

Numerical	
3G	Third Generation mobile communications technology.
A	
A/B Testing A/B Split	A/B testing, sometimes called an A/B split, is a method for testing different elements in an offer (e.g. offers made through an email or banner ad campaign, or elements that drive conversions on a web site). Testing different ad messages requires dividing the audience into two groups, exposing a different message to each group and measuring the results of each message. In using the same technique of dividing the audience and exposing different criteria to each, A/B testing can be used to determine the best landing page copy, colors, placement of links, etc. A/B testing can have a tremendous impact on effectiveness and ROI of different elements of an advertising campaign or marketing program.
Above (or Below) the Fold	“Above the Fold” is the part of the web page (or email) that can be viewed without the user scrolling down. “Below the Fold” refers to content that is not viewable upon the initial rendering of the web page and requires the user to scroll down to see it. “Above the Fold” ad placements are generally more advantageous as these ads will more likely be seen and will have higher click rates than below the fold ads.
Acquisition Rate	In mobile marketing, the percentage of consumers that were “acquired” by providing either a phone number or email address.
Ad Blocking Software	Software programs that block ads from appearing in the consumer's browser. The software filtering is designed not only to block banner ads, pop-ups and pop-unders but also animated ads, flash ads and cookies.
Ad Effectiveness	Research that measures how well the ad accomplishes its objectives. Ad effectiveness studies help brand advertisers understand the impact online ads have on their brand's metrics. (See Branding Metrics). Studies have shown that targeted ads, larger ads, use of rich media and streaming media and higher frequency can dramatically impact brand metrics.
Ad Impression	The metric a site uses for measuring and reporting ad inventory. Ad impressions can be counted by the ad server as a result of an ad request or be counted at the delivery of an ad from the ad server to the browser. The recently established standard calls for this measurement to be the count at the latest point possible in the process of delivering the creative material to the user's browser.
Ad Network	A company that provides sales representation for dozens to thousands of sites by aggregating the ad inventory and selling ads across multiple sites, either as a “run of network” buy or as groups of sites by content category or other targeting criteria. Ad networks serve these ads from a central ad server.
Ad Request	The request of an advertising element as a direct result of a visitor's action, as recorded by the ad server software. Also known as the ad impression.

Ad Stream	A series of ads viewed by a user during a single visit to a site.
Ad Units	A means of classifying ad types. For example, Internet ad units can include banners, buttons, daughter windows, pop-ups, interstitials, tag lines, etc. Traditional media ad units include a 30-second radio or TV spot or a full-page magazine ad.
Ad Views	The rendering of an ad unit in the browser as a result of the ad server delivering the ad to the page. Ads delivered below the fold are still counted as ad views, even if the user did not scroll down to see the ad. The ad request to the ad server or delivery of the ad from the ad server may not result in the ad being rendered or viewable. Therefore counts of ad views may differ due to various factors, including the users' image settings (graphics turned off); caching due to ISP or online service proxy servers; the patience of the user (who may click stop, refresh or click on another link); the routing of the data packets; and/or a communications error.
Adware	Adware is software that is bundled with another program (in many cases adware is used to defer the cost of development of that program) and is downloaded to a user's computer and allows ads to be targeted and delivered to the users' browser based on the user's surfing behavior. Adware may overlap or become spyware if the information that is being tracked is reported or re-sold without the users' knowledge or consent. Major Adware companies are Claria and 180 Solutions.
Affiliate	An individual or company that agrees to host a link on their web site either to direct traffic to, or sell products in conjunction with another site, in exchange for compensation usually a percentage or flat fee. In the search engine model, the search engines distribute the PPC advertiser listings to web portals and affiliates. Revenue generated by the clicks on the search listings are shared by the search engine and affiliates.
Affiliate Marketing Program	A marketing program where a web site agrees to place a banner, link or display products directly on their site for the purpose of selling or promoting another site's merchandise or services. Typically the linked site is paid either a commission based on a percentage of goods or services sold, or a flat fee. Alternate forms of compensation may be based on click-through or recruiting new affiliates for the originating site.
Affinity Marketing	A marketing approach focused on building customer relationships based on lifestyle and buying habits through loyalty and frequency programs.
Agent	A program that gathers information while searching the Internet for specific information. Also known as robots, spiders or Web crawlers.
Ajax	Asynchronous JavaScript And XML (Ajax) is a web development technique for creating web applications that allows for small amounts of data to be reloaded, thus increasing the interactivity of a page with the user and making a more seamless experience with web content. (See Web 2.0)
Algorithm	The rules (a "secret formula") a search engine uses to decide how to rank a listing within its index relative to the query. Search engines don't reveal their algorithms to protect from them spamming. Every time Google changes their algorithm, it is referred to the "Google Dance."

Alt Text (Alternative Text)	The "alternative" words displayed in the browser when the ad does not load (e.g. the user has disabled graphics in their Internet options settings) or the text is displayed below the ad unit, or is exposed when the user mouse-overs the ad image.
Animated GIF Ad	A creative specification for an ad that allows for animation using multiple images in one file. Animated GIFs are one of the most popular creative formats. Many sites set limits for the amount of animation or looping that one ad unit can contain.
Applet	A small program, or application, that is included in HTML web pages, and runs independently of servers or other connections.
Auctions	Open market for bidding and buying. Search Engines use auction-style bidding to determine the rank of a listing on a results page.
Audio	Audio on the Web is generally heard through a plug-in media player or can be streamed into an ad unit or email using a rich media technology.
Audit	A report issued by an auditing company that counts and verifies a site's traffic, or verifies the site's ad delivery for a particular ad campaign.
Auto Bidding	In pay-per-click (PPC) search engines, the process by which an advertiser enters the highest amount they are willing to pay for a keyword. The automated bidding process starts at the lowest bid which that will maintain that keyword position without exceeding the maximum bid set by the advertiser. See Fixed Bidding.
Auto-Responders	When an automatic reply is sent by e-mail from the recipient after an email was received.
B	
B2B	Acronym for business-to-business.
B2C	Acronym for business-to-consumer; refers to retail commerce over the Internet. Most commonly used to describe e-commerce companies and programs trying to sell to consumers.
Bandwidth	Bandwidth is the amount of data transmitted or received over a period of time. For example, using the same bandwidth, it takes longer to download a complex image than a simple GIF. Modem bandwidth is measured in bits per second (bps). A modem that works at 57,600 bps has twice the bandwidth (is twice as fast) as a modem that works at 28,800 bps.
Banner or Button	An ad unit on a Web page that is usually linked to an advertiser's site. Banners are the dominant form, or unit, of advertising on the Web. Specifications for the banner and button usually include size (in pixels), file size, file format, referral URL, looping or animation limitations and alt text. See Specifications.

Banner Burnout	An over-exposing of an ad unit creative to the target audience that will not generate additional response to the creative. Banner burnout can be controlled setting frequency caps (see Frequency). For direct response, the saturation point is when an impression has no incremental value. A study by AtlasDMT "Optimal Frequency – The Impact of Frequency on Conversion Rates" suggests the conversion rates are highest on the first impression.
Behavioral Targeting	Behavioral targeting is delivering an ad to a web user based on the user's "behavior" or activity on a site or throughout the users web surfing. By compiling this usage data (what pages and ads were delivered to the user), behavioral targeting can predict the user's mindset or purchase intent and use this information to specify or target content or ads to the user.
Beyond the Banner	Ad program or campaign that incorporates standard and nonstandard ad units (e.g., banners with buttons, tag lines, pop-ups or email). In addition to bundling multiple ad units, these programs can include exclusivity, content integration, custom content development and research and other non-media opportunities. See Sponsorships.
Bid Bid Value Bid Optimization	The Bid or Bid Value is the amount an advertiser is willing to spend for a keyword or phrase. Bid values are assigned to keyword terms and then used to determine the advertiser's rank within search results. A minimum bid is the smallest value for each keyword, set by the search engine, with many search engines starting bids at \$0.05 per click. Bid Optimization allows an advertiser to manage their listings to maintain a desired position without overbidding. Bid Optimization Tools allow the advertiser to set maximum bid amounts and determines the search ranking as a result. Bid management tools compare all other bids and adjust the advertiser's bids to maintain the listing at the desired position.
Blacklist	In e-mail marketing, the database of known Internet addresses (or IPs) used by persons or companies intending to send spam.
Bidding Wars	When one advertiser raises their maximum bid and the rest of the advertisers follow, by raising their bids. Bidding wars can erode the ROI on keywords, causing advertisers to abandon those keywords and find alternative keywords.
Bid Jamming	When an advertiser raises its bid amount to just a penny below the top bidder who has foolishly set their maximum bid amount way too high. This forces the top bidder to pay that max bid amount, and the next position advertiser only pays one cent more than the bidder underneath.
Blocking	Emails that are blocked or not forwarded to a mailbox by ISPs. This is different from a "Bounce/" See "Bounce Backs"
Blogosphere	The reference to the universe of bloggers and blogs.

