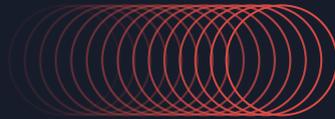


The Ultimate

SEEDTAG

Digital Advertising Glossary

Your go-to guide for all
terms digital.



Introduction

Recall your yesteryears when you were given **the task of learning** new words and the methods that you employed to learn them.

Some of you may have used rote learning, some may have taken the help of mnemonics, and still others would have resorted to dictionaries. But today, when you try to tame a **new concept** and its related terminology, it's natural to browse through its **glossary items**. But how often do you retain the whole list?

Well, in our attempt to **help our audience** get a comprehensive understanding of the **world of digital advertising**, we thought of creating a glossary of terms used frequently in this field but we faced the same problem. How do we help our readers **retain this list** for long? And the solution we found was to create a narrative around them, weave a connection that will help our audience recall the whole chain of words once they remind themselves of the connection.

So, here we go:

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1.

**Digital
Advertising** 

01. Digital Advertising

A

1. Above the Fold, Below the Fold, A/B Testing

Above the fold refers to the part of the webpage that is visible to a user without scrolling down, whereas below the Fold refers to the section of the website that's visible once the visitor scrolls down a page. As per digital marketing experts, maximum engagement occurs in the above the fold section and hence often above the fold content is more important and critical and hence the ad spaces above the fold are costlier than the below the fold.

2. Ad exchange and ad network

An ad exchange is the online marketplace for the stakeholders of digital advertising i.e, advertisers and publishers who buy and sell ad spaces through bidding. Also, an ad network is an aggregator that connects buyers of ads with sellers by matching the supply and demand of ad space.

3. Attribution

This refers to a set of user action(s) that contribute to the desired outcome and then assign a value to each of these actions based on their importance and contribution to the outcome.

B

4. Banner/ Display Advertising

Banner ads are a form of display ad that are seen on websites or apps in terms of text or image. On websites, they are often placed at the top or bottom of the page which the visitor is browsing, often placed next to the main content of the page.

5. Bid

Bid is the maximum amount of money an advertiser is willing to pay on each of an ad. These bids are usually placed on keywords (terms used to search for information on Google or any other search engine) and then these bids are auctioned to decide which auctioneer with the highest bid gets to place his ads in the search results with that keyword. All of these actions are automated and are processed real time.

6. Bid factor

A multiplier that helps in adjusting impression pricing. Such an arrangement helps bidders reach their desired audience better since they include attributes like user device type, location and other specific details that helps in better targeting.

C

7. Conversion

This happens when a website visitor acts positively on a call to action (CTA) of an ad. These actions include a purchase, subscription, download or request for quotation. Hence, every conversion has a positive impact on business.

8. Conversion rate

Mathematically it is a ratio of the number of conversions divided by the number of website visitors. This ratio measures the success of an ad in driving visitors towards a particular call to action. Higher the better!

9. CTR

It's a ratio of the number of clicks on an ad and number of impressions (or views). This helps advertisers to determine how engaging the whole creative was.

10. CPC

It is the cost paid by the advertiser to the publisher every time an ad is clicked. CPCs have been found to be more effective when the ads are contextual since a visitor discovers them naturally while browsing through related content.

11. CPV

This pricing model pays the publisher on viewership of video ads. Depending upon the terms agreed, payment could be for viewing partial or full view of the video. This helps in measuring the engagement success of the video ad campaigns. A slightly varied pricing model (to that of CPV) is CPCV (Cost Per Completed View) wherein the publisher is paid for every video that is watched till the end. Such a model brings in higher engagement and conversion for brands.

12. CPM

Short form for Cost Per Mille (Latin for thousand) impressions of ads on a webpage. This strategy is used to create awareness on high traffic websites. With contextual targeting, these impressions are more effective and capture higher user attention since visitors locate them while leafing through related content.

D

13. DMP vs CMP

DMP stands for Data Management Platform. It is a consolidated platform that collects and stores all first, second and third parties from different sources (both online and offline). This data is later analyzed and used to draw insights for different marketing campaigns. CMP refers to Consent Management Platform is a part of websites that manages consent for data collection from site visitors.

