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Let's face it the adtech ecosystem is complex and full of acronyms, so we've compiled a list of terms and acronyms to help level up your expertise.

Term	Definition
Ad exchange	A marketplace where buyers (DSPs) and sellers (SSPs) connect to allow for the automated buying and selling of digital ads
Ad network	A company that connects advertisers to websites that want to host advertisements, aggregating inventory from publishers and packaging it up to sell it to advertisers
Ad server	A platform that enables the delivery, tracking, and management of advertising content
Ad unit	Ad inventory that a publisher has available to monetize
Adtech	An overarching term that describes the tools and software used to automate the process of buying, selling, delivering, and measuring digital advertising campaigns
Bid request	A variety of information is collected and organized into a request that is sent along to eligible buyers running campaigns
California Consumer Privacy Act (CCPA)	A state statute intended to enhance privacy rights and consumer protection for residents of California
Clean room	A secure and protected solution that keeps buyers' and sellers' users' identities anonymous and encrypted for all parties, even during the data matching process
CPM	Stands for cost-per-thousand impressions and is used to measure the value of reaching a specific audience
Contextual targeting	A method of serving advertisements based on the content of a webpage or vide
Curated marketplace	A marketplace designed according to a buyer's unique specifications with curated inventory that provides transparency and scale
Data management platform (DMP)	A system for managing first- or third-party data used by advertisers, agencies, or publishers
Deal ID	A unique number for an automated, programmatic ad buy that indicates a direct relationship between the publisher and the advertiser through RTB pipes

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Demand-side platform (DSP)	Software advertisers use to automatically access and buy ad inventory
Fill rate	A ratio between the number of ads delivered against the number of ads requested from the publisher
First-party data	Information or data collected directly from customers or registered users on a website
Frequency capping	The process of recording and limiting the number of times a specific visitor is shown a particular ads
Full-stack SSP	A supply-side platform that provides tools a publisher needs to grow and build its business, ensuring there are as many quality sources of demand connected to the publisher's supply as possible
General Data Protection Regulation (GDPR)	A regulatory law in the European Union on data protection and privacy
Header bidding	A programmatic process that allows all demand sources to simultaneously bid on a publisher's impression in real-time
Impression	Occurs when an ad is served for a consumer to view
Inventory	The number of ads or ad space a publisher has available to sell
Open marketplace	An auction that has an unlimited number of publishers offer up their ad inventory for sale to an unlimited number of buyers, who all compete for the opportunity to place their ads within the available inventory
Prebid	The open source technology created by a community of contributors that allows for an end to end header bidding solution for publishers
Price floor	The lowest CPM that a publisher is willing to accept for inventory or a subset of inventory
Private marketplace (PMP)	An invite-only auction that is open to a select set of advertisers
Programmatic advertising	Uses workflow automation and machine-learning algorithms to enable publishers to offer inventory to advertisers to buy in real-time
Programmatic guaranteed (PG)	A one-to-one, direct deal between a publisher and an advertiser, where the publisher agrees to provide a fixed number of impressions and the advertiser pays a guaranteed price
Real-time bidding (RTB)	The process of buying and selling digital advertising through an auction happening in real-time
Third-party cookies	Small pieces of code that are placed on a web user's browser after being generated by another website and are used as the primary method of ad targeting on the web

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Third-party data	Any information or data collected by a business or company that does not have a direct relationship with the user
Trading desk	A platform or set of services within a media agency responsible for executing and managing programmatic campaigns
Supply path optimization (SPO)	A strategy employed by advertisers and DSPs to cut out intermediaries, duplicate, or tech-tax heavy requests through algorithms or manual processes to drive more efficient and direct buying paths
Supply-side platform (SSP)	A tool for publishers that automates the selling of their digital ad impressions to a greater pool of potential buyers while giving the sellers control and tools to maximize their revenue
Universal ID	Provides a common identifier for users on desktop and mobile web that any vendor in the adtech industry can use
Yield	The amount of revenue received from ads and represents how successful a publisher's monetization strategy is