THE DIGITAL MARKETER'S POCKETBOOK

HOW TO EFFECTIVELY USE DATA FOR DIGITAL ADVERTISING

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Introduction

Using data to reveal your advertising potential

The world of digital advertising is equal parts exciting and complicated. With a deluge of data, technology constantly evolving, and a whole slew of acronyms to master, it can be a full-time job staying up to speed and, more importantly, deciding how to effectively apply the best strategy.

This guide is designed to provide you with the intel you need to build a solid data-driven digital strategy.

No matter where you sit in the landscape, whether you're...

A CMO who is on the hook for re-imagining the customer journey

A Digital Strategist who wants to know how to use data more effectively and look smarter in their day-to-day

An Advertising Manager who needs more ideas for execution

Or just someone who needs to know more about data-driven digital advertising

...we aim to cover the bases so you can focus on what's important: better business outcomes.

Because we all have hidden potential ready to be unlocked.

The Challenge and Opportunity with Data

INSIGHT

Did you know that **only 2% of brands**[1] are making the most of data-driven marketing?

But companies who implement data-driven strategies are **6X more likely**[2] to be profitable year-over-year (YOY).

Data is everywhere. In fact, modern marketers are currently being inundated with insights. But data is only noise if not properly put to use.

To better understand the value of data and learn how to apply it effectively, we focus on three core data pillars:

1. **Audience:** Who to connect with
2. **Context:** Where to engage them
3. **Measurement:** How they take action

When you're given the tools to tap into each of these data pillars effectively, not only does the path to a data-driven strategy seem less daunting, but it sets up your campaigns for success. When data is used properly, the benefits are far-reaching, ranging from saved spending to even fraud protection.

So, let's learn how to harness the power of data.

Audience

A strong audience strategy allows you to engage your best customers and most valuable prospects with relevant messaging–leading to increased sales and a reduction in wasted advertising.

Loyalty   Pets   Car history   Gamer

Context

Context allows you to make the biggest impact with your campaign by finding the best places where your messsage and creative are most effective.

Content interests

Health   Tobacco   Fitness

Automotive   eSports   Cats

Measurement

Robust measurement gives you a 360-degree view of your campaigns to help you understand what's working, why, and what you need to optimize.

100% Completion   Conversions

Optimize for better outcomes
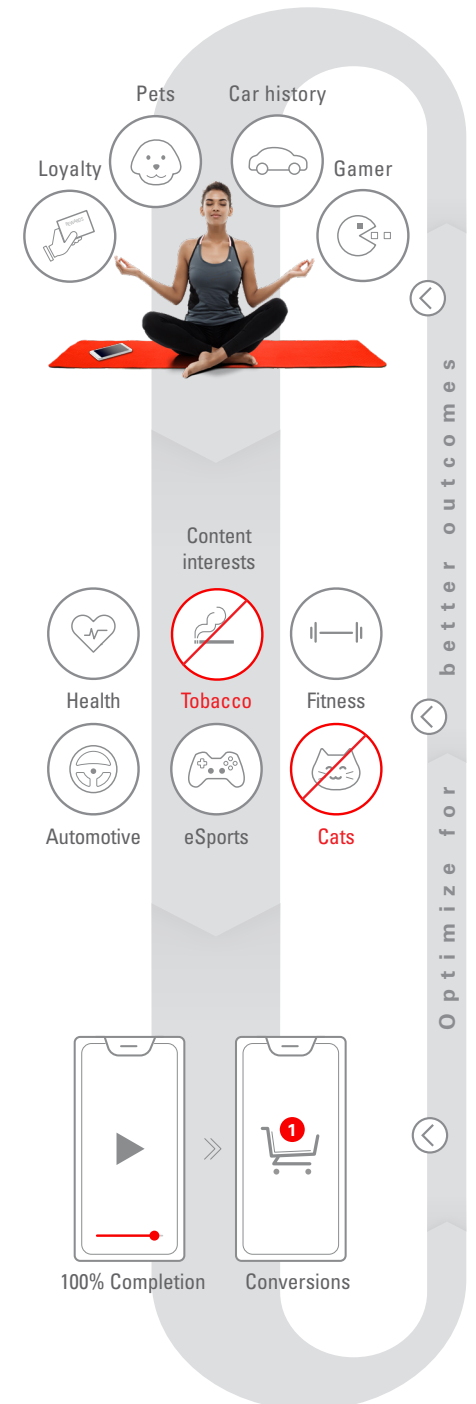
The 3 Data Pillars for Effective Digital Advertising

Here's how marketers are using the three data pillars in creative ways to drive better business outcomes.

Audience

At its core, effective audience strategy is using consumer data with the highest potential for impact and influence. While there are myriad ways in which marketers segment, analyze, combine, and implement audience data, the ultimate goal is to drive smarter advertising investments with marketing campaigns that increase the chance of leads, sales, or awareness (or a combination of the three).

