



Adthena

The Ultimate Paid Search Glossary

This search marketing glossary has clear definitions of all the key concepts you need to know for a career in paid search.





Ad Rank

The position of a pay-per-click (PPC) ad on a search engine results page (SERP). The position of this ad depends on the position of each keyword included in the ad, which is determined by your bid for that keyword or ad group multiplied by the matched keyword's Quality Score.

Audiences

A particular group of users/consumers within a predetermined target market, identified as the targets or recipients of certain advertisements. Used frequently in paid search to target consumers in a cost efficient way and drive positive ROAS.



BBM

Stands for

Broad Match Modifier

A match type that is a relatively new entrant and lies in between broad and phrase match. It gives more control than broad match and more freedom than phrase match. It works by adding a '+' sign in front of words in a keyword phrase when the match type is selected as broad, which means that the word with a '+' in front of it has to match or be a close variant of a user's search query.

Brand Conquesting

A means to deploy ads for an advertiser's products or services close to the content relating to the competitor or the competitor's products.

Brand Bidding

When an advertiser bids on, and therefore appears on, their competitors' brand terms. This tends to be applied by small/new brands wanting to raise awareness of their products or services through the authority of a more mature brand. Also used by established brands trying to gain cheaper traffic than through generic keyword bidding.

Brand Terms

When the search term is or contains the name of a brand.

Brand Protection

Adthene's [Brand Protection](#) solution helps you protect your brand equity and Return on Ad Spend from competitor brand bidding and infringements.





Campaign Optimization

Adthema's [Campaign Optimization](#) solution lets you continually, proactively and accurately monitor and optimize campaign performance vs. your competition.

CMO

Stands for
Chief Marketing Officer

The Chief Marketing Officer is a corporate executive responsible for marketing activities in an organization.

Conversion

An action that a user completes on your website after clicking through on your ad. (This can be a sign up, download, sale, etc.).

CPA

Stands for
Cost Per Acquisition (Cost Per Action)

The price you pay for an action (aka Conversion) that a user completes on your website after clicking through your ad.

CPC

Stands for
Cost per click

The actual price you pay for each click in your search advertising campaign.

Continued on next page



CPM

Stands for
Cost Per 1000 Impressions

The price you pay for 1000 impressions (visibility) of your advertisement. Predominantly used amongst Display, YouTube and sometimes Social Media campaigns.

CR (also CVR)

Stands for
Conversion Rate

The percentage of users who clicked through a paid or organic result on the SERP and performed an action (conversion) on the website after clicking through.

CTR

Stands for
Click Through Rate

The percentage of users who saw a paid or organic result on the SERP and clicked through that result.





DKI

Stands for
Dynamic Keyword Insertion

A paid search feature provided by search engines (Google, Bing, Yahoo) to dynamically insert a keyword that is most relevant to the ad copy to be displayed.

DSA

Stands for
Dynamic Search Ads

A type of paid search advertising that does not involve keywords. You allow Google to automatically show your ad based on a “crawl” of certain pages of your website

ETA

Stands for
Expanded Text Ads

Text ads that are 2x bigger than current text ads. ETAs are designed to maximize your presence and performance on mobile search results with a bigger headline and an extra long description. With a mobile-first mindset, whatever works on mobile is going to get applied to desktop too.

Exact Match

A keyword match type available to advertisers using Google Ads and Bing Ads. Exact match keywords allow you to reach prospects searching only for the specific keyword you’re bidding on or close variants of that keyword.



Generic Term

When the search term does not contain the name of a brand.

Google Ads

Google Ads (previously Google AdWords) is Google's online advertising platform on which advertisers pay to display brief ads, service offerings, product listings, and other content to web users.

Google Display Network

When advertising on Google's Display Network, businesses place display ads on a huge network of sites across the internet. Also see Google Search Network.

Google Search Network

When advertising on the Google Search Network, businesses place text ads in the search engine results. Also see Google Display Network.

Google Shopping

(formerly known as PLAs)

A Google service which allows users to search for products on online shopping websites within the SERP and compare prices between different vendors.



Keyword

A word or phrase entered into a search engine to return matching and relevant results. Also see Search Term.

Keyword Planner

Keyword Planner is a Google Ads tool for building search ad campaigns. You can use it to search for keywords and how they might perform, and adjust competitive bids and budgets.

Market Entry

Adthema's [Market Entry](#) solution lets you preview the competitive landscape you're about to enter, avoid cost incrementality and budget disproportion, and start acquiring customers.

Market Leadership

Adthema's measure of Search Market Dominance in the Search Intelligence Index.



P1

Stands for
Position 1

The top Paid or Organic search result on the Search Engine Results Page (SERP).

Phrase Match

A keyword setting that allows your ad to show only when someone's search includes the exact phrase of your keyword, or close variations of the exact phrase of your keyword, with additional words before or after.

PLA

See Google Shopping.

PPC

Stands for
Pay Per Click

The price you pay for a click on your advert on the SERP, Display or Social Media.





RLSA

Stands for

Remarketing Lists for Search Ads

A feature that lets you customise your search ads for people who have previously visited your website. You can tailor your bids to these visitors as well. Ad tailoring is decided based on the users behaviour on your website.

RSA

Stands for

Responsive Search Ads

Text ads that allow advertisers to enter multiple headlines and descriptions which Google's machine learning will then test, learn, and optimize for the best performing combination according to search query.

ROAS (ROI)

Stands for

Return on Ad Spend (Return on Investment)

A marketing metric that helps to measure the efficiency of a digital advertising campaign/activity.



Search Excellence

Adthema's measure of SEM efficiency and effectiveness in the Search Intelligence Index.

Search Intelligence

Competitive intelligence for search is the ability to understand your competitors' paid search strategies on a granular and continual basis. [Find out more](#)

Search Intelligence Index

Adthema's [benchmark and analysis](#) of search engine marketing performance for companies across the search landscape.

Search Term

A word or phrase entered into a search engine to return matching and relevant results. Also see Keyword.

SEM

Stands for
Search Engine Marketing

A form of internet marketing that helps to promote a website by increasing their visibility on the SERP through PPC and SEO.

SEO

Stands for
Search Engine Optimization

A form of internet marketing that helps to promote a website by increasing their visibility on the SERP through PPC and SEO.

Continued on next page



SERP

Stands for

Search Engine Results Page

A results page of a Search Engine (either Google, Yahoo, Bing, etc.) that appears after a user has performed a keyword search.

Smart Monitor

Adthenda's advanced [monitoring technology](#) that automatically alerts you to market shifts, ensuring you're always one step ahead of the competition.

Strategic Advantage

Adthenda's [Strategic Advantage](#) solution gives you full market transparency so that you can make confident, data-driven, strategic decisions and forecast with precision.



Trademark Infringement

When an advertiser is using their competitors brand name in their ad copy messaging, which the competitor has trademarked.

Whole Market View

Adthens's [Whole Market View](#) is a dynamic, AI-driven data model created individually for your business, representing your entire relevant search landscape.





Adthena

Find out how Adthena can help you analyze, benchmark, and optimize your search ads to deliver better results.

adthena.com/optimization

