M.L. FIRST CLASS MARKETING

Ilan Rothenberg

Digital Marketing Terminology

A

Ad: For Web advertising, an ad is almost always a <u>banner</u>, a graphic image, or a set of animated images (in a file called an <u>animated GIF</u>) of a designated <u>pixel</u> size and byte size limit. An ad or set for a campaign is often called **"the creative."** Banners and other special advertising that include an interactive or visual element beyond the usual are known as <u>rich media</u>.

Ad Operations (Ad Ops) (aka "online ad operations", "online advertising operations", "online ad ops", "ad ops", and "ops" in the trade) refers to processes and systems that support the sale and delivery of **online advertising**. More specifically, this is the workflow processes and software systems used to sell, input, serve, target, and report on the performance of online ads.

Ad rotation: Ads are often rotated into ad spaces from a list. This is usually done automatically by software on the Website or at a central site administered by an ad broker or server facility for a network of Websites.

Ad space: An ad space is a space on a Web page reserved for ads. An *ad space group* is a group of spaces within a Web site that share the same characteristics so that an ad purchase can be made for the group of spaces.

Ad view: An ad view, synonymous with ad **impression**, is a single ad that appears on a Web page when the page arrives at the viewer's display. Ad views are what most websites sell or prefer to sell. A Web page may offer space for several ad views. In general, the term <u>impression</u> is more commonly used.

Affiliate marketing: Affiliate marketing uses a Website that sells products from other Websites, called *affiliates*, to help market the products. Amazon.com, the bookseller, created the first large-scale affiliate program, and hundreds of other companies have followed since.

B

Banner: A banner is an advertisement in the form of a graphic image that typically runs <u>across</u> a Web page or is positioned in a <u>margin</u> or other space reserved for ads. Banner ads are usually Graphics Interchange Format (<u>GIF</u>) images. In addition to adhering to size, many Web sites limit the file size to a certain number of bytes so that the file will display quickly. Most ads are <u>animated</u> GIFs since animation has been shown to attract a more significant percentage of user clicks. The most common larger banner ad is 468 pixels wide by 60 pixels high. Smaller sizes include 125 by 125 and 120 by 90 pixels. These and other banner sizes have been established as standard sizes by the Internet Advertising Bureau.

Beyond the banner: This is the idea that, besides banner ads, there are other ways to use the Internet to communicate a marketing message. These include sponsoring a Website or a particular feature on it; advertising in e-mail newsletters, co-branding with another company and its Website, contest promotion, and, in general, finding new ways to engage and interact with the desired audience. "Beyond the banner" approaches can also include the interstitial and streaming video infomercial. The banner itself can be transformed into a small, rich media event.

Bit Torrent: The BitTorrent protocol can reduce the server and network impact of distributing large files. Rather than downloading a file from a single source server, the BitTorrent protocol allows users to join a "*swarm*" of hosts to download and upload from each other simultaneously. BitTorrent is a protocol supporting the practice of peer-to-peer **file sharing** used to distribute large amounts of data over the Internet. BitTorrent is one of the most common protocols for transferring large files.

Blue Chip is A *nationally recognized*, well-established, and *financially sound company*. Blue chips generally sell high-quality, widely accepted products and services. Blue chip companies are known to weather downturns and operate profitably in the face of adverse economic conditions, which helps to contribute to their long record of stable and reliable growth.

Booked space: This is the number of ad views for an ad space sold out.

Brand, brand name, and branding : A brand is a product, service, or concept publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of a distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity and individual product and service names. In Web and other media advertising, it is recognized that there is usually some branding value whether or not an immediate, direct response can be measured from an ad or campaign. Companies like Proctor and Gamble have made a science out of creating and evaluating the success of their brand-name products.

Brad is an AI language model similar to ChatGPT. I understand and generate text using machine learning, allowing me to answer questions, create content, and more. I'm still learning, but I'm here to help!