The challenge is that marketers commonly associate effective audience strategy with moving from broad to hyper-targeted audiences. While this is true, focusing only on precision can hinder scale as well as overall performance.

In today's digital landscape, effective audience planning relies on using unique audience insights and attributes that indicate value without sacrificing scale. To do this, marketers are leveraging three practices:

1. **Purchase-based targeting:** Creating a 360-degree view of customer segments by matching online shopping to offline purchase behaviors.
2. **Audience modeling:** Creating new audiences by identifying prospects with similar traits and characteristics to ideal customers.
3. **Audience augmentation:** Enhancing 1st party data with 3rd party data to reach new audiences, discover new channels, and increase retention.

A strong audience strategy means marketers get a deeper understanding of their ideal buyers, fans, and prospects. This enables them to tailor their campaigns—from the message and creative assets to the media plans—to impact business outcomes that matter.

The Educational Baby Boomer

Generation
Baby boomers

Income:
Upper middle class

Geography
Rural areas in
the Midwest

Spending
Active/moderate
buyers

What they are watching
Light TV viewers who watch mostly educational networks

Context

Context, or contextual intelligence, refers to the ability to analyze content to understand how people interact with it. Digital marketers use context for two main reasons:

1. To avoid inappropriate content, non-viewable inventory, or invalid traffic—that is, ensuring that an advertisement doesn't appear next to a negative news story or on a compromised site.
2. To actively target relevant content that amplifies the message of an advertisement.

Avoiding inappropriate content, non-viewable inventory, or invalid traffic:

The risks of negative exposure are real—poor brand alignment can be construed by customers as a deliberate indication of brand values. So the value of controlling for content is easy to understand.

Exposure or adjacency to clearly negative content may be obvious—and is certainly why many brands already apply brand safety filters in programmatic. But marketers must be mindful of the environments that work—or don't work—for their brands' particular needs.

This is the idea behind "brand suitability," which refers to the need for brand safety strategies to be custom and unique to individual brands. Consider the difference in the types of content that are suitable for an alcohol brand versus a diaper brand. The alcohol brand has more flexibility in the types of content its ads are served next to. Content with adult themes may be appropriate for the alcohol brand, whereas that same content is off-limits for the diaper brand.

Actively targeting environments with relevant context:

Context can also be used to find the environments—the customer mind-sets—that are most compatible with a brand. This is the premise of "positive context," which opens up new opportunities for brands to deliver relevant, timely experiences.

A well-known example of positive context in action was Oreo's "Dunk in the Dark" campaign when the lights went out during the Super Bowl in 2013. This highlighted the power of quick thinking and understanding the environment to adjust and deliver a powerful message. There are many ways to think about what the "right" context means; below is a framework for deciding what's right for a brand:

1. **Aligning with customer needs**—for example, a fast-food chain serving children's meals should actively align its advertising with content featuring tasty, easy, and fun kids' meals, recipes, and related subject matter.

2. **Aligning with a persona/lifestyle**—for example, a luggage company may want to align with those who are interested in adventure, overseas travel, backpacking, foreign culture, and cuisine.

3. **Aligning with equity-building** content that reinforces the broader brand objectives—for example, if a brand is endorsed by a major celebrity, aligning its advertising with content about that individual.

Measurement

Accurately measuring outcomes has long been the goal of advertising and marketing teams. The ability to know if advertising is effective, and answering questions such as "What worked?" "What didn't?" and "Why?" is integral to improving marketing performance. There is no "data-driven marketing" without measurement.

Fortunately, advances in technology mean the digital marketing industry is closer than ever to effectively measuring output.

The challenge with measuring digital advertising is that it's no longer about measuring clicks, conversions, or even sales. It's about understanding the holistic view of performance to better see how to optimize all parts of the campaign.

Below are some of the most important data points that digital advertisers should be tracking. However, keep in mind that viewing the measurement dashboard from a holistic view is critical. The true value of campaign performance isn't determined by looking at individual metrics in silos but instead how they all impact each other:

