

Internet Marketing Glossary

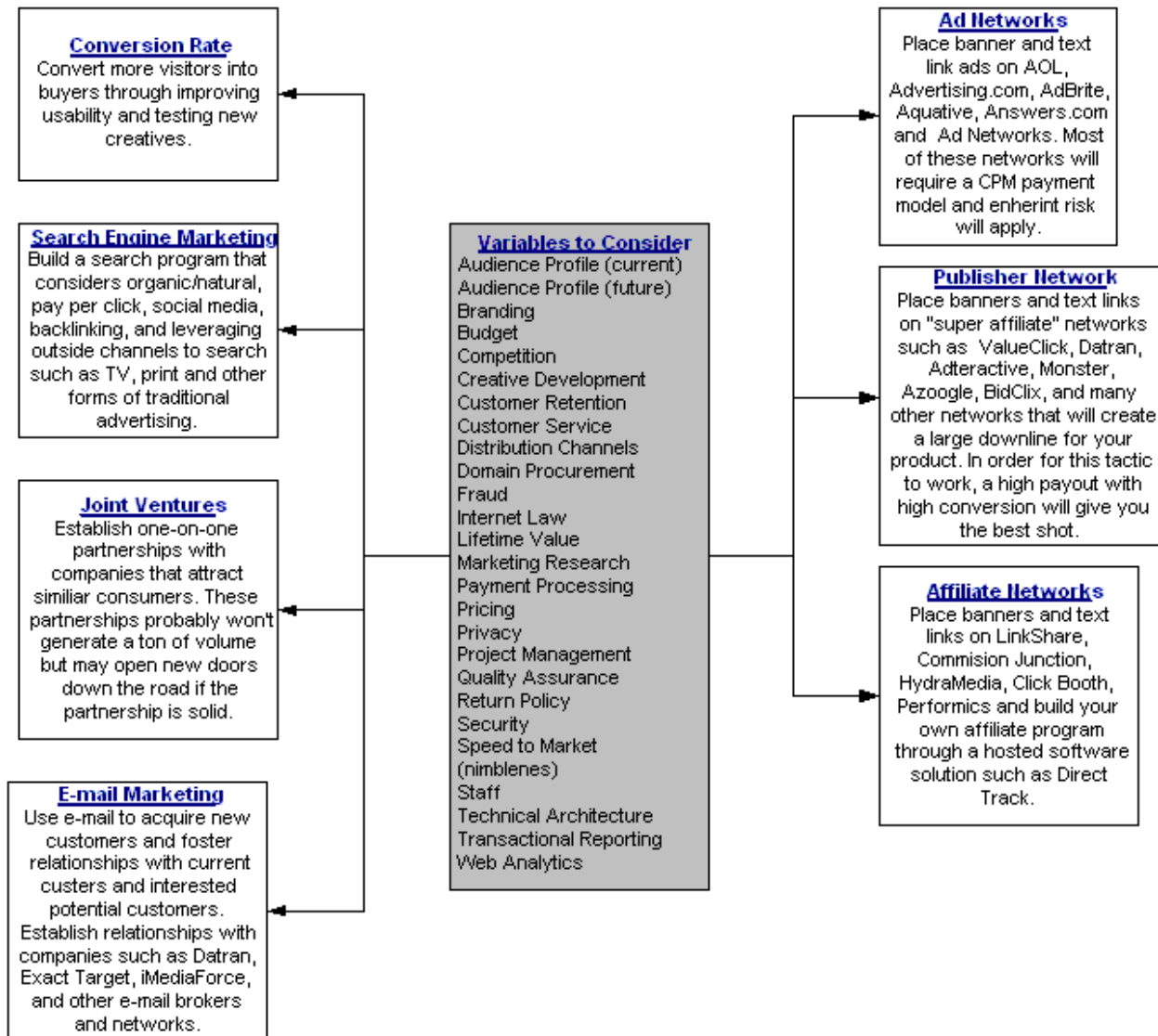
The Language of Marketing on the Internet



By Chad Buckendahl

If you've even talked with an Internet Marketer, you know that the language we use is often a barrier for understanding. This comprehensive document will help you talk the same language as your Internet marketing counter parts. I have gathered over 400 terms related to the field of Internet marketing and put them into one place.

Before we get into the terminology, let's first set a mutual understanding of the tactics employed by Internet Marketers and the variables that must be considered for each. The diagram below outlines the potential marketing tactics that will bring volume to your Internet channel. Each outer box signifies an opportunity to generate more volume and the inner box, outlines the high-level variables that must be considered for each tactic.



Conversion Rate and Database Marketing Terminology →

1. **Abandonment:** As in the phrase "call abandonment". This refers to people who, being placed on hold in an incoming call, elect to hang up ("abandon") the call. Call centers monitor closely the "abandonment rate" as a measure of their inefficiency.
2. **Acquisition Cost:** The cost of signing up a new customer. Lifetime Value is often used to compute the maximum allowable acquisition cost.
3. **Ad-hoc Report:** A reporting method which permits you to ask questions like: How many one time buyers with an LTV of greater than \$55 do we have over the last 11 months?
4. **Affinity:** People who are similar in lifestyle
5. **Affinity Analysis:** A process of finding relationships between customer purchases. People who buy skis buy snow tires.
6. **Affinity Matrix:** A cross tab showing cross buying patterns by customers who did or did not buy Products A, B, C, and D.
7. **Affluents:** Households with 30% or more than the cost of living plus taxes.
8. **Appended:** Data process whereby a customer file has data appended to it (such as age, income, home value) from some external data file. See overlay.
9. **Attrition Model:** A model that predicts which customers are most likely to leave. Usually expressed as a percentage of likelihood.
10. **Attrition Rate:** The opposite of retention rate. The percentage of customers this year who are no longer buying next year.
11. **Back end:** As in phrase "back end analysis" refers to the results of actions with people who have responded to your initial offer.
12. **Churning:** The practice of customers switching to another supplier based on special discount offers. Particularly used in the cellular telephone or credit card industries.
13. **Cleaning Names:** A process whereby names and addresses on a customer or prospect list are corrected (addresses standardized; zips corrected; spelling and punctuation corrected; duplicates consolidated, etc.)
14. **Cluster:** A way of dividing all households in the country into about sixty different types, such as "Blue Blood Estates" and "Shotguns and Pickups." Usually called lifestyle groups. Useful for file segmentation. Clustering systems are provided by Claritas, Equifax, Donnelley, CACI. In Canada by Compusearch.
15. **Computation Period:** The number of years from now that you can safely project customer lifetime value. The period is short for products that soon become obsolete.
16. **Continuity:** Products or services bought as a series of small purchases, rather than all at one time. Book of The Month Club, or other products shipped on a regular schedule.
17. **Control Group:** Every database promotion should include a control group of customers who are not exposed to the promotion. The success of the promotion is measured by the difference in response of the promoted group compared to the control group (after subtracting the cost of the promotion).
18. **Conversion rate:** The percentage of responders who become customers.
19. **Cross-Selling:** Encouraging customers to buy products from other departments or categories
20. **Data Enhancement:** A process whereby a customer file has data appended to it (such as age, income, home value) from some external data file. See overlay.
21. **DBA Database Administrator:** A person who controls a marketing database. The DBA should be someone from marketing or sales who has the budget for the database.
22. **Decile:** One tenth of a mailing, usually divided by percentage of response.
23. **Decoy:** A unique name added to a mailing list used to spot unauthorized use of the list.
24. **De Dupe:** Identifying and consolidating duplicate names usually done in a merge/purge operation.
25. **Demographics:** Demographic data usually refers to the data which the Census Bureau or Canada Stats collects on a neighborhood such as income, education level, etc. This data can be appended to a household record. It isn't necessarily accurate for any particular household since it is the average for households in that block. But it is usually the only data available.
26. **Direct Cost Percent:** The percentage of revenue that is applied to the cost of the product plus overhead, fixed costs, etc.

27. **Duplicate:** The same name occurring twice or more on the same file. All very large databases contain duplicates because name or address spelling may vary slightly. Good service bureaus can reduce but never totally eliminate duplicates.
28. **Enhancement:** Appending demographic or lifestyle data to a list.
29. **Event Driven Programs:** Database programs which are triggered to produce output (usually communications) based on events: a birthday letter, anniversary letter, thank you letter, etc.
30. **Extract:** A system for creating a sequential file from a relational marketing database. The extract can be used for preparing reports, or for sending data to other companies for their use.
31. **Frequency:** A term for how many times a person buys from you.
32. **Fulfillment:** The process of responding to a customer request with literature or product. Fulfillment is usually outsourced to a fulfillment house.
33. **Geocoding:** A system for assigning a census code to any name and address. Once a file is geocoded, you can append census data (income, race, etc.) to the records and assign cluster codes.
34. **Geodemographics:** Census data that can be appended to a household file once it has been geocoded. Includes such factors as income, education, home type, etc. Derived from the neighborhood of the household. Same as Demographics.
35. **Hawthorne Effect:** A psychological phenomenon whereby people (customers) act differently when they are being studied.
36. **House File:** The organization's own file of active and former customers.
37. **Householding:** A process in which all people and their accounts are grouped by the house that they live in so that they only get one letter per house in a promotion.
38. **IVR (Interactive Voice Response):** A piece of equipment connected with an ACD which permits inbound callers to a call center to choose their own routing of the call ("Push 1 for Sales, Push 2 for Service...)
39. **Lead:** A prospect who has responded is called a Lead.
40. **Lifetime value:** The contribution to overhead and profit made by a customer during her total relationship with your company. Abbreviation: LTV.
41. **Lift:** The improvement in response from a mailing due to modeling and segmentation. Divide the response from a segment by the overall response, subtract 1 and multiply by 100.
42. **Loss Leader:** A product sold at a loss to get customers to begin buying.
43. **Loyalty:** Customer loyalty is measured as Retention. A loyal customer is one who keeps buying from you.
44. **Loyalty Programs:** Rewards that encourage customers to keep being customers longer, or to purchase more.
45. **Market Penetration:** The percentage of buyers you have as compared with the total households or businesses in the area you have selected as your market.
46. **Merge/purge:** A software system used to merge many different input tapes in differing formats and put them into a common format for a mailing. Merge/Purge detects duplicates.
47. **Modeling:** A statistical technique whereby you determine which pieces of data in your customer database explains the behavior of your customers. The output of a model is a series of weights which can be multiplied by customer data (income, age, length of residence) to create a score which predicts likelihood to respond to an offer.
48. **MRI (Mediamark Research, Inc.):** A nationwide survey organization that distributes consumer purchase behavior data.
49. **Multi-buyer:** A person who crops up on two or more independent rented lists. Multi-buyers usually respond better to a direct offer than other buyers.
50. **Niche market:** A way of finding a special product that appealed to only one group, and selling that product very profitably only to that group, ignored by others.
51. **Nth Select:** A software system whereby you can pick every 3rd or 4th or 250th name out of a file to use as a valid test of the file. To test a file of 400,000 with a test mailing of 40,000, you would pick every 10th name.
52. **Offer:** What you are offering in your promotion: Buy 1, Get 2 Free.
53. **Overlayed Data:** A process whereby a customer file has data appended to it (such as age, income, home value) from some external data file. See Enhancement.
54. **Prospect:** A potential customer who you have targeted.

