Prospect

DSP

Syndicator

DMP

Slide 27 all keywords

CPP

Slide 30 - account

Slide 23

Adopsinsider.com

Slide 38 – CMS

Slide 39 – SEO,SEM,PPC

SEO - **Search engine optimization** (**SEO**) is the process of affecting the visibility of a [website](https://en.wikipedia.org/wiki/Website) or a [web page](https://en.wikipedia.org/wiki/Web_page) in a [web search engine](https://en.wikipedia.org/wiki/Web_search_engine)'s unpaid results—often referred to as "natural", "[organic](https://en.wikipedia.org/wiki/Organic_search)", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers

SEM - **Search engine marketing** (**SEM**) is a form of [Internet marketing](https://en.wikipedia.org/wiki/Internet_marketing) that involves the promotion of [websites](https://en.wikipedia.org/wiki/Websites) by increasing their visibility in [search engine results pages](https://en.wikipedia.org/wiki/Search_engine_results_page) (SERPs) primarily through paid advertising.[[1]](https://en.wikipedia.org/wiki/Search_engine_marketing#cite_note-sel1-1) SEM may incorporate [search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization) (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance [pay per click](https://en.wikipedia.org/wiki/Pay_per_click) (PPC) listings

PPC - **Pay-per-click** (**PPC**), also known as **cost per click** (**CPC**), is an [internet advertising](https://en.wikipedia.org/wiki/Online_advertising) model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked.

Affiliate Marketing - Simply put, affiliate marketing to promote other people's products. If you know someone else's product successfully promotes and ensures that the consumer buys the product through your website, you get a percentage commission for this. So you have no own product, but you promote the products of others.This is done by a special affiliate link to place on your website. This then links to the product you're promoting. By using a special affiliate link, the visitor can be precisely measured is through your website, and so you will get commissions when consumers buy the product.You're like a middleman!

These products can be anything. It may be (mobile) phones, concert tickets, shoes or even applications for a contest.

Eg. : **Amazon Associates** is one of the first online **affiliate**marketing programs and was launched in 1996.When website owners and bloggers who are**Associates** create links and customers click through those links and buy products from **Amazon**, they earn referral fees. It's free to join and easy to use.

Slide 48 – CAPI - **Computer-assisted personal interviewing (CAPI)** is an interviewing technique in which the respondent or interviewer uses a computer to answer the questions

Slide 49 – page view vs impressions

Scenario 1 – ad at bottom of page – page views > ad impression

Scenario 2 – on reloading various ads pop up – do page view > impressions

Scenario 3 – page view 1 ; impression 3 – page view < impression

Slide 54 - vague

Slide 55 – arrow between content creator and publisher?aggrement?

Creative Agents - It is a company that offers a combination of strategy, design, technology and advertising services to clients, it is creative or expert lead, it’s made up primarily of creative professionals, and it’s often strongly defined by values.

Slide 58 - 59 – 60

\*\*\*Content Focus\*\*\*

Customer Data Integration – user analytics - **Customer data integration** (CDI) is the process of consolidating and managing **customer** information from all available sources, including contact details,**customer** valuation **data**, and information gathered through interactions such as direct marketing.

Operational Metrics - **Location & Language**

Engagement and Attrition - **Content Taxonomy**

Web Analytics - **Web analytics** is the measurement, collection, analysis and reporting of **web** data for purposes of understanding and optimizing **web** usage.

**Influence Categorization and Tracking - Influence Categorization and Tracking**

**Advanced NLP Analysis - Advanced NLP Analysis**

**\*\*\*** **User Engagement and Ad ROI\*\*\***

**Social Targeting - User Social Mapping - Social targeting** is an audience buying methodology for online advertising. It's related to other types of audience buying such as demographic or behavioral / interest-based **targeting**.

**ROI and Revenue Analytics - Ad Metrics -** Revenue analytics is the process of discovering where your revenue came from. It’s a granular analysis that tells you which marketing and sales channels, campaigns, and efforts are impacting the bottom line at your organization.

**Engagement Insights - Heat Map**

**Site** **Analytics - Channel Metrics**

**Ad Inventory Analysis - User- centric Metrics -** Ad inventory management can be defined as a set of actions and analysis aimed at maximizing ad revenue from existing ad inventory.

**Advertiser Insights - Demo. Data Points -**