Standard baseline metrics

- Impressions
- Clicks
- Conversions
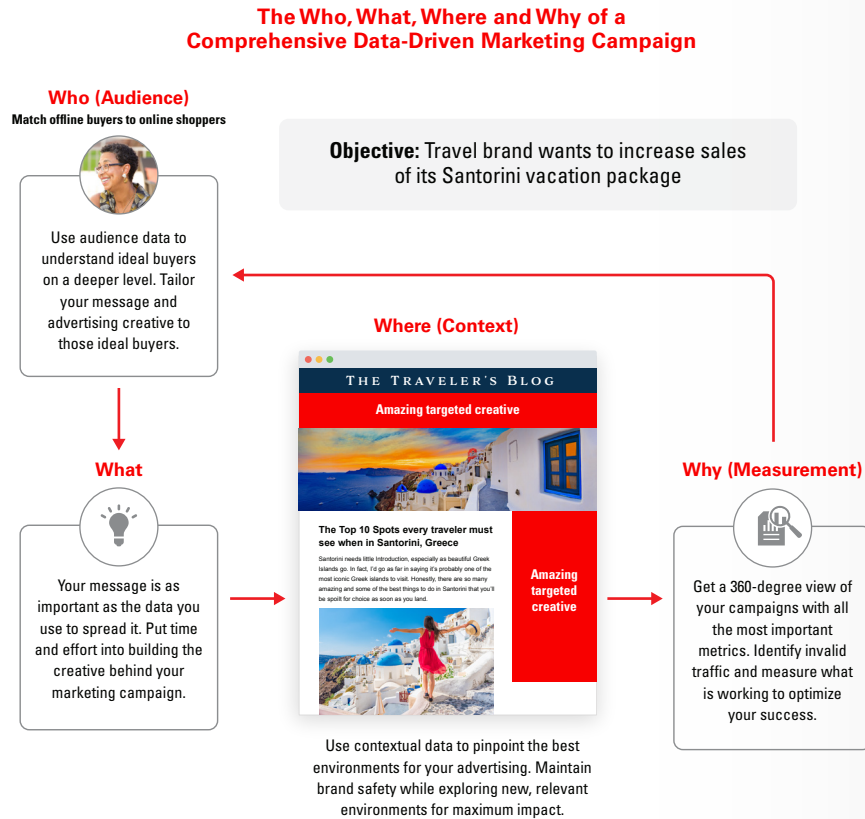
Cross-device and platform metrics

- Desktop
- Mobile
- In-app
- Video
- Connected TV/Over-the-Top (OTT)

Advanced metrics

- **Invalid traffic:** Distinguish whether an ad generates bots or human traffic
- **Viewability:** Understand whether an ad was in view, and how long it was viewed for
- **Brand safety:** Monitor and track brand safety across platforms and ad formats
- **People-based reach and frequency:** Understand if your message reached the most relevant audience (the segment of the population that cares about that message), and how many times that audience saw your message
- **Audience:** Did you reach the right people, and are they engaging with your ads?
- **Attention:** Understand whether your creative delivers interactions and captures the audience's interest
- **Return on investment (ROI):** Did your online campaign impact offline sales lift?

How the 3 Data Pillars Serve Each Other

To better understand the power of the three data pillars, let's see how they complement each other in a comprehensive digital campaign:

The Who, What, Where and Why of a Comprehensive Data-Driven Marketing Campaign

Who (Audience)
Match offline buyers to online shoppers

Objective: Travel brand wants to increase sales of its Santorini vacation package

Use audience data to understand ideal buyers on a deeper level. Tailor your message and advertising creative to those ideal buyers.

Where (Context)

THE TRAVELER'S BLOG

Amazing targeted creative

The Top 10 Spots every traveler must see when in Santorini, Greece

Amazing targeted creative

What

Your message is as important as the data you use to spread it. Put time and effort into building the creative behind your marketing campaign.

Why (Measurement)

Get a 360-degree view of your campaigns with all the most important metrics. Identify invalid traffic and measure what is working to optimize your success.

Use contextual data to pinpoint the best environments for your advertising. Maintain brand safety while exploring new, relevant environments for maximum impact.

Effective digital strategies use data to inform the who, what, where, why, and how of digital marketing—from finding the most ideal buyers to understanding the best environments to engage them, and measuring the performance of your campaign.

Deploying the 3 Pillars: A Checklist

The next step is to learn how to apply audience, context, and measurement to a campaign. Here's a step-by-step checklist for deploying the three data pillars:

STEP 1

DEFINE YOUR AUDIENCE

INSIGHT

When it comes to audience, reach matters, but relevance makes all the difference. Relevant data-driven audiences can generate **80% higher** incremental sales.[3]

Activation checklist

The secret to winning audience plans:

1. **Collect all available 1st party data, and analyze for trends.** Determine if there are patterns in the data that reveal who's purchasing, what channels they're using, what subject matter they're interested in, and so on.

2. **Augment the 1st party data with high-quality 3rd party data to increase scale.** Onboarding solutions that have high match rates across specific ID types can help with this.

3. **Go deeper by creating behavioral profiles of your audience.** Combine your audience's online and offline behavior to develop a stronger picture of who your ideal customers and prospects are and how you can reach them.

4. **Tailor your brand message and creative based on the unique characteristics of your audience and the platforms and channels in which they can be reached.** Balance the positioning of your brand and marketing campaign with the needs and wants of your target audience.

5. **Measure all relevant aspects of the campaign to determine if the advertising is resonating with your audience.** You may need to optimize the channel, creative, platform, or even the audience to get the desired results for your campaign.