Blogs (Web Log) Blogger	<p>Blog is short for Web log. Blogs are publicly available web pages, with personal views and links expressing the opinions and observations of a particular person, usually on a specific topic or theme and are usually updated regularly reflecting the personality of the author. Blogs are online diaries/news forums that feature links to news items and stories from across the Internet's World Wide Web. Most blogs are headed by an individual called a blogger and many of these are those who want to bring their own views online. Other bloggers are journalists or industry insiders who create forums for expressing their opinions without editorial constraint. There are a few Web logs that are a collection of vocal individuals providing opinion, commentary and links. Some of these sites have an editor filtering through submissions and a few allow members to grade contributions.</p>
Bluetooth	<p>Bluetooth refers to a short-range radio technology designed to simplify communications and data synchronization between computer and wireless platforms and the Internet. The Bluetooth Special Interest Group has written the guidelines that provide design specifications for developing Bluetooth compatible products. Bluetooth's founding members include Ericsson, IBM, Intel, Nokia and Toshiba.</p>
Bonus Impressions	<p>When a site delivers more ad impressions than were guaranteed in the Insertion Order. There are many reasons for sites to use bonus impressions, though many use bonus impressions to help meet the ROI objectives of a particular campaign.</p>
Boolean Search	<p>A way of searching that allows the searcher to include or exclude specific words in the results. Boolean search operators are words such as "AND", "NOT" and "OR".</p>
Bounce Backs	<p>Email that isn't delivered and is returned by the intended recipients' server. There are many reasons for bounce backs, including invalid or incorrect emails, the mailbox is full, server is down or server detects spam or offensive content.</p>
Branding	<p>Process of creating a product, service or company image and position that is recognized in the marketplace with the perceptions intended by the process initiator.</p>
Branding Metrics	<p>Measurement of brand awareness (aided and unaided), brand attributes, message association, brand favorability, brand preference and brand loyalty.</p>
Broad Match Listing	<p>In PPC (pay per click) search campaigns, broad match terms would be key terms for general or generic keywords. For example, if an advertiser bought "shoes", their listing would be returned for soccer shoes, tennis shoes, doll shoes, etc. .</p>
Broadband	<p>Refers to a user's Internet connection that delivers content at a fast rate (relative to dial up connection speeds at 28.8 or 56 baud). Broadband connections are general at or above 100 kbps and are usually delivered to consumers by cable modems, DSL or ISDN.</p>
Browser	<p>A program that allows users to access documents on the World Wide Web. The browser interprets the HTML code on Web servers and allows users to navigate, read and listen to information, and it performs "desktop" functionality, such as accessing mail and setting user preferences. The most popular browsers are Netscape's Navigator and Microsoft's Internet Explorer.</p>

Bulk Submission	Bulk submission is the process used by an advertiser to provide PPC search engines with a large quantity of keyword terms at one time.
Button	A standard ad unit. Also sometimes referred at a Tile. See Banner.
C	
Cache/Caching	A place that stores Web pages temporarily on the user's hard drive (local cache) or on proxy servers used by ISPs, corporations and online services. Cached data is periodically updated by the proxy servers.
Cache Busting	A technique that sites use to minimize the caching process, forcing the proxy servers to get new content or new ads for each request.
Call to Action	Words in an ad (display or email) that entice the reader to do something. A typical call to action is "click here" or "download now." Ads with call to action will generally have higher click through rates (CTRs).
CAN-SPAM	The name for the U.S. law (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003) that regulates commercial email.
CASIE	Coalition for Advertising Supported Information and Entertainment, a joint membership committee formed by the American Association of Advertising Agencies (AAAA or "4-A's") and the Association of National Advertisers (ANA).
CGI	Common Gateway Interface; a script allowing Web pages to be created on the fly, based on information from text input or checkboxes.
CGM	Consumer Generated Media. Messages forwarded ("refer a friend") or other content generated about a brand from consumers (in blogs, chat rooms, message boards), usually from "word of mouth" and viral marketing efforts.
Channels	Refers to a Web site's organization of content based on categories or topics.
Chat	Real-time online personal communication. Users "chat" by typing messages to each other in chat rooms. Chat rooms can be features on Web sites or sites dedicated entirely to chat. Some chat sites provide moderated chat sessions, which ensures topics and content in chat rooms are maintained or managed to reflect the topic or guidelines provided by the site or sponsor.
Click	User reactions to internet content or advertising. See Click-through.
"Click-and-Mortar" or "Brick-and-Click"	A term used to refer to a retail company that offers both an online and off-line presence. Also referred to as a "hybrid" E-commerce business model approach.

Click Fraud	Click fraud refers to clicks that are falsely generated either artificially or through human means with the intent of creating a debiting click on a search engine listing or CPC text ad. Click fraud forces the advertiser to pay for the click even though there is no possibility for a sale, lead or conversion to happen. Search engines are dedicating internal resources to fight the click fraud problem. Invalid clicks in a PPC or content program, from two different sources, competitors and affiliates. Spikes in click traffic are good indicators that click fraud is happening. Log file and visitor data are needed to identify traffic coming into your site.
Click-Through	The action of clicking on or interacting with an ad unit causing a redirect to another web page. The ad server records the counting of these clicks either before or after the transfer takes place. Click-Throughs can also be counted as in-unit clicks or mouse-overs. In-unit clicks and mouse-overs do result in server log events and new content being served but may not necessarily include a redirect to another web page.
Click-Through Rate (CTR) or Click Rate	CTR's are calculated by dividing the click-through number by the number of ad requests or ad impressions. CTR has become a major measure for Internet ad-campaign effectiveness and provides a basis for comparison of sites and/or creatives. However, click rates are not a complete measure of campaign effectiveness (they do not measure user activity past the initial click or conversions). Click rates should be combined with other measures to determine the real value of a campaign. See Return on Investment (ROI).
Click to Call	An option for a mobile user to call an advertiser directly from a jump page, and not buy dialing the actual number.
Clickstream	The record of the path a user takes navigating either within a site or across different sites.
Cloaking	A technique used by some search marketers that "tricks" the search spiders, sending them a page different from what a user sees, in order to improve the ranking of that page in the search results.
Closed-Loop Marketing	A full marketing system that follows user patterns from advertising to inquiry generation to tracking responses. This process automatically collects campaign results and tracks campaign effectiveness across different channels by market segment and, ultimately, individual customer behavior. When a user revisits this network (even if not the same site), targeted advertising or content is delivered.
Co-Branding	In affiliate marketing, where an affiliate is able to include their own logo and branding on the pages to which they are sending visitors, using affiliate links.
Commission	Also known as "referral fee" or "bounty" which is the income an affiliate receives for generating a click-through to another site which ends up as a lead or sale for that site.

Consumer Generated Media (CGM)	Consumer Generated Media or CGM refers to the creation of web content by users versus the editorial process. CGM typically includes commentary and opinions posted to blogs and discussion boards as well photos and videos that are posted or shared with other users. Social network sites such as MySpace provide a platform for users to easily create and post content.
Content Integration	When editorial content is designed to incorporate ads in a more “contextual” or integrated format. Sometimes referred to as an “advertorial,” many advertisers prefer this type of ad placement believing they are more effective.
Contextual Ads	In SEM, ads that are listed on publishers pages that are relevant to the content on that page. Search engines that offer contextual ad placements (e.g. Google AdSense) can provide advertisers with a broader distribution of ads instead of just being listed on the search engine results pages.
Content Targeting/ Contextual Targeting	See Targeting. The ability to deliver the most appropriate ad to a user using different techniques. The primarily targeting technique used for web ads is content targeting. Some sites offer advanced targeting options based on user demographic or usage (this data is collected through either a registration process or through profiling), browser information, and other criteria such as day parts or past purchases. Search engines offer content targeting placing PPC ads on editorial pages containing words or content relevant to the advertiser’s message.
Conversion Rate	A key metric used to evaluate advertising, search and email campaigns. The conversion rate indicates how effective the campaign was at achieving specific goals (sales, downloads, etc). The conversion rate is calculated by taking the total number of “conversions” divided by the total impressions for a given ad in a given timer period. High conversion rates depend on several factors -- the interest level of the user, the attractiveness of the offer, and the quality of the landing page.
Cookies	A cookie is information that a Web server puts in the http header in response to a browser request. The browser stores this information, which allows the site to remember the browser in future transactions or requests. Since the Web’s protocol (http) has no way to remember requests, cookies read and record a user’s browser type and IP address and store this information on the user’s own computer. Only a server in the domain that stored it can read the cookie. Visitors can accept or deny cookies by changing a setting in their browser preferences.
Co-Registration	Ad program where a site collects information (e.g. registration info) from its users and then shares this offer/registration information with advertisers. Visitors who provide information (registration data) are shown additional offers (e.g. on the thank you page) and if the user selects additional offers, the site will share the registration data with the advertisers. Usually priced on a cost per lead basis.
Cost Per Click (CPC)	The economic value of each click on the ad unit. Advertisers looking to pay on a direct response model will request CPC pricing and typically want to pay Web sites for the total clicks during the campaign. CPC deals usually run from \$0.25 to \$2.00 per click.

