



Industry Terms

Account Executive (AE)

The link between an advertising agency and its clients. They're responsible for servicing the client by managing the day-to-day relationship, understanding client goals, coordinating ad campaigns, and ensuring the success of effective campaigns.

Advertising Technology (AdTech)

Advertising Technology (adtech) is defined as a range of software and tools that brands and agencies use to strategize, set up, and manage their digital advertising activities.

Ad Exchange

Digital marketplace that enables advertisers and publishers to buy and sell advertising space, often through real-time auctions.

Adserver

Ad technology that enables the management, serving, and tracking of an ad or internal promotion on one's digital properties. It decides in real time the best ad to serve based on relevance, targeting, budgets, and revenue goals.

Affinity

An interest in a certain activity, group, brand, etc. Marketers can identify and target people with affinities in order to reach more engaged audiences.

APIs

API stands for application programming interface. An API is a set of definitions and protocols for building and integrating application software.

Audience Targeting

Serving ads to a specific predefined audience based on behaviors or attributes (see "behavioral targeting") demographics, interests, or any other category. It's the practice of using data to segment consumers by demographics or interests in order for more targeted advertising.

Behavior

Specific data points collected from a website based on a user's interactions with the site.

Boolean Logic

Boolean Logic is a form of algebra that is centered around three simple words known as Boolean Operators: "or," "and," and "not." At the heart of Boolean Logic is the idea that all values are either true or false. Within the Lotame platform, the use of Boolean Logic allows for the creation of more complex audience definitions.

Buy-Side

The buy-side refers to marketers or brands who buy advertising space to promote their products and services.

Cache

Memory used to temporarily store the most frequently requested content/files/pages in order to speed delivery to the user. Caches can be local or on a network. In the case of local cache, most computers have both memory (RAM) and disk (hard drive) cache.



Click-Through Rate (CTR)

Metric for measuring how many users clicked on an ad. The CTR is obtained by dividing the number of users who clicked on an advertisement by the number of times the advertisement was delivered (impressions). For example, if your advertisement was delivered 100 times and 1 person clicked on it, the CTR would be: $(1 \text{ click}) \div (100 \text{ impressions}) = 0.01 = 1\% \text{ CTR}$.

Client Success Manager (CSM)

A member of a technology platform / data vendor who can ensure clients have all they need to effectively utilize their tech and data solutions.

Connected TV (CTV) Data

Real-time anonymized data about what a household is watching, gathered from Smart TVs including program, genre, time of day, and network.

Consent Management Platform (CMP)

Consent management refers to the process that allows a website to meet privacy regulations (e.g., GDPR, CCPA) by obtaining user consent for collecting data via cookies during a visit. A consent management platform (CMP) enables brands to automate the consent management process, making it easier to be compliant.

Content Customization

Refers to the process of showing a specific set of content to a certain audience.

Content Management System (CMS)

CMS is the technology that a publisher uses to manage the content of their media properties and websites. A CMS can be integrated with a DMP to customize the content that is shown to specific groups of readers or audiences.

Contextual Targeting

Placing ads on a web page based on the relationship of the ad content and/or keywords with that specific web page.

Conversion

A conversion is when a prospect completes an action and/or becomes a customer. Leads become customers through the process of conversion.

Conversion Rate

The percentage of users exposed to a campaign that end up taking a desired action (conversion). Conversions vary by marketing objective, but usually refer to purchasing a product or providing an email address.

Cookie

A portion of text that a website stores on a user's browser which is used for authentication, identification, targeting, and preferences.

Cost Per Acquisition (CPA)

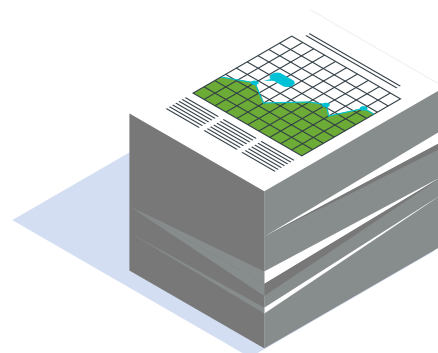
An online advertising model where the advertiser pays for each specified action such as a purchase, form submission, etc.

Cost Per Click (CPC)

An online advertising model where the advertiser pays each time an ad is clicked.

Cost Per Thousand (CPM)

A marketing metric to determine the price of 1,000 ad impressions on one web page. If a website publisher charges \$3.00 CPM, that means an advertiser must pay \$3.00 for every 1,000 impressions of its ad.



Cross-Device Targeting

Cross-device targeting is the practice of identifying and delivering ads to a specific audience across their devices. This omnichannel strategy allows marketers to reach users with consistent messaging across all their screens: desktop, laptop, mobile, tablet, and OTT.