Working with a data provider? Here's 5 key questions to ask to get high-quality data:

1 How do you measure the performance of your audiences?

2 What signals or data points are used to build audiences?

3 How do you validate the accuracy of your data?

4 How do you ensure data privacy?

5 What is your approach to audience modeling?

" *Leveraging 3rd party data allows us to see who our consumer is. We see their whole life cycle... using that data helps us build better campaigns and better products."*

Scott Strickland, former Chief Information Officer Denon & Marantz
(now CIO of Wyndham Hotel Group)

STEP 2

ENSURE YOU CONNECT WITH YOUR AUDIENCE IN THE RIGHT ENVIRONMENT

INSIGHT

Brand risk is real—**52%**[4] of brands have dealt with brand safety issues more than once, leading to challenges with consumer perception.

About **48%**[5] of consumers would boycott or rethink purchasing a brand based on the content it appeared next to.

Activation checklist

Here's how you can use context to improve reach, maintain relevance, and confidently reach your audience in the right environment:

1. Begin by ensuring that your brand is protected from harmful environments at all times by activating an always-on brand safety solution. This will keep your advertising from appearing next to negative news stories or any inflammatory articles that are commonly found on the web.

2. Build custom contextual segments with keywords and phrases that align with your brand or campaign so you have greater control over where your advertising is appearing online.

3. Use a context partner to help you automate the building and updating of custom keyword segments in real time. This will allow you to capitalize on popular trends as they unfold and appear next to new, brand-safe content as it's published.

4. Optimize your campaign and get creative with your context strategy by expanding beyond the obvious environments and content that will serve your campaign—for example, a travel brand running a summer campaign may want to consider targeting content about swimsuits and fitness trends in addition to travel inspiration and tips.

Working with a context partner? Here are 7 key questions to ask to get the best results:

1 What is the value of using both people-based audiences and contextual audiences, and how do I use them interchangeably?

2 How effective is contextual targeting in finding actual buyers?

3 How quickly can you identify trending content, and at what scale?

4 How quickly can you make custom segments available for use?

5 How do you guarantee that my message will appear in the right environments?

6 Do you offer full-page or page-level analysis of keywords?

7 How do your contextual segments perform?

"
It is time for marketers and tech companies to solve the problem of annoying ads and make the ad experience better for consumers—the next generation of ads is likely to revolve around utility and the concept of mass one-to-one marketing… deliver[ing] the ad in context, when it's more useful at the right time, when it's relevant and not annoying."

Marc Pritchard, *Chief Brand Officer, Procter & Gamble at DMEXCO, 2017.*

BETTER MANAGE, ATTRIBUTE, AND MEASURE YOUR CAMPAIGNS.

INSIGHT

About **61%**[6] of marketers ranked improving the ability to measure and analyze marketing impact as a top priority.

Measuring marketing performance is complex and nuanced, with dozens of metrics and factors to account for. For this reason, and because there's now a greater need for accountability and transparency across the industry, it's best to work with a measurement partner that offers insight into measurement methodology, integration, product road maps, and outcomes.

The following activation checklist will help you create a robust measurement plan with your measurement partner.

Activation checklist

1. Begin by aligning media measurement strategies with business objectives to track the right metrics and determine the true effectiveness of your campaigns. See example below.

BUSINESS OBJECTIVE	MEASUREMENT STRATEGY
Increase category awareness of product by 10%, and gain 5% of incremental audiences in 6 months.	Assessed by tracking the following metrics: ▪ Sales lift ▪ Online-to-offline sales impact ▪ Viewability and attention

2. Identify the critical criteria that will provide a detailed overview of how your campaign and ads are performing. If in doubt, consider the baseline metrics that are commonly used for display, video, and mobile ads listed here:

AD FORMAT	METRIC	DESCRIPTION
Display & Video	Invalid Traffic %	The percentage of unfiltered impressions that were determined to be delivered to an invalid endpoint. This includes General IVT (Spiders, Excessive Activity, and/or Data Center Traffic categories) and Sophisticated IVT (Invalid Proxy, Automated Browser, Incongruous Browser, Invalid Source, Hidden Ad, and/or Session Hijacked Traffic categories).
	In-View %	Percentage of impressions where at least 50% of an ad was In-View for at least one continuous second. If the ad is as large or larger in area than 970x250 (e.g., 300x1050 or 970x418), then it only needs to have 30% of its area In-View.
	In-View Time	The average time in seconds that the ad was visible for users who met the requirement for a two-second In-View impression.
Video Only	Audible and Visible on Complete AVOC %	The percentage of valid impressions where the ad was visible and audible on completion.
	Audible On...	The percentage of measurable impressions where the ad was audible on a given quartile (Start, 1st, 2nd, etc.).
	Visible On...	The percentage of measurable impressions where at least 50% of the ad was visible on a given quartile (Start, 1st, 2nd, etc.).
	Video Score	A video ad score ranging from 0–100 to benchmark the sight, sound, and motion aspects of video. The score is based on the average percentage of the video that was audible and/or visible, amplified by the screen real estate. It is intended to assess the quality of different video ad exposures on desktop and mobile devices.
Mobile Only	Universal Touch Rate	Percentage of impressions where an ad has been touched on a mobile device.

