



# Glossary of Data, Analytics and Optimization Terminology

TERM	DEFINITION
<b>1<sup>st</sup> Party Cookie</b>	Cookies which are set in a user's browser by the site they are visiting. See Third-Party Cookies.
<b>1<sup>st</sup> Party Data</b>	Data collected about a site's visitors, by the domain or site, and is usually the most accurate and valuable data. This audience data can be gathered through explicit web actions such as the user registering, signing up to an email list, or filling out a survey. The data can be gathered implicitly via web analytics and site visits as well as through CRM systems and other business tools.
<b>2<sup>nd</sup> Party Data</b>	When two organizations agree to share their 1st party data, this data is 2nd party to both organizations. These data sharing arrangements are typically done between strategic partners.
<b>3<sup>rd</sup> Party Cookie</b>	Cookies left by servers other than the one that serves the page content that the consumer is visiting. These cookies generally are placed by ad serving companies to track and measure exposure to displayed ads. See First Party Cookies.
<b>3<sup>rd</sup> Party Data</b>	Data collected by from a wide range our sources, without direct relationships with website visitors. DMPs manage the aggregation and categorization of the data (both online and offline) into broad sets of audience segments which is used for ad targeting.
<b>Ad Choices</b>	This is the advertising options icon that appears in web ads, usually in the upper right or lower right corner. These icons reflect that the ad was served to the user's browser based on their online interests. Users can click on the icon to see information about the companies that are providing the interest-based ads as well as click to opt-out and not be shown these types of behaviorally targeted ads. The AdChoices program was created by the Digital Advertising Alliance (DAA) and is supported by the following industry trade associations: 4As, AAF, ANA, BBB, DMA IAB and NAI.
<b>Ad Cookie</b>	A type of cookie set by either the first- or third-party ad server. Ad cookies are needed for behavioral targeting, frequency capping and for sequencing ads. Users can opt-out of ad cookies. See Cookie, Consumer Privacy.
<b>Ad Exchange/Ad Marketplace</b>	Technology-based sales channel or platform for buying and selling ad inventory in a real-time auction-based model. Ad Exchanges are a key element of Programmatic Media. Publishers use Ad Exchanges to price (Floor Price) and post their unsold inventory (Bid Request) for buyers to bid (Bid Response) and purchase, based on the real-time auction pricing (Dynamic Pricing) vs. a fixed price. Ad Exchanges benefit buyers by allowing them to bid (Real-Time Bidding, RTB) and buy specific inventory in a transparent mode as well as set campaign frequency caps. Ad Exchanges are a popular source for retargeted inventory. There are open Ad Exchanges and private Ad Exchanges, which publishers use to limit which entities have access to their inventory. See Bid Request, Bid Response, Dynamic Pricing, RTB, Retargeting, Private Exchange, Programmatic Media, Transparency.

TERM	DEFINITION
<b>Ad Verification</b>	Services offered to validate that the advertiser's ad was delivered as specified in the advertising IO (insertion order) and meets specific criteria, e.g., above the fold placement geographic targeting, appropriate content. Ad verification is important when ads are delivered in a "non-transparent" manner, generally through ad networks.
<b>Advanced Segments</b>	In web analytics, refers to showing a particular stream of site traffic, such as social media traffic, which is useful for managing SEO efforts.
<b>Advertising Option Icon/ Ad Choices</b>	The blue triangle button placed on ad creatives is used to signal that the ad was served using data about the consumer. It is part of the industry initiatives to inform users that ads with the icon should be more relevant and reflect their interests based on their online activities. By clicking on the icon, users can learn how their data is collected and used.
<b>Agency Trading Desk (ATD)</b>	A centralized, service-based organization within an ad agency that manages the Demand-Side Platform (DSP), other audience buying technologies, as well as manages programmatic and RTB audience buying. All the major agency holding companies have trading desks, e.g., Digilant, IPG's Mediabrands Audience Platform (formerly Cadreon), Publicis' Audience on Demand and WPP's Xaxis. There are also independent Trading Desks, e.g., Accordant Media and The Trade Desk. See Trading Desk.
<b>Algorithms</b>	A set of rules or procedures for solving a problem. In search marketing, different algorithms are used to decide how to rank a sponsored ad or show an organic listing relative to the search query. Algorithms are used in attribution modeling, audience segmentation, multi-channel performance and other areas of digital marketing as more data is gathered and tools are made available to analyze and manage the data.
<b>Analytics/ Media Analytics/ Web Analytics</b>	The process of making business decisions based on data. Media analytics is the process of understanding the data from the ad campaign in terms of ad impressions and post impression results, such as click-throughs, view-throughs, interaction rates and other metrics such as conversions. Often the results of media analytics are used for campaign optimization. Web analytics is the study of web site and ecommerce performance. See Optimization.
<b>AR</b>	Acronym for Augmented Reality. A live, direct or indirect view of a physical, real-world environment whose elements are augmented by computer generated sensory input such as sound, video, graphics, GPS data. Marketers are using AR in campaigns to allow customers to experience their products within different settings.
<b>Attribution</b>	The measurement of each marketing or media touchpoint that contributes to the desired outcome. Attribution is needed to determine what is working and what is not working in a campaign. Attribution for media should to include all media channels, offline and online.