55. **Psychographics:** A way of grouping people by wealth, orientation, hobbies and interests.
56. **Purge:** To eliminate undesirable names from a list.
57. **Query:** A question designed to retrieve information from a database. The result can be a count, a cross tab or a report.
58. **Quintile:** One fifth of a mailing, usually divided by percentage of response. "Our top quintile gave us 70% of our total revenue."
59. **Reactivation:** A program which encourages lapsed customers to start buying again.
60. **Recency:** A term for how recently a person has bought from your company. It is well established that people who have bought most recently are more likely to buy from you again on your next promotion than people who bought from you longer ago.
61. **Regression:** Used in the phrase Multiple Regressions. It is a statistical technique, part of modeling, whereby you try to discover a mathematical formula which will explain trends in a set of data, and which variables determine response. A multiple regression might tell you that your best customers live in condominiums, have no children, and have income over \$75K, for example.
62. **Relational:** A relational database is what is needed for database marketing. Such a database is kept on disk and consists of related files (name and address, orders) which are related to each other by ID numbers and accessed by indexes.
63. **Response rate:** The percentage of people who responded to your offer. A typical direct mail response rate to prospects is 2%.
64. **Retention Rate:** The percentage of customers who continue to make purchases from you in a second period, such as a year. If you had 4,000 customers who bought from you last year and this year 3,000 of those same people also make purchases, your retention rate would be 75%.
65. **RFM (Recency, Frequency & Monetary):** It is a method for segmenting or rating your customers. The best customers are those who have bought from you recently, buy many times, and in large amounts.
66. **RFP (Request for Proposals):** The document which is used to get external database service bureaus to bid on maintaining your marketing database.
67. **Saturated Market:** A situation in which everyone has the product, and the market is essentially a replacement market. For example, tires, batteries, room air conditioners, television.
68. **Seeds:** Names of yourself, friends, relatives, or employees inserted in a direct mail mailout to track delivery and quality, and to safeguard against unauthorized mailings. Also called "decoys".
69. **Segmentation:** To divide outgoing direct mail into coded groups for testing or to improve response. Also used to classify customers into groups for varying tactics.
70. **Sequential:** The way records are arranged on a tape. The opposite is random order, or a relational database.
71. **Sic code:** A coding system designed by the U. S. Department of Commerce for classifying the products and services produced by companies. It is a very inadequate system, but it is the only one around.
72. **Suppression:** Using names on one tape (a customer file) to suppress or drop names from another tape (a prospect file).
73. **Sweepstakes:** An offer promising a randomly drawn prize to all respondents, regardless of whether they buy your product. Those who do not buy, but still respond to the sweepstakes may be valuable names for rental or for other offers. In comparison to buyers, sweepstakes respondents are generally much less valuable.
74. **Target Marketing:** A marketing strategy aimed at a particular individual or group rather than to mass media.
75. **Up Selling:** Prompting customers to buy upgraded products when they had intended to buy something of lower value.
76. **Weights:** Numbers that are multiplied by database values to determine model or RFM scores.

Search Engine Marketing Terminology →

1. **Search Engine Optimization (SEO):**
2. **Search Engine Marketing (SEM):**
3. **Pay per Click (PPC):** Pay-per-click is a type of search marketing where advertisers pay a set amount every time their ad is clicked by a prospect (otherwise known as a click thru). Some search engines, such as Overture, specialize in this type of advertising medium, although pay-per-click is not limited solely to pay-per-click engines. For instance, Looksmart, a directory, recently changed its business model to pay-per-click. Also, XML trusted feeds through Inktomi and Fast are sold on a per-click basis. CPP is Cost Per Click.
4. **Meta Tag:**
5. **Paid Inclusion:** These listings are listings that are mixed in with the organic. Paid Inclusion listings are served based on keywords that the users type in the search engine. VP provides these keywords to TrafficLeader or Overture Site Match for paid inclusion on the major search engines. The only search engine network that supports this is Yahoo.
6. **Content Listings:** Content Listings are paid listings similar to a PPC model. These listings, however, are displayed on partner sites in a search engine partner site network. If VP purchases content listings in Google, they would serve our listing on sites that have computer education or training as a theme on their site. These listings do not appear on the google.com Web site but on all partner sites with relevant content to VP.
7. **SEO:** Search Engine Optimization is the process of updating HTML code and choosing targeted keyword phrases related to a site, and ensuring that the site places well when those keywords are queried on search engines. Adding specific words and descriptions to hidden tags (meta tags) for a search engine to read and add to their database. This may also be achieved by manipulating content (text) of a Web site so specific keywords are picked up by search engines to allow the Web site to rank higher for those specific search terms. Also related to Search Engine Marketing (SEM).
8. **Viral Marketing:** Viral marketing is the extremely powerful and unique ability of the Internet to build self-propagating visitor streams, bringing about exponential growth to a company's Web site. This can consist of such things as affiliate programs, co-branding, link exchanges, e-mail campaigns, and off-line promotion.
9. **Meta Search Engines:** Unlike search engines, metacrawlers don't crawl the Web themselves to build listings. Instead, they allow searches to be sent to several search engines all at once. The results are then blended together onto one page.
10. **Shopping Portals:** Online sites that users can research, compare pricing and purchase products from one centralized Web site.
11. **Click Fraud:** The practice of skewing pay-per-click advertising data by generating illegitimate hits.
12. **Blog:** Short for Web log, a blog is a Web page that serves as a publicly accessible personal journal for an individual. Typically updated daily, blogs often reflect the personality of the author.
13. **Robot:** A program that runs automatically without human intervention. Typically, a robot is endowed with some artificial intelligence so that it can react to different situations it may encounter. Two common types of robots are agents and spiders.
14. **Spider:** A program that automatically fetches Web pages. Spiders are used to feed pages to search engines. It's called a spider because it crawls over the Web. Another term for these programs is WebCrawler.
15. **Link Popularity:** A measure of the quantity and quality of sites that link to your site
16. **Search Engine Algorithm:** Each search engine uses a proprietary algorithm to create its indices such that, ideally, only meaningful results are returned for each query.
17. **Web Portal:** Commonly referred to as simply a portal, a Web site or service that offers a broad array of resources and services, such as e-mail, forums, search engines, and on-line shopping malls. The first Web portals were online services, such as AOL, that provided access to the Web, but by now most of the traditional search engines have transformed themselves into Web portals to attract and keep a larger audience.
18. **Atlas One Point Management:** Atlas One Point service provides a sophisticated modeling tool to automatically analyze the potential return on investment (ROI) for pay-per-click search engine keywords and advertising campaigns. Users then select and launch the preferred campaign while

Atlas OnePoint automatically manages and optimizes that campaign over time through sophisticated self learning algorithms.

E-mail Marketing Terminology →

1. **A/B split:** Refers to a test situation in which a list is split into two pieces with every other name being sent one specific creative, and vice versa. See also Nth name.
2. **Above the fold:** The part of an e-mail message or Web page that is visible without scrolling. Material in this area is considered more valuable because the reader sees it first. Refers to a printing term for the top half of a newspaper above the fold. Unlike a newspaper, e-mail and Web page fold locations aren't predictable. Your fold may be affected by the users' preview pane, monitor-size, monitor resolution, any headers placed by e-mail programs such as Hotmail, etc.
3. **Access:** Microsoft software tool used for developing a database. Any database vendor you work with -- e-mail broadcaster, list broker, third-party list-hygiene service, etc. -- should be able to work with this format (as well as several others.)
4. **Acquisition cost:** In e-mail marketing, the cost to generate one lead, newsletter subscriber or customer in an individual e-mail campaign; typically, the total campaign expense divided by the number of leads, subscribers or customers it produced.
5. **Ad swap:** An exchange between two publishers in which each agrees to run the other's comparably valued ad at no charge. Value is determined by rate card, placement, size of list, quality of list, name brand fame, etc.
6. **Affiliate:** A marketing partner that promotes your products or services under a payment-on-results agreement.
7. **Affirmative consent:** An active request by a reader or subscriber to receive advertising or promotional information, newsletters, etc. Generally affirmative consent does not included the following -- failing to uncheck a pre-checked box on a Web form, entering a business relationship with an organization without being asked for separate permission to be sent specific types of e-mail, opt-out.
8. **Alert:** E-mail message that notifies subscribers of an event or special price.
9. **AOL:** America Online.
10. **Application Program Interface (API):** How a program (application) accesses another to transmit data. A client may have an API connection to load database information to an e-mail vendor automatically and receive data back from the e-mail.
11. **Application Service Provider (ASP):** Company that provides a Web-based service. Clients don't have to install software on their own computers; all tasks are performed on (hosted on) the ASP's servers.
12. **Attachment:** A text, video, graphic, PDF or sound file that accompanies an e-mail message but is not included in the message itself. Attachments are not a good way to send e-mail newsletters because many ISPs, e-mail clients and individual e-mail recipients do not allow attachments, because hackers use them to deliver viruses and other malicious code.
13. **Authentication:** An automated process that verifies an e-mail sender's identity.
14. **Autoresponder:** Automated e-mail message-sending capability, such as a welcome message sent to all new subscribers the minute they join a list. May be triggered by joins, unsubscribes, all e-mail sent to a particular mailbox. May be more than a single message — can be a series of date or event-triggered e-mails.
15. **Bayesian filter:** An anti-spam program that evaluates header and content of incoming e-mail messages to determine the probability that it is spam. Bayesian filters assign point values to items that appear frequently in spam, such as the words "money-back guarantee" or "free." A message that accumulated too many points is either rejected as probable spam or delivered to a junk-mail folder. Aka content-based filter.
16. **B-to-B:** Business-to-business (also B2B).
17. **B-to-C:** Business-to-consumer (also B2C).
18. **Blacklist:** A list developed by anyone receiving e-mail, or processing e-mail on its way to the recipient, or interested third-parties, that includes domains or IP addresses of any e-mailers suspected of sending spam. Many companies use blacklists to reject inbound e-mail, either at the server level or before it reaches the recipient's in-box. Also **Blocklist** and **Blackhole list**.