C

Caching: In Internet advertising, caching pages in a <u>cache server</u> or the user's computer means that the ad counting programs won't know some ad views and is a source of concern. There are several techniques for telling the browser not to cache particular pages. On the other hand, specifying no caching for all pages may mean that users will find your site slower than you would like.

Click: According to ad industry recommended guidelines from <u>FAST,</u> a click is "when a visitor *interacts* with an advertisement." This does not mean simply interacting with a <u>rich media</u> ad but clicking on it so the visitor is headed toward the advertiser's destination. (It also does not mean the visitor waits to arrive at the destination, but just that the visitor starts going there.)

Clickstream: A clickstream is a recorded path of the pages a user requested in going through one or more Web sites. Click stream information can help Web site owners *understand how visitors use their site* and which pages are most used. It can help advertisers understand how users get to the client's pages, what pages they look at, and how they order a product.

Clickthrough: A clickthrough is counted by the sponsoring site as a result of an ad click. In practice, *click* and *clickthrough* are used interchangeably. A clickthrough, however, implies that the user received the page. A few advertisers are willing to pay only for clickthroughs rather than ad impressions**.**

Click-through Rate (CTR)-

Click rate: The click rate is the percentage of ad views that resulted in clickthroughs. Although there is visibility and branding value in ad views that don't result in a clickthrough, this value is difficult to measure. A clickthrough has several values: it indicates the ad's effectiveness and results in the viewer getting to the advertiser's Web site, where other messages can be provided. A new approach is for a click to result not in a link to another site but in an immediate product order window. What a successful click rate depends on several factors, such as the campaign objectives, how enticing the banner message is, how explicit the message is (a message that is complete within the banner may be less apt to be clicked), audience/message matching, how new the banner is, how often it is displayed to the same user, and so forth. In general, click rates for high-repeat branding banners vary from 0.15 to 1%. Ads with provocative, mysterious, or other compelling content can induce click rates ranging from 1 to 5% and sometimes higher. The click rate for a given ad tends to diminish with repeated exposure.

Co-branding: Co-branding on the Web often means two Websites or Website sections or features displaying their logos (and thus their brands) together so that the viewer considers the site or feature a joint enterprise. (Co-branding is often associated with cross-linking between the sites, although it isn't necessary.)

Cookie: A <u>cookie</u> is a file on a Web user's hard drive (kept in one of the subdirectories under the browser file directory) used by Web sites to record data about the user. Some ad rotation software uses cookies to see which ad the user has just seen so that a different ad will be rotated into the next page view.

Content Marketing: content marketing aims to create content humans *want* to read, whereas SEO aims to create content that pleases search engines. Create content that people will have the incentive to share.

1. Do keyword research so you don't waste effort writing about things people don't care about.
2. Put all your content on the same domain/subdomain. (e.g. don't use *blog.mysite.com*, use*mysite.com/blog*)
3. Stand for something, and write about it. People don't buy what you do. They buy <u>why you do it</u>.
4. Don't separate your brand from your content. For instance, casino sites that make fascinating animal rights infographics will last only briefly. Conversion marketing is an <u>eCommerce</u> phrase most commonly used to describe the act of **converting** site visitors into **paying <u>customers</u>**. Although different sites may consider a "conversion" to be some sort of result other than a sale. (conversion event: a *sale* or marketing a *special offer*, e.g., free shipping) to convert the visitor into a paying customer. A company may also try to recover the abandoner through an online engagement method such as proactive chat to assist the customer through the purchase process**.**

Cost-per-action (CPA): An advertiser *pays each visitor* who takes some *specifically defined action* in response to an ad beyond simply clicking on it. For example, a visitor might visit an advertiser's site and request to subscribe to their newsletter. <u>Active Lead</u>

Cost-per-click (CPC)- bill by the number of times a visitor clicks on a banner instead of by the number of impressions. Cost per click is often used when advertisers have a set daily budget. When the advertiser's budget is hit, the ad is removed from the rotation for the remainder of the period.

