

PROGRAMMATIC ADVERTISING CHEAT SHEET

Your handy guide to **adtech**



AD EXCHANGE BUYERS MARKETPLACE

A section of the Ad Exchange buyer user interface that provides a shopping-like experience to help discover publishers and create deals



AD SERVER

A digital store of content that will serve to pages and apps. Ad servers upload the ad to the webpage and target the most relevant ad to a particular user



AD TAG

Code snippets generated and provided from a web source that contain information on how the ad will be displayed



AD UNIT

These are the actual specifications for the ad in terms of dimensions and formatting



BID REQUEST

A real-time bidding (RTB) request sent from the ad server to the buyer for the auction of an impression



BRANDED INVENTORY

Inventory that reveals the following information to potential buyers: 1) The full URL where the impression will occur 2) Publisher ID 3) Seller name



CONVERSION

A predetermined action intended to be done by ad audiences. Each time the audience of an ad performs this action (i.e membership sign up) a conversion is counted



COST PER CLICK (CPC)

A metric for determining the dollar value an advertiser will pay for each click generated (on average). Calculated by dividing total amount spent on ad campaign by clicks generated



COST PER MILE (CPM)

A measure of the cost of serving 1000 ad impressions. This provides the advertiser with value of an individual ad impression. CPM is also a standard measure for purchasing display ads - inventory is usually sold on a CPM basis



CREATIVE

This is the actual 'advertisement' that the audience will see when the ad is served. Usually in the form of a code snippet, file or link



DEAL CHECK

A tool that allows publishers to check for issues that are decreasing the number of matched ad requests for their Preferred Deals or Private Auctions



DEMAND SIDE PLATFORM (DSP)

A marketplace for ad inventory that combines multiple ad exchanges onto a single interface. Buyers will bid for the purchase of inventory



DESCRIPTION URL

When a video is playing on site, there will be a URL that describes the content of the video. This can be in URL form or as text on a page that describes the video



DYNAMIC ALLOCATION

A network level instrument intended to amplify your remnant and Ad Exchange income without compromising reservations



ESTIMATED AMOUNT OF IMPRESSIONS PER DAY

The amount of impressions estimated to deliver to a publisher's site per day during the lifetime of an ad



GROSS ESTIMATED SPEND

The amount that a publisher estimates will be spent during the lifetime of an ad



IMA SDK

Abbreviation for Interactive Media Arts Software Development Kit



IMPRESSIONS

The measure used to count the number of times an ad has been served



INVENTORY

The ad space available on web pages or applications that the publisher makes available to sell to advertisers



LINE ITEM

An advertiser's guarantee to purchase an exact number of impressions (CPM), user clicks (CPC), or time on a particular day and at a particular price. Additionally, a line item indicates when and where the advertiser's ads will appear



MID-ROLL

An ad that will serve during another video or interaction. An example might be an ad that plays 2 minutes into a long video



NON-GUARANTEED DEAL

An agreement made between a seller and a buyer for inventory at a fixed and pre-negotiated price



OPEN AUCTION

The public marketplace where Ad Exchange matches buyers' targeting with sellers' inventory and seeks the highest bid



ORDER

The arrangement made between the advertiser and publisher stating what has been sold and for how much



OVERLAY ADS

An ad that appears in the video player while content is playing and covering a part of the screen



OVERRIDE BLOCKS

A tool to override blocking rules for the Private Marketplace



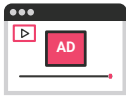
PARENT PROFILE

The first publisher profile created in the publisher's Ad Exchange account. It acts as the default profile when other profiles are not associated with a specific offer



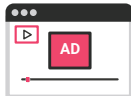
PERCENTAGE-BASED LINE ITEM

A line item that has a delivery goal which is a percentage of the total impressions delivered to the targeted ad unit



POST-ROLL

Once the feature video has ended, the video ad position will serve



PRE-ROLL

Before the feature video has started, the video ad position will serve



PRIVATE AUCTION

When a seller invites a specific group of buyers in an auction



PUBLISHER PROFILE

A profile created by publishers that shows a snapshot of their brand and their offering to buyers and advertisers



QUANTITY-BASED LINE ITEM

A line item that is reserved to meet certain impression or click goals



RATE

The price that the advertiser is being charged to deliver guaranteed line items



REMNANT INVENTORY

Unsold inventory that is not contractually obliged to deliver a desired number of impressions



SEMI-TRANSPARENT INVENTORY

Inventory that reveals a truncated URL of where impressions will occur prospecting buyers e.g the full URL is "https://mail.google.com/ads/ad.html," the truncated version is "https://google.com"



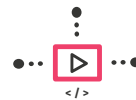
SKIPPABLE IN-STREAM ADS

A video ad format that allows users to skip an ad after a certain amount of time



STANDARD IN-STREAM ADS

A video ad format that is non-skippable



VAST (VIDEO AD SERVING TEMPLATE)

A 3PAS standard for in-stream videos that allows publishers that support VAST to play any VAST-compliant ad



VPAID (VIDEO PLAYER-AD INTERFACE)

An industry standard for interactive in stream video ads created by the Interactive Advertising Bureau