19. **Block:** A refusal by an ISP or mail server not to forward your e-mail message to the recipient. Many ISPs block e-mail from IP addresses or domains that have been reported to send spam or viruses or have content that violates e-mail policy or spam filters.
20. **Bonded Sender:** A private e-mail-registration service, owned by e-mail vendor Ironport, which allows bulk e-mailers who agree to follow stringent e-mail practices and to post a monetary bond to bypass e-mail filters of Bonded Sender clients. The program debits the bond for spam or other complaints from recipients.
21. **Bounce:** A message that doesn't get delivered promptly is said to have bounced. E-mails can bounce for more than 30 reasons: the e-mail address is incorrect or has been closed; the recipient's mailbox is full, the mail server is down, or the system detects spam or offensive content. See hard bounce and soft bounce.
22. **Bounce message:** Message sent back to an e-mail sender reporting the message could not be delivered and why. Note: Not all bounced e-mails result in messages being sent back to the sender. Not all bounce messages are clear or accurate about the reason e-mail was bounced.
23. **Bounce handling:** The process of dealing with the e-mail that has bounced. Bounce handling is important for list maintenance, list integrity and delivery. Given the lack of consistency in bounce messaging formats, it's an inexact science at best.
24. **Bounce rate: Also return rate:** Number of hard/soft bounces divided by the number of e-mails sent. This is an inexact number because some systems do not report back to the sender clearly or accurately.
25. **Broadcast:** The process of sending the same e-mail message to multiple recipients.
26. **Bulk folder (also junk folder):** Where many e-mail clients send messages that appear to be from spammers or contain spam or are from any sender who's not in the recipient's address book or contact list. Some clients allow the recipient to override the system's settings and direct that mail from a suspect sender be sent directly to the inbox. E.g., Yahoo!Mail gives recipients a button marked "Not Spam" on every message in the bulk folder.
27. **Call to action:** In an e-mail message, the link or body copy that tells the recipient what action to take.
28. **CAN-SPAM:** Popular name for the U.S. law regulating commercial e-mail (Full name: Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003)
29. **Catch-all:** An e-mail server function that forwards all questionable e-mail to a single mailbox. The catch-all should be monitored regularly to find misdirected questions, unsubscribes or other genuine live e-mail.
30. **Cell:** Aka Test cell or version. A segment of your list that receives different treatment specifically to see how it responds versus the control (regular treatment.)
31. **CGI:** Acronym for Common Gateway Interface. It is a specification for transferring information between the Web and a Web server, such as processing e-mail subscription or contact forms.
32. **Challenge-response system:** An anti-spam program that requires a human being on the sender's end to respond to an e-mailed challenge message before their messages can be delivered to recipients. Senders who answer the challenge successfully are added to an authorization list. Bulk e-mailers can work with challenge-response if they designate an employee to watch the sending address' mailbox and to reply to each challenge by hand. **Churn:** How many subscribers leave a mailing list (or how many e-mail addresses go bad) over a certain length of time, usually expressed as a percentage of the whole list.
33. **clickthrough & clickthrough tracking:** When a hotlink is included in an e-mail, a clickthrough occurs when a recipient clicks on the link. clickthrough tracking refers to the data collected about each clickthrough link, such as how many people clicked it, how many clicks resulted in desired actions such as sales, forwards or subscriptions.
34. **clickthrough rate:** Total number of clicks on e-mail link(s) divided by the number of e-mails sent. Includes multiple clicks by a unique user. Some e-mail broadcast vendors or tracking programs define CTR differently.
35. **Commercial e-mail:** E-mail whose purpose, as a whole or in part, is to sell or advertise a product or service or if its purpose is to persuade users to perform an act, such as to purchase a product or click to a Web site whose contents are designed to sell, advertise or promote.
36. **Confirmation:** An acknowledgment of a subscription or information request. "Confirmation" can be either a company statement that the e-mail address was successfully placed on a list, or a

subscriber's agreement that the subscribe request was genuine and not faked or automatically generated by a third party.

37. **Confirmed opt-in:** Inexact term that may refer to double-opt-in subscription processes or may refer to e-mail addresses which do not hard bounce back a welcome message. Ask anyone using this term to define it more clearly.
38. **Content:** All the material in an e-mail message except for the codes showing the delivery route and return-path information. Includes all words, images and links.
39. **Co-registration:** Arrangement in which companies collecting registration information from users (e-mail sign-up forms, shopping checkout process, etc.) include a separate box for users to check if they would also like to be added to a specific third-party list.
40. **Conversion:** When an e-mail recipient performs a desired action based on a mailing you have sent. A conversion could be a monetary transaction, such as a purchase made after clicking a link. It could also include a voluntary act such as registering at a Web site, downloading a white paper, signing up for a Web seminar or opting in to an e-mail newsletter.
41. **CPA:** Cost per Action (also can be Acquisition). A method of paying for advertising, or calculating results from non-CPA marketing.
42. **CPC:** Cost per Click. A method of paying for advertising. Different from CPA because all you pay for is the click, regardless of what that click does when it gets to your site or landing page.
43. **CPM:** Cost per Thousand.
44. **Creative:** An e-mail message's copy and any graphics.
45. **CRM:** Customer Relationship Management technology and systems
46. **Cross-campaign profiling:** A method used to understand how e-mail respondents behave over multiple campaigns.
47. **Cross-post:** To send the same e-mail message to at least two different mailing lists or discussion groups.
48. **CTR:** Clickthrough Rate. Slightly inexact because some clicks "get lost" between the click and your server. Also be sure to ask if the CTR is unique, meaning that each individual user is only counted once no matter how many times they click on a link.
49. **Dedicated Server:** An e-mail server used by only one sender. A dedicated server often costs more to use because the expense can't be spread among many users, but it performs better than a shared server. E-mail usually goes out faster, the server is more secure, and you eliminate the possibility that another sender could get the server blacklisted for spamming.
50. **Deduplication (deduping):** The process of removing identical entries from two or more data sets such as mailing lists. AKA merge/purge. **Delivered e-mail:** Number of e-mails sent minus the number of bounces and filtered messages. A highly inexact number because not all receiving ISPs report accurately on which e-mail didn't go through and why not.
51. **Delivery tracking:** The process of measuring delivery rates by format, ISP or other factors and delivery failures (bounces, invalid address, server and other errors). An inexact science.
52. **Denial-of-service attack (DOS):** An organized effort to disrupt e-mail or Web service by sending more messages or traffic than a server can handle, shutting it down until the messages stop.
53. **Deploy:** The act of sending the e-mail campaign after testing.
54. **Digest:** A shortened version of an e-mail newsletter which replaces full-length articles with clickable links to the full article at a Web site, often with a brief summary of the contents.
55. **Discussion group:** An e-mail service in which individual members post messages for all group members to read ("many to many.") In contrast, a newsletter is a "one to many" broadcast, where comments by members or subscribers go only to the message sender. Aka by the trademarked name Listserv.
56. **DomainKeys:** An anti-spam software application being developed by Yahoo and using a combination of public and private "keys" to authenticate the sender's domain and reduce the chance that a spammer or hacker will fake the domain sending address.
57. **Domain Name System:** How computer networks locate Internet domain names and translate them into IP addresses. The domain name is the actual name for an IP address or range of IP addresses. E.g. MarketingSherpa.com. See **reverse DNS**.
58. **Double opt-in:** A process that requires new list joiners to take an action (such as clicking on an e-mailed link to a personal confirmation page) in order to confirm that they do want to be on the

- list. Sometimes interpreted incorrectly by some e-mail broadcast vendors to mean a new subscriber who does not opt-out of or bounce a welcome message.
59. **Dynamic content:** E-mail-newsletter content that changes from one recipient to the next according to a set of predetermined rules or variables, usually according to preferences the user sets when opting in to messages from a sender. Dynamic content can reflect past purchases, current interests or where the recipient lives.
 60. **ECO A:** E-mail Change of Address. A service that tracks e-mail address changes and updates.
 61. **Effective rate:** Metric that measures how many of those who opened an e-mail message clicked on a link, usually measured as unique responders divided by unique opens.
 62. **E-mail address:** The combination of a unique user name and a sender domain (JohnDoe@anywhere.com). The e-mail address requires both the user name and the domain name.
 63. **E-mail appending:** Service that matches e-mail addresses to a database of personal names and postal addresses. Appending may require an "OK to add my name" reply from the subscriber before you can add the name to the list.
 64. **E-mail client:** The software recipients use to read e-mail, such as Outlook Express or Lotus Notes.
 65. **E-mail Domain:** Aka Domain. The portion of the e-mail address to the right of the @ sign. Useful as an e-mail address hygiene tool (e.g. identify all records where the consumer entered "name@aol" as their e-mail address and correct it to "name@aol.com").
 66. **E-mail filter:** A software tool that categorizes, sorts or blocks incoming e-mail, based either on the sender, the e-mail header or message content. Filters may be applied at the recipient's level, at the e-mail client, the ISP or a combination.
 67. **E-mail Friendly Name** Aka Display Name, From name. The portion of the e-mail address that is displayed in most, though not all, e-mail readers in place of, or in addition to, the e-mail address.
 68. **E-mail harvesting:** An automated process in which a robot program searches Web pages or other Internet destinations for e-mail addresses. The program collects the address into a database, which frequently gets resold to spammers or unethical bulk mailers. Many U.S. state laws forbid harvesting. CAN-SPAM does not outlaw it by name but allows triple damages against violators who compiled their mailing lists with harvested names.
 69. **E-mail newsletter:** Content distributed to subscribers by e-mail, on a regular schedule. Content is seen as valued editorial in and of itself rather than primarily a commercial message with a sales offer. See **ezone**.
 70. **E-mail Prefix:** The portion of the e-mail address to the left of the @ sign.
 71. **E-mail vendor:** Another name for an e-mail broadcast service provider, a company that sends bulk (volume) e-mail on behalf of their clients. Also **e-mail service provider (ESP)**.
 72. **Enhanced whitelist:** A super-whitelist maintained by AOL for bulk e-mailers who meet strict delivery standards, including fewer than 1 spam complaint for every 1,000 e-mail messages. E-mailers on the enhanced whitelist can bypass AOL 9.0's automatic suppression of images and links.
 73. **Event triggered e-mail:** Pre-programmed messages sent automatically based on an event such as a date or anniversary.
 74. **Ezine (also e-zine):** Another name for e-mail newsletter, adapted from electronic 'zine or electronic magazine.
 75. **False positive:** A legitimate message mistakenly rejected or filtered as spam, either by an ISP or a recipient's anti-spam program. The more stringent an anti-spam program, the higher the false-positive rate. **FAQ:** Frequently Asked Questions.
 76. **Filter:** See e-mail filter.
 77. **Firewall:** A program or set of programs designed to keep unauthorized users or messages from accessing a private network. The firewall usually has rules or protocols that authorize or prohibit outside users or messages. In e-mail, a firewall can be designed so that messages from domains or users listed as suspect because of spamming, hacking or forging will not be delivered.
 78. **Footer:** An area at the end of an e-mail message or newsletter that contains information that doesn't change from one edition to the next, such as contact information, the company's postal

address or the e-mail address the recipient used to subscribe to mailings. Some software programs can be set to place this information automatically.

