

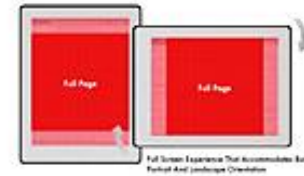
A close-up photograph of a person's hand holding a black smartphone. The phone's screen is white and blank. Another hand is visible, with a finger touching the bottom of the screen. The background is a plain, light color.

The Mobile Advertising Landscape: ***30 Terms to Know about Selling Mobile***

Presented by J,W, Owens

AD UNIT

(n.) an advertising vehicle (e.g., a mobile banner) that includes creative assets inside a mobile ad space.



Filmstrip

Scrollable, multipanel, horizontal or vertical ad unit, much like “The Filmstrip” Display Standard Ad Unit

Richly engaging experience with tons of content possibilities delivered in page with users fully in control

Slider

Overlay unit on the bottom of a page mirrors the bottom touch screen habit, prompting users to slide the entire page over, unveiling a full brand experience, much like “The Slider” Display Standard Ad Unit

Optimal creative space keeping viewer fully in control of ad experience

Adhesion Banner

Standard banner that “adheres” to its start position when device is rotated or when content is manipulated (e.g., with a tap to magnify)

Elegant solution to fundamental challenge

Full Page

Full screen experience that accommodates both portrait and landscape orientation

An ideal creative canvas—the whole screen—with interactive functionality

Push

A bottom or top banner that expands to full screen, not unlike “The Pushdown” Display Standard Ad Unit

Allows for an immersive, in-page ad experience, with users in control

APP

(n.) an application. Widely used to differentiate a mobile application from a desktop or cloud-based application.





APP MONETIZATION

(n.) making money from a mobile app through advertising, app download promotion, or other methods.



ARPU

(n.) stands for "Average Revenue Per User." Calculated by dividing total revenue by total active users. *This is a common measurement used by telecommunication operators.*



AUGMENTED REALITY

(n.) a virtual experience created through the combination of computer-generated images, video, sound, or other information and the physical world.

For example, a common use is during televised sporting events where the playing field can be enhanced with highlighted lines, markers, or even advertising, none of which are visible to people in the stadium.





BANNER AD

(n.) a mobile ad unit that employs simple creative assets and hyperlinks. The two widely supported banner ad standards are from the IAB and the Mobile Marketing Association (MMA).



**MOBILE
MARKETING
ASSOCIATION**

iab.

A close-up photograph of a person's hand holding a black smartphone. The hand is positioned over a magazine, which is partially visible in the lower-left corner. The magazine features a large, colorful image of a person's face. The background is blurred, showing a patterned surface. An orange semi-transparent banner is overlaid across the middle of the image, containing text.

CLICK TO CALL

(n.) a service within an ad that enables a mobile user to initiate a mobile phone call by clicking within a mobile ad.

A background image showing a hand holding a credit card over a laptop keyboard. The image is slightly blurred, focusing on the text overlay.

CONVERSION TRACKING

(n.) conversion tracking gives advertisers visibility into how consumers are interacting with their brand throughout the marketing funnel. Advertisers can define traceable events on mobile websites or within apps to assess consumer engagement or the impact of direct response campaigns.



CPA MOBILE CAMPAIGN

(n.) "cost per acquisition" campaign; an advertising model where the advertiser pays for each specified action linked to the advertisement, typically registration for an online application.

CPC MOBILE CAMPAIGN

(n.) "cost per click" campaign, which is an advertising model that charges advertisers every time their ad is clicked.





CPD MOBILE CAMPAIGN

(n.) "cost per download" campaign; an advertising model where the advertiser pays for each specified action linked to the advertisement, typically the downloading of an application or other file.

CPI MOBILE CAMPAIGN

(n.) "cost per install" campaign; an advertising model where the advertiser pays for each installation linked to the advertisement, typically of a mobile app.





CPM CAMPAIGN

(n.) "cost per thousand impressions" campaign, which is an advertising model based on the number of appearances the advertisement is rendered on mobile inventory (see impression).

DEMAND SIDE PLATFORM (DSP)

(n.) a platform that enables mobile advertisers to manage all ad exchange and data exchange through a single interface.



