



General information and the criteria of
Digital Ad Trust Belgium's video label

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1. Belgium's ad trust label

This section is meant to establish the reference framework that sets out and defines the criteria covered by Belgium's Digital Ad Trust Label

The Digital Ad Trust certification focuses on five areas that have been selected by UBA, VIA Media and WEMEDIA in a joint effort

1. Brand safety
2. Ad fraud
3. Viewability
4. User experience
5. Data protection (GDPR compliance)

The certification is crucial for building trust in digital advertising in general.

Websites will be certified for both desktop & mobile. Apps are excluded (mobile and IPTV) and they are not in scope of the certification process.

The principle of certification is as follows: a website owner must cooperate fully and transparently with all of the criteria set. If a website owner is unsuccessful in one or more aspects, they can/ will be re-audited. As long as the website owner does not comply with the criteria, the Digital Ad Trust label can and will not be granted. If the website owner disagrees with the auditor's conclusions, they can appeal.

Applications and controls related to the Digital Ad Trust certification will be performed in four annual waves. Firstly, an application audit will be performed on all criteria mentioned below in this chapter. This audit will be the basis to award or not the Label to a website. This audit will be performed in close cooperation with the website owners and will be performed in full transparency. As long as this phase does not result in a positive decision for a site and therefore as long as the Label is not awarded to that site, there will be no second phase.

The second phase of the control will be performed on a spot-check basis. At random and without informing the website owners, additional verifications will be performed. The purpose of these 'mystery checks' is to ensure that the theory is properly applied in practice and that the first phase is followed-up correctly by the different website owners who have received the Label.

The auditor commits to help the website owners during the audit process with resolving issues by explaining misstatements in the submission and finding an acceptable solution. The auditor also has a supporting role.

Chapter 2 provides a detailed planning, including for those cases where an application does not meet the required criteria.

The internet, and especially online marketing, is continuously evolving, which is especially true of the fast-paced advertising technology market. This means that the framework of criteria and tests we have defined will never be final and will need to be reviewed every year. This will most likely result in an annual update and subsequently also the criteria and the evidence that have to be submitted for the application of the Digital Ad Trust Label will change.

All decisions to award (or withdraw) the Label, will have to be confirmed by the Steering Committee and will be treated confidentially.

Only the names of the websites that have been awarded a label will be communicated to the market in a defined form (e.g. via www.digitaladtrust.be).

It goes without saying that all the information shared by Digital Ad Trust Belgium entity with website owners and vice versa, and by/with the auditor acting on behalf of the Digital Ad Trust Belgium will be covered by the terms of an NDA which will be integral part of the application process and will need to be signed when starting the application for the Digital Ad Trust Label.

The Digital Ad Trust label offers/will offer three different types of certification:

1. “Display”: the website can be certified for all display formats only, including inbanner video (non-expandable), except native formats
2. “Video”: the website can be certified for all instream video formats only, **Outstream formats will be added in a later phase.**
3. “Display & Video”: the website can be certified for all of its formats (display and instream video formats)

In principle, the Digital Ad Trust Label will only be awarded if a “Yes” is scored on all criteria mentioned. The only exception is where a “No” is labelled as “Not Blocking”. This relates to a limited number of quality criteria and these are explicitly mentioned in the audit criteria as NB (Not Blocking). When NB is not mentioned explicitly for one or more criteria. Not meeting this criterion / these criterion will immediately constitute a showstopper and the DAT Label will not be granted!

After the DAT Label is granted, spot-checks will be performed via the auditor. Those checks will not be announced and can be performed once the Label has been granted and as long as the Label of a certain year is considered to be active. As stated, these checks will not be discussed upfront with the website owners. It is the auditor’s choice which criteria to test in the spot-checks. If these checks yield a negative result, the auditor will inform the website and judge whether there is an acceptable explanation for the spot-checks’ negative outcome or whether the Label for a specific website has to be withdrawn. The auditors’ evaluation form will be forwarded to the Steering Committee and follow the normal procedure (as described above). The website owner can also lodge an appeal.

The various topics below comprise the core of the DAT Label certification. They provide a detailed explanation, for each criterion, of the definition of the topic, the control actions for the website owner, and the activities that the auditor will perform in relation thereto.

Finally, the “Criteria” section sets out whether or not the qualification has been successfully achieved with the words Yes or No. This outcome is only based on “Not Blocking” items. If a sub-criterion has been given the “NB” qualification, it will not be taken into account when determining the final judgment/evaluation.

All criteria mentioned hereafter are those for the certification of the video formats.
Data from performance-based campaigns will not be reviewed during the audit. As such, performance-based campaigns will be excluded from the audit judgment.

