



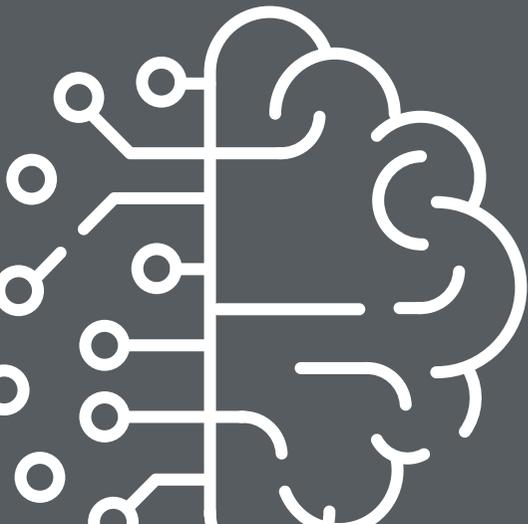
Programmatic Jargon Buster

A glossary of industry terminology

teamitg

Need to Know

The online advertising industry is full of acronyms and technical terms that many busy marketers aren't familiar with. At Admedo, we believe in making programmatic accessible to all, so if you're new to the industry, here are some of the key terms and concepts defined.



DISPLAY ADVERTISING

Display Advertising (aka Online Advertising and Online Marketing) is graphical advertising on the Internet (online) that appears in specific locations next to content on web pages, IM applications, email, mobile apps etc. These ads, often referred to as banners, come in standardised ad sizes, and can include text, logos, pictures, calls to actions (buttons implying that you click on them), so called rich media where you are shown pictures of products you've previously shown interest in and sometimes even videos.

DEMAND SIDE PLATFORM

A technology platform that allows clients to programmatically buy digital advertising (online advertising/display advertising) inventory across multiple ad exchanges through real time bidding. Admedo is a DSP.

PROGRAMMATIC ADVERTISING

The automated buying and selling of online media, using technology to improve cost efficiency and media performance for advertisers.

REAL-TIME BIDDING (RTB)

Real time bidding (RTB) is a server-to-server buying process that allows inventory (ad space on websites) to be bought and sold on a per-impression basis. It happens instantaneous through an auction that determines who gets to buy a specific impression. It happens programmatically in the same way as financial markets do. If a bid is won, the advertiser's ad is immediately shown on the publisher's site.

AD EXCHANGE

A technology platform that groups multiple sites and networks of sites and sell their unsold ad-space inventory to the highest bidder through real time bidding.

RETARGETING/REMARKETING

Retargeting (also known as remarketing) shows an ad to a user that has been on your website and as they leave and visit other websites, reminds them of where they just were. Technically all that is necessary is to place a JavaScript tag in the footer of your website and your

Technology

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.

CLICK TRACKING URL

Also known as click through URL or click command. This is used to record the number clicks delivered on an advertising banner.

COOKIE

Information placed on a visitor's computer or mobile by a web server that can be stored or retrieved when the site is accessed. Used to record a user's unique behaviour during each visit.

PIXEL

Refers to the tracking script that collects cookies of the users browser so that the user can be tracked and retargeted with banners. A conversion pixel is a tracking script that reports to the campaign when a conversion has taken place.

Campaign Elements

BANNER

The digital advertisement that shows on a website, is clickable and by clicking on it takes you to a website called landing page.

INVENTORY

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

CREATIVE

A word often used in the same way as ad banner and refers to the creative image that is displayed as the ad.

OPTIMISATION

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



Campaign Elements

CAMPAIGN

The booking of display advertising setup with budget, CPM, run dates, targeting and banners (creative).

ABOVE THE FOLD

A banner displayed on the part of a website that is visible without having to scroll down on the page would be above the fold.

ACTION OR ACQUISITION

Refers to a performed action motivated by the display of the campaign. That action counts as an action or an acquisition (sometimes lead or conversion). Example: Signing up for a test drive of a car after having seen an offer in a banner online.

