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STRATEGY

Rocket10

DICTIONARY



Action: A specified task performed by a user. Actions include purchasing a product, signing up for a newsletter or filling a form.

Ad Exchange: A technology platform that facilitates the buying and selling of media advertising inventory from multiple ad networks.

Affiliate or Publisher: The Affiliate or Publisher markets the products of the Merchant.

Banner: A type of creative when we advertise on another website. Unlike using a lander, it doesn't take up the full page though, it's just a block of space you occupy on a website.

Blacklist: The inverse of a whitelist. The blacklist is a list of unprofitable placements. Some placements won't convert for a certain vertical, so they are put in the blacklist, but that same placement may convert well for other verticals.

Bounce Rate: The percentage of times a visitor leaves the website almost immediately, such as after viewing only one page

Click-through rate (CTR): The percentage of people exposed to an online advertisement who actually click on the banner.

Click-through: A click on a link that leads to another website.

Commission: The amount paid by a merchant to an affiliate when the affiliate makes a successful referral.

Conversion Rate (CR): The number of conversions divided by the number of visitors, expressed as a percentage.

Cookie: a packet of data sent by an Internet server to a browser, which is returned by the browser each time it subsequently accesses the same server, used to identify the user or track their access to the server.

Cost per Action (CPA): Amount paid when a certain action is performed by a user.

Cost per Click (CPC): Amount paid when a link is clicked upon.

Cost per Install (CPI): Amount paid when an app is installed.

Cost per Lead (CPL): Commission structure where the affiliate earns a fixed fee for a lead sent to a merchant.

Cost per Mille (CPM): Amount paid for every 1000 views of an advertisement.

"Creatives": When people refer to "creatives", it means the advertising material. This could be landers, banners, images, guides, even designs for websites, etc.

Customer: The customer is the person who ends up clicking the link and subscribing/opting in/buying, etc.

Demand Side Platform (DSP): A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

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GEO: A specific GEO is the country you are referring to.

Geo-targeting: Also known as location-based targeting. Delivering specific information or content to a user based on their geographic location.

Influence: In a social media context, the extent to which the person influences others (e.g., how much do the people in a person's network read that person's content).

Interstitial Ad: A way of placing a full-page message between the current and destination pages of a user.

Keyword Analysis: An evaluation of what keywords people use to search on the internet for their products and services.

Landing Page: A web page which serves as the entry point for a website or a particular section of a website.

Lead: A lead is someone who is more likely to become a customer than someone who's never seen your "creative" before.

Merchant or Advertiser: This is the owner of the product that is being marketed or promoted.

Optimizing: Optimizing means doing everything to increase the ROI/profits. This could mean blacklisting some placements, making more variations of a banner or changing targeting options.

Page Views: The number of times an internet page gets viewed by any visitor.

Pop-under: Opens underneath a user's active browser window and does not appear until the user closes the active window.

Pop-up: Banners and buttons that appear on the screen without the user calling for them.

Reach: Percentage of the total number of consumers in a market who will visit a site.

Real-time Bidding (RTB): The buying and selling of online ad impressions through real-time auctions that occur in the time it takes a webpage to load. They are often facilitated by SSPs or ad exchanges.

Revenue Share: Commission structure where the affiliate earns a percentage of a sale.

Rick Media Ad: An ad employing animation, sound, and interactivity using Flash, DHTML, Java, and JavaScript

ROI: Short for return on investment. The ratio of profit to cost.

Session: The period that a user with a unique cookie spends on a website during a specified amount of time.

Social Media Optimization (SEO): A methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.

Social Reach: A metric used to determine how many people a person influences (e.g., number of individuals in one's social networks such as Facebook, and LinkedIn).

Supply/Sell-Side Platform (SSP): A technology platform to enable web publishers to manage their advertising space inventory, fill it with ads, and receive revenue.

Tracker: The tracker is a tool that enables one to get real-time information on how your campaigns are performing.

Traffic: This refers to the visitors that visit a website.

Video Ad: TV-like advertisement that appears as an in-page video commercial or before, during, or after content.

View Through Rate (VTR): Measures the 30-day response rate to an advertisement.

Whitelist: A whitelist is the "good list". When one operates on a traffic source that has placements (pop, redirect, search, etc.), they will come across some placements that are highly profitable and these placements would be added to the whitelist.



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Thank you!

