# Advertising Glossary and Acronym Dictionary

**ebay Advertising Glossary**

CS: consumer sites of ‘old’ SDC, we have different CS brands: [shopping.com](http://shopping.com) (US, UK, DE, F, AU), epinions (US) and dealtime (US, UK) aka owned and operated sites (o&o), we monetize traffic through -> PLAs, GG Text and Display advertising on CS

CTD: commerce trading desk, we utilize ebay’s user data to target ebay users on websites outside of o&o on behalf of advertisers, currently CTD does not include ebay as an advertiser but the CTD and ebay Display RTB platform are supposed to grow together over time, using CTD display campaigns that we sell on [ebay.com](http://ebay.com) can be extended to other websites

DC: distributed commerce, ECN uses a network of publishers to serve up -> PLAs, DC partners (= publishers) can either use our feed or our API, we help the publisher to monetize traffic and increase the reach for our merchants (vs. just using CS)

ebaam: ebay as a merchant on ECN, i.e. ebay IM uses ECN as a channel (sometimes labeled OCS = Online Comparison Shopping) to generate traffic to ebay sites

ebaap (aka Sunshine): ebay as a publisher of -> PLAs powered by ECN

ebay Advertising (new): combination of olds SDC and old ebay Advertising NA

ebay Advertising (old): ebay Advertising NA, i.e. Display plus GG Text plus Sunshine on [ebay.com](http://ebay.com)

ebay Display o&o: ebay selling display advertising on [ebay.com](http://ebay.com) and CS

ebay Display RTB (-> real time bidding): ebay IM uses CTD as a channel to generate traffic to [ebay.com](http://ebay.com)

ECN: ebay Commerce Network, two views: internally ECN includes old SDC scope and GG Text on [ebay.com](http://ebay.com), externally ECN = old SDC (as B2B brand)

Shopper segment: customer segment for display sales, i.e. we target manufacturers of hard or soft goods as typically sold on ebay that sell through retailers (but might as well sell directly e.g. Sony), excludes auto

Seller segment: customer segment for display sales, i.e. we target retailers that might or might not have a storefront on eBay, excludes auto

Adjacent brands: customer segment for display sales, i.e. we target advertisers with brands related to products sold on eBay (tier one, e.g. car insurance) or unrelated (tier two, e.g. WeightWatchers)

**Advertising Industry Glossary (source Pubmatic, slightly edited&condensed)**

Advertisers: Also called marketers. The people who control the money/marketing budgets the publishers want to get access to. They are often divided into Direct vs. Brand marketers based on how they measure their advertising effectiveness, but in an increasingly interactive media world, these are artificial definitions. A “Brand” marketer like Coke might be driving to an online promotion (and measure by the response) in the same way that a mortgage company might measures its online ads by how many requests for information they get based on their ads.

Ad Exchanges: Wall Street-like commodity trading comes to online. Publishers designate inventory, buyers can access and buy it through machines. The idea is that it creates a rational marketplace and automates the tedious buying process, allowing publishers to set a “floor” or minimum bid, rules around what types of ads they will accept while buyers bid for varying types of inventory available – but rarely know in advance where those ads will show up. There are pure exchanges where the inventory is “blinded” and now publishers are involved in the process by creating their own private exchanges or networks of sites that feed into an exchange.

Ad Networks (and various permutations thereof):

In the vast universe of online inventory, companies that aggregate impressions to make it easy for an advertiser to achieve scale in a buy.

• Audience Based: They sell with the idea of aggregating users based on either demography or intent (to purchase something).

• Horizontal: Wide base of inventory available, i.e. not specialized.

• Vertical: Specialized. There are women’s networks, networks of people in market to buy a car…

• Mobile: Sell ads onto wireless devices including phones and now tablets. There’s more to it than just sales as it take work to get one ad to appear in more than one platform (i.e. Android vs. Apple). There are three big ones: Google (AdMob), Apple (formerly Quattro) and Millennial (independent) plus some focused on rich media or various verticals or mobile video.

• Performance: Clicks ‘R Us. Wide range of inventory available without concern for placement: it’s all about driving a direct action (a click, a sign up, some sort of conversion) at the lowest possible price.

• Video: Sight, sound and motion are hot online (and generate the highest CPMs). It’s recently been a land grab for more generalized networks to buy video networks or merge with them. They not only aggregate inventory but some also syndicate video content across a range of sites as there is not enough video inventory at the right price to meet demand. Leaders in the space include Tremor, Brightroll & Say Media.

Ad Servers: The technology that disseminates online ads, tracks and reports back on ad performance. DoubleClick/Google and Microsoft Atlas are the leaders along with “homegrown” which means a site built their own ad server.  Any sophisticated IT team can create an ad server but the decision to “buy or build” is also a decision about whether a company has the financial and personnel resources to maintain and continually upgrade the capabilities of the ad server to meet changing market dynamics.

