Glossary

From SilverPush Documentation

Contents

•A •B •C •D •E •F •G •H •I •L •P •R

Let's make sure you understand all the terminologies we used across our website and documentation. Standard definitions of some terms used in advertising industry are listed below.

A

- Ad Exchange: A technology platform through which advertisers can buy ad spaces from publishers by a bidding system. The remnant inventory available with a publisher is sold to the highest bidding advertiser through real time bidding.
- Ad Tag: A piece of code that request the ad exchange for a delivery of impression
- API: Application Programming Interface. It is a set of protocols for communicating with a back end software.

B

- Behavioral Data: The data collected from the user's desktop/ mobile about their past online actions.

C

- Click through Rate: Also known as CTR, is the total number of clicks divided by the total impression delivered for a campaign
- Click Tracking: The methodology by which the advertiser makes sure that clicks has been delivered.
- Conversion: It is an action that the advertiser wants the user to perform. Example: Purchase a product, Install an app, sign up for a product etc.
- Cookie: A javascript code which is saved by a browser that sends back some user specific data back to the advertiser.
- Cost per acquisition: Also known as CPA is the amount of money, that is paid by the advertiser for every conversion (purchase/ sign up) by the user.
- Cost per click: The amount of money, advertiser is willing to pay for every click by the user
- Cost per lead: The amount of money paid by the advertiser for every lead from a user.
- Cost per mile: Also known as cost per 1000 impressions, is the amount of money paid by the advertiser for every 1000 instances of the ad.
- Creative tag: A code that gives the location of the ad server in which the creative is stored.

D

- Data Management Platform(DMP): A unified platform for advertisers where 1st party data, 3rd party data and other user data based on context are consolidated to get a 360 degree view of the audience
- Demand Side Platform(DSP): A technology platform that is used by the brands/ advertisers to buy media inventory from different publishers and run ad campaigns.

E

- Estimated CPM (eCPM): Flight: The time during which a campaign runs

F

- Frequency: It refers to how often an ad is shown is shown in a certain period of time.
- Frequency cap: The limit set by advertiser which blocks the display of a creative ad after capped amount.

I

- Impression: The instance of delivering one ad is called an impression

L

- Landing page: The page to which the user is taken to after clicking on an ad is called landing page.

P

- Programmatic Buying: The process of automated buying of inventory using real time bidding in a DSP is called programmatic buying.

R

- Real-time bidding: The process of bidding for an impression from inventory listed in exchanges. The highest bidder gets the right to display ad for that impression.
- Retargeting: The process of delivering impressions to those users who has already been exposed to the a previous communication/ visited the advertisers website. Study shows that retargeting ads helps users to keep the brand in top of mind recall and aids in conversion.
- Remnant Inventory: The inventory left with the publisher after the premium inventory gets sold.
- Rich Media ad:A Rich Media ad contains images or video and involves some kind of user interaction.