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<b>Attribution Modeling</b>	The process of giving credit to each touchpoint, e.g., viewing a series of ads or search behavior, that is responsible for driving the desired outcome, e.g., site traffic, site KPIs or a conversion. Attribution modeling is used to determine the relative strength of each touchpoint or ad exposure and/or search behavior that contributed to the users' actions or conversions as well as other criteria such as timing. This insight is used to determine the media mix and budget allocations.
<b>Audience Buying</b>	Programmatic platforms support the purchase of ad impressions based on audience data. Audience buying utilizes 1st and 3rd party data to create, target and buy audience segments. See Audience Targeting.
<b>Audience Composition (Audience Comp)</b>	A way of indicating the demographic makeup or profile of a site, by calculating the percentage of different audience segments by characteristics such as age and gender, education and income. Syndicated research companies will calculate and index the audience composition (used to determine if a site can deliver a high enough concentration of the target audience). A buyer can use audience comp numbers to determine the most appropriate sites to be considered for an ad campaign. E.g., ranking the sites with the audience comp or highest concentration of women 18-34 years of age.
<b>Audience Duplication</b>	The number or percentage of unique visitors to a web site or ad network that can be reached by another web site or ad network. The audience duplication for ad networks can be very high due the way sites are aggregated by the different ad networks. Syndicated research can calculate audience duplication of sites and networks.
<b>Audience Extension</b>	Audience extension is a program used by publishers to sell additional reach by re-targeting their site visitors on other sites with a participating network or through a partnership with a larger portal. This allows their advertisers to buy additional impressions for selected audience segments. The CPM for these ad impressions are at a lower CPM than running ads on the premium site.
<b>Audience Measurement</b>	The measurement of how many people are reached by and across media platform. In digital, there are many techniques for counting audiences, via panel-based research, registration, device counting and user tracking assets such as tags, beacons and cookies. For advertising campaigns, third-party validation is often required to measure and validate that the campaign reached the audience requested by the advertiser.
<b>Behavioral Segments</b>	Users are identified as belonging to a segment based on their "behavior" (See Behavioral Targeting) and the recency of that behavior. For example, advertisers may want to reach auto purchasers and not auto enthusiasts; these would be two different behavioral segments. There are no industry standards for establishing a segment and each company has their unique criteria for defining a segment. Advertisers can also establish custom segments. See Behavioral Targeting.
<b>Behavioral Targeting (BT)</b>	Behavioral targeting (acronym is BT) is an advertising delivery tactic used where online ads are targeted to a browser based on the user's "behavior" or activities on the web, such as surfing to different sites, using keywords in search and clicking on ads. Media buyers use BT to increase the effectiveness of their campaigns by reaching targeted audiences using past "behavior" as an indicator of a user's affinity for or interest in a product or service. See Behavioral Segments.

