



# CRM, Online Advertising and Market Technology Dictionary

## 1:st party data

Data type: Data that is owned and collected by the enterprise. Examples include CRM data, Loyalty card data, website behaviour, PII (see PII) and POS data

## 2nd party data

Data type: A partners 1st party data (see 1st party data).

## 3rd party data

Data type: Anonymous data that can be purchased to make a profile stronger. For example, purchasing demographic and shopping behaviour data to create an even richer profile. AAM Adobe audience manager (see DMP)

## Ad exchange

A central online marketplace where marketers and publishers can buy and sell advertising space. Auction format ad purchasing in real-time is generally possible through an Ad exchange.

## Ad network

A company that connects websites with advertising to sell, then aggregates that inventory for advertisers to buy, usually with

programmatic exchanges.

## Ad server

A technology that enables advertisers, publishers and agencies to host, place and track advertisements on websites.

## Agency trading desk

An agency trading desk is a team within an ad agency that executes online media buying as a managed service.

## Attribution

The ability to provide credit or tracking to a marketing channel for a successful outcome. For example, attribution may determine that a 40% of web converters clicked on a re-targeting ad.

## Audience Extension

Audience extension is a process used in advertising technology that attempts to expand the target audience size while ensuring relevancy and maximizing engagement. The extension process takes a known audience segment and catalogues various shared characteristics that can be used to target people who bear similarities and

are therefore likely to become customer. Audience Extension techniques are also sometimes called “Lookalike Modelling”.

## Audience Marketplace

This is a feature in many DMPs that enables buying and selling of 2nd and 3rd party data. Provides opportunity for for both 2nd party and 3rd party sellers and buyers to share data.

## Bot

A software application that runs automated tasks – usually simple and repetitive – over the internet typically at higher speed that would have been manually possible.

## CMS

Content Management System: A technology that enables marketers to manage content on digital destinations such as websites and microsites.

## Connected TV

Connected TV refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from the cable provider.

## Cookie

A piece of code that could be stored in a browser cookie. Enables the storing of basic information about the user's online behaviour.

## CRM

Customer Relationship Management – a broad term but in the ad-tech world CRM data can be activated when using a DMP and CRM can data can also be leveraged by an ESP.

## Cross-Channel

Technology of media that applies across multiple formats and across multiple devices or pieces of hardware they use to connect to the internet. This is different from cross device, which implies only multi device application rather than multiple formats within devices.

## Cross-Device

Refers tot the ability tot market to a user across the multiple devices or pieces of hardware they use to connect to the internet. Effective cross device targeting ensures a consistent user experience across mobile phones, tablets, laptops etc.

## DCMv

Formerly known as Google Double Clicks DFA or DART for Advertisers.

Its now referred to as DCM, or Double Click campaign manager.

## DCO

Dynamic Creative Optimization: A display ad technology that automatically optimizes ad creatives in real-time, personalizing ad creatives using multivariate testing and each users unique attributes.

## Deal ID

A unique piece of code assigned to an automated ad buy, used to match buyers and seller individually, based in a variety of criteria negotiated beforehand.

## Default Ad

Default state of a DCO (see DCO) ad that the advertiser can choose to show when cookie targeting is missing or does not match content source.

Example is a DSP (see DSP) makes an ad call and there is no matching DCO cookie.

## Destination

In terms of ad tech and DMP, a

destination is a location where an audience can be sent, syndicated or activated for cross channel marketing.

## Deterministic linking

A method of stitching cross device data by linking a device to a person based on authentication event (e.g. a login by a person on that device).

## Device Graph

The device graph is a complete set of data organized as people and households.

## DFA

The old name for Googles DoubleClick for Advertisers solution. Its now referred to as DCM (see DCM)

## DFP

Double Click for publishers – an ad server for publishers that is integrated with many DMPs so audiences can be activated in real-time.

## DMP

Data Management Platform: A technology that can ingest data from 1st, 2nd and 3rd party data sources in order to create and activate audiences (aka segments). DMPs

bridge the worlds of ad tech and marketing tech and create a unified view of customers (profiles).

Examples are Adobe, Salesforce (KRUX) and Oracle (Bluekai).

