

# Ad Tech Glossary

## Ad Agencies

Also known as Advertising Agencies. Typically full-service creative firms or media buying firms that are contracted by brand advertisers and marketers to plan, design, produce, place and supervise ad creatives or ad media buys.

## Ad Fraud

Ad fraud relates to advertising that is served but never seen by a user and still has a cost collected against the impression.

## Ad Supported Streaming Video On Demand (ASVOD)

ASVOD is similar to SVOD (Subscription Video on Demand), but is configured to allow ad supported streaming. These services use a subscription business model, where subscribers are charged a monthly fee to access programming. Includes solutions like Netflix, Hulu Plus, Amazon Video and HBO.

## Ad Targeting

Also known as targeted advertising. Refers to the practice of attempting to reach a particular group of consumers, or audience, with specific ad content. Ads are placed in strategic areas to increase visibility among consumers who have specific traits, determined by their past behaviours and preferences and is meant to increase the likelihood of the targeted consumer clicking on the advertisement.

## Ad Tech

Advertising technology, or ad tech, is created specifically for the advertising industry to help improve media effectiveness and increase operational efficiencies. Ad tech can refer to a number of platforms, including demand side platforms (DSPs), data management platforms (DMPs), supply side platforms (SSPs) and ad exchanges.

## Addressable TV

Addressable TV advertising is the technique of targeting individually selected households with specific advertisements. This is delivered via set-top boxes using first or third party data. When reporting on addressable TV, it is typically based on actual online and offline outcomes such as site activity, branding and sales.

## Advanced Targeting Data

Advanced Targeting Data (or audience data) is a data set used for the purposes of making ad decisions beyond what can be leveraged from age and gender. It may include the use of 1st, 2nd and 3rd party audience data for buying and targeting.

## Auction

An auction is the practice of allowing multiple buyers to value and bid on a singular ad opportunity, leveraging first-, second- or third-party data within a pre-fulfilment window.

The concept of an auction is different in the TV world than in the digital world. TV auctions exist within a spectrum of totally open and highly controlled bidding rules and publisher controls that enforce end value for both the buy and sell sides.

## Audience Buying

Audience buying is the process of directly buying audience segments based on data. For ROQ, we are able to not only target specified audience segments, but actually learn the most effective combinations of creative and context within those segments. Those learnings are then applied to extend the campaign beyond the originally defined audience segment.

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## Automatic Content Recognition (ACR)

Automatic Content Recognition (ACR) is an identification technology that recognizes content that is played on a media device or is present in a media file. Devices containing ACR support enable users to quickly obtain additional information about the content they have just experienced without any user based input or search efforts.

## B

## Big Data

Big data is extremely large sets of data that can be analysed to reveal patterns and trends. It aims to deepen and drive the conversation and uncover ways in which the entire ecosystem can benefit through shared information and expertise. These technologies are being applied to almost every facet of daily life in ways that improve life for the masses; from high impact things like understanding and adapting to changing climates, to finding cures to deadly diseases – to the more trivial by comparison, like finding patterns in shopping habits and delivering relevant and timely marketing messages across consumer devices.

## Bot Fraud

Non-human traffic bots designed to generate fake ad impressions. These impressions or ads have zero chance of being seen by a human.

## Brand Advertising

Today's ongoing digital transformation has caused an evolution of brand advertising. Consumers have shifted in the way they think about businesses and the ways in which they interact with brands. They expect more from these interactions and brands need to step up and deliver. Brand advertising today involves more direct, targeted advertisements that create more relevant connections with the intended audience.

## Broadcast Addressable TV

One-to-one household targeting of advertising on TV across all TV screens (i.e. Linear TV, TVE, VOD and SVOD).

## Broadcast TV

A television broadcast (noun) is a program that is transmitted one-to-many over airwaves for public reception. The broadcast is accessible by anyone with a receiver tuned to the right signal channel. Because it uses the public airwaves, broadcasts are subject to regulation by the FCC. The signal is sometimes allowed to be retransmitted by the owner through other means beyond the airwaves, such as via a cable or satellite system.

