



Glossary

- **Ad banner** – a graphic message or other media used as an advertisement.
- **Ad impression** – an ad which is served to a user's browser.
- **Ad impression ratio** – Click throughs divided by ad impressions.
- **Banner** – a graphic advertising image displayed on a web page.
- **Click rate** – ratio of ad clicks to ad impressions.
- **Clicks** – metric which measures the reaction of a user to an Internet ad.
- **Click through** – the action of following a link within an advertisement or editorial content to another website or another page or frame within the website.
- **CPC (cost per click)** – cost of advertising based on the number of clicks received.
- **CPM (cost per thousand)** – media term describing the cost of 1,000 ad impressions.
- **Display advertising** – a form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page.
- **Frequency** – the number of times an ad is delivered to the same browser in a single session or time period.
- **Impression** – a measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user.
- **Keyword** – specific word(s) entered into a search engine by the user that result(s) in a list of websites, related to the key word.
- **Page view** – when the page is actually seen by the user.

- **Pay-per-Click** – an advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or email message.
- **Reach** – unique users who visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience. The total number of unique users who will be served a given ad.
- **Rich media** – advertisements with which users can interact (as opposed to solely animation) in a web page format.
- **ROS(Run Of Site)** – the scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.
- **Search** – Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase.
- **Search engine** – an application that helps Web users find information on the Internet.
- **SEM(Search Engine Marketing)** – a form of Internet marketing that seeks to promote Websites by increasing their visibility in the Search Engine result pages.
- **SEO(Search Engine Optimization)** – process of improving the volume and quality of traffic to a Website from search engines via “natural” (organic or algorithmic) search results.
- **Target audience**– the intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.), product purchase behavior, product usage or media usage.
- **Traffic**– the flow of data over a network, or visitors to a website.
- **Unique visitor**– a unique user who accesses the website within a specific time period.
- **View** – often used as a synonym for “impression”.
- **Visit** – a single continuous set of activities attributable to a cookie'd browser or user (if registration-based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a site.
- **Visitor** – individual or browser which accesses a website within a specific time period.