



DELTA PROJECTS

# ***Online Advertising Glossary***

***by Delta Projects***



# ***Glossary***

## ***Above-the-fold***

Most webpages are not entirely visible at the first glance, and you have to scroll down to see the entire page – especially on mobile. Advertisements that are in the top area, and therefore visible at first glance, are considered to be above-the-fold.

## ***Ad call***

An ad call is when a user's browser or app asks an ad server or an ad exchange to send an advertisement that fits the webpage's specs. The ad call includes information on the publisher ID, size, type, location, website/page and more. The ad call is fulfilled by the ad management server after the ad exchange has authorized the buy.

## ***Ad Choices icon***

"Your online choices" is an icon issued by the IAB/Digital Advertising Alliance's (DAA) self-regulatory program for online advertising. The icon associated is served by ad servers or embedded in the creative to inform consumers about why this advertisement is being displayed to them, and on how to opt-out of specific tracking cookies. More information is found at: [www.youronlinechoices.eu](http://www.youronlinechoices.eu)

## ***Ad exchange***

An ad exchange is an online marketplace for advertisers, publishers and networks. It allows auctioning, bidding, closing and serving advertisements including the data related in reply to ad calls.

## ***Ad server***

The ad server manages and serves the creatives to websites, apps or other online media. The ad server can also track clicks and collect data from the viewing and responding to ads for reporting purposes.

## ***Ad tag***

A piece of HTML or JavaScript, on a webpage or in an app, that asks the ad server for an ad placement.

## ***Advertising network***

An ad network is kind of like a broker between a group of publishers and a group of advertisers. They usually handle remnant inventory, but they can have a wide variety of business models and clients.

## ***Attribution***

Various off- and online media will contribute to a user's actual purchase or interest. Attribution provides an insight to this behavior before the last, converting, click.

## ***Behavioral data***

Tracking and categorizing users' online activities generates an anonymous user profile and interest area, which can be used to serve targeted content and advertisements.

### ***Bidding strategy***

A bidding strategy defines how a bid on an ad exchange is optimized in order to meet designated KPIs in the campaign. Bidding pricing may depend on time-, date-, geography-, data profile-, or CPM-goals, but can also be optimized based on CPC, CTR, CPS and any other metrics available online.

### ***Blacklist***

A managed list of URLs and apps that are excluded from bidding by the Delta Projects platform for quality control reasons. See also White list.

### ***Conversion attribution***

See Attribution

### ***Click-through Rate (CTR)***

The click-through rate is a measurement of how many of the ad impressions lead to an actual "click". You calculate it by dividing the clicks with the total number of impressions served for a particular ad or total campaign. Delta Projects eliminates false/suspected clicks by unreliable websites from the reporting.

### ***Click URL***

If an advertiser or publisher wishes to track clicks, a click-tracking URL can be used to record each click.

### ***Container tag***

Publishers and advertisers use several tags and/or pixels to track views, clicks, conversions, and other online user behavior. In order to manage the tags and facilitate modifications, optimizations and installing new ones, these tags can be placed in a container tag - containing all tags that will be served on that page.

### ***Contextual profile***

Based on the actual content on websites and apps visited by a user, an anonymous profile can be composed. Such contextual profiles will provide information on interest areas, long- and short-term purchase intentions and is the perfect basis for Twin profiling.

### ***Conversion pixel***

A pixel that records the conversion by a user, e.g. by clicking a link, registering on a website/service or closing a purchase. Such pixels are placed on and served by the webpages or apps where the conversion takes place.

### ***Cookies***

When browsing a website, small pieces of information is sent between the website and the user - a cookie. This information is stored as a text file on the users computer, and is sent to the web site when performing a page view. The web site can send updated cookies to the web browser when the page is being displayed.

There is no generic description of what a cookie contain; but it is often identifications, history, settings, or a shopping cart. This is what makes the web site able to identify their visitors, for example as a logged in user or as someone that has clicked a "Like" button. There are two different kinds of cookies, first party cookies and third party cookies. The first party cookies belong to the web site visited, and third party cookies belong to the web sites' partners.

### **Cost per action (CPA)**

CPA is short for cost per action – a KPI or campaign metric in which the campaign is reported, analyzed and/or optimized based on the amount paid for every users actual action. It can be actions such as completing a purchase or registration, downloading and app or report, or any other online action.