79. **Forward (also Forward to a Friend):** The process in which e-mail recipients send your message to people they know, either because they think their friends will be interested in your message or because you offer incentives to forward messages. Forwarding can be done through the recipient's own e-mail client or by giving the recipient a link to click, which brings up a registration page at your site, in which you ask the forwarded to give his/her name and e-mail address, the name/e-mail address of the person they want to send to and (optionally) a brief e-mail message explaining the reason for the forward. You can supply the wording or allow the forward to write his/her own message. AKA viral marketing.
80. **From:** Whatever appears in the e-mail recipient's inbox as your visible "from" name. Chosen by the sender. May be a personal name, a brand name, an e-mail address, a blank space, or alpha-numeric gobbledegook. Note - this is not the actual "from" contained in the header (see below) and may be different than the e-mail reply address. Easy to fake. Aka E-mail Friendly Name.
81. **Full-service provider:** An e-mail vendor that also provides strategic consulting and creative support, in addition to sending messages.
82. **Gmail:** A new, free e-mail service offered by Google, giving users 1GB of storage space, e-mail search and conversation threading. Gmail also uses technology to add advertisements next to messages containing keywords that match of those advertisers in its AdWords program, a policy that means promotional materials sent by one company could carry text ads of its competitors.
83. **Goodbye message:** An e-mail message sent automatically to a list member who unsubscribes, acknowledging the request. Always include an option to resubscribe in case the unsubscribe was requested accidentally.
84. **HTML message:** E-mail message which contains any type of formatting other than text. This may be as simple as programming that sets the text in a specific font (bold, italics, Courier 10 point, etc.). It also includes any graphic images, logos and colors.
85. **Hard bounce:** Message sent to an invalid, closed or nonexistent e-mail account.
86. **Header:** Routing and program data at the start of an e-mail message, including the sender's name and e-mail address, originating e-mail server IP address, recipient IP address and any transfers in the process.
87. **House list:** The list of e-mail addresses an organization develops on its own. (Your own list.)
88. **Hygiene:** The process of cleaning a database to correct incorrect or outdated values. See also List Hygiene.
89. **IMAP:** Internet Message Access Protocol, a standard protocol for accessing e-mail from a server.
90. **Impression:** A single view of one page by a single user, used in calculating advertising rates.
91. **IP address:** A unique number assigned to each device connected to the Internet. An IP address can be dynamic, meaning it changes each time an e-mail message or campaign goes out, or it can be static, meaning it does not change. Static IP addresses are best, because dynamic IP addresses often trigger spam filters.
92. **ISP:** Internet Service Provider. Examples: AOL, EarthLink, MSN
93. **Joe job:** A spam-industry term for a forged e-mail, in which a spammer or hacker fakes a genuine e-mail address in order to hide his identity.
94. **Landing page:** A Web page viewed after clicking on a link within an e-mail. Also may be called a microsite, splash page, bounce page, or click page.
95. **Linkrot:** What happens when links go bad over time, either because a Web site has shut down or a site has stopped supporting a unique landing page provided in an e-mail promotion.
96. **List:** The list of e-mail addresses to which you send your message. Can be either your house list or a third-party list that sends your message on your behalf.
97. **List fatigue:** A condition producing diminishing returns from a mailing list whose members are sent too many offers, or too many of the same offers, in too short a period of time.
98. **List host:** See e-mail vendors.
99. **List hygiene:** The act of maintaining a list so that hard bounces and unsubscribed names are removed from mailings. Some list owners also use an e-mail change-of-address service to update old or abandoned e-mail addresses (hopefully with a permission step baked in) as part of this process.

100. **List management:** How a mailing list is set up, administered and maintained. The list manager has daily responsibility over list operation, including processing subscribes and unsubscribes, bounce management, list hygiene, etc. The list manager can be the same as the database manager but is not always the same person as the list owner. See **list owner**.
101. **List owner:** The organization or individual who has gathered a list of e-mail addresses. Ownership does not necessarily imply "with permission."
102. **List rental:** The process in which a publisher or advertiser pays a list owner to send its messages to that list. Usually involves the list owner sending the message's on the advertiser's behalf. (If someone hands over their list to you, beware.)
103. **List sale:** The actual purchase of a mailing list along with the rights to mail it directly. Permission can only be "sold" if the subsequent mailings continue to match the frequency, brand name, content, and "from" of the past owner's mailings -- and even then this is a somewhat shaky procedure on the spam-front. You are in effect buying a publication, and not just a list.
104. **Mail bomb:** An orchestrated attempt to shut down a mail server by sending more messages than it can handle in a short period of time. See DOS.
105. **Mailing list:** A list of e-mail addresses that receive mailings or discussion-group messages.
106. **Mail loop:** A communication error between two e-mail servers, usually happening when a misconfigured e-mail triggers an automated response from the recipient server.
107. **mailto:** : A code to make an e-mail address in either a text or HTML e-mail immediately clickable (<mailto:JohnDoe@anywhere.com>). When the link is clicked, it usually opens the user's e-mail client and inserts the e-mail address in the To: link of a blank message.
108. **MTA:** Mail Transfer Agent. A computer that forwards e-mail from senders to recipients (or to relay sites) and stores incoming e-mail.
109. **MSP:** Mail service provider, such as Hotmail.
110. **MUA:** Mail User Agent (see **e-mail client**).
111. **Multi-part MIME:** Also known (confusingly) as an "e-mail sniffer." Message format which includes both an HTML and a text-only version in the same message. Most (but not all) e-mail clients receiving messages in this format will automatically display the version the user's system is set to show. Systems that can't show HTML should show the text version instead. This doesn't always work — in particular for many Lotus Notes users. Also, no data, except HTML open rates and possibly link click tracking, is transmitted back to the sender regarding which version a recipient wound up viewing.
112. **MX:** Mail Exchange Record
113. **Nth name:** The act of segmenting a list for a test in which names are pulled from the main list for the test cell by number -- such as every 5th name on the list. See also *a/b split*.
114. **Open rate:** The number of HTML message recipients who opened your e-mail, usually as a percentage of the total number of e-mails sent. The open rate is considered a key metric for judging an e-mail campaign's success, but it has several problems. The rate indicates only the number of e-mails opened from the total amount sent, not just those that were actually delivered. Opens also can't be calculated on text e-mails. Also, some e-mail clients also users to scan message content without actually opening the message, which is falsely calculated as an open. See preview pane.
115. **Open relay:** An SMTP e-mail server that allows outsiders to relay e-mail messages that are neither for nor from local users. Often exploited by spammers and hackers.
116. **Opt-in:** A specific, pro-active, request by an individual e-mail recipient to have their own e-mail address placed on a specific mailing list. Many list renters and buyers now require list owners to provide proof of opt-in, including the actual e-mail or IP address date and time the request was received.
117. **Opt-out:** A specific request to remove an e-mail address from a specific list, or from all lists operated by a single owner. Also, the process of adding an e-mail addresses to lists without the name's pre-approval, forcing names who don't want to be on your list to actively unsubscribe.
118. **Pass-along:** An e-mail recipient who got your message via forwarding from a subscriber. (Some e-mails offer "forward to a friend" in the creative, but the vast majority of pass-alongs happen using e-mail clients, and not that tech.) Pass-alongs can affect the formatting of the e-mail, often stripping off HTML. Also known as viral.

119. **Permission:** The implicit approval given when a person actively requests to have their own e-mail address added to a list.
120. **Personalization:** A targeting method in which an e-mail message appears to have been created only for a single recipient. Personalization techniques include adding the recipient's name in the subject line or message body, or the message offer reflects a purchasing, link clicking, or transaction history.
121. **PGP (Pretty Good Privacy):** Software used to encrypt and protect e-mail as it moves from one computer to another and can be used to verify a sender's identity.
122. **Phishing:** A form of identity theft in which a scammer uses an authentic-looking e-mail to trick recipients into giving out sensitive personal information, such as credit-card or bank account numbers, Social Security numbers and other data.
123. **Plain text:** Text in an e-mail message that includes no formatting code. See HTML.
124. **POP:** Post Office Protocol, which an e-mail client uses to send to or receive messages from an e-mail server.
125. **Postmaster:** Whom to contact at a Web site, ISP or other site to request information, get help with delivery or register complaints.
126. **Preferences:** Options a user can set to determine how they want to receive your messages, how they want to be addressed, to which e-mail address message should go and which messages they want to receive from you. The more preferences a user can specify, the more likely you'll send relevant e-mail.
127. **Preview pane:** The window in an e-mail client that allows the user to scan message content without actually clicking on the message. See **open rate**.
128. **Privacy policy:** A clear description of how your company uses the e-mail addresses and other information it gathers via opt-in requests for newsletters, company information or third-party offers or other functions. If you rent, sell or exchange your list to anyone outside your company, or if you add e-mail addresses to opt-out messages, you should state so in the privacy policy. State laws may also compel you to explain your privacy policy, where to put the policy statement so people will see it and even in form the policy should be displayed.
129. **Queue:** Where an e-mail message goes after you send it but before the list owner approves it or before the list server gets around to sending it. Some list software allows you to queue a message and then set a time to send it automatically, either during a quiet period on the server or at a time when human approval isn't available.
130. **Read e-mail:** Not measurable. Only opens and clicks are measurable in any way. You can never know if a recipient simply read your message.
131. **Registration:** The process where someone not only opts in to your e-mail program but provides some additional information, such as name, address, demographic data or other relevant information, usually by using a Web form.
132. **Relationship e-mail:** An e-mail message that refers to a commercial action -- a purchase, complaint or customer-support request -- based on a business relationship between the sender and recipient. Generally are not covered by CAN-SPAM requirements.
133. **Reply-to:** The e-mail address that receives messages sent from users who click "reply" in their e-mail clients. Can differ from the "from" address which can be an automated or unmonitored e-mail address used only to send messages to a distribution list. "Reply-to" should always be a monitored address.
134. **Reverse DNS:** The process in which an IP address is matched correctly to a domain name, instead of a domain name being matched to an IP address. Reverse DNS is a popular method for catching spammers who use invalid IP addresses. If a spam filter or program can't match the IP address to the domain name, it can reject the e-mail.
135. **Rich Media:** Creative that includes video, animation, and/or sound. Rich-media e-mails often collect high open and click rates but requires more bandwidth and are less compatible with different e-mail clients than text or regular HTML e-mail-format messages. Some mailers also consider transactional e-mail "rich".
136. **Seed e-mails:** E-mail addresses placed on a list (sometimes secretly) to determine what messages are sent to the list and/or to track delivery rate and/or visible appearance of delivered messages. Seeds may also be placed on Web sites and elsewhere on the Internet to track spammers' harvesting activities.