Cost Per Transaction (CPT)	The fees paid to a Web site for each transaction. This fee is calculated as a percentage of the total sale. CPT deals usually run from 2% to 10% of the transaction or sale.
Cost Per Inquiry Cost Per Lead (CPI, PI, CPL)	The fees paid to a Web site for generating leads. Higher fees are paid for "qualified" leads. This pricing model can be expressed as "Cost Per Inquiry" or "CPI" or "PI" or "Cost Per Lead" (CPL). The site utilizing CPI or CPL models must ensure there are adequate methods for collecting and verifying the qualifying information that is collected and directed to the client.
CPM	In traditional media, the cost per thousand homes or individuals delivered by a medium or media schedule as it relates to the relative cost of one medium or schedule to another. In Internet media, the CPM is a measure of relative cost efficiency between sites where the cost per thousand refers to <i>ad impressions delivered</i> . A \$50 CPM for 200,000 ad impressions would cost an advertiser \$10,000.
Crawler	The way search engines gather listings, by "crawling" web pages and following links on the page. Copies of these pages are ranked and stored in the search engines' index. See Robot or Spider.
Creative	The concept, design and artwork of an ad. Includes the technology used to create or develop the ad. The most common creative technology for banners is GIF, JPEG images or animated GIFs. Other creative technologies include Java, HTML or streaming audio or video. These are commonly referred to as rich media banners. See Rich Media.
Customer Relationship Management (CRM)	Corporate information systems and strategy designed to collect, evaluate, process and provide detailed information regarding a company's customers in order to improve customer satisfaction and maximize profits.
Cyber Squatting	When a domain name is registered, with the intent of confusing an Internet user with that of another previously trademarked name. This can also include registering a domain name that relies on the chance that an Internet user will mistype the URL and land on a similarly spelled URL (also known as typosquatter).
D	
Daughter Window Ad	A separate window associated with a displayed banner. May be rendered after the banner appears or after a user clicks on the banner.
Deep Linking	Linking to a page other than the home page, in order to direct a user directly to the page with related content to the referring content.

Demographics	<p>Basic characteristics used for audience segmentation, such as age, gender or household income, marital status, location, etc. Understanding the demographics of a target audience is essential for an Internet marketing plan. In the media buying process, understanding the demographics of a site (or group of sites) is critical to the site selection process. Advertisers will look at site demographics to help them decide which sites are effective at reaching their target audience (audience composition). Demographic data can come from the syndicated research companies (e.g. from comScore or NetRatings) or from sites that conduct their own proprietary readership studies.</p>
Desktop Advertising	<p>The method of sending ads (“pushing”) to a consumers’ PC via a client-side desktop application. The software automatically “pushes” updates to users’ PC’s to keep the ads current. The software application serves the ad to a web browser or through its own software to the desktop. Ads are served based on contextual relevance or by tracking user behavior (See Behavioral Targeting).</p>
Dial-Up Connection	<p>Dial-up is when a user connects to their ISP by ordinary telephone line. Once the connection is made, usually the user is online for a specific time or duration, especially if time charges are incurred. The alternative is when a user is on a dedicated connection such as a cable modem or DSL.</p>
Digerati	<p>A reference to a group of people who seem to be knowledgeable and in-the-know about Internet and other digital technology. From “literati.”</p>
Directory Web Directory	<p>A Directory is an organized, categorized listing of web sites. Directory listings are organized by (human) editors whereas Search Engines use spiders or automated systems to organize listings. While various hybrid models have developed as Search Engines have incorporated Directory features, Directories place an emphasis on linking to site home pages and try to minimize deep linking. This makes directories more useful for finding sites instead of individual pages. Some directories attempt to solve this shortcoming by collaborating with a Search Engine for supplemental listings. See Search Engine.</p>
Distribution Partners or Syndication	<p>Search engines and directories have relationships with portals and other large websites to distribute their search results. These distribution deals increase the reach of search as well as provide additional revenue to the syndication partners through revenue sharing. Google’s AdSense and Yahoo!’s Content Match programs created new syndication opportunities for publishers to distribute search results through contextual matching of content with keywords.</p>
Domain Name	<p>The last part of the unique name (to the right of the @ sign in the Internet address) that identifies an organization or other entity on the Internet. The domain name is part of the URL that tells a server where to forward a request for a Web page. The domain name allows web users to use words to find a web page as an alternative to using the web page IP Address. For example, the IP Address for domain laredogroup.com is 140.239.141.10.</p>
Dotcom (dot.com)	<p>An Internet-based company, or any company whose primary business is performed over the Web.</p>

Double Opt-In	A follow up e-mail sent after a user subscribes, requires the user to respond to the e-mail to be a qualified subscription. This helps create a more responsive list in that no person can subscribe someone else out of malice or error.
DSL (Digital Synchronization Line)	A high-speed digital connection from a telephone company's central office (CO) to a location. DSL technology brings high-bandwidth Internet connection to homes and small businesses over ordinary copper telephone lines. Homes and businesses generally have to be within one mile of the CO to get DSL service. See "Broadband"
Dynamic Ad Placement	The process by which an ad is inserted into a page, in response to a user's request versus a static or hard-coded ad placed on a page. With sophisticated ad server tools, ad placement can be determined by a visitor's usage patterns, demographics and/or other preferences.
Dynamic Content	Information or content on web pages that changes automatically, based on users' settings or configuration, or other database information or cookie settings. E.g. weather sites can dynamically load local weather based the visitor's zip code.
Dynamic HTML (DHTML)	New programming extensions for HTML (Hypertext Markup Language) that allow programmers to present Web pages that are more interactive with users (than previous versions of HTML) or animated, but that do not require requests to be sent back to the originating server.
Dynamic IP Address	IP addresses are sometimes not assigned on a static, or fixed, basis. Many companies and online services economize on the number of IP addresses they use by sharing a pool of IP addresses among a large number of users. Dynamic IP addresses change for each user's log-on. For example, America Online users' IP addresses will change from one log-on to the next as AOL assigns new IP addresses from its pool. Fifteen million AOL subscribers share a small pool of IP addresses. This causes problems in accurately counting users of a site, since the number of IP addresses, rather than individual users, will be counted.
E	
E-Commerce	The business of selling products and services on the Web. (See "-Commerce)
E-Mail	Exchange of information by means of an electronic or telecommunications text-based format. Messages are usually in the form of ASCII or enhanced forms of text that allow the recipient to read, save and edit the text. Graphics, sound, binary, additional text or other file formats can usually be sent with e-mails as attachments.
E-Mail Blast	An e-mail sent to multiple recipients.
E-Mail Signature (Sig file)	The signature option in e-mail that allows the e-mail sender to include a brief message at the end of the e-mail.

Emoticon	Combining the terms "emotion" and "icon," is a typographical symbol used to express an emotional state. Emoticons evolved from widespread use of e-mail where it is difficult to convey tone and emotion. The first widely-used emoticon was the smiley face :-) used to express humor or joking intention and other :-) the sad person.
Engagement	A new metric in advertising to measure how consumers interact with ads. Interactive and digital media give marketers new ways and levels to measure consumers' involvement with advertising. See Word of Mouth marketing.
Exact Match	Using [brackets] in search query will return results with only those terms in the exact order.
Exclusive	Advertising programs that give one advertiser all of the ad units on a page, section or entire site, excluding other advertisers or competitive advertisers. Exclusive programs are also called "roadblocks" and "take-overs" and are usually priced at premium.
F	
False Positive	When either a legitimate email is mistaken for spam and is filtered by, the ISP or the recipients email anti-spam software.
FAQ	Frequently Asked Questions. FAQs are documents that explain or provide answers to the most common questions on a topic or subject.
Firewall	A level of security that an organization will set up to protect its computer network from virus on the Internet, or to limit certain types of information to pass though its network.
Fixed Bidding	In pay-per-click (PPC) search engines, the process by which an advertiser sets the exact amount they are willing to pay for a keyword. They pay this amount every time a click is made on their link. See Auto Bidding.
Flame, Flaming or Flame Mail	Inflammatory comments sent by email or posted in a newsgroup.
Flash	Flash is a rich media technology that enhances web ads, using interactive animations. Flash is a proprietary program developed by Macromedia and requires a plug-in to be seen.
Flat Rate Pricing	A pricing model that uses a fixed rate for the media instead of being based on a CPM or CPC. Flat rate pricing is generally used by sites for large sponsorship programs, or by sites that sell listings or small presence in directories. In addition, flat rates are found on smaller sites with limited pages and ad impressions or those that use fixed ad units (instead of dynamically served ads).

