



ONLINE ADVERTISING

GLOSSARY

2013

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AN UNCOMMON SENSE
OF THE CONSUMER™

ONLINE ADVERTISING: GLOSSARY

AD DELIVERY

Denotes the means by which the ad was displayed or delivered onto the web page viewed by the user. Examples include inline, pop-ups, pop-unders and floating overlays.

ADACROSS

Provides monthly and quarterly spending estimates for Internet advertisers across 15 other forms of media, including television, print, and radio.

ADALERT

Notification that an online advertising event defined by the user has occurred. Refers to the AdRelevance AdAlert service.

AD PLATFORM

The branded and often proprietary technological products that support advertising delivery formats.

BLUESTREAK

Ads created using proprietary technology programs that run inside the user's browser, allowing more interactivity with the ad.

DART MOTIF

A rich media vendor and system developed by Doubleclick and in partnership with Macromedia. Ads are built in standard Flash and then served in both standard and non-standard media formats via a transparent DHTML page in front of the HTML page. Doubleclick purchased Klipmart in 2006.

EYEBLASTER

A rich media vendor. Ads are built in standard Flash and then served in both standard and nonstandard media formats via a transparent DHTML page in front of the HTML page.

EYEWONDER

Rich media vendor, deploying interactive user-initiated and non-initiated video streaming ad units in a variety of formats and dimensions.

INTERPOLLS

A rich media vendor focussed on question-based interactivity.

KLIPMART

Rich media vendor, deploying interactive user-initiated and non-initiated video streaming ad units in a variety of formats and dimensions.

POINTROLL

Rich media vendor known for their expandable banner ("FatBoy") format, whereby interactive features like streaming, animation and HTML based forms within their panels. Other "Boy" formats include inline and overlays.

UNITED VIRTUALITIES SHOSHKELES

DHTML/Flash solution that creates "floating" ads over page content and can animate across the page to draw attention to the ad. United Virtualities is the vendor.

VIEWPOINT UNICAST

Viewpoint is a rich media vendor who deploys Unicast, primarily known for their interstitial or in-between page load ads. They also support other rich media delivery types.

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ASK SEARCH (ON PROPERTY ONLY)

Sponsored search text links distributed by the Ask Jeeves Network. Current AdRelevance release only covers results found on Ask.com Property pages.

GOOGLE

Sponsored search text links distributed by Google Search Network.

MSN SEARCH (ON PROPERTY ONLY)

Sponsored search text links distributed by the MSN Search Network. Current AdRelevance release only covers results found on MSN Search Property pages and MSN owned properties.

YAHOO! SEARCH

Sponsored search text links distributed by Yahoo.s Search Marketing Network, formerly known as Overture.

STANDARD PLATFORMS

Technology that cannot be branded or defined.

ADCONTACT

Contact information within companies for those who make online advertising decisions, as well as the company's online agency-of-record. AdRelevance's Adcontact service is supported in part via a partnership with LexisNexis® Advertising Red Book® as our third-party datasource.

ADLINK

Provides a real-time check on sponsored link advertising creative by keyword and/or phrases across 20 of the top search engines.

ADVERTISER

Collective group of Companies, Divisions, Brands and Products, broken into specifics based upon the advertisements tracked.

AGENCY

Entities responsible for making decisions as to where media is placed, as well as responsible for executing campaign strategy. Agencies are assigned this work when not done in-house by the advertiser.

BLUESTREAK

Ads created using this rich media vendor.s proprietary technology that run inside the user's browser, allowing more interactivity with the ad unit.

BRAND

A trademark or distinctive name identifying a product line or bundle of services. Brand implies that a Company manufactures a group of products or offers multiple services under one trade name. For example, Yoplait™ is a brand of the Company General Mills, Inc.

CLICK-THROUGH URL

The action following a hyperlink within an advertisement to another page outside of the current site the user was on. See also Destination URL.

CLIENT CENTER

AdRelevance's Client Center is the product's start page that links into the service's sub-sections, help features and reporting tools.

