

# 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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