Floating Ad	An ad that moves across a web page in a separate window or animation sequence that makes the ad appear to float above the browser. Several companies offer proprietary tools for creating and delivering floating ads. These ads are important for advertisers as they usually deliver higher branding metrics such as recall.
Frames	The use of multiple, independent sections to create a single Web page. Each frame is built as a separate HTML file but with one "master" file to identify each section. When a user requests a page with frames, several pages will be displayed as panes. Sites using frames may report one page request with several panes as multiple page requests. Most audit firms count only the master HTML page request, and therefore can accurately report the page requests.
Frequency (Ad Frequency)	The number of times an ad is delivered to the same browser in a single session or time period. Assumed to be exposure to an ad. Frequency caps can be established and managed by the ad server using cookies to ensure a browser only gets the same ad delivered "X" times. The frequency for email is the intervals at which email marketing efforts are repeated: weekly, bi-weekly, monthly, bi-monthly, etc.
FTP	File Transfer Protocol; allows users to send and access files on servers worldwide.
G	
Gap Surfing	Tactic used to ensure a bid is no more than it needs to be to maintain a target position. Also bid at the bottom of a bid gap. (see Bid Jamming)
General Packet Radio Service (GPRS)	An expansion on GSM (Global System for Mobile) communication that allows the transmission of data packets. For use with wireless communications.
Geo-Targeting	Targeting based on location.
GIF	Graphic Interchange Format; a common compression format used for transferring graphics files between different computers. GIF images are the most common form of banner creatives and Web graphics.
GIF89a or Animated GIF	A GIF animation tool that creates sequences of images to simulate animation and allows for transparent background colors. GIF89a can generate higher response rates than static banners. See Animated GIF.
Global Positioning System (GPS)	An arrangement of 24 satellites for use in locating a target site on the Earth. Only three satellites are needed for triangulation of the ground site, though many GPS systems use more than 3 for improved accuracy and reliability. With the removal in May of 2000 of intentional random inaccuracies required by the Department of Defense, accuracy now ranges from within 1 meter to 100 meters for standard equipment.
Google Dance	See "Algorithm" – refers the formula Google uses to determine the rankings for organic and paid search listings.

GUI	Graphical User Interface. Using the computer's graphics capabilities to make a site or program easier to navigate or use. See UI.
H	
Half-Page Ad	A standard ad unit defined by the IAB as 300x600 pixels. Some sites use a larger half-page ad unit at 336x850 pixels.
Hard Bounce	Email that is bounced or not delivered to the user because the email address is invalid or the domain doesn't exist. Soft bounce is when an email is undelivered because the mailbox is full. Soft bounce messages can generally be delivered at another time.
Hidden Text	Also known as "Invisible Text." A spamming technique in Search Engine marketing where as web pages are filled with key words and the text is in the same color as the background so not appearing to the user but read by the search engine spiders. Improperly used to improve page rankings.
Hit	The sending of a single file, whether text, graphic, audio or another type. When a page request is made, all elements or files that comprise the page are recorded as hits on a server's log file; therefore, number of hits is not an appropriate statistic to use for analyzing or comparing sites.
Home Page	The page designated as the main point of entry of a Web site (or main page), or the starting point when a browser first connects to the Internet.
House Ads	Ads running on a site for that company's products or content.
Href (Hyperlink Reference)	Within HTML code the Href specifies a web address to a linked resource or document. In online advertising, the Href usually redirects the user to the page the ad wants the user to view. This code is invisibly included behind the creative graphics or text link to lead the end user to the appropriate page.
HTML	Hypertext Markup Language. The document format used on the World Wide Web. Web pages are built with HTML tags or codes embedded in the text. HTML defines the page layout, fonts and graphic elements, as well as the hypertext links to other documents.
HTTP	Hyper Text Transfer Protocol. The protocol used by the World Wide Web, defining how data is formatted and transmitted, and what actions Web servers and browsers should take in response to various commands. HTTP is considered stateless because each command is executed independently, without any knowledge of the commands that came before it.
Hypertext	Text that can be selected (clicked) by a user and that links to a different section of that page or to another location. See Link.

Hyperlink	A word or phrase, typically highlighted in a blue or other color and underlined, that links to a document, URL or Web page or specific area of a Web page. Hyperlinks can be found on Web pages, in e-mail newsletters, e-mail messages or used as an advertisement. Also referred to as a Text Link.
I	
Impression (Ad Impression or Page Impression)	The metric a site uses for measuring inventory. Different definitions exist for this term. See Ad Impression, Ad View. 1. The viewing of a page or viewing of an ad. This assumes that the page or ad images completely download and the user views the page or ads on the page. 2. The request for a page or ad. See Ad Request, Page Request.
IMU	Interactive Marketing Units, added to the mix of original standard banner and button ad units. Standard IMUs include different sizes of the Rectangle ad (180X150, 300 X 250, 240X400, 336X280 or 250X250 pixels) and the skyscraper ad (120X600 or 160X 600 pixels).
Index	The database of pages that are maintained by search engines.
Insertion	The placement of an ad in a web page.
Insertion Order (IO)	A legal contract that details the specifications for an advertising campaign and includes payment conditions and other terms or definitions. IO's usually are issued by the web site to the advertising agency or client, but many interactive agencies issue an agency Insertion Order for the site publisher to sign.
Instant Messaging	Private communications between users through a service such as AOL or MSN. Users can set up lists of names of other IM users and are alerted when these users are online. One user can initiate a chat session with another user.
Internet (the Net)	A worldwide system of computer networks providing reliable and redundant connectivity between disparate computers and systems by using common transport and data protocols.
Interstitial	Means "something in between" and is a page that is inserted in the normal flow of content between a user and a site. An interstitial ad is an "intrusive" full-screen ad unit that is delivered without specifically being requested by a user. A pop-up is a type of interstitial that appears as a separate window on top of content. See Pop-Up.
Inventory	The number of ad impressions available for sale on a Web site. Ad inventory is determined by the number of ads on a page, the number of pages containing ad space and the number of page requests.
IP Address	Internet Protocol Address; refers to the set of communications standards that control communications activity on the Internet. An IP address is the unique number assigned to any Internet-connected computer. For example, the IP Address for laredogroup.com is 140.239.141.10.

IP Targeting	Targeting ads based on the browser-provided information; e.g., domain, operating system, browser type.
ISP	Internet Service Provider; a company that provides access to the Internet, usually serving a geographic area; there are national providers of online service, however, such as AOL. ISPs can provide dial-up connection, where a user name and password is required or provide a continuous connection using DSL or cable modem.
J	
JPEG	A graphics file format used for photographs and other complex images consisting of many colors.
Java	Used in rich media applications, Java is a programming language that supports enhanced features such as animation, ecommerce and real-time updating.
Jump Page (See Landing Page)	A special page set up for visitors who clicked on a link in an ad, also known as a landing page. For example, by clicking on an ad for Site X, visitors go to a page in Site X that continues the message used in the advertising creative. Jump pages can be used to promote special offers or to measure the response to an ad. See Landing Page.
K	
Keyword	A Keyword is a word or words that are coded to an HTML Web page. Keywords are seen or read by search engines spiders that use this information to evaluate and index the content of a page or site, allowing users to find pages that have keywords that apply to their area or interest. From the user perspective, a keyword is the search term used to find web pages relating to their searched topic. For an advertiser, keywords are the terms associated with their site's listing. Advertisers expect these words to be searched by site visitors
Keyword Density	The number of times a keyword appears on a page. Search engines use this for determining page rank.
Keyword Rank Keyword Search	Keyword Rank is the position or placement in the search results. In the PPC model, rank is based on the bid value of specified keywords. (See Bid, Bid Value) A Keyword Researcher is a tool that assists the marketer in generating the most popular related keyword terms and phrases based on a submitted keyword. The tool may also provide details regarding the number of times a keyword has been searched in the past. For example, Overture's Term Selection Tool gives the number of times a keyword was searched the previous month.
L	
Landing Page (see Jump Page)	The page on a website where the visitor arrives after clicking on an ad or link. For email campaigns, the landing page is the page to which the email directs the prospect via a link. Analyzing Landing Page conversions should be one of the most important criteria for measuring success of an online marketing campaign.

