The Mobile Advertising Landscape:
30 Terms to Know about Selling Mobile
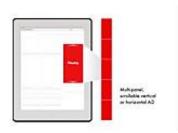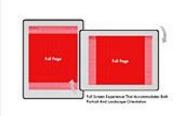
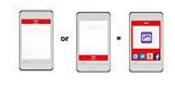**Presented by J,W, Owens**

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 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).

MMA
MOBILE MARKETING ASSOCIATION

iab.

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.

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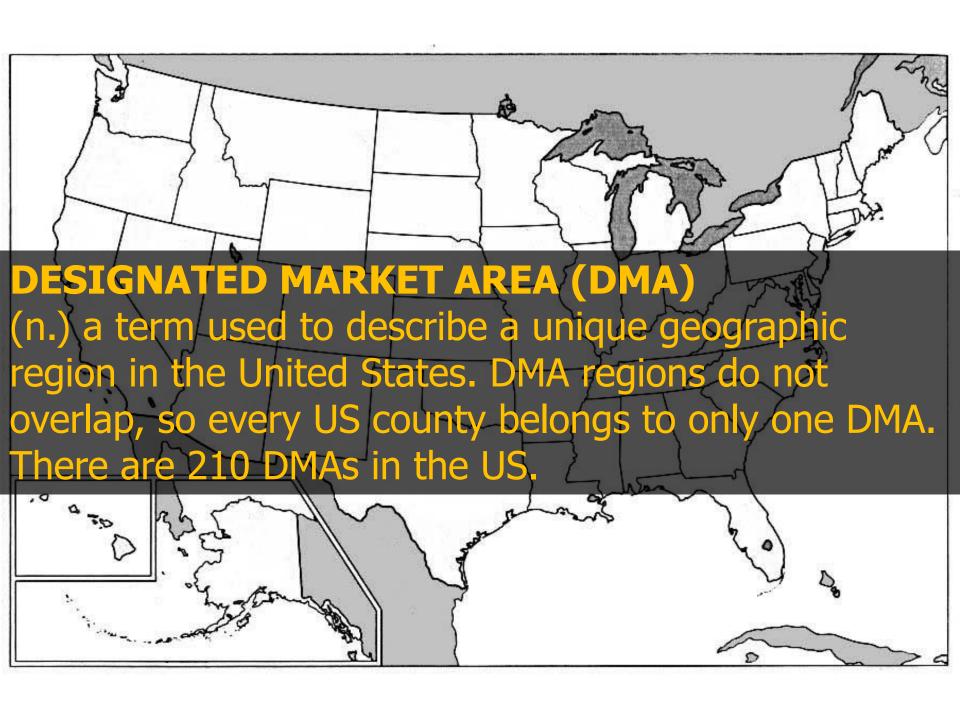(n.) "cost per acquisition" campaign; an advertising model where the advertiser pays for each specified action linked to the advertisement, typically registration for an online application.

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.

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 (monthly revenue / monthly
impressions) * 1000 = eCPM
Example: ($35,000 in revenue / 10,000,000
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.

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 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.

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?

PUBLISHER DESTINATION PAGE

SKIP THIS ADS

Laptop with intel pentium
Dual-Core T3400

17" laptop

enter

INTERSTITIAL AD PAGE

PUBLIHSER ENTRY PAGE

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.

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