A map of the United States with a dark gray horizontal band across the middle. The band contains the text 'DESIGNATED MARKET AREA (DMA)' in bold yellow letters, followed by a definition in yellow text. The map shows state boundaries, with some states in the Northeast and Midwest shaded in dark gray. An inset map in the bottom left shows Alaska and Hawaii.

DESIGNATED MARKET AREA (DMA)
(n.) a term used to describe a unique geographic region in the United States. DMA regions do not overlap, so every US county belongs to only one DMA. There are 210 DMAs in the US.



DYNAMIC OPTIMIZATION

(n.) algorithms that allow software to automatically modify buying behavior based on empirical data.

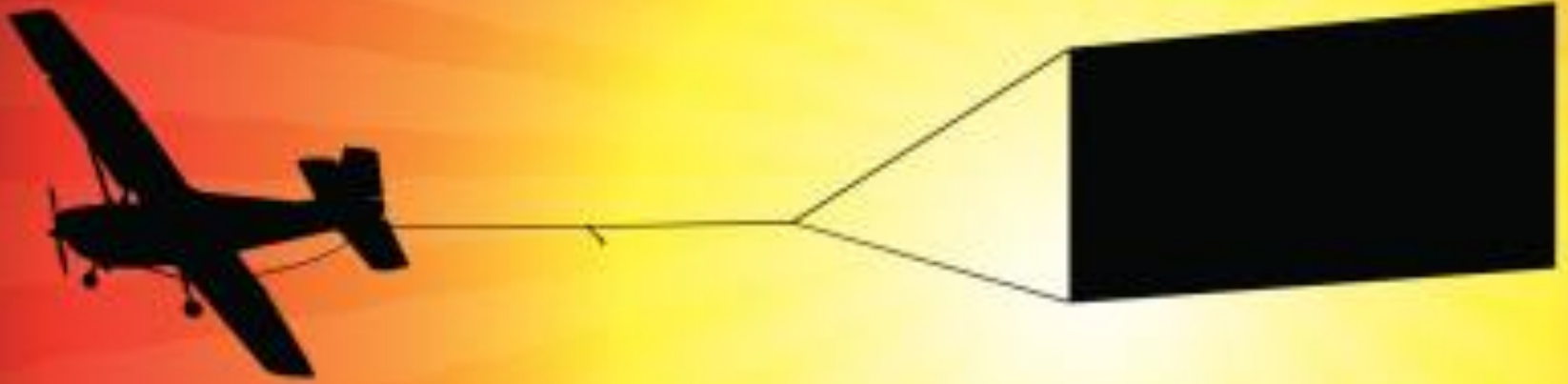


ECPM

(n.) effective cost per mille ("mille" = thousand).
"RPM" (revenue per mille) refers to the same formula.
This is a revenue model to determine the effective cost per thousand impressions, and is often used to determine publisher revenue opportunities.

The eCPM formula is $(\text{monthly revenue} / \text{monthly impressions}) * 1000 = \text{eCPM}$

Example: $(\$35,000 \text{ in revenue} / 10,000,000 \text{ impressions}) * 1000 = \3.50 eCPM



FLIGHT

(n.) subset of a campaign. Each flight can have unique characteristics, such as budget, pricing, targeting and scheduling. A single campaign can contain several flights.



The background is a dark blue to black gradient. It features a white grid pattern. Overlaid on the grid are several white sine waves of varying amplitudes and frequencies. There are also faint, semi-transparent binary code (0s and 1s) scattered across the image, particularly in the lower half. The overall aesthetic is technical and digital.

FREQUENCY CAPPING

(v.) to limit the number of times an advertisement is shown.



GEO-FENCING

(n.) a technology that allows an advertiser to select a geographic point using latitude and longitude information and then to create a virtual "fence" around that point of a given radius

An advertiser can pinpoint a bank branch, then deliver a specific ad to anyone who comes within a 200 meter radius. Ads delivered through geo-fencing typically yield higher conversions and better ROI for advertisers.