137. **Segment:** The ability to slice a list into specific pieces determined by various attributes, such as open history or name source.
138. **Select:** A segment of a list determined by any number of attributes, such as source of name, job title, purchasing history, etc. CPM list renters pay an additional fee per thousand names for each select on top of the base list price.
139. **Selective Unsubscribe:** An unsubscribe mechanism that allows a consumer to selectively determine which e-mail newsletters they wish to continue receiving while stopping the sending of others.
140. **Sender ID:** The informal name for a new anti-spam program combining two existing protocols: Sender Policy Framework and CallerID. SenderID authenticates e-mail senders and blocks e-mail forgeries and faked addresses.
141. **Sender Policy Framework (also SPF):** A protocol used to eliminate e-mail forgeries. A line of code called an SPF record is placed in a sender's Domain Name Server information. The incoming mail server can verify a sender by reading the SPF record before allowing a message through.
142. **Sent e-mails:** Number of e-mail names transmitted in a single broadcast. Does not reflect how many were delivered or viewed by recipients.
143. **Server:** A program or computer system that stores and distributes e-mail from one mailbox to another, or relays e-mail from one server to another in a network.
144. **Shared server:** An e-mail server used by more than one company or sender. Shared servers are less expensive to use because the broadcast vendor can spread the cost over more users. However, senders sharing a server risk having e-mails blocked by major ISPs if one of the other users does something to get the server's IP address blacklisted. See **dedicated server**.
145. **Signature:** A line or two of information found in the closing of an e-mail, usually followed the sender's name. Signatures can include advertising information, such as a company name, product, brand message or marketing call to action (subscribe to a company newsletter with the e-mail subscribe address or Web registration form, or visit a Web site with the URL listed).
146. **SMTP:** Simple Mail Transfer Protocol, the most common protocol for sending e-mail messages between e-mail servers.
147. **Snail mail:** postal mail.
148. **Soft bounce:** E-mail sent to an active (live) e-mail address but which is turned away before being delivered. Often, the problem is temporary -- the server is down or the recipient's mailbox is over quota. The e-mail might be held at the recipient's server and delivered later, or the sender's e-mail program may attempt to deliver it again. Soft-bounce reports are not always accurate because they don't report all soft bounces or the actual reason for the bounce.
149. **Solo mailing:** A one-time broadcast to an e-mail list, separate from regular newsletters or promotions, and often including a message from an outside advertiser or a special promotion from the list owner.
150. **Spam:** The popular name for unsolicited commercial e-mail. However, some e-mail recipients define spam as any e-mail they no longer want to receive, even if it comes from a mailing list they joined voluntarily.
151. **Spamcop:** A blacklist and IP-address database, formerly privately owned but now part of the e-mail vendor Ironport. Many ISPs check the IP addresses of incoming e-mail against Spamcop's records to determine whether the address has been blacklisted due to spam complaints.
152. **Sponsorship swap:** An agreement between e-mail list owners, publishers or advertisers to sponsor each other's mailings or newsletters for free. See **ad swap**.
153. **Spoofing:** The practice of changing the sender's name in an e-mail message so that it looks as if it came from another address.
154. **Subject line:** Copy that identifies what an e-mail message is about, often designed to entice the recipient into opening the message. The subject line appears first in the recipient's inbox, often next to the sender's name or e-mail address. It is repeated in the e-mail message's header information inside the message.
155. **Subscribe:** The process of joining a mailing list, either through an e-mail command, by filling out a Web form, or offline by filling out a form or requesting to be added verbally. (If you

accept verbal subscriptions, you should safeguard yourself by recording it and storing recordings along with time and date, in a retrievable format.)

156. **Subscriber:** The person who has specifically requested to join a mailing list. A list has both subscribers, who receive the message from the sender, and pass-alongs.
157. **Suppression file:** A list of e-mail addresses you have removed from your regular mailing lists, either because they have opted out of your lists or because they have notified other mailers that they do not want to receive mailings from your company. Required by CAN-SPAM. AKA Do-Not-E-mail list.
158. **Test:** A necessary step before sending an e-mail campaign or newsletter. Many e-mail clients permit you to send a test e-mail before sending a regular e-mail newsletter or solo mailing, in which you would send one copy of the message to an in-house e-mail address and then review it for formatting or copy errors or improperly formatted links. E-mail marketers should also send a test campaign to a list of e-mail addresses not in the deployment database to determine likely response rates and how well different elements in the message perform.
159. **Text newsletter:** Plain newsletter with words only, no colors, graphics, fonts or pictures; can be received by anyone who has e-mail.
160. **Thank-you page:** Web page that appears after user has submitted an order or a form online. May be a receipt.
161. **Throttling:** The practice of regulating how many e-mail message a broadcaster sends to one ISP or mail server at a time. Some ISPs bounce e-mail if it receives too many messages from one sending address at a time.
162. **Transactional e-mail:** also known as transactive e-mail. A creative format where the recipient can enter a transaction in the body of the e-mail itself without clicking to a Web page first. Transactions may be answering a survey, or purchasing something.
163. **UCE:** Unsolicited Commercial E-mail, also called spam or junk mail.
164. **Unique Reference Number:** A unique number assigned to a list member, usually by the e-mail-broadcast software, and used to track member behavior (clicks, subscribes, unsubscribe) or to identify the member to track e-mail delivery.
165. **URL (Uniform Resource Locator):** The Web address for a page, always beginning with <http://> (or <https://> for a secure page) and followed by www. (or variations, although some URLs are set up not to include this information) and the domain name. E.g., <http://www.marketingsherpa.com> .
166. **Unsubscribe:** To remove oneself from an e-mail list, either via an e-mailed command to the list server or by filling in a Web form.
167. **Vendor:** Any company that provides a service. See e-mail vendors.
168. **Verification:** A program that determines an e-mail came from the sender listed in the return path or Internet headers; designed to stop e-mail from forged senders.
169. **Video e-mail:** An e-mail message that includes a video file, either inserted into the message body, accessible through a hotlink to a Web site or accompanying it in an attachment (least desirable because many ISPs block executable attachments to avoid viruses).
170. **Virus:** A program or computer code that affects or interferes with a computer's operating system and gets spread to other computers accidentally or on purpose through e-mail messages, downloads, infected CDs or network messages. See **worm**.
171. **Web bug (also Web beacon):** A 1 pixel-by-1 pixel image tag added to an HTMLmessage and used to track open rates by e-mail address. Opening the message, either in the preview pane or by clicking on it, activates the bug and sends a signal to the Web site, where special software tracks and records the signal as an open. **Webmail (also Web mail):** Any of several Web-based e-mail clients where clients have to go to a Web site to access or download e-mail instead of using a desktop application. Some examples are **Gmail**, Yahoo! Mail and Hotmail.
172. **Welcome message:** Message sent automatically to new list members as soon as their e-mail addresses are added successfully.
173. **Whitelist:** Advance-authorized list of e-mail addresses, held by an ISP, subscriber or other e-mail service provider, which allows e-mail messages to be delivered regardless of spam filters. See also **enhanced white list**.

174. **Worm:** A piece of malicious code delivered via an executable attachment in e-mail or over a computer network and which spreads to other computers by automatically sending itself to every e-mail address on a recipient's contact list or address book. See **virus**.

Network Advertising Terminology →

1. **Above the Fold:** In reference to ad placement in traditional media, such as newspapers, this defines the top half of a page. On the Web, this portion of the page is viewed without scrolling.
2. **Ad (Advertisement):** Digital creative that is typically interactive. Banners, buttons, interstitials and key words are all examples of online advertisements. The digital creative can be text, static graphic, animated graphic, video, audio or other.
3. **Ad Network:** Historically, an organization charged with the representation of advertising space for a group of Webster for the purpose of maximizing revenue and minimizing administrative costs through aggregation. The role of an Internet advertising network is to transact, serve, track and report the distribution of creative from advertisers to publishers using an efficient, interactive marketplace.
4. **Ad Product:** A specific advertising opportunity on a Web site. Example: banners, jump pages, pop-ups, splash pages and tickers.
5. **Ad Rotation:** Different ads and different ad sources are often rotated in the same space on a Web page. Ad rotation can be static (one ad per page view) or dynamic (more than one ad per page view cycled based on elapsed display time). This is usually done automatically by software on the Web site such as Ad Server Solutions. This function is related to, but different from ad serving provided by a network.
6. **Ad server:** Name for the organization, hardware, and software that deliver advertising creative to the user's browser. The ad server typically is responsible for selecting the appropriate ad to serve by frequency control and targeting. The ad server also performs a variety of other administrative tasks including real time reporting of impressions, clicks, uniques, and more.
7. **Ad Space:** The space on a Web page reserved to display advertising.
8. **Audit Bureau of Verification Services (ABVS):** The interactive auditing unit of the Audit Bureau of Circulations (ABC).
9. **Ad View:** See Impression.
10. **Advertiser:** Any individual or entity purchasing online advertising space including agency media buyers, OEM media buyers, and sole proprietors.
11. **Affinity Marketing:** Marketing efforts aimed at consumers on the basis of established buying patterns.
12. **Agency:** An organization beholden with the responsibility to design, produce and manage the advertising for its customers. Agencies that handle digital creative and online campaigns are typical called interactive agencies. Many agencies handle both interactive and traditional media.
13. **Affiliate:** Typical term for a Web site that drives traffic to another Web site in exchange for a percent of sales from users driven to the site.
14. **Alias:** A URL that points to another Web site. Many Web sites use aliases to differentiate traffic.
15. **Alternate text:** Text that appears while a banner is loading or when a cursor moves over a banner.
16. **Animated GIF:** The combination of multiple GIF images in one file to create animation. The multiple images, displayed one after another, give the appearance of movement. Studies show that animated banners are more effective than static banners. They generate higher ad awareness and recall, and click-throughs.
17. **Application Service Provider (ASP):** Entities that manage and distribute services and solutions to customers across a wide area network from a central data center. Internet advertising networks are sometimes referred to as ASPs. We provide a Remotely Hosted Solutions at Ad Serving Solutions.
18. **Applet:** A small application served along with or instead of an image file for the purpose of executing a specific animation, visual or audio sequence. Some rich media creatives are served using a Java applet. Applets are typically intended to provide an enhanced Web user experience, comparable to a plug-in.
19. **Bandwidth:** Digital throughput capacity. A measure of how much digital signal or information can be passed through a device or interconnect. Bandwidth is usually measured in bits per second. A

