Terminology Overview

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40 Acronyms You Should Know

Acronyms can definitely simplify communication, but it can be challenging to remember what each one stands for. However, we've got you covered! Here are some common acronym examples along with their meanings, so you can stay in the loop too.

General acronyms

KPI	Key Performance Indicator	A measurable metric used to evaluate the success and performance of a specific objective or goal in business or other areas.
B2B	Business-to-Business	Refers to businesses that primarily sell products or services to other businesses.
TA	Target Audience	A specific group of individuals or demographics that a product, service, or message is intended to reach and resonate with.
ISP	Internet Service Provider	A company or organization that provides internet access and related services to individuals, businesses, and other entities.
SIM	Subscriber Identity Module	A smart card that stores identification information that pinpoints a smartphone to a specific mobile network.
OS	Operating System	Software that manages computer hardware and software resources, provides a user interface, and facilitates the execution of programs on a computer or mobile device.
API	Application Programming Interface	A set of protocols, tools, and definitions that enable different software applications to communicate and interact with each other, allowing for the exchange of data and functionality.

SEC	Socio-economic class	Categorization of individuals based on their social and economic factors, such as income, data usage, device price, location tags, browsing data, online user behavior, etc.
RM	Rich Media	Interactive and dynamic digital advertisements that incorporate multimedia elements such as videos, animations, and interactive features to engage and captivate the audience.
MP	Media Plan	A strategic document that outlines the intended media channels, placements, and scheduling to reach the target audience and achieve advertising objectives effectively.
WL	White List	A curated list of approved websites, publishers, or content platforms that meet certain criteria and are considered safe and suitable for ad placements.
BL	Black List	A list of websites, publishers, or content platforms deemed unsuitable or undesirable for ad placements due to inappropriate content or low quality.
BLS	Brand Lift Study	A research method that measures the impact and effectiveness of an advertising campaign by assessing changes in consumer perception, brand awareness, purchase intent, and other key metrics.
CTA	Call to Action	A prompt or instruction that encourages the audience to take a specific action, such as clicking a link, making a purchase, or signing up for a newsletter.
USP	Unique Selling Proposition	A distinctive feature or benefit of a product or service that sets it apart from competitors.
B2C	Business-to-Consumer	Refers to businesses that sell products or services directly to consumers.
GDPR	General Data Protection Regulation	A regulation that governs data protection and privacy for individuals within the European Union (EU) and the European Economic Area (EEA).

Advertising acronyms

CPM	Cost Per Mille (thousand)	The cost that an advertiser pays for every one thousand impressions of their ad being served or displayed.
CPC	Cost Per Click	A pricing model in advertising where advertisers pay a certain amount for each click on their ad.
CTR	Click-Through Rate	A measure in advertising that represents the percentage of users who clicked on a specific ad or link out of the total number of impressions it received.
CPV	Cost Per View	A pricing model in advertising where advertisers pay a certain amount for each view or engagement with their video ad.
CPCV	Cost Per Completed View	A pricing model in video advertising where advertisers pay for each video view that the viewer completes.
VTR	View-Through Rate	A metric in advertising that measures the percentage of viewers who watched a video ad to completion or a significant portion of it without clicking on the ad or taking immediate action.
CPI	Cost Per Install	A metric used in mobile app advertising that represents the cost an advertiser pays for each installation of their app attributed to an ad campaign.
CPE	Cost Per Engagement	A metric used in advertising to measure the cost an advertiser pays for each user engagement with an ad, such as clicks, interactions, or other specified actions.
ER	Engagement Rate	A metric used to measure the level of user engagement with a specific ad or campaign, often calculated as the percentage of users who interacted with the ad divided by the total number of impressions or reach.
ROAS	Return on Advertising Spend	A metric that measures the effectiveness of advertising campaigns by calculating the revenue generated for each dollar spent on advertising.
ROI	Return on Investment	A measure of the profitability or efficiency of an investment, including advertising campaigns.