### **Cost per click (CPC)**

CPC, or cost per click, is calculated by dividing the budget spent by the number of clicks on the various ad creatives. Delta Projects only reports real clicks, and eliminate false clicks.

### **Cost per lead (CPL)**

The cost per lead is calculated by dividing the budget spent by the number of each product/serviced lead recorded after conversion in the customers CRM system, or by tracking the lead registration page.

### **Cost per mille (CPM)**

This means cost per a thousand impressions. The CPM numbers are often affected by the fact that ads may be served but not actually viewed. This can occur when ads are placed in a non-viewable area on the website, or if the online video is stopped before the ad was played. Therefore, Viewability tracking is a priority in Delta Projects' platform.

### **Cost per order (CPO)**

In spite of many conversion KPIs, the actual sale of a product or service may be used to analyze and optimize an online campaign. The CPO is calculated by dividing the actual number of real orders received by the advertiser with the total media budget spent. This is often tracked in the advertisers CRM system, or by placing a tag on a web shops checkout page.

### **Cost per sale (CPS)**

See Cost per order

### **Cost per view (CPV)**

While display ads usually charge you for impressions, with CPV you only pay when a viewer actually watches your video.



### **Creative tag**

Creatives are often sourced from online resources, especially when updated in real-time. The updates can be based on dynamic external factors (such as time or temperature), an advertiser's marketing plan, or the user's behavior (such as previous site visits or user profile). In order to manage these updates and the factors on which they are based, creatives are dynamically served from an online resource called by the creative tag.

### **Data management platform (DMP)**

A true DMP will harvest both online and offline data from a variety of sources, and process and present it ready-to-use for department and deployment purposes. The DMP data can be used to define and create user profiles, which are used for targeting advertisements or adopting content to user profiles.

### ***Deduplication***

Removing duplicate entries, in clicks and conversions, from the reports and datasets is an essential condition to obtain reliable information. Delta Projects is committed to reducing the amount of false information by, amongst other steps, deduplicating all metrics. This eliminates duplicate copies of repeating data.

### ***Demand side platform (DSP)***

A platform used by advertisers, trading desks, sales houses or media agencies for buying online advertisement programmatically. Delta Projects offers one of the most comprehensive DSPs available on the market today.

### ***Device targeting***

Users access the Internet, websites and apps on a variety of devices. Today's technology allows selective targeting based on type of device (desktop computers, laptops, tablets or smartphones), operating system (Windows, Android, iOS), browser (Chrome, Explorer, Safari, Firefox, etc.) or connection (network bandwidth, 3/4G, Wi-Fi).

### ***Dynamic creative***

A dynamic creative is an ad that can display different content, depending on whom it's being shown to. This can be based on either external factors (such as website, context or time), the user profile (such as demographics, interest areas or browser history) or predefined schemes (XML or database feeds).

### ***Dynamic pricing***

The actual selling price for an ad view is determined by the ad exchange, and is often combined with a floor price.

### ***Dynamic profiling***

Delta Projects' user profiling is based on real-time user behavior, compared to a base reference group.

### ***eCPM***

Effective cost per mille, calculated by combining all CPM calculations of various media, inventory and sub-campaigns into one overall CPM value.

### ***eCPC***

Effective cost per click, calculated by combining all CPC calculations of various media, inventory and sub-campaigns into one overall CPC value.

### ***Engagement***

In addition to the classic online marketing metrics, marketers tend to analyze customer contact by defining engagement. This can be defined as a video view, a site registration, an ad view that's longer than a set timeframe, time spent on a website or any other online activity.

### ***False/Fraud clicks***

Occasionally (especially in CPC bidding strategies) websites or apps generate unrealistic click rates by "artificially" generating clicks or duplication. These clicks will clutter the real results (CPS or CPA) of a campaign and should be removed from the reporting and budget spent. Delta Projects prevent artificial clicks by removing such sites from our white list, ensuring that budgets are spent on sites and apps that really contribute towards the KPIs.

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## ***Floor price***

A publisher may set a minimum price for its inventory of ads, in order to maintain a minimum revenue stream or quality level. The floor price usually depends on the location (above/below the fold, home page, etc.) and the ad type (online video pre/mid/post roll, banner, in-banner video, page take-over, etc.).

## ***Frequency capping***

By applying frequency capping to a campaign, you can limit how often a particular creative or ad is shown to a user, within a specific timeframe or overall. For example, you can set your campaign to only show your creatives for the same user four times in seven days.

