



Some Useful Ad-Operations Terminology

(with acknowledgement to Interactive Advertising Bureau (<http://www.iab.net>))

A

Ad/advertisement -

a commercial message targeted to an advertiser's customer or prospect.

Ad audience -

the number of unique users exposed to an ad within a specified time period.

Ad banner -

a graphic image or other media object used as an advertisement. See iab.net for voluntary guidelines for banner ads.

Ad blocker -

software on a user's browser which prevents advertisements from being displayed.

Ad campaign audit -

an activity audit for a specific ad campaign.

Ad centric measurement -

audience measurement derived from a third-party ad server's own server logs.

Ad display/Ad delivered -

when an ad is successfully displayed on the user's computer screen.

Ad download -

when an ad is downloaded by a server to a user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser, and hence there would be no opportunity to see the ad by the user.

Address -

a unique identifier for a computer or site online, usually a URL for a Web site or marked with an @ for an e-mail address. Literally, it is how one computer finds the location of another computer using the Internet.

Ad impression -

1) an ad which is served to a user's browser. Ads can be requested by the user's browser (referred to as pulled ads) or they can be pushed, such as e-mailed ads; 2) a measurement of responses from an ad delivery system to an ad request from the user's browser, which is filtered from robotic activity and is recorded at a point as late as possible in the process of delivery of the creative material to the user's browser -- therefore closest to the actual opportunity to see by the user. Two methods are used to deliver ad content to the user - a) server-initiated and b) client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. Client-initiated ad counting relies on the user's browser to perform these activities. For organizations that use a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See iab.net for ad campaign measurement guidelines.

Ad impression ratio -

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

Ad insertion -

when an ad is inserted in a document and recorded by the ad server.

Ad materials -

the creative artwork, copy, active URLs and active target sites which are due to the seller prior to the initiation of the ad campaign.

Ad network -

an aggregator or broker of advertising inventory for many sites. Ad networks are the sales representatives for the Web sites within the network.

Ad request -

the request for an advertisement as a direct result of a user's action as recorded by the ad server. Ad requests can come directly from the user's browser or from an intermediate Internet resource, such as a Web content server.

Ad serving -

the delivery of ads by a server to an end user's computer on which the ads are then displayed by a browser and/or cached. Ad serving is normally performed either by a Web publisher or by a third-party ad server. Ads can be embedded in the page or served separately.

Ad space -

the location on a page of a site in which an advertisement can be placed. Each space on a site is uniquely identified. Multiple ad spaces can exist on a single page.

Ad stream-

the series of ads displayed by the user during a single visit to a site (also impression stream).

Ad transfers -

the successful display of an advertiser's Web site after the user clicked on an ad. When a user clicks on an advertisement, a click-through is recorded and re-directs or "transfers" the user's browser to an advertiser's Web site. If the user successfully displays the advertiser's Web site, an ad transfer is recorded.

Ad view -

when the ad is actually seen by the user. Note this is not measurable today. The best approximation today is provided by ad displays.

Advertiser -

the company paying for the advertisement.

Animated GIF -

an animation created by combining multiple GIF images in one file. The result is multiple images, displayed sequentially, giving the appearance of movement.

B**Banner -**

a graphic advertising image displayed on a Web page. See iab.net for voluntary guidelines defining specifications of banner ads.

Behavioral Targeting-

A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected on an individual's web browsing behavior such as the pages they have visited or the searches they have made to select which advertisements to be displayed to that individual. Practitioners believe this helps them deliver their online advertisements to the users who are most likely to be influenced by them.

Bonus impressions -

additional ad impressions above the commitments outlined in the approved insertion order.

Browser -

a software program that can request, download, cache and display documents available on the World Wide Web.

Browser sniffer -

see sniffer.

Button -

1) clickable graphic that contains certain functionality, such as taking one someplace or executing a program; 2) buttons can also be ads. See iab.net for voluntary guidelines defining specifications of button ads.

C**Cache -**

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

Cache busting -

the process by which sites or servers serve content or HTML in such a manner as to minimize or prevent browsers or proxies from serving content from their cache. This forces the user or proxy to fetch a fresh copy for each request. Among other reasons, cache busting is used to provide a more accurate count of the number of requests from users.

Cached ad impressions -

the delivery of an advertisement to a browser from local cache or a proxy server's cache. When a user requests a page that contains a cached ad, the ad is obtained from the cache and displayed.

