETWORK

A third-party company that connects individually owned websites (likely purchased from an ad exchange) to advertisers who want to use the available ad space across the web. Use of an ad network is necessary if the advertiser does not want to go directly to the publisher.

#### AD SEQUENCE

A series of YouTube videos in any ad-serving format of your choice. The sequence helps to tell the brand story, build interest or reinforce a message by showing people a series of videos in the order that you define.

#### ADVANTAGE+

Meta's advertising platform offering businesses advanced targeting capabilities and access to a diverse range of ad formats across Facebook, Instagram, and Audience Network, aiming to optimize ad performance and audience reach.

#### DEMAND-SIDE PLATFORM (DSP)

A system that allows buyers of digital advertising inventory to manage multiple ad exchanges through one interface. Real-time bidding for serving online advertising takes place within the ad exchanges.

#### DISPLAY NETWORK

Available on Google, Facebook and LinkedIn. A network that takes ads built within that platform off of the social media or search network site to other websites and apps to increase impressions and results while still using the platform's audience-targeting data.

#### PAY PER CLICK (PPC)

Pricing model where the advertiser pays for each click on an ad. Typically executed through search engines.

#### PERFORMANCE MAX

Google's advanced advertising solution that utilizes machine learning to optimize various ad formats across multiple channels, aiming to deliver maximum performance and reach for advertisers.

#### PRIVATE MARKETPLACE (PMP)

An invitation-only programmatic bidding process where publishers invite selected buyers to take place in real-time bidding to purchase their inventory rather than mass selling within DSPs resulting in premium inventory via a variety of ad types.

#### PROGRAMMATIC AD BUYING

Advertising based on the characteristics of the person seeing the ad rather than the place the ad is shown. Online display, video, audio or native

advertising that is automated and served through a third party's ad network. Layered tactics such as demographic, geographic or behavioral targeting can be used to better define the audience.

#### REAL-TIME BIDDING

The sale and purchase of ads through computer-run auctions. This happens through an ad exchange.

### AD TARGETING METHODS

#### AFFINITY AUDIENCES AND BEHAVIORAL TARGETING

A combination of techniques and technologies used to target individuals with digital ads based on previous online activity such as pages visited, content viewed, searches, clicks and purchases. Can also include in-market purchase intent.

#### BEHAVIORAL

A targeting method that gathers data from a variety of sources about the user's online browsing and shopping behaviors to determine which advertisements and messages will resonate most with them.

#### CONTEXTUAL/TOPIC TARGETING

Displaying your ad next to relevant content.

#### DEMOGRAPHIC TARGETING

A form of behavioral targeting based on an individual's demographics, such as age, gender, income and more.

#### GEOFENCING

A more granular form of geotargeting using a radius around a specific location, event, etc. to serve ads within the outlined boundary.

#### GEOTARGETING

Showing ads to individuals within a predetermined location. Examples include city, state, ZIP code and country.

#### HYPERLOCAL

Much more exact form of geotargeting than a geofence. Rather than drawing a radius around a said location (geofence) the targeting fits the exact footprint of the location.

#### KEYWORD

Targeting based off of a specific word or phrase, most commonly executed via search engines.

#### KEYWORD MATCH TYPES

**Broad match:** Matches to misspellings, plural, similar words and different keyword order.

**Exact match:** Uses brackets ([ ]) to tell the words and order of keywords needed in a search. Matches to misspellings and plurals.

**Phrase match:** Uses quotes (" ") to tell the words and order of keywords needed in a search. Matches to misspellings and plurals. Will match to keywords with other identifiers around it.

#### LOOKALIKE

Delivers ads to the people who look and act just like your target audience. It works through a combination of machine-learning algorithms, combining the audience data you select, and an intelligent lookalike modeling algorithm.

#### RETARGETING

Displaying an ad to an individual across the web who visited your website or viewed one of your videos and was cooked (must have tracking pixel/site tag placed). Could include only visitors to a specific page or unconverted visitors to a specific page. Google calls this "remarketing".

#### SEARCH RETARGETING

Serving a text ad via a search platform to people who have searched your targeted keywords previously.

### AD TYPES

#### BUMPER

Shortened (six seconds via YouTube), non-skippable video that is played before a viewer's intended video.