Latency	The time it takes for a data packet to move across a network connection. Latency and bandwidth affect the connection speed.
LeaderBoard	A standard ad unit defined by the IAB as 728x90 pixels. LeaderBoard ad units are part of the Universal Ad Package. (See Universal Ad Package)
Link	Text or graphic, which can be selected (clicked) by a user and which causes another page, document or section of a document to be displayed.
Link Popularity	A measure of the quantity and quality of sites that link to your site. Some search engines use Link Popularity as a measure of quality content as in theory, great sites will naturally attract many links, and content-poor sites will have difficulty attracting any links. Since these engines use Link Popularity an important criteria for determining rank in their organic listings, SEO activities work to improve Link Popularity. www.linkpopularitycheck.com and www.linkpopularity.com give free link popularity checks for Hotbot, Google, Lycos, MSN and AltaVista.
List Hygiene	The process of maintaining a list (deleting emails) to minimize the email bounces/bounce backs.
Listing	A short description or summary of a web site seen on the search engine results page. Listings usually consist of three parts: Title, Description (summary of a site's content) and URL (link to the web site or landing page)
Load Time	The time it takes for a page to completely render in the browser window. Load times vary based on the users hardware, network connection, and ISP. Slow load times can dramatically impact the users' ability to see ads (therefore impact the ad's effectiveness) on a page if the ads load last.
Log or Log Files	File that keeps track of network connections. A stored record of site transactions including domain names, file requests, etc.
(The) Long Tail	Refers to the aggregation of content and products, to produce large media and e-commerce opportunities. Ad networks aggregate the long tail of ad supported sites and can offer advertisers huge reach potential by tapping this source of web users.
Looping	The number of times an image can rotate or animate in one ad display. Looping limitations are usually set at 3 - 5 to limit the amount of intrusiveness a particular ad will have on the users' experience at a site. See Animated GIF Ads.
M-N	
Mailing List	A list of email addresses collected by a company. Many companies use opt-in techniques to create a list to ensure the individuals agree to be on the list.
Make Good	Adjustments made by a publisher to an advertiser to make up for a shortfall in contracted ad impressions.
M-Commerce	Mobile Commerce – The use of cellular phones, personal digital assistants (PDAs), and other wireless devices to buy and sell products or services over the Internet.

Meta Tags	The terms used in the HTML code that summarizes the content on a page. Meta Tags can be viewed by opening the page properties box (right click on a web page), and clicking on "view source."
Metasearch Engines or MSE (Metacrawler)	A search engine that displays results from multiple search engines thus giving the user multiple sources for information and enhancing the coverage of their search. Since no one Search Engine can index all existing web pages, a MSE will send a query simultaneously to several Search Engines and directories. After collecting the results, duplicate links are removed and the results are combined into a single results list. MSEs will group their listings by the source, scramble or cluster them.
Micro-Ads	Text or simple image-based ad units that can include interactivity and are designed for wireless devices.
Micro-Sites Mini-Sites	A page or series of pages created by a site to enhance an advertiser's ad presence. Many sites offer to build and host the micro-sites for their client as part of their ad packages in order to support the media buy (banners, buttons, links, etc.) as a means for their advertisers to have a greater presence. The Micro-sites often are temporary pages that that are removed once the ad campaign ends.
Moblog	Short of "Mobile Blog." Blogs that are to be downloaded to mobile devices.
Mouse-over	When a mouse passes over an item (usually a graphic), the item changes, usually to indicate that the item has a link to related or additional information. Mouse-overs for ad units can initiate an expanded ad and the interaction can be counted as a "click-through." See Click-Throughs.
Mouse-trapping	"Backdoor" efforts by sites to keep site visitors at the site, accomplished through techniques like disabling the "Back" button or generating repeat pop-up windows.
MSP	Mail Service Provider, such as Hotmail, Yahoo! Mail and Gmail
Negative Keyword Match	Adding a negative search term will exclude results which contain the negative term.
Newsgroups	Discussion groups on Usenet area of the Internet. There are thousands of newsgroups on virtually any topic.
O	
Online Service	Privately maintained network whose content is available only to subscribers. Not actually part of the Internet, although most now provide Internet access. America Online is the largest online service.
Open Rate	The number of emails that are opened, as a percentage of the total emails sent. This is generally a key metric for measuring a campaign's success. Issues: This percentage does not account for the emails that were bounced and not delivered or for text only emails. It also counts as open the messages that were delivered in a preview pane (Outlook) but not actually opened.

Opt-In Opt-In Email	Opt-in is the process by which a user agrees to receive emails or specific communications from a web site or list owner. Opt-In emails lists are generally more effective for advertisers as the users have agreed to receive these (usually targeted) communications. Many web sites and list owners use a “double Opt-In” method that gets the user to verify their interest through an additional request (e.g. respond to a verifying email).
Opt-Out	Opt-out is a method or service giving the Internet user an option to remove his/her name from a list.
Optimization	In ad buying, changes made to a campaign (changing ad units, placement, creative) to drive the highest click-rates or other metrics. In search engine marketing, the changes made to improve a page’s rank. Optimization may include changes to text, title tags, meta tags, body text, etc.
Organic Listing	Also called “Natural Listing” which are the links that appear in the search engine results pages that are not paid. These “organic” listings or links are deemed as relevant to the search query. Google uses several rules for determining the page rank for an organic listing, including link popularity, keyword density and other components. See SEO, Search Engine Optimization, which is the discipline of organizing a site to improve its ability to get indexed by search engine spiders for relevancy of topics and keywords, and improve the page rankings.
Over-Delivery	When a web site delivers more ad impressions than what was guaranteed in the Insertion Order. Many sites use a 10% over-deliver standard in order to compensate for any discrepancies that may occur when ad counts differ between ad servers. Counts of ad impressions from third-party ad servers will typically be lower than counts from a site’s ad server.
P	
Packages or Packaging	The combination of different ad units in one campaign to meet the advertiser’s objectives. Typical packaging might include banners and skyscraper ads or banner and buttons. Some sites offer “pre-packaged” combinations allocating a certain percentage of the total impressions to each type of ad unit in the package. Since not all ad units are on all pages, packaging helps sites ensure the ad message can be delivered throughout their content for higher reach or to increase frequency.
Page	Web sites are collections of electronic pages or HTML documents that may contain images and media objects (graphics, java applets, etc.), as well as text. A page can contain one or more ads.
Page Impression	A measurement of responses from a web server to a page request from the user browser, which is filtered to remove robotic activity and error codes prior to reporting and is recorded at a point as close as possible to the user’s opportunity to see the page. Much of this activity is recorded at the content server level.

PageRank	PageRank, determined by the number of incoming links from other relevant websites, is one of the most important elements Google uses to determine relevance and therefore ranking of a web page in its results. The underlying premise of PageRank is to give a more autonomous or independent approach to determining what is and what is not relevant to searchers. The more links to your site from similar or relevant websites, means the better your site ranks in Google's results.
Page Request	The request by a user's browser for an HTML document. The page request is recorded by the Web server's log file. Pages requested are not always fully downloaded or seen by the user (e.g., the user may stop before the page download is complete), so a page request is not equal to a page impression or page view. See Page Impression and Page View.
Page Views	The successful transmittal of the page (fully downloaded) to the users' browser.
Paid Inclusion	Paid inclusion refers to a fee-based listing that several of the major search engines and directories (including Yahoo, LookSmart, Teoma, Ask Jeeves, Alta Vista, Lycos, Inktomi and FAST) offer to advertisers to guarantee a listing within the database. While Paid Inclusions guarantee a site/page is listed it does not guarantee any ranking. The fees for paid inclusion range from a "per URL" cost for each page to a one-time fee for a directory listing. In some cases, by paying a higher amount and advertiser can increase its position in the rankings. These paid listings are typically served at the top of a results page in a premium spot above the rest of the "basic" paid listings.
Paid Listings	The ads search engines sell to advertisers through paid placement or paid inclusion programs.
Paid Placement Paid for Placement (PPF)	When an advertiser pays for a link to be included in the search results page, usually in a fixed position at the top or bottom of the page. These results will usually be labeled as "sponsored links."
Pass-Along	When one email recipient forwards their email to another. Publishers use email pass-along to encourage their readers to forward articles. This helps a publisher expand their reach. "Forward to a Friend" is a typical viral marketing technique.
Pay Per Click (PPC)	An advertising pricing model that is based on the advertiser paying for each click on an ad or a search listing. See Cost Per Click. In the PPC search engine model, advertisers can control the ranking or placement order in which their listings appear. The ranking is determined by a bid value placed on the keywords chosen by advertisers to describe their site. The higher an advertisers bid, the higher the site's placement within search results when that term is used in a search query.
PDA (Personal Digital Assistant)	A small mobile hand-held device that provides computing and information storage and retrieval capabilities for personal or business use. Most PDA software includes scheduling, calendars and address book functionality. New versions of PDAs include wireless modems for connection to the Internet. Companies such as Vindigo offer personal navigation systems and shopping & restaurant guides that can be downloaded to the PDA.

