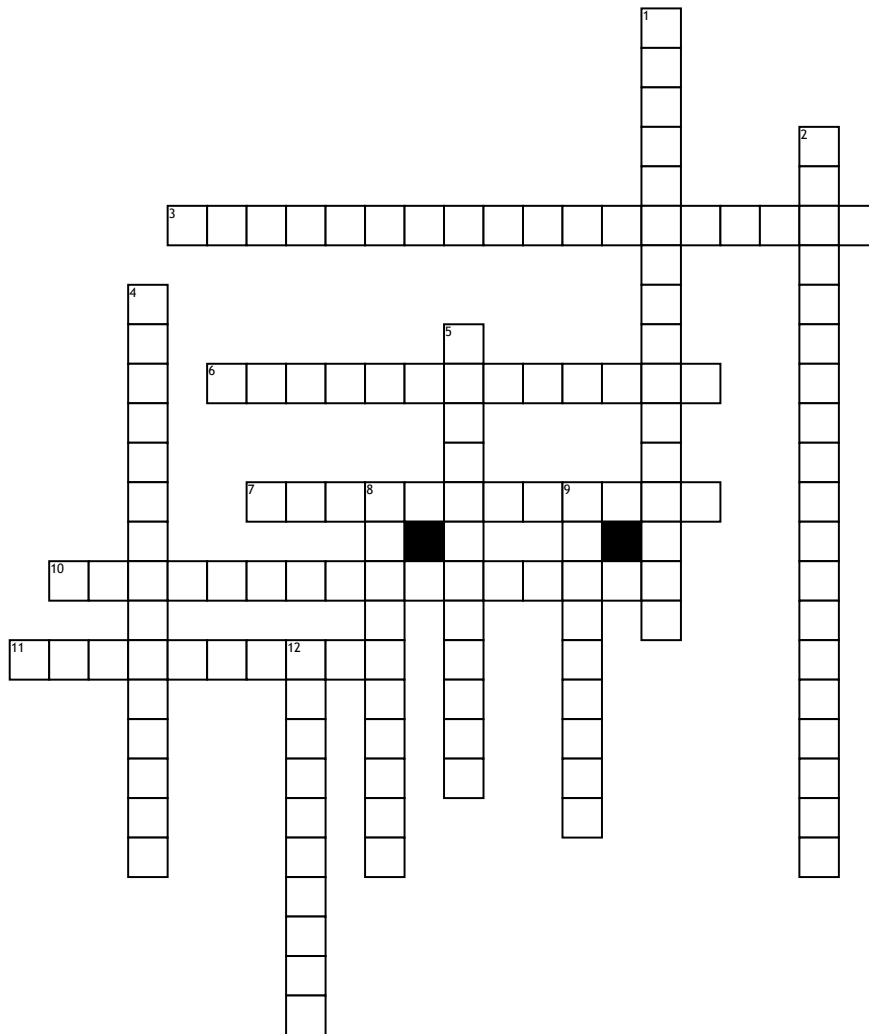


Name: \_\_\_\_\_

# Common Digital Terms



## Across

3. Targets people who are similar to your existing customers which helps improve your conversion rates.

6. The number of times an ad has been served, regardless of whether the user has actually seen or interacted with the ad in any way.

7. An automated method of buying media which ensures that advertisers are reaching the right person, at the right time, in the right place. Uses data to make decisions about which ads to buy in real time, which improves efficiencies and increases the effectiveness of the ads

10. Expressed as a percentage of total impressions, this statistic shows how often people who are served an ad end up clicking on it

11. A website visit in which the visitor looked only at the single page they landed on, did not interact with it, and then left the site. The bounce rate expresses such visits as a percentage of the total visitor sessions, within a specific time frame.

## Down

1. Serving ads to people who have previously visited your website.

2. Selecting audiences based on the type of content being displayed on a particular webpage

4. A 1x1 image pixel placed on a web page (such as a thank-you page) which is triggered whenever a conversion occurs. Usually transparent.

5. Refers to delivering ads to people meeting a specific targeting criteria and who enter inside of a defined radius using the same geo-fencing location technology

8. Can be any size radius from a particular location, anywhere from a mile to state-wide and beyond...

9. Data and statistics about the user of a website and how they interact with the website. Can be used to determine how many people browse the website, how much time they spend on the website and the specific actions they take on the site. The information is then used to target audiences, understand consumer behavior, improve user experience and optimize advertising campaigns

12. A technology - facilitated marketplace that allows Internet publishers and advertisers to buy and sell advertising inventory in real-time auctions

## Word Bank

Programmatic

Geo-targeting

Contextual Targeting

Bounce Rate

Lookalike Targeting

Ad Impressions

Analytics

Geo-fencing

Retargeting Pixel

Ad Exchange

Click-through-Rate

Conversion Pixel