COMPANY

Any entity controlling at least 51% (or the controlling majority) ownership of the units included under its corporate umbrella, including Divisions, Brands, or Products. Every ad in the database is associated with a Company.

COMPOSITION

The population balance belonging to an advertisement's impressions. An advertisement is said to have 75% male composition if 75 out of 100 impressions are exposed to a male audience. Note: composition does not contemplate unique visitors when combining data from multiple web locations.

COMPOUND ADS

Ads that are comprised of many pieces or images, all of which link to the same click-through URL. For previous users, this unit type has been renamed as "Compound Image/Text Ad" in AdRelevance.

CONSUMER PACKAGED GOODS (CPG)

Consumer products packaged by manufacturers and sold through retail outlets. The sub-segments aggregated for this are: Beverage, Food, Pet Supplies, Tobacco, Household Supplies, Baby Care, Cosmetics, Dietary Supplements, Perfume, Toiletries, and Over-the-Counter Remedies. This category is sometimes referred to as "FMCG" or "Fast Moving Consumer Goods". CPG's are represented within AdRelevance's Consumer Goods industry category. Please see our Industry Maps sections under "Resources" for more detail.

CPM

Cost per thousand impressions. A pricing rate standard used in determining advertising costs for any given placement.

CREATIVE

Term used within the advertising community to describe the actual visual and verbal messaging used within any given campaign.

DATA TOOL BAR

The visible icon at the top right of the Client Center that serve as quick links to specific areas/features within AdRelevance.

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DESTINATION URL

The source URL to which an ad unit placement links to, taking the user to the page they see after clicking through on the advertisement.

DIMENSION

Various measurements used to define vertical and horizontal “Interactive Marketing Units” (IMU) or ad units used for ad campaigns. These sizes are per the voluntary standards set forth by the IAB/CAISE.

IAB DIMENSION NAME – IMU PIXEL SIZE

BUTTON # 1 – 120 X 90

BUTTON # 2 – 120 X 60

FULL BANNER – 468 X 60

HALF BANNER – 234 X 60

LARGE RECTANGLE – 336 X 280

LEADERBOARD – 728 X 90

MEDIUM RECTANGLE – 300 X 250

MICRO BAR – 88 X 31

NON-STANDARD SIZES THAT DO NOT ADHERE TO IAB GUIDELINES OR DEFINED AS STANDARD IMU'S

RECTANGLE – 180 X 150

SKYSCRAPER – 120 X 600

SQUARE BUTTON – 125 X 125

VERTICAL BANNER – 120 X 240

VERTICAL RECTANGLE – 240 X 400

WIDE SKYSCRAPER – 160 X 600

DISPLAY URL

The URL displayed on an advertisement identifying the advertiser's site to users.

DIVISION

Formal or informal names for businesses or units owned and operated by a specific Company. When no trademarked names are available, generic labels from the Company organization chart may be used. When no clear and consistent distinction is made by the parent organization, the division is not specified. Divisions are always held by Company in the hierarchy and are prefixed by the Company name. For example, Kraft Foods, Inc. is a Division of Altria Group Inc.

ESTIMATED SPENDING

The estimated dollar value for a given campaign, site, etc. Calculated using an estimated CPM that varies by site genre, ad dimension, ad technology, and ad delivery. Request a copy of AdRelevance's methodology here ([link to request form](#)).

EYEBLASTER

A rich media vendor. Ads are built in standard Flash and then served in both standard and non-standard media formats via a transparent DHTML page in front of the HTML page.

FILTERS

Means by which reports can be created. AdRelevance includes filter options with categorical groups.

ADVERTISER

Company, Division, Brand and Product, broken out specifically based upon the advertisement tracked.

INDUSTRY CLASSIFICATION

Industry, Segment, and Sub-segment. An internal classification schema that allows each advertisement the most specific classification we can provide.

SITE/GENRE

Site, Site/Sub-site, and Genre. Queries for site and site/sub-site are indistinguishable. Genre refers to a group of sites that are similar in content and function.

TIME

Week, Month, Quarter, Week Range, Month Range, Quarter Range.

