

# GLOSSARY

Discover all the secrets and definitions that make up the digital universe.



By **GAMNED!**

# SUMMARY

This summary is interactive. Click on the different words to discover their definition.

## A...

[ABOVE THE FOLD \(ATF\)](#)  
[AD EXCHANGE](#)  
[AD VERIFICATION](#)  
[ADVERTISING NETWORK /](#)  
[AD NETWORKS](#)  
[ARRIVAL RATE](#)  
[AUDIENCE EXTENSION](#)

## B...

[BEHAVIORAL TARGETING](#)  
[BELOW THE FOLD \(BTF\)](#)  
[BID PRICE](#)  
[BID REQUEST](#)  
[BID RESPONSE](#)  
[BLOCKLIST](#)  
[BRAND SAFETY](#)

## C...

[CLICK THROUGH RATE](#)  
[CLICK](#)  
[CONTEXTUAL TARGETING](#)  
[COOKIE MATCHING](#)  
[CRM ONBOARDING](#)  
[CROSS-DEVICE CAMPAIGN](#)  
[COST PER ACTION](#)  
[COST PER COMPLETED VIEW](#)  
[COST PER ENGAGEMENT](#)  
[COST PER LEAD](#)  
[COST PER THOUSAND](#)  
[COST PER VISIT](#)

## D...

[DATA MANAGEMENT PLATFORM](#)  
[DEAL ID \(DEAL TOKEN\)](#)  
[DEAL WITH PRIORITY](#)  
[DEMAND SIDE PLATFORM](#)  
[DRIVE TO STORE](#)  
[DYNAMIC CREATIVE OPTIMIZATION \(DCO\)](#)

## F...

[FIRST LOOK](#)  
[FIRST PARTY DATA](#)  
[FIRST VIEW](#)  
[FLOOR PRICE](#)  
[FULL RATE \(OR FILL RATE\)](#)

## G...

[GUARANTEED PROGRAMMATIC](#)

## H...

[HEADER BIDDING](#)

## I...

[IMPRESSION](#)  
[INTEROPERABILITY](#)

## M...

[MIDDLE OF THE FOLD \(MTE\)](#)  
[MULTI-DEVICE CAMPAIGN](#)

## N...

[NON-GUARANTEED PROGRAMMATIC](#)

## O...

[ORDER ID](#)  
[OPEN MARKETPLACE /](#)  
[OPEN AUCTION](#)

## P...

[POST CLICK SALE](#)  
[POST-CLICK VISIT](#)  
[POST-CLICK \(PC\)](#)  
[POST-VIEW \(OR POST IMP\)](#)  
[SALE](#)  
[POST-VIEW \(OR POST IMP\)](#)  
[VISIT](#)  
[POST-VIEW \(PV\)](#)  
[PRIVATE MARKETPLACE](#)  
[PROGRAMMATIC DEAL](#)  
[PROGRAMMATIC](#)

## R...

[REACH](#)  
[REPETITION](#)  
[RETARGETING](#)  
[RETURN ON INVESTMENT \(ROI\)](#)  
[RTB \(REAL TIME BIDDING\)](#)

## S...

[UNIQUE CONTACT](#)  
[SECOND PARTY DATA](#)  
[SECOND PRICE AUCTION](#)  
[SEMANTIC TARGETING](#)  
[SUPPLY SIDE PLATFORM \(SSP\)](#)

## T...

[TARGET COVERAGE](#)  
[THIRD PARTY DATA](#)  
[TRADING DESK](#)

## U...

[UNIQUE CONTACT](#)  
[USEFUL PRESSURE](#)

## V...

[VIDEO COMPLETION RATE](#)  
[VIEWABILITY](#)  
[VIEW-THROUGH RATE \(VTR\)](#)  
[VISIT](#)  
[VISIT +1](#)

## W...

[WHITELIST](#)  
[WIN RATE OR WINNING BID RATE](#)

## Y...

[YIELD MANAGEMENT](#)



# A...

## **A ABOVE THE FOLD (ATF)**

The part that is immediately visible without scrolling on the screen.

An ATF impression is an impression that is visible above the waterline.

