



EFFECTIVE CAMPAIGN STRATEGY



STANDARDIZED KNOWLEDGE

GLOSSARY

DIGITAL MEDIA BUYING & PLANNING

3rd Party: A “third party” is an entity that collects information from or about users from a non-affiliate’s website or service. Third Parties, such as data aggregators and ad networks, often create data products that span collection from websites and stores not owned or controlled by a single entity. By aggregating this information, third parties can offer smaller websites and stores that do not have the technical, data or service resources the ability to compete against large vertically integrated companies.

3rd Party Ad Serving: The purpose of Ad Serving is to deliver ads to users, manage the advertising space of a website, and, in the case of third party ad servers, provide an independent counting and tracking system for advertisers/marketers. Ad Servers also act as a system by which advertisers can count clicks/impressions in order to generate reports, which help determine [ROI](#) for an advertisement on a particular web page. Using a centralized Ad Server enables progress reports on-demand, and updates creative content in one place rather than using multiple Servers with different Publishers.

Ad Hoc Reporting: Ad-hoc is Latin for “as the occasion requires.” This means that users can use their reporting and analysis solution to answer specific business questions “as the occasion requires,” without having to request queries from IT.

Ad Rotation: Ads are often rotated into ad spaces from a list. This is usually done automatically by software on the website or at a central site administered by an ad broker or server facility for a network of websites.

Ad Verification Best Practices: Set of industry guidelines, practices, and measurements established by the IAB and facilitated by the Media Rating Council (MRC), with the participation of a large group of ad verification vendors, publishers, ad servers, ad networks, advertising agencies, and other interested organizations. The purpose of these guidelines is to provide assurance to marketers and their agency partners about the execution of internet advertising campaigns.

Ad View: A single ad that appears on a web page when the page arrives on the viewer's display. Ad views are what most websites sell or prefer to sell. A web page may offer space for a number of ad views. In general, the term impression is more commonly used. This is synonymous with an ad impression.

Application Programming Interface (API): Application Programming Interface is a set of commands. It is the language that programmers or developers use to communicate with a specific piece of software or hardware. For example, mobile ads delivered in apps use an API to communicate with an SDK (like [MRAID](#)) that is built into the app.



Ad: For web advertising, an ad is almost always a banner, graphic image, or set of animated images (in an animated GIF) of a designated pixel size and byte size limit. An ad or set of ads for a campaign is often referred to as "the creative." [Banners](#) and other special advertising that include an interactive or visual element beyond the usual are known as rich media.

Assets: Text or media file provided. They can be text, image, or multimedia files.

Audience Behavior: Audience behaviors transcend race, age, and location and are more likely to connect you to a wider range of people who will use your product effectively. Information that can be used to target audience behaviors includes the total number of times they visit a website, the types of pages that they're likely to visit, and the types of terms that they enter into internet search engines. This information can shed light on the way a person thinks, which allows you to target your product in new and effective ways.

Auto Play Video Ad: A video ad or an ad linked with video content that initiates "play" without user interaction or without an explicit action to start the video (essentially automatically starting without a "play" button being clicked by the user.)

Banner: 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 determined by width and height, represented in [pixels](#).

Benchmarking: Process of comparing one's business processes and performance metrics to best practices from other companies.

Beyond the Banner: The idea that, in addition to banner ads, there are other ways to use the internet to communicate a marketing message. This includes sponsoring a website or feature, advertising in email newsletters, co-branding with another company, contest promotion, and finding new ways to engage and interact with the desired audience. An ad can also include an interstitial and streaming video infomercial. The banner itself can be transformed into a small rich media event.

Brand Brief: An input document typically provided to agencies to distill important information inclusive of target audience, communication objectives, key points to communicate brand personality, and other considerations.

Brand Competitive Set: A marketing term used to identify the principal group of competitors for a company. Competitive sets are used for [benchmarking](#) purposes, market penetration analyses, and to help develop positioning strategies.



Brand Guidelines: A set of rules that explain how your brand works and includes basic information such as an overview of your brand's history, vision, personality, and key values.

Brand History: Background information on specific advertisers that provides a perspective on how that brand is perceived by their industry. This typically includes business performance, market share, challenges, when the company was started, and how they are positioned in the marketplace. This information is incorporated into [brand briefs](#).

Brand Responsiveness: A seamless blend of branding and direct response focused activity delivered through a single campaign. The purpose of all activity is to drive response (both short and longer term) while building the brand.