#### CONNECTED TV (CTV)

Traditional TV spot style purchasing through the use of Smart TVs and streaming devices that are attached to TVs that layers in audience targeting outside of typical programming or station targeting. Mobile and desktop devices are not included under the term CTV.

#### DISPLAY

An image displayed to a user on a website or mobile app. Can be animated or static.

#### DYNAMIC DISPLAY

Ads tailored to a target audience based on location, purchase history, products viewed, etc.

#### DYNAMIC TEXT

Text ad 100% generated by search engines, based on the page URL that you provide them.

#### E-BLAST

An HTML message sent via email on behalf of the advertiser.

#### E-NEWS

An ad shown within an e-newsletter.

#### HIGH-IMPACT

Animated or static ads that are typically used to capture a user's attention before they navigate through the rest of a website. These ads are oftentimes bigger or intrusive.

#### IN-FEED

Video ads displayed after searching a specific topic on YouTube. One to three options to choose from within the video search results.

#### INSTANT EXPERIENCE

The destination of a link click ad built within Facebook for instantaneous load times. It is viewable only on mobile devices.

#### LEAD AD

An ad used to promote a lead generation campaign that allows advertisers to collect information from prospects when a form is submitted.

#### LIKE AD

A social media ad with a conversion goal of following the viewer's account to show them organic content in the future.

#### NATIVE

A content-based ad that mimics its environment. Can include images, headlines, shortened teasers or fully hosted articles.

#### OUT-OF-HOME (OOH)

An advertising tactic aimed at reaching a consumer on the go by targeting them outside of their homes. Billboards are typically known as the most common tactic of out-of-home advertising.

#### OVER-THE-TOP TV (OTT)

Streaming media service (ex. Hulu) offered directly to viewers via the Internet. OTT bypasses cable, broadcast and satellite television platforms, the companies that traditionally act as a controller or distributor of such content.

#### PRE-ROLL/IN-STREAM VIDEO

A sponsored video that appears before the video an individual is viewing. May be skippable or mandatory viewing.

#### RADIO

The buying of radio commercials, frequently called spots, to promote a client's products or services. Most commonly purchased in 15-, 30- or 60-second increments.

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### RESPONSIVE DISPLAY

Ads that automatically adjust their size, appearance and format to fit available ad spaces within the assets provided.

### RESPONSIVE TEXT

Text ad that allows search engines to determine what is displayed based on the 15 headlines and four descriptions that you provide to them.

### RUN OF SITE/RUN OF NETWORK (ROS/RON)

Display ads that run across an entire website (ROS) or network (RON), meaning they could appear on any page within that site or network of sites.

### SEARCH AD ASSETS/EXTENSIONS

Enhancements to existing search ads with extra features such as additional links, business callouts, phone numbers, addresses, specific models/types and more. Inclusion of these improve your ad rank.

### SHOPPING AD

An ad that allows the purchasing of a product directly within the platform or takes the user directly to the product page to checkout on the website.

### SOCIAL

Advertising focused on social networking sites, like Facebook, in which advertisers can use a variety of targeting options to ensure their ads are reaching an appropriate audience.

### SOCIAL BOOSTED POST

Paid dollars put behind an existing organic post to enhance its visibility within feeds. Best used for enhancing audience engagement with a post. Primarily supported by Facebook and LinkedIn.

### SPONSORED MESSAGE

A form of advertising sent directly to an individual via their social media platform as a direct message.

### STREAMING AUDIO

Audio ads that are run on websites, apps and platforms used to stream radio, podcasts and other forms of audio. Oftentimes in the form of 15-, 30- or 60-second spots and accompanied with a display ad.

### TARGETED CUSTOM MESSAGE

A form of communication, whether it be via email or text message, where the advertiser can interact one on one with their intended audience. Targeted custom messages typically use publisher data to reach the most accurate consumer.

### TELEVISION/LINEAR TV

Buying of TV commercials, frequently called spots, to promote a client's products or services. Most commonly purchased in 30-second increments.

### TEXT MESSAGE

A text-based ad sent directly to an individual's phone number from an advertiser. Can be distributed as one of the following:

**Multimedia message service (MMS):** Text with accompanying video or image.

**Rich communication service (RCS):** Interactive communication similar to bot-style messaging.

**Short message service (SMS):** Text only.

## MEASUREMENT TERMINOLOGY

### AD RANK

The position your ad occupies on a given paid search results page. It is calculated by the keyword bid and ad quality score.