CALL TO ACTION (CTA)

An instruction often embedded in advertising that explains how to respond to an opt-in for a particular promotion or mobile initiative.

DATA SPEND

At Admedo, this number refers to the amount of money out of your campaign budget that has been spend purchasing data to get your targeting fulfilled.

FLIGHT DATES

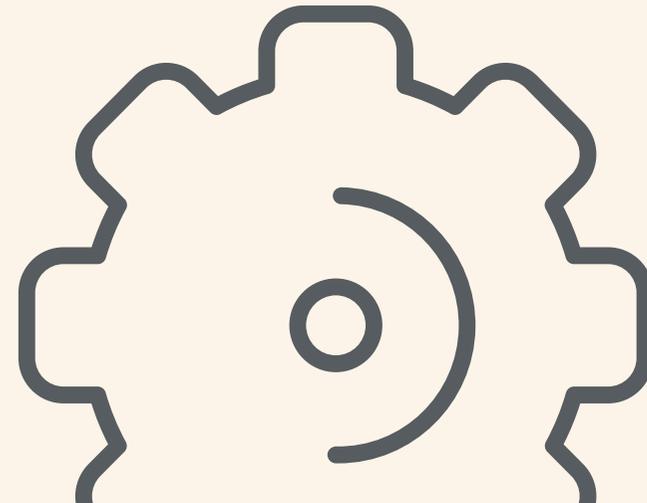
The dates in between the day the campaign starts and ends, including holidays and weekends.

FQ (FREQUENCY CAP)

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

INVENTORY

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



Metrics



CTR (CLICK THROUGH RATE)

The number of times a click is made on a banner divided by the total number of impressions (CTR = number of users who clicked on ad/number of times the ad was delivered.)

CPM (COST PER MILLE)

Online advertising can be purchased on the basis of what it costs to show the ad to one thousand viewers (CPM). It is used in 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. CPM is short for Cost Per Mille. Mille means 1000.

CPA (COST PER ACQUISITION OR ACTION)

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.

IMPRESSIONS

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

CLICKS

The number of times a user has clicked on a banner and landed on the linked site as a result of that click.

POST CLICK CONVERSION

A conversion that has taken place after a user has clicked on an ad and then gone on to make a purchase.

CPC (COST PER CLICK)

The amount paid by an advertiser for a click on their ad. This can be calculated by dividing total marketing costs by total number of clicks for the campaign.

CONVERSION RATE

Percentage of participants who opted in to participate in a digital campaign. Conversion rate = total participants (conversions)/total number of impressions served (audience).

POST VIEW CONVERSION

A conversion that has taken place after a user has seen an ad and then gone on to make a purchase.

7 things to be aware of when measuring performance across platforms

1

VISITOR BROWSER PREFERENCES

Site users must have JavaScript, images, and cookies enabled on their browsers to report their visit.

2

TRACKING METHODS

There are two main methods of tracking activity: cookie-based and IP + User Agent.

Omniture is a cookie-based analytics program. As such, it relies on a browser setting the cookie. If cookies are disabled, this type of program will not count the visit. This would exclude, for example, hits from a robot or spider.

3

1ST PARTY VS 3RD PARTY COOKIES

Even among cookie-based tracking solutions, there is a difference between 1st party and 3rd party cookies. Because 3rd party cookies are set by a source other than the website being visited, they can be blocked by browsers and security software.

4

REPORTING LIMITS

Site Visits may be time recency based. (Google Analytics for example limits a site visit per user to one time every 30 minutes.) Ad servers, by comparison, would not filter such behavior, but would recognize the fact that it is a unique visitor (using a cookie) coming to the page more than once. Most analytics would simply filter the visit out.

5

CLICKS VS VISITS

These are two separate metrics, essentially it would be like comparing apples with pears - both fruit but they are not the same! There is an important distinction between clicks recorded by the ad server and the visits recorded by tracking systems. The clicks column in a campaign report refers to how many times the advertisement was clicked by visitors while visits in the report indicates the number of unique sessions initiated by visitors.