Customer Data Platform (CDP)

A Customer Data Platform (CDP) is a software that aggregates and organizes customer data across a variety of touchpoints and is used by other software, systems, and marketing efforts. CDPs collect and structure first-party data into individual, centralized customer profiles. While some can also take in second- and third-party data, they need a significant level of first-party data to provide functionality.

Customer Relationship Management (CRM) Data

A customers' history with a company which may include information from multiple communication channels like a company's website, telephone, email, live chat, marketing materials, and social media. CRM data is primarily used to foster customer care, loyalty, and/or customer support.

Data Exchange

Marketplace allowing publishers to sell aggregated anonymized audience data to advertisers, agencies, and networks. Similar to an Ad Exchange, a Data Exchange can allow access to the open market or to defined partners.

Data Management Platform (DMP)

A DMP is a software platform used for collecting and managing data. They allow businesses to identify audience segments, which can be used to target specific users and contexts in online advertising campaigns. DMPs may use big data and artificial intelligence algorithms to process and analyze large data sets about users from various sources.

Data Monetization

Data monetization is the process of using data to increase revenue.

Data Onboarding

The process of bringing your offline data online.

Demand-Side Platform (DSP)

A DSP is a piece of software used to purchase advertising in an automated fashion. DSPs are most often used by advertisers and agencies to help them buy display, video, mobile, and search ads.

Demographics

The statistical characteristics of a population including age, gender, and residence.

Encryption

Secure digital information that is unreadable without the use of digital keys.

First-Party Cookies

Cookies created by the website on which they appear.

First-Party Data (1PD)

Data collected from web publishers and marketers via their own websites and other digital assets.

Forecasting

The ability to look at the previous trends in behavior consumption and available impressions, in order to project the number of impressions that a publisher can sell.

Geo Targeting

The process of showing specific content to an audience based on their physical location.

Header Bidding

Header bidding is an advanced programmatic technique in which publishers offer inventory to multiple ad exchanges at the same time before making calls to their ad servers. The idea is that by letting multiple demand sources bid on the same inventory at the same time, publishers increase their yield and make more money.

Hierarchies

Data hierarchy (also known as taxonomies) refers to the systematic organization of data. Data organization involves characters, fields, records, files, etc. A data field holds a single fact or attribute of an entity.

Identity Resolution

Identity resolution is a complicated process of aligning copious amounts of IDs and data into unified profiles, often enriched with third-party data and enhanced with machine learning.

iFrame

An HTML document embedded inside another HTML document on a website.

Key Performance Indicator (KPI)

Benchmarks for strategy success or failure. Best practice here is to choose a single, primary KPI to guide your optimization efforts and to make sure it is both quantifiable and actionable.

Latency

A measure of time delay in a system, often used in reference to pageload times.

Local Storage

A hard drive or solid state drive (SSD) directly attached to the device being referenced. The term would be used to contrast the storage in that unit from the storage on servers in the local network or on the Internet.

Look-Alike Modeling

Potential customers modeled after an advertiser's 1st Party Data (usually data from their customers who visit and make purchases from their websites). Behaviors or attributes of the advertisers' customers are matched against a larger audience, creating a pool of highly targetable and 'prequalified' users. Some companies refer to this also as 'pre-targeting'.

M (Thousand)

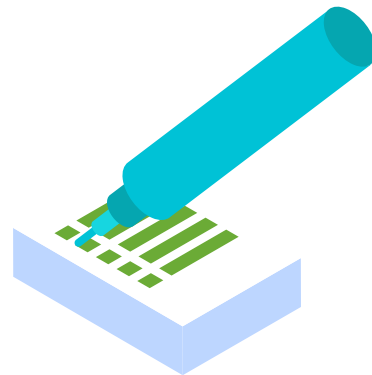
The Roman numeral M is often used to indicate one thousand, and MM is used to indicate one million.

Marketing Technology (MarTech)

MarTech is the term for the software and tech tools marketers leverage to plan, execute, and measure marketing campaigns. MarTech tools are used to automate or otherwise streamline marketing processes, collect and analyze data, and provide various means of reaching and engaging with your target audience.

Mobile IDs

Refers to a user's digital identity and the technology used to manage it in the hyper-connected world of smartphones, tablets, wearable technology, and the Internet of Things.



Native Advertising

Material in an online publication that resembles the publication's editorial content but is paid for by an advertiser and intended to promote the advertiser's product. This in-feed non-disruptive content is also known as sponsored content.

Offline Data

Data that originates from offline sources. This ranges from in-store purchases to loyalty card data and more, and can be pulled from CRM data files or bought from offline data vendors.

Online Data

Captures the behaviors, interests, and interactions of consumers that are exhibited across the internet, as gathered by cookies.

Opt-Out / Do Not Track

An individual has stated that they do not want a company to use his/her data for marketing purposes.