DIMENSIONS

These sizes are per the voluntary standards set forth by the IAB/CAISE.

AD PLATFORM

Bluestreak, DART Motif, Eyeblaster, Eyewonder, Interpolls, Klipmart, PointRoll, United Virtualities Shoshkeles, Unicast, Ask Search, Google, MSN Search, Yahoo! Search and Generic Platform. Identifies by which branded and often proprietary technological products supported ad delivery.

TECHNOLOGY

Standard Image, Standard Image/Text, Flash (Generic), Rich Media, Sponsored Links, All Image-Based Technologies. Describes the underlying tool used to create the advertisement.

AD DELIVERY

How and ad was served to the viewer; e.g., Expanding, In-Page, Over-Page, Pop-Under, Pop-Up or Interstitial.

FLASH (GENERIC)

Ads created on the Macromedia Flash authoring tool. This technology is often used for .standard Flash banners. and is also the building block for creative deployed by many of rich media vendors. AdRelevance defines Flash (Generic) ads as those not hosted by third-party rich media vendors.

FLOATING

See Over-Page.

GENRE

Exclusive groups of sites that are similar in content and function. Sites are considered as a whole; individual sub-sites are not assigned to genres.

AUTOMOTIVE

Automotive news, buying guides and racing sites

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BUSINESS

Business oriented portals, technology sites, equipment suppliers, web designers and domain registration services.

COMPUTING & TECHNOLOGY - CONSUMER

Hardware and software reviews, downloads and technology news.

COMPUTING & TECHNOLOGY - IT

News, analysis, opinion and research for IT professionals.

EMAIL

Email accounts on major portals.

EMPLOYMENT

Resume banks, job listings and career services.

ENTERTAINMENT

Film and television news, schedules, reviews and synopses.

FINANCE

Market news and research, stock quotes and online trading.

FUN-PAGES & HUMOR

Comic strips, jokes and farcical papers.

GAMES

Online games, downloads, tips and reviews
General/National News Articles and periodicals on current events.

GREETINGS

Greeting cards and invitations.

HEALTH & FITNESS

Medical journals, diet information and exercise programs.

HISPANIC

Spanish language portals.

HOME & GARDEN

Realty, rental and moving guides, cooking recipes, decorating tips and botanical designs.

INCENTIVES

Give-aways, coupons and contests.

KIDS & FAMILY

Children's entertainment, family planning, parenting advice and genealogy research.

LEARNING & REFERENCE

Dictionaries, encyclopedias, almanacs, tutorials, courses and curriculum.

LOCAL/REGIONAL

City guides and regional portals.

MEN'S INTERESTS

Portals targeting men.

MUSIC & STREAMING MEDIA

Music reviews, ratings, downloads, players and streaming media technologies.

PORTAL AND SEARCH ENGINES

General interest sites that provide guidance on where to go online and usually offers 2 of 3 main services including email, and/or messaging services, as well as web search features.

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SPORTS & RECREATION

Fantasy leagues, scoreboards, sporting news and hobby sites.

TARGETED PORTAL/COMMUNITY

Portals geared toward specific populations or interests.

TRAVEL

Travel agencies, reservation sites and map sites.

WEATHER

Weather forecasts.

WEB HOSTING

Web hosting providers for business or personal use.

WOMEN'S INTERESTS

Portals targeting women.

YELLOW & WHITE PAGES

Business, phone and email directories.

HOUSE ADVERTISING

Defined as a self-promotional ad units run by a company on its own media outlet to drive traffic to its own content subsections or sub-channels. This can include third-party created content hosted on the media outlet's site. "House ad" designation also applies to advertiser-site relationships where there is a partial ownership (e.g., MSN advertising on MSNBC, which is 1/2 owned by Microsoft), a co-branded relationship (e.g., an ad for SBC Yahoo! Dial on a Yahoo!-owned site, NBC advertising on sites on an NBC-affiliate site), or an established ad sales relationship (e.g., Gorilla Nation Media advertising on AskMen.com). The AdRelevance system provides users with the option to remove "House Ads" from any impression and/or spending estimates.

