Digital Marketing Dictionary

Terms to help you understand what your agency, vendors, and marketing team are talking about.

orbee

Sumary

In an ever-evolving automotive landscape, dealerships are at the crux of data-driven operations. But with data comes   jargon - terms and terminologies that often muddy the waters of understanding, especially for dealership professionals engaged in data, technology, and marketing operations. Enter "Data Dictionary," a comprehensive guide crafted by Orbee, a recognized leader in automotive analytics and data solutions. This eBook is designed to demystify the myriad of terms thrown around by agencies, vendors, and marketing teams.

Highlights include:

A thorough glossary of data, tech, and marketing terms essential for dealership professionals.

Insightful context, so you don't just know the term, but understand its relevance and application.

An exploration of the pivotal role data plays in modern dealership operations, emphasizing the necessity of grasping technical terms and concepts to harness data-driven insights, optimize strategies, and ultimately, boost profitability and customer satisfaction.

For those who've faced puzzling meetings where terms like 'campaign analytics,' 'customer journeys,' 'tag management,' and 'omnichannel marketing' are tossed around, this book is your cipher. By unraveling the complexities of data jargon, dealership professionals can make informed decisions, harnessing data and tech to drive growth.

In essence, "Data Dictionary" is more than just a glossary—it's a compass for dealership professionals navigating the vast seas of data and technology in the automotive world.

About Orbee

Orbee provides analytics, data, and automation middleware solutions to the automotive industry. Franchise and independent dealers and large dealership groups utilize Orbee's platform to measure marketing investments with campaign analytics, understand shopper behaviors with its customer journeys, manage and control their first and third-party data with tag management, reach buyers everywhere with omnichannel marketing, leverage 1:1 engagement with personalized messaging, comply with safeguard data laws with regulatory compliance and enable their tech teams with powerful APIs and SDKs. The company partners with dealer-centric media agencies, service providers, and OEM programs to expand the reach of its powerful technologies. To learn more about Orbee's powerful marketing technology, please visit orbee.com and follow Orbee on LinkedIn. Connect with Orbee in person by visiting us at upcoming events.

# #
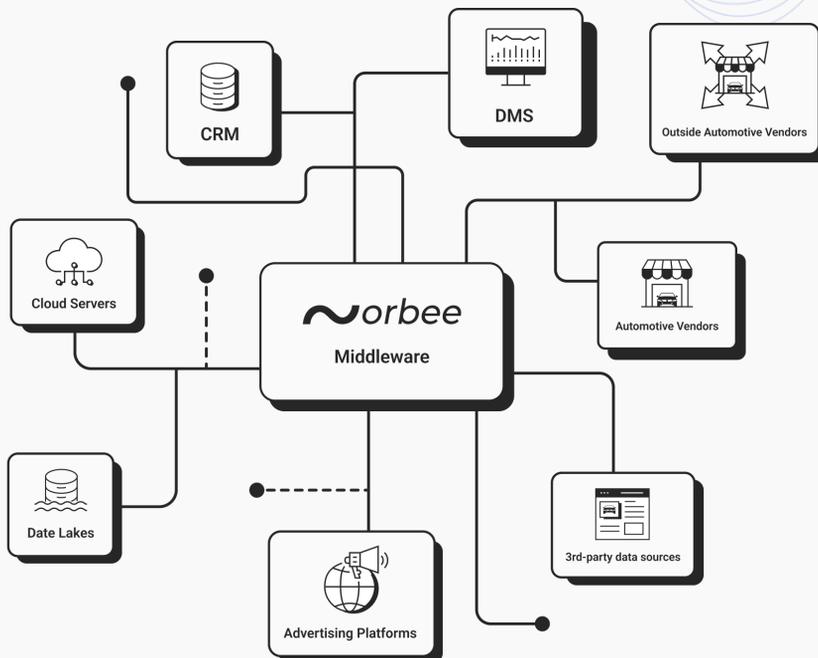
0 (Zero) Party

Zero-party data is that which a customer intentionally and proactively shares with a brand. It can include preference center data, purchase intentions, personal context, and how the individual wants the brand to recognize [them].

1st Party

First-party data is your data. This data originates from behaviors, actions, and interests demonstrated by customers at points of interaction such as your website, PoS transactions, subscriptions, social media sites, or mobile applications.

2nd Party

Second-party data is first-party data owned by a company with whom you have a relationship, frequently a business partner.

3rd party

A third party is an entity that collects information from or about users from a non-affiliate's website or service. Third parties, such as data aggregators and ad networks, often create data products that span collection from websites and stores not owned or controlled by a single entity. By aggregating this information, third parties can offer smaller websites and stores that do not have the technical, data or service resources the ability to compete against large vertically integrated companies.

A

A/B Testing

A method in marketing research where variables in a control scenario are changed and the ensuing alternate strategies tested, to improve the effectiveness of the final marketing strategy.

Abandonment

When a user leaves a shopping cart with something in it prior to completing the transaction.