Brand Safety Guidelines: A recognized set of industry quality assurance standards and benchmarks that provides high levels of confidence to marketers to invest more in digital advertising. Current brand safety guidelines include [viewability](#) and ad fraud.

Brand Verticals: A brand that is focused on a specific industry where demand stems exclusively from a demographic, also known as a “niche” market. Companies that employ vertical marketing tactics either create products intended for a specific type of consumer or attempt to make existing products appealing to those consumers.

Campaign Briefs: A document that states what the advertiser would like the promotional campaign to achieve. It is effectively the promotional campaign instructions for the team writing the promotional campaign.

Category Landscape: When referring to media, it refers to consumer media consumption across specific types of content focus and time including news, lifestyle, print, radio, daytime, primetime, and late fringe.

Channel Mix: Combination of media channels employed in meeting the promotional objectives of a marketing plan or campaign. Generally, a channel mix can include radio, TV, print, and online advertising.

Click: According to the ad industry recommended guidelines from FAST, a click is "when a visitor interacts with an advertisement." This does not mean simply interacting with a rich media ad, but actually clicking on it so that the visitor is headed toward the advertiser's destination. (It also does not mean that the visitor actually waits to fully arrive at the destination, but just that the visitor started going there.)

Click Rate: The click rate is the percentage of ad views that resulted in [click throughs](#), which indicates the ad's effectiveness and results in the viewer getting to the website where other

messages can be provided. A successful click rate depends on campaign objectives, how enticing or explicit the message is (a message that is complete within the banner may be less apt to be clicked), audience/message matching, how new the banner is, and how often it is displayed to the same user. In general, click rates for high-repeat, branding banners vary from 0.15% to 1%. Ads with provocative, mysterious, or other compelling content can induce click rates ranging from 1 to 5%. The click rate for a given ad tends to diminish with repeated exposure.

Click Stream: A click stream is a recorded path of the pages a user requested in going through one or more websites. Click stream information can help website owners understand how visitors are using their site and which pages are getting the most use. It can help advertisers understand how users get to the client's pages, what pages they look at, and how they go about ordering a product.

Click Through: A click through is what the sponsoring site counts as a result of an ad click. In practice, *click* and *click through* tend to be used interchangeably. A click through, however, implies that the user actually went to the page. Some advertisers pay only for click throughs rather than for ad impressions.

Click Through Rate (CTR): Ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. CTR is commonly used to measure the success of an online advertising campaign for a particular website as well as the effectiveness of email campaigns.

Common File Types: Includes Flash: Adobe's vector-based rich media file format (e.g. .mov: video file). Obtained for displaying or creating ad creative, text ads, etc. Flash is used for animation in display, while .mov is used for displaying video ads.

Competitive Separation: Length of time between commercials for the same product category. In digital media it can also refer to the number of ads for a specific product category appearing on a specific web page.

Connected TVs: A television set that is connected to the internet, also referred to as Advanced TV. TVs can be connected through an add-on device like PlayStation, Roku, or an Amazon Fire TV stick. The TV can also have connectivity capabilities built in. The content viewed is all video on-demand, and streams similarly to how you would stream video content on your computer, smartphone, or tablet. [OTT \(Over The Top\)](#) is a term used to describe any of the devices used to connect a TV to the internet.

Cookie: A file on a web user's hard drive (kept in one of the subdirectories under the browser file directory) used by websites to record data about the user. Some ad rotation software uses



cookies to see which ad the user has just seen so that a different ad will be rotated into the next page view.

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, an advertiser only pays for ads that finished (CPCV = Cost ÷ Completed Views).

Cost Per Thousand Targeted (CPTM): is "cost per thousand targeted" ad impressions, implying that the audience you're selling is targeted to particular demographics.

Cost Per View (CPV): Pricing model where the advertiser only pays for a video start. Typically sold at 1,000 impressions.

Cost Per Action (CPA): What an advertiser pays for each visitor that takes some specifically defined action in response to an ad beyond simply clicking on it. For example, a visitor might visit an advertiser's site and request to subscribe to their newsletter.

Cost Per Point (CPP): Pricing model based on the cost of a campaign divided by each full percentage rating point of a targeted demographic that the campaign successfully reaches.