INTERSTITIAL

See Transitional.

IMAGE-BASED TECHNOLOGIES

As a technology, image ads are any ad that contains an image.

IMPRESSIONS

The number of times an ad is displayed. The calculation is $\text{Traffic} \times \text{Ad Rotation}$.

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IMAGE MAP

An image embedded within an HTML document with “hot spots” that act as anchors or links to other information when they are clicked on. Image Map ads are classified as standard image technology within AdRelevance.

INDUSTRY

Defined as a specific branch of business trade. Advertisements are grouped according to their topic or focus. Industry is also the broadest competitive classification to which an advertisement can belong.

INDUSTRY CLASSIFICATION

Refers to the specific sector of commerce in which an advertisement competes. It encompasses increasingly granular areas of classification that include Industry, Segment, and Sub-Segment.

IN-PAGE

Also known as “inline”. Defined as an ad delivery type; whereby the ad is delivered within pre-determined placement areas on the publisher’s website. Inline ads generally are contained within the IAB ad dimension specifications.

INSTREAM

InStream ads, also known as “pre-rolls”, are ads generally served within media players and/or applications. They appear before and after streaming video content. At this time, AdRelevance does not track pre-roll advertising.

INTERACTIVE MARKETING UNITS (IMU)

Voluntary ad format guidelines introduced to enable marketers to utilize greater interactivity as well as expand the creativity in their online messaging. Sponsored by the Internet Advertising Bureau (IAB).

KLIPMART

A rich media vendor who’s proprietary technology platform allows for streaming video (e.g., offline television commercials) and can be coupled with interactive features for Internet advertising. Klipmart was purchased by Doubleclick in 2006.

NON-INSTREAM ADS ONLY

By using this custom ad delivery group, AdRelevance can segment out both Flash and rich media advertising activity that incorporated video elements.

OVER-PAGE

Out-of-banner ad delivery type appearing outside the pre-designated ad placement areas via a transparent DHTML layer over the page. They are often non-user initiated and float and/or animate over the page’s content.

OTHER

Items that meet the criteria of a report query, but are not listed among the top nine. All such items are grouped together under the heading “Other”. A detailed breakdown of these items can be viewed using the “download “ feature of the Report Viewer.

POP-UNDER ADS

Ads that appear in a separate browser window beneath an already open browser window.

POP-UP ADS

Ads that appear in a separate window on top of content already on-screen.

PRODUCT

Goods or services offered for sale or consumption. Products may reside under a Brand name or have a direct relationship to their Company. Brand prefixes Product in the hierarchy unless there is no Brand associated. In this case, Company and Division will prefix the Product.

POINTROLL

Rich media vendor known for their expandable banner (“FatBoy”) format, whereby interactive features like streaming, animation and HTML based forms within their panels. Other “Boy” formats include inline and overlays.

REPORT MANAGER

Location where all saved reports are stored and sorted into folders.

RICH MEDIA

A method of communication that incorporates animation, sound, video, and/or interactivity via a proprietary ad platform. It can be used either singularly or in combination with the following technologies: streaming media, sound, Flash, and with programming languages such as Java, JavaScript, and DHTML. It is deployed via standard Web and wireless applications including e-mail, Web design, banners, buttons, and interstitials.

RICH MEDIA VENDORS

Companies who sell their proprietary ad delivery technologies to agencies, advertisers and publishers for use in media campaigns.

ROTATION

The comparison of a particular set of ads to all other ads that appear on a given Web location during the same time period. This value is generally expressed as a percentage. For example, Company A had five percent of the rotation on www.website.com during the month of December.

SEARCH ENGINE

An online tool that helps users find information on the Internet.

SEARCH ENGINE SPONSORED LINK NETWORKS

These are companies that sell and distribute search results via their own network of partners. Examples include Google Syndication, Yahoo! Overture and MSN Search. AdRelevance tracks these networks via its Ad Platform filter.

