

Digital Buzzwords & Acronyms Glossary

Dynamic Creative Optimization (DCO)

- An advanced form of programmatic advertising where AI customizes ad creatives in real-time based on user behavior, preferences, and demographics.
- We call it “Creative AI” and have it available for Social Mirror.

Retail Media Networks (RMNs)

- Retailers like Walmart, Amazon, and Target have built advertising platforms to monetize their online traffic, allowing brands to place ads where purchase intent is high.
- We offer the Amazon RMN which we call Amazon Premium Targeting.

Ad Fatigue

- When users become less responsive to an ad due to overexposure.
- Signs of this happening can be when clicks and conversions start to taper off.
- It’s good to refresh ad creative regularly even if it is just changing colors or backgrounds.

Zero-Click Marketing

- Optimizing content so the business appears in Google’s search results and AI snippets, with information the user is looking for, without them having to click to go to the business’ website.
- Almost 60% of Google searches are “Zero Click.”

Customer Journey Mapping

- Analyzing the steps users take before making a purchase.
- This can be done by tracking specific conversions on a website and by using Google Analytics “events.”
- What is a GA4 event?

Google Analytics Events

- An event allows you to measure a specific interaction or occurrence on your website.
- You can use an event to measure when someone loads a page, clicks a link, scrolls to the bottom of a page, clicks a form, completes a purchase, clicks a button, plays a video, searches for something on your website, and more.

Rich Media Ads

- Ads with interactive elements like video, animation, or sound.
- Common formats are mp4, html5, and .gif.
- These types of ads typically get more user interaction.
- Tip: Nearly all our ad units can be .gifs—see your Pre-Campaign Checklist for specific products that accept other rich media formats.

Dark Posts

- Also known as Dark Ads, refers to a type of social media advertising where the content is not published on the advertiser’s main timeline or feed.
- Instead, these posts are targeted to only show to specific segments of users based on their demographics, interests, behavior, or other targeting criteria.

First-Party Data Strategy

- With privacy laws tightening, businesses are leveraging customer data collected from their own websites, loyalty programs, and CRM systems to fuel advertising.
- We can utilize first-party data to run Custom Audience Matching and Lookalike ads.

Contextual Ads

- Contextual advertising refers to placing ads on web pages based on the content of those pages.
- As a result, advertisers can create targeted, relevant ads for users based on the content they are viewing.
- We refer to this as Keyword Targeting.

Optimize

- Check on pacing weekly – how many impressions have been served to date vs. how many impressions we should have served to date.
- If under-pacing/over-pacing, make necessary changes to get back to even pacing.
- Remove any underperforming websites/apps.
- Add more relevant categories (if running behavioral targeting) or keywords (if running keyword targeting) to expand inventory.
- Try to increase conversions on a campaign if running conversion strategies.
- Exclude underperforming devices (Desktops, Tablets, Mobile).

How is a pixel different from a “cookie”?

- Very similar and often used together. Both can be used to track the behavior of users across websites.
- The difference is how the information is delivered and where it is kept.
- Cookies are saved in an individual’s browser, such as Google Chrome. They cannot follow users across their devices, and users can block or clear cookies.
- Tracking pixels send information directly to servers, so they do not rely on the user’s individual browser.
- Pixels can follow users across all their devices.
- This is what Vici uses in Cross Platform Targeting.

Tracking Pixel

- A small piece of code placed on a website that allows the website owner (or us!) to gather information about visitors—how they browse, what type of ads they click on (to determine behaviors), device, browser, IP address, or to track conversions or serve Retargeting ads.

Third-Party Cookies Phase-Out

- Google has reversed course and won’t phase out third-party cookies tracking people in Chrome as previously planned, saying they are developing a new approach that gives users more control.

Google Tag Manager (GTM)

- Google Tag Manager is another name for a Container Tag.
- It is a tool that enables us to install, store, and manage multiple tracking pixels (also called “tags”) without modifying website code on a business’ website.
- It “contains” all the tracking pixels we use for Retargeting, Conversions, and Live Chat.

Machine Learning

- A type or category of artificial intelligence.
- It’s the science of getting computers to accomplish specific tasks by learning from large data sets without programming them to do so directly.
- Our AI Targeting part of BARCK+ refers to this type of machine learning, where the longer it runs, the smarter it gets, as does our Social Mirror Creative AI.

Ad Exchange

- A technology platform that works with publishers and ad networks and purchases their impressions to then sell them to digital advertising buyers.
- Buyers can purchase directly from an ad exchange or access ad exchanges through a Demand Side Platform.

Demand Side Platform (DSP)

- A technology platform that allows buyers to manage, purchase, and optimize programmatic inventory from multiple ad exchanges and Supply Side Platforms (SSP) through one interface.
- Inventory is purchased through real-time bidding.
- Vici uses many different DSPs according to the type of ad product being bought.

Supply Side Platform (SSP)

- A technology platform that allows publishers (websites and apps) to manage and sell programmatic inventory for advertisers to bid on.
- SSPs connect to multiple ad exchanges and DSPs at once to maximize the opportunity to sell inventory.

Programmatic Ad Buying

- The use of automated technology for media buying.
- Programmatic advertising encompasses multiple ways of buying and placing digital ads through a marketplace rather than directly from a publisher of a website or app.
- It includes things like Real-Time Bidding (RTB) and Private Marketplaces (PMPs).

Real-Time Bidding (RTB)

- Real-time bidding (RTB) is an automated process where ad buyers can place bids, in real time, for specific ad placements.
- RTB is a programmatic process, but not all programmatic advertising takes place through RTB technology.

