

Advertising Glossary

A

AdCopy - An AdCopy is an entity in Powerspace Ads. It's the AdCopy that advertisers define the creative elements: image, advertiser name, title, description and call to action.

Ad Fraud - Ad Fraud is when a company knowingly serves ads that no one will actually see as a way to drive "views" and revenue. For example, a website can use bots to automatically refresh its pages in order to register a high number of page views and appear more attractive as an inventory source on ad exchanges.

AdGroup - An AdGroup is an entity in PowerSpace Ads. It's in the AdGroup that advertisers define their campaigns strategies : click URL, budgets, dates, targeting.

Ad Network - A company that connects websites with advertising to sell, then aggregates that inventory for advertisers to buy, usually via programmatic exchanges.

Ad Server - A company whose technology relays an ad buy to a website and reports on how it performed.

Ad Tech - Ad tech, short for advertising technology, refers commonly to all technologies, softwares and services used for delivering, controlling and targeting online ads.

Advertiser - An Advertiser is a company buying impressions to expose its products / offers / brand.

Agency / Trading Desk - An Agency / Trading Desk is a team that executes online media buying as a managed service for advertisers.

Audience Extension - Audience Extension is a process used in advertising technology that attempts to expand the target audience size while ensuring relevancy and maximizing engagement. The extension process takes a known audience segment and catalogs various shared characteristics that can be used to target people who bear similarities and are therefore likely to become customers. Audience Extension techniques are also sometimes called "Lookalike Modeling".

B

Behavioral Targeting - Behavioral targeting is a technique used by advertisers and publishers to utilize a web user's previous web browsing behavior to customize the types of ads they receive. Behavioral targeting can generally be categorized as onsite behavioral targeting or network

behavioral targeting, depending on whether the tracking is deployed on a single website or domain, or across a network of websites.

Bot - A software application that runs automated tasks – usually that are both simple and structurally repetitive – over the internet typically at a much higher rate than would be possible for a human alone.

Broadband - An Internet connection that delivers a relatively high bit rate - any bit rate at or above 256 Kbps; cable modems and DSL all offer broadband connections.

C

Campaign - A campaign is an entity in PowerSpace Ads. A Campaign is an AdGroups container and it's where advertisers define the Market they want to target, their segments and where they get their conversions trackers.

Click - A click is an event that occurs when a viewer clicks - or taps, if on a mobile device - any elements of an ad.

Company - A company is the top entity in Powerspace Ads. A company can be one of the three following: advertiser, agency or publisher.

Contextual Targeting - A form of targeted advertising for advertisements appearing on websites, mobile browsers or other ad supported devices. The advertisements themselves are selected and served by automated systems based on the identity of the user and the content displayed.

Cookie - An HTTP Cookie, is a small piece of data sent from a website and stored in your web browser while you're browsing.

CPC (Cost per Click) - CPC Stands for Cost per Click. This is the price paid by an advertiser to a publisher for a single click on the ad that brings the consumer to its intended destination.

CPE (Cost per Engagement) - With the CPE bidding strategy, impressions are free and advertisers only pay when users actively engage with ads (ie: click, watch, roll-over, etc.).

CPI (Cost Per Install) - CPI, or Cost Per Install, is an advertising method that only charges advertisers each time their app is downloaded.

CPM (Cost per Thousand) - With the CPM bidding strategy, advertisers pay based on the number of impressions your ad receives.

Cross-Channel - Technology or media that applies across multiple formats and across multiple devices. This is different from "cross-device", which implies only multi-device application rather than multiple formats within devices.

CTA - Call-to-Action; an instruction designed to encourage a user to perform a certain act immediately.

CTR (Click-Through Rate) - CTR is a metric that measures the number of clicks your ad (s) receive per number of impressions.

D

Deal ID - A unique piece of code assigned to an automated ad buy, used to match buyers and sellers individually, based on a variety of criteria negotiated beforehand.

Demographics - What are Demographics? Common characteristics used for population or audience segmentation such as age, gender and household income.

Display Advertising - A form of online advertising where an advertiser's message is shown on a web page, generally set off in a box at the top or bottom or to one side of the content of the page.

DMP - Data Management Platform; a "data warehouse" used to house and manage cookie IDs and to generate audience segments, which are then used to target specific users with online ads.

DSP - Demand-Side Platform; software used to purchase advertising in an automated fashion, allowing advertisers to buy impressions across a range of publisher sites through ad exchanges.