Cost-per-impression (CPI)- cost per impression (CPI) divided by percent click-through ratio (%CTR)

Cost-per-lead (CPL) : This is a more specific form of cost-per-action in which a visitor provides enough information at the advertiser's site (or in interaction with a rich media ad) to be used as a *sales lead*. Note that you can estimate cost-per-lead regardless of how you pay for the ad (in other words, buying on a <u>pay-per-lead</u> basis is not required to calculate the cost-per-lead).

Cost-per-sale (CPS) : Sites that sell products directly from their Web site or can otherwise determine sales generated as the result of an advertising sales lead can calculate the cost-per-sale of Web advertising.

Cost-Per Thousand (CPM) : CPM is "cost per thousand" (Mille) ad impressions, an industry standard measure for selling ads on Web sites. This measure is taken from print advertising.

Cost per thousand targeted (CPTM) : CPTM is "cost per thousand targeted" ad impressions, implying that your target audience is targeted to particular demographics.

Customer relationship management (**CRM**) is a model for managing a company's interactions with current and future customers. It involves using technology to organize, automate, and synchronize sales, marketing,customer service, and technical support.

CHATGPT is an AI language model developed by OpenAI designed to understand and generate human-like text based on the input it receives. It utilizes machine learning techniques, particularly transformers, to analyze data patterns and produce responses ranging from answering questions, providing explanations, and generating creative content to simulating conversation. Its applications span various fields, including customer service, education, content creation, and more, enabling it to perform tasks such as composing emails, writing essays, coding, and even engaging in general chit-chat. Through its training on a diverse dataset, ChatGPT aims to mimic human conversational styles, making it a versatile tool for both professional and casual interactions.

Chat AI: Chat AI refers to artificial intelligence technologies designed to simulate human-like conversations with users. It leverages natural language processing (NLP) and machine learning to understand, respond to user inquiries, and perform tasks via text or voice-based interfaces. Chat AI is widely used in customer service, virtual assistants, and interactive applications to provide efficient, real-time assistance and support.

Content AI: Content AI utilizes artificial intelligence to automate and enhance digital content creation, curation, and optimization. It analyzes data to generate articles, social media posts, and personalized content recommendations. Content AI improves engagement, relevance, and the overall content strategy by tailoring materials to the audience's preferences and behaviors.

(the) creative: Ad agencies and buyers often refer to **ad banners** and other forms of **created advertising** as ""the creative." Since the creative requires creative inspiration and skill that may come from a third party, it often arrives late in preparation for a new campaign launch.

D

Demographics: Demographics is data about the size and characteristics of a population or audience (for example, gender, age group, income group, purchasing history, personal preferences, and so forth).

E

eCPM means "Effective Cost per Mille." Mille in Latin is defined as 1,000 *impressions*.

Email marketing is a digital marketing strategy that involves sending emails to people to promote products, services, or content. It is used by businesses and organizations to communicate with their audience directly through their inboxes. Email marketing objectives include building relationships with potential and existing customers, increasing brand awareness, driving sales or conversions, and engaging users with personalized content. Effective email marketing campaigns are targeted, personalized, and segmented, ensuring the right messages reach the right audience at the right time. This strategy allows for direct and cost-effective communication with a broad or specific audience, making it a vital tool in digital marketing arsenals.

F

FAST: FAST is a coalition of the Internet Advertising Bureau (), the ANA, and the ARF that has recommended or is working on guidelines for consumer privacy, ad models and creative formats, audience and ad impression measurement, and a standard reporting template together with a standard insertion order. FAST originated with Proctor and Gamble's Future of Advertising Stakeholders Summit in August 1998. FAST's first guideline, available in March 1999, was on "Basic Advertising Measures." Our definitions in this list include the FAST definitions for impression and click.

Filesharing: is the practice of distributing or providing access to digitally stored information, such as computer programs, multimedia (audio, images, and video), documents, or electronic books. Common storage, transmission, and dispersion methods include manual sharing utilizing removable media, centralized servers on computer networks, World Wide Web-based hyperlinked documents, and distributed peer-to-peer networking. (Like Napster).