Private Marketplace (PMP)

- Advertisers can only access a private marketplace with an invitation.
- Typically, top publishers (websites and apps) do this and offer their ad inventory to the highest bidders among the select advertisers with whom they’ve done deals.
- PMPs grant access to inventory not available on open auctions and provide premium access at a lower price.



Backlinks

- Backlinks are when websites place a link on their website to another business' website.
- Backlinks are also called inbound links because they represent another website's traffic coming to the business' website.
- The quality/quantity of backlinks can help a business rank higher in Google because backlinks are considered an indicator of how popular and reputable that website is.

Geo-Targeting vs. Geo-Fencing

- **Geo-Targeting** is the geographic area ("Geo") in which you want ads to be served to users.
- This might be a city, state, zip codes, or a large radius around a location (e.g., 15 miles around a business), and you layer in behavioral categories, keyword targeting, and/or AI targeting, etc.
- **Geo-Fencing** is a TIGHT RADIUS around a location (like a competitor), less than a mile usually, with no behavioral categories layered in, and as tight as 500 feet.

FAST (Free Ad-Supported Streaming Television)

- FAST is a type of FREE OTT that offers programming (live, scheduled, or on-demand) with ads as an alternative to paid monthly subscriptions.
- This is the type of OTT inventory Vici buys.
- Examples of FAST include Pluto TV, Roku Channel, Xumo, Samsung TV Plus, Crackle, and Tubi.

AVOD (Ad-Supported Video On Demand)

- This is a subset of FAST OTT that refers to free programming that is on-demand – meaning available whenever the viewer wants to watch it (vs. live or scheduled programming).
- For example, Pluto TV and Tubi are FAST platforms that also have AVOD options.

SVOD (Subscription Video On Demand)

- Streaming platforms whose content requires a paid monthly subscription and doesn't have ads.
- Examples include Netflix, Disney+, HBO Max, Apple TV+, and Paramount.
- We cannot run ads on these.

Marketing Funnel

- Also called the Sales Funnel, it is the process of guiding potential customers through stages of awareness, consideration, and decision (conversions).

ROAS (Return on Ad Spend)

- A marketing metric that is total ad spend, divided by revenue generated by that ad spend, expressed as a ratio.

CLTV (Customer Lifetime Value)

- A metric that represents the total revenue from a customer over the duration of their relationship with the business.
- It is calculated as: Average Transaction Size × Number of Transactions × Retention Period.
- Advertisers use this number to determine what is a viable Cost per Acquisition they should spend.

CPA (Cost Per Acquisition)

- A marketing metric that measures the cost to acquire one paying customer from an ad campaign.
- It is calculated as: Total ad spend for a campaign ÷ Number of customers who've purchased.
- What's a good CPA?
 - Depends on the value of what you are selling.
 - Averages are anywhere from \$200–\$1,000.

CVR (Conversion Rate)

- The percentage of users who complete a desired action (a conversion, such as a purchase or sign-up) after clicking an ad.
- Formula: (Conversions ÷ Total Visitors) × 100
- What's a good Conversion Rate?
 - 2–5% is the average for non-e-commerce businesses.

MVPD (Multichannel Video Programming Distributor)

- MVPDs provide multiple broadcast TV channels on cable or satellite TV and typically work on a subscription-based business model.
- Examples include Xfinity, DISH Network, DirecTV, Spectrum, and Time Warner Cable.

Look-Back Window

- Each platform has its own way of tracking & reporting conversions (including View-Throughs, which are a type of conversion).
- These reports typically range from 7 – 30 days post-click or view.

CPM (Cost Per Mille)

- Cost Per Thousand impressions.
- Formula: $(\text{Cost} \div \text{Impressions}) \times 1,000$

CTR (Click-Through Rate)

- Formula: $(\text{Clicks} \div \text{Impressions}) \times 100$
- Example Calculation:
 $2,000 \text{ Clicks} \div 250,000 \text{ Impressions} \times 100 = 0.8\% \text{ CTR}$
- This metric shows the percentage of people who saw the ad and clicked on it.

UGC (User-Generated Content)

- Original, client-specific content created by customers and published on social media, websites, or other channels.
- Examples: Posting images of a product customers bought, sharing videos, leaving reviews or testimonials.

Why is UGC important?

- Consumers are 2.4× more likely to view user-generated content as authentic compared to content created by brands.

MAID (Mobile Advertising Device ID)

- A unique, anonymized string of numbers and letters that identifies every individual smartphone or tablet in the world.
- Why is it important?
 - It reveals specific user behaviors.
 - Helps with targeted advertising and conversions.
- If a client has MAIDs for us to run:
 - They can be used for Mobile Conquesting campaigns.

Linear TV

- Traditional broadcast television viewing.
- To watch a show, the viewer must tune in (or DVR) a specific channel on a television at an appointed time.
- Viewers access Linear TV via cable, satellite, or over-the-air broadcasts.

Secure Website

- Also called an encrypted website.
- These are sites that are secure and have an SSL Certificate, meaning data passed between web servers and visitors is encrypted.
 - Non-secure websites: Any information a user inputs on the page (e.g., name, address, credit card details) is not protected and can be stolen.
- To run ads on Amazon, Display, Native, Social Mirror, Video, OTT, or Online Audio, the client's website must be secure.

VCR (Video Completion Rate)

- The percentage of the video ad that was watched (25%, 50%, 75%, or 100%).
- Not all video products report this.

Addressable TV

- A form of OTT targeted to specific audiences.
- Limitations: Targeting categories are more restricted as the data comes from cable companies or satellite providers like Comcast, DIRECTV, and Dish.

KPI (Key Performance Indicators)

- Specific metrics and goals that help an advertiser track and measure success.
- Clicks are NOT a good KPI—Conversions and Engagement are.