PDF Files	Portable Document Format, a file format, developed by Adobe. PDF preserves all the fonts, formatting, graphics, and color of any original document, regardless of the application and platform used to create it. Adobe PDF files can be shared, viewed, navigated, and printed exactly as intended by anyone. To view a file in PDF format, you need to use the Adobe Acrobat Reader, it is a free download from the Adobe web site.
Performance-Based Programs	Marketing or advertising campaigns where the objective is an identifiable or immediately measurable action, usually measured by counting clicks or other post-click activity, such as completion of an inquiry or order.
Permission Marketing	The process of delivering content or products (e.g. industry news, newsletters, product announcements, "tips" mailings, current events, etc.) only to those who have expressed interest in them or have agreed to receive them.
Personalization	The practice of tailoring web pages to individual users' characteristics or declared preferences. In email, it is writing the email to appear more personal, e.g. include recipient's name in the salutation or subject line, referring to past emails or past purchases. Sites use personalization to tailor their offerings, enhance customer service and support e-commerce sales. It is also called 1-to-1 marketing and can make a content site or e-commerce experience more effective and efficient for the user to get the information or products/services they want. Because personalization depends on the gathering and use of personal user information, privacy issues are a major concern.
Phishing	A form of online fraud, refers to scamming or where users are tricked into revealing confidential information (e.g. passwords, bank account information). Phishing attacks use 'spoofed' e-mails and fraudulent websites designed to fool recipients into divulging personal financial data such as credit card numbers, account usernames and passwords, social security numbers, etc.
Phrase Match	When a searcher uses "quotation marks" in a search query, the results will include all variations containing the phrase in that order.
Pixel	(from "picture element") Is the basic unit of color on a computer display or monitor. The pixel size depends on the resolution of the display screen. A related term is DPI (dots per inch) where dots mean pixels. A user's choice of resolution can affect the display of an ad. A lower resolution setting means fewer dots per inch on the screen and therefore the image may appear blurred or distorted.
Placement/ Positioning	The process where search engines create the order of the links on a results page so that the most relevant links appear in order of their relevancy to the search query.
Platform	The type of computer or operating system on which a software application runs; most common platforms are PC, Macintosh and Unix.
Plug-In	A program application that can be easily installed and used as part of a Web browser. Once installed, the browser recognizes plug-in applications and its functions are integrated into the main HTML file being presented. Shockwave is an example of a plug-in.

PodCasting	Audio and or video content that is downloaded to a computer or MP3 player.
Pop-Ups Pop-Unders	An ad that appears automatically in a separate web browser on top of content (pop-up) or under (pop-under) web content. Pop-unders are not seen until the open browser is closed or minimized. The IAB guidelines recommend that web users should not receive more than one pop-up or pop-under per session, per site. The IAB also recommends that the pop-up and pop-under ads be clearly labeled as ads with the name of the network, advertiser or publisher.
Portal	The “door” a user enters when accessing the Web. Many portal sites allow for personalization so the user can select what content and applications they want to see or use every time they access the web. These can include local news, weather, shopping, TV listings, and offer personal services such as stock tracking, email, calendars and searchable databases.
Post Click Activity	The tracking and measurement of what users do after clicking on an ad unit, such as completing a transaction or some other activity.
Proxy Server	A technique often used by ISPs, corporations and online services, such as AOL, for caching information on a Web server to act as an intermediary between a browser and the server. Proxy servers hold the most commonly and recently used content from the World Wide Web in order to provide users with quicker access. See Cache/Caching.
Push	The delivery (“pushing of”) of information that is initiated by the server rather than being requested (“pulled”) by a user. Pointcast is the most well known push service that pushes information based on the user’s profile.
Q-R	
Query	When a user requests information, a search term entered in the search box.
Rank	An ad’s standing in comparison with other ads, based on the graphical click-through rate. Rank provides advertisers with information on an ad’s performance across sites. See Click Rate.
Rate Card	Published by sites that accept advertising. Includes prices of banners, sponsorships and other types of ad products.
Reach	The number of unique visitors, or percent of specified target audience, to a site or group of sites within a specified session or other period of time.
RealAudio	A commercial software program that plays audio on demand, without having to wait for long file transfers.
Rectangle Ad	A standard ad unit defined by the IAB as 300x250 or 336x280 pixels. Rectangle ad units are part of the Universal Ad Package. (See Universal Ad Package)
Referral	Place on another site (URL) from which a user accessed a particular Web page.

Registration, Registration-Based Targeting	A process for site visitors to enter information about themselves. Sites use registration data to enable or enhance targeting of ads. Some sites require certain registration in order to access their content. Some sites use voluntary registration. Fee-based sites conduct registration in the form of a transaction (for example, asking for a credit card to pay for the content). A registered user is a user who visits a Web site and elects, or is required, to provide certain information. Non-registered users may be denied access to a site requiring registration.
Relevancy	The usefulness of a web search. A measure of the quality of the match between queries submitted and the results. High relevancy is when users are offered the best results for their queries, and don't have to undertake laborious manual searching.
Rich Media	Technologies that enhance interaction, multimedia and transaction activity between users and the ad or Web content. Some rich media can require a plug-in to run the rich media content. See Streaming Media.
Roadblock Ad	An ad unit that appears during the transition of web pages. Sites use this ad unit to guarantee that the ad was seen (guaranteed impression) as the ad appears before the user gets the next page of content. See Interstitial.
Robot	A program that automatically searches the Web to scan and collect documents to be indexed on search engines. Also known as spiders, agents or Web crawlers.
ROAS Return on Advertising Spend	More specific than ROI, ROAS or Return on Advertising Spending refers to the amount of revenue generated for every dollar spent on advertising.
ROI or Return on Investment	The economic value of the campaign expenditure or what revenue is generated from marketing and advertising. ROI measures can include the overall click-through rate, site traffic increases, new users registered, longer visits, more pages per session, increased sales, etc. ROI is an important measure because it helps an advertiser gain the most value from their advertising budget and helps measure effectiveness of the campaigns and is a key input for future marketing efforts and advertising campaigns.
ROI Tracking Reports	ROI Tracking Reports provide advertisers with statistical and analytical data regarding their advertising campaign. In Search Engine Marketing, advertiser can use tools to track the most effective keyword(s), click through rates, conversion rates, and more.
RSS	Stands for Rich Site Summary and is sometimes called Really Simple Syndication. RSS is a format for easily sharing content on the web such as news items and job postings. RSS allows for third parties to reuse content and make it available to their visitors. Search engines can index content from RSS feeds.
Run of Site or Service or Run of Network (ROS or RON)	An ad delivery and pricing option that allows advertisers to run their ads throughout a site or ad network without any targeting, usually at a lower CPM than they would pay to run ads within a specific section of a site or network of sites. See CPM.