Above the fold (ATF)

A term derived from newspaper print advertising, this means that an ad is placed on a website above the scroll line as the page is viewed before any scrolling occurs; in view before scrolling

Activity audit

Formerly known as a count audit, an independent verification of measured activity for a specified time period. Some of the key metrics validated are ad impressions, page impressions, clicks, total visits and unique users.

Ad creative pixel

A pixel request embedded in an ad tag which calls a web server for the purpose of tracking that a user has viewed a particular ad.

Ad delivery

Two methods are used to deliver ad content to the user – server-initiated and client-initiated

Ad impression

The count of ads which are served to a user. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads.

Ad impression ratio

Click-throughs divided by ad impressions. See click rate.

Ad inventory

The aggregate number of opportunities near publisher content to display advertisement to visitors.

Ad network

Provide an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers.

Ad tag

Software code that an advertiser provides to a publisher or ad network that calls the advertisers ad server for the purposes of displaying an advertisement.

Ad targeting

Delivering an ad to the appropriate audience. This may be done through behavioral targeting, contextual targeting or geographic targeting

Affiliate marketing

An agreement between two sites in which one site (the affiliate) agrees to feature content or an ad designed to drive traffic to another site.

Affinity marketing

Selling products or services to customers on the basis of their established buying patterns.

Algorithm

A set of rules or procedures for solving a problem, especially by a computer.

Alternate text

A word or phrase that is displayed when a user abandons a page by hitting stop in their browser prior to the transfer of all images. Also appears as balloon text when a user lets their mouse rest over an image.

Analytics

The systematic computational analysis of data or statistics, used for the discovery, interpretation, and communication of meaningful patterns in data.

Anonymizer

An intermediary which prevents web sites from seeing a user's internet protocol (IP) address.

Application programming interface (API)

A set of commands programmers or developers use to communicate with a specific piece of software or hardware.

Artificial Intelligence (AI)

The capability of a machine to imitate intelligent human behavior.

Assets

Logos, artwork, fonts, text, media files etc. That a brand uses in their advertising creative.

Attribute

A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users.

Attribution

The process of connecting any consumer touchpoint a brand provides to a desired response.

Audience

An audience is the group of people who visit a specific web site or who are reached by a specific ad network.

Audience behavior

Audience behaviors transcend race, age, and location and are more likely to connect you to a wider range of people who will use your product effectively. Information that can be used to target audience behaviors includes the total number of times they visit a website, the types of pages that they're likely to visit, and the types of terms that they enter into internet search engines.

Audience measurement

The counting of unique users (i.e. Audience) and their interaction with online content.

Audience targeting

A method that enables advertisers to show an ad specifically to visitors based on their shared behavioral, demographic, geographic and/or technographic attributes. Audience targeting uses anonymous, non-PII data.

Audit

Third party validation of log activity and/or measurement process associated with internet activity/advertising. Activity audits validate measurement counts. Process audits validate internal controls associated with measurement.

B

Behavioral event

User-initiated action which may include, but is not limited to: searches, content views, clicks, purchases, and form-based information.

Behavioral targeting

Using previous online user activity (e.g., pages visited, content viewed, searches, clicks and purchases) to generate a segment which is used to match advertising creative to users (sometimes also called behavioral profiling, interest-based advertising, or online behavioral advertising). Behavioral targeting uses anonymous, non-PII data.

Below the fold (BTF)

This means that an ad is placed on a website below the scroll line as the page is viewed before any scrolling occurs; out of view before scrolling

Benchmarking

Process of comparing one's business processes and performance metrics to best practices from other companies.

Between-the-page

Also known as interstitial ads, between-the-page ad units display as a user navigates from one webpage to the next webpage.

Beyond the banner

The idea that, in addition to banner ads, there are other ways to use the internet to communicate a marketing message. This includes finding new ways to engage and interact with the desired audience.

Bidding strategy

A method for setting the amount of an advertiser's bids in online advertising auctions.

Big Data

A term for data sets that are so large or complex that traditional data processing applications are inadequate.

Black Hat SEO

The practice of using aggressive SEO strategies, techniques and tactics that focus only on search engines and not a human audience, and are usually in violation of search engine guidelines.

Bot

Software that runs without human intervention, endowed with the capability to react to different situations it may encounter. Two common types of bots are agents and spiders. Spiders are used by companies like search engines to discover web sites for indexing. Agents are used by providers such as chat AI.

Bounce rate

The number of visitors to a website who arrive and immediately leave vs. Those who stay and spend time on the site; can be used to measure the effectiveness of a website, a search campaign or an ad campaign.

Brand awareness

Research studies can associate ad effectiveness to measure the impact of online advertising on key branding metrics.

Brand brief

An input document typically provided to agencies to distill important information inclusive of target audience, communication objectives, key points to communicate brand personality, and other considerations.

Brand guidelines

A set of rules that explain how your brand works and includes basic information such as an overview of your brand's history, vision, personality, and key values.