Cost Per Viewable Impression: Pricing model where the advertiser only pays for video ad impressions that are considered viewable based upon MRC and IAB viewability guidelines. Typically sold at 1,000 impressions.

CPC: Cost Per [Click](#).

Cost Per Lead: A more specific form of [Cost Per Action](#) in which a visitor provides enough information at the advertiser's site (or in an interaction with a rich media ad) to be used as a sales lead. You can estimate cost per lead regardless of how you pay for the ad (in other words, buying on a pay per lead basis is not required to calculate the cost per lead).

Cost Per Sale (CPS): Sites that sell products directly from their website or can otherwise determine sales generated as the result of an advertising sales lead can calculate the cost per sale of web advertising.

CPM: Acronym for "cost per thousand" ad impressions, an industry standard measure for selling ads on websites. This measure is taken from print advertising. The "M" is taken from the Roman numeral for "thousand."



CPx pricing: Refers to how media is bought on a cost per basis. The x is replaced by M ([CPM](#)) to refer to Cost Per Thousand, or C ([CPC](#)) to refer to Cost Per Click, or any variant of A ([CPA](#)) Cost Per Action.

Cross-Screen Measurement: The tracking and measurement of video metrics across Mobile/Tablet/Out of Home/Television/Advanced TV/Desktop that can be tied to the same user.

DACUM: Acronym for Developing a Curriculum. Developing a Curriculum is a process that incorporates the use of a focus group and a facilitated storyboarding process to capture the major duties and related tasks included in an occupation, as well as necessary knowledge, skills, and traits.

DBPC: Acronym for Digital Buyer and Planner Certification.

Demographics: Demographics are data about the size and characteristics of a population or audience (gender, age group, income group, purchasing history, personal preferences, etc.).

Digital Out of Home (DOOH): Also called Digital Outdoor, this type of ad platform allows the opportunity for the screen to rotate through different advertisers, or to rotate through a single brand's creative, and in some cases even allows passersby to interact either through touching or motion. DOOH can be used for advertising wrapped around buildings in Times Square, on large billboards along the highway, and in kiosks in airports and malls.

Data Management Platform (DMP): A centralized data management platform allows you to create target audiences based on a combination of in-depth first and third party audience data. They help to accurately target campaigns to these audiences across third party ad networks and exchanges, and measure with accuracy how campaigns perform.

Demand Side Platform (DSP): DSPs allow advertisers to buy impressions across a range of publisher sites, but targeted to specific users based on information including location and previous browsing behavior. Publishers make ad impressions available through marketplaces called ad exchanges and DSPs automatically decide which impressions make the most sense for an advertiser to buy. Price is often determined by a real-time auction through a process known as real time bidding.

Dynamic Creative: Ad creative, customized in advance, that is able to transform itself upon delivery to target relevant audience segments. Customization may include delivering a specific combination of ad content such as copy, background images, and size and color of the call-to-action button.



Earned Media: When people speak about and share your brand and your product, either in response to content you've shared or via voluntary mentions. It's free publicity generated by fans.

First Look: A situation in which the media seller gives certain buyers first priority in access to ad inventory. For example, a publisher is selling its remnant inventory through two ad networks and a [DSP](#). In this situation, the publisher gives the first ad network a chance to buy the inventory first. If the first network does not want it, the publisher will pass it to the second network, and so on.

Flowcharts: A flowchart is a diagram that shows a step-by-step progression through a media campaign (e.g., timeline, media partners, cost). The flowchart shows all of the steps necessary to make the media campaign happen.

Geo-targeting: 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 devices.

Gross Rating Point (GRP): A term used to measure the size of an audience reached by a specific media vehicle or schedule. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. For example, an advertisement that is aired/served 5 times, reaching 50% of the target audience each time it is aired, would have a GRP of 250 ($5 \times 50\%$). GRPs are typically used by media buyers to compare the strength of media vehicles.

HTML5: Acronym for Hypertext Markup Language, version 5. HTML5 extends earlier versions to include tags for processing video, audio, canvas, and other embedded audio and video items without requiring proprietary plug-ins and APIs. HTML5 has been used as an alternative to developing and executing interactions similar to those using Adobe Flash but with very different technology.

Hypertext Markup Language (HTML): Set of codes called markup tags in a plain text file that determine what information is retrieved and how a browser renders it.

