



A glossary of common **digital advertising** and **programmatic ad terms**

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1. Ad Exchange: An online marketplace where advertisers and publishers buy and sell digital ad inventory in real-time.
2. Ad Impressions: The number of times an ad is displayed on a website or app, regardless of whether it is clicked or not.
3. Ad Inventory: The available advertising space on a website or app where ads can be displayed.
4. Ad Network: A company that connects advertisers with a network of publishers to facilitate ad distribution and monetization.
5. Ad Server: A technology platform that delivers and tracks digital ads, targeting specific users based on various parameters.
6. Bid: The amount an advertiser is willing to pay for ad placement in an auction-based ad exchange or programmatic advertising.
7. Click-Through Rate (CTR): The percentage of ad impressions that resulted in a user clicking on the ad, calculated by dividing the number of clicks by the number of impressions. (Clicks/impressions x 100)



8. Container Tag: A container tag is simply a small piece of code that an advertiser adds to every page of their website, typically by adding the code once to a template. On their own, container tags do not add much (or any) functionality to a page; instead, they are used to manage and automatically load other scripts onto the page.

9. Conversion: The desired action taken by a user in response to an ad, such as making a purchase, filling out a form, watching a video or subscribing to a newsletter.

10. Cookies: Tracking cookies are text files with small pieces of data — like a username and password — that are used to identify your computer as you use a computer network. Specific cookies known as HTTP cookies are used to identify specific users and improve your web browsing experience. They also allow digital marketers to find you across the Web and serve ads to you known as “remarketing”.

11. Cost Per Acquisition (CPA): The average cost incurred by an advertiser for each conversion or desired action.

12. Cost Per Click (CPC): The average cost an advertiser pays for each click on an ad.

13. Cost Per Mille (CPM): The cost an advertiser pays for one thousand ad impressions.

14. Demand-Side Platform (DSP): A technology platform that allows advertisers to manage, optimize, and purchase ad inventory across multiple ad exchanges and publishers.

15. Frequency Capping: Limiting the number of times an ad is shown to the same user within a specific time period to avoid ad fatigue and improve targeting efficiency.



16. Impressions Per Thousand (IPM): The number of ad impressions delivered per one thousand impressions.

17. Programmatic Advertising: The automated buying and selling of digital ad inventory using technology platforms and algorithms, enabling real-time bidding and targeting.

18. Real-Time Bidding (RTB): The process of buying and selling ad impressions in real-time through an auction-based system.

19. Retargeting: Displaying ads to users who have previously visited a website or shown interest in a particular product or service.

20. Share of Voice: Share of voice is a marketing metric that allows you to compare brand awareness on different marketing channels against your competitors.

21. Supply-Side Platform (SSP): A technology platform used by publishers to manage and sell their ad inventory to advertisers through ad exchanges.

22. Viewability: The measurement of how visible an ad is to users, typically defined as having a certain percentage of the ad pixels visible on the screen for a minimum time.

23. View-Through Conversion: A conversion that occurs when a user sees an ad but does not click on it, but later completes a desired action within a specified time window.

Note: This glossary provides a selection of common terms used in digital and programmatic advertising. The digital advertising landscape is continuously evolving, and new terms may emerge over time.

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