Brand verticals

A brand that is focused on a specific industry where demand stems exclusively from a demographic, also known as a niche market. Companies that employ vertical marketing tactics either create products intended for a specific type of consumer or attempt to make existing products appealing to those consumers.

C

Caching

The practice of temporarily storing files on local servers for quick retrieval the next time the file is needed.

Campaign briefs

A document that states what the advertiser would like the promotional campaign to achieve.

Chatbots

An AI-powered software designed to interact with humans in their natural languages, often used in customer service.

Churn Rate

The percentage of customers who stop using a product over a given period of time.

Click fraud

A type of internet crime that occurs in pay per click online advertising when a person, automated script, or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link

Click rate

Ratio of ad clicks to ad impressions, the click rate is the percentage of ad views that resulted in click throughs, which indicates the ad's effectiveness and results in the viewer getting to the website where other messages can be provided.

Click stream

A click stream is a recorded path of the pages a user requested in going through one or more websites.

Click through rate (CTR)

The percentage of ad impressions that were clicked on as compared to the entire number of clicks [CTR% = (clicks ÷ imps) x 100], ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement.

Client

A client can refer to either a computer or a software program running on a computer that contacts a server over a network, generally the internet. A client typically establishes connections to servers in response to activities or configurations made by a human operator.

Click-stream data

The recording of what a computer user clicks on while web browsing. As the user clicks anywhere in the webpage or application, the action is logged on a client or inside the web server, as well as possibly the web browser and ad servers. Clickstream data analysis can be used to create a user profile that aids in understanding the types of people that visit a company's website, or predict whether a customer is likely to purchase from an e-commerce website.

Competitive separation

Length of time between commercials for the same product category. In digital media it can also refer to the number of ads for a specific product category appearing on a specific web page.

Connected TV

A television set that is connected to the internet and is able to access web-based content, also referred to as advanced tv. TVs can be connected through an add-on device (Roku) or have connectivity capabilities built in (Smart TV). The content viewed is all video on-demand, and streams similarly to how you would stream video content on your computer, smartphone, or tablet. Ott (over the top) is a term used to describe any of the devices used to connect a tv to the internet.

Content (site/page)

Site content is the textual, visual or aural content is encountered as part of the user experience on a website.

Content delivery network (CDN)

A service that hosts online assets and provides content management via servers located around the globe to reduce the latency of downloads to users.

Content Management System (CMS)

A software application or set of related programs that are used to create and manage digital content.

Content marketing

Any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers.

Contextual search

Text links appear in an article based on the context of the content, instead of a user-submitted keyword. Payment only occurs when the link is clicked.

Contextual targeting

Targeting content that deals with specific topics, as determined by a contextual scanning technology.

Conversion

Occurs when the user performs the specific action that the advertiser has defined as the campaign goal, often tracked by a conversion pixel.

Conversion pixel

A specific type of web beacon that is triggered to indicate that a user has successfully completed a specific action such as a purchase or registration. This user action is considered a conversion.

Conversion rate

The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an online ad.

Cookie

A file on a web user's hard drive used by websites to record data about the user. Some ad rotation software uses cookies to see which ad the user has just seen so that a different ad will be rotated into the next page view.

Cookie matching

A method of enabling data appending by linking one company's user identifier to another company's user identifier.

Cost Per Acquisition (CPA)

An online advertising pricing model where the advertiser pays for a specified acquisition - for example, a sale, click, or form submit (lead).

Cost per engagement (CPE)

The price an advertiser pays every time a consumer interacts with a rich media ad unit; rather than paying for all impressions, and advertiser only pays when the desired interaction occurs [CPE= cost ÷ engagement]

Cost per thousand targeted (CPTM)

Is cost per thousand targeted ad impressions, implying that the audience you're selling is targeted to particular demographics.

Cost per view (CPV)

Pricing model where the advertiser only pays for a video start. Typically sold at 1,000 impressions.

Cost per viewable impression

Pricing model where the advertiser only pays for video ad impressions that are considered viewable based upon MRC and IAB viewability guidelines. Typically sold at 1,000 impressions.

Cost-per-click (CPC)

CPC or cost-per-click is the cost of advertising based on the number of clicks received.

CPM

Media term describing the cost of 1,000 impressions, an industry standard measure for selling ads on websites. For example, a web site that charges $1,500 per ad and reports 100,000 impressions has a CPM of $15 ($1,500 divided by 100). This measure is taken from print advertising. The M is taken from the roman numeral for thousand.

Creative

An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher's audience.

Creative retargeting

A method that enables advertisers to show an ad specifically to visitors that previously were exposed to or interacted with the advertisers' creative.

Cross-device targeting

The ability to serve sequential ad messages to the same consumer from one device to the next (e.g. First on a person's desktop then again on his/her smartphone).