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<b>Bid Response</b>	The information or response to purchase inventory (e.g., bid price), submitted by the buyer in an RTB transaction through an Ad Exchange. See Bid Request, RTB, Ad Exchange.
<b>Bid Value / Bid Optimization</b>	The amount an advertiser is willing to spend for a keyword or phrase. Bid values are assigned to keyword terms and then used to determine the advertiser's rank within search results. A minimum bid is the smallest value for each keyword, set by the search engine, with many search engines starting bids at \$0.05 per click. Bid Optimization allows an advertiser to manage their listings to maintain a desired position without overbidding. Bid Optimization Tools allow the advertiser to set maximum bid amounts and determines the search ranking as a result. Bid management tools compare all other bids and adjust the advertiser's bids to maintain the listing at the desired position.
<b>Bidding</b>	In search marketing, the bid is the maximum amount that an advertiser is willing to pay per click. In display advertising, real time bidding (RTB) is a process where the advertiser/agency using their DSP, offers or bids to buy each ad impression, the DSP/SSP technologies will ensure the advertiser with the highest bid can purchase the ad impression. See RTB, DSP, SSP.
<b>Big Data</b>	A catch-all phrase for huge amounts of data that require newly developed platforms and tools to conduct meaningful analysis. Big data usually includes many types of data and is collected on a continuous basis.
<b>BT</b>	Acronym for Behavioral Targeting. An advertising delivery tactic used where online ads are targeted to a browser based on the user's "behavior" or activities on the web, such as surfing to different sites, using keywords in search and clicking on ads. Media buyers use BT to increase the effectiveness of their campaigns by reaching targeted audiences using past "behavior" as an indicator of a user's affinity for or interest in a product or service. See Behavioral Segments.
<b>Click-Through</b>	The action of clicking an ad unit and being redirected to another web page. The ad server that served the ad will count the total clicks and calculate the click-through rate (CTR).
<b>Click-Through Rate (CTR) or Click Rate</b>	CTR's are calculated by dividing the click-through number by the number of ad impressions. Historically, CTR have been considered the measure of success for all Internet ad campaigns. CTRs can be used as one metric for determining the success of a search or direct response campaign and for other A/B testing scenarios, such as copy testing. However, click-through rates should not be used to measure branding effectiveness. See Interaction Rates and (ROI) Return on Investment.
<b>Consumer Privacy</b>	The Digital Advertising Alliance (DAA) which is a consortium of the largest media and marketing associations have launched a Self-Regulatory Program for Online Behavioral Advertising (OBA), and manages the "Advertising Option Icon" which links consumers to a page that lets them exercise their choice to receive interest-based advertising. Read more about consumer privacy at Aboutads.com.
<b>Contextual Data</b>	Data collected from a web page or from search activity, to determine the user's interests which is used for targeting ads to the user on subsequent pages.

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<b>Cookie</b>	A cookie is information that a Web server puts in the http header in response to a browser request. The browser stores this information, which allows the site to remember the browser in future transactions or requests. Since the Web's protocol (http) has no way to remember requests, cookies read and record a user's browser type and IP address and store this information on the user's own computer. Only a server in the domain that stored it can read the cookie. Visitors can accept or deny cookies by changing a setting in their browser preferences.
<b>Cookie Matching</b>	A method of enabling data appending by linking one company's user identifier to another company's user identifier.
<b>Cookie Syncing</b>	The process by which two different advertising platforms, e.g., DSP (Demand Side Platform) and SSP (Supply Side Platform) share the IDs they have attached to a cookie for a specific browser in order to transfer information about the browser. Cookie syncing is required for executing retargeted campaigns through ad exchanges.
<b>Cookie, First-Party</b>	Cookies which are left on a site visitor's computer by the web server for that web site. See Cookie, Third-Party.
<b>Cookie, Third-Party</b>	Cookies left by servers other than the one that serves the page content that the consumer is visiting. These cookies generally are placed by ad serving companies to track and measure exposure to displayed ads. See Cookie, First-Party.
<b>Creative Optimization</b>	A way for marketers to use data about users to change the offer, creative messaging, price and other elements in order to deliver a more relevant or personalized ad and improve campaign performance.
<b>Customer ID</b>	A unique and persistent customer identification resulting from the unification of multiple customer data sources. This process is also known as Identity Resolution.
<b>Data Aggregator(s)</b>	Refers to companies and processes that collect and compile data from different sources and sell this data to others. See Data Provider/Supplier, Data Management Platform.
<b>Data Append</b>	A process whereby data elements from different sources are linked to a user's profile in order to enhance the information about the user. Companies can append their customer data with data purchased from third-party data vendors. Companies such as BlueKai and eXelate provide data and services which can be used to enhance cookie data.
<b>Data Integration</b>	The process of combining data sets that live in different applications, enabling Identity Resolution and a unified view of each customer. Privacy protection is a critical consideration in this process.

