

# Digital media glossary

## A

- Ad banner – A graphic message or other media used as an advertisement.
- Ad impression – An ad which is served to a user's browser.
- Ad impression ratio – Click-throughs divided by ad impressions.

## B

- Banner – A graphic advertising image displayed on a Web page.
- Behavioral Targeting (BT) – A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected about an individual's Web browsing behavior, such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.
- Blog – Generic name for any Web site featuring regular posts arranged chronologically, typically inviting public comments from readers. Blog postings are generally short and informal, and blog software is generally free and very easy for individual users, making it a popular tool for online diaries, as well as more professional publications.
- Brand Awareness – Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics.
- Browser – A software program that can request, download, cache and display documents available on the World Wide Web.

## C

- Channel – A band of similar content. A type of sales outlet (also known as channel of distribution).
- Click rate – Ratio of ad clicks to ad impressions.
- Clicks – Metric that measures the reaction of a user to an Internet ad.
- Click through – The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site.
- Cookie – A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.
- CPC (cost per click) – Cost of advertising based on the number of clicks received.
- CPM (cost per thousand) – Media term describing the cost of 1,000 ad impressions.

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## D

- Demographics – Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.
- Display advertising – A form of online advertising where an advertiser’s message is shown on a destination Web page, generally set off in a box at the top or bottom or to one side of the content of the page.
- Domain name – The unique name that identifies an Internet site.

## E

- E-mail advertising – Banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications.
- Expandable banner – A banner ad that can expand to as large as 468 x 240 pixels after a user clicks on it or after a user moves his/her cursor over the banner.

## F

- Flash – Adobe’s vector-based rich media file format, which is used to display interactive animations on a Web page.
- Fold – The line below which a user has to scroll to see content not immediately visible when a Web page loads in a browser.
- Frequency – The number of times an ad is delivered to the same browser in a single session or time period.

## G

- Geo Targeting – Displaying (or preventing the display of) content based on automated or assumed knowledge of an end-user’s position in the real world. Relevant to both PC and mobile data devices.
- GIF (Graphic Interchange Format) – A standard Web graphic format that uses compression to store and display images.
- Gigabyte – One gigabyte equals 1,000 megabytes.

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## H

- Home page – The page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it and then provides links to other pages within the site.
- HTML (Hypertext Markup Language) – A set of codes called markup tags in a plain text file that determine what information is retrieved and how it is rendered by a browser.
- HTTP (Hyper-Text Transfer Protocol) – The format most commonly used to transfer documents on the World Wide Web.
- Hyperlink – A clickable link, e.g., on a Web page or within an e-mail, that sends the user to a new URL when activated.

## I

- Impression – A measurement of responses from a Web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user.
- Internet – The worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols known as TCP/IP.
- Inventory – The number of ads available for sale on a Web site.
- IP Address – Internet protocol numerical address assigned to each computer on the Internet so that its location and activities can be distinguished from those of other computers.

## J

- JPEG (Joint Photographic Experts Group) – Standard Web graphic file format that uses a compression technique to reduce graphic file sizes.

## K

- Keyword – Specific word(s) entered into a search engine by the user that result(s) in a list of Web sites related to the keyword.

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## L

- **Link** – A clickable connection between two Web sites. Formally referred to as a hyperlink.

## M

- **Micro-sites** – Multi-page ads accessed via click-through from initial ad. The user stays on the publisher's Web site, but has access to more information from the advertiser than a display ad allows.
- **Mobile marketing** – Process of sending out advertisements via mobile devices.

## O

- **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 view** – When the page is actually seen by the user.
- **Pay-per-Click** – An advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message.
- **Pixel** – Picture element (single illuminated dot) on a computer monitor. The metric is used to indicate the size of Internet ads.
- **Posting** – Entry on a message board, blog or other chronological online forum.

## Q

- **Query** – A request for information, usually to a search engine.

## R

- **Re-direct** – When used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company.
- **Reach** – Unique users who visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience. The total number of unique users who will be served a given ad.

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## R (continued)

- Referral link – The referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL.
- Rich media – Advertisements with which users can interact (as opposed to solely animation) in a Web page format.
- ROI (Return On Investment) – Net profit divided by investment.
- RON (Run Of Network) – The scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory.
- 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.
- RSS (Really Simple Syndication) – Process for publishing content on the Internet that facilitates moving the content into other environments.

## S

- Search – Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase.
- Search engine – An application that helps Web users find information on the Internet.
- SEM (Search Engine Marketing) – A form of Internet Marketing that seeks to promote Web sites by increasing their visibility in the Search Engine result pages.
- SEO (Search Engine Optimization) – Process of improving the volume and quality of traffic to a Web site from search engines via “natural” (organic or algorithmic) search results.
- Server – A computer that distributes files shared across a LAN, WAN or the Internet. Also known as a “host.”
- SMS (Short Message Service) – Standard for sending and receiving short (160 character) text messages via mobile handsets.
- Social Network – An online destination that gives users a chance to connect with one or more groups of friends, facilitating sharing of content, news and information among them.
- Spam – Unsolicited commercial e-mail.

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## S (continued)

- **Splash page** – A preliminary page that precedes the user-requested page of a Web site that usually promotes a particular site feature or provides advertising.
- **Stickiness** – A measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit.

## T

- **Target audience** – The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.), product purchase behavior, product usage or media usage.
- **Text messaging** – Common term for the sending of “short” (160 characters or fewer) text messages, using the Short Message Service, from mobile phones.
- **Traffic** – The flow of data over a network or visitors to a Web site.

## U

- **Unduplicated audience** – The number of unique individuals exposed to a specified domain, page or ad in a specified period of time.
- **Unique visitor** – A unique user who accesses the Web site within a specific time period.
- **URL (Uniform Resource Locator)** – The unique identifying address of any particular page on the Web. It contains all the information required to locate a resource, including its protocol (usually HTTP), server domain name (or IP address), file path (directory and name) and format (usually HTML or CGI).
- **User** – An individual with access to the World Wide Web.

## V

- **View** – Often used as a synonym for “impression.”
- **Visit** – A single continuous set of activities attributable to a cookie browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics download from a site.
- **Visitor** – Individual or browser that accesses a Web site within a specific time period.

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## W

- WAP (Wireless Application Protocol) – A specification for a set of communication protocols to standardize the way that wireless devices, such as mobile phones, PDAs and others access and browse Internet-based content.
- Web site – The virtual location (domain) for an organization's or individual's presence on the World Wide Web.
- Widget – A small application designed to reside on a PC desktop or within a Web-based portal or social network site offering useful or entertaining functionality to the end user.
- Wi-Fi – Any of a family of wireless LAN data standards used fairly ubiquitously for corporate and home connectivity.

## X

- XML – (eXtensible Markup Language) – A richer, more dynamic successor to HTML utilizing SGML or HTML type tags to structure information. XML is used for transferring data and creating applications on the Web.

## Y

- Yield – The percentage of clicks vs. impressions on an ad within a specific page. Also called click rate.
- 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.