Cross-site analytics

Statistics that span multiple web sites. Data can range from numbers of pages visited, to content visited, to purchases made by a particular user. Such data is used to surmise future habits of user or best placement for a particular advertiser based on success

Customer Acquisition Cost (CAC)

Statistics that span multiple web sites. Data can range from numbers of pages visited, to content visited, to purchases made by a particular user. Such data is used to surmise future habits of user or best placement for a particular advertiser based on success

Customer Data Platform (CDP)

Advanced software that combines data from multiple tools to create a single centralized customer database containing data on all touch-points and interactions with your product or service. That database can then be segmented in a nearly endless number of ways to create more personalized marketing campaigns.

Customer Journey

The process that a customer goes through when interacting with a company, from the initial discovery or awareness stage, through the process of engagement and into a long-term relationship.

Customer Lifetime Value (CLV)

The total worth of a customer to a business over the entirety of their relationship.

Customer relationship management (CRM)

The set of business practices that guide a company's interactions with current and future customers in all areas, from sales, marketing, and loyalty programs, to customer service, and technical support.

D

Data aggregator

A data aggregator is an organization that collects and compiles data from various sources, often offering results or access for resale.

Data append

User data from one source is linked to a user's profile from another source.

Data Enrichment

The process of enhancing, refining, and improving raw and existing data by integrating it with information from other data sources.

Data management platform (DMP)

A system that allows the collection of audience intelligence by advertisers and ad agencies, thereby allowing better ad targeting in subsequent campaigns on a combination of in-depth first- and third-party audience data. They help to accurately target campaigns to these audiences across ad networks and exchanges, and measure with accuracy how campaigns perform.

Data Mining

The process of discovering patterns in large data sets involving methods at the intersection of machine learning, statistics, and database systems.

Data Visualization

The representation of information in the form of a chart, diagram, picture, etc.

Dealer Management System (DMS)

A bundled management information system created specifically for automotive industry car dealerships or large equipment manufacturers.

Dealership Analytics

The discovery, interpretation, and communication of meaningful patterns in dealership data.

Demand side platform (DSP)

An Ad technology platform that provides centralized and aggregated media buying from multiple sources including ad exchanges, ad networks and sell side platforms, often leveraging real time bidding capabilities of these sources. AKA buy side optimizer and buy side platform,.

Demographic targeting

A method that enables advertisers to show an ad specifically to visitors based on demographic information such as age, gender and income which may come from, site registration data or an inference-based mechanism.

Domain name

The unique name that identifies an internet site.

Drip Campaign

A communication strategy that sends, or "drips," a pre-written set of messages to customers or prospects over time.

Dwell rate

The percentage of users exposed to a given piece of rich media content or advertising who interact with that content moving their cursors over it (but not clicking).

Dwell time

The amount of time that a user keeps his or her cursor stationary over a given icon, graphic, ad unit, or another piece of web content. Usually calculated and reported as an average across all viewers of a piece of content.

Dynamic ad insertion

The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available to the placement program.

Dynamic creative

Ad creative, customized in advance, that is able to transform itself upon delivery to target relevant audience segments. Customization may include delivering a specific combination of ad content such as copy, background images, and size and color of the call-to-action button.

Dynamic IP address

An IP address (assigned by an ISP to a client PC) that changes periodically.

Dynamic rotation

Delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site.

E

Earned media

When people speak about and share your brand and your product, either in response to content you've shared or via voluntary mentions. Its free publicity generated by fans.

Effective CPM

Effective CPM – the average CPM of a campaign [ECPM= total cost ÷ total imps x 1000];

Engagement

A general term used to classify interaction a consumer has with brand content, whether it be in an ad, on a brand's site, or via a brand's social media profile page.

Ephemeral Content

Social media content that has a limited lifespan or accessibility.

Event trackers

Primarily used for click-through tracking today, but also for companion banner interactions and video session tracking (e.g. 25%, 50%, 75%, 100%).

F

Frames

Multiple, independent sections used to create a single web page. When a user requests a page with frames, several files will be displayed as panes. Sites using frames report one-page request with several panes as multiple page requests.

Frequency capping

The limit of how many times a given ad will be shown to a unique cookie during a session or within a specified time period.

G

Geo-Fencing

A location-based service that triggers an action when a device enters a set location.

Geo-targeting

The method of determining the geolocation of a website visitor and delivering different content to that visitor based on their location.

Graphical user interface

A way of enabling users to interact with the computer using visual icons and a mouse rather than a command-line prompt/interpreter.

Gray Hat SEO

SEO practices that remain ill-defined by whether they are legitimate SEO strategies, being neither fully black hat nor fully white hat.

Guerilla marketing

Campaign tactic involving the placement of often humorous brand-related messages in unexpected places either online or in the real world; intended to provoke word-of-mouth and build buzz.

H

Heatmap

A data visualization tool that shows levels of activity on a website in different colors.

Hypertext markup language (HTML)

Set of codes called markup tags in a plain text file that determine what information is retrieved and how a browser renders it.

I

iFrame

Short for inline frame, this is the area on a website designated for an ad to appear.

Impression

Measurement of responses from a web server to a page request from the user browser, which is filtered from robotic activity and error codes and is recorded at a point as close as possible to opportunity to see the page by the user, also called a view.