IAB Terms and Conditions: Recognized set of industry quality assurance standards established by the IAB that provides a high level of confidence to marketers to invest more in digital advertising. The sections in the terms and conditions address:

- Section XII: Non-Disclosure, Data Usage and Ownership, Privacy and Laws
- Section II: Ad Placement and Positioning
- Section III: Payment and Payment Liability
- Section V: Cancellation and Termination



- Section IX: Ad Materials
- Section X: Indemnification
- Section XIII: Third Party Ad Serving and Tracking

Impression: Measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user.

In-Article Video: A video ad that loads and plays dynamically between paragraphs of editorial content, existing as a standalone branded message.

In-Banner Video: Video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player.

In-Feed Video: A native video ad found in content, social, or product feeds, often paired with a headline, description, and logo.

In-Stream Video Ad: Played before, during, or after the streaming video content that the consumer has requested (Pre-roll, Mid-roll, and Post-roll.) 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 Video 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-Stream Video Ads are displayed within the context of streaming video content.

Interactive Video: Type of digital video creative that can take user input to perform some enhanced actions through elements integrated above and beyond the standard video playback controls (i.e., play, pause, rewind, and mute.) These interactions can include varied calls-to-actions, forms, polls/surveys, links, chapter menus, and hot-spots that may affect story progression of the video content and/or drill down on specific parts of the content itself. The goal of the creative is to give the user various options to engage with the message beyond viewing the video.

Interstitial: Between-the-page ad units displayed as a user navigates from one web page to the next web page. The ad appears after the user leaves the initial page, but before the target page displays on the user's screen. Typically, the ad is self-contained within its own browser window, but may also appear briefly as an overlay on the target page rather than in its own browser window.



Interstitial Video: Video ads that appear between two content pages. Also known as Transition ads, Intercommercial ads, and [Splash Pages](#).

Inventory: The total number of [ad views](#) or impressions that a website has to sell over a given period of time (usually figured by the month).

Insertion Order (IO): A formal, printed order to run an ad campaign. Typically, the insertion order identifies the campaign name, website receiving the order, planner or buyer giving the order, individual ads to be run (or who will provide them), ad sizes, campaign beginning and end dates, [CPM](#), total cost, discounts to be applied, reporting requirements, and possible penalties or stipulations relative to failure to deliver the impressions.

Internet of Things (IoT): Proposed development of the Internet in which everyday objects have network connectivity, allowing them to send and receive data. This includes everything from cellphones, smart watches, coffee makers, washing machines, headphones, lamps, wearable devices, thermostats, autos, and almost anything else.

Key Performance Indicators (KPIs): Business metric used to evaluate factors that are crucial to the success of an organization. KPIs differ based on the business and marketing focus. For example, KPIs could be net revenue or a customer loyalty metric.

Kick-off Campaign: The first meeting with the project team and the client of the project to discuss a plan or strategy before launching a campaign.

Lag Time: Usually at the back end, and represents the gap between the actual initiation of a process, such as a media placement (agency sends an [IO](#)), and the time that placement is ready to be displayed. For example, how long does it take the channel tech staff to process the ad and do [QA](#) tests to ensure that the ad displays properly? “Lag time” needs to be built into the timeline as well.

Latency: Time it takes for a data packet to move across a network connection. Also the delay between request and display of content and an ad. Latency sometimes leads to the user leaving the site prior to the opportunity to see the ad. 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 Time: Gap between the initiation and the actual execution of a given process. For example, the lead-time between the placement of an [insertion order](#) and the actual placement of the ad itself includes the time it takes the creative team to prepare the ad. “Lead time” needs to be built into the timeline.



Long-Form Video: Video content that has a content arc with a beginning, middle, and end and that, in its entirety, lasts longer than 10 minutes (i.e., movies and original series.) If the content is ad supported, it typically contains breaks (mid-roll.) This is different than commercial videos, which typically put the product upfront and run under one minute.

MMA: Acronym for the Mobile Media Association.

Media Days: Special presentations hosted typically by agencies or publishers as part of the [RFP](#) process or a forum for education of junior, senior, and executive stakeholders.

Media Kit: Contains promotional material and associated information about a firm, product, conference seminar, program, etc. Package containing rate card, circulation data, audience statistics, rates, ad sizes and formats, targeting options, audience profiles, case studies, and contact information.

Media Landscape: Refers to consumer media consumption across print, radio (national, regional, local,) television (national and regional,) digital (websites, news, portal) and social.