14. DSP vs SSP

DSP (Demand Side Platform) and SSP (Supply Side Platform) act as the two faces of the same coin. While DSP manages the purchase of digital ad inventory by advertisers, SSP takes care of the selling side of the equation for publishers. Both platforms give the flexibility to their users to select ad inventory based on their specific criteria, hence making this whole process of digital buy and sell of ads transparent and effective.

E

15. eCPM

Effective Cost Per Mille is the ratio of total revenue from an ad campaign and number of impressions generated on it. It helps advertisers gauge the success of the campaign in terms of business generated.

G

16. Geo-targeting

Targeting based on a user's location is referred to as Geo-targeting. This enables advertisers to display ads related to local businesses with the assumption that users may find the results more relevant.

H

17. Header Bidding

Also known as Advance Bidding or Pre-bidding, this is a programmatic advertising technique which lets publishers simultaneously display their ad inventory to multiple publishers before requesting ad servers like that of Google which follows a sequential strategy. This way, publishers can let the winning bid compete with the pricing of their direct sales and increase their revenue. The idea is that by letting multiple demand sources bid on the same inventory at the same time, publishers increase their yield and make more money.

I

18. Impression

It refers to the display of ads on a webpage. Ad impressions only convey how many times an ad has been seen. This number helps advertisers create brand awareness at an initial stage.

M

19. Multi-Click Attribution

The practice of attributing value to the multiple touch points that a potential customer comes in contact with during his (her) journey with a brand is referred to as Multi-click or multi-touch attribution. This helps marketers to understand how the different touch points helped in bringing the potential down the sales funnel and how these contact points could be modified to improve their efficacy further.

T

20. Tag vs Pixel

Both Tag and Pixel are unique codes that are part of the browser. Tags tell a browser to display an appropriate ad from the ad server when the user opens a page whereas Pixel loads a unique cookie that follows the user wherever he goes on the internet. This way, pixels help ads to display on every website the user visits after leaving the original site where the cookie was generated.

O

21. Optimization

It refers to modifying the ads to suit the campaign objectives as much as possible. This may be in the form of creatives, copy or context as the need be.

P

22. Post-Click Attribution

The practice of attributing credit to a touchpoint (click) that precedes a conversion is referred to as Post click attribution.

R

23. Retargeting

This refers to repeat targeting of users who have already visited the website or shown an interest in a product before. It plays on the recent recall factor of a user and may be effective in influencing the purchase decision.