In-App Advertising

An effective monetization strategy for mobile publishers, in which app developers get paid to serve advertisements within their mobile app.

Influencer Marketing

A form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field.

Interactive advertising

All forms of online, wireless and interactive television advertising, including banners, sponsorships, e-mail, keyword searches, referrals, classified ads and interactive television commercials.

Interest-based advertising (IBA)

Which is also sometimes called online behavioral advertising — uses information gathered about a site user's visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest to you.

Inventory Management

The process of ordering, storing, and using a company's inventory.

IP-based geo-targeting

IP-based geo-targeted advertising is delivered to a user's geographic location as determined by his or her internet protocol (IP) address.

K

Key Performance Indicator (KPI)

A measurable value that demonstrates how effectively a company is achieving key business objectives.

Kick-off campaign

The first meeting with the project team and the client of the project to discuss a plan or strategy before launching a campaign.

L

Landing Page

A standalone web page created specifically for a marketing or advertising campaign.

Landing Page Optimization (LPO)

The process of improving elements on a website to increase conversions.

Lead Generation

The initiation of consumer interest or enquiry into products or services.

Lead Nurturing

The process of developing relationships with buyers at every stage of the sales funnel.

Linear video ads

Experienced in-stream, which is presented before, between, or after the video content is consumed by the user. One of the key characteristics of linear video ads is the ad takes over the full view of the video.

Longtail

Most commonly refers to a class of websites that each individually garner very little traffic (yet, when aggregated via networks and exchanges, offers tremendous scale)

Lookalike Audience

A group of people who share similar interests and behaviors to your current customers, as identified by social media algorithms.

M

Machine Learning

A form of AI that enables a system to learn from data rather than through explicit programming.

Mailing list

An automatically distributed e-mail message on a particular topic going to certain individuals.

Media company

A company that derives revenue from publishing content via one or more means of distribution, e.g., print publishing, television, radio, the internet

Media timelines

A linear representation outlining a list of sequential events and codependent deliverables over time leading to a campaign launch.

Micro-Influencer

An individual who has influence over their followers on social media platforms and generally has a follower base of 1,000 to 100,000.

Micro-Moments

The instances when users turn to their devices to act on a need to learn something, do something, discover something, watch something, or buy something.

Middleware

Middleware is software that serves as a bridge between an operating system or database and applications, especially on a network, facilitating communication and data management among them.

Mobile Optimization

The process of adjusting your website content to ensure that visitors accessing the site from mobile devices have an experience optimized for their device.

MSRP (Manufacturer's Suggested Retail Price)

The amount of money for which the company that produces a product recommends that it be sold in stores.

Multi-site company

A single entity that owns and operates multiple web sites, each under a separate domain.

N

Native Advertising

A type of advertising, mostly online, that matches the form and function of the platform upon which it appears.

Native App

A software application built in a specific programming language, for the specific device platform, either iOS or Android.

Near Field Communication (NFC)

A set of communication protocols that enable two electronic devices, one of which is usually a portable device such as a smartphone, to establish communication by bringing them within 4 cm of each other.

Newsjacking

The practice of capitalizing on the popularity of a news story to amplify your sales and marketing success.

Non-working media rates

Fixed percentages allocated to total campaign budgets inclusive of agency fees, time of staff, and commissions that are not part of direct media costs.

Nonqualifying page impressions

Page impressions which should be excluded from traffic or measurement reports, such as unsuccessful transfers of requested documents, successful transfers of requested documents to a robot or spider, and/or pages in a frame set. See frames.

O

Off-Page SEO

Search engine optimization actions taken outside of your own website to impact your rankings within search engine results pages (SERPs).

Omnichannel Marketing

An approach that provides customers with a seamless shopping experience, whether they're shopping online or in a physical store.

On-Page SEO

The practice of optimizing individual web pages to rank higher and earn more relevant traffic in search engines.

Online behavioral advertising (OBA)

A method for targeting digital advertising impressions to appear to an select audience of consumers based on their prior actions, those actions occurring either online or offline; also called behavioral targeting (BT)

Online publisher

A creator and/or aggregator of online content, which often monetizes user visits by displaying advertisements.

Opt-in

Refers to an individual giving a company permission to use data collected from or about the individual for a particular reason, such as to market the company's products and services. See permission marketing.

Opt-in e-mail

Lists of internet users who have voluntarily signed up to receive commercial e-mail about topics of interest.

Opt-out

When a company states that it plans to market its products and services to an individual unless the individual asks to be removed from the company's mailing list.

Organic Traffic

The visitors who are attracted to your website following a search query but without paid advertising.

Over the top device (OTT)

A device that can connect to a tv to facilitate the delivery of internet-based video content (i.e., streaming boxes, media streaming devices, gaming consoles).

Overlay

An overlay is a media element or ad unit that 'floats' above other content briefly when initiated. This could be text floating over video, or an expanding banner ad expanding over page content.

Owned Media

Any web property that you can control and is unique to your brand.