## **AD EXCHANGE**

A marketplace where supply (SSP) and demand (DSP) meet and where automated advertising transactions take place for all types of formats - banners, video, native, mobile...

## **AD VERIFICATION**

A tool for verifying the delivery quality of an ad impression.

The items that can be measured to verify the delivery are :

- the % of brand safety
- the % of visibility
- the % of fraud

## **ADVERTISING NETWORKS**

A grouping of advertising inventories from various sources (sites, types of formats, etc.) for the purpose of marketing them.

## **ARRIVAL RATE**

Number of clicks resulting in site visits. Allows you to attest to the quality of the diffusion.

Formula : Post click visits / clicks

## **AUDIENCE EXTENSION**

Consists of a publisher offering an advertiser to reach its 1st party audience outside its site. Example: activation of SeLogger.fr audiences on the Le Monde.fr website to target real estate intentionalists in a qualified editorial context.

# B...

## **B BEHAVIORAL TARGETING**

A targeting technique based on the analysis of web browsing, allowing to determine centers of interest or purchase intention.

## **BELOW THE FOLD (BTF)**

The part of a screen not visible without scrolling.

A BTF impression is an impression visible below the waterline.

## **BID PRICE**

Amount of the advertising bid.

## **BID REQUEST**

A bid request made by a seller through an SSP and addressed to a buyer at the DSP level. The bid request includes all the criteria characterizing the ad element and the profile addressed.

Example: ad format, location, "user" data (language, device, geolocation, etc.)

## **BID RESPONSE**

Information sent by the buyer to the seller in response to a bid request. The bid response is sent by the DSP (on the buyer side) to the SPP (on the seller side).

Example of elements transmitted: the amount of the bid (bid price) or the link to the message to display if the bid is successful.

## **BLOCKLIST**

A list of conditions to exclude advertising inventories that meet these conditions from being displayed. Example: exclusion of sellers, publishers, site URLs, advertising locations, etc.



# B...

## **B** BRAND SAFETY

The practice of ensuring that advertising is not delivered in environments that could be a risk to an advertiser's image.

# C...

## **C** CLICK

Corresponds to an action; clicking on a banner or web page.

## **CONTEXTUAL TARGETING**

Targeting technique based on the broadcasting environment and the content of web pages, e.g.: the URL of a site, thematic category of the content (news, automobile, family, sport, etc.)

## **COOKIE**

A text file that may be stored in a browser when a web page is viewed. It allows its issuer, during its period of validity, to recognize the browsing session of the Internet user concerned.

## **COOKIE SYNC / MATCHING**

Techniques for reconciling cookies from different sources and assigning them to a single profile.

## **COST PER ACTION (CPA)**

It is the budget invested to generate an action on site. Depending on the campaign objective, an action can correspond to a visit, a lead or a purchase.

Formula: budget invested / number of actions

## **COST PER COMPLETED VIEW**

Cost per 100% viewed (or completed) video.

Formula: Media budget / 100% video views

## **COST PER ENGAGEMENT (CPE)**

Cost per engagement (widely used in social).

Formula: Media budget / Engagements (likes, shares, comments, clicks on a link ...)

## **COST PER LEAD (CPL)**

Cost per lead.

Formula: Media budget / Leads

## **COST PER THOUSAND (CPT)**

Cost per 1,000 impressions.

Formula: budget invested / number of impressions delivered x 1,000.

## **COST PER VISIT (CPV)**

Average cost of a visit.

Formula: budget invested / post click visits + post view.

## **CRM ONBOARDING**

The transformation of CRM data by a third-party partner into actionable data for advertising targeting.

## **CROSS-DEVICE CAMPAIGN**

Campaign that exposes all targeted users on several devices by following their navigation (e.g.: first exposure on mobile then exposure on desktop)

## **CLICK-THROUGH-RATE (CTR)**

Number of clicks recorded on the impressions displayed, expressed as a percentage.

Formula : (clicks / impressions)\*100



# D...

## **D** DATA MANAGEMENT PLATFORM

A data management tool for collecting, segmenting and activating cookie/device ID data from multiple sources for advertising activations.

## **DEAL ID / DEAL TOKEN**

A unique code that identifies a deal sent to a buyer by a seller.