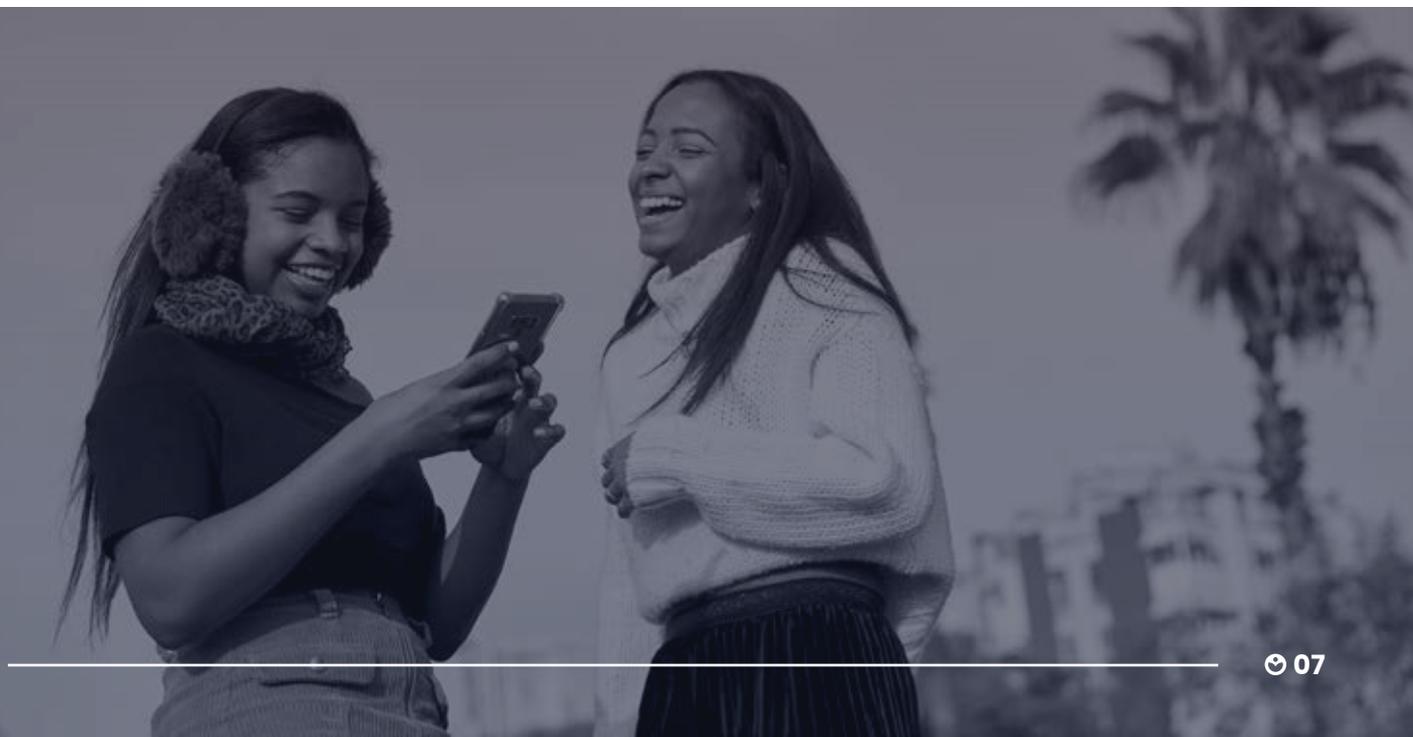
V

24. Viewability

Viewability measures how often an ad has been seen by visitors. It is one of the measures of success of an ad campaign.

25. Yield

This refers to the output gained from a particular activity in digital advertising.



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2.

The

commoners

in Video ads 

02. The commoners in Video ads

I

1. In-Stream vs. Outstream video ad

These video ads are placed independent of the video content on a website. Often such ads appear after a visitor has seen a particular section on the website.

P

2. Pre-roll, Mid-roll, and Post-roll

These are the different places in a video (requested by a user) where ads can appear. Pre-roll happens when ads appear in the beginning, mid-roll is when ads are placed somewhere in the middle, and post-roll is when ads are placed at the end of a video. Compared to pre and post, mid-roll ads generally have higher viewing scores. Also, publishers may offer the option to skip these ads.

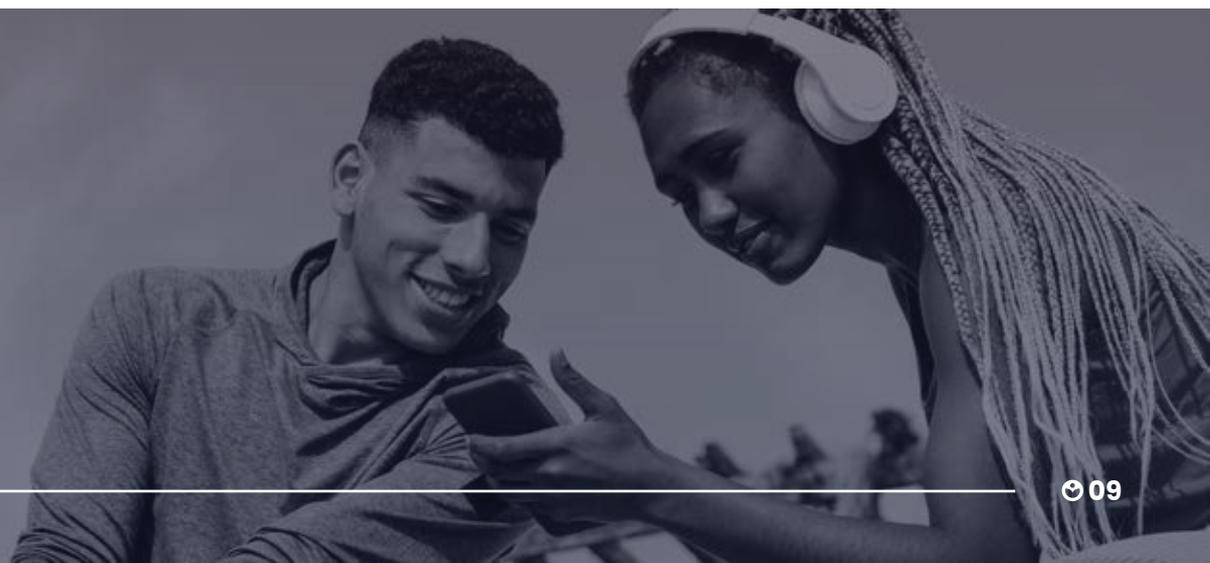
V

3. Video advertising

This refers to promotional content in the form of video ads that are played on different platforms. Video ads are placed at a variety of locations based on the type of targeting an advertiser opts for. It could be on a webpage next to blogs or embedded within streaming content.