## ***Geo-targeting***

Advertisement or content can be targeted and/or adopted based on the physical location of a user's device. This is very often applied to mobile advertising and local advertising campaigns.

## ***Global frequency capping***

Frequency capping is only effective when applied 'global' over all online media and inventory applied in the campaign and its' sub-campaigns, thus ensuring a minimum or maximum number of views over all media in the specified time frame.

## ***In-app advertising***

80% of all mobile advertisements are placed in apps. In-app advertisement offers high CTRs and high-impact ad formats, including video and various dynamic and rich-media options.

## ***In-banner video***

Online video tracks may be played within any standard banner placements, and not only in video players. Delta Projects serves these creative with the JW player for Flash to enable playing videos in banner placements.

## ***In-stream video***

Online video ads may be viewed as pre-, mid- or post rolls in online video instances on web pages or in apps.

## **Interactive Advertising Bureau (IAB)**

The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. The IAB also set standards in ad formats and provides guidance and discussion platforms for matters that are of concern to the advertising industry; like privacy and viewability. You can find more information on the IAB website.



### **Last click**

The last click is the click that directs lead users to the landing/conversion page.

### **Last seen**

The ad view that was last seen before conversion.

### **Look-a-like targeting**

See Twins

## **Optimization**

To match predefined KPIs, campaigns can be optimized by manually monitoring and adjusting the settings. This is, however, both time-consuming and inaccurate. Delta Projects has developed algorithms for automated optimization towards CPM, CPC, CTR, CPA, budget and all profile (DMP) metrics; ensuring your RTB campaign will meet its goals in time and within budget.

## **Premium**

Publishers refer to their most desirable ad space as premium inventory. Premium display inventory is ad space that they'd like to run for a guaranteed time on a guaranteed page for a premium price based on the cost per thousand page views. However, more and more premium inventory is made available on programmatic exchanges with distinct floor prices or as a part of Private Marketplace deals.

## **Private market place (PMP)**

A private market place consists of inventory made available by publishers to designated DSPs, trading desks or to single advertisers under predefined conditions.

## **Profile**

Each anonymous user profile is composed of estimated and factual characteristics, collected from the users behavior and subscription/location/settings data. Delta Projects collects 238 various content characteristics that are mapped into 25 standard profile categories. Using base panel data, Delta is also able to predict demographics, such as a user's gender or age, and interest characteristics in real-time to ensure profile targeting at all times.

## **Programmatic buying**

Programmatic buying is the process of buying any kind of media, online or offline, on an automated platform (like RTB). In addition to online RTB, offline media like radio, TV and out-of-home commercials are expected to be exchanged in a programmatic buying platform within the next two to three years.

## **Publisher**

A publisher is the one making ad space available, either on websites or mobile. It can be either a single

### ***Real-time bidding (RTB)***

RTB is a word, not a technology - it means the ad trading happens in real-time, one impression at a time. Simply put, it involves an ad call originating from an ad server, a SSP making a request to an unknown number of DSPs, the bid closing between these and delivery to the ad server by the DSP - all in under 100 milliseconds.

### ***Retargeting***

This is a form of targeted advertisement based on users previous online actions. In it's most basic form, retargeting serves ads to people more frequently after they have left an advertiser's website.

### ***Return on investment (ROI)***

This is used to evaluate the efficiency of an investment. It is calculated by dividing the net income with the total media spends in the campaign.

### ***Rich Media***

There are a few definitions of rich media, but it usually refers to media with non-standard characteristics. This can be such things as out-of-banner behavior, in-banner videos, or features like "post to Facebook".

### ***Run of network (RON)***

All inventory available from a publisher or ad network that is available at no special conditions, usually all remnant inventory or all inventory excluding PMP or premium inventory.

### ***Run of site (ROS)***

All inventory available on a website that is available at no special conditions, usually all remnant inventory or all inventory excluding PMP or premium inventory.

### ***Rotating creative***

A single advertisement may contain various rotation creatives in order to optimize capping or A/B testing objectives. Publishers allow creatives to rotate with different images, but not with brands, advertisers or formats.

### ***Site category***

All websites are focused around one or more topics, and by categorizing sites you can effectively use them to create behavioral profiles or site pools. Automatic crawlers can scan the topics, but very often the results will be incorrect due to the ambiguity of language (words often have several meanings, like the word "bank"). Delta Projects has determined the topics on over 250.000 websites manually, and applied one or more of our 238 site categories to each site.