2400 baud modem can handle 2.4 kilobits per second. A T3 industrial interconnect can handle 45 megabits per second. A 100 base-T ethernet interconnect can handle 100 mega-bits-per-second. Bandwidth is analogous to the size of a water pipe.

20. **Banner:** An interactive online advertisement in the form of a graphic image that typically runs across the top or bottom of a Web page, or is positioned in a margin or other space reserved for ads. Banner ads are historically GIF images. Many ads are animated GIFs since animation has been shown to be more effective. The standard banner is 468 pixels wide by 60 pixels high. The standard banner is still the mainstay of online advertising, but is quickly giving up ground to newer, potentially more effective forms of online advertising, such as e-mail and interstitials. See Creative.
21. **Banner Burnout:** Over exposure of an advertising creative that contributes to a drop in click-through rates. Frequency control reduces burnout for a particular creative or campaign.
22. **Beyond The Banner:** online advertising not involving standard GIF and JPEG banner ads.
23. **Booked Space:** Web site advertising space that is already sold or otherwise unavailable to receive new campaign commitments.
24. **Branding:** A traditional advertising method used to elicit a latent response from a target based on cumulative impressions and positive reinforcement.
25. **Browser:** An application used to access files from the Internet. Such browsers include Internet Explorer, Netscape Navigator, Opera and more.
26. **Browser Caching:** See Cache.
27. **Business to Business (B2B):** Businesses doing business with other businesses. The term is most commonly used in connection with e-commerce and advertising, when you are targeting businesses as opposed to consumers.
28. **Business to Business (B2B) Targeting:** The targeting of online advertising to Web sites that cater to business users, or targeting the business users directly.
29. **Button:** An interactive online advertisement in the form of a small graphic image that typically resides in the margin of a Web page. Buttons are typically 88 x 31 pixels. The same button is often recurring for every page view on a particular site. Affiliate programs and sponsorships often use buttons to drive traffic.
30. **Cache:** To store pages, images, or other items, on a local server or user's computer to speed the rate at which Web pages load. Ads, like other images, are cached unless some sort of cache-busting technique is used. When ads are cached, they will be served but will not be counted by an ad server. This can lead ad servers to under count the number of times a page is viewed, and this can in turn skew monitoring techniques.
31. **Cache Busting:** The process of blocking the caching of certain files to guarantee new delivery from the external server for each page view. Cache busting is necessary for the successful execution on online advertising.
32. **Campaign:** A contracted agreement between an advertiser or advertising agency and either a publisher or a representative of a publisher. The campaign is specific to the creative to be published and the issue, or duration of the publication. Online advertising campaigns are defined by a number of variables, including the digital creative, the duration or flight dates, the pricing program, the publishers to be used and any user targeting applied.
33. **Category Targeting:** The controlled delivery of creative to categorized Web sites. Categories focus a campaign to those users most likely to be interested in the products or services being offered, thus increasing the effectiveness of the campaign.
34. **Click, Click-Thru or Click-Through:** The activation of a hyperlink using a mouse or other input device. The click-through is essential to the interactivity of online advertising.
35. **Click-Through Rate (or Ratio) (CTR):** The rate of activated ads to total ads displayed. A typical CTR is 0.5% (1 in 200). Also called Click-Through Percent (CTP). The click-through rate of an advertising creative is one measure of its effectiveness.
36. **Click-through URL:** When users click on a banner or text link, the click-through URL is the new destination to which they are directed.
37. **Click Tracking:** The process of counting and auditing the clicks for a campaign. Click tracking can be done by a different entity than that which serves the creative.
38. **Commission:** The percentage of the advertising fee paid to the Publisher for hosting the creative on their Web site Typical commissions range from 50 to 75 percent.

39. **Common Gateway Interface (CGI):** Interface creation scripting programs that create Web pages in real-time based on dynamic end user interactive data.
40. **Cookie:** A cookie is a file used to record and store a variety of information on a user's computer. Cookies are placed by an external source during a certain event, such as the display of an ad. A cookie can be read only by the server in the domain that stored it. Cookies placed on user's computers as part of the ad serving process by ad server solutions do not collect, store or transmit personally identifiable information. Users can accept or deny cookies, by changing a setting in their browser preferences. The denial of cookies severely limits the customization and interactivity of a user's online experience.
41. **Cost per 1,000 Impressions (CPM):** An advertising campaign pricing model based on an estimate of the number of impressions of a particular creative in a particular media at a particular time (TV) or issue (printed media). The vast majority of online banner advertising is priced using the CPM model. The "M" is the Roman numeral for 1,000. The cost is aggregated per thousand for convenience; the cost for individual impressions would be very small. CPM is strongly associated with the "branding" school of marketing.
42. **Cost per Action or Acquisition (CPA):** An advertising campaign pricing model based on paying for direct results. The direct correlation between the action taken and the payment for the advertising that led to the action is desirable to advertisers. This model takes many forms (leads, sales, etc.) and is increasing in popularity online due to the ease of implementation and accounting compared to traditional media. CPA is strongly associated with the "direct response" school of marketing. Also called Cost per Transaction
43. **Cost per Click-through (CPC):** An advertising campaign pricing model base on paying only for those ads that experience a click-through CPC can be considered a measure of direct response, but is not a measure of true action taken by a user.
44. **Cost per Lead (CPL):** A CPA pricing method that typically pays a fixed fee for the acquisition of a customer lead, such as a filled out form or an opt-in e-mail address.
45. **Cost per Sale (CPS):** A CPA pricing method that typically pays a transaction percentage for the acquisition of a customer that makes a purchase.
46. **Creative:** The materials used in advertising to convey a message. Digital creative can be text, static graphic, animated graphic, video, audio or other. See Banner.
47. **Customer Acquisition Cost:** The cost associated with acquiring a new customer.
48. **Data Reporting:** The presentation and delivery of publisher Web site and advertiser campaign data. Data reporting is typically a combination of tabular and graphic presentation.
49. **Demographics:** Statistical data that describes the makeup of a given user base, and includes information such as age range, gender, education levels, and average household income. Demographic data is one of the tools used to match ad space with an advertising campaign.
50. **Digital Creative:** Advertising creative that is in digital format. Digital creative is easily stored, retrieved and delivered online. Common forms of digital creative include hypertext, HTML files, GIF image files, MPEG video files and AVI audio files.
51. **Direct Response:** A traditional advertising method used to elicit a direct response from a target by providing immediate access to the means to make a purchase. The interactivity of the Internet is ideal for the implementation of direct response advertising campaigns.
52. **Even Delivery:** The uniform distribution of advertising creative across designated Web sites and over the flight of the campaign given targeting parameters, if any. Reputable ad serving systems like Ad Server Solutions have a variety of methods to maximize even delivery.
53. **Exclusive:** A contract that forces a Publisher to sell all specified inventory through a certain channel for a specified period of time. Advertisers can also be bound to purchase media only through a certain channel for a specified period of time.
54. **Exit Transfer:** The automatic launch of a browser window containing the advertiser's content triggered by the visitor exiting a particular Web page or Web site.
55. **Exposures:** Similar to Impressions, except it refers directly to the accessing of the Ad Banner.
56. **Flight Dates:** The time period, and associated start and end dates, over which an advertising campaign runs.
57. **Frequency:** The rate a particular user is exposed to a particular creative or a particular campaign during a single session or period of time. Frequency capping is essential to the success of online advertising campaigns to maximize creative effectiveness.