4. VTR/VCR

It's a metric to analyze the viewability of a video ad (till the end). Technically, it is the number of times a skippable video was viewed till the end divided by the total number of impressions. This is also known as VCR.



3.

**Getting to
know the
less popular
adtech terms ☺**

03. Getting to know the less popular adtech terms

A

1. Ad Inventory

This is the total supply of ads available with publishers to sell. The ads in the inventory are sold either through static or real-time bidding.

2. Adtech

It stands for Advertisement Technology. This refers to the tools and techniques used in Digital Advertising that help advertisers create more impactful ad campaigns and drive better conversions.

D

3. DCO

This enables creating display ads in real-time based on the viewer data at the moment of display of the ad.

M

4. Machine Learning, AI and AI platforms

Digital Advertising has benefitted from Machine Learning and AI in multiple ways. They have been instrumental in providing more accurate data analysis, identification of trends in large data sets, personalization of content and customer journey and introduction of speed in execution. Additionally, AI platforms offer an entire framework of tools that assist the machine learning lifecycle for digital advertising by fast-tracking processes, providing accurate analysis of data and delivering critical insights for marketers.

P

5. PMP

This is a form of invite-only auction created by reputed publishers where they call specific advertisers to participate in ad bidding. Such an exclusive arrangement provides greater control to publishers to monitor the ads that appear on their sites.

6. Preferred deal

In this arrangement, publishers are given the choice of offering a part of the ad inventory at a fixed rate to selected advertisers before this inventory is made available to the open auction.

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4.

**More about
less – Cookieless **

04• More about less – Cookieless

C

1. Cookie

Cookie is a small piece of data generated while a user browses through a website and it mainly consists of user preferences and personal settings. These cookies help advertisers to profile website visitors which helps them to display ads based on user preferences.

F

2. First party-data

First party data is every bit of information that your prospects and consumers provide when they are browsing your app, website or social channel. This data is all about customer's interests, preferences and the behaviour that they display while interacting with you throughout their buying journey and later.

G

3. GDPR

GDPR stands for General Data Protection Regulation and it is one of the most exhaustive laws on data privacy and security adopted so far by any country. Implemented by the EU, this law aims to provide more control to people of the EU with regard to their data and stricter regulations for organizations (who aim to collect data of people in the EU) to follow. For details, [click here](#).



4. Google Privacy Sandbox

DMP stands for Data Management Platform. It is a consolidated platform that collects and stores all first, second and third parties from different sources (both online and offline). This data is later analyzed and used to draw insights for different marketing campaigns. CMP refers to Consent Management Platform is a part of websites that manages consent for data collection from site visitors.

P

5. Publisher Walled Gardens

Google Privacy Sandbox is a Google Initiative to protect user privacy by creating ways in which advertisers are able to access user information for the purpose of marketing and engagement without compromising on privacy. This was launched in 2019. It was implemented as a result of Google's decision to phase out third party cookies ever since more and more regulatory authorities started voicing concern over limited control of consumers over their own data.

Z

6. Zero-party data

Zero-party data (coined by Forrester Research) includes preference center data, purchase intentions, personal context, and how a consumer wants to be seen or recognized by a brand. In other words, it is the consumer telling you what, when, why, where, and how. And since the data comes straight from the horse's mouth, as it were, brands and marketers get more trustworthy and quality information that leads to actionable insights – i.e., advertising campaigns.

7. Apple's privacy changes in ITP

In June 2021, Apple announced that keeping in line with its commitment to protect user data and privacy, it has introduced a new feature in its ITP that will hide a user's IP address from trackers (platforms that track and store user data for marketing purposes).



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5.

**World of
Contextual
Advertising** 

05• World of Contextual Advertising

B

1. Brand Safety

This practice refers to the steps taken by a brand to avoid placement of its ads on sites and networks that may not align with its values or image. Sites that may have been blacklisted or may be involved with illegal activities are some of the places wherein brands avoid placing their ads as it harms their reputation irrevocably in the long term.