3. Track the effectiveness of your campaigns by assessing three core areas:

- Media quality: Are your ads reaching the right people, and are they paying attention?
- Brand safety: Are your ads being placed in the most relevant, suitable environments?
- Performance and ROI: Did your ads perform?

CAMPAIGN KPI	METRICS
Media Quality	- Valid and viewability rate - Valid impressions - % of ad in-view - Attention quality - % of video played in-view
Brand Safety	- Safe and unsafe % - Contextual reporting - Content categorization analysis
Performance and ROI	- Sales lift - Online-to-offline sales impact

Here are 5 key questions to ask measurement providers for better outcomes:

1 Did I reach real people with my impressions?

2 Did I reach people relevant to my campaign objectives across the right channels?

3 Did my campaign drive the outcomes I was expecting?

4 How strong are your verification capabilities across brand safety, content quality, media quality, and fraud protection?

5 What is your methodology?

" *Mobile has become a critical front in the struggle against ad fraud... For marketing budgets to continue their shift to apps and the mobile web, marketers must gain confidence that the mobile environment is safe."*

Dan Fichter, *Vice President of Engineering at Oracle Data Cloud*

The 2019/20 Trends and Themes in Data

The opportunity in digital advertising continues to rise. The Interactive Advertising Bureau (IAB) reported that in the first half of 2018, digital ad spending hit a record-breaking $49.5 billion, which was a 23% YOY increase.

But what are the key trends that are driving the current climate and influencing how advertisers go to market? Where are the opportunities for growth? And how can marketers use audience, context, and measurement to capitalize and cover all the bases?
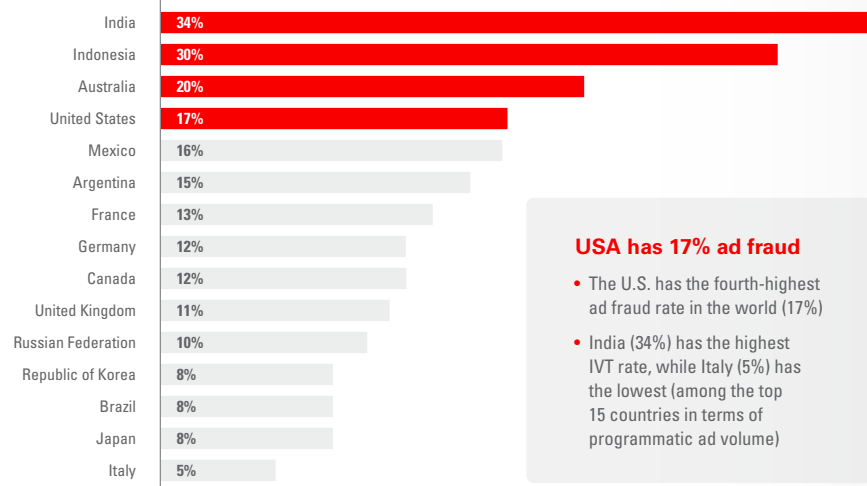
The need for greater transparency and accountability

It cannot be denied that there's a lot of pressure bearing down on the digital advertising space. With new regulations popping up, various headlines about data collection practices, and other types of less savory attention, it's more important than ever to ensure that marketers have a firm grip on their data and processes.

In addition, recent statistics show that up to $19 billion has been lost to ad fraud operations, including the recently uncovered DrainerBot.

Programmatic Ad Fraud Rates[7]

By country; top 15 countries in term of programmatic ad volume shown; Q3 2018

Country	Rate
India	34%
Indonesia	30%
Australia	20%
United States	17%
Mexico	16%
Argentina	15%
France	13%
Germany	12%
Canada	12%
United Kingdom	11%
Russian Federation	10%
Republic of Korea	8%
Brazil	8%
Japan	8%
Italy	5%

USA has 17% ad fraud

• The U.S. has the fourth-highest ad fraud rate in the world (17%)

• India (34%) has the highest IVT rate, while Italy (5%) has the lowest (among the top 15 countries in terms of programmatic ad volume)

It's essential that advertisers partner with data providers they can trust, who can provide them with a holistic and safe solution for data management and campaign measurement.