58. **Graphic Interchange Format (GIF):** A common graphics format that can be displayed on almost all Web browsers. GIFs typically display in 256 colors and have built-in compression. Static or animated GIF images are the most common form of banner creative.
59. **Geo Targeting:** Serving of ads to a particular geographical area or population segment. Geo-Targeting. Rate Card: Advertising price list. Rates to buy and sell advertising space on an ad network.
60. **Hang:** When a Web page is prevented from loading completely or at all due to a technical difficulty at the server end or at the user end. Online advertising that is poorly served may have the tendency to hang pages, thus irritating the user and publisher alike.
61. **Hit:** The sending of a single file from a Web server to a user's computer. Most Web pages contain several files, including all HTML, graphics, audio, etc. Hit is not the same as impression, page view, or number of unique visitors. Information about hits is valuable to the provider for server loading and bandwidth predictions, but used alone, it is of little value as a metric of online advertising, or online use in general.
62. **Host:** The individual or Web site that displays online advertising. See Publisher.
63. **House Ad:** A Self promotional ad a company runs on its media outlets to put unsold inventory to use.
64. **Hybrid Campaign:** An advertising campaign pricing model base on combining different individual pricing models into one. A CPM/CPA hybrid campaign combines the benefits of branding and direct response into the same campaign. The relative weighting of each individual model is adjustable within the hybrid campaign, and can be modified during the campaign run to maximize ROI.
65. **Hyperlink:** The foundation of online interactivity. This is the clickable link in text or graphics on a Web page that takes you to another place on the same page, another page, or another Web site.
66. **Hypertext Markup Language (HTML):** The standard file format for Internet documents (Web pages).
67. **HTML Banner:** A banner ad using HTML elements, often including interactive forms, instead of (or in addition to) standard graphical elements.
68. **Hypertext:** The text version of the hyperlink.
69. **Hypertext Transfer Protocol (HTTP):** The networking protocol that allows hyperlinks to work.
70. **Impression:** Also called an ad or page impression. The display of a single creative to a consumer on a Web site. A single page view can have more than one impression if there is more than one advertising location on the page, or if dynamic ad rotation is used.
71. **Interactive Agency:** An advertising agency, or division of an advertising agency dedicated to interactive advertising, primarily published online.
72. **Interactive Media:** The online, Internet, or Web environment is the primary interactive media for advertising. It is dubbed interactive because the user, or advertising target, can typically interact with the content and advertising.
73. **Interactive Creative:** A digital creative that uses a hyperlink to transfer the user to another Web site or open a separate interactive window.
74. **Interstitial Ads:** Interstitial ads are ads that appear in a separate browser window while another page is loaded. If a user, on page A, clicks a hyperlink to go to page B, the user will see the interstitial ad before arriving at page B. Newer concepts called superstitials or metastitials attempt to be more acceptable to consumers by being less intrusive, subtle and more interesting with the use of rich media components such as video.
75. **Inventory:** The ad space available for sale on a Web site. Ad inventory is determined by the number of ads on a page, the number of pages containing ad space and an estimate of future page views. Also called ad availability.
76. **Internet Protocol Address (IP Address):** The numerical system used to identify the components of the Internet. Every system connected to the Internet has a unique IP address.
77. **Jump Page:** See Splash Page. The page that is displayed when a user clicks on a banner. Can be used for just about anything from promoting a Web site, product or service, user registration to contests.
78. **Java:** An object-oriented programming language developed by Sun Microsystems, Java supports animation and real-time information transfer. Web pages that have Java applets embedded are recognized by Java supported Web browsers.

79. **Joint Photographic Experts Group (JPEG):** Easily compressed graphics format that displays photographic as well as graphic images. JPEG is a newer format than GIF.
80. **Keyword:** A word or phrase used to focus an online search and to target advertising. Advertisers can purchase keywords on search engines to guarantee that their Web site information is displayed prominently and/or display an associated creative.
81. **Lag Time:** The amount of time between making an online request or command and receiving a response. A primary goal of advertising network efficiency is to minimize lag time.
82. **Link:** See Hyperlink. When clicked on, a link brings you to another Web page, or to another place on the same page.
83. **Last Call:** An opportunity for buyers to find broad penetration at low prices through last-minute, wide-ranging Run-of-Network buys.
84. **Make-Good:** Impressions not delivered. If 600,000 impressions are bought and only 200,000 are delivered, the make-good is 400,000. Make-good impressions typically run in the month following the end of flight date or are credited to the campaign invoice.
85. **Media:** The forms of publication. Traditional advertising media include newspapers, magazines, billboards, radio and television. Digital interactive advertising media started with the Internet, accessed at an indoor computer, but is quickly spreading to television, cellular devices and outdoor locations.
86. **Media Broker:** An individual or organization that represents and is authorized to sell the advertising space of one or more publishers. Advertising networks can act as brokers for online publishers.
87. **Media Buyer / Media Planner:** An individual working directly for an advertiser, or for an advertising agency, charged with the responsibility of purchasing advertising space. An interactive media buyer makes online ad space purchases, sometimes through an ad network.
88. **Metric:** Any standardized measurement used for comparison purposes. Online advertising metrics include Click-through Ratio and Unique Page Views.
89. **Net Dollars:** The total amount a publisher receives for inventory.
90. **Opt-In E-mail:** E-mail received based on a user's choice to opt-in is only used to send messages which will be of interest to them. Opt-in e-mail continues to build market share in the online advertising world. More often than not, opt-in is the default and user action, such as a check box, is required to opt-out.
91. **Page View:** The number of times users request a Web page. Page view is used interchangeably with page impression. The loading of a Webpage by a browser. A single User Session may result in multiple page views and numerous Impressions.
92. **Pay-per-Click:** See Cost per Click.
93. **Pay-per-Impression:** See CPM.
94. **Pay-per-Lead:** See Cost per Lead.
95. **Pay-per-Sale:** See Cost per Sale.
96. **Pixel:** See Tracking Pixel.
97. **Plug-in:** A modification to a browser that allows the execution of a certain type of custom file, such as Macromedia's Flash. Plug-ins are typically designed to enhance the Web user experience by providing animation, video or audio content.
98. **Pop Under:** A window that pops (launches automatically) behind the current browser window. Also known as a pop-behind or go-behind
99. **Pop Up:** An ad that displays in a new browser window.
100. **Publisher:** An individual or entity selling online advertising space, including portal media planners, Webmasters and other ad networks. Publisher, Web publisher, Webmaster and host are synonymous with respect to online advertising.
101. **Psychographics:** Behavioral characteristics of a target audience, such as online shopping habits.
102. **Reach:** The total number of people who will see a given ad. Percent of Unique Visitors reached.
103. **Redirect:** The process of forwarding a call for a creative to another server based on availability and frequency capping, among other criteria.
104. **Referral:** A new member of the ad network (either a publisher or advertiser) referred directly by a current member through a button link or other means.

105. **Refresh:** To reload the same Web page.
106. **Release Date:** The actual day an Ad Cycle begins.
107. **Remnant Space:** Web site ad space that is relatively undesirable and is often resold to a third party to be filled with low dollar advertising.
108. **Rep Firm:** Company that represents advertising sold on a Web site, often exclusively.
109. **Request for Proposal (RFP):** A request to provide a competitive proposal to handle a particular campaign for publication. The best proposal is typically awarded a contract to perform the service.
110. **Return on Investment (ROI):** The actual or perceived future value of an expense or investment. Ad campaign ROI is a metric that attempts to determine what the advertiser receives in return for the cost of the advertising, usually in terms of new sales. The difficulty in determining ad campaign ROI is tied to the type of online campaign used.
111. **Rich Media:** A general term used to describe advances in online creative that take advantage of enhanced sensory features such as animation, audio and video. Rich media takes many different digital file forms. The serving of rich media creative can require more bandwidth and software modifications for older systems. Rich media creative will become more useful as user bandwidth increases.
112. **Rotating:** A single Ad Spot will display a different Advertisement upon each calling of the page.
113. **Run-of-Group (ROG):** Refers to a rotation of your ad throughout a specified group of pages (Group A, B, or C). Advertisers are given more control by selecting the group desired (from the pre-designated groups available) and then selecting the number of total monthly impressions to be delivered. The system then delivers a random rotation throughout only the group of pages selected.
114. **Run-of-Network (RON):** A campaign buy that distributes creative to all or most of a network of publisher Web sites with no targeting or other filtering applied, other than standard frequency capping. Run-of-Network campaigns provide Advertisers with the greatest reach at the lowest cost.
115. **ROS (Run of Site):** Provides the advertiser with the opportunity to reach a broad audience by running ads throughout a Web site. There is, however, no specific targeting in this model.
116. **Search Engine:** A program that acts as a catalog for the Internet. Using keywords, search engines to help a user locate their desired information. Examples: Yahoo, Google, Overture, Alta Vista, Lycos, and Excite.
117. **Serving:** The real-time, controlled distribution of advertising creative to publisher Web sites.
118. **Single Pixel GIF (SPG):** See Tracking Pixel.
119. **Site Function Targeting:** A simple way to target advertising by the primary use of a Web site (to buy or sell, to get information, to be entertained). Site function targeting is complementary to traditional category targeting.
120. **SkyScraper Ad:** An online ad significantly taller than the 120x240 vertical banner.
121. **Splash page:** A highly expressive page between an advertisement and an advertiser's Web site that often provides product information. Some splash pages automatically jump to another page on the advertiser's Web site after a certain amount of time has elapsed.
122. **Sponsorship:** A long term advertising relationship that typically involves the payment of a fixed fee to display a banner or other graphic on a Web site, or be included in an e-mail newsletter. Integrates an advertiser's message with content on an exclusive or non-exclusive basis. Identified by "Brought to you by..." or "Sponsored by..." messages.
123. **Stats:** Data about the use of a Web site or the effectiveness of an ad campaign. Make sure your ad server software provides real time stats like Ad Server Solutions.
124. **Stickiness:** A performance metric based on the ability of a Web site to hold a visitor's attention. A Web site's stickiness is average duration per user session or per unique visitor.
125. **Surplus Inventory:** Web site ad space available for purchase. Surplus inventory is often Remnant Space.
126. **Surround Session:** Advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.

127. **Tag:** HTML fragment that enables a Web site to serve an impression.
128. **Targeting:** The process of delivering an advertiser's ad to the user through either content matching, profiling, or filtering. The control of the distribution of ad creative to only those Web sites or those users that fit within the particular targeting parameters. Targeting has the potential to dramatically improve the advertiser's ROI.
129. **Text Ad:** Advertisement using text-based hyperlinks.
130. **Third Party Auditing:** The use of an independent serving authority to provide the definitive accounting of the execution of an ad campaign. The campaign contract is usually written so that the auditor's numbers are final, rather than those of either the advertiser or publisher. Third party auditing is sometimes performed by a separate enterprise than third party serving, thus involving a total of four parties. If third party remnant space or affiliates are involved, the total number of entities involved in a single interactive advertising event can be five or more.
131. **Third Party Serving:** The task of managing the frequency capping, redirection and accounting of advertising events between publishers and advertisers.
132. **Tracking:** The collection and automated analysis of data associated with the serving of digital creative. Tracking provides the frequency control, accounting, stats data and anti-fraud components of a campaign.
133. **Traffic:** The number and types of people who come to a Web site. Measured in many different ways. Traffic is the currency of online success, but is not the only factor. Massive, low grade traffic to a Web site with poor content will inevitably result in failure. To an ad network Traffic Management is the ongoing effort to balance Publisher inventory with booked campaigns.
134. **Tracking Pixel:** The method used to track post-click actions. A small piece of HTML code is placed in the advertiser's action page. This causes a clear, single pixel GIF image (1X1) to be loaded which counts the action if a corresponding tracking cookie exists on the visitors computer.
135. **Transfer Click:** Another term for the automatic loading (pop) of a new browser window containing the advertiser's content.
136. **Under Delivery:** Delivery of less impressions, visitors, or conversions than contracted for a specified period of time.
137. **Unique Users:** Users marked by either a Global User ID (GUID) or a cookie in the form of an ID that is attached to a user's browser. Unique users do not include repeat users during a specified session.
138. **Uniform Resource Locator (URL):** an HTTP address used by the World Wide Web to specify a certain site. It usually begins with "http://". Every file and page on the Web has a unique URL. This is the unique identifier, or address, of a Web page on the Internet.
139. **Unique Page Views:** The total number of unique pages on a Web site by a unique visitor.
140. **Unique Visitor and User Session:** A unique IP address visiting a Web site for the first time in a specified period. Unique visitor is more often associated with long periods of time, such as a month. User session is more often associated with shorter periods of time, such as 30 minutes. Both are valuable traffic metrics for many Web sites. Frequency control in ad campaigns is a function of unique visitor and user session definitions.
141. **Vertical Banner:** A banner ad measuring 120 pixels wide and 240 pixels tall.
142. **Viral Marketing:** The use of a self-perpetuation mechanism, such as a referral or affiliate program, to grow a user base in a manner similar to the spread of a virus. Good viral marketing campaigns have extraordinary ROI.
143. **Web Page:** The traditional presentation of information online. Web sites are made up of Web pages, analogous to the pages in a book. If frames are used, multiple pages can be displayed at the same time, resulting in multiple Page Views.
144. **Webmaster:** The individual responsible for the management of a Web site. See Publisher.
145. **Web Site:** A virtual location online designated by a unique URL. A Web site is made up of one or more Web pages.
146. **Web Site Categories:** System of grouping based on content or demographic interests. These may include automotive, Internet, financial sites, etc.

