

# General Terminology

This glossary provides a quick reference to essential terms in programmatic advertising, aiding in better understanding and communication within the digital advertising landscape.

## **DSP (Demand-Side Platform)**

A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

## **SSP (Supply-Side Platform)**

A system that enables web publishers and digital out-of-home media owners to manage, sell, and optimize available inventory (ad space) on their websites and mobile apps.

## **Ad Exchange**

A digital marketplace that enables advertisers and publishers to buy and sell advertising space, often through real-time auctions.

## **RTB (Real-Time Bidding)**

A method of buying and selling online ad impressions through real-time auctions that occur in the time it takes a webpage to load.

## **CPM (Cost Per Mille)**

The cost per 1,000 impressions of an ad, a common pricing model in digital advertising.

## **CPC (Cost Per Click)**

A pricing model where advertisers pay each time a user clicks on their ad.

## **CPA (Cost Per Action)**

A pricing model where advertisers pay for a specified action, such as a purchase or sign-up.

## **Pixel Tracking**

A tracking method that involves embedding a small piece of code on a website to collect data on user actions.

## **Postback Tracking**

A server-to-server tracking method that securely and accurately sends data directly from the advertiser's server to the tracking server.

## **Audience Segmentation**

The process of dividing a broad consumer or business market into sub-groups of consumers based on some type of shared characteristics.

## **Lookalike Audiences**

Audiences that resemble your existing customers, categorized into three levels none (broad reach), somewhat similar (moderate reach), and very similar (narrow reach).

## **Frequency Capping**

Limiting the number of times an ad is shown to the same user to avoid overexposure.

## **Ad Scheduling**

Setting specific times or dates for ad delivery to maximize engagement and effectiveness.

## **Whitelist**

A list of approved publishers where ads are allowed to appear.

## **Blacklist**

A list of publishers where ads are excluded from appearing.

## **Cross-Device Targeting**

Reaching the same user across multiple devices, such as desktop, mobile, and tablet.

## **Viewability**

A metric that tracks whether an ad was actually seen by a user.

## **Attribution**

The process of identifying which actions or touchpoints contributed to a desired user action, such as a purchase.

## **Creative Optimization**

Adjusting ad creatives in real-time based on performance data to improve effectiveness.

## **Brand Safety**

Ensuring that ads do not appear in contexts that could harm the advertiser's brand.

## **Fill Rate**

The percentage of ad requests that are successfully filled with ads.

## **Click-Through Rate (CTR)**

The ratio of users who click on an ad to the number of total users who view the ad.

## **Conversion Rate**

The percentage of users who take a desired action after clicking on an ad.

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