

Glossary

Term	Definition
Action	A behaviour a visitor may perform, such as visiting a web page, reading an article, viewing or clicking on a banner ad, watching a video, playing a game, submitting a form or purchasing a product. Each time a user performs one of these predefined <u>actions</u> , a request is sent to the servers of Adhese.
ADM	Administrative cost is an advertising pricing model in which the advertiser pays a price that is independent of volume or duration.
Ad request	The <u>request to deliver an ad</u> at a specific position as a direct result of a user's action as recorded by the ad server.
Ad serving	The technology responsible for delivering advertising campaigns from a server to an end-user client (such as a browser), where the ads are then displayed and cached.
Ad spend	The total amount of money spend on ad campaigns
Ad tag	A piece of HTML or JavaScript code inserted into the source code of a web page. For each main format, such as Leaderboard or Skyscraper, you will need to implement an <u>Ad tag</u> in the location where you want the format to run.
Advar template	JavaScript files for adding extra functionality and CSS style rules for designing your online ads. <u>Advar templates</u> are pre-made ads, such as text ads, native ads or pre-roll video ads.
API	Application Programming Interface determines how two applications have to communicate with each other. The <u>API</u> provides access to inventory and performance data in the Adhese database for campaign planning and reporting. You can also use the API to create, manage and update campaigns and bookings.
Auto-delivery	The automatic distribution of impressions for a campaign is determined by the percentage set by Adhese for the selected booking based on its characteristics and competing bookings.
Booking	A combination of a position and a period determines where, when, how and to whom a campaign is delivered.

Cache busting	The process by which sites or servers serve content in a way that prevents browsers from serving content from their cache. This forces the browser to fetch a fresh copy for each request and ensures that reporting reflects the actual views or impressions of an individual ad creative.
Campaign	A grouping of booking conditions and creatives.
Channel	A grouping of identical positions across different locations within your network (e.g., run-of-network), your website (e.g., run-of-site), or any other custom combination.
Clicks	The measurement of a user clicking on a link within an ad creative that redirects the user to the advertiser's landing page or target URL.
Clicks per contact	The ratio of clicks to the number of contacts.
Click tag	A parameter used in ad creatives. It is a variable that defines the landing page URL from the markup code.
Click-through rate (CTR)	The ratio of clicks to impressions.
Client	A computer or software program that makes contact with a server to obtain data over the Internet, such as a web browser.
Companion ad	Text, display ads, rich media, or skins that wrap around the video experience.
Competing campaigns	Campaigns booked at the same position as the selected campaign.
Contact	A <u>unique visitor</u> who accesses a website.
Cookie	<u>Cookies</u> are small packets of data. When someone visits your website for the first time, the cookie and its unique tracking ID are downloaded and stored by Adhese on the user's internet browser. On each subsequent visit, the cookie is returned to Adhese.
CPC	Cost per click is an advertising pricing model in which the advertiser pays for each click.
CPD	Cost per day is an advertising pricing model in which the advertisers pay a daily fixed fee.
CPL	Cost per lead is an advertising pricing model in which advertising costs are based on a visitor taking a specifically defined action in response to an ad creative (such as a sales transaction or newsletter subscription).
CPM	Cost Per Mille. Cost per thousand impressions is an advertising pricing model where the advertiser pays for every thousand impressions served.

CPP	Cost per period is an advertising pricing model where the advertiser pays a cost for a fixed delivery period, regardless of the number of impressions or clicks.
Creative	The file that contains the visual representation of the advertiser's campaign.
Creative status	Indicates whether or not creatives are uploaded to a campaign or attached to a booking.
Creative template	A piece of code wrapped around each creative of the format to which it is applied.
Daily contacts	The number of unique visitors on a daily basis. If ten different people visit on day one, five new people visit on day two, and five people who also visited on day one the total number of daily contacts is twenty people, even if the absolute number of unique visitors is only fifteen.
Delivery method	Indicates how impressions are distributed.
Delivery multiples	An option to combine or exclude delivery of a campaign's bookings.
Delivery rate	Estimates whether or not a booking's delivery is on schedule. Several variables are taken into account, such as the number of impressions to be delivered and the number of impressions delivered. (see Delivery overview).
Device type	The type of device a visitor uses to access a publication, for example, a desktop, tablet, or smartphone.
eCPC	The effective cost per click (eCPC) is calculated by dividing the total earnings by the total number of clicks.
eCPM	The effective cost per thousand impressions. The eCPM is calculated by dividing the total revenue by the total number of thousand impressions delivered. The eCPM indicates how much a booking would have cost if it had been sold on a CPM basis. See eCPM benchmark .
Expandable ad	A creative that expands beyond its original size into a larger creative through user interaction.
Fill rate	Indicates the percentage of a position's total available inventory volume sold. For more information on the calculation of the fill rate, see Monthly inventory .
Frequency capping	Limiting how often a given ad is shown to an individual visitor to your site (see User frequency cap).
Format	A definition of the creative requirements, such as file size and dimensions.