Media Math: Series of media based calculations used to project out media impression based investment measurements, including [GRPs](#), [CPAs](#), and [TRPs](#).

Media Mix: Combination of advertising media channels employed in meeting the promotional objectives of a marketing plan or campaign. This can include radio, TV, print, and online advertising.

MRAID: Acronym for Mobile Rich Media Ad Interface Definition. MRAID is a protocol that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, and accelerometer functions among others.

Media Timelines: A linear representation outlining a list of sequential events and co-dependent deliverables over time leading to a campaign launch.

Native Advertising: A form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed. These paid ads aspire to be so cohesive with the page content, assimilated into the design, and consistent with the platform behavior that the viewer simply feels that they belong.

Native Video Ad: A promoted video within one of the six IAB native core ads (i.e., in-feed unit, paid search unit, recommendation widget, promoted listing, in-ad with native elements, or custom/can't be contained). The video includes a headline, description, and context for the ad.



Non-Working Media: Ad serving fees, [DMP](#) costs, [DSP](#) technology fees.

Non-Working Media Costs: All of those things that may or may not be directly billable; Ad Server fees, hourly billing on creative, access fees, licensing fees, administrative fees, per placement [QA](#) fees, asset storage fees, IT and Traffic, digital re-mastering fees, etc. All are internal costs usually not directly presented to the client.

Non-Working Media Rates: Fixed percentages allocated to total campaign budgets inclusive of agency fees, time of staff, and commissions that are not part of direct media costs.

OBA: "Online Behavioral Advertising," sometimes called Interest-Based Advertising. Uses information gathered about a site user's visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest.

On-Target Percentage (OTP): Percentage of the total campaign delivery that is within the advertiser's campaign-defined goals.

Opt-In: An individual giving a company permission to use data collected from or about them for a particular reason, such as to market the company's products and services.

Over the Top Device (OTT): A device that can connect to a TV to facilitate the delivery of Internet-based video content (i.e., streaming boxes, media streaming devices, gaming consoles).

Owned Media: Any corporate content/asset that belongs to your brand that you create and have control over. Assets are not just images, artifacts, content, video, etc., but also people, resources, experience, and availability of subject matter experts.

Paid Media: Any media that is paid for to drive traffic to owned media properties; you pay to boost your exposure through the channel.

Pay Per Click: The advertiser pays a certain amount for each [click through](#) to their website. The amount paid per click through is arranged at the time of the insertion order and varies considerably. Higher pay per click rates recognize that there may be some "no-click" branding value as well as click through value provided.

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.) Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace, or the user's computer screen. (See also ["Tracking Pixel"](#))



Plan: The tangible nuts and bolts about how a strategy will be implemented. It is the difference between “strategic” and “tactical.”

POE: Acronym for [Paid](#), [Owned](#), and [Earned](#) media.

Point of Awareness (POA): Allocating media placements that enhance audience awareness and interest in an advertisers’ brand, product, or service.

Point of Sale (POS): Allocating media placements that enhance audience desire to purchase that product or service.

"Point of View" (POV) Reports: POV report focuses on selecting the best media vehicles for a business or organization to use in promoting its products, services, or causes, and helps their clients evaluate advertising options. These reports analyze a media outlet, such as a blog or magazine, to see if the client's target market will be served by advertising in that vehicle.

Predecessor: Tasks that have to be completed before another task can start.

Preferred Rates: Pre-negotiated rates for media agencies typically based on annual commitment with specific publishers or networks.

Programmatic: Media or ad buying that uses technology to automate and optimize, in real time, the ad buying process. This ultimately serves targeted and relevant experiences to consumers across channels. On the back end, algorithms filter ad impressions derived from consumer behavioral data, which allows advertisers to define budget, goal, and attribution and optimize for reduced risk while increasing [ROI](#).

Psychographic: Values, attitudes, and lifestyles that answer questions such as what motivates your customers to buy your products and services. What are their key values? What are their hobbies and habits?

Push Down: An IAB Rising Star ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard. This unit has initial dimensions of 970x90 pixels and expanded dimensions of 970x415 pixels. When the ad is expanded, it "pushes" the page content down rather than displaying over the top of page content as most expandable ads do.

Quality Assurance (QA): The systematic testing, monitoring, and evaluation of the various aspects of a campaign to ensure viability and timeliness of deliverables against schedules of planned activities.