P

Page

A document having a specific URL and comprised of a set of associated files. It may be static or dynamically generated. It may be made up of multiple frames or screens, but should contain a designated primary object which, when loaded, is counted as the entire page.

Page impression

A measurement of responses from a web server to a page request from the user's browser, which is filtered from robotic activity and error codes, and is recorded at a point as close as possible to the opportunity to see the page by the user.

Page view

When the page is seen by the user. Some platforms, like Facebook cache preview images for applications, which can mean that page views are not counted until a user clicks through to an application canvas page.

Paid listings

Text links appear at the top or side of search results for specific keywords. The more a marketer pays, the higher the position it gets. Marketers only pay when a user clicks on the text link.

Piggyback pixel

An image tag or code that redirects a user browser to another pixel not directly placed on the publisher page. Often utilized by vendors who generate revenue by selling audience data.

Pixel

A web beacon, also known as a web bug, 1 by 1 gif, invisible gif, and tracking pixel, is a tiny image referenced by a line of HTML or a block of JavaScript code embedded into a web site or third-party ad server to track activity.

Pixel Helper

A tool or browser extension used to validate, troubleshoot, and debug the implementation of tracking pixels, checking whether your pixel fires successfully on a webpage and providing real-time feedback on the status of the pixel.

Podcasting

The preparation and distribution of audio files using RSS to the computers of subscribed users.

Privacy policy

A statement about what information is being collected; how the information being collected is being used; how an individual can access his/her own data collected; how the individual can optout; and what security measures are being taken by the parties collecting the data. EVERY COMPANY should have, update, and follow a policy specific to their own company.

Privacy seal program

A program that certifies the web site owner complies with the site's proposed policy. Examples include Trustee and BBB Online.

Process audit

Third party validation of internal control processes associated with measurement. See audit.

Profile aggregator

A profile aggregator collects data from various third-party sources to generate behavioral profiles.

Profiling

The practice of tracking information about consumers' interests by monitoring their movements online. This can be done without using any personal information, but simply by analyzing the content, URLs, and other information about a user's browsing path/click-stream.

Programmatic

Media or ad buying that uses technology to automate and optimize, in real time, the ad buying process. This ultimately serves targeted and relevant experiences to consumers across channels. Typically valued for reducing risk while increasing ROI.

Psychographic

Values, attitudes, and lifestyles that answer questions such as what motivates your customers to buy your products and services. What are their key values? What are their hobbies and habits?

Publisher ad tag

Code that is placed on a publisher's web page that calls an ad server for the purposes of displaying an advertisement.

Publisher pixel

An object embedded in a web page (typically a 1×1 image pixel) that calls a web server for purposes of tracking some kind of user activity.

Push advertising

Pro-active, partial screen, dynamic advertisement which comes in various formats.

Q

QR Code

A type of matrix barcode (or two-dimensional barcode) first designed in 1994 for the automotive industry in Japan.

R

Reach

The total number of different people or households exposed, at least once, to a medium during a given period.

Real-Time Bidding (RTB)

A means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction.

Real-Time Bidding (RTB)

A method of selling and buying online ad impressions through real-time auctions that occur in the time it takes a webpage to load.

Redirect

When used in reference to online advertising, one server assigning an ad-serving function to another server, often operated by a third company operating on behalf of an agency.

Referral link

The referring page, or referral link is a place from which the user clicked to get to the current page. Also known as source of a visit.

Responsive design

A web design method that enables content (including advertising) to resize, reformat, reorganize and/or reposition itself in real-time so that it looks good and functions appropriately no matter what screen it's been viewed on.

Psychographic

Values, attitudes, and lifestyles that answer questions such as what motivates your customers to buy your products and services. What are their key values? What are their hobbies and habits?

Responsive Web Design (RWD)

A web design approach aimed at designing sites to provide an optimal viewing and interaction experience across a wide range of devices.

Retargeting

The use of a pixel tag or other code to enable a third-party to recognize particular users outside of the domain from which the activity was collected. See creative retargeting, site retargeting.

Return visitor

Unique visitor who has accessed a web site more than once over a specific time period.

Rich Media

A digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content.

Roadblock Ad

A roadblock ad in digital marketing is a full screen ad that is displayed before any page content. This ad type is similar to a pre-roll in digital video advertising.

Rollover

The willful pause of the user's cursor on the target portion of the creative (the hot spot), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. Trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. Rollover may not initiate audio.

S

Sales Enablement

The processes, content, and technology that empower sales teams to sell more efficiently at a higher velocity.

Sales Funnel

The journey customers go through on the way to purchasing products or services.

Schema Markup

A semantic vocabulary of tags (or microdata) that you can add to your HTML to improve the way search engines read and represent your page in SERPs.

Screen scraping

A way of collecting information from a web page, whereby a remote computer program copies information from a website that is designed to display information to a user.

Scripts

Files that initiate routines like generating web pages dynamically in response to user input.

Search retargeting

A method that enables advertisers to show an ad specifically to visitors based one or more searches or search click events.