The evolution of TV advertising

In the era of "cord-cutting," TV advertising is changing. It's still a behemoth—but with smartphones, streaming services, and internet-enabled television devices, for the first time ever, digital will surpass TV ad spend in 2019.[8]

As TV advertising evolves with the rise of digital, advertisers will be able to:

- Reach the right consumers on every screen: linear, addressable, and connected TV
- Extend campaigns to reach across both digital and TV
- Ensure brand safety, suitability, and relevance across a publisher's video advertising inventory in an increasingly programmatic landscape with contextual intelligence
- Measure the business impact of TV/video campaigns and provide insights to inform optimizations

The streamlining of these channels is an exciting thought for any advertiser who feels pulled in many different directions.

Digital Audio

Radio isn't dead. In fact, with the impressive rise of digital audio, it is far from it. Check out these stats:

- Digital audio is expected to exceed 190 million listeners in 2019, up 20% in 5 years[9]
- Of all music consumed, almost half is streamed[10]
- 124 million people listened to podcasts in 2018, up 12 million YOY[9]
- Streaming music accounts for 75% of US music revenue[10]

What is causing the rise? Mostly mobile, but also smart speakers. Nearly one in 10 people received a smart speaker over the 2018 holiday season,[11] bringing the total estimated number of smart speakers in the US to around 119 million, according to a new survey by NPR and Edison Research.

This meteoric growth is an amazing opportunity for marketers. Some creative ways in which stakeholders are getting in the digital audio game are:

- **Playlist curation:** In an effort to help advertisers reach more millennials on their platform, Spotify undertook an effort to understand people through music, pinpointing what they call "Key Moments." Each moment is targeted at millennials during certain everyday activities they engage in, such as chilling or driving. They home in on details such as how users are listening (platform), what time of day to reach them, and ideas for music genres.
- **Personalized ad messaging:** Leveraging the cultlike relationships many podcast listeners have with their favorite shows, brands have been giving hosts creative reign to read the ad copy how they prefer, inject personality, and even ad-lib their own experiences. This gives the promotion a more genuine feel, increasing the chance that listeners will pay attention.

There's no doubt that marketers who build digital audio into their future advertising budgets will see a payoff.

Data Decoded:
The Acronym and Jargon Buster

If the digital advertising industry is complicated (it is), its love for tricky terms and tangled acronyms is a mirror image of that complexity.

As a result, we've created an extensive glossary of industry jargon, ensuring that you'll never again mix up a DMP with a DSP or confuse a CPC with a CPM. (But if you do, that's okay, too.)

A

Addressable TV: A method of segmenting TV audiences and targeting different ads or ad pods at the household or zone level (groups of homes) through cable, satellite, and set-top boxes into linear or video on demand (VOD).

Ad Fraud (sometimes referred to as Invalid Traffic): Is concerned with the theory and practice of fraudulently representing online advertisement impressions, clicks, conversions, or data events in order to generate revenue.

Ad Verification: A technology service offered by vendors to ensure that ads appear on intended sites, reach the targeted audience, and are executed in a manner consistent with the terms of a campaign.

Ads.txt: An Interactive Advertising Bureau (IAB)-approved text file that aims to prevent unauthorized inventory sales and allows buyers to check the validity of the inventory they purchase. Publishers drop a text file on their web servers that lists all the companies authorized to sell the publishers' inventory. Programmatic platforms integrate ads.txt files to confirm which publishers' inventory they're authorized to sell.

Audience Profile: A list of attributes you know about your target audience (i.e., demographic, geographic, interests, intent to purchase, purchase history, etc.).

Audience Reach: The percentage of audience targets reached through digital programs (e.g., websites, publishers, networks).

Audience Segmentation: The process of dividing your target audience by defined attributes such as demographics, purchase intent, interests, geography, past purchases, and other behaviors that indicate a likelihood for customer conversion.

B

Behavioral Targeting: Ads shown based on a consumer's online browsing behavior.

Bot: A non-human form of traffic.

Brand Safety: The set of measures that aim to protect the brand's image from the negative or harmful influence of inappropriate or questionable content on the publisher's site where the ad impression is served.

Buy-Through Rate (BTR): A factual measure of sales activity for a defined audience against a national baseline.

C

Connected TV: A device that can connect to a TV (e.g., Xbox, PlayStation, Roku, Amazon Fire TV, Apple TV, and Chromecast) or a Smart TV that facilitates the delivery of streaming video content.

Contextual Intelligence: Information and insights available through analyzing content and how people interact with it. The content that individuals are interacting with at any given moment offers a vast amount of insights about those people and how a business might engage with them.

Conversion: The point at which a recipient of a marketing message performs a desired action.

Cookie: A small piece of data sent from a website to a web browser to anonymously capture a user's browsing behaviors and preferences.

Cost per Acquisition (CDA): A method of advertising whereby the advertiser only pays when an ad delivers a conversion.

Cost per Click (CPC): The amount spent on online media divided by the number of clicks.

Cost per Lead (CPL): An advertiser pays for an explicit sign-up from a consumer interested in the advertiser's offer.

Cost per Mille (CPM): A commonly used measurement showing that advertising can be purchased on the basis of showing the ad to 1,000 viewers.