The deal ID is specific to each buying platform (DSP) / selling platform (SSP).

## **DEAL PRIVATE AUCTION**

A type of auction offering different types of priority to a buyer or group of buyers.

## **DEMAND SIDE PLATFORM (DSP)**

A platform for purchasing inventory offered by the various SSPs to which the DSP is connected. It also allows you to optimize your purchases automatically and in real time.

## **DRIVE TO STORE**

Digital activation to generate traffic in a physical point of sale.

## **DYNAMIC CREATIVE OPTIMISATION (DCO)**

A tool for creating dynamic banners whose creation/message adapts in real time to each exposed profile according to a specific context (weather, product consultation on the site, geolocation, etc.)

# F...

## **F** FIRST LOOK

A SSP feature that gives a buyer priority access to certain user profiles over its competitors, subject to certain conditions. An advertiser will thus be able to ensure that profiles will be exposed to an ad in first display on a site for a given period.

## **FIRST PARTY DATA**

Proprietary data of a publisher or advertiser. Example of data: site navigation data, CRM database, etc.

## **FIRST VIEW**

Priority access given to an advertiser as part of RTB buying procedures on ad-exchanges or SSPs.

## **FLOOR PRICE**

Minimum amount below which the auction will not be considered. Also called floor price.

## **FULL RATE**

The ratio of impressions sold to impressions offered.

# G...

## **G** GUARANTEED PROGRAMMATIC

Brings together advertisers and advertising agencies. The latter will offer advertising space in compliance with specific conditions established during a negotiation. Most of these conditions allow to define the context of diffusion, the audience targeting and the price.

# H...

## **HEADER BIDDING**

The act of placing a tag at the top of a site to allow a publisher to simultaneously sell its inventory to a multitude of SSPs, in order to obtain the highest possible CPM.

# N...

## **NON-GUARANTEED PROGRAMMATIC**

A buying model that aims to put buyers in competition for the same impression. The sale can be done by auction or based on a fixed CPM.

# I...

## **IMPRESSION**

The display of an advertisement on a media support.

## **INTEROPERABILITY**

The ability of platforms to work together without restriction.

# O...

## **ON-TARGET COVERAGE**

The ability of an advertising campaign or media support to reach the target defined in the campaign objectives. It is expressed by the coverage rate, which is equal to "number of contacts belonging to the target population" / "total targeted contacts".

# M...

## **MIDDLE OF THE FOLD (MTF)**

It is the advertising inventory located in the middle of a website page (or second screen) as opposed to the Bottom of the Fold (last screen) and the Above the Fold (first screen).

## **MULTI-DEVICE CAMPAIGN**

A campaign that simultaneously exposes populations of Internet users on several devices (e.g. desktop and mobile).

## **OPEN MARKETPLACE / OPEN AUCTION**

An open marketplace where all potential buyers have the same access conditions with a "second price auction" type of auction. Auctions are called open or free (open auction).

## **ORDER ID**

A unique order identifier. This identifier, often a series of numbers, allows an advertiser's orders to be qualified and each sale to be counted only once in the management tools.

# P...

## **P** **POST-CLICK SALE**

A sale made by an Internet user following a click on an advertising impression.

## **POST-CLICK (PC)**

An event (click, visit, sale) that occurs after a banner is clicked.

## **POST-CLICK VISIT**

A visit made by an Internet user following a click on an advertising impression.

## **POST-VIEW / POST IMP VISIT**

A visit made by an Internet user following exposure to an advertising impression.

## **POST-VIEW**

An event (visit, sale) that took place after exposure to a banner.

## **POST-VIEW / POST IMP SALE**

A sale made by an Internet user following exposure to an advertising impression.

## **PRIVATE MARKETPLACE / PRIVATE AUCTION**

It is an invitation-only marketplace where publishers offer their advertising campaigns to a select group of buyers. The private marketplace is the opposite of the open marketplace and allows publishers to keep control over the type of buyers they will work with.

## **PROGRAMMATIC**

Programmatic buying refers to the automated process of buying digital advertising space.

## **PROGRAMMATIC DEAL**

A form of deal offered to buyers based on predefined conditions.

For example: a context, a data targeting, a URL or a fixed price.