Caching -

the process of copying a Web element (page or ad) for later reuse. On the Web, this copying is normally done in two places: in the user's browser and on proxy servers. When a user makes a request for a Web element, the browser looks into its own cache for the element; then a proxy, if any; followed by the intended server. Caching is done to reduce redundant network traffic, resulting in increased overall efficiency of the Internet.

Click rate -

ratio of ad clicks to ad impressions.

Clicks -

1) metric which measures the reaction of a user to an Internet ad. There are three types of clicks: click-throughs; in-unit clicks; and mouseovers; 2) the opportunity for a user to download another file by clicking on an advertisement, as recorded by the server; 3) the result of a measurable interaction with an advertisement or key word that links to the advertiser's intended Web site or another page or frame within the Web site; 4) metric which measures the reaction of a user to linked editorial content. See iab.net for ad campaign measurement guidelines. See also, click-through, in-unit clicks and mouseover.

Click-stream -

1) the electronic path a user takes while navigating from site to site, and from page to page within a site; 2) a comprehensive body of data describing the sequence of activity between a user's browser and any other Internet resource, such as a Web site or third party ad server.

Click-through -

the action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site. Ad click-throughs should be tracked and reported as a 302 redirect at the ad server and should filter out robotic activity.

Click-within -

similar to click down or click. But more commonly, click-withins are ads that allow the user to "drill down" and click, while remaining in the advertisement, not leaving the site on which they are residing.

Client-initiated ad impression -

one of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. Client-initiated ad counting relies on the user's browser for making requests, formatting and re-directing content. For organizations using a client-initiated ad counting method, counting should occur at the publisher's ad server or third-party ad server, subsequent to the ad request, or later, in the process. See server-initiated ad impression.

Content integration -

advertising woven into editorial content or placed in a contextual envelope. Also known as "Web advertorial".

Contextual Ads-

Existing contextual ad engines deliver text and image ads to non-search content pages. Ads are matched to keywords extracted from content. Advertisers can leverage existing keyboard-based paid search campaigns and gain access to a larger audience.

Cookie -

A cookie is a text-only string of information from a website via a "response header" that a web browser transfers to a cookie file on a client PC. The client PC browser has sole discretion to store these response headers from one or more websites.

Cookie buster -

software that blocks the placement of cookies on a user's browser.

CPA (Cost-per-Action) -

cost of advertising based on a visitor taking some specifically defined action in response to an ad. "Actions" include such things as a sales transaction, a customer acquisition, or a click.

CPC (Cost-per-Customer) -

the cost an advertiser pays to acquire a customer.

CPC (Cost-per-click) -

cost of advertising based on the number of clicks received.

CPL (Cost-per-lead) -

cost of advertising based on the number of database files (leads) received.

CPM (Cost-per-thousand) -

media term describing the cost of 1,000 impressions. For example, a Web site that charges \$1,500 per ad and reports 100,000 visits has a CPM of \$15 (\$1,500 divided by 100).

CPO (Cost-per-Order) -

cost of advertising based on the number of orders received. Also called Cost-per-Transaction.

CPS (Cost-per-Sale) -

the advertiser's cost to generate one sales transaction. If this is being used in conjunction with a media buy, a cookie can be offered on the content site and read on the advertiser's site after the successful completion of an online sale.

CPT (Cost-per-Transaction) -

see CPO (Cost-per-Order).

CPTM (Cost per Targeted Thousand Impressions) -

implying that the audience one is trying to reach is defined by particular demographics or other specific characteristics, such as male golfers age 18-25. The difference between CPM and CPTM is that CPM is for gross impressions, while CPTM is for targeted impressions.

D

Daughter window -

an ad that runs in a separate ad window associated with a concurrently displayed banner. In normal practice, the content and banner are rendered first and the daughter window appears thereafter.

Display Advertising -

a form of online advertising where an advertiser's message is shown on a destination web page, generally set off in a box at the top or bottom or to one side of the content of the page.

DHTML (Dynamic Hypertext Markup Language) - an extended set of HTML commands which are used by Web designers to create much greater animation and interactivity than HTML.

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. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces. In more sophisticated examples, the ad placement could be affected by demographic data or usage history for the current user.

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

E-mail Advertising -

banner ads, links or advertiser sponsorships that appear in e-mail newsletters, e-mail marketing campaigns and other commercial e-mail communications. Includes all types of electronic mail (e.g., basic text or HTML-enabled).

E-mail campaign -

advertising campaign distributed via e-mail.