## C

### Connected TV

(see also, Smart TV)

A connected TV, also referred to as a smart TV or hybrid TV, is a television set or set-top box with integrated Internet connectivity and features that can receive video programming through an open IP method outside of the traditional cable QAM transport. Connected TV is an example of innovative technological convergence between computers, televisions and set-top boxes. Well-known examples include Roku, Apple TV, Chromecast, Samsung SmartTV, etc.

### Consumer Insights

Consumer insights allow advertisers and marketers to better understand who their best customers are and which campaigns are excelling. Consumer insights are derived from the analysis of available, collected data.

### Content Marketing / Management Software

Content marketing or management software helps marketers determine and manage a user's end-to-end content process. Content software is typically used to create, store and manage content; track content by date; assign workflows; assign user permissions; distribute content, and/or analyse content effectiveness.

### Cross-Device Attribution

Cross-device attribution assigns a value to each device in the path to purchase, enabling marketers to better understand their consumers' behaviour and more intelligently invest their budgets. Traditional, single-device attribution assumes all message exposure and activity occurs on the same device, whereas cross-device attribution knows that a single user often has access to multiple devices on which message exposure and activity can occur.

### Cross-Device

Cross-device marketing allows marketers to deliver brand messages to consumers at the right time, in the right format and on the right device. The underlying foundation of cross-device marketing is a technology that links together various identifiers associated with a

digital consumer. This linking forms a holistic profile of an individual, which enables marketers to address and understand actual people, instead of devices.

## Customer Insights/Analysis Software

Customer insights/analysis software, also known as customer intelligence software, helps marketers analyse available customer data and past behaviours in order to inform future marketing strategies. This category of software is typically used to segment customers into sub-groups, track customers as they move across segments over time, predict future behaviours of customers, determine customer lifetime value and access machine-based learning recommendations to improve future marketing efforts.

## Customer Relationship Management (CRM) Software

Customer Relationship Management (CRM) software is a category that covers a broad set of applications designed to help businesses manage customer data and track customer interactions. These programs are typically used by Sales and Marketing departments and allow teams to access business information, track leads and opportunities, manage business contracts, manage employee, vendor and partner relationships and provide customer support.

## D

### Data Management

Data management help marketers identify, understand and engage with high-value consumers in a more relevant and authentic way.

### Data Usage Policy

Sophisticated advertisers have a need to tailor data usage based on local regulations and marketing objectives. Policy control allows such marketers to effortlessly apply the right mix of data and targeting to meet their needs. For example, a pharmaceutical advertiser may decide to choose a more restrictive policy to ensure that they are only targeting their specific customers.

### Deal ID

A Deal ID or AdID is a parameter passed between a bid request and bid response to enable 1-to-1 programmatic buying. Standardized IDs are critical to the success of any open standards.

### Deterministic Data

Deterministic data, or first party data, is the one-to-one matching of two or more data sets based on unique identifiers. Cross-device marketing using deterministic data creates links between devices with a 100% level of confidence using login or subscriber data. For example, a user will log into a streaming music service with the same login on their desktop and mobile app. This will confirm that those devices belong to the same individual. Although highly accurate, this type of data is limited in scale.

## Device Graphs

Also known as identity management. A device graph describes how different devices, i.e. a laptop, smartphone and TV, relate to each other by mapping of all the devices, IDs, and associated data back to one unique user or household.

## Digital Advertising

Digital advertising is the practice of using digital technologies to deliver advertisements to consumers. It allows advertisers and marketers to reach specific target audiences more effectively and efficiently than traditional advertising, such as print, static billboards or traditional cable TV.

## Digital Advertising Software

Digital advertising software is a broad category that covers data management platforms (DMPs), ad exchanges, supply-side platforms (SSPs) and, less commonly, demand-side platforms (DSPs). These four technologies form the broader digital advertising ecosystem. Within this ecosystem, large amounts of data are collected, integrated and managed by the DMP. Publishers connect their inventory to ad exchanges and DSPs and buyers purchase advertising inventory directly from an ad exchange, ad network or via a DSP.

## Digital Marketing

Digital marketing is the marketing of products or services using digital channels to reach the desired audience. It is an innovative, strategic approach, providing new strategies for interpreting data and making real-time business decisions based on the insights it provides.