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<b>Data Leakage</b>	In digital advertising, the unknowing transfer of audience data from a site or publisher to an advertiser or intermediary, such as ad network. Data leakage happens when companies drop cookies on users through ad redirects running on a publisher's site, without the publisher knowing or wanting this to happen. The companies that gather audience data can then target these browsers through less expensive routes, such as through ad networks and ad exchanges, creating significant potential loss of ad revenue for publishers.
<b>Data Management Platforms (DMPs)</b>	Technologies that manage cookie data with analytics to de-duplicate and integrate data with other technology platforms. DMPs help both marketers and publishers make the data they have more actionable. The DMPs' technology can find trends, help scale and understand the audience, segment and target the audience in more complex ways based on user attributes, consumption habits, recency, and more.
<b>Data Matching</b>	This is the process of connecting cookie, devices and identities belonging to individual users.
<b>Data Mining</b>	The process of sorting through collected data to establish patterns and define interaction processes and relationships between site visitors and web content.
<b>Data Onboarding</b>	This is the process of matching data collected online to data collected offline, such as 1 <sup>st</sup> party purchase data. This resulting ID is privacy protected and delivered to ad platforms, DMPs, and social channels for advertising campaign implantation. Data Onboarding facilitates cross-channel and omni-channel marketing efforts.
<b>Data Provider / Data Supplier</b>	Companies that collect compile and sell information about individuals from detailed databases. These companies partner with Data Management Platforms (DMPs) to provide category specific data, such as automotive, B2B, CPG and retail. See DMPs.
<b>Data Quality</b>	This refers to the process of data cleansing which ensures that all data in a database is current and accurate.
<b>Data Science</b>	The study of where information comes from and what it represents, with the goal of extracting meaning and creating new data products and identifying business opportunities. Data science incorporates elements and theories from many fields, including math, statistics, data engineering, pattern recognition and learning, advanced computing, visualization, uncertainty modeling, data warehousing, and high-performance computing.
<b>Deal ID</b>	In the execution of a premium programmatic media buy, after the buy is negotiated, information about the deal (e.g., floor price, inventory type, and placement) is stored as part of the transaction or the passing of the bid request and bid response. It is the equivalent of the Insertion Order (IO) in traditional media as it allows publishers to set aside inventory for specific buyers. The Deal ID is the unique string of characters that define what was negotiated. It can also be used to set default rules so that only certain types of advertisers that meet the publisher's requirements can buy their inventory.

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<b>Declared Data</b>	The category of data generated when a user actively and directly volunteer's information, such as fills in a registration form. Often this data relates to demographics (e.g., age, gender, income, etc.) and can also include interests. Declared data is usually assumed to be of higher quality, since the user is stating the information. (Source: IAB)
<b>De-Duplication</b>	The de-duplication is a process by which audience size or reach is determined without double-counting. Duplication can occur when users delete cookies or when advertisers target the same user across different devices. Audience de-duplication will impact demographic composition, engagement and performance metrics.
<b>Demand Side Platform (DSP)</b>	A key technology in the Programmatic Media space, DSPs are the technologies used by advertisers and agencies to buy and manage media buys across multiple sources, including ad networks and ad exchanges. DSP give advertisers more control and transparency over the inventory they buy. DSPs utilize RTB (Real Time Bidding) for the real-time auction-based purchase of the ad impression. See RTB, Agency Trading Desk, Programmatic Media.
<b>Deterministic Data</b>	Deterministic data incorporates definitive data proof of a user's identity, like log-in or email address. Deterministic data can be determined to be true or false. It can be used to target or build groups of specific IDs. Deterministic data increases the accuracy of data matches and device graphs.
<b>Digital Asset Management (DAM)</b>	Software or technology platforms for the management, distribution and delivery of rich media assets.
<b>Distributed Ledger Technologies (DLT)</b>	A distributed ledger (also referred to as a shared ledger) is a digital system for recording the transaction of assets in which the transactions and their details are recorded in multiple places at the same time (nodes). This replicated, shared, and synchronized digital data spread across multiple sites, countries, or institutions is unlike traditional databases that require centralized data storage and admin functionality. For each node in a distributed ledger, each item such as a transaction, is verified, and authenticates the item's accuracy and validity. DLTs represent a significant revolution in how information is gathered, recorded and used and are important because they ensure more secure transactions, speed up transactions by eliminating the "middlemen" and reduce the costs of transactions. Blockchain bundles transactions together and is the most common use of DLT. See Blockchain, Bitcoin, Cryptocurrency.
<b>DLT</b>	Acronym for Distributed Ledger Technologies
<b>DMP</b>	Acronym for Data Management Platform
<b>DSP</b>	Acronym for Demand Side Platform
<b>Dynamic Creative Optimization (DCO)</b>	Using data for the testing and optimization of different variations of the same ad creative, such as images, text, colors, in order to maximize performance. This is typically used for large scale direct response campaigns.



