**Glossary**

* **Advertisement:-** Advertisement is a means of communication with the users of a product or service.
* **Category:-** A group, often named or numbered, to which items are assigned based on similarity or defined criteria.
* **Cost per click(CPC):-** Cost Per Click (**CPC**) refers to the actual price you pay for each click in your pay-per-click (PPC) marketing campaigns.
* **Gallery:-** A **gallery** is an area of a building that's usually long, narrow, and has a specific function. ... A **gallery** is also somewhere art is shown and sold. Art galleries can be one room of a larger place, a series of rooms, or a whole building devoted to art.
* **Index Point:-** A **point** in a market **index** is a concept used to measure the value of the securities listed in the **index**. However, the **point** will have a different meaning depending on whether it is a stock market **index** or a bond market **index**.
* **Monetization:-** The term "monetization" may also be used informally to refer to exchanging possessions for cash or cash equivalents, including selling a [security interest](https://en.wikipedia.org/wiki/Security_interest), charging fees for something that used to be free, or attempting to make money on goods or services that were previously unprofitable or had been considered to have the potential to earn profits. And [data monetization](https://en.wikipedia.org/wiki/Data_monetization) refers to a spectrum of ways information assets can be converted into economic value.
* **News:-** new information or a report about something that has happened recently. : information that is reported in a newspaper, magazine, television **news** program, etc. informal : someone or something that is exciting and in the **news**.
* **Recommendation engine:-** A **recommendation engine**, also known as a recommender system, is software that analyzes available data to make suggestions for something that a website user might be interested in, such as a book, a video or a job, among other possibilities.
* **Revenue:- Revenue** is the income generated from normal business operations and includes discounts and deductions for returned merchandise.
* **Slide Show:-** A **slide show** is a **presentation** of a series of still images on a projection screen or electronic display device, typically in a prearranged sequence. The changes may be automatic and at regular intervals or they may be manually controlled by a presenter or the viewer.
* **Wallet:-** A **wallet** is a small software program used for online transactions.