## Digital Media

Digital media in the advertising industry typically refers to digital advertising assets, such as the ad or creative element. Digital media includes digital video, banner ads, search, social media promotion, mobile banners, mobile video, digital audio and more. It can be created, viewed, distributed, modified and preserved on digital devices.

## Display Advertising

Display advertising is a type of online advertising that comes in several forms, including banner ads, rich media and more. Unlike text-based ads, display advertising relies on elements such as images, audio and video to communicate an advertising message and are aimed at generating quick conversions.

## DSP

A DSP, or demand side platform, offers digital ad buyers the promise of centralized management across multiple programmatic media sources, flexible machine learning, tools for improving optimization automation, and powerful audience management and predictive analytics. Power buying with all programmatic channels on all sorts of digital devices, along with robust tools for insight and optimization.

## E

## Email Marketing Software

Email marketing software provides businesses with all of the tools needed to create and execute email marketing campaigns, including: templates, design tools and contact-management solutions. Email software sends emails out via its own server and provides analytics on the success of each campaign.

## F

### First Party Data

First Party Data is collected and owned by the party who collected it (brand, etc.) about the consumer or household. This could include CRM data or data generated by digital properties, such as “this person uses my mobile app”, or “this person has been browsing for minivans on my website”. This data is proprietary and not available in the marketplace due to limits on its use.

### Full Episode Player (FEP)

A full episode player (FEP) features an episode of a program that may have previously aired on TV.

## G

### Geo Targeting (Zoning)

Geo-Targeting and zoning, sometimes used interchangeably, refers to the method of delivering specific content based on a user’s location. It involves the practice of reaching a geographically-defined universe through cable zones, creative versioning (AdTag/AdCopy), or household aggregation.

### Guaranteed Buy

#### (Programmatic Direct, Programmatic Guaranteed)

Guaranteed buy, also known as Programmatic Direct or Programmatic Guaranteed, is the direct sale of reserved ad inventory between a buyer and seller, with automation replacing the manual insertion order (IO) process. This inventory is sometimes categorized as premium, sold upfront, reserved, guaranteed, first-look, direct sold or class-1. Guaranteed buys allow the publisher to regulate the price of inventory to buyers. It also gives buyers the ability to buy more premium inventory on a direct basis from the publisher, transparently. Transparency includes price and inventory type.

## H

### Household Data

Household data is data collected from non-personal devices that are shared within households, such as a television set or a desktop computer for a family. Household data has broad scale but less precision at an individual consumer level, given the shared nature of

the targeted devices in question. Traditionally, this is a common way television advertising has been bought—with an entire household in mind.

I

## In-house Programmatic

In-house programmatic is the practice of an advertiser completing all programmatic initiatives in-house. This can be done through either working with a single demand-side platform (DSP) or establishing a dedicated in-house team to handle everything related to programmatic. Some of the benefits offered by bringing programmatic in-house are cost-savings, flexibility, fraud prevention and greater protection of first-party data.

## Internet TV

Internet television (or online television) is the digital distribution of television content via the public Internet, which also carries other types of data. Dedicated terrestrial television, cable television, and satellite television systems carry video only.

L

## Linear TV

Linear TV refers to traditional television viewing. In order to watch a show, the viewer must tune into the specific channel of the broadcaster at the appointed time. Viewers cannot pause or replay the content.

## Live Streaming

Live streaming refers to content that is delivered live over the Internet. It requires a form of source media (e.g. a video camera, an audio interface, screen capture software), an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content.

## Long Form Video

Long form video is video content that hews to traditional episodic lengths. Generally, long form video is 30 minutes or longer and typically increases at 30-minute increments.

M

## Marketing Analytics

Marketing analytics is the process of measuring, managing and analyzing the performance of overall and individual marketing initiatives. Business metrics such as return on investment (ROI), marketing attribution and overall marketing effectiveness are used to determine the total effectiveness of a marketing program. Understanding marketing analytics allows marketers to be more efficient at their jobs and minimize wasted web marketing dollars.

## Media Activation

Media activation refers to the unification of everything that brand marketers and their agencies, or self-serve agencies, need to store data and further understand their audience segments in order to execute real-time bidding.

## Media Buying

Media buying is the process of purchasing advertising space. Today, media buying is often completed digitally which enables marketers, or their designated agents, to make algorithmic purchases of advertising space in real time using computers.