Customer Relationship Management (CRM): A model or technology for managing a company's interactions with current and future customers.

Cross-Channel Marketing:

Cross-Channel Marketing: The ability to identify and engage a target audience with consistent and relevant message across offline, online, mobile, social, and search interactions.

Cross-Device Matching: The ability to connect multiple identities across disparate marketing channels and devices to one customer, enabling marketers to tie their interactions to an actionable customer profile. This empowers marketers to orchestrate a relevant, personalized experience for each individual while minimizing media waste.

Custom Audiences: Those built from relevant interests, engagements, and domains to target high-value prospects.

Customer Data Platform (CDP): A software that aggregates and organizes customer data across a variety of touchpoints and is used by other software systems, and marketing efforts.

D

Data Activation: The ability to take data intelligence and push it seamlessly to the execution layer to influence ad targeting, site optimization, lookalike modeling, or creative customization.

Data as a Service (DaaS): A cost-efficient, agile model for marketers to leverage data in unlimited quantities. DaaS enables users to consume data across a variety of systems and processes to make customer engagement more relevant and impactful.

Data-Driven Marketing (DDM): Using data from any source to make better decisions on who, where, when, and how to market.

Data Management Platform (DMP): A system that allows marketers to centralize, manage, and analyze their 1st party data for use in online marketing campaigns. Some DMPs allow for the addition of 2nd and 3rd party data, as well as connections with other media platforms to push data out across a variety of channels and devices.

Data Onboarding: The process of transferring data gathered offline, such as in-store transactions or CRM data into the online world to use in marketing and advertising campaigns.

Declared Data: A type of 1st party data that has been willingly and explicitly share by individual consumers, often about their motivations, intentions, interests, and preferences.

Demand Side Platform (DSP): Technology that enables campaign management, allowing buyers to manage multiple ad exchange and data exchange accounts through one interface.

Deterministic: A term referring to an "observed" association versus one that is "inferred." Deterministic data often starts with stable IDs such as email, a user ID, or a phone number.

E

No entries at this time.

F

Frequency: The average number of times an individual gets served an online advertising message during a defined period of time.

G

General Invalid Traffic (GIVT): Traffic generated by known industry crawlers (such as search engine crawlers); non-fraudulent.

H

No entries at this time.

I

Identity: The body of information about an individual, organization, or electronic device that exists online.

Identity Resolution: The promise of a quality identify graph is to enable marketers to deliver personalized experiences across devices and channels with confidence that they're reaching their intended audience and not wasting marketing spend on inaccurate data.

Impression: The presentation of an online ad to a consumer.

Inferred: (See "Probabilistic.")

In-Flight: A term meaning that a campaign is running.

In-Market: A term meaning that a customer is actively looking to purchase.

Interactive Advertising Bureau (IAB): A business organization that develops industry standards, conducts research, and provides legal support for the online advertising industry.

Invalid Traffic (IVT): Any clicks or impressions that may artificially inflate an advertiser's costs or a publisher's earnings.

J

No entries at this time.

K

No entries at this time.

L

Lead Generation: The initiation of consumer interest or inquiry into a business's products or services.

Linear TV: A traditional system in which a viewer watches a scheduled TV program at the time it's broadcast and on its original channel. It can also be recorded via DVR and watched later. (Essentially, this is TV as it was known before the digital age.)

Lookalike Audiences: Those that allow for greater reach and efficiency by scaling a campaign to find users who carry similar behaviors to one's seed audience. Models can be customized to reach specific objectives.

M

MadTech: The confluence of advertising, marketing, and technology to create a single, composite view of the consumer.

- **Marketing Technology (MarTech)** is the software that allows marketers to create, run, and manage online marketing campaigns and conduct onsite marketing—e.g., email marketing, social media management, A/B testing, personalization, user-feedback surveys, web analytics, etc. It represents use of 1st party data/consent/personally identifiable information (PII) to inform customer journeys.

- **Advertising Technology (AdTech)** is designed to help advertisers and ad agencies create, run, measure, and manage online advertising campaigns across a number of websites or apps. It allows publishers (websites and apps) to sell their available ad space, also known as inventory, to a large number of advertisers. It represents the use of 3rd party data/external platforms to reach customers.

Malware: Any software intentionally designed to cause damage to a computer, server, client, or computer network.

Match Rate: The rate at which individual records in two separate files match each other.

Measurement: Tracking and understanding the impact of a marketing campaign via data analytics.

Media Rating Council (MRC): An American independent organization whose mission is to ensure valid, reliable, and effective audience measurement services.

Mobile Advertising ID (MAID), also known as Device ID: A resettable advertising identification signal generated by a mobile operating system at the device level for advertising usage in mobile apps (e.g., Apple IDFA, Android ADID).

