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	The percentage of impressions that became video views. Eskimi counts video views as (video starts + first quartile) / 2, so VTR = video views / impressions. Not to be confused with VCR (completed views / starts) or cVTR (completed views / impressions).
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 Viewed impressions.

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.
CPVst	Cost Per Visit	Measures how much an advertiser spends to successfully bring one visitor to its website or landing page after interacting with an ad through a click.
CPS	Cost Per Session	Similar to CPVst, this metric estimates the average cost an advertiser incurs for each session on its website. While a visit is a broader term that often refers to a single instance of a user arriving on a website, a session is a group of user interactions that take place within a given time frame.

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.

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