## Mobile

In the marketing and advertising industry, “mobile” generally refers to the use of techniques and campaigns that specifically target audiences on their mobile devices. Mobile is often viewed as a market sector that allows for greater engagement and connections, forming a bridge to help join the consumer and advertiser.

## N

### Native Advertising

Native advertising refers to the process of creating paid media that follows the form and function of the user experience in which it is placed. This technique blurs the lines between organic content and paid content, creating a more pleasing experience for the targeted user.

## O

### Omni-Channel

Omni-channel refers to the creation of a seamless user experience across all facets of the customer’s path to purchase. Finding the right tools and partners to unify your campaigns, no matter the channel, and give you a 360 degree understanding of your customer is no longer a luxury – it’s a necessity. Technology is making it easier to measure and market to this new customer journey.

### OpenRTB

OpenRTB, also referred to as the Real-Time Bidding (RTB) Project, is an initiative sponsored by the IAB, Interactive Advertising Bureau. The project provides standards for communication between buyers of advertising and sellers of publisher inventory who are involved in the automated trading of digital media. The goal is to help all parties transact RTB at scale and ensure continued innovation in the industry.

### Optimisation

Optimisation in digital advertising refers to the process of changing the current inventory mix to improve a certain metric in order to increase a campaign’s potential to meet its desired objective or outcome.

## OTT

Over-the-top (OTT) refers to film or video content that is delivered over the internet, outside of a managed network. OTT allows users to access the content without having to subscribe to traditional cable or satellite services.

## P

### Probabilistic Data

Probabilistic data uses algorithms and patterns to connect devices with high levels of confidence. For example, if two devices always move together to the same locations, at the same time every day, they likely belong to the same individual. High-quality providers will use a truth set to validate the accuracy of their models. This type of data is generally reliable and scalable.

### Programmatic Approach

A programmatic approach to advertising enables marketers to optimize media in real-time across channels to ensure that advertising dollars perform as efficiently and effectively as possible. Programmatic media buying brings data science and the power of algorithmic decisioning to each and every impression purchased, which helps marketers deliver the right message to the right consumer at the right time with less effort and waste than traditional methods of media buying.

### Programmatic Buying

Programmatic buying is the process of executing transparent media planning and buying using automation. In most cases, programmatic buying is fueled by the use of advanced audience data through digital platforms such as exchanges, trading desks and demand-side platforms (DSPs), which helps create operational efficiency for both the buy and sell sides. Brands and agencies use programmatic to increase marketing efficiency, helping them get more out of their budgets.

### Programmatic Direct

Programmatic direct is where specified buyers get access to specified inventory that's not necessarily available from an open marketplace or a supply-side platform (SSP).

### Programmatic Linear

Programmatic linear is TV advertising that is purchased through an automated platform and delivered via set-top boxes. Targeting and reporting are based on traditional TV metrics (daypart, network, GRP).

### Programmatic Software

Programmatic media buying, marketing and advertising software enables marketers, or their designated agents, to make algorithmic purchases of advertising space in real-time using computers. The term "programmatic software" is commonly used to refer to demand-side platforms (DSPs). It is used to automate the buying, placement and optimization of media inventory via a bidding system and typically helps marketers achieve

cost and time efficiencies while simultaneously enabling better targeting of, and personalized messaging to, advertising recipients.

## Programmatic TV

### (PTV)

Programmatic TV refers to TV inventory that is planned, bought and sold on impressions using system automation with the use of advanced audience data, creating value and operational efficiency for both the buy and sell sides.

## Programmatic Video

Programmatic video refers to the process of buying and selling digital video ads. This process uses real-time data to better target specific audiences in the right place at the right time. It is generally carried out using ad tech such as a DSP.

## Public Relations (PR) Software

PR software can be used to locate company press mentions, assess competitors' share of voice, publish press releases, collect press analytics and push out pitches to journalists.

## R

### Raw Data

Raw data is source-level data that does not conform to an acceptable standard of parameterization or taxonomy. Raw data is data being generated before any data science is applied (human or machine).

### RTB

Real-time bidding (RTB) is the process of buying and selling online ad impressions through real-time, instantaneous actions. RTB is facilitated programmatically and helps increase the efficiency of both ad buyers and sellers.