Search targeting

Local search targeting helps advertisers target users when they look for places, businesses, housing, entertainment, etc. in specific geographies using a search engine (such as Google or Bing). This allows advertisers to present highly relevant localized offers and advertisements to users.

Segment

Also called data segment or audience, a set of users who share one or more similar attributes.

Self-serve media

Self-serve advertising is often associated with text advertising, paid search campaigns, as well as Facebook and Twitter.

SEM (search engine marketing)

A form of paid internet media that seeks to promote websites by increasing their visibility in the search engine result pages.

Semantic targeting

A type of contextual targeting that also incorporates semantic techniques to understand page meaning and/or sentiment.

Sentiment Analysis

The use of natural language processing to identify and extract subjective information from source materials.

SEO (search engine optimization)

The process of improving the volume and quality of traffic to a website from search engines via natural (organic or algorithmic) search results.

SERP Ranking

The position of a website on the search engine results page.

Server centric measurement

Audience measurement derived from server logs.

Session

(1) a sequence of internet activity made by one user at one site. If a user makes no request from a site during a 30-minute period of time, the next content or ad request would then constitute the beginning of a new visit or (2) a series of transactions performed by a user that can be tracked across successive web sites.

SEM (search engine marketing)

A form of paid internet media that seeks to promote websites by increasing their visibility in the search engine result pages.

Share of voice (SOV)

The percentage of ad space on a page that is filled by a single brand; for example, if only one brand has ads appearing on a webpage, then that brand has 100% SOV

Single-site publisher analytics

Software or services that analyze information about users, including metrics such as unique visitors and site usage. The collected data is used only on behalf of the site from which the data is collected.

Site map

A model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages (with links) organized by topic, an organization chart, or an xml document that provides instructions to search engine crawl bots.

Site optimization

Modifies a site to make it easier for search engines to automatically index the site and hopefully result in better placement in results.

Site retargeting

A method that enables advertisers to show an ad specifically to previous site visitors when they are on third-party web sites.

Site-centric measurement

Audience measurement derived from a web site's own server logs.

Skyscraper Technique

A system for turning content into high-quality backlinks. It involves finding content in your space that's already awesome, making something even better, and then using that content to earn high-quality backlinks.

Sniffer

Software that detects capabilities of the user's browser (looking for such things as java capabilities, plug-ins, screen resolution, and bandwidth).

Social Commerce

A subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

Social Graph

A graphical representation of social relations.

Social marketing

Marketing tactic that taps into the growth of social networks, encouraging users to adopt and pass along widgets or other content modules created by a brand, or to add a brand to the user's social circle of friends.

Social Media Impressions

The number of times your content is displayed, no matter if it was clicked or not.

Social Media Monitoring

The process of identifying and assessing what is being said about a company, individual, product or brand on the Internet.

Social Selling

The process of developing relationships and sales, typically on social media platforms.

Software-as-a-Service (SaaS)

A software licensing model in which access to the software is provided on a subscription basis, with the software being located on external servers rather than on servers located in-house.

Spider

A web crawler (also known as an automatic indexer, bot, web spider, web robot) is a software program which visits web pages in a methodical, automated manner. This process is called web crawling or spidering, and the resulting data is used for various purposes, including building indexes for search engines, validating that ads are being displayed in the appropriate context, and detecting malicious code on compromised web servers.

Splash page

A preliminary page that precedes the user-requested page of a web site that usually promotes a particular site feature or provides advertising. A splash page is timed to move on to the requested page after a short period of time or a click. Also known as an interstitial. Splash pages are not considered qualified page impressions under current industry guidelines, but they are considered qualified ad impressions.

Sponsored Content

Content that is created or curated by an advertiser but that is hosted on a platform that is not owned by the advertiser.

Statistical ID

A statistical ID is a probabilistic method of identifying a device based on a set of its attributes that have a reasonable likelihood of being unique in aggregate. For example, using a hash of the IP address, user-agent string, and screen resolution would provide a higher probability of uniquely identifying a device than using any of those attributes independently.

Stickiness

A measure used to gauge the effectiveness of a site in retaining individual users. Stickiness is usually measured by the duration of the visit.

Spider

A web crawler (also known as an automatic indexer, bot, web spider, web robot) is a software program which visits web pages in a methodical, automated manner. This process is called web crawling or spidering, and the resulting data is used for various purposes, including building indexes for search engines, validating that ads are being displayed in the appropriate context, and detecting malicious code on compromised web servers.

T

Tag Manager

A tool that allows for easy implementation and management of tags (snippets of JavaScript or tracking pixels) on a website or mobile app without having to modify the code, enabling marketers to easily add, edit, or remove tags that collect user behavior data, manage marketing pixels, and enable A/B testing among other things.

Tags

Software code that an advertiser provides to a publisher or ad network that calls the advertiser's ad server for the purposes of displaying an advertisement.

Target audience

The intended audience for an ad, usually defined in terms of specific demographics (age, sex, income, etc.) Product purchase behavior, product usage or media usage.