Filtering: Filtering is the immediate analysis by a program of a user Web page request to determine which ad or ads to return to the requested page. A Web page request can tell a Web site or its ad server whether it fits a certain characteristic, such as coming from a particular company's address or that the user is using a particular browser level. The Web ad server can respond accordingly.

Fold: "Above the fold," a term borrowed from print media, refers to an ad that is viewable as soon as the Web page arrives. You don't have to scroll down (or sideways) to see it. Since screen resolution can affect what is immediately viewable, it's good to know whether the Web site's audience tends to set their resolution at 640 by 480 pixels or 800 by 600 (or higher).

Frequency Cap (How often a pop-under is shown to a user)

G

GPS marketing, also known as location-based marketing, leverages Global Positioning System technology to send marketing messages to mobile device users based on their geographic location. This approach allows businesses to target advertisements, promotions, or content to individuals close to a specific area, such as a store, restaurant, or event. By doing so, companies can tailor their marketing efforts to reach the most relevant audience, improve customer engagement, and increase the likelihood of in-person visits or sales. GPS marketing is particularly effective for local businesses and events that attract nearby customers in real time.

H

Hit: A hit is the sending of a single file, whether an HTML file, an image, an audio file, or another file type. Since a single Web page request can bring some individual files, the number of hits from a site could better indicate its actual use (number of visitors). However, it does have meaning for the Web site space provider as an indicator of traffic flow.

Horizontal Market: vendors *offer a broad range of goods and services to a large group* of customers with a wide range of needs, such as businesses as a whole, men, women, households, or, in the broadest horizontal market, everyone.

HTML, short for HyperText Markup Language, is the standard language for creating and designing web pages. It consists of a series of elements or tags that instruct web browsers on how to display content. These elements can define text as headings, paragraphs, links, images, lists, and other pieces of content. HTML is fundamental to web design, allowing developers to structure content and embed multimedia elements, forming the backbone of most websites. It works with CSS (Cascading Style Sheets) and JavaScript to create interactive, visually engaging web experiences.

I

Impression: measure the **number of times** an online ad is **displayed**, whether it is clicked on.[1] Each time an ad is displayed, it is counted as one impression. According to the "Basic Advertising Measures" from FAST, an ad industry group, an impression is "The count of a delivered basic advertising unit from an ad distribution point." Impressions are how most Web advertising is sold, and the cost is quoted in terms of the *cost per thousand impressions.*

Insertion order (IO) An insertion order is a formal, printed order to run an ad campaign. Typically, the insertion order identifies the campaign name, the Web site receiving the order and the planner or

buyer giving the order, the individual ads to be run (or who will provide them), the ad sizes, the campaign beginning and end dates, the CPM, the total cost, discounts to be applied, and reporting requirements and possible penalties or stipulations relative to the failure to deliver the impressions.

Inventory is the total number of ad views or impressions a website has to sell over a given period (usually, inventory is figured by the month).

Image AI: Image AI encompasses technologies that enable computers to interpret and process images like human vision. It includes image recognition, processing, and generation, employing algorithms to detect patterns, classify objects, and create visual content. Image AI is used in various applications, from facial recognition systems and automated photo tagging to generating art and enhancing image quality.

K

Keyword density: **Keyword density** is the *percentage* of times a keyword or phrase appears on a web page compared to the total number of words. In search engine optimization, keyword density can be used to determine whether a web page is relevant to a specified keyword or keyword phrase. Many SEO experts consider the optimum keyword density 1 to 3 percent. Using a keyword more than that could be considered search spam. SEO purposes is

, where Nkr is how many times you repeated a *specific keyword* and Tkn the *total words* in the analyzed text. When calculating the density of a keyword phrase, the formula would be where Nwp is the number of words in the phrase.

L

Landing Page: In online marketing, a **landing page**, sometimes known as a "**lead capture page**" or a "**lander**", is a single web page that appears in response to clicking on a search engine-optimized search result, an online advertisement or a link from an email. The landing page will usually display directed sales copy that is a logical extension of the advertisement, search result or link.