E

eCPM - Effective Cost per Thousand; a metric for measuring advertising revenue generated across various marketing channels, calculated by dividing total earnings by the total number of impressions in thousands.

F

Fill Rate - The ratio of ad requests that are successfully filled in relation to the total number of ad requests made, expressed in percentage.

First-Party Data - Data directly collected by a brand – typically through e-commerce sites and company websites – about the actions their users take while on that site.

Frequency - The number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency.

G

Geo-targeting - Showing ads to people based on their mobile device's location, ZIP code information they submit when registering a site/service or GPS coordinates collected by site/service.

H

Hashing - A way for separate companies to match their data sets without either side being able to access the other's data.

I

In-Stream - An ad that appears within a piece of content. For example, a pre-roll ad attached to a YouTube video or a Promoted Tweet in a Twitter feed.

Insertion - Actual placement of an advertisement – digital or otherwise – as recorded by the ad server.

Insertion Order - Purchase order between a seller of advertising and a buyer (usually via an advertising agency).

K

KPI (Key Performance Indicator) - A KPI (Key Performance Indicator) is a measurable value that demonstrates how effectively a company is achieving key business objectives.

L

Lift - The increase in effectiveness measurements (e.g., message recall) between respondents who did not view the ad and those who did.

O

Open Exchange - An open digital advertising marketplace for aggregated inventory from multiple partners where buyers can bid either manually or programmatically to purchase impressions.

Opt In - Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services.

Opt Out - When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list.

P

Page Request - The opportunity for an HTML document to appear on a browser window as a direct result of a user's interaction with a Web site.

Page View - When the page is actually seen by the user.

PII (Personally Identifiable Information) - Personally Identifiable Information; digital information that can be used, on its own or together with other information, to track back actions to a specific, known individual.

Pixel - A piece of code provided by a company that wishes to track the end-user's behavior and identification (cookie) on a website.

Position - A Position is a container of one or more Zone(s). It's in the Position that publishers define the market, the network, the channel, the type and the number of Zone(s) inside the Position.

Programmatic Ad Buying - The use of software to purchase digital advertising, as opposed to the traditional process that involves RFPs, human negotiations and manual insertion orders.

Programmatic Direct - An ad buy done directly between a publisher and advertiser through automated programmatic ad-buying systems.

Programmatic Non-Reserved - A typical automated buy, similar to an open auction, in which relatively anyone can bid to buy ad space that is for sale.

Publisher - A Publisher is a company selling its audience to advertisers.

R

Real-Time Bidding - The buying and selling of online ad impressions through real-time auctions that happen within milliseconds.

Retargeting (Remarketing) - Retargeting ads are a form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer).

RON - Run-of-Network; the scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion.

ROS - Run-of-Site; the scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.

S

Second-Party Data - When a company makes its first-party data directly available to another company, which then uses it to sell ads.

Sell-Through Rate - The percentage of ad inventory sold as opposed to traded or bartered.

SOV - Share of Voice; an ad revenue model that focuses on weight or percentage among other advertisers; used to represent the relative portion of ad inventory available to a single advertiser within a defined market over a specified time period.

SSP - Supply-Side Platform; software used to sell advertising in an automated fashion.

T

Target Audience - The intended audience for an ad, usually defined in terms of specific demographics (age, gender) and psychographics (interests, behaviors).

Third-Party Ad Server - Independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns.

Third-Party Data - Information that an established data company collects indirectly or aggregates from others and then sells to ad buyers.

U

Unique User/Device ID - Sometimes called UDID; identifier assigned to a device or user that lasts until the device is reset or the account is deleted.

V

vCPM - Viewable CPM; cost per thousand viewable ads served – a simple calculation for vCPM = CPM / viewability rate.

Viewability - Viewability is a metric that addresses an ad's opportunity to be seen by a viewer.

Viewable Impression - As defined by the IAB, a viewable impression is one where 50% of an ad pixels are in view in an active browser tab for one continuous second.

Viewer - Person viewing content on the web.

VTR - View-Through Rate; measurement of how many people saw an ad and eventually visited the advertiser's site.

W

Website - Website is the top entity for publishers in Powerspace Ads. A website contains the positions that will be monetize through Powerspace.

Y

Yield Management - Yield and Revenue Management is the process of understanding, anticipating and influencing advertiser and consumer behavior in order to maximize profits through better selling, pricing, packaging and inventory management while delivering value to advertisers and site users.

Z

Zone - A Zone is where an Ad will be displayed inside a Position.

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