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<b>Effective CPM (eCPM)</b>	Effective CPM (cost per thousand). In search eCPMs are calculated by multiplying CPC by CTR times 1000. Google uses this metric to rank site-targeted CPMs in the Google AdSense (contextual network). For site publishers, the eCPM is "Net" Effective CPM, which is the final average CPM for the campaign including the CPM for different ad units and placements. For marketers, the eCPM is calculated by taking total earnings from the campaign and dividing by the number of impressions served to determine the final CPM of the campaign.
<b>First-Party Cookie</b>	Cookies which are set in a user's browser by the site they are visiting. See Third-Party Cookies.
<b>First-Party Data</b>	Data collected about a site's visitors, by the domain or site, and is usually the most accurate and valuable data. This audience data can be gathered through explicit web actions such as the user registering, signing up to an email list, or filling out a survey. The data can be gathered implicitly via web analytics and site visits as well as through CRM systems and other business tools.
<b>Frequency / Ad Frequency</b>	The number of times an ad is delivered to the same browser in a single session or time period. Assumed to be exposure to an ad. Frequency caps can be established and managed by the ad server using cookies to ensure a browser only gets the same ad delivered "X" times. The frequency for email is the intervals at which email marketing efforts are repeated: weekly, bi-weekly, monthly, bi-monthly, etc.
<b>Frequency Cap</b>	A limitation on the number of times an ad is presented over a period of time for a specific media channel or market. Used as a way to increase click through rates (CTRs) and reduce banner burnout.
<b>Hash / Hashing</b>	Hash or hashing refers to making data anonymous. A hash is a mathematical function that calculates an alphanumeric string that represents a piece of data and can serve as a digital signature. The hash should be unique and non-reversible to protect privacy. For example, a person's Social Security Code hashed is b0254c86634ff9d0800561732049ce09a2d003e.
<b>Hashed Emails</b>	Hashing is a way of encrypting data. A hashed email address uses a hexadecimal string (this is a 16 string of text characters) that protects the users identify. Every hashed email address has its own hexadecimal string for its entire life, which allows marketers to track all audience behavior and activity across the web and all devices.
<b>Identity Resolution</b>	This is the near real-time process of connecting hundreds of identifiers or signals used across different channels, platforms and devices. Identity Resolution allows marketers, agencies, platforms, data owners and publishers to associate identifiers or signals to the same person using a deterministic approach. The resulting person-based profiles are used for targeting, measurement and personalization.
<b>Inferred Data</b>	Inferred data is when a system assigns information to the user based on their activity. For example, if a user visits a pet food supply website the system assumes the user has a pet. The system usually looks for repeated patterns of activity to increase the accuracy of their inferences. (Source: IAB)

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<b>Look-Alike Targeting</b>	A type of audience targeting that identifies a target audience that “looks like” an existing customer profile, in order to find those who will have a higher likelihood of becoming a customer. Advertisers use lookalike models to find new potential customers (by matching the criteria of existing customers) that may have had no other connection to their brand. There are several criteria for establishing the “look-alike” audience segment, using customer demographics, online behavior (e.g., sites/content visited, purchases made, search terms used), technographic information (e.g., IP address, domain, operating system), as well as other data from the user’s cookie profile.
<b>Look-Back Window</b>	In post-impression or view-through tracking, the “look-back window” is the number of days from when an ad was seen and the user takes the next step, such as visiting the web site, or other action on the advertiser’s web site. Look-back windows are a cookie setting. Longer look-back windows are typically associated with more highly considered purchases and shorter look-back windows for more impulse purchases.
<b>Metadata</b>	Metadata describes the information associated with an item, for example the name, size, or ownership of a Word document or qualitative descriptors about context or quality.
<b>Modeling / Data Modeling</b>	The process for exploring and analyzing data used for different business purposes. In programmatic media, data modeling tools are used with DMPs for different types of audience targeting including predictive, look-alike and behavioral.
<b>Online Data</b>	Online data is collected by online media and platforms such as ad servers, DSPs, and DMPs. This data is often in the form of cookies, email addresses, transaction detail (e.g., shopping cart contents), etc.
<b>Page Impression</b>	A measurement of responses from a web server to a page request from the user browser, which is filtered to remove robotic activity and error codes prior to reporting and is recorded at a point as close as possible to the user’s opportunity to see the page. Much of this activity is recorded at the content server level.
<b>Personal Identifiable Information (PII)</b>	Refers to data that could be used to identify, contact or locate a person or data used with other sources to do the same. Examples of PII include name, birth date, gender, social security number, postal address, IP address, email address, other digital identity. Sites that collect and PII data through a registration process, should inform users through links to their privacy policies, how their PII data is being used.
<b>Personal Profile</b>	Every individual on Facebook has a personal profile. A profile page contains all pertinent information and is how others find and connect with individuals. Profiles allow users to share status updates, photos, videos, links, and other content. Friends can comment on posts. <i>Note:</i> Businesses, organizations, and celebrities are recommended to create a Page rather than a personal profile.
<b>Pixel</b>	(from “picture element”) Is the basic unit of color on a computer display or monitor. The pixel size depends on the resolution of the display screen. A related term is DPI (dots per inch) where dots mean pixels. A user’s choice of resolution can affect the display of an ad. A lower resolution setting means fewer dots per inch on the screen and therefore the image may appear blurred or distorted.