Tech stack

A set of tools to manage the big data of your business—the terabits of customer information inside and outside your company. Stack tools harness this data to create automated, personalized, and measurable marketing programs that deliver the right offers to the right people at the right time.

Test Drive Booking

The process or system for customers to schedule a test drive of a vehicle.

Time spent

The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent should represent the activity of a single cookied browser or user for a single access session to the web-site or property.

Time-based targeting

A method that enables advertisers to show an ad specifically to visitors only on certain days of the week or times of the day (also known as day parting).

Trade-In Value

The value of a customer's old vehicle that will be put towards the purchase of a new one from the dealership.

U

Unduplicated audience

The number of unique individuals exposed to a specified domain, page or ad in a specified time period.

Unique device

An unduplicated computing device that is used to access internet content or advertising during a measurement period. A count of unduplicated devices necessarily accounts for multiple browser usage on an individual computer or other computing device.

Unique visitors

Unique individual or browser which has accessed a site or application and has been served unique content and/or ads such as e-mail, newsletters, interstitials or pop-under ads. Unique visitors can be identified by user registration, cookies, or third-party measurement like Comscore or Nielsen. Reported unique visitors should filter out bots.

URL tagging

The process of embedding unique identifiers into URLs contained in HTML content. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided.

User centric measurement

Web audience measurement based on the behavior of a sample of web users.

User initiated

The willful act of a user to engage with an ad. Users may interact by clicking on the ad and/or rolling over an ad (or a portion of an ad). When a user engages the ad using a rollover action, the user's cursor must rest on the hotspot for at least one second before any action may be initiated in the ad.

User registration

Information contributed by an individual which usually includes characteristics such as the person's age, gender, zip code and often much more. A site's registration system is usually based on an id code or password to allow the site to determine the number of unique visitors and to track a visitor's behavior within that site.

UTM Parameters

The text that you can add to a custom URL to track a source, medium, and campaign name.

V

View-through

When a consumer sees a brand's ad, does not click on it, and then later visits that brand's website

Viewability

A term used to describe whether or not a digital media ever appeared in the space within a webpage that was in view to the viewer – for example, when a viewer opens his browser and goes to a website, most often the webpage is longer than the browser window.

Viewer

Person viewing content or ads on the web. There is currently no way to measure viewers.

VIN (Vehicle Identification Number)

A unique code used by the automotive industry to identify individual motor vehicles.

Viral Content

Content that becomes popular through a viral process of Internet sharing.

Visit

A single continuous set of activity attributable to a cookied browser or user resulting in one or more pulled texts and/or graphics downloads from a site.

Visit duration

The length of time the visitor is exposed to a specific ad, web page or web site during a single session.

Visitor

Individual or browser which accesses a web site within a specific time period.

Voice Search

A speech recognition technology that allows users to search by saying terms aloud rather than typing them into a search field.

W

Web Analytics

The measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.

Webinar Funnel

A marketing model that attracts qualified leads through a live or recorded webinar, then nurtures those leads towards a sale.

White Hat SEO

The practice of using optimization strategies, techniques and tactics that focus on a human audience and completely follows search engine rules and policies.

Widget

A small application designed to reside on a pc desktop (mac OS x or windows vista) or within a web-based portal or social network site (e.g., myspace or Facebook) offering useful or entertaining functionality to the end user.

orbee

Thank you for reading!

Orbee's Middleware integrates dealership data sources into a central Customer Data Platform, enabling activation across marketing channels, advanced attribution reporting, and enrichment with third-party data from industry-leading aggregators.
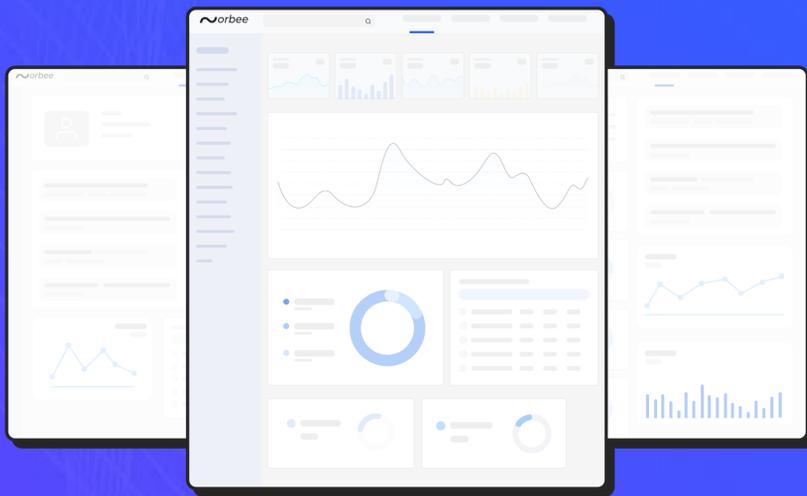
Over 3000 dealerships across the world trust Orbee to centralize their data for analytics, identity resolution, audience management, integrations, and more! Schedule a demo to see how the Orbee Platform can transform your dealership's customer experience.

Schedule a demo

Follow us on social media