

Glossary of Terms

Analytics: Key performance metrics associated with a campaign

Audience Interests: Categories that target people based on their online behavior

API (Application Programming Interface): A programmatic system of communications that permits applications to talk to each other to access features, data and complete other functions

Banner: A digital display advertisement that is served on both websites and apps and can be shown on desktops, laptops, tablets and mobile devices

Budget: Amount of money an advertiser is committing to a campaign

Call: Voice call made by a user when clicking on the advertisement's call extension button

Call to Action (CTA): A prompt aimed at a user to interact with an advertisement

CCD (Census County Division): The statistical data provided by the U.S. Census Bureau that populates the geographies made available within the platforms for campaign targeting

Click: Recorded when a user interacts with an ad by clicking on it


Completion Rate: Percentage of users who watched a video advertisement from start to finish

Conversion Zone: A virtual fence placed around an advertiser's location that helps track offline conversions from a geofencing campaign

CPM (Cost Per Mille or Cost Per Thousand): Represents the price an advertiser is charged for 1,000 digital impressions served on websites and applications

Creative: Digital art file associated with an advertisement





CTR (Click-Through Rate): The ratio of users who click on an advertisement to the total number of users who were served the ad

CTV (Connected Television): A format of OTT that only serves video advertisements on TV-sized devices during premium, professionally produced content viewed over an internet connection

Demographics: Categories that narrow an audience based on gender, age, income, education and size of household

Display: A digital tactic that utilizes banner advertisements that are served to desktops, laptops, tablets and mobile devices

DSP (Demand-Side Platform): A technology that allows for the purchase and placement of display, video, mobile and OTT ads

Dwell time: The amount time recorded between a user entering and exiting a virtual geofence

Email marketing: A digital tactic that involves sending advertisements via email platforms to users that have opted-in to receiving marketing notifications

Flight: Start and end date of a campaign

Frequency: The amount of times a single user was served an advertisement

FTA (Foot Traffic Attribution): Allows an advertiser to track and measure number of users who visited a physical location after seeing geofencing or video geofencing ads

Google Analytics: A free analytics platform that tracks and reports on website traffic

Geography: The area that is targeted for a campaign which can include zip codes, DMAs, states and countries

Geofencing: Location-based advertising that serves ads to audience members while they are using apps and websites, on mobile devices and tablets that have location services enabled





Impression: Recorded each time a digital advertisement is served to a website or application

Insertion Order (IO): An order form that outlines the details of a digital campaign including start and end dates, products, and budget

Keyword: A term that a user enters into a search engine in order to help pull relevant search results

KPI (Key Performance Indicator): A metric that demonstrates the effectiveness of a campaign

LBA (Location-Based Advertising): Advertising that targets mobile phones and tablets that have location services enabled

Mid-Roll: A video ad that plays in the middle of the main content

Mobile Messaging: A platform for radio and TV stations to use to communicate with their audience directly and provide a two-way communication avenue

Native Advertisement: Display ads formatted to blend in with surrounding content and located within the content feed in order to not disrupt the user experience


Organic Search Results: Results that appear for a user after entering keywords or search terms into an online search engine, such as Google, that are not paid advertisements

OTI (On-Time Indicator): Pacing of a digital campaign and how likely it is to deliver the purchased impressions before the end of the campaign

OTT (Over-the-Top): Targeted video ads that are delivered to all types of devices, including desktop and laptop computers, mobile devices tablets and other internet-connected devices

Paid Search Results: Results that appear in premium locations on a search engine page after a user enters keywords or search terms into an online search engine, such as Google, that are paid advertisements





Past Locations: Enables advertisers to target users with ads on apps and websites, on mobile devices and tablets based on locations they previously visited

Post-Roll: A video ad that plays after the main content ends

PPC (Pay-Per-Click): Advertising method in which an advertiser pays a publisher when their ad is clicked on by a user

Pre-Roll: A video ad that plays before the main content begins

Proposal: Client facing presentation showing products, pricing and relevant campaign details

Radius: Area that makes up a geofenced location where users are targeted on devices with location services enabled

Reach: Number of users who were served an advertisement

Retargeting (RTG): The re-serving of an ad to a user based on previous online behavior

Return on Investment (ROI): Is a ratio between net profit and the amount of money spent on a campaign. This term is also used to talk about gain versus the amount of resources put forth


Search Term: Much like a keyword, this is a word or phrase that a user enters into a search engine in order to help pull relevant search results

SEO (Search Engine Optimization): The optimization of a website to help search engines rank it higher in search results

SEM (Search Engine Marketing): Also referred to as pay-per-click, this is paid search that places advertisers in highly visible places on Google search page results based on keywords or search terms

SMS (Short Messaging Service): This is the technology that allows mobile devices to send and receive short text messages. With the use of certain platforms, radio stations and advertisers have the ability to connect with a subscriber base





Social Media Advertising: Ads that appear on Facebook, Instagram and Messenger while users are actively engaged with the platform on a desktop or laptop computer, mobile device or tablet

Target Audience: A group of users that an advertisement is attempting to reach based on interests, demographics and/or geographic location

Tracking Tag: A pixel, or code, that is placed on the back-end of an advertiser's website in order to help track the retargeting of ads, view throughs and digital lift tracking analytics

Video Advertising: 15 or 30 second videos that play before, during and after video content commonly served on websites that are viewable on desktop and laptop computers, mobile devices and tablets, as well as on apps

Video Geofencing: Location-based advertising that serves 15 or 30 second videos to audience members while they are using apps and websites, on mobile devices and tablets that have location services enabled

View-Through: Recorded when a user is served an advertisement, does not click on the ad, but does visit the advertiser's website