Agencies: The gatekeepers of the cash from the advertisers. Challenge is that while they used to just be either in the business of creative (coming up with ads) or media (buying ads from publishers) they are also often in the data business themselves, and have their own DSPs and DMPs. They realize they have a ton of data from all their clients and want to be able to harness it to make smarter buying decisions.

Agency Trading Desks (ATDs): Media Buying Platforms/Desks or DSPs managed by an agency. The practice of an agency operating its own DSP so that they can enrich their pool of data from all buys executed. The bigger agencies are building systems so that they can look at the data across media and frequency cap: i.e. be able to control the number of times a person is exposed to specific ad. Examples include IPG’s Cadreon and The Publicis Group’s VivaKi’s Nerve Center.

Audience Targeting: Behavioral targeting with new clothes and broader capabilities and

applications. The practice of using data to imply an audience, either by demography, lifestage

or some sort of intent like people who have searched for information on a car or new phone

purchase. If I am looking to reach an “auto intender” I advertise to them wherever they

are online – not just on auto sites. Agencies are big believers in buying audience targeted

impressions as it increases their efficiency and for many types of products, especially

packaged goods, they are looking to reach broad audience segments like Adults 18 - 34 or

Women 35 - 54 – much the way they buy in television.

Audience Management Platforms (AMPs): The folks who provide the audience targeting now have platforms to automate the process of matching the data and buying audience targeted inventory. Since many of them also operate ad networks, it’s a natural extension.

Behavioral Targeting: A now old-fashioned term that has been rebranded as “audience targeting.”

Blinding: The practice of not designating where ad inventory will be placed, which is very often done with exchanges at the publisher’s request. Publishers do not want a “channel conflict” of someone/thing besides their sales staff selling the inventory (never let your customer know someone else sells it cheaper).

Brand Protection: Tools that enable advertisers to buy inventory online that automates the process of making sure that the content is not objectionable or contradictory to the advertiser’s brand image. It most often applies to sites with adult content or any sort of objectionable speech.

Contextual Targeting: There are two kinds: natural context (place a bank ad on a finance page) and that of a contextual advertising system which scans the text of a website for keywords and returns advertisements to the webpage based on ad messages that match with those keywords: ads on the side of your Gmail that pop up text ads based on your email content.

k, Boston, Chicago, Los Angeles, Silicon Valley, London, Munich, Paris, India, Australia

Creative Optimization: Software systems that enable an advertiser to default to the highest performing creative or manage the frequency of exposure, typically on a direct response basis.

CPM (Cost per Thousand): Cost per thousand impressions delivered. Publishers prefer to charge on this basis as it is closer to an exposure model rather than a direct response one: i.e., they get paid on delivering an ad, not on whether someone clicked on it.

eCPM: Effective CPM. The reality of most buys is that they are a mix of CPM and CPC. It answers the question: If I buy a CPC campaign what would I have paid if I bought it on a cost per thousand (CPM basis) and thus used to compare whether the CPM or CPC buy was actually more cost effective.

Data Aggregators: They pull in ad serving data, conversion data, 3rd party data including those from offline sources (stripped of personally identifiable info like names and addresses) like Acxiom, Polk and Experian to attach as many attributes as possible to online cookies to refine targeting capabilities.

York, Boston, Chicago, Los Angeles, Silicon Valley, London, Munich, Paris, India, Australia

DMPs (Data Management Platforms): Tools that perform a range of services from collecting, managing, segmenting, sharing, and analyzing marketers’ advertising data.

DSP (Demand Side Platform): A computer-based platform that automates media buying across multiple sources using unified targeting, data, optimization and reporting. Data is treated like media in that it is layered across the buy and becomes just another part of the cost. DSPs do not own, purchase, represent or resell inventory from publishers but connect to SSPs so that publishers can sell it themselves.

Dynamic Pricing: The ability of an SSP to sell inventory at a price that matches and changes with market demand. A publisher can choose to set up floor (or a minimum, the opposite of dynamic pricing) or allow the impression to go to the highest bidder based on timing and its particular data attributes.

First Look: The ability of a publisher through an SSP to enable a specific advertiser to bid on impressions at a premium for that chance to have the first option on them. This ability in digital sales is something like what is done in the Upfronts in television.

Guaranteed/Non-Guaranteed Inventory: Publishers often segregate their inventory into premium which is sold on a CPM basis by their sales staff, rest is sold through exchanges for no fixed price.