Rate Card: Standardized cost for media space defined by ad sizes, platform, and creative formats, excluding custom programs.

Regulatory Guidelines: The laws and rules defining the ways in which products can be advertised in a particular region. Can vary by industry (e.g., financial services, pharmaceutical). Rules can define a wide variety of different aspects, such as placement, SOV% for sponsorships, and privacy.

Request for Proposal (RFP): An evaluative and solicitation document often made through a bidding process by an agency to elicit bids from potential media sellers against specific media buying criteria.

Rich Media: Advertising that contains perceptual or interactive elements that are more elaborate than the usual banner ad. Today, the term is often used for banner ads with popup menus that let the visitor select a particular page to link to on the advertiser's site. Rich media ads are generally more challenging to create and to serve. Some early studies have shown that rich media ads tend to be more effective than ordinary animated banner ads.

RODI (Return on Digital Investment): "The bottom line" on how successful a digital ad or campaign was in terms of what the returns (generally sales revenue) were for the money expended (invested).

Real Time Bidding (RTB): Way of transacting media that allows an individual ad impression to be put up for bid in real time. This is done through a programmatic on-the-spot auction, which is similar to how financial markets operate. RTB allows for Addressable Advertising; the ability to serve ads to consumers directly based on their demographic, psychographic, or behavioral attributes.

ROI: Acronym for Return on Investment.

Run of Network (RON): A run of network ad is one that is placed to run on all sites within a given network of sites. Ad sales firms handle run of network insertion orders in such a way as to optimize results for the buyer consistent with higher priority ad commitments.

Run of Site (ROS): A run-of-site ad is one that is placed to rotate on all non-featured ad spaces on a site. CPM rates for run of site ads are usually less than rates for specially placed ads or sponsorships.

Scope of Work (SOW): A document that routinely defines project-specific media activities and deliverables. A statement of work typically addresses these subjects:

- Objective



- Period of Performance
- Applicable Budget & Standards
- Acceptance Criteria
- Special Requirements (Regulatory as applicable)
- Miscellaneous

Self-Serve Media: Self-serve advertising is often associated with text advertising, paid search campaigns, as well as Facebook and Twitter. These terms are not synonymous, but they do share a common goal of efficiency:

- By eliminating the expense of an advertising salesperson, the self-serve model allows publishers to offer smaller minimum ad buys than would otherwise not be practical or profitable.
- By using text ads instead of banner ads, self-serve programs make advertising easier for the many small businesses that do not have compelling graphical ads, preventing delays in the do-it-yourself campaign signup.

Seasonality: A characteristic of a time series in which the data experiences regular and predictable changes, which recur every calendar year.

SEM (Search Engine Marketing): A form of paid internet media that seeks to promote websites by increasing their visibility in the search engine result pages.

SEO (Search Engine Optimization): The process of improving the volume and quality of traffic to a website from search engines via “natural” (organic or algorithmic) search results.

Short-Form Video: Video content that has a duration of less than 10 minutes.

Site Map: A model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages (with links) organized by topic, an organization chart, or an XML document that provides instructions to search engine crawl bots.

SME: Acronym for Subject Matter Experts.

Splash Page: A splash page (also known as an [Interstitial](#)) is a preliminary page that precedes the regular home page of a website and usually promotes a particular site feature or provides advertising. A splash page is timed to move on to the home page after a short period of time.

Sponsorship: An association with a website that gives an advertiser some particular visibility and advantage above that of [run of site](#) advertising. When associated with specific content, sponsorship can provide a more targeted audience than run of site ad buys. Sponsorship also



implies a "synergy and resonance" between the website and the advertiser. Some sponsorship is available as value-added opportunities for advertisers who buy a certain minimum amount of advertising.

Stakeholder: Anybody who has the power to impact a project, strategy and/or campaign. They can be internal or external and they also can be at a senior or junior level and can include Subject Matter Experts (SME.)

Standard Ad Unit: A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design. Inclusive of 728x90, 300x250, and 160x600 ads.

Strategy: A concept based on available data. "Based on what we know, this looks like it would be the most productive course of action, and we have consensus from all stakeholders and teams, including our vendors/partners."

Streaming: Technology that permits continuous audio and video delivery to a device from a remote website. Also can refer to 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.