Expandable banners -

a banner ad which can expand to as large as 468 x 240 after a user clicks on it or after a user moves his/her cursor over the banner. See iab.net for the IAB IMU guidelines.

F

Failure to transfer -

content requested by a browser can fail to transfer if the page is abandoned by the browser which requested it (see abandon) or if the server is unable to send the complete page, including the ads (known as an error or a communications error).

Flash™ -

Adobe's vector-based rich media file format which is used to display interactive animations on a Web page.

Floating ads -

an ad or ads that appear within the main browser window on top of the Web page's normal content, thereby appearing to "float" over the top of the page.

Frequency -

the number of times an ad is delivered to the same browser in a single session or time period. A site can use cookies in order to manage ad frequency.

G

Geotargeting-

Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services.

GIF (Graphic Interchange Format) -

a standard web graphic format which uses compression to store and display images.

Gross exposures -

the total number of times an ad is served, including duplicate downloads to the same person.

H

Hit -

when users access a Web site, their computer sends a request to the site's server to begin downloading a page. Each element of a requested page (including graphics, text, and interactive items) is recorded by the site's Web server log file as a "hit." If a page containing two graphics is accessed by a user, those hits will be recorded once for the page itself and once for each of the graphics. Webmasters use hits to measure their servers' workload. Because page designs and visit patterns vary from site to site, the number of hits bears no relationship to the number of pages downloaded, and is therefore a poor guide for traffic measurement.

Home page - (landing page)

the page designated as the main point of entry of a Web site (or main page) or the starting point when a browser first connects to the Internet. Typically, it welcomes visitors and introduces the purpose of the site, or the organization sponsoring it, and then provides links to other pages within the site.

House ads -

ads for a product or service from the same company. "Revenues" from house ads should not be included in reported revenues.

Hybrid pricing -

pricing model which is based on a combination of a CPM pricing model and a performance-based pricing model. See CPM pricing model and performance-based pricing model.

Hyperlink -

a clickable link, e.g., on a Web page or within an e-mail, that sends the user to a new URL when activated.

Hypertext -

any text that contains links connecting it with other text or files on the Internet.

I

IAB (Interactive Advertising Bureau) -

IAB is a non-profit trade association devoted exclusively to maximizing the use and effectiveness of interactive advertising and marketing. See iab.net for more information.

Image map -

a GIF or JPEG image with more than one linking hyperlink. Each hyperlink or hot spot can lead to a different destination page.

Impression -

a 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.

Insertion -

actual placement of an ad in a document, as recorded by the ad server.

Insertion order -

purchase order between a seller of interactive advertising and a buyer (usually an advertiser or its agency).

Interactive advertising -

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

Internal page impressions -

Web site activity that is generated by individuals with IP addresses known to be affiliated with the Web site owner. Internal activity that is associated with administration and maintenance of the site should be excluded from the traffic or measurement report.

Interstitial ads -

ads that appear between two content pages. Also known as transition ads, intercommercial ads and splash pages.

Inventory -

the number of ads available for sale on a Web site.

from those of other computers. The format is ##.##.##.## with each number ranging from 0 through 255 (e.g. 125.45.87.204)

J

Java® -

a programming language designed for building applications on the Internet. It allows for advanced features, increased animation detail and real-time updates. Small applications called Java applets can be downloaded from a server and executed by Java-compatible browsers like Microsoft Internet Explorer and Netscape Navigator.

JPEG (Joint Photographic Experts Group) -

Standard web graphic file format that uses a compression technique to reduce graphic file sizes

Jump page ad -

micro site which is reached via click-through from button or banner ad. The jump page itself can list several topics, which are linked to either the advertiser's site or the publisher's site.

K

Keyword -

specific word(s) entered into a search engine by the user that result(s) in a list of Web sites related to the key word. Keywords can be purchased by advertisers in order to embed ads linking to the advertiser's site within search results (see "Search engine marketing.")

L

Lag -

the delay between making an online request or command and receiving a response. See latency.

Latency -

1) time it takes for a data packet to move across a network connection; 2) visible delay between request and display of content and ad. Latency sometimes leads to the user leaving the site prior to the opportunity to see. In streaming media, latency can create stream degradation if it causes the packets, which must be received and played in order, to arrive out of order.

Link -

a clickable connection between two Web sites. Formally referred to as a hyperlink.

M

Makegoods -

additional ad impressions which are negotiated in order to make up for the shortfall of ads delivered versus the commitments outlined in the approved insertion order.