## DOOH

DOOH stands for Digital Out-Of-Home advertising. It refers to “out of home” advertising – that is, ads that are marketed to customers when they are “on the go”, such as in transit, in commercial locations, in waiting areas.

## DSP

Demand side platform: A technology that allows programmatic access, buying and bidding of digital advertising inventory. Common DSPs are MediaMath, Google DoubleClick bid manager and Adobe.

## Dynamic Ad Insertion

DAI expands advanced advertising opportunities by allowing advertisers to target ads that can be swapped in and out of VOD content.

## Dynamic Attributes

Dynamic elements within a DCO (see DCO) ad that are not referenced from the content source by a dynamic

trigger (see Dynamic trigger). Delivery of the ad element is based on business rules (like A/B test) and is not fee based. Examples include CTA, background colour or offer.

## Dynamic Trigger

Retargeting values captured by a pixel on the advertiser website that can be used to trigger outputs from the content source (data feed, API) to populate the DCO (see DCO) ad. Examples are category or SKU that map to specific rows in the content.

## ESP

Email Service Provider: a technology that provides cross channel and email marketing at a scale for an enterprise. Most leading MA platforms have ESP capabilities.

## Fee Driven Output

Ad elements that can be referenced by a dynamic trigger (see dynamic trigger) in the content source for a dynamic ad. Examples are image,

URL, Copy, etc. that are referenced in a data feed.

## **General Data Protection Regulation (GDPR)**

New regulation intended to strengthen and unify data protection for individuals within the European union. Effective in May 2018 it will impact how marketers are allowed to use customer data.

## **Hashing**

A way for separate companies to match their dataset without either party being able to access the other party's data.

## **Identity Management**

As it relates to the DMP and marketing technology, identity management means a single view of the customer across screens and authenticated states (known, unknown, mobile desktop etc.).

## **Impression**

Also known as "page view" for publishers, an impression measures the the number of times a page or advertisement is theoretically viewed. There is no action from the user. The number of impressions is used to measure reach.

## **In-Stream**

An ad that appears within a piece of content. For example, a pre-roll ad attached to a You Tube video or a Promoted Tweet in a Twitter feed.

## **Interactive In-App Pre-Roll**

Video ads containing rich-media or interactive functionality running in-app on smartphones or tablets.

Interstitial ads playing in-app expand to full screen unless viewer exists.

## **Interactive Pre-Roll**

In stream video ads that play before video content and feature interactive or rich media content, such as overlays, video galleries and microsites.

## **Internet of Things (IoT)**

Refers to the internetworking of devices (physical devices, vehicles, smart devices, buildings, etc.) embedded within a network connectivity capability that allows these devices to collect and exchange data.

## Linear TV

Live television that is watched as a scheduled; stands in contrast to pre-recorded or video on demand (VOD).

## Match Rate

Percent of matchable unique IDs a DMP and DSP have been able to collectively identify.

## Mid-Roll

Form of online video ad placement where the ad is placed during a break in the middle of the video content.

## Mobile Pre-Roll

Video ads with standard functionality, such as click through, running on smartphone or tablet devices. Can be in-stream or in-app.

## Offline Data

Data type – Offline data refers to user data when that user is not logged in, or is doing an activity that is not web related such as visiting a retail location to purchase something. In this case, the user's data could be stored as POS (see POS) data.

## Online Data

Data type – Online data refers to user

data when that user is online or logged on into a website.

## Open Exchange

An open digital advertising marketplace for aggregated inventory from multiple partners where buyers can bid either manually or programmatically to purchase impressions.

## Optimization

The act of refining digital marketing activities to improve performance. In many DMP:s this can take the form of refining audience segments, adjusting destinations, or shifting campaign strategy.

## Over the Top (OTT)

Refers to audio, videos, or other media transmitted via the internet without the control of cable or satellite television operators. Examples include streaming services from Apple TV, Netflix and Amazon accessed through mobile phones, smart TVs, set-top boxes, gaming consoles etc.

## PHI

Protected Health Information. PII for

the health industry. No PHI can be leveraged for DMP or other segmentation or marketing purposes.

## **PII**

Personal identifiable information. Digital information that can be used, on its own or together with other information, to track back actions to a specific, known individual. Examples include email address, phone number etc. No PII data can be loaded into any DMP.