# R...

## **R** **REACH**

The number of unique contacts exposed to an advertising campaign.

## **BOUNCE RATE**

Bounce rate is the number of visitors who viewed a single page divided by all visitors.

## **REPETITION**

The number of impressions delivered compared to the number of unique contacts reached.

## **RETARGETING**

An advertising strategy that consists of targeting an Internet user who has visited an advertiser's site with ads for that same advertiser.

## **RETURN ON INVESTMENT (ROI)**

An indicator that allows you to calculate the profitability of an expense (or investment) by comparing it to the revenue it has generated.

Formula :  $(\text{Revenue} - \text{Media budget spent}) / \text{Media budget spent}$ .



## **REAL-TIME BIDDING (RTB)**

RTB is the principle by which advertising spaces are allocated in real time according to bids made by advertisers or agencies on corresponding formats and targeting criteria.

# S...

## **S SECOND PARTY DATA**

Data from a partnership (e.g. supplier / distributor) that enriches and completes the proprietary data (first party data) that an advertiser already has.

Example: The intersport.fr website sells Nike products. The data relative to the purchases of Nike products on intersport.fr constitute a pool of 2nd party data which can be used by Nike within the framework of digital activation in conditions in conformity with the RGPD.

## **SECOND PRICE AUCTION**

An auction model where the billing is done at the level of the second bid + 1 cent.

Example: for an advertising impression, bidder 1 proposed a CPM of 2€ and bidder 2 proposed 1,5€. Bidder 1 wins the auction and will be charged €1.51 per CPM.

## **SEMANTIC TARGETING**

Targeting technique based on the lexical field of a web page. This technique makes it possible to exclude sensitive content containing keywords such as terrorism, natural disasters, accidents, health crises, etc. from a campaign's distribution framework.

## **SUPPLY SIDE PLATFORM (SSP)**

A technology platform for arbitration between different buyers that optimizes the marketing of a publisher's advertising inventory. The publisher can manage its sales on an impression-by-impression basis, in real time, and in an automated manner.

# T...

## **T THIRD PARTY DATA**

Third party data generally aggregated by specialized players. For example, retargeters, DMPs or data providers.

## **TRADING DESK**

A player specializing in the consulting, purchasing and optimization of advertising space, operating mainly in programmatic mode on behalf of advertisers.

# U...

## **U UNIQUE CONTACT**

A unique contact is an individual exposed to a media campaign. Knowing that the same individual can be exposed to several advertising impressions and on several devices, the number of unique contacts of an advertising campaign corresponds to the number of deduplicated contacts that have been exposed.





## **USEFUL PRESSURE (UP)**

Number of useful impressions required to complete a conversion.

Formula: Impressions of profiles that converted / total conversions.



## **VIDEO COMPLETION RATE**

The percentage of the audience that views a video in its entirety. For example, a video completion rate of 50% means that half of the videos broadcast were viewed in full (completed).

## **VIEW-THROUGH RATE (VTR)**

A video indicator that reports on completion.

Formula: Completed videos / Impressions.

## **VIEWABILITY**

A measurement indicator that defines whether or not an ad impression is considered visible by the Internet user. The MRC standard defines an impression as visible when at least 50% of its surface has been displayed for at least 1 second for display banners and at least 2 seconds for videos.

## **VISIT**

Action of visiting a website.

## **+1 VISIT**

A visit of at least 2 pages of a website by an Internet user.



## **WHITELIST**

As opposed to a blacklist. A list of sites whose practices are deemed to be compliant and whose advertising messages are therefore allowed to pass. Can apply to advertisers, sectors, buyers, formats, creatives.

## **WIN RATE**

Ratio of bids won to bids sent.



## **YIELD MANAGEMENT**

Techniques for optimizing publishers' revenues on all or part of the available inventory. Holistic Yield is when all sales channels and inventories are put in competition.



# GLOSSARY

A hand in a black leather sleeve, wearing a silver ring and a watch, points upwards towards the word 'GLOSSARY'. The background features a large, faint, light gray 'GAMNED!' logo.

Questions? Want to know more  
about programmatic?

*Contact us!*

[marketing-fr@gamned.com](mailto:marketing-fr@gamned.com)

By **GAMNED!**