



Helpful Advertising Terms

- ▲ **A/B Testing:** A method used to compare different versions of ads or website landing pages in order to determine which one performs better. A typical A/B test for ads involves running the two ads simultaneously and then measuring which version gets a better response from consumers.
- ▲ **Audience:** The total number of people that have been exposed to or could possibly be exposed to an ad during any specific time period
- ▲ **Banner:** The most common form of digital advertising. These ad units, which include static graphics, videos and/or interactive media, are displayed on a web page.
- ▲ **Bounce Rate:** A bounce is a website visit in which the visitor looked only at the single page they landed on, did not interact with it, and then left the site. The bounce rate expresses such visits as a percentage of the total visitor sessions, within a specific time frame.
- ▲ **Call to Action (CTA):** A phrase included within an ad, or a graphic element such as a button, which invites the audience to take a certain action. Examples include phrases such as Click to Read More or Sign Up.
- ▲ **CAN-SPAM Act** (Controlling the Assault of Non-Solicited Pornography And Marketing) is an act that was passed in 2003. That act is a law that establishes the rules for commercial email and commercial messages, gives recipients the right to have a business stop emailing them, and outlines the penalties incurred for those who violate the law.
- ▲ **Channel:** A distribution method; In advertising, it's an outlet used by advertisers to reach audiences, such as direct mail, email, display advertising, social media advertising, and mobile in-app advertising.
- ▲ **Click:** The action taken when a user interacts with an ad by either clicking on it with their mouse or by pressing enter on their keyboard.
- ▲ **Click-through Rate (CTR):** Expressed as a percentage of total impressions, this statistic shows how often people who are served an ad end up clicking on it. An ad's CTR is calculated by dividing the number of clicks an ad received by the number of times it's been served, then converting that into a percentage. For example, if an ad received 5 clicks and was shown 1000 times, the CTR is 0.5%. The higher the CTR on an ad, the better it's performing.
- ▲ **Click to Open Rate: (CTOR)** compares the number of unique clicks and unique opens. This number indicates how effective the email message performed and if it created a level of interest by the recipient to click-through to learn more about the content within the email.



- ⤴ **Conversion:** When launching a campaign, advertisers select a specific action or set of actions they want audiences to take. Each time someone takes this action, it is counted as a conversion. Conversions include actions such as signing up for a newsletter or making a purchase.
- ⤴ **Copy:** Text in an ad, or text written to be delivered audibly.
- ⤴ **Cost per Click (CPC):** How much an advertiser pays, on average, for each ad click. CPC is calculated by dividing the total amount spent on a campaign by the number of clicks generated.
- ⤴ **Cost per Thousand (CPM):** Metric that shows how much it costs to serve 1,000 ad impressions. Also used as a standard measure for buying display ads, as inventory is generally sold on a CPM basis.
- ⤴ **Display Advertising:** A digital advertising format where graphic ads are shown on a web page. ads can be graphics, videos, interactive images (a quiz or a game).
- ⤴ **Email Advertising:** Clickable banner ads and links that appear within emails and e-newsletters as well as offer and awareness based prospecting emails.
- ⤴ **Email Open Rate.** Email open rate is the percentage of the total number of subscribers who opened an email campaign. These rates can vary depending on the subject line and the relevancy of the subject matter for subscribers,
- ⤴ **Exchange:** A technology-facilitated marketplace that allows Internet publishers and advertisers to buy and sell advertising inventory in real-time auctions
- ⤴ **Frequency:** The number of times an ad is served to the same consumer during a specific time period
- ⤴ **Impressions:** The number of times an ad has been served, regardless of whether the user has actually seen or interacted with the ad in any way.
- ⤴ **Inventory:** Website publishers serve ads to visitors when they visit a web page. The number of potential ads that can be served is considered their ad inventory. For example, if The LA Times averages 1,000 visits to their home page in any given week, and they have space for two display ads on their home page, then their potential ad inventory is 2,000 impressions per week.
- ⤴ **Key Words:** They're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.
- ⤴ **Landing page:** The page users are directed to after clicking on an ad.



- ⤴ **Paid search:** Advertising in the sponsored listings of a search engine or a partner site by paying each time your ad is clicked.
- ⤴ **Pay per click (PPC):** A pricing model where advertisers pay based on the number of clicks received from a campaign.
- ⤴ **Reach:** The total number of people who see your ad.
- ⤴ **Search engine marketing (SEM):** Refers to paid search engine advertising (or PPC). Search engine marketing is the practice of utilizing paid ad campaigns based on keywords to connect to users actively searching for a product or service.
- ⤴ **Search engine optimization:** SEO stands for “search engine optimization.” It is the process of getting traffic to your website from the “free,” “organic,” “editorial” or “natural” search results on search engines.
- ⤴ **Seed List** A seed list is a list of email addresses that you will send an email to before you send the email out to everyone on your list. A seed list allows you to test the email across different email clients and devices.
- ⤴ **Social Media advertising:** Paid ads on social networking platforms; such as Facebook & Instagram.
- ⤴ **Sponsored content:** Material in an online publication, which resembles the publication’s editorial content but is paid for by an advertiser and labeled as such.