Landing pages are often linked from social media, email campaigns, or search engine marketing campaigns to enhance the advertisements' effectiveness. The general goal of a landing page is to convert site visitors into sales or leads. By analyzing activity generated by the linked URL, marketers can use click-through and Conversion rates to determine the success of an advertisement.

M

Media broker: Since it's often inefficient for an advertiser to select every website on which they want to put ads, they aggregate sites for advertisers and their media planners and buyers based on demographics and or factors.

Media buyer: A media buyer, usually at an advertising agency, works with a media planner to allocate the money for an advertising campaign among specific print or online media (magazines, TV, Web sites, and so forth) and then calls and places the advertising orders. On the Web, placing the order often includes requesting proposals and negotiating the final cost.

Marketing AI: Marketing AI applies AI technologies to automate tasks, analyze data, and personalize marketing campaigns. It helps segment audiences, predict consumer behavior, optimize ad placements, and customize content to individual preferences. Marketing AI aims to increase efficiency and ROI by leveraging data-driven insights for strategic decision-making.

Midjourney: Midjourney is an AI-driven process or tool designed to assist individuals and organizations in navigating and optimizing their path toward achieving specific goals or outcomes. It leverages data analytics, machine learning, and predictive modeling to provide insights, recommendations, and strategies that guide decision-making and improve performance. In the context of digital transformation, it can refer to tools that help businesses adapt and thrive in changing markets.

ML (Machine Learning): Machine Learning is a subset of artificial intelligence (AI) that enables systems to learn from data, identify patterns, and make decisions with minimal human intervention. It involves algorithms and statistical models that computers use to perform specific tasks without explicit instructions, relying on patterns and inference instead. ML is applied across various domains, from predictive analytics and natural language processing to image recognition and beyond, enhancing automation, decision-making processes, and predictive capabilities.

O

Opt-in e-mail: An Opt-in e-mail is an e-mail containing information or advertising that users explicitly request (opt) to receive. Typically, a Web site invites visitors to fill out forms identifying subjects or product categories that interest them and about which they are willing to receive e-mail from anyone who might send it. The Web site sells the names (with explicit or implicit permission from their visitors) to a company that collects mailing lists representing different interests. Whenever the mailing list company sells its lists to advertisers, the Web site is paid a small amount for each name it

generates. You can sometimes identify opt-in e-mail because it starts with a statement that tells you that you have previously agreed to receive such messages.

P

Pay-per-click: In pay-per-click advertising, the advertiser pays a certain amount for each clickthrough to the advertiser's Web site. The amount paid per clickthrough is arranged at the time of the insertion order and varies considerably. Higher pay-per-click rates recognize that there may be some "no-click" branding value and clickthrough value provided.

Pay-per-lead: The advertiser pays for each sales lead generated in pay-per-lead advertising. For example, an advertiser might pay for every visitor who clicks on a site and then fills out a form.

Pay-per-sale: Pay-per-sale is not customarily used for ad buys. It is, however, the customary way to pay Web sites that participate in affiliate programs, such as those of Amazon.com and Beyond.com.

Pay-per-view: Since this is the prevalent type of ad-buying arrangement at larger Web sites, this term tends to be used only when comparing this most prevalent method with pay-per-click and other methods.

Proof of performance: Some advertisers may want proof that the ads they've bought have run and that clickthrough figures are accurate. In print media, *tearsheets* taken from a publication prove that an ad was run. On the Web, there is no industry-wide practice for proof of performance. Some buyers rely on the integrity of the media broker and the Web site. The ad buyer usually checks the Website to determine which ads are running. Most buyers require weekly figures during a campaign. A few want to look directly at the figures, viewing the ad server or Web site reporting tool.

Psychographic characteristics: This is a term for personal interest information gathered by Web sites by requesting it from users. For example, a Web site could ask users to list the Websites they visit most often. Advertisers could use this data to help create a demographic profile for that site.