Header status	Indicates if there is a problem with the header of the campaign.
Impression	A measurement of responses from Adhese to an ad request from the user's client (see Impression measurement).
Inventory	Advertising space available for sale across your network or across all positions. The impression metric expresses the volume of advertising space available.
Inventory share	The percentage of the expected inventory volume of the booked item that a booking claims.
Location	A (sub)section within a publication, such as the home page, the local news or lifestyle section, or the daily newsletter.
Logfile	A file that records transactions that have taken place on the server. Some data that may be collected is the date/time stamp, URL served, IP address, previous URL, etc.
Metadata	Additional information about a campaign.
Offer	A simulation of a campaign used to propose potential campaigns to advertisers, together with an indication of the cost price of the campaign. (see Offers and options).
Option	A campaign proposal with "shelf life". It allows you to plan pending campaigns (see Offers and options).
Over-delivery percentage	Used to avoid reporting discrepancies with third party ad servers. If the percentage is 2%, the campaign will deliver 2% more than the initial booked volume. (see System-wide over-delivery).
Parameter	The information that Adhese collects along with the action. Parameters provide a greater insight <i>into who</i> is doing <i>what</i> , <i>where</i> and <i>how</i> these actions occur.
Platform	How a publisher distributes its content to its audience, such as a website, newsletter or application..
Position	A combination of a location and a format.
Position template	A template linked to a specific position, such as a leaderboard on a homepage, contains a wrapper for all ads served on that position.
Position type	Adds additional functionality to a position, such as the ability to load multiple types of ad formats into one position. (see Position types).

PPID	Publisher-Provided IDentifier. A PPID is assigned to a user by a publisher. Publishers typically tie a PPID to a logged-in user or customer profile that relates to a single identified user. Used for features like User Frequency Capping.
Priority	Determines how important it is for the campaign to achieve its objectives within the specified time frame compared to competing campaigns.
Progress status	The ratio of impressions already served to the number of impressions required.
Publication	A publisher maintains one or more online publications, such as a blog, video channel, newsletter, smartphone app, web shop or the online version of a printed newspaper.
Publisher	A distributor of content via one or more media platforms.
Render rate	The likelihood of a sold ad request turning into an impression. The formula for the Render Rate is: $(\text{Total Measured Impressions} / \text{Total Sold Ad Requests}) * 100 = \text{Render Rate \%}$.
RON	Run of Network, the delivery of an advertising campaign across multiple sites within a publisher's network.
ROS	Run of Site, the delivery of an advertising campaign across a publisher's entire website.
Rotation delivery	If the delivery method is set to rotation, each creative attached to the same position has an equal chance of being delivered.
Running status	Indicates the 'health' or state of the campaign or booking, and whether there are any issues that may affect the start or delivery of a campaign.
Server response	The necessary information Adhese returns in response to a request.
Sold ad request	The number of ad requests where the ad server responds with an ad.
SOV delivery method	Share of Voice, the booking reserves a part (share) from the position's expected volume of impressions (voice). The delivery percentage indicates the percentage the booking must deliver. If the delivery percentage is set at 20%, the booking will be delivered once every five impressions.
Stack format	A stack format sends the client (e.g. a browser) a list of ads that can be displayed for the position at that time. It is up to the client to decide which ad will be displayed.

Targeting	The process of optimising campaign performance by, for example, tailoring delivery to the profile of your audience. See Targeting for the different targeting techniques.
Target URL	The website that is visited when an ad is clicked on. Also known as the landing page.
Team campaign	Campaigns run by users with the same user level and parent publisher as the logged-in user.
Template	Formats that are more complex than the IAB Standard Formats, as templates are characterized by advanced functionality.
Third-party discrepancy	Differences between reports from a publisher and an advertiser. Refer to Third-party discrepancies for more information on how to resolve these discrepancies.
Third-party tag	A piece of JavaScript code provided by a third party, usually the advertiser's ad server (see Add a third-party tag).
Timestamp	A unique piece of code that is added to an ad request to prevent a browser from re-using a previously cached file of the same ad.
Track request	A request that is executed after the initial ad request and acts as an impression request.
Traffic status	Checks if the linking of a booking to a creative in a campaign is correct.
Unique visitor	A unique individual or browser which accesses a website (see also contact).
VAST	Video Ad Serving Template (VAST) is a standard for communication requirements between ad servers and video players. VAST enables the scalable delivery of video advertising campaigns to video players from multiple vendors because ad servers need to use a single ad response format regardless of the video player's technology.
Viewable impressions	Impressions that have an actual chance to be seen by the visitor.
Visitor	An individual (or browser) that accesses a website.
Weight	Indicates how the delivery of a creative is distributed relative to other creatives attached to the same booking (see Weight per creative).

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