A visitor may click an ad multiple times. When one person clicks on one advertisement multiple times in the same session, the ad server will record multiple clicks while the tracking system recognizes the separate page views as one visit.

6

PARTIAL PAGE LOAD

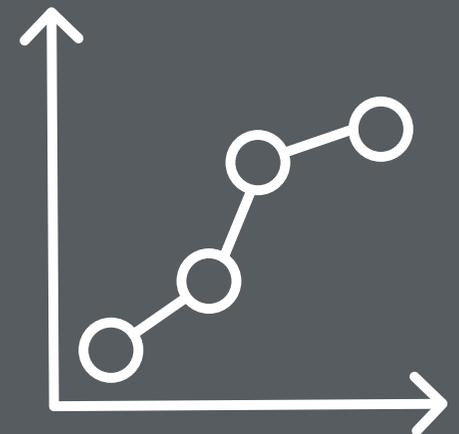
A visitor may click on an advertisement, but prevent the page from fully loading by navigating to another page or by pressing their browser's Stop or Back button. In this case, the tracking code is unable to execute and send tracking data to the Google servers. However, the ad servers will still register a click. This can be very common on Mobile devices.

7

OTHER REASONS CAUSING DISCREPANCIES BETWEEN VISIT TRACKING AND THE AD SERVER

3rd party images: Some browsers give users the option to disable images that are requested from domains other than the current page. Disabling such images will prevent data from being sent to the tracking system.

Caching: Some tracking system solutions may not record an additional visit if the page is pulled from a user's or server's cache.



Targeting

BEHAVIOURAL

The category of targeting that comes from existing data gathered over longer periods of time and large categories of sites and volumes of users. This targeting is specific and effective and uses existing knowledge to target the right users online.

DEMOGRAPHIC

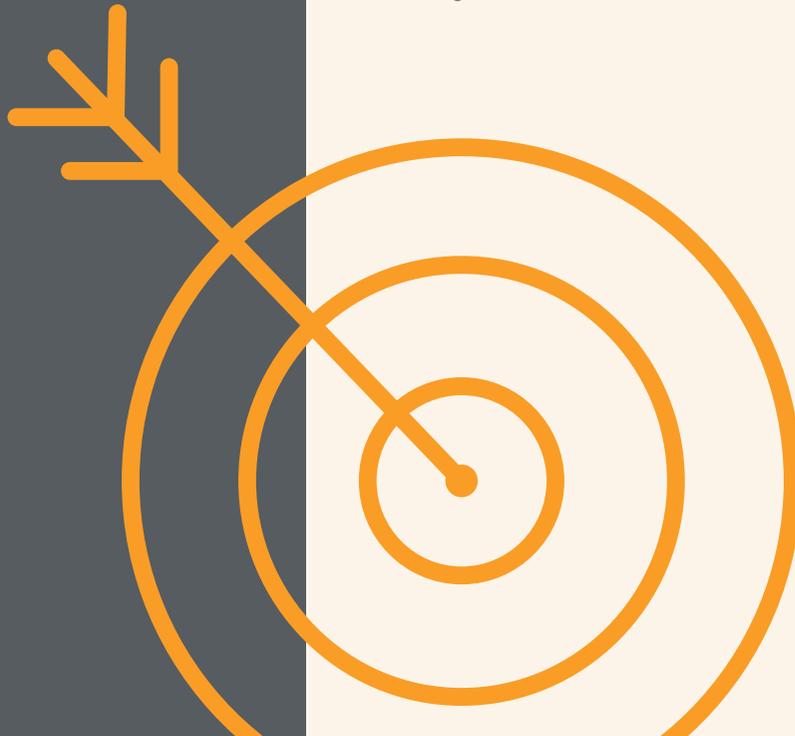
The on/off option that allows you to choose a demographic user group to target with your ads.

CONTEXTUAL

The process that matches your ads to relevant sites, using keywords, topics, and contextual categories.

GEOGRAPHIC

The option that allows you to target a specific geographical area in the world. Often down to very close range around a city or postcode.



Thank you :)

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