S	
Search Box	A search box is the text field on a website which allows visitors to type in text and search for relevant content. Search results appropriate to the keyword(s) term are then displayed. See Search Results.
Search Engine	Search Engines help users locate information on the Internet by searching for keywords or phrases. Search Engines create indexes from resource lists or create them by using robots, spiders, crawlers or agents. Each Search Engine obtains its content, categorizes it and displays it using different algorithms and approaches. The most popular Search Engines are supported commercially through paid placement programs. There are hundreds of Search Engines and they frequently link to each other. See Directories.
Search Engine Marketing (SEM)	Search engine marketing refers to the activities taken to increase the positioning and visibility of sites as well as driving appropriate traffic to sites. These activities include writing appropriate titles/descriptions, designing landing pages to convert those visitors to customers or incent them to take some action, developing correct site architecture to improve a site's rankings by "natural" search engine spiders and algorithms and purchasing performance-based placements or ads, such as pay per click and paid inclusion, to ensure a higher placement in the search engine results. See Search Engine Optimization and Search Results.
Search Engine Optimization (SEO)	Search engine optimization (SEO) is the process of making the pages of a site more easily reached and searched by search engines spiders. By emphasizing key topics relating to a specific site and selecting relevant keywords (words or phrases) as well as other techniques, SEO activities will help (but not guarantee) that a site places higher on the results page when those keywords or phrases are used by a Web searcher.
Search Engine Placement	Search engine placement refers to the position of a site within a search engine or directory. Higher placement can be achieved through search engine optimization or through paid placements. See Paid Placement.
Search Results	Search results are the listings that are displayed when a user fills in a search query box. On some search engines, the results page will list both the natural listings and the paid listings. With the pay-per-click model, the search results are displayed in rank order, based on the amount of the bid paid by the advertiser.
Search Engine Results Page (SERP)	The resulting page that appears when a user types a query or key terms into a search box, indicating what sites the search engine deems as the most relevant to the query. The typical results page includes 10 items. SERPs include organic or natural listings and paid results that are indicated as "sponsored" ads or links.
SEM, SEO	Search Engine Marketing, Search Engine Optimization
Sender ID	An anti-spam program authenticates an email sender and prevents email forgeries and fake addresses.
Server	A computer that makes services available to client computers on a network.

Session	A series of page requests made by a browser to a Web site. If there has been no activity for a period of time (time out), followed by the resumption of activity by the same browser, a new session is considered started. There is no standardized measurement for a session length. However, 30 minutes is the most commonly used "time out" period. See Visit.
Shockwave	A plug-in that allows users to view multimedia content through a browser. Shockwave is a proprietary technology from Macromedia.
Shopping Cart	A program or series of programs that lets visitors to your site make product selections from more than one page before sending in an order. Cookies are used as part of the special file to store information from one Web page to another. See Cookie.
Skins	Skins are colorful, customized and interchangeable sets of graphics, which allow Internet users to continually change the look of their desktops or browsers, without changing their settings or functionality. Skinnable applications are growing in popularity and are becoming a valuable marketing tool to reach new audiences. In addition, skins are tiny files that are easy to download or email, hence, popular skins spread rapidly through the Net. Several companies already use skins to market to their target audiences.
Skyscraper Ad	A standard ad unit defined by the IAB. Two skyscraper ad sizes are wide with 160x600 pixels and the narrow with 120x600 pixels. Skyscraper ad units are part of the Universal Ad Package. (See Universal Ad Package)
SMS	Short Message Service. In mobile marketing, a text message used to deliver information or confirm participation in a campaign.
Snail Mail	Term used to refer mail being sent via the U.S. Postal Service.
Sniffer	Program that reads the capabilities of a visitor's browser (connection speed, browser type, plug-ins, etc.). Sniffer data is shared with the content and ad servers to deliver or target appropriate content and ads. For example, visitors with slow connections may receive a standard banner and visitors with fast connections may see a different creative version of the same ad but designed for fast connections.
Social Networks/ Networking	Social networks identify people of like-interests by mapping relationships and interaction among members. The services link members based on shared interests, needs and relationships and create opportunities for them to interact through instant messaging, e-mail, discussion groups, online forums, message and bulletin boards, blogs and other community features.
Soft Bounce	When an email delivery is bounced due to a temporary problem (e.g. the recipient's box is full). The email can be held at the recipient's server and delivered later or the sender can try to deliver it again. (See Hard Bounce)

Spam	Refers to the sending of unsolicited e-mail messages to large groups of e-mail recipients, often with the purpose of selling a product. Sometimes referred to as "junk e-mail." Spam is very controversial and several initiatives (both legal and industry best practices) are underway to curb the sending and set standards for sending of unsolicited email. With search engines, Spam refers to the manipulation of search results to distort the relevance of the search. Spam Filtering is the ability to defeat those attempts to manipulate search results.
Spam Filtering	Spam Filtering is the ability to defeat those attempts to manipulate search results.
Spamming (In Search Marketing)	Spam in search marketing refers to techniques such as cloaking, that trick search spiders to give a web page a higher ranking in the results page by making the page appear to have higher relevancy. If spam is detected by a search engine, it will usually result in a web page being "de-listed" from the search engine's index. Unfortunately, spammers can use legitimate SEO tools to perform illegitimate manipulation of the search results. See Cloaking.
Specifications	The technical details that advertisers must comply with for their ads to run on sites. Typical ad specifications will include ad unit size (in pixels), file size, file format or rich media acceptance, referral URL, looping or animation limitations and alt text.
Spider	A program that automatically retrieves Web sites to feed pages to search engines. As most pages contain links to other pages, a spider can begin "crawling" to retrieve a link as soon as one is recognized. See Crawler or Robot.
Splash Page	The first page a user sees after clicking on an ad. Splash pages are designed to further enhance the messaging from the original ad unit and users are given the option to continue to the main site. Often a splash page will include animation and sound that entices the user into exploring more. See Jump Page.
Sponsor(ed) Links	Section of a page that contains the links (and short promotional messages) for advertisers on the site, in a section of the site or who meet certain promotional requirements to be included in that section.
Sponsorship	Advertising program or campaign designed uniquely by a Web site for an advertiser to create dominance and add value for that advertiser on the site or within a section of the site. These programs can include bundling multiple ad units, exclusivity, content integration, custom content development or research and other non-media opportunities. See Beyond the Banner.
Spoofing	Changing the sender's name in an email message so that it appears to be sent from a different address.
Spyware	A category of malicious software designed to take control of a computer's operation without knowledge or consent of the user, with the intent to steal personal information that would benefit a third party.
Static Ad	A fixed ad unit that remains on a page and does not rotate throughout the site.

Storefront	e-Commerce site. The page that displays products for sale, used for affiliate marketing.
Sticky/Stickness	A metric that refers to the capacity of a site or an ad to maintain a visitor's attention (page views or minutes per page) for an extended period of time. Chat rooms and games have traditionally been considered high "sticky" content, as well as financial services sites that offer calculators and worksheets.
Streaming Media	A technique that allows audio and video files to start to run and does not require that a file completely download before the user can see or hear the content. Streaming media improves the users' experience in viewing rich media. See Rich Media.
Subject Line	Subject lines are below the sender's name/address. Copy in the subject line identifies what the email is about. Subject line copy is a key ingredient to email success, as the message will entice (or not) the reader to open the email.
Submissions	Submitting pages to a search engine to be indexed, a key part of SEO or search engine optimization.
Superstitial™	A "SUPERSTITIAL™" is a trademarked name of an ad technology product created by Unicast. This type of ad unit can use animation, sound and graphics. A superstitial appears as a "pop-up" window. It is downloaded invisibly in the background, and the user does not see it until the ad is completely downloaded and available for viewing.
Surfing	Refers to the general exploration of the Internet or "surfing" to find specific content or sites .
Surround Session	An advertising model where a site delivers a sequence of ads (can use different ad units and positions from page to page) from one advertisers to a users' session or visit. In this manner the user is "surrounded" by the ads from one advertiser as they click through pages. The site can make the surround session exclusive to the advertiser and not include other ad units from other advertisers. Surround session models usually guarantee a specific number of pages in a session and charge a premium CPM.
T	
Targeting	The ability to deliver the most appropriate ad to a user using different techniques. The primarily targeting technique used for web ads is content targeting. Some sites offer advanced targeting options based on user demographic or usage (this data is collected through either a registration process or through profiling), browser information, and other criteria such as day parts or past purchases.
Tenancy	An ecommerce relationship where a merchant partners with a high-traffic site to be the site's exclusive provider of certain products (e.g., books). Includes a combination of space fees and revenue sharing.