### CIRCULATION

Total number of individuals potentially reached by print distribution.

### CLICK-THROUGH RATE (CTR)

The percentage of individuals who click on an ad vs. the total number of individuals who were served the ad.

### COST PER ACTION (CPA)

Pricing model where an advertiser pays for a specific action. Examples include an impression, click, form submission, e-newsletter sign-up, etc.

### COST PER CLICK (CPC)

A measurement to compare the amount an advertiser pays for each click-through to the link.

### COST PER CONVERSION

A measurement that compares the price paid for the ad to the number of successful identified conversions (purchases, sign-ups, participation, etc.).

### COST PER IMPRESSION (CPI)

The cost of a single impression/view.

### COST PER LEAD (CPL)

The amount an advertiser pays divided by the number of leads generated.

### COST PER THOUSAND IMPRESSIONS (CPM)

The cost an advertiser pays per thousand ad impressions served. Tool for comparison between placements and/or publishers — a standard method for digital ad purchasing.

### EMAILS DELIVERED

Total emails that are delivered to the targeted email addresses — eliminates bounced emails in the total count.

### ENGAGED SESSIONS

How many visitors to a website are engaged with the site (i.e. the session lasted longer than 10 seconds, it included at least one additional event, and/or there were two or more pageviews).

### ENGAGEMENT RATE

The number of engaged session divided by the total number of sessions.

### ENGAGEMENT TIME

The average length of time spent on a website per visitor.

### IMPRESSION

The total number of times an ad has the opportunity to be viewed or the number of emails opened. This can be the same person viewing multiple times.

### KEY EVENT

An event in Google Analytics that measures an action that's particularly important to the success of a business, as defined and set by the business. Previously called conversion event.

### KEY PERFORMANCE INDICATOR (KPI)

A measurable value that demonstrates how effectively a company is achieving key media placement objectives.

### LEAD

The contact information for an individual collected directly from an ad.

### OPEN RATE

Percentage of total emails delivered vs. total emails opened.

### QUALITY, ENGAGEMENT AND CONVERSION RATE RANKING

A comparison metric provided by Facebook to understand how your ad performed against other

ads run to the same audience during that time period. Possible results are above, below or average.

### QUALITY SCORE

Determined by expected click-through rate, ad relevancy and landing page. Used by search engines and social media platforms.

### REACH

The number of people who have viewed an ad. Used primarily in social media advertising.

### VIDEO COMPLETION RATE (VCR)

The percentage of viewers who watched a video ad to its completion, typically defined as watching 100% of the video.

### VIDEO VIEW RATE

The percentage of users who viewed the post and actually watched the video for more than three seconds.

### VIDEO VIEW-THROUGH RATE (VTR)

The percentage of viewers who watched a video ad partially or fully.

### VIEWABLE IMPRESSION

**Display/native:** An ad impression can be classified as a viewable impression if the ad was contained in the viewable space of an in-focus browser window/tab based on preestablished criteria such as the percentage of ad pixels within the viewable space and the length of time the ad is shown.

**Video:** The percentage of video ad impressions deemed viewable per the video viewability definition of the measurement vendor.

## PURCHASE MODEL

### DIRECT

Ads purchased through an advertiser representative or publisher.

### NON-DIRECT

Ads purchased from a third-party platform, such as Google or Facebook

## TRACKING

### COOKIE

A tracking code from a website that is stored in the user's web browser to track the sites they visited.

### FIRST-PARTY COOKIE

Directly stored on individual websites that users visit. Used to collect user data for analytics, preference and more.

### FIRST-PARTY DATA

Data collected directly from an audience by your company.

### OPT-IN SETTINGS

Website controls letting users decide how much data they share (all, some, or none) and for what purposes often prompted when you first enter a website.

### PIXEL/SITE TAG

A piece of code placed on a website page that triggers a cookie to be placed. The pixel and cookie work in conjunction to "tag" a web user to allow for online retargeting through digital ads.

### THIRD-PARTY COOKIE

Follows a user beyond the website that initially placed the cookie or other sites they visit. Used for advertising, allowing companies to track browsing habits across different websites.

### THIRD-PARTY DATA

Information about users that a business acquires/purchases from an external source.

### UTM (URCHIN TRACKING MODULE) PARAMETERS

Five variants of URL parameters used to track the effectiveness of online marketing campaigns across traffic sources and publishing media.