CPA	Cost Per Acquisition	A metric that measures the cost an advertiser pays for each specified action or conversion, such as a purchase or sign-up.
CPL	Cost Per Lead	The cost an advertiser pays for each new lead generated through their marketing efforts.
VPAID	Video Player-Ad Interface Definition	A standard for in-stream video ads that enables interactive and engaging ad experiences within video players.
IBV	In-banner video	A type of online advertising where video content is displayed within a standard banner ad format, allowing for the delivery of video content without requiring a separate video player or dedicated video ad space.
VAST	Video Ad Serving Template	A standard XML-based ad format used to deliver video ads to video players.

Programmatic acronyms

DSP	Demand Side Platform	A software platform that enables advertisers and agencies to automate and optimize the buying process of digital ad inventory across multiple ad exchanges, reaching targeted audiences effectively.
DMP	Data Management Platform	A centralized technology platform used in advertising that collects, organizes, and activates data from various sources to create targeted audience segments for more effective ad targeting and personalization.
SSP	Supply-Side Platform	Technology platform used in advertising that helps publishers and media owners manage and optimize their inventory by connecting them with demand-side platforms (DSPs) and facilitating the selling of ad impressions programmatically.
RTB	Real-Time Bidding	Automated auction-based process in advertising where ad impressions are bought and sold in real-time, allowing advertisers to bid on and display ads to specific users based on their targeting criteria.

PMP	Private Marketplace	An invitation-only marketplace where publishers offer premium ad inventory to a select group of pre-approved advertisers, providing a controlled and more exclusive environment for buying and selling programmatic advertising.
PG	Programmatic Guaranteed	Buying method where advertisers and publishers negotiate and pre-agree on specific inventory and pricing through programmatic channels, ensuring guaranteed ad placements and delivery.
PD	Preferred Deals	Buying arrangement where publishers offer selected inventory to specific advertisers at negotiated prices before making it available in the open marketplace, providing preferential access to high-quality ad placements.

Eskimi Macros

List of Eskimi Macros'es:

Macro	Description	Example
{eucid}	End user click ID	eyJkZXZpY2VueXBlSWQiOjlsInNlZ21lbnRJZCI
{dmp_id}	DMP user ID	613f8f74-75dd-4abc-a2ea-808c6234c58c
{device_id}	Device/user identifier from exchange (i.e. gaid, ifa, idfa, aid(hashed))	613f8f74-75dd-4abc-a2ea-808c6234c58c
{device_ip}	Device IP address (anonymized)	123.45.--.--
{device_operator}	Device mobile operator/ISP title	NG Airtel
{device_ua}	Device User-Agent	Mozilla/5.0 (Linux; Android 8.0.0; SM-G960F Build/R16NW) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/64.0.3282.137 Mobile Safari/537.36
{device_brand}	Device brand	Samsung
{device_model}	Device model	Galaxy S9
{device_os}	Device operating system	Android
{device_browser}	Device browser	Chrome
{exchange_id}	SSP exchange ID	14
{exchange_title}	SSP exchange title	OpenX
{site_id}	App/Site ID	123456
{site_title}	App/Site title	[bbc.com](bbc.com)
{site_type}	App/Site type	site

{app_bundle}	App bundle	bbc.mobile.news.ww
{site_domain}	Site domain	[bbc.com](bbc.com)
{campaign_id}	Campaign ID	12345
{campaign_title}	Campaign title	Test campaign
{campaign_type}	Campaign type	banner
{creative_set_id}	Creative set ID	123456
{creative_set_title}	Creative set title	Test creative set
{creative_id}	Creative ID	1234567
{creative_title}	Creative title	Test creative
{creative_type}	Creative type	banner
{creative_size}	Creative size	300x250
{cachebuster}	Current UNIX timestamp	1540000000
{date}	Current date	2014-11-04
{time}	Current time	12:34:56
{gps_latitude}	GPS coordinate latitude (anonymized)	12.3--
{gps_longitude}	GPS coordinate longitude (anonymized)	23.4--
{click_url}	The unescaped click URL for the ad	
{click_url_enc}	The escaped click URL for the ad	
{click_url_async}	S2S click url tracking pixel	
{event_url}	Custom metrics collection URL prefix	https://xxx.yyy.zzz/?dynamic-event&type=
{bid_id}	Bid response ID	{timeInMillis}.{exchangeId}.{bidRequestId}

Digital Advertising Metrics (add other metrics)

CTR

A ratio showing how often people who see your ad end up clicking it. Clickthrough rate (CTR) can be used to gauge how well your keywords and ads are performing.

- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown: clicks ÷ impressions = CTR. For example, if you had 5 clicks and 100 impressions, then your CTR would be 5%.
- Each of your ads and keywords has its own CTR that you can see listed in your account.
- A high CTR is a good indication that users find your ads helpful and relevant. CTR also contributes to your keyword's expected CTR, which is a component of Ad Rank. Note that a good CTR is relative to what you're advertising and on which networks.
- You can use CTR to gauge which ads and keywords are successful for you and which need to be improved. The more your keywords and ads relate to each other and to your business, the more likely a user is going to click on your ad after searching on your keyword phrase.

CPC

Cost-per-click (CPC) bidding means that you pay for each click on your ads. For CPC bidding campaigns, you set a maximum cost-per-click bid - or simply "max CPC" - that's the highest amount that you're willing to pay for a click on your ad (unless you're setting bid adjustments or using Enhanced CPC).

- Your max CPC is the most you'll typically be charged for a click, but you'll often be charged less, sometimes much less. That final amount you're charged for a click is called your actual CPC.
- If you enter a max CPC bid and someone clicks your ad, that click won't cost you more than the maximum CPC bid amount that you set.
- You'll choose between **manual bidding** (you choose your bid amounts) and **automatic bidding** (let Eskimi DSP set bids to try to get the most clicks within your budget).
- CPC pricing is sometimes known as pay-per-click (PPC).

We recommend the CPC bidding method if you want to drive traffic to your website.

CPA

This is the average amount you'd like to pay for a conversion. The target CPA you set may influence the number of conversions you get. Setting a target that is too low, for example, may cause you to forgo clicks that could result in conversions, resulting in fewer total conversions.

If your campaign has historical conversion data, AdWords will recommend a target CPA. This recommendation is calculated based on your actual CPA performance over the last few weeks. When you create a new campaign, Eskimi DSP will recommend a target CPA based on your account's historical conversion data.

When formulating a recommended target CPA, we'll exclude performance from the last few days to account for conversions that may take more than a day to complete following an ad click. You can choose whether to use this recommended target CPA or to set your own.

CPM

Cost-per-thousand viewable impressions bids (CPM) let you bid for impressions when your ads appear in a viewable position, and you only pay when ads are measured as viewable by Active View.

- Viewability is measured by the Active View technology on Display Network websites.
- An ad is counted as "viewable" when 50 percent of your ad shows on screen for one second or longer for display ads, and two seconds or longer for video ads.

A way to bid where you pay per one thousand views (impressions) on the Eskimi Network.

Viewable CPM bidding ensures that you only pay when your ads can be seen. Existing CPM bids will be converted to vCPM automatically, but it is best to update your bids since viewable impressions are potentially more valuable.

CPV

A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first. Video interactions include clicks on the call-to-action overlays (CTAs), cards, and companion banners. You set CPV bids to tell Eskimi DSP the maximum amount you're willing to pay for each view.

- You can select a maximum CPV bid for your video ads when you create your ad group. "Maximum" means what you'll pay for a view will be equal to or below your bid, depending on other advertisers' bids.
- The CPV bidding option is only available when you choose to run TrueView video ads.
- CPV is calculated by dividing total ad spend from total views.

Impressions

How often your ad is shown. An impression is counted each time your ad is shown on a search result page or another site on the Eskimi DSP Network.

- Each time your ad appears on Eskimi DSP Network, it's counted as one impression.
- In some cases, only a section of your ad may be shown.
  - The person begins to type and then clicks anywhere on the page like a search result, ad, or related search.
  - A person types a search and then clicks the "Search" button, presses Enter, or selects a predicted query from the drop-down menu.
  - The person stops typing, and the results are displayed for a minimum of three seconds.