Terms and Conditions or T&C's	Part of the media contract or Insertion Order, which provides the details for adhering to the agreement between the media buyer and media supplier. Standard T&C's have been developed by the industry trade organizations to provide guidance for Internet media transactions.
Text Ads	Internet ads delivered to browsers or emails as text (see Text Links), usually with no accompany imagery. Text ads can have higher CPMs than banner ads as the text links can be placed more contiguous to editorial or embedded with content, therefore having higher media values. Some sites offer text links with accompanying logos as an ad unit.
Text Link	A word or phrase, typically highlighted in a blue or other color and underlined, that links to a document, URL or Web page or specific area of a Web page. Text links can be found on Web pages, in e-mail newsletters, e-mail messages or used as an advertisement. Also referred to as a Hyperlink.
Third-Party Ad Servers	Technology offered by companies to provide comprehensive outsourced ad serving services, including ad serving, tracking and reporting to sites that don't want to invest in purchasing or developing in-house or proprietary solutions. Many ad agencies and marketers use third-party ad serving to send ads directly to the sites in their media buys, by-passing the site's ad server. This practice enables agencies and marketers to keep tighter controls over their media placement and reporting.
Timed Ads	Ads that rotate at timed intervals while a user is on a particular page. Commonly used to refresh ads in chat or discussion areas of a site, where the users are viewing a single chat window for an extended period of time and not making multiple page requests.
Traffic	The number of page views reported by a site from its log files, generally on a monthly basis. Traffic can be reported for the entire site or for sections, channels or most requested pages. Site traffic can be audited by third-party companies to authenticate numbers. See Audit.
Transfer	Occurs when a unit of content (text, images, pages, sound clips, video files, Java applets, Shockwave files, etc.) is successfully sent from a Web server and received by a browser.
Transitional Ads	Ads that are served between Web pages. (See Interstitial for full-page transitional ads.) Transitional Pop-Ups can be served when a user leaves one site with the ad appearing on the next site's pages.
U	
Unduplicated Audience	The number of unique visitors across a series of web sites in a given period. Measurement companies such as ComScore Media Metrix can measure unduplicated audiences for the sites in their research panel.
UI or User Interface	The user interface is part of the design of a web site, where as the designers determine how users will navigate the site by use of words, menus, icons, graphics and their placement on the page.

Unique Users Unique Visitor	Number of unique individuals or browsers for a given reporting period. Different methods exist for counting unique users/visitors: 1) where the user self-identifies through registration, 2) where the user is identified or marked by a cookie or other ID that is attached to his or her browser, or 3) the site counts unique IP Addresses accessing its servers. For sites that use cookies or unique IP Addresses, these methods are counting computers and browsers and not individuals. Syndicated research data will also include counts of unique users.
Universal Ad Package	A term coined by the Interactive Advertising Bureau (IAB) to define a standard group of ad units that most campaigns should include. The Universal Ad Package includes the LeaderBoard (78X90), Skyscraper (wide skyscraper is 160x600 and the narrow skyscraper is 120x600) and a rectangle (300x250 or 336x280).
URL	Uniform Resource Locator; an address that a browser uses to find and display Web content.
User(s)	A browser accessing a Web site. One user may be responsible for many impressions, visits or sessions. For example, if multiple people use one machine, they are still counted as one user. See Unique Users.
V-W-Y-Z	
VideoCasting	A version of PodCasting, using video content. (See PodCasting)
View Through View Through Conversions	The method of tracking whether or not a user sees, but does not click, on a ad unit and tracking whether that user visits to the promoted web site based on the view rather than the click. Advertisers that are tracking ROI based on "views" versus clicks are finding views can generate a much higher ROI on a desired activity.
Viral Marketing	A self-spreading marketing approach that is created when a visitor to a site or receives a promotional message, promotes or encourages others to visit the site or respond to (and forward) the message. Viral methods include taglines, links, word of mouth and "pass-along" content (forwarding URLs or emails). Viral marketing techniques are interesting to marketers because they usually start very small and have the potential to grow very large. (See Word-of-Mouth Marketing)
Virus	A self-replicating program that spreads by copying itself into an executable or documents and can be intentionally destructive, e.g. destroy data on a hard drive.
Visit	A series of requests made by a browser within a specified time frame, also known as a session. See Session.
Visitor	A user who accesses a Web site as identified by user registration data, a cookie, unique URL tagging or unique IP addresses. See Unique User.
Vlog	Short for "Video Blog". Blog content for devices that can play video.
WAP	Wireless Application Protocol. A protocol that allows transmission of Internet content to mobile phones.

Web 2.0	Web 2.0 refers to the second phase of development of the web and considers the transition of sites from information silos to sources of integrated content and functionality. Web 2.0 concepts and technologies are behind the establishment of blogs, RSS, and social networks as viable media platforms.
Web Log	See Blogs/Blogger.
Webcasting	Webcasting is the method by which sound or video media is broadcast online. RealPlayer is one Webcasting application used to transmit both video and audio on the World Wide Web. Webcasting can describe live, delayed and prerecorded material broadcast online.
Web Server	A computer that runs Web server software and can respond to requests from browsers.
Web Site	A location made up of a collection of related Web pages and files on the Internet. A Web site can contain from a few to thousands of Web pages.
Web Site Metrics	The metrics used in the ad buy to evaluate a site, including total traffic (page views) and reach (unique visitors) and frequency of use (sessions, visitors) and origin of traffic (referral URLs and search terms). Web analytic tools will provide these data as well as time spent, traffic patterns, most viewed pages, origin of clicks by domain.
Wi-Fi Wi-Fi Hot Spots	Wi-Fi (Wireless Fidelity) devices allow for wireless connection to public broadband networks. Wi-Fi Hot Spots are the geographic locations with access to public wireless network services, often in highly populated/trafficked locations such as airports, train stations, libraries, hotels and StarBucks coffee shops.
Wiki	A web page that allows users to easily create and edit content. Once a page is edited, there is no review before modifications are accepted and usually only allow simple text formatting. Wikis are mostly is used for collaboration and anyone can modify the pages. Wiki comes from the Hawaiian term for quick or fast.
Wireless	Refers to a communications system in which electromagnetic or acoustic waves transfer a signal through space rather than along a wire. In most wireless systems, radio frequency (RF) or infrared (IR) waves are used. Some examples of wireless equipment include cellular phones and pagers, cordless computer accessories (wireless mouse and keyboard) and two-way radios.
Wireless Application Protocol (WAP)	A standardized set of communications protocols for wireless devices, to enable secure access to e-mail and the Internet. Makes use of WML (wireless mark-up language) and WMLScript (a JavaScript-like language).
Wireless Mark-Up Language (WML)	A programming language that converts text portions of web pages for display on wireless devices such as cellular phones and PDAs (personal digital assistants). WML was developed from Phone.com's HDML (handheld devices markup language). WML is specified in WAP (wireless application protocol).

Wireless Push Marketing	"Push" marketing refers to ad content being sent by an advertiser or marketer to a wireless mobile device without the wireless customer requesting it. Push Messaging includes audio, SMS (short message service) messages, email, surveys or other "pushed" content.
Wireless Pull Advertising	"Pull" marketing is defined as ad content being sent to a wireless subscriber who requests it. E.g. when a wireless customer requests weather content, the content may include related advertising messages.
Word of Mouth Marketing (WOMM)	Word of Mouth Marketing is when companies give people a reason to talk about their product or service. It requires building an active communications platform that is mutually beneficial for consumer-to-consumer or consumer-to marketer communications. Word of Mouth Marketing Association www.womma.org provides definitions and best practices for marketers. (See Viral Marketing)
World Wide Web (WWW)	The interconnected universe of computers using common protocols (http) to communicate and view each other's content via the Internet. Tim Berners-Lee (known as the founder of the Internet) defines "The World Wide Web is the universe of network-accessible information, an embodiment of human knowledge."
XML	Extensible Markup Language. A program language (richer than HTML) allowing web designers to create more customized layout and structure of Web documents.
XML Feed	XML Feeds are a form of "paid inclusion" where the search engines are "fed" the information about the pages via XML rather than the spider crawling the pages. Marketers use SEM companies with programs (trusted feeds) that automatically submit large number of URLs to search engines to be indexed for inclusion.
Yield	Also known as the ad click rate, measured as clicks divided by ad impressions on a given page. See Ad Impression, Click Rate.

To suggest a term or request Glossary updates,

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Acronyms & Abbreviations

AOL	America Online
ASP	Application Service Provider
B2B	Business to Business
B2C	Business to Consumer
CPA	Cost Per Action/Acquisition
CPM	Cost Per Thousand
CPC	Cost Per Click
CPS	Cost Per Sale
CRM	Customer Relationship Management
CTR	Click Through Rate
IM	Instant Messaging
IO	Insertion Order
MSN	Microsoft Network
PFI	Pay For Inclusion
PFP	Pay For Performance
PPC	Pay Per Click
PPCSE	Pay Per Click Search Engine
PPL	Pay Per Lead
PPS	Pay Per Sale
PV	Page View
RFP	Request for Proposal
RON	Run Of Network
ROS	Run Of Site
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SEP	Search Engine Positioning
T&C	Terms and Conditions
UI	User Interface
UV	Unique Visitor
WWW	World Wide Web
WOM	Word of Mouth
Y!	Yahoo!