PPRFM (Priority Potential RFM) is an advanced analytical framework designed to enhance traditional RFM (Recency, Frequency, Monetary value) analysis by incorporating additional customer behavior and value dimensions. This model assesses customers based on their past interactions (through Recency, Frequency, and Monetary values). It integrates Priority and Potential metrics to offer a more nuanced understanding of customer value and engagement.

Priority identifies which customers should be contacted first, enabling businesses to strategically allocate their marketing efforts towards those most likely to drive immediate results.

Potential predicts customers' lifetime value, helping businesses invest in relationships that promise higher returns.

Recency measures the time since the customer's most recent deposit, indicating engagement and interest levels.

Frequency assesses how often a customer has made deposits, reflecting loyalty and habitual engagement.

Monetary evaluates the total lifetime deposits a customer makes, offering insight into their overall value to the business.

By combining these five dimensions, **PPRFM** provides a comprehensive and strategic approach to customer segmentation and engagement. It enables businesses to prioritize and tailor their marketing efforts more effectively and anticipate future behaviors and preferences, fostering more muscular, more profitable customer relationships.
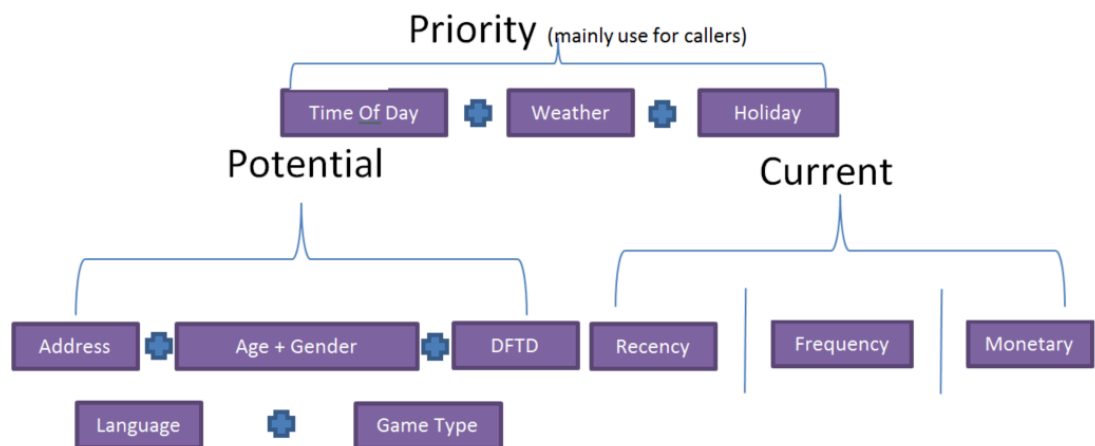
Predictive analysis uses data, statistical algorithms, and machine learning techniques to identify the likelihood of future outcomes based on historical data. The goal is to go beyond knowing what has happened to provide the best assessment of what will happen. This technique is widely used across industries for various activities, including marketing to forecast customer behavior, finance to assess credit risk, and in operations for future demand and inventory levels. Predictive analysis enables organizations to make informed decisions by anticipating trends and behaviors, thereby gaining a competitive edge.

Push notification marketing is a strategy where businesses send messages or alerts directly to a user's mobile device or web browser through push notifications. These notifications can include updates, promotional offers, or personalized messages designed to engage users even when they are

not actively using the app or website. Push notifications can attract users to the app or website by providing valuable content or exclusive offers.

Popup marketing, on the other hand, involves displaying a message, offer, or form in a popup window on a website. These pop-ups can appear based on specific triggers, such as when a user is about to leave the site, after spending a certain amount of time on a page, or when scrolling to a particular section. Popup marketing captures leads, offers discounts, or promotes content to convert visitors into subscribers or customers. While effective, using popups judiciously is essential to avoid disrupting the user experience.

R

Reporting template: Although the media must report data to ad agencies, media planners, and buyers during and at the end of each campaign, no standard report is available. FAST, the ad industry coalition is working on a proposed standard reporting template that would enable reporting to be consistent.

Re-Targeting – Identifying visitors interested in particular products or services based on *previous site searches* to offer relevant content through targeted ad placement.

