

## Online Jargon Guide

A guide to online advertising terminology

### Ad serving

Delivery of online ads to a consumer's computer via an ad-management system. The system allows different ads to be served to different audiences simultaneously as well as serving ads across multiple sites. Advertising technology providers each have their own proprietary models.

### Banner

A long horizontal online ad usually found running across the top of a page, in a fixed position.

### Behavioural targeting

A form of online marketing that uses advertising technology to target web users based on their previous behaviour. Advertising creative and content can be tailored to a particular user by capturing their previous decision-making behaviour and looking for patterns.

### Blog

An online space that is regularly updated, featuring the opinions or activities of groups or individuals.

### Button

A square online ad usually found embedded within a web page.

### Broadband

An internet connection that is always on and delivers a higher bit-rate (128kbps or more) than a standard dial-up connection. It allows for a better online experience as pages load more quickly and items can be downloaded faster.

### Clickthrough

When a user interacts with an ad and clicks through to the advertiser's website.

### CTR (clickthrough rate)

Frequency of clickthroughs as a percentage of impressions served, used as a measure of advertising effectiveness.

### Contextual advertising

Advertising targeted to the viewer based on the content on the web page at that specific time.

### Conversion rate

Measure of success of an online ad when compared with the clickthrough rate. What constitutes a 'conversion' depends on the marketing objective – it can be defined as a sale or request to receive more information, for example.

### CPA (1 – cost per action)

A pricing model that charges advertisers only if a viewer takes an action, such as buying a product or filling in a form.

### CPA (2 – cost per acquisition)

Cost of acquiring a new customer.

### CPM (cost per mille)

Also known as cost per thousand. Online advertising can be purchased on the basis of what it costs to show the ad to 1000 viewers. It is used as a benchmark to calculate the relative cost of a campaign or an ad message in a given medium.

### Embedded format

Advertising formats that are displayed in set spaces on a publisher's page.

### Expandable banner/skyscraper

Fixed online advertising placements that expand to fill the entire page in a response to user action.

### Flash

Web-design software that creates animation and interactive elements that are quick to download.

### Impression

The metric used to measure views of a web page and its elements, including the advertising embedded within it. Ad impressions are how many times an advertisement is sold and the cost is quoted in terms of the CPM.

### Interruptive formats

Online ad formats such as overlays and pop-ups that appear on users' screens on top of web content or sometimes before the web page, ranging from static, one-page splash screens to animated ads.

### Interstitials

Ads that appear between two content pages. Also known as splash pages and transition ads.

### Microsite

A sub-site reached by clicking on an ad. The user strays on the publisher's website but has access to more information from the advertiser.

### MPU (multiple purpose units)

A square online ad usually in a web page in a fixed position. Called 'multiple purpose' as it is a flexible-shaped blank 'canvas' in which flat or more interactive content can be served, as desired.

### Overlay

Online advertising content that appears over the top of the web page.

### Pop-under

Ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimised.

### Pop-up

An online ad that appears in a window over the top of a web page.

### Rich media

The collective name for online ad formats that use advanced technology, such as interactive and audio-visual elements, to provide richer content.

### Rich-media guidelines

Design guidelines produced by the IAB for effective use of rich-media technologies in all forms of internet advertising. They aim to protect user experience by letting them stay in control.

### Skyscraper

A long vertical online ad usually found running down the side of a page in a fixed position.

### Sponsorship

Advertiser sponsorships of targeted content areas, for example, an entire website, site area or an event, often for promotional purposes.

### Streaming media

Compressed audio/video that plays and downloads at the same time. The user does not have to wait for the whole file to download before it starts playing.

### Superstitials

A form of rich-media advertising that allows a TV-like experience on the web. It is fully loaded before playing, which avoids any delay.

### User-generated content

Online content created by web users rather than media owners or publishers, through reviews, blogs, podcasts, posting pictures or video clips.

### Viral marketing

The idea that people will pass on and share entertaining content, such as video clips and games, this is often created by a brand to build awareness.