SEARCH TEXT

The whole text that is typed into a search box. It can be composed of various keywords (e.g., Cars + New York) or a phrase (e.g., Cars in New York). Appearance of ads are dependent upon the keywords purchased.

SEGMENT

Grouping of advertisements according to their topic or main focus of business. The mid-level competitive classification to which an advertisement can be assigned.

SHOSHKELE™

Ads that are browser driven and free moving animations with synchronized sound and full interaction capabilities on a transparent HTML page. Proprietary to United Virtualities, a rich media vendor.

SITE

Set of web pages that share the same branded identity, navigation and layout. While many sites consist of a single domain name, others span multiple domains or are confined to certain sections of a domain. Factors considered include:

- Logo and branding
- Extent of cross-navigation
- Similarity of look and feel
- Description of brand(s) in media kit and/or site map

SPONSORED LINKS

Text-based ads that often appear as a result of a keyword search either on a search engine or associated site. These ads are often displayed alongside natural search results but identified under specified headers (e.g., “Paid Sponsor”, “Sponsored Link”, “Sponsored Sites” or “Sponsored Results”).

STRATEGY

The purpose behind the advertisement. Strategy attempts to identify the advertiser goals - direct response or branding.

AWARENESS

Campaigns working to communicate knowledge of brand.

DRIVE SALES

Direct marketing ads intended to get the user to make an immediate purchase decision.

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DRIVE TRAFFIC

Direct marketing ads intended to use giveaways or other enticements to encourage a visit to the site.

POSITIONING

Campaigns used to position a brand in a market, change consumer perceptions of a brand, or create an emotional response.

SUB-SEGMENT

A grouping of advertisements according to their topic or main focus of business. The most granular competitive classification to which an advertisement can be assigned.

SUPERSTIALS®

Transitional interstitial ad format developed by Viewpoint Unicast, whereby the ad is fully pre-cached prior to playing. Also known as a .transitional pop-up. by other platforms.

SUB-SITE

A section of a website that focuses on a particular topic, function or theme. Many Sub-sites coincide with a directory path although this is not required. Other considerations include:

- Breadcrumb trail and/or title bar
- Primary navigation bar selections
- Logo and branding
- Description of channel(s) in media kit and/or site map

TECHNOLOGY

Describes the method used to create the ad.

STANDARD IMAGE

Animated or static image ads; GIF or JPEG file format-based ads. HTML ads are also classified under this category.

STANDARD IMAGE/TEXT LINK

Ads that are comprised of many components, typically both image and text beneath the images all of which link to the same destination URL.

FLASH (GENERIC)

Macromedia's vector-based authoring tool that outputs file formats used to display interactive elements. Requires a plug-in (Flash Player). Generic Flash (Shockwave Formats - .swf) files used for standard Flash banners.

RICH MEDIA

A method of communication that incorporates animation, sound, video, and/or interactivity via a proprietary ad platform. Vendors include Bluestreak, Eyeblander, Eyewonder, Klipmart, PointRoll, and Viewpoint Unicast.

SPONSORED LINK

Text-based ads that often appear as a result of a keyword search either on a search engine or associated site. These ads are often displayed alongside natural search results but identified under specified headers (e.g., "Paid Sponsor", "Sponsored Link", "Sponsored Sites" or "Sponsored Results").

ALL TECHNOLOGIES

Select filter when no distinction needs to be made in terms of delivery type.

TEXT ADS

Generic text-based ads that are sold on non-search pages by the site itself and served by the sites' and/or publishers' own ad servers (e.g., DART, Open Ad Stream, and Falk). These ads are rotated ads and not dependent upon keyword search results.

TRANSITIONALS

Ad displayed between pages; typically seen when a user is trying to link from one page to another and the ad appears in-between pages. Also known as an Interstitial.

UNIQUE ADS

Individual ads counted not by impression, but by their unique creative.

UNICAST

Viewpoint is a rich media vendor who deploys formats such as Unicast, an interstitial or in-between page load ad. Known for their transitional pop-ups or "in-between page" ads called "Superstitials®", which use a Java caching technology to load and play ads between pages.



ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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