SWOT (Strengths, Weaknesses, Opportunities, Threats) – Unlike Gap Analysis, which identifies the nature of an apparent gap between a current state and impending state (either positive or negative), a SWOT Analysis identifies trends and potential opportunities on the horizon, and exposes if they really are opportunities or recognized threats based on the campaign's ability to take advantage of them. In order to do that, we need to take a close objective look at the strengths and weaknesses of the campaign and our ability to address those potential trends as benchmarks of a successful campaign.

Syndicated Research Tools: Research products available to subscribers that aids the media planning process in gaining insight or business intelligence about specific markets, industries, and trends over specific time periods.

Tag: Code that an advertiser provides to a publisher or network that calls the advertisers' ad server and is used for displaying an ad.

Target Audience: A particular group of people identified as the intended recipient of an advertisement or message.



Targeted Ratings Point (TRP): The percentage of an advertiser’s target audience that sees its commercials, advertisements, or campaign. Typically advertising is bought against a guaranteed demographic or audience segment. The TRP expresses that guaranteed audience.

Target Region: Refers to targeting a specific geographic area or groupings on a state, DMA, or hyper-local level.

Tech Stack: A set of tools to manage the “big data” of your business—the terabits of customer information inside and outside your company. Stack tools harness this data to create automated, personalized, and measurable marketing programs that deliver the right offers to the right people at the right time.

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 an ad has been served (or not served, in some cases,) or that a specific web page has been accessed.

Traffic/Bulk Sheet: Workflow process in which media buyers enter/upload digital campaign data by publisher into an [API](#) which tracks approvals, issues [IOs](#), and generates billings and payments to publishers.

TV Everywhere: An online business model in which television broadcasters, particularly cable networks, allow their customers to access live and/or on-demand video content from their networks through internet-based services. The fee for such access is covered as part of their subscription to the service, via an MVPD. The viewers use credentials from their MVPD for authentication and access to the content.

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

Universal Ad Package (UAP): A set of four ad units (728x90, 300x250, 160x600, and 180x150 pixels) offered by UAP-compliant publishers as a 'package' where ads in these four formats are used collectively across the publisher’s site, enabling advertisers to reach more of the publisher’s audience.

Up-Front Commitments: Annual media spending commitments made by agencies on behalf of clients based on a series of presentations hosted by media companies. The main purpose is to allow marketers to buy television commercial airtime "up front," or several months before the television season begins. These presentation were created by television networks, but have expanded into integrated media buying areas including digital (e.g., Digital New Fronts, Programmatic Upfront).

User Initiated: The willful act of a user to engage with an ad. Users may interact by clicking on the ad and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad.

Video Ad Completion Rate (VCR): The percentage of all video ads that play through their entire duration to completion. Also known as View Through Rate (VTR) and Video Completion Rate (VCR). Not to be confused with the videocassette recorder.

Video Ad Serving Template (VAST): A framework for serving ads to a video player. The specification also describes expected player behavior for executing ads that are supplied using VAST. The interaction between the ad and the player is unidirectional, meaning that once the player receives the VAST tag no other interactions are possible except for the activation of select tracking beacons at appropriate times during ad playback.

Video on Demand (VOD): Video content that is controlled, enabled, and consumed whenever a viewer wants after its official release date or original air date and time. VOD content can be found on set top boxes, [OTT](#) devices, mobile web, mobile apps, and video streaming services.

Video Player Ad Interface (VPAID): The protocol between the ad and the video player required that enables ad interactivity and other advanced video advertising functionality. VPAID offers bilateral (two-way) communication between the ad and the video player, and meets the needs of emerging in-stream formats such as nonlinear video ads and interactive linear video ads.

Viewability: IAB and MRC standards for measuring and buying digital impressions that must meet the following minimum criteria:

- Pixel Requirement: Greater than or equal to 50% of the pixels in the advertisement were on an in-focus browser tab on the viewable space of the browser page, and
- Time Requirement: The time the pixel requirement is met was greater than or equal to one continuous second, post ad render.
- Video Time Requirement: To qualify for counting as a viewable video ad impression, it is required that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement of 50%.

Waterfall: The order of priority in which advertisers have the opportunity to buy inventory. Demand sources could include direct sales, networks, or exchanges.

Wearable: Devices, such as the Apple Watch or Fitbit, that are physically worn on a consumer and can connect to the internet or communicate with a computer or smartphone. Additionally, wearables are a subset of a category known as the ["Internet of Things" or IoT](#).

GLOSSARY