Clicks

When someone clicks your ad, Eskimi DSP counts that as a click.

- A click is counted even if the person doesn't reach your website, maybe because it's temporarily unavailable. As a result, you might see a difference between the number of clicks on your ad and the number of visits to your website.
- Clicks can help you understand how well your ad is appealing to people who see it. Relevant, highly-targeted ads are more likely to receive clicks.
- In your account statistics, you'll see the **clickthrough rate (CTR)**, which tells you how many people who've seen your ad end up clicking on it. This metric can help you gauge how enticing your ad is and how closely it matches your keywords and other targeting settings.
- Note that a good CTR is relative to what you're advertising and on which networks. To help increase your clicks and CTR, start by creating great ad text and strong keywords to make ads that are highly relevant and very compelling to your customers.

Conversions

- **Total conversions:** number of conversions our client has registered, irrespective of where it came from.
- **Attributed conversions:** number of conversions attributed to some marketing channel, e.g. Eskimi.
- **Post-click conversions:** number of attributed conversions that happened after user clicked an ad.
- **Post-view conversions:** number of attributed conversions that happened after user has seen an ad. If user clicked after seeing an ad, conversion will be attributed to post-click.
- **Conversion attribution window:** time between click and conversion, or impression and conversion. Market standard: click - 28 days, view - 7 days.
- **Post-click/post-view conversion rate:** number of attributed conversions divided by ad interactions (clicks).
- **Cost per conversion:** total campaign cost divided by total attributed conversions.

Conversions in Eskimi:

1) Post-click conversion - a conversion that occurred within set post-click attribution window. This number of conversions counts into the total amount (in Conversions report). Also, it is included into Custom conversions report as Post-click.

1) Post-view conversion - a conversion that occurred within set post-view attribution window. This number of conversions counts into the total amount (in Conversions report). Also, it is included into Custom conversions report as Post-view.

Rich media creatives events

Default metrics, which should be present in every Rich Media solution released by Eskimi platform:

- **Main Event** - Templated and Custom Rich Media banners have regular added events to track actions like mouse-over, touch and first interaction with the banner. Those events are used in all Rich Media banners and they don't change.
  - Main and first event trigger (swipe, drag, shake), whatever the main interaction of the ad is - that's where the "main" interaction of the Rich Media ad is placed. There you will be able to see the "Main" event metric.
- **Side Event** - Custom Rich Media banners can have individually added events to track certain custom actions in the banners. Sometimes, the ads will have default side interaction metrics. But usually, if you want to see any additional metrics of your Rich Media banner performance, you can request adding these metrics on top.
- **Other Events** - The user has placed his mouse over the ad and touched the ad with his finger. Any usability events. These are not calculated towards "main" engagement rate.

Main events examples:

Main - Triggered when the user first interacts with the RM. Should be triggered only once.
Mouse_Over - Triggered when user mouse hover over RM.
Touch - Triggered when user touches the RM (Typically on mobile Devices).

Side events examples:
CloseAd - Triggered when user closes an ad. Typically floating and takeover Ads.
Swipe_Right - Triggered when user swipes right. Typically carousel or draggable Ads.
Seen_frame_[number] - Triggered when ads has multiple frames and user navigates through them.

Formulas & Terminology

Formulas used in AdTech

- **VTR** = (Total completed views / Total measured impressions) x 100
- **CTR** = (Number of Clicks / Number of Impressions) x 100
- **CVR** = (Number of Conversions / Number of Clicks) x 100
- **CPC** = (Total Ad Spend / Number of Clicks)
- **CPM** = (Total Ad Spend / Number of Impressions) x 1000
- **eCPM** = (Total Earnings / Total Impressions) x 1000
- **Fill Rate** = (Number of filled ad requests / number of total ad requests) * 100
- **Win rate (WR)** = (number of won auctions / number of auctions participated in) * 100

Terminology

Bid request - A bid request in ad tech is a signal sent by a website or app to potential advertisers, asking if they want to place an ad in a specific spot and how much they're willing to pay. It happens in real time and includes details like the user's demographics, device type, and browsing behavior.