2. Brand suitability

Brand suitability refers to the whole exercise done by brands to locate places online that would suit their ads and image. This means analyzing a page's content and context to infer its suitability for a brand. This not only prevents advertisers from placing their ads on pages with inappropriate content but also promotes close alignment of a page with the ads that appear on it. Brand Suitability understands nuances in language and by its ability to semantically interpret editorial content, brand suitability bridges the divide between risk and opportunity and provides context-based protections for advertisers – and also for the publisher.

3. Behavioral targeting

Advertisers and ad networks use different ways to decide placement of ads. One of them is Behavioral targeting in which a user's browsing history is used to determine the ads to be displayed. This involves tracking of third party cookies to get a clear idea of the types of sites a user has been browsing and based on that information, related ads are displayed for the user to view and engage.

C

4. Contextual Advertising

Contextual advertising is an automated process that relies on Artificial Intelligence to deliver ads on relevant websites that target relevant audiences without the use of cookies. By analyzing both the written and visual content of a page, contextual AI offers advertisers an environment whose values and ideas fit seamlessly with their own, thus ensuring the highest levels of brand safety.

5. Contextual Targeting

The other type is Contextual Targeting wherein the contents and context of a page are analyzed and relevant ads are placed. This is done with the objective that users browsing the page would be more eager to engage with related ads than random ones. Since this form of audience targeting focuses on page content rather than user browsing activity, it helps brands to create better trust among their target audience and generate better engagement with brand creatives.

