

Source: IAB Glossary of Interactive Advertising Terms v. 2.0, Quirk "eMarketing - the essential guide to marketing online" 2nd edition and Digital Chameleon

Term	Definition
Ad Impressions	The number of times an ad has been displayed ; exposure; opportunity to see. Online advertising is purchased on a cost per thousand (CPM) ad impression basis. This does not refer to the number of people having viewed the ad, but simply the number of times the ad was displayed.
Ad Serving	Delivery of online adverts to an end user's computer by an ad management system. The system allows different online adverts to be served in order to target different audience groups and can serve adverts across multiple sites. Ad Technology providers each have their own proprietary models for this.
Conversion	A completion of a target action.
Conversion Rate	The percentage of visitors to a site that perform a desired action. If 30 visitors out of 100 subscribe to a newsletter, the conversion rate is 30%.
Cookies	Code applied to users' browsers by a site so that the browser can be identified at a later time. Commonly used by sites that require registration, as well as by ad servers.
CPA	Cost per action or acquisition , is a pricing model involving an agreement between advertiser and publisher as to the value of a specified action, and the buy is negotiated and tracked on that basis. For example, an advertiser might pay a site based on \$\$\$ per lead generated by the advertising that ran on that site. These can sometimes be hybrid buys where there is a CPM component in addition to an agreed payment for each action.
CPC	Cost per click , is expressed as a dollar amount, and derived by dividing total cost by number of clicks received . Some online advertising is purchased on a CPC basis, most commonly via ad networks, or as remnant inventory buys across large networks.
CPL	Cost Per Lead . Total campaign cost divided by number of leads generated.
CTR	Click through rate , is expressed as a percentage derived from dividing the number of clicks an ad received by the number of impressions it generated.
DHTML	Dynamic HTML is a collection of technologies used together to create interactive and animated web pages or ads. DHTML is often used to make rollover buttons or drop-down menus on a web page.
Dwell Time	Refers to the amount of time a user spends within an ad, which can be measured via a rich media ad server such as Eyeblaster.
File Size	The term that describes the memory size of a file, typically a web ad. The larger the file size, the greater the scope for creative development of the artwork.

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Flash	Flash is a technology used to show video and animation on the web. Flash is the standard on the web for delivering animations in a streaming media format.
GIF	Graphics Interchange Format (GIF) is an 8-bit-per-pixel bitmap image format using a palette of up to 256 distinct colors. GIF's allow images to be reduced without degrading their quality.
Hit	<p>When users access a Web site, their computer sends a request to the site's server to begin downloading a page. Each element of a requested page (including graphics, text and interactive items) is recorded by the site's Web server log file as a 'hit'.</p> <p>If a page containing two graphics is accessed by a user, those hits will be recorded once for the page itself and once for each of the graphics.</p> <p>Webmasters use hits to measure their servers' workload. Because page designs and visit patterns vary from site to site, the number of hits bears no relationship to the number of pages downloaded, and is therefore a poor guide for traffic measurement.</p>
HTML	<p>HyperText Markup Language (HTML) is the most popular document format used on the Web.</p> <p>Web pages are written with HTML tags (codes) embedded in the text. HTML defines the page layout, fonts and graphic elements, as well as hypertext links to other documents on the Web. Each link then contains the URL, or address, of a web page residing on the same server or any server worldwide, hence 'World Wide' Web.</p> <p>HTML is a markup language (rather than a programming language) that uses a fixed set of markup tags.</p>
Javascript	Javascript is a popular scripting language that is used on web sites to perform client side actions without requiring full page refreshes. Examples include: opening or popping up a new window, changing images as the mouse cursor moves over them.
JPEG	JPEG is a commonly used method of compression for photographic images. Also the most common format for storing and transmitting photographic images on the World Wide Web.
MREC	Stands for Medium Rectangle ad unit.
Optimisation	Optimisation is using insights from campaign tracking reports to ensure that a campaign ends up performing better than it started on day one.
OTP	<p>Over the page, refers to a rich media ad which runs over the editorial content of a site for a specified number of seconds, and then reverts to rest in a fixed ad unit on the page.</p> <p>OTPs are generally frequency capped and bought on a daily basis for a fixed cost, based on an estimated number of unique visitors to that page in a day.</p>
Page Views	<p>A page view (or page impression) refers to the number of times a web page is requested.</p> <p>If a page includes two ad units, every time that page is requested, it logs one page view, and two ad impressions.</p>

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Pixel	<p>Short for picture element, a pixel is a single point in a graphic image.</p> <p>Online advertising material specifications use pixels as the unit of measurement. A standard size banner is 468 pixels wide by 60 pixels high.</p>
Post-Click	Refers to activities that happen as a result of a user clicking on an ad.
Post Impression	Refers to activities that happen as a result of a user being exposed to an ad impression. Also referred to as "view-through".
Rich Media	Rich media is a term for advanced technology used on internet ads, including streaming video, audio, interactivity and special effects - such as behavioural or synchronised ads.
ROAS	Means "return on advertising spend." It's determined by subtracting the cost of a campaign from the revenue generated by the campaign.
SEM	<p>Search Engine Marketing refers to pay for performance advertising on search engines whereby advertisers bid on search terms/phrases in order to optimise their placement within paid search results, often called sponsored links.</p> <p>Search Engine Marketing is also used to refer to agencies which provide SEM services.</p>
SEO	Search Engine Optimisation refers to technical things that can be done to a website from the design stage which help the site naturally rank higher in search results for particular terms and phrases. Also referred to as a natural or organic search.
Session	<p>1) a sequence of Internet activity made by one user at one site. If a user makes no request from a site during the 30 minute period of time, the next content or ad request would then constitute the beginning of a new visit;</p> <p>2) a series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase.</p>
SOV	<p>Share of Voice is used by publishers to give buyers a sense of how much of the inventory their ad will get based on the number of total impressions available on a specific page, section, or site versus the number of impressions they have purchased.</p> <p>Some ad units are sold on an SOV basis, for example; four advertisers rotating through one ad slot would give each advertiser 25% SOV.</p>
SWF	The file format SWF (originally standing for "Shockwave Flash", later changed to "Small Web Format" by Macromedia). SWF currently functions as the dominant format for displaying "animated" vector graphics on the Web. Once created, SWF files can be played by the Adobe Flash Player, working either as a browser plugin or as a standalone player. Also referred to as Flash movies.
Tags	Pieces of code that are embedded in the pages of a Web site so that activity on that page can be logged.

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Trafficking	The process of loading ad materials into an adserving system.
Unique Browser	An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period. This definition requires taking account for the potentially inflationary impact of cookie deletion among certain of the cookie browsers that access internet content.
Uniques	<p>Unique browsers (UBs), unique visitors and unique audience are all terms referring to the number of different users or browsers having visited a website.</p> <p>There is currently no industry standard in terms of a true and accepted measure of people (or reach) for the purpose of buying and selling advertising. Consequently, there are several different research tools and methodologies in the market that are used by publishers and agencies/advertisers.</p>
Unique User	<p>Unique individual or browser which has either accessed a site (see Unique Visitor entry) or which has been served unique content and/or ads such as email, newsletters, interstitials and pop under ads.</p> <p>Unique users can be identified by user registration or cookies. Reported unique users should filter out robots.</p>
Unique Visitor	A unique user who accesses a Web site within a specific time period. See Unique User entry.
Widgets	A window or a text box for user interaction. An area on a page hosted by a third party, generally used for a small application or syndicated content.

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