## **POS**

In retail and e-commerce, the term stands for Point-Of-Sale, a system or technology that has the attributes of a cash register and can accept payment and store customer buying data.

## **Post-Roll Ad**

The streaming of a mobile advertising clip after a mobile TV/video clip. The mobile advert is normally 10-15 seconds.

## **Pre-Roll Ad**

A video advertisement that appears directly preceding an online video. Common formats include :15, :30 and :60 lengths.

## **Private Marketplace (PMP)**

An invite only marketplace where premium publishers offer ad inventory directly to selected advertisers. PMPs give publishers tighter control over advertisers and content appearing on their properties.

## **Probabilistic Linking**

A method of stitching cross device data by linking a device to a person algorithmically, based on the device characteristics such as browsing behaviour, IP address and operating system.

## **Profile**

Within DMPs, a representation for a person that includes the attributes of that person.

## **Profile Link**

An identity management feature in DMPs. (see DMP). Profile link allows you to “merge” or “stitch” profiles based on a person’s device usage.

## **Programmatic Ad Buying**

The use of software to purchase digital advertising, as opposed to the

traditional process that involves RFPs, human negotiations and manual insertion orders.

## Programmatic Advertising

Programmatic Advertising means letting the machines do the ad buying, decisioning and activating. (RTB is a subset of Programmatic Advertising – see RTB).

## Programmatic Direct

An ad buy done directly between a publisher and advertiser through automated programmatic ad-buying systems.

## Programmatic Non-Reserved

A typical automated buy, similar to an open auction, in which relatively anyone can bid to buy ad space that is for sale.

## Programmatic TV (PTV)

Programmatic TV (PTV) is a technology that enables brands and agencies to buy TV ads programmatically - using software.

## RLSA

Remarketing Lists for Search Ads: A

feature that lets you customize your search ad campaign for people who have previously visited your site, and tailor your bids and ads to these visitors when they are searching on Google.

## RTB

Real-time bidding: The ability to buy and sell ads through an online auction. A subset of Programmatic Advertising.

## S2S

Server-to-server: A description of an integration between two systems that streamlines data movement and decreases page load time. When servers can talk to each other – performance and integration works better.

## SDK

Software Development Kit, or devkit – a set of software development tools that allows the creation of applications for a certain software package. Many DMPs offer SDKs to access deeper capabilities in the solution.

## Segment

In DMPs (see DMP), a group of one or more, also known as audience.

## Segmentation

In DMPs (see DMP), the act of rules based on attributes like demographics or behaviour build niche audience groupings.

## Skippable Pre-Roll

In-stream video ads that allow viewers to skip ahead to non- advertisement video content after playing for a few seconds.

## SSP

Supply-Side Platform (also known as sell-side platform): software used to sell advertising in an automated fashion, used by publishers. Since publishers often sell advertising as a revenue stream, a SSP is their version of the DSP.

## Tag Management System (TMS)

A solution designed to expedite the deployment of marketing tags, reduce page load times and control data.

## Unique User/Device ID

Sometimes called UDID: identifier assigned to a device or a user. That lasts until the device is reset or the account is deleted.

## VAST

Video Ad Serving Template; a universal XML schema for serving ads to digital video players.

## Viewability

Viewability is a ad metric that aims to track only impressions that a user actually sees. For example, an ad that requires a user to scroll down to the bottom of the page to see it might not be viewable.

## Viewable Completion

When a video is viewable at the end of ad play.

## VPAID

Video Player Ad-Serving Interface Definition; allows a rich interactive user experience with in stream video ads.

## VTR

View-Through Rate; measurement of how many people that saw an ad and eventually visited the advertisers site.

# About Recoordinate

We are needle-in-the-haystack finders who dream big and transform customer experiences. We help our customers create a competitive advantage by putting their customers first and by delivering next generation customer journeys.

Recoordinate started in 2010 and since then we have helped a several well-known brands in Sweden and across the EMEA markets. We specialize in developing our clients' cross-departmental people, processes, technologies and data capabilities to support communications, marketing, sales and customer service.

We break down silos to observe, shape and perform the next generation data driven customer experience and increase our customer's corporate growth.

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