D

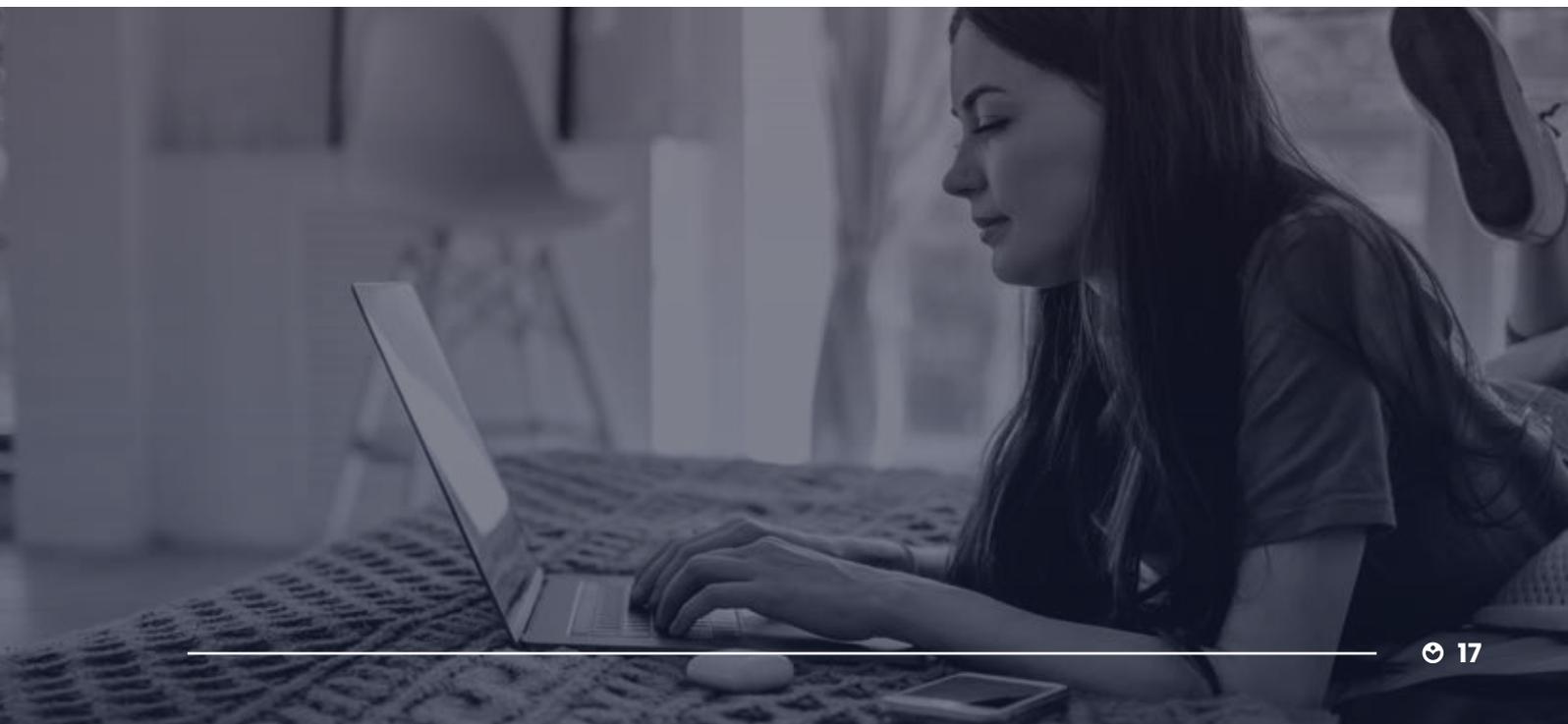
6. Deal ID

This is a unique number assigned to an ad on the RTB platform. This number helps to match buyers and sellers based on a series of criteria like placement site, bidding price and ad type. This helps better match buyers and sellers since the criteria is laid down clearly for each party to evaluate and participate in biddings that suit their individual preferences.

G

7. GARM

GARM stands for Global Alliance for Responsible Media. This is a cross-industry initiative developed by the World Federation of Advertisers to help advertisers deal with harmful content online and its monetization. One of the first initiatives of this body was to put up a Brand Safety Floor and Sustainability Framework to help various stakeholders of digital advertising understand ways to define safe and harmful content online. To know more, read [here](#).



N

8. Native Ads and Programmatic Advertising

Native Ads are sponsored ads that mimic the look and feel of the content of the page and are placed in a manner that gives out the impression that they are a part of the content of the page. This brings in higher user viewability and engagement. Programmatic Advertising, a more refined form of digital advertising, involves automated selling and buying of online advertisements. Technology aids audience segmentation more effectively, based on which advertisers decide on the ads placement and ensure that their campaigns reach only relevant users.

P

9. Pre-bid Targeting

A third type is the Pre-Bid targeting in which bidders decide and control the type of viewability of the ad campaign to improve the quality of ad placements and improve the efficiency of ad budgets – more quality views and engagement by being selective about the kind of environments where ads are displayed.

R

10. RTB

This refers to the programmatic buying and selling of ads in real time on a per-impression basis in online auctions.

T

11. Third-party data

Third party data is the consumer data collected by an organization without any direct relationship with the consumer. This data is then aggregated by a third-party data provider on data management platforms (DMPs) and sold to advertisers. However, advertisers should be very clear about their target audience before they buy such aggregated data sources since this may include a lot of irrelevant results.



06. Expanded form

1. **A/B testing** – Alpha/ Beta testing
2. **AI** – Artificial Intelligence
3. **CTA** – Call To Action
4. **CTR** – Click Through Rate.
5. **CPC** – Cost Per Click
6. **CPV** – Cost Per View
7. **CPCV** – Cost Per Completed View
8. **CPM** – Cost Per Mille
9. **DMP** – Data Management Platform
10. **CMP** – Consent Management Platforms
11. **DSP** – Demand Side Platform
12. **DCO** – Dynamic Creative Technology,
14. **eCPM** – effective Cost Per Mille
15. **GDPR** – General Data Protection Regulation
16. **ITP** – Intelligent Tracking Prevention
17. **PMP** – Private Marketplace
18. **RTB** –Real Time Bidding
19. **SSP** – Supply Side Platform
20. **VTR/VCR** – View Through Rate/ Video Completion Rate

Conclusion

Digital Advertising is a universe in itself and to get a good grip of this world requires digging deeper into its realms. This ebook aims to familiarize you with some of the most commonly used terms of digital advertising with a peekaboo into one of its most relevant forms - contextual advertising.

With the world moving towards a more secure digital space for users to browse and experience brands, marketers should also modify their practices to suit this new age, pro-relevance and consumer friendly version of the internet. If you are keen on understanding how this form of advertising can help you promote your brand in a non-intrusive and more conducive environment for your audience to relate to, get in touch with us.

ABOUT SEEDTAG

Seedtag is the leading contextual advertising company in Europe and LATAM. With our AI technology based on Machine Learning algorithms, we power the most relevant and engaging communications in a privacy-first world through Contextual Advertising.

www.seedtag.com