Micro-sites -

multi-page ads accessed via click-through from initial ad. The user stays on the publisher's Web site, but has access to more information from the advertiser than a display ad allows.

Mouseover -

the process by which a user places his/her mouse over a media object, without clicking. The mouse may need to remain still for a specified amount of time to initiate some actions.

MPEG -

1) the file format that is used to compress and transmit movies or video clips online; 2) standards set by the Motion Picture Exports Group for video media.

N

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

On-site measurement -

when a server has an appropriate software program to measure and analyze traffic received on its own site.

OTS (Opportunity to See) -

same as page display - when a page is successfully displayed on the user's computer screen.

P

P3P (Platform for Privacy Preferences Project) -

browser feature that will analyze privacy policies and allow a user to control their privacy needs.

Page -

a document having a specific URL and comprised of a set of associated files. A page may contain text, images, and other online elements. 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 display -

when a page is successfully displayed on the user's computer screen.

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. See iab.net for ad campaign measurement guidelines.

Page view -

when the page is actually seen by the user. Note: this is not measurable today; the best approximation today is provided by page displays.

Pay-per-Click -

an advertising pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message. See CPC

Pay-per-Impression -

an advertising pricing model in which advertisers pay based on how many users were served their ads. See CPM.

Pay-per-Lead -

an advertising pricing model in which advertisers pay for each "sales lead" generated. For example, an advertiser might pay for every visitor that clicked on an ad or site and successfully completed a form. See CPL.

Pay-per-Sale -

an advertising pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad. See CPS.

Performance pricing model -

an advertising model in which advertisers pay based on a set of agreed upon performance criteria, such as a percentage of online revenues or delivery of new sales leads. See CPA, CPC, CPL, CPO, CPS, CPT.

Persistent cookie -

Cookies that remain a client hard drive until they expire (as determined by the website that set them) or are deleted by the end user.

Pixel -

picture element (single illuminated dot) on a computer monitor.

The metric used to indicate the size of Internet ads.

Pop-under ad -

ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized.

Pop-up ad -

ad that appears in a separate window on top of content already on-screen. Similar to a daughter window, but without an associated banner.

Pop-up transitional -

initiates play in a separate ad window during the transition between content pages. Continues while content is simultaneously being rendered. Depending primarily on line-speed, play of a transitional ad may finish before or after content rendering is completed.

Pre-caching -

storing advertising or content in a computer's RAM or hard disk memory before it is displayed on the user's screen, rather than at the time that it plays, to reduce delays in rendering. See cache, caching.

Push advertising -

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

Q**Query -**

a request for information, usually to a search engine.

R**Rate card -**

the list of advertising prices and products and packages offered by a media company.

Re-direct -

when used in reference to online advertising, one server assigning an ad-serving or ad-targeting function to another server, often operated by a third company. For instance, a Web publisher's ad management server might re-direct to a third-party hired by an advertiser to distribute its ads to target customers; and then another re-direct to a "rich media" provider might also occur if streaming video were involved before the ad is finally delivered to the consumer. In some cases, the process of re-directs can produce latency. See ad serving, latency.

Reach -

1) unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience; 2) the total number of unique users who will be served a given ad.

Referral link -

the referring page, or referral link is a place from which the user clicked to get to the current page. In other words, since a hyperlink connects one URL to another, in clicking on a link the browser moves from the referring URL to the destination URL. Also known as source of a visit.

Repeat visitor -

unique visitor who has accessed a Web site more than once over a specific time period.

Return visits -

the average number of times a user returns to a site over a specific time period.

Rich media -

advertisements with which users can interact (as opposed to solely animation) in a web page format. These advertisements can be used either singularly or in combination with various technologies, including but not limited to sound, video, or Flash, and with programming languages such as Java, Javascript, and DHTML. These Guidelines cover standard Web applications including e-mail, static (e.g. html) and dynamic (e.g. asp) Web pages, and may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, page take-overs, and tear-backs.

Roadblock-

Premium 100% share-of-voice rotation typically for one day or one week "aka. carpe diem"

ROI (Return on Investment) -

Net profit divided by investment.

RON (Run-of-Network) -

the scheduling of Internet advertising whereby an ad network positions ads across the sites it represents at its own discretion, according to available inventory. The advertiser usually forgoes premium positioning in exchange for more advertising weight at a lower CPM.