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<b>Pixels (Tags, Beacons)</b>	1x1 pixel tags on many websites that can track web surfers' location and activities online, such as a registration or conversion. Some are powerful enough to know what a user types on a particular site.
<b>Post-Impression Activities / Post-Impression Conversion</b>	Pertains to activities and events that take place after a consumer has seen or interacted with an ad or media asset. Includes "View-Throughs" that count when a user sees an ad but doesn't click and navigate later to the advertiser's site and takes action. Post-impession conversion rates are much higher than click-through rates.
<b>Prescriptive Data</b>	This is a newer statistical technique that uses algorithms to examine possible outcomes and ultimately recommend the best course of action.
<b>Probabilistic Data</b>	Modeled data that has a high probability of being correct. For probabilistic models, anonymous data points are collected from users' browsers and compared to deterministic data points. Data patterns for anonymous users are compared and matched to known (deterministically) users that exhibit similar browsing/usage behavior. Algorithms can be used to "connect the dots" between probabilistic data points to build detailed audience profiles and "look-alike" audience segments.
<b>Profile / User Profile</b>	Refers to the collection of information or attributes associated with a specific user. Profiles can also describe different customer segments or clusters. User profiles as part of social networking sites can be extensive and used for ad targeting.
<b>Psychographic Targeting</b>	A targeting methodology based on the beliefs, interests, ideals and emotional values of the audience being measured. Psychographics is often thought of as the personal 'core values' that people hold.
<b>Real Time Bidding (RTB)</b>	The real-time buying of individual ad impressions through an Ad Exchange, where the buyers bid on inventory. Inventory submitted to the exchange has a floor price and bidding results in dynamic priced inventory. RTB requires buyers use a DSP (Demand Side Platforms) to facilitate the bidding. See Ad Exchange, Demand Side Platform (DSP), Floor Price, Dynamic Pricing.
<b>SafeFrame</b>	SafeFrames are part of the IAB's 3MS initiative to enable the measurement of viewability. The SafeFrame API is a technical standard that allows publishers to safely manage external content (e.g., ads served from 3rd party ad servers). With SafeFrames the publisher can control the page payout and limit interference from ads, while still allowing rich media interactions and data collection as well as determine how much website information is exposed or shared with advertisers. See iFrame.
<b>Second Party Data (2<sup>nd</sup> Party Data)</b>	When two organizations agree to share their 1 <sup>st</sup> party data, this data is 2 <sup>nd</sup> party to both organizations. These data sharing arrangements are typically done between strategic partners.
<b>Statistical ID</b>	A probabilistic method of identifying a device based on a set of its attributes (e.g., IP address, screen resolution) that have a reasonable likelihood of being unique in aggregate and would provide a higher probability of uniquely identifying a device than using any of those attributes independently.