Remarketing (a.k.a. retargeting) is viral advertising among PPC professionals. It's an online marketing technique that enables advertisers to reach out to visitors who already visited a website. This proves very effective: PPC campaigns target an already familiar audience with a website, the brand, and products. In effect, it turns the internet into your business newsletter.

Because of the high interest within the targeted visitors, the click-through rate of remarketing campaigns is unusually high. This allows advertisers to benefit from a low cost-per-click and a very high conversion rate.

Rich media: Rich media is advertising that contains perceptual or interactive elements that are more elaborate than the usual banner ad. Today, the term is often used for banner ads with popup menus that let the visitor select a particular page to link to on the advertiser's site. Rich media ads are generally more challenging to create and serve. Some early studies have shown that rich media ads are more effective than ordinary animated banner ads.

Return on Investment (ROI): ROI is "the bottom line" on how successful an ad or campaign was in terms of what the returns (generally sales revenue) were for the money expended (invested).

Run-of-network (RON): A run-of-network ad is placed to *run on all sites* within a *given network*. Ad sales firms handle run-of-network insertion orders in such a way as to optimize results for the buyer consistent with higher-priority ad commitments.

Run-of-site (ROS): A run-of-site ad is placed to rotate on all non-featured ad spaces. CPM rates for run-of-site ads are usually less than rates for specially-placed ads or sponsorships.

RFM (Recency, Frequency, Monetary Value) Analysis is a marketing analysis tool used to identify a company's best customers by measuring and analyzing how recently a customer has purchased (Recency), how often they purchase (Frequency), and how much the customer spends (Monetary Value). RFM analysis helps businesses to segment their customers and tailor marketing strategies to target different groups effectively, encouraging higher engagement and loyalty. It's a valuable technique for customer relationship management, allowing companies to focus their resources on high-value customers for better ROI.

S

Search engine optimization (SEO)

Is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience. *Optimizing* a website may involve editing its content, HTML, and associated coding to increase its relevance to specific keywords and remove barriers to search engine indexing activities. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic. SEO aims to create content that **pleases search engines.**

Search engine marketing (SEM)

Search engine marketing (**SEM**) is a form of Internet marketing that involves the *promotion* of websites by increasing their visibility in search engine results pages (SERPs) through *optimization and advertising*. SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages or use pay-per-click listings.

Slider Ads

A Slider ad **slides** from the bottom, top, right, or left-hand side of the page and remains constant at its original size upon scroll up and down. The Slider is an *attention grabber* as it stays *constant on screen* but without intruding on the main content on the page. Slider ads are highly effective, generating 42% more eCPM than standard same-size ads. Sliders are available in the following sizes: 728*90, 160*600, 120*600, 468*60, 234*60, 300*250, and 180*150.

Splash page: A splash page (also known as an interstitial) is a preliminary page that precedes the regular home page of a Web site and usually promotes a particular site feature or provides advertising. A splash page is *timed to move* onto the *home* page after a short time.

Sponsor: Depending on the context, a sponsor simply means an advertiser who has sponsored an ad and, by doing so, has also helped sponsor or sustain the Web site itself. It can also mean an advertiser with a special relationship with the website and supports a special feature, such as a writer's column, a Flower-of-the-Day, or a collection of articles on a particular subject.

Sponsorship: Sponsorship is an association with a website that gives an advertiser some particular visibility and advantage above that of run-of-site advertising. When associated with specific content, sponsorship can provide a more targeted audience than run-of-site ad buys. Sponsorship also implies a "synergy and resonance" between the Web site and the advertiser. Some sponsorships are value-added opportunities for advertisers who buy a certain minimum amount of advertising.

Streaming: **Streaming media** is multimedia that is constantly received by and presented to an end-user while being delivered by a provider. Its verb form, "to stream", refers to the process of delivering media in this manner; the term refers to the delivery method of the medium rather than the medium itself. **Live streaming**, which refers to content delivered live over the Internet, requires a camera for the media, an encoder to digitize the content, a media publisher, and a content delivery network to distribute and deliver the content. *Usually, video/audio is added* before a video, for instance.