Modeling: Using 3rd party data to build statistical models based on a high-performing set of attributes from seed data. This technique increases reach for advertisers and typically utilizes demographic and behavioral data.

Multi-Touch Attribution (MTA): A method used to prove the value of a B2B marketing strategy in the form of down-funnel metrics that matter to a business— opportunities and revenue.

N

Native Advertising: The use of paid ads that match the look, feel, and function of the media format in which they appear. Native ads are often found in social media feeds, or as recommended content on a web page. Unlike display ads or banner ads, native ads don't really look like ads.

O

Offline Data: Data sources derived from consumer behavior in the physical realm, such as in-store purchases.

Online Data: Data sources derived from online behaviors.

P

Panel-Based Data: A data validation method wherein a panel consisting of three data scientists validates the accuracy of an online profile.

People-Based Marketing: Gathering customer data from online and offline sources to more accurately recognize and reach customers on any device.

Personally Identifiable Information (PII): Personal information such as first name, last name, mailing address, and email address, which can be used to identify a consumer.

Pixel: A small piece of code that is placed on a web page to anonymously capture internet behavior and interest data.

Postal ID: ID created using a customer's physical mailing address.

Post-Bid: Occurs after an ad has run. Rather than proactively preventing an ad from running in unsafe environments, it reports on where ads ran the day before. It allows advertisers to determine if all placements were appropriate and whether they want to make any changes to rules for subsequent ad runs.

Pre-Bid: As an advertiser enters a bid for a placement, a third party scans the page against a pre-determined set of rules to ensure the page on which the ad will appear is appropriate.

Predictive Analytics: The use of data, statistical algorithms, and machine-learning methods to identify the likelihood of potential outcomes based on historic data.

Private Data Marketplace (PDM): Allows data providers the ability to create custom, private segments to be made available for individual buyers.

Private Exchange: A group of publishers (or a single publisher) that provides a buying platform enabling advertisers to place advertising and to target consumers within those publishers' sites.

Private Marketplace (PMP): An invite-only marketplace where high-caliber publishers offer their ad inventories to a selected group of advertisers.

Probabilistic: Data that includes linkages between two IDs that are inferred based on event patterns and ID characteristics.

Programmatic: A type of advertising that helps automate and optimize media buying decision making by targeting particular audiences and demographics.

Purchased-Based Targeting (PBT): Targeting audiences based on their actual purchase histories under the assumption that past buying behavior is an indicator of future purchases.

Q

No entries at this time.

R

Real-Time Bidding (RTB): Technology that allows online advertising to be purchased and served on the fly. Instead of reserving prepaid advertising space, advertisers bid on each ad impression as it's served. The impression goes to the highest bidder, and their ads are served on the page.

Recency: How recent a profile was tagged with an attribute.

Response Rate: Responses received as a percentage of promotion pieces mailed or contacts made.

Retargeting: A form of online targeting advertising served to people who have already visited a website or who are contacts in one's database (e.g., leads or customers).

Retention: Ability to keep customers satisfied to increase the likelihood that they'll make another purchase (upsell or renew).

Retention Campaign: Targeted toward existing customers in an effort to keep them engaged with a brand, product, or company and avoid attrition.

Return on Ad Spend (ROAS) or Gross Return on Marketing: A metric calculated by dividing the revenue generated from an ad campaign by the cost of that campaign.

Return on Investment (ROI): The return on a marketing investment, such as sales lift or a direct sale.

Revenue per Mille (RPM): Measures the revenue from 1,000 ad impressions. While CPM is normally measured by advertisers, RPM is monitored by publishers.

S

Segment: A grouping of consumer profiles on attributes. Categories range anywhere from very broad with a single attribute like "male" or "female" to very specific like "millennial female business traveler" with multiple attributes.

Site-Side Optimization (SSO): The ability to customize the look of a website based on the attributes of a visitor's profile.

Sophisticated Invalid Traffic (SIVT): Typically a result of fraudulent behavior and more difficult to detect. These fraudsters are making an extra effort to mask their behavior as legitimate so it requires advanced analytics; multi-point corroboration/coordination; and significant human intervention to detect, identify, and analyze.

Supply-Side Platform (SSP): A company that provides software and services enabling audience management for web or mobile publishers utilizing multiple data sources. This allows the company to manage its advertising space inventory, fill it with ads, and receive revenue.

Syndicated Audiences: Audiences built using the best available online search and browse signals, plus offline past purchase and demographic data, so a company can feel confident in reaching the right audience.

T

Taxonomy: The process of organizing data into a hierarchy to make it easily understandable. Past Purchase->electronics->television->HDTV.

U

Unique Visitor (UV): A distinct user who visits a website in a given time period regardless of how many times they visit.

V

View: When a user is exposed to an ad.

Viewability: An online advertising metric that aims to track only the impressions that were seen by users on a specific page.

W-Z

No entries at this time.

NOTES

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