HTML



HTML 5

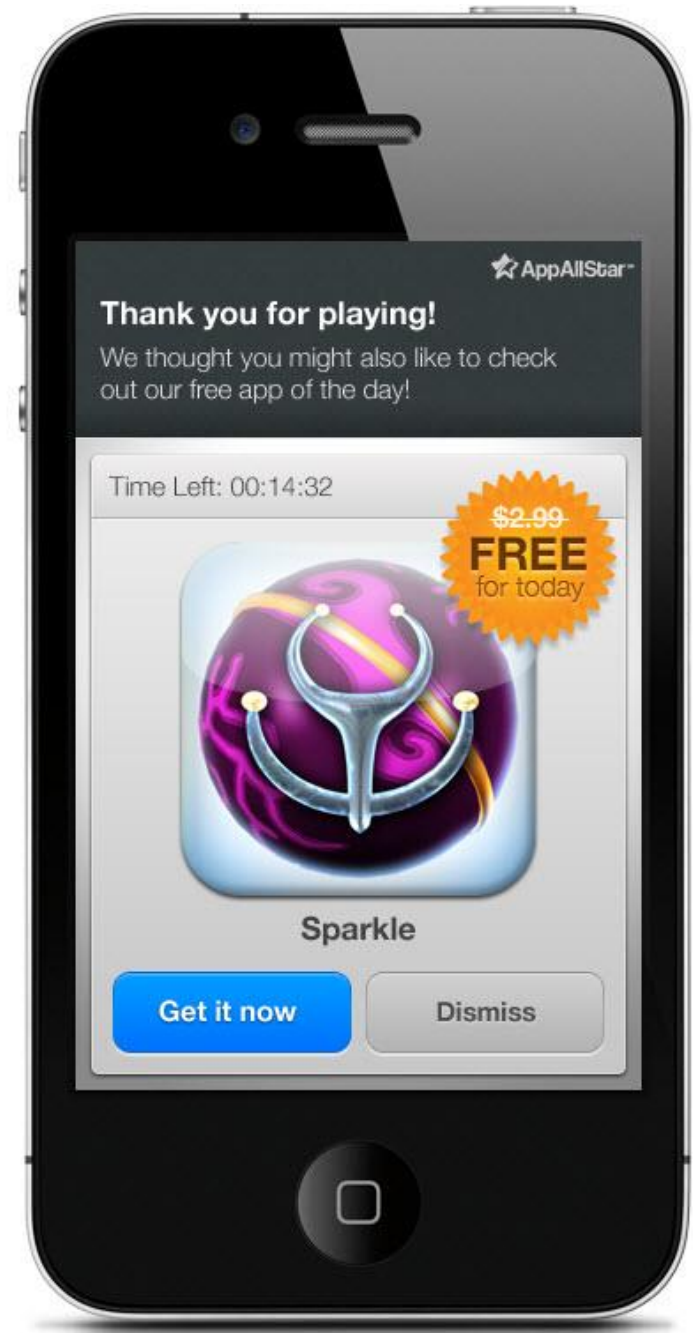
(n.) an emerging standard markup language for presenting and structuring information on the web, including the mobile web. Most modern mobile and desktop browsers support HTML 5. A common misconception is that HTML 5 alone makes sophisticated functionality possible. Typically, HTML 5 is supplemented with JavaScript to enhance the user's experience.

A close-up photograph of a person's hand holding a white smartphone. The hand is positioned in the center-left of the frame, with the thumb resting on the screen. The background is a blurred office environment with shelves and papers. A semi-transparent yellow rectangular box is overlaid across the middle of the image, containing text. The text is in a bold, black, sans-serif font. The first line is a bolded title, and the second line is a definition in parentheses.

IDFA (Identifier For Advertisers), also IFA
(n.) a tracking method used in devices running Apple iOS 6 to gather user data for improved targeting. This supplanted use of a device's UDID (Unique Device Identifier) prior to iOS 6.

IN-APP ADS

(n.) mobile ads that appear within a mobile app. This can include standard banners, video, and rich media ad formats.



how it works?



INTERSTITIAL AD

(n.) a mobile ad unit that appears between two views within a mobile website or mobile app. "Interstitial" derives from "interstice" which means "a small space between things, especially when part of a series of uniform spaces and parts" (think of a picket fence, which has interstitial spaces between slats).



INVENTORY

(n.) available advertising space on all mobile channels, including video, in-application, SMS, audio and mobile web.

M2M DEVICES (machine-to-machine devices)

(n.) a wireless or wired system that allows two devices of the same ability to communicate with each other. M2M devices use sensors to capture event data, and then relay the data through a network to a software program that translates it into useful information.





MEDIATION

(n.) a platform that allows publishers to strategically sell remnant and unsold inventory by using multiple ad networks.