SMS marketing, or text message marketing, is a method businesses use to communicate promotional material, updates, and exclusive offers directly to their customers via SMS (Short Message Service). This marketing strategy leverages mobile phone's text messaging capability to reach customers instantly and personally. It's highly effective for engaging customers, with high open and read rates compared to email marketing. Businesses use SMS marketing to announce sales, send coupons, provide updates, and engage customers in loyalty programs. It's regulated by laws requiring businesses to obtain customers' consent before sending marketing messages to ensure privacy and avoid spamming.

T

Targeting: Targeting is purchasing ad space on Websites that match audience and campaign objective requirements. Techtarget.com, with over 20 Websites targeted to unique information technology audiences, is an example of an online publishing business built to enable advertising targeting.

Torrent: a **torrent file** is a computer file that contains metadata about files and folders to be distributed, and usually also a list of the network locations of trackers, which are computers that help participants in the system find each other and form efficient distribution groups called *swarms*.[1] A torrent file does not contain the content to be distributed; it only includes information on those files, such as their names, sizes, folder structure, and cryptographic hash values for verifying file integrity. Depending on context, a torrent file or the referenced content may be the torrent file or the referenced content.

Torrent files are usually named with the extension *.torrent*, as in *MyFile.torrent*.

Traffic acquisition cost (TAC) : *Payments* made by Internet search companies *to affiliates* and *online firms* that direct consumer and business traffic to their websites. Traffic acquisition costs (TAC) are a critical cost of revenue for Internet search firms such as Google, Yahoo, and Baidu.com. Investors and analysts watch TAC for these firms to ascertain whether traffic acquisition costs are rising or declining. Rising TAC has a detrimental effect on profitability.

U

Unique visitor: A unique visitor is someone with a unique address who enters a Website for the first time that day (or some other specified period). Thus, a visitor who returns within the same day is counted only once. A unique visitor count tells you how many people there are in your audience during the period but not how much they used the site.

User session: A user session is when someone with a unique address enters or re-enters a Website each day (or some other specified period). A user session is sometimes determined by counting only those users that have yet to reenter the site within the past 20 minutes or a similar period. User session figures sometimes incorrectly indicate "visits" or "visitors" per day. User sessions are a better indicator of total site activity than "unique visitors" since they indicate frequency of use.

V

Vertical- A **vertical market** is a market in which vendors offer goods and services **specific** to an industry, trade, profession, or other customers with **specialized needs**. It is distinguished from a *horizontal market*, in which vendors *offer a broad range of goods and services to a large group* of customers with a wide range of needs, such as businesses as a whole, men, women, households, or, in the broadest horizontal market, everyone.

View: Depending on what's meant, a view is either an ad or a page view. Usually, an ad view is what's intended. There can be multiple ad views per page views. View counting should consider that a small percentage of users choose to turn the graphics off (not display the images) in their browser.

Visit: A visit is a Web user with a unique address entering a Web site at some page for the first time that day (or for the first time in a lesser period). The number of visits is equivalent to the number of people visiting a site. This term is ambiguous unless the user defines it, since it could mean a user session or a unique visitor that day.

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Web-hosting: Internet hosting service that allows individuals and organizations to make their websites accessible via the World Wide Web. The most basic is web page and small-scale file hosting, where files can be uploaded via File Transfer Protocol (FTP) or a Web interface. Many Internet service providers (ISPs) offer this service free to subscribers. Individuals and organizations may also obtain Web page hosting from alternative service providers. Personal website hosting is typically free, advertisement-sponsored, or inexpensive. Business website hosting often has a higher expense depending upon the size and type of the website.

WiFi marketing is a strategy that uses a venue's WiFi network to collect customer data, engage with them through personalized content, and enhance their overall experience. When customers log into the WiFi, businesses can gather valuable insights such as visit frequency, duration, and preferences. This information enables targeted marketing efforts, such as sending special offers, promotions,