Impression: An online ad that appears upon calling up a web page – there is an approved and very technical definition that took years of negotiation by the IAB and focused on a common definition for the ad servers that was finally agreed to in 2004: Click Here And now the 3MS initiative says this definition has issues: most notably that it does not specify that the ad was ever viewed by an actual human, but merely that the page of content it is on was called up technically.

Inventory: Get your ad impressions here…for some off reason in online, people talk as if they are moving units of underwear or canned goods.

• Content farm: Inventory created specifically to place ads on it and souped

up through SEO so that people find it. Often offers context, but marginal

context at best.

• Direct Sold: Get it from the publisher salesperson, typically high quality

stuff that may involve specific contextual placements or sponsorships of

hot events or content areas.

• Contextual: Inventory that relates to a category of content or advertising:

business pages on The New York Times are contextual inventory for

finance. Contextual can also mean those ads sold based on semantics

that show up on the side of mail pages or pop up from double-underlined

content.

• Premium/First Tier: As good as it gets, often contextual or highly trafficked

areas like home pages and lead section pages.

• Mid Tier: Inventory from a site you may have heard of that has decent

content but not a top 100 site as ranked by comScore.

• Long Tail: The vast unwashed inventory available from no-name sites and

blogs. There could be some valuable stuff in there that people really look at…or not. Recent tests from the

3MS initiative and comScore show that long tail sites have the biggest challenge with viewability rates.

• Remnant: (or Yield Optimized) Every large publisher’s got it. In a world of limitless inventory – they keep adding pages – if you can’t sell it direct or because of its context, it’s remnant to be sold through an exchange near you. Data is often appended to remnant to make it into an audience buy which is a good thing: advertisers of mass products don’t always need or want to pay the premium for context or to buy direct.

OBA: Online Behavioral Advertising and also a compliance program lead by the IAB that sets standards for data usage in behavioral targeting.

One By One (1x1) pixel tagging: What an ad trafficker needs to “drop” (an invisible image basically) in order to analyze a view through.

Private Marketplace: The ability of a publisher through an SSP to carve out certain inventory and sell it at a premium to buyers willing to pay for a first look and be able to determine precisely where that inventory is placed.

PLA: Product listing ads.  Product Listing Ads are search ads that include richer product information, such as product image, price, and merchant name, without requiring additional keywords or ad text. Clicks on Product Listing Ads are charged on a cost-per-click (CPC) basis, or conversion-focused cost-per-acquisition (CPA) percentage basis.

Programmatic Buying: The practice of automating the buying of online ads by using algorithms to drive the best price possible for each impression. This takes place through

DSPs connected to SSPs.

Programmatic Selling: The practice of using a DSP to automate the sale of media assets.

PubMatic enables a publisher to sell at four levels programmatically: basic yield, RTB, audience and private marketplace.

Publishers: The companies that produce the content on which ads are placed.

RTB (Real Time Bidding): The dynamic process of buying and selling impressions instantaneously in which the highest bidder “wins” the right to place a display ad while audience attributes are affixed to it.

Re-Targeting: The usage of data especially from user behavior to find that user again and send a targeted message to them. Privacy advocates refer to this as “cyber-stalking.” Advertisers know it often works well as some products have longer purchase consideration cycles.

Semantic Targeting: Targeting where a computer system examines all the words on a web page to identify the meaning of those words and not just the simple context to determine appropriateness for an ad placement. Say a news page contains the word “golf.” Calloway wants no part of it if it’s an alligator-bites-man-in-Florida-ongolf-course story.

New York, Boston, Chicago, Los Angeles, Silicon Valley, London, Munich, Paris, India, Australia

Sentiment Analysis: Can also be used to determine if the “sentiment” of the page is positive or negative and thus suppress an ad (i.e. helps Calloway avoid an article about how golf is a lousy sport for overweight white guys in media).

Social Targeting: Using data to find obsessive social networkers who influence the “social graph” i.e. the people who talk about what they are going to buy, what they actually bought and what they thought about it.

Supply Side Platforms (SSP): A DSP but from the publisher or content producer’s perspective helping publishers find the right advertiser at the right price for every impression.

Tag Management: With so many point solutions and tags needed for everything from audience measurement to ad delivery to brand protection, the approach to managing (or even automating to simplify) all the little pieces of code required to deliver an online ad these days. There are companies that offer tag management as a point solution.

Yield Optimization: From a publisher perspective, how much are your impressions worth and how can you manage flow of inventory to make the most money? SSPs look at each impression available on a web publisher’s site and then match the impression with an available ad from an ad network or exchange. Right now this is typically only done as an assessment of remnant inventory but could be applied to all inventory.

[More...](https://docs.google.com/spreadsheets/d/1Mn8zoCiIRkSySThUYUCeu5qLJK7kXgwy4VUQeJeiZfw/edit?usp=sharing)