147. **Web Site Profile:** Details that may include historical demographic and psychographic information about visitors to the Web site, or a portion thereof.
148. **Zip Code Targeting:** Real-time geographic targeting of advertisements based on the zip code of the user.

Reporting Terminology →

1. **A/B Testing:** Testing the relative effectiveness of multiple versions of the same advertisement, or other content, in referring visitors to a site.
2. **Authentication:** The verification of a user's identity, often through the use of a unique username and password, to control access to Internet or intranet resources.
3. **Average Page Depth:** The average number of pages on a site that visitors view during a single session.
4. **Bandwidth:** The amount of data that can be transmitted along a communications channel in a fixed amount of time.
5. **Browsers:** A browser, or more accurately a user agent, is the software used to access a Web site. Examples of user agents are "Explorer" (for Microsoft Internet Explorer), "Netscape" (for Netscape Navigator), and "Googlebot" (an automated robot that scours the Web for Web site content to include in its search engine index).
6. **Byte:** A byte is a unit of information transferred over a network (or stored on a hard drive or in memory). Every Web page, image, or other type of file is composed of some number of bytes. Large files, such as video clips, may be composed of millions of bytes ("megabytes"). Since Web site and server performance is heavily affected by the amount of bytes transferred, and Web hosting providers often charge according to this measure, it is very important for site owners to be aware of and understand these figures. One byte is equal to 8 bits where each bit is either a one or zero.
7. **Cache:** A temporary storage area that a Web browser or service provider uses to store common pages and graphics that have been recently opened. The cache enables the browser to quickly reload pages and images that were recently viewed.
8. **Click-through Rate (CTR):** The number of times an ad is clicked on divided by the number of impressions it receives. For example, if an ad is shown 100 times and receives 5 clicks, the click-through rate is 5/100, or 20%.
9. **Conversion:** A conversion is said to occur when a visitor reaches a goal or specifically a page that is specified as the objective target for the path. This goal page could be a purchase confirmation page, a "thank you for registering" page, a download page, an online presentation or a number of pages based on your objective for the campaign.
10. **Cookie:** A small amount of text data given to a Web browser by a Web server. The data is stored on a user's hard drive and is returned to the specific Web server each time the browser requests a page from that server. Cookies are used to remember information from page to page and visit to visit, and can contain information such as user preferences or shopping cart contents, and can note whether a user has logged in so that they do not need to authenticate again as they navigate through the site.
11. **Daemon:** A daemon is any program under a UNIX-type operating system that runs at all times. Common daemons are servers (such as Apache or an FTP server) and schedulers (such as "cron").
12. **Domain:** A domain is a specific virtual area within the Internet, defined by the "top level" of the address or URL (Uniform Resource Locator). The top level is the end of the address; example: "megcha.com". In this example, the top-level part of the domain is ".com", indicating a commercial entity. The "megcha" part is the second-level domain, indicating where within the ".com" domain the information in question is to be found. Other common top-level domains include ".gov", ".net", ".uk", etc.
13. **Domain Name System:** An Internet addressing system that uses a group of names that are listed with dots (.) between them, working from the most specific to the most general group. In the United States, the top (most general) domains are network categories such as edu (education), com (commercial), and gov (government). In other countries, a two-letter abbreviation for the country is used, such as ca (Canada) and au (Australia).
14. **Encryption:** The process of encoding information so that it is secure from other Internet users.

15. **End User:** The final user of the computer software. The end user is the individual who uses the product after it has been fully developed and marketed.
16. **Filter:** A text string or regular expression that is applied to incoming traffic data. Filters are used to manipulate this data before it appears in reports, either by excluding certain pageviews or by rewriting data to make reports more readable or relevant.
17. **Firewall:** A security device that protects a network from unauthorized access. This can be a special kind of hardware router, a piece of software, or both.
18. **Form:** A set of fields on a Web page for data entry. The form is submitted by the user and the data is sent to the server for processing.
19. **Frame:** A "page within a page." A frame is a rectangular region within a Web page, in which another page is loaded. Frames are often used for navigation menus, so that the navigation bar remains on the page while new pages are loaded within the frame.
20. **FTP (File Transfer Protocol):** A common method for copying a file from one computer to another through the Internet.
21. **Graphic User Interface (GUI):** A method of controlling software using graphics instead of text command lines. Generally includes on-screen icons, menus, dialog boxes, and objects that can be moved or resized, usually with a pointing device such as a mouse.
22. **Hit:** A request to the Web server for a file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a Web site receives is not a valid popularity gauge, but rather is an indication of server use and loading.
23. **Hostname:** A hostname is the unique name by which a computer is known on a network. On the Internet, hostname and domain name are generally synonymous. In Analytics, the Hostnames report lists the traffic to the different domains and subdomains on which you have installed the tracking code for your Analytics account.
24. **HTML (Hypertext Markup Language):**
25. **HTTP:** Hyper Text Markup Language is used to write documents for the World Wide Web and to specify hypertext links between Web pages and documents.
26. **IIS (Internet Information Systems):** Microsoft Internet Information Server (IIS) is a popular Web server software system for Windows operating systems.
27. **IP Address:** An identifier for a computer or device on a TCP/IP network. Networks using the TCP/IP protocol route data are based on the IP address of the destination. The format of an IP address is a numeric address written as four numbers separated by periods, each number ranging from 0 to 255.
28. **ISP (Internet Service Provider):** A company which provides other companies or individuals with access to, or presence on, the Internet. Your DSL or cable Internet service is provided to you by your ISP.
29. **Log file:** A file created by a Web or proxy server which contains all of the access information regarding the activity on that server. Each line in a log file generated by Web server software is a hit, or request for a file. Therefore, the number of lines in a log file will be equal to the number of hits in the file, not counting any field definitions line(s) that may be present.
30. **Network:** A set of computers connected so that they can communicate and share information. Most major networks are also connected to the global network called the Internet.
31. **No Referral:** The "(no referral)" entry appears in various Referrals reports in the cases when the visitor to the site got there by typing the URL directly into the browser window or using a bookmark/favorite. In other words, the visitor did not click on a link to get to the site, so there was no referral, technically speaking.
32. **OS (Operating System):** Software designed to control the hardware of a specific data-processing system in order to allow users and application programs to employ it easily. Some common operating systems include MacOS and Windows XP.
33. **Pageview:** A pageview is an instance of a page being loaded by a browser.
34. **Referrer:** The URL of an HTML page that refers visitors to a site.
35. **Returning Sessions:** Returning Sessions represents the number of times unique visitors returned to your Web site during a specified time period.

36. **Reverse DNS:** Name resolution software that looks up an IP address to obtain a domain name. It performs the opposite function of the DNS server, which turns names into IP addresses.
37. **Session:** A period of interaction between a visitor's browser and a particular Web site, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time.
38. **Top-Level Domain (TLD):** The last part of a URL or domain name. For instance, the TLD of google.com is ".com", and the TLD of google.co.uk is ".uk".
39. **Unique Visitors:** Unique Visitors represents the number of unduplicated (counted only once) visitors to your Web site over the course of a specified time period. A Unique Visitor is determined using cookies.
40. **Unique Visitor Session:** A Unique Visitor Session is a visitor interaction with a Web site for which the visitor can be tracked and declared with a high degree of confidence as being unique for the time period being analyzed.
41. **Untrackable Session:** A period of visitor interaction with a Web site for which the visitor cannot necessarily be distinguished as being unique.
42. **URL (Uniform Resource Locator):** A URL is a means of identifying an exact location on the Internet. For example, <http://www.megcha.com/Blog/2008.asp> is the URL for my blog. URLs typically have four parts: protocol type (HTTP), host domain name (www.megcha.com), directory path (/blog/), and file name (2008.asp).
43. **User Agent:** A user agent is a generic term for any program used for accessing a Web site. This includes browsers (such as Internet Explorer or Netscape), robots and spiders, and any other software program that retrieves information from a Web site.
44. **Visitor:** A Visitor is a construct designed to come as close as possible to defining the number of actual, distinct people who visited a Web site. There is of course no way to know if two people are sharing a computer from the Web site's perspective, but a good visitor-tracking system can come close to the actual number. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.
45. **Visitor Session:** A Visitor Session is a defined period of interaction between a Visitor (both unique and untrackable visitor types) and a Web site.
46. **W3C:** The W3C, or World Wide Web Consortium, is a standards body dedicated to ensuring interoperability between all the varied system and network types that comprise the World Wide Web part of the Internet. The W3C log format is commonly used by several Web server software systems, such as Microsoft IIS.

The terminology of Internet marketing is extensive just like the terminology of any field. Knowing how to talk the talk will help you get on the same page with others in the field. I would encourage you to not only get to know the language of the Internet but understand the roots of Internet marketing which lie squarely in the history of direct response. Marketing on the Internet is just another form of marketing and as such has it's set of rules but when you dig in deep, it's not all that different than direct mail. Sure... the medium may be different, but how you analyze campaigns is not all that different.

Good luck and Keep it Simple.