Personal Data or Personally Identifiable Information (PII)

Personal Data includes names, email addresses, phone numbers, and home addresses. Lotame does not collect personal data from any user.

Pixel or Pixeling

The act of placing a tag on a website or campaign creative to collect first-party data.

Programmatic

Use of software to automate the sale or purchase of digital advertising, as opposed to the traditional process that involves RFPs, human negotiations, and manual insertion orders.

Quarterly Business Review (QBR)

A once per quarter meeting with your customers. These reviews dive into business growth and goals, strategic reviews, financial results, product roadmaps, etc.

Real-Time Bidding (RTB)

Allows buyers to decide in real time whether to bid for a specific impression based on additional data they have. The buyer decides the bid price based on perceived value of the impression. RTB provides the opportunity for publishers to better monetize their inventory.

Retargeting

A form of audience targeting where first- and third-party cookies are used to determine a consumer's previous interest with a site's offering. Retargeting allows advertisers to reposition ads in front of that consumer on sites other than their own, in an effort to get the consumer to return to their own site and continue the relationship. Retargeting is considered to be the most basic form of Behavioral Targeting available.

Return on Investment (ROI)

Money you get back from your invested money.

Second-Party Data (2PD)

Another company's first-party data purchased directly from the source, rather than through a data exchange. Two companies set the terms of sale or exchange to share specific data points.

Segment (a.k.a. Audience)

Segments, also known as audiences, are used to define and target a homogenous group of people. They are created using behaviors or attributes such as demographics, interests, media consumption, etc. Segments are widely used in campaign targeting as a particular group may be more receptive to a message tailored to their interests and needs.

Sell-Side

The sell-side refers to publishers or media companies who sell advertising space to advertisers on their websites or other properties.

Server-to-Server (S2S)

Instead of the bidding happening in a publisher's browser, it happens on the server of whoever the partner is.

Software-as-a-Service (SaaS)

Distribution model in which a third-party hosts applications/solutions and makes them available to customers over the Internet.

Supply-Side Platform (SSP)

Advertising technology platform representing the suppliers of online ads. Similar to a DSP, SSPs automate the selling of online media space by providing inventory.

Tagging

The act of placing code on a website. See also Pixeling.

Tags

Code placed on a website that has the ability to track virtual user interactions.

Targeting

Delivering advertising to users based on identified interests and behaviors.

Third-Party Cookies

Cookies placed on a consumer's browser by advertisers or other technology providers, and not by the website publishers.

Third-Party Data (3PD)

Data obtained from an outside third-party source, which is not otherwise available on your own first-party media.

Transaction

In terms of DMP data interactions, a transaction refers to a distinct HTTP call made on the web by any party. This can include, but is not limited to: tags and pixels, beacons, or API calls.

Uniques

A single tracked user, regardless of what different behavioral segments a user falls into, represents a single unique. Another way of thinking of it is: one unique = one set of eyeballs.

Usage Report

A report of impressions served to audiences that is pulled from an ad-server or DSP on a monthly basis.

User Interface (UI)/Platform

The user interface or platform are the industrial design fields for human-computer interaction. They are the space where interactions between humans and machines occur.

Viewability

Online advertising metric that aims to track only impressions that can actually be seen by users. For example, if an ad is loaded at the bottom of a web page but a user doesn't scroll down far enough to see it that impression would not be deemed viewable.



Lotame Terms

Audience Analytics

A suite of reporting dashboards that provide a panoramic view of your audiences, allowing you to better contextualize the who, what, where, why, and how of your customers or prospects. Tap into the suite to analyze billions of data signals across all of your consumer attributes and actions such as past purchase behavior, household income, and propensities for specific brands.

Audience Discovery Dashboard

Flexible analytics report that provides a panoramic view of audience characteristics using available first-, second-, and third-party data. Users are able to filter data sets by hierarchy, industry vertical, and type. The dashboard also allows users to define overlap and index ranges for more control.

Audience Overlap Reports

Analytics dashboard that allows customers to visualize the overlap of multiple audiences on a heatmap.

Audience Summary Dashboard

Analytics dashboard that provides a comprehensive snapshot of your audience, including demographic makeup, device composition, geographic location (countries & US DMAs) and Top 10 Behaviors/Personas.

Behavior Collection Point (BCP)

Behavior Collection Point (BCP) is the snippet of JavaScript code that, when placed on a web page, initiates data capture for a DMP client.

Campaign Analytics

A suite of reporting dashboards that allows you to gain visibility into the behaviors or attributes that make up campaign interactions, and learn how those attributes influence the consumer's path to conversion. Reports include Campaign Summary, Campaign Overlap, and Campaign WrapUp.

Cartographer

A master ID graph that delivers complete, consistent, and compliant data connections to power people-based marketing for brands and publishers.