MRAID (Mobile Rich Media Ad Interface Definitions)
(n.) a mobile advertising specification written by the Interactive Advertising Bureau (IAB). MRAID is a standardized set of commands that are designed to work with HTML5 and JavaScript that developers creating rich media ads can use to communicate with the apps they are being served into.





OVER-THE-TOP (OTT)

(adj.) a buzz-word describing video, audio, and other services delivered but not controlled by an ISP or mobile network operator. The ISP is only used as a data transporter instead of as the distributor of content. Well-known examples include Netflix for video and Pandora for audio.



YIELD MANAGEMENT

(n.) a method that maximizes publisher revenue by optimizing various third-party revenue sources, including ad networks, DSPs and ad exchanges.

Thanks for browsing through!

If you thought this was helpful, you might like to view some of our other resources.

bar-Z Full Digital Platform

Revenue-Generating Custom Mobile & Web Solutions

Mobile is the next frontier for revenue generation. Is your publication taking full advantage of its potential? Mobile can be a cost-effective way to connect with your audience and meet your publication's digital revenue goals, and Bar-Z is your partner in developing a new successful mobile strategy.

Founded in 2005, Bar-Z is a mobile development company offering 10+ years of experience. We work with publishers across the country developing customized revenue-generating solutions. Bar-Z creates new innovative technology solutions that help drive audience growth, leverage existing relationships with advertisers and create new partnerships.

We understand the challenges that publishers are facing in today's increasingly digital world and have created a mobile and web development platform to help you overcome them. Bar-Z's Full Digital Platform allows publishers to create customized mobile responsive design websites and native apps to reach audiences on any device. Our unique products and proven strategies combine multiple advertising, sponsorship and advertorial options right into the app.



- ▶ Native apps for iPhone®, iPad®, iPod touch® and Android™ devices
- ▶ Responsive design websites
- ▶ Unique solutions and custom branding for your market and audience
- ▶ Multiple monetization strategies
- ▶ Dynamic content and interactive features
- ▶ Dedicated support

"Bar-Z brought a lot of experience and professionalism to the table to help build and launch our app. Design of the app was an important piece and their platform offers a good framework to build upon with the customization we needed."

-Rob Forcey, Publisher & President, Cayuga Media Group

Custom Digital Solutions

- ▶ Visitors, Dining and Entertainment guides
- ▶ News, Weather, Sports and more apps
- ▶ Community and city portals
- ▶ Digital marketplaces
- ▶ Best of/Readers' Choice programs
- ▶ Mobile loyalty cards
- ▶ High School Sports apps
- ▶ Foreign Language guides
- ▶ Coupon and Deal apps
- ▶ Election Day apps

Flexible Platform

- ▶ Customized unique apps to fit your market and branding
- ▶ Comprehensive solutions to meet people where they are and on every device
- ▶ Business listings, events, feature articles, coupons and deals to support all types of content
- ▶ Powerful CMS to dynamically update content
- ▶ Revenue generation with banners, interstitial ads, house and network ad options, premium listings, sponsored content and more

Powerful Features

- ▶ Full multimedia support with video, audio, photo galleries, text, mapping and more
- ▶ GPS-based content triggering and turn-by-turn directions
- ▶ Push notifications for timely news and announcements
- ▶ Registration forms to collect user information
- ▶ Interactive maps, photo submissions, polls and voting
- ▶ Supports specialty content like sports scores and loyalty cards
- ▶ Social media integration for Facebook® and Twitter®

Proven Solutions

- ▶ Measurable ROI
- ▶ Expands your audience
- ▶ Google DFP® and AdMob® integration
- ▶ Detailed analytics and usage reports
- ▶ App marketing and monetization consultations
- ▶ All hosting, OS updates and app maintenance included
- ▶ Dedicated project managers, support and hands-on training
- ▶ Simplify content management with RSS feeds, data imports and API options



Custom Graphics



Interactive Maps



Integrated Content

Ready to Learn More?

Contact Bar-Z today to schedule a complimentary web demo to learn more about the platform and what it can do for your publication. Your app will be ready to launch in about 6-8 weeks so you can start earning new ad revenue. Our step-by-step development process makes the project easy and manageable. Worried about the cost? Bar-Z has several different packages to choose from to fit your needs and budget. What are you waiting for? Now is the time to create a new mobile strategy and Bar-Z is your partner for success.

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