TERM	DEFINITION
<b>Stats</b>	Refers to data. Web stats are about web site traffic; media or campaign stats are about the effectiveness of the ad campaign.
<b>Tag Management</b>	Browser pages can load dozens of tags which can slow down the page rendering. In addition, the order of the tags can also cause problems for page loads. Tags can break the site and cause other UI problems. Tag management makes decision and controls what and when each tag fires, improves data collection and the user experience with the site, among other benefits.
<b>Tags / Tagging</b>	1) Tags are keyword(s) or descriptors assigned to a file, picture or video clip to allow the information to be categorized or classified so that it can found through searching or linked to by other content. Tagging is what the creator of the item does to label or describe the content.; 2) Tags (aka pixels) are code, often JavaScript, which performs tasks on a site, such gather data, set a cookie. See Tracking Pixel/Tracking Tag.
<b>Taxonomy</b>	Refers to a data structure of categories and subcategories based on a specific area of focus. Taxonomy is used heavily in behavioral targeting as a way of addressing variable elements i.e., State = [any 1 of the 50 United States] or Automobile = [Car, Van, SUV, Truck, etc.]
<b>Third-Party Cookies</b>	Cookies left by servers other than the one that serves the page content that the consumer is visiting. These cookies generally are placed by ad serving companies to track and measure exposure to displayed ads. (See First Party Cookies)
<b>Third-Party Data (3<sup>rd</sup> Party Data)</b>	Data collected by from a wide range our sources, without direct relationships with website visitors. DMPs manage the aggregation and categorization of the data (both online and offline) into broad sets of audience segments which is used for ad targeting.
<b>Tracking</b>	Monitoring the data associated with the serving of digital creative. See Optimization, Analytics, Media Analytics.
<b>Tracking Pixel / Tracking Tag</b>	Pixels, tags, beacons, 1x1 clear pixels are all references to the technology used to collect and share data between a website, web page, email with other platforms for the purpose of tracking actions on web usages (after clicking or viewing an ad), email opens, and other actions. The tracking pixel or tag is a small piece of HTML code is placed on specific web pages or in the graphical component of an ad which “counts” the action if a corresponding tracking cookie exists on the visitors’ computer. See Beacon.
<b>Tracking URL</b>	A specific URL designated to track an action or conversion.
<b>Unduplicated Audience</b>	The number of unique visitors across a series of web sites in a given period. Measurement companies such as ComScore Media Metrix can measure unduplicated audiences for the sites in their research panel.

TERM	DEFINITION
<b>Verification</b>	The process by which the impressions delivered for a campaign are confirmed or verified that they were delivered as required or specified in the Insertion Order (IO). Typically, verification parameters include ad delivery to proper or safe content for the brand, within the page placement specified, (e.g., above the fold), and to the right geographic area.
<b>Verification Services</b>	Company offerings that track ads to ensure ad delivery meets the guarantees established in the IO, such as brand safe sites, geography, placement and viewability.
<b>View Tags / View-Through Tag</b>	Tracking code embedded into an advertisement that allows advertisers to track actions or behaviors after seeing but not clicking on an ad.
<b>View Through / View Through Conversions</b>	Tracking users who see but don't click on an ad unit, but the user takes actions later. Also are referred to as post-view or post-impression actions. The View-through measures these post-impression actions, such as visiting a site or more specific conversion activities. A View-through (VT) rate calculates the number of site visits or post-impression conversion events as a percentage of ad impressions delivered within a "look back" timeframe. The look back is the time between initial exposure and the subsequent site visit or actions taken. View-throughs can be measured by the sales side or advertiser's ad server, but these metrics typically don't match due to different methodologies and filters. Research indicates that views-throughs generate dramatically higher conversions rates than post-click conversions.
<b>Viewability</b>	A term used to describe "opportunity to be seen" and the IAB standard threshold for viewability is 50% of the ad's pixels in view for at least 1 second for display ads, and 50% of the pixels in view for 2 seconds for video, 30% of the ads pixels for larger "Rising Star" ads.
<b>Viewable Impression / Viewable Ad</b>	An updated definition of digital media currency, which was finalized by the IAB as of April 2014. For display ads, Viewable Ads are measured by at least 50% of its pixels are in view for at least one second. For Video Ads, viewability is defined by 50% of the ad is viewed for at least two seconds. This represents a significant change from the current method of counting all ads served, whether they are seen or not. This change will also impact the benchmarks for CPMs and performance (CTRs). Viewable ads are a key initiative of the IAB's "Measurement Make Sense" (3MS) initiative. See 3MS, Ad Impression.
<b>Visitor Segmentation</b>	Differentiating of users to site by categories such as age, sex, etc.
<b>Whitelist</b>	The approved list of sites, domains, internet addresses (IPs) that are approved to serve ads to a publisher's domain or deemed safe from spam in email marketing. Opposite of blocklist or blacklist.