Composite Index

Lotame's Composite Index represents a measure of the propensity of a group of people (Audience) to have some characteristic (Behavior) compared to the propensity of that same characteristic to a standardized background or baseline.

Data Stream

Lotame Data Stream supplies real-time access to a firehose of raw behavioral data from billions of consumer profiles. Leading enterprises can combine this high-quality consumer data with their existing first-party data to gain deeper, more valuable insights into target customers. Data Stream can be used to power your individual data science and data needs, including product and content recommendation engines, personalized experiences and messaging, and other proprietary modeling.

Lightning Tag

Lotame's Lightning Tag is a JavaScript tag and API that facilitates all DMP operations on your web pages. This all-in-one solution performs both data collection and audience activation, along with other important functions.

Lotame Analytics

A suite of reporting tools that provide panoramic insights into the behaviors or attributes that make up a campaign and site/video/app/real-world interactions, and how those attributes influence a consumer's path to conversion and loyalty. The suite allows you to dive into first-party audience traits by layering on second- and third-party enriched data and pull campaign level insights to identify high performing segments and improve your campaign performance.

Lotame Audience Builder

Product that enables users to build complex audience targets by selecting desired demographics, content consumption, interests, and actions made up of first-, second-, and third-party data collected and segmented by Lotame.

Lotame Connect

A suite of pipes that bring data in and out of the Lotame platform. Connect gives clients the ability to cluster connections down to the individual level across diverse datasets including partner IDs, devices, and browsers. Lotame supplies the tools and flexibility to take data outside the limits of the traditional DMP with API support and endless activation channels.

Lotame Data Exchange (LDX)

The Lotame Data Exchange (LDX) sources data from North America, South America, Europe, and Asia. It consists of self-declared and demonstrated behavioral data, which are bundled into over 6,000 audience segments in all the major verticals.

Lotame LAB

A suite of tools focused on audience building that allows clients to create, model, and activate custom segments to improve campaign targeting, increase reach (look-alike modeling), or monetize data (packaging your data and sharing).

Lotame Panorama

Lotame Panorama is a suite of data enrichment solutions for digital advertising — no cookies required. It empowers marketers, agencies, publishers and media companies to see more and do more to build lasting customer relationships. Lightning Tag and Cartographer are the under-the-hood power of Lotame Panorama.

Lotame TV

Lotame TV is a suite of connected data solutions that enable brands, agencies, and media companies to target, analyze, and activate TV and commercial viewers digitally. Amplify your brand with cross-screen messaging, gain insights on existing customers to optimize engagement, and push pre-packaged and custom TV audiences across your digital channel of choice. With Lotame TV, you can plan and execute omnichannel marketing with the power of TV + Digital.

Panorama Buyer

Panorama Buyer is a data enrichment solution that allows brands and agencies to create addressable audiences everywhere or buy ready-made addressable audiences via their DSP. It connects attributes and behaviors across first-, second-, and third-party data using our powerful Cartographer ID graph technology. With Panorama Buyer you can execute people-based marketing on any channel, browser, device, or context; and create addressable audiences in cookie-challenged environments like Safari, Firefox, and Chrome, mobile app, and OTT.



Panorama Insights

Panorama Insights is a data enrichment solution that connects first-party data to second- and third-party data across IDs, browsers, and devices — no cookies required. Panorama is powered by Cartographer, Lotame's advanced ID graph technology for people-based marketing. With Panorama Insights you can validate and expand personas with diverse datasets, e.g., survey and panel data; advance data-driven storytelling with overlaps, trends, and indices; and improve analysis, prospecting, segmentation, and data modeling.

Panorama Seller

Panorama Seller is a data enrichment solution that helps publishers and media companies monetize all their inventory. Using our powerful Cartographer ID graph technology, Seller connects attributes and behaviors across first-, second-, and third-party data. These addressable audiences are then available for direct and programmatic selling across the cookie-challenged web (Safari, Firefox, and Chrome), mobile app, and OTT.

Private Data Exchange (PDX)

Lotame PDX directly connects curated sellers of high-quality data from around the world with highly regarded brands and agencies in a transparent, flexible and trusted environment. Authenticated second-party and niche third-party providers use Lotame PDX to package, price, and make easily accessible those premium datasets. Buyers, in turn, can make more informed decisions with clear insight into data sources, collection practices, and IAB quality standards.

Rule Builder

Rule Builder puts clients in control of data collection by allowing them to create rules that define requirements for behavior qualification. Within the Rule Builder, clients can define key-value pairs and the operators that define their relationship. A rule can have multiple key-value pair groups which can be linked with Boolean Logic.

Technical Account Manager (TAM)

A member of the Lotame team who is the client's go-to for technical user interface questions and implementation.

Top Behavior Tool

An extension of the Audience Summary dashboard that helps clients develop a deeper understanding of the behaviors that positively and negatively index against an audience.