### ***Site pool***

You can organize website URLs and apps into different site pools. These pools are often based on historical performance or context, and contain locations that match your target group, content or KPIs. Delta Projects uses site categories and profile optimization to determine optimal site pools for our clients.

### ***Skippable video ads***

Skippable video ads allow the user to skip the ad after five seconds of play. Publishers usually allow longer durations for these ads than standard in-stream ads, and you pay the same CPM whether to the user skips it or not.

### **Supply side platform (SSP)**

A SSP enables publishers to publish their inventory to RTB, allowing them to offer their inventory to various DSPs.

### **Tag**

A tag is a small piece of scripting code, placed by the publisher, on websites where an advertisement or other content is to be published. The tag will send requests to the ad server for advertisements that, after invoking the DSP through its SSP, is delivered within 100ms to the webpage for display to the user.

### **Tag container**

See Container tag

### **Twins**

Twins, or “look-a-likes”, are website or app users that show similar characteristics and/or behavior to a base group of users that converts, visit websites, browse information, view/click advertisements or match any other criteria. Expanding the target audience with online users (Twins) that match the initial target or actually converting group will enlarge the target audience and reach by a number or magnitude.

### **Video ad serving template (VAST)**

This is a video ad serving protocol, to guarantee correct display of advertisements on websites. Of course, Delta Projects is VAST certified. For details, see the Interactive Advertising Bureaus VAST documentation at [www.iab.net/guidelines/508676/digitalvideo/vsuite/vast](http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vast)

### **Viewability**

In order to ensure that advertisements are actually seen on websites or in apps industry viewability standards have been drafted. Publishers have to commit to these, and implement reporting support. Today, an online display ad view is defined by a minimum of 50 percent of pixels in view for a minimum of one second. For an online video, the minimum is 50 percent in view for two seconds. Advertisements that are under the fold will not be considered as viewed, just like in-browser videos that has been skipped by the user in a few seconds.

### **Video player ad-serving interface definition (VPAID)**

This definition is used to define support for more complex and advanced rich media online video formats, like dynamic videos in which the flow is determined by a user’s actions. For more information, please see: <http://www.iab.net/guidelines/508676/digitalvideo/vsuite/vpaid>

### **White list**

A list of websites that an advertiser will permit their ads to be placed on, any website not on the white list will be automatically excluded from the advertisers campaign. Delta Projects maintain comprehensive white lists for each country where we are active, and offer advertisers, sales houses and media agencies to draft and combine these with other white lists available in Delta Projects’ platform.

### **Win-ratio**

On an ad exchange, transactions are won based on bid put forward by the DSP to the SSPs. The number of successful bids (wins) divided by the total numbers of bids made in a specific campaign defines its win-ratio. The win-ratio is depending on the bidding strategy (maximum price, etc.) and will differ over various SSPs and inventory sources. The Win-Ratio is one of the premier factors reflecting the successful execution of a campaign within its designated timeframe.



# ***About Delta Projects***

Delta Projects develops smart campaign management solutions for efficient online advertising. Delta Projects' "Campaign Management Platform" is based on a Demand Side Platform (DSP) with added IQ and built-in Ad Hosting (Ad Server). The integration to the company-owned Data Management Platform (DMP) serves as base for Delta Projects self-developed behavioral targeting technology and unique way of analyzing data. It is a programmatic buying system with Real-Time-Bidding (RTB) technology closely integrated to all major ad exchanges, Supply Side Platforms (SSP) and its own local media inventory.

Delta Projects "Campaign Management Platform" is a timesaving online tool with functionalities supporting most parts of a traditional media plan - such as planning, buying, optimizing and reporting. Delta Projects' offer also includes training, managed campaign services and personal support.

Delta Projects, founded 2002 in Stockholm, has a long history of introducing new technology to the market. The company has a strong presence in northern Europe with local offices in Sweden, Norway, Denmark, Germany and the Netherlands offering local media-deals and local support. John Lilja is the founder and CEO.

For more information visit [www.deltaprojects.com](http://www.deltaprojects.com)



**DELTA PROJECTS**

**Delta Projects AB**

Banergatan 10. SE-115 23 Stockholm, Sweden  
[www.deltaprojects.se](http://www.deltaprojects.se) | [info@deltaprojects.se](mailto:info@deltaprojects.se)

+ 46 (0) 8 667 76 90