ROS (Run-of-Site) -

the scheduling of Internet advertising whereby ads run across an entire site, often at a lower cost to the advertiser than the purchase of specific site sub-sections.

S**Scripts -**

files that initiate routines like generating Web pages dynamically in response to user input.

Search -

Fees advertisers pay Internet companies to list and/or link their company site or domain name to a specific search word or phrase (includes paid search revenues). Search categories include:

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.

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.

Paid inclusion—guarantees that a marketer's URL is indexed by a search engine. The listing is determined by the engine's search algorithms.

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.

Sell-through rate -

the percentage of ad inventory sold as opposed to traded or bartered.

Server -

a computer which distributes files which are shared across a LAN, WAN or the Internet. Also known as a "host".

Server centric measurement -

audience measurement derived from server logs.

Server-initiated ad impression -

one of the two methods used for ad counting. Ad content is delivered to the user via two methods - server-initiated and client-initiated. Server-initiated ad counting uses the publisher's Web content server for making requests, formatting and re-directing content. For organizations using a server-initiated ad counting method, counting should occur subsequent to the ad response at either the publisher's ad server or the Web content server, or later in the process. See client-initiated ad impression.

Server pull -

a process whereby a user's browser maintains an automated or customized connection or profile with a Web server. The browser usually sets up a unique request that is recorded and stored electronically for future reference. Examples are: requests for the automated delivery of e-mail newsletters, the request for Web content based on a specific search criteria determined by the user, or setting up a personalized Web page that customizes the information delivered to the user based on pre-determined self selections.

Server push -

a process whereby a server maintains an open connection with a browser after the initial request for a page. Through this open connection the server continues to provide updated pages and content even though the visitor has made no further direct requests for such information.

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; 2) a series of transactions performed by a user that can be tracked across successive Web sites. For example, in a single session, a user may start on a publisher's Web site, click on an advertisement and then go to an advertiser's Web site and make a purchase. See visit.

Session cookies -

These are temporary and are erased when the browser exits at the end of a web surfing session. . See cookie.

Sniffer -

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

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.

Static ad placement/Static rotation -

1) ads that remain on a Web page for a specified period of time; 2) embedded ads.

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.

Superstitials® -

an interstitial format developed by Unicast which is fully pre-cached before playing. Specs are 550 x 480 pixels (2/3 of screen), up to 100K file size and up to 20 seconds in length.

T

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.

Textual ad impressions -

the delivery of a text-based advertisement to a browser. To compensate for slow Internet connections, visitors may disable "auto load images" in their graphical browser. When they reach a page that contains an advertisement, they see a marker and the advertiser's message in text format in place of the graphical ad. Additionally, if a user has a text-only browser, only textual ads are delivered and recorded as textual ad impressions.

Third-party ad server -

independent outsourced companies that specialize in managing, maintaining, serving, tracking, and analyzing the results of online ad campaigns. They deliver targeted advertising that can be tailored to consumers' declared or predicted characteristics or preferences.

Traffic -

the number of visits and/or visitors who come to a Web site.

Transfer -

the successful response to a page request; also when a browser receives a complete page of content from a Web server.

Transitional ad -

an ad that is displayed between Web pages. In other words, the user sees an advertisement as he/she navigates between page 'a' and page 'b.' Also known as an interstitial.

Transitional pop up -

an ad that pops up in a separate ad window between content pages.

U

Unduplicated audience -

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

Unique user -

unique individual or browser which has either accessed a site (see unique visitor) or which has been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies. Reported unique users should filter out bots. See iab.net for ad campaign measurement guidelines.

Unique visitor -

a unique user who accesses a Web site within a specific time period. See unique user.

URL tagging -

the process of embedding unique identifiers into URLs contained in HTML content. These identifiers are recognized by Web servers on subsequent browser requests. Identifying visitors through information in the URLs should also allow for an acceptable calculation of visits, if caching is avoided.

V

Viewer -

person viewing content or ads on the Web. There is currently no way to measure viewers.

Visit -

measurement which has been filtered for robotic activity of one or more text and/or graphics downloads from a site without 30 consecutive minutes of inactivity and which can be reasonably attributed to a single browser for a single session. See iab.net for ad campaign measurement guidelines.

Visitor -

individual or browser which accesses a Web site within a specific time period.

W

Web site -

the virtual location (domain) for an organization's or individual's presence on the World Wide Web.

Y

Yield -

the percentage of clicks vs. impressions on an ad within a specific page. Also called ad click rate.