## S

### Search Advertising

Search advertising refers to advertisements that appear next to, or in-line with, organic results when a user searches for a product or service. It is the most simple and measurable form of online advertising. Search advertisers are now starting to use consumer search data to retarget display advertising.

### Search Engine Optimization (SEO) Software

Search engine optimization (SEO) software offers keyword suggestions and quality ratings to help businesses and content rank better in search results. SEO software can help organizations perform better than competitors in search and drive highly qualified website traffic.

## Second Party Data

Second-party data is data that is collected or generated and owned by the publisher, made available to the buyer at the time of purchase. Could include consumer or household data that the publisher knows, or simply data about context and/or content.

## Shopper Marketing

Shopper marketing is the process of using information gleaned from the shopper behaviours and leveraging those insights to develop a more influential marketing mix. The purpose of shopper marketing is to increase brand awareness and consumption within the target audience, or shoppers.

## Short Form Video

Short form video is video content that has a length less than that of traditional episodic TV programs (i.e. 22 minutes).

## Site Fraud

Site fraud is when the website owner or operator is knowingly engaged in practices to create false ad inventory or hide the true location of an ad. Site fraud occurs when domain operators obtain inventory and misrepresent it in the open markets to artificially increase its value.

## Smart TV

(see also, Connected TV)

A smart TV, sometimes referred to as a connected TV or hybrid TV, is a television set or set-top box with integrated Internet connectivity and features that can receive video programming through an open IP method outside of the traditional cable QAM transport. Connected TV is an example of innovative technological convergence between computers, televisions and set-top boxes. Well-known examples include Roku, Apple TV, Chromecast, Samsung SmartTV, etc.

## Social Media Management Software

(SMMS)

Social media management software (SMMS) is software that facilitates an organization's ability to successfully engage in social media activities across different communication channels. SMMS is typically used by marketers to monitor inbound and outbound conversations, document social marketing initiatives and evaluate the effectiveness of a company's social media presence.

## Streaming Device

A streaming device is any internet-enabled device capable of receiving and displaying IP-distributed long-form content in its native resolution.

## Subscription Video On Demand

### (SVOD)

Subscription video on demand (SVOD) services use a subscription business model, where subscribers are charged a monthly fee to access programming. These services include solutions like Netflix, Hulu Plus, Amazon Video and HBO.

## T

### Targeting

Targeting is the process of identifying the optimal audience segment for a media plan based on a set of desired characteristics. The segment can be either large or small, depending on the objective and parameters of the campaign, and then an ad buy is executed against the media plan for the targeted segment.

### Third Party Data

Third-party data is proprietary data collected and/or generated by data brokers who license this data to advertisers or publishers.

### Transparency

To be considered transparent, a solution provider must fully disclose all components of the buy including pricing, any related mark ups, delivery, placement level media location, inventory type, inventory mix and how advanced audience data is being applied and reported. Arbitrage and black box inventory solutions are not transparent.

## U

### Unicast TV

Unicast TV is a one-to-one model of content distribution to a specific television screen (TV, Mobile Device, PC, Tablet). Content distribution is generally targeted using audience data.

## V

### Video Advertising

Video advertising is the practice of using video content to get an advertising message to a target audience. Video content is a powerful way to engage consumers as it allows advertisers and marketers to both quickly inform and entertain their audience.

### Viewability

Viewability measures whether an ad was served where the user had an opportunity to view it. An ad impression is viewable if greater than, or equal to, 50% of the ad's pixels appear in the viewable space of an in-focus browser tab for at least one second post ad-render.

## Video On Demand (VOD)

Video on demand (VOD) systems allow users to watch video content when they choose to, rather than having to watch at a specific broadcast time.

## W

### Walled Gardens

Walled gardens refer to services where the service provider has control over its ecosystem, including applications, content, organic media, paid media and any gathered data.

Examples of walled gardens include Google, Facebook and Amazon. These service providers have access to persistent consumer identification which enables them to manage control groups and run sound A/B tests when it comes to advertising campaigns. These tests can be used to measure the ROI of media investments made within an individual walled garden. Walled gardens constrain external marketers' ability to measure media ROI, as they represent an additional measurement constraint.