2. The criteria of the Digital Ad Trust Label Belgium for video

Ahead of the audit, a list of information required will be forwarded and discussed between the auditor and the website owner. In preparation for the audit, the auditor will review all the input received ahead of time from the-website owners. The auditor is not prohibited from contacting the website owner to discuss issues. A contact person must be appointed on the websites’ side. The auditor will be in close contact with this person, enabling them to request any and all information they may need.

At the auditor’s convenience or in case of doubt, the auditor must also be able to verify or validate the input received from the-website on-site. Obviously, this has to be organised by the website owner and the auditor, respecting workloads, agendas and confidentiality.

The 5 different criteria are summed up below. A standard documentation method has been used, starting with the objective of the criterion, the definition and the control aspects, naming the action required from the website owner and how the auditor will verify that action.

A positive evaluation on all aspects is required, except if “NB” (Not-Blocking) is mentioned next to a sub-criterion.

The scope of work contains all video instream formats on a website. Video content of a website that is published on another website (syndicated content), can’t be audited. In a first phase only instream ads will be audit, outstream will be integrated in a later phase.

2.1 Brand Safety

2.1.1 Objective

The objective is to guarantee a safe online environment in which brands can advertise.

2.1.2 Definition

A safe environment: the ads that are placed, the content of which is created and controlled by professionals, must in no way encourage negative and extreme behaviour.

2.1.3 Control aspects and audit verification

1. Review of own content by professionals (e.g. journalists, editors, etc.).

Audit verification: the auditor will ask for a label signed statement (including a copy of the internal procedure explaining how the check is conducted and on which internal criteria it is based).

The contact details of the person responsible for this procedure on the website owners' side are also requested.

2. Compliant with IAB filters.

This means that no ads appearing on the website contain or encourage coarse language (porn, drugs, alcohol use or hateful behaviour).

Audit verification: the auditor will ask for a label signed statement

The contact details of the person responsible for this procedure on the websites' side are also requested.

3. A Moderator (Panel)

This means that user-generated content is managed by a moderator (panel). This is only applicable for websites whose content is primarily (> 50%) made up of user-generated content.

Audit verification: the auditor will ask for a signed statement and the list of moderators. The contact details of the person responsible for this procedure on the websites' side are also requested in case of additional questions.

4. Blacklist

This means that a blacklist is active. The blacklist can also be supplemented/replaced by a list of available content tags enabling advertisers (or their representative(s), such as media agencies) to create their own blacklist.

Audit verification: the auditor will ask for a signed statement. Also, the blacklist and/or the list of available content tags must be forwarded to the auditor.

The contact details of the person responsible for this procedure on the website's side are also requested in case of additional questions.

2.2 Ad Fraud (incl. Bad bot traffic)

2.2.1 Objective

The objective is to combat ad fraud. It is one of the toughest issues to tackle within the media business.

2.2.2 Definition

Ad fraud means fraudulently representing online advertisement: fake impressions, fake clicks, fake conversion or fake leads in order to generate revenue at the expense of an advertiser.

2.2.3 Control aspects and audit verification

1. The website owner has a 3rd party ad fraud tool enabling a website to be checked using a tag approved by the Media Rating Council (MRC)¹. For a period of at least 1 month during the 3 months that precede the certification request or during the certification process period, the audited volume must account for at least 10% of the website's total number of ad impressions, with a ceiling of 5 million ad impressions

Audit verification: the auditor will require controlled access to the tool. Additionally, screenshots of the ad fraud tool's reporting will be requested.

2. Ad server

Audit verification: the auditor will request access to or screenshots of the ad server in order to check the relevant settings.

3. Monthly procedure(s) are in place to prevent ad fraud.

Audit verification: the auditor will review the monthly procedure(s) and request an action plan relating to the last 3 months (NB).

4. Subscription to the IAB botlist.

Audit verification: the auditor will ask for evidence (access to verify or screenshot of the ad server being connected to the IAB botlist) and a copy of the contract with IAB for the subscription to the IAB botlist.²

¹ Annex 9.2 Digital Metrics, companies accredited by MRC, a list of accredited properties arranged by metric type
² <https://iabtechlab.com/software/iababc-international-spiders-and-bots-list/>

5. Ads.txt is present in the root of the publisher's website.

Audit verification: a screenshot of the relevant page x.be/ads.txt must be delivered to the auditor

6. In case of programmatic buying, the property url-x.be must be shown (meaning: the advertiser can see on which site the ad has been displayed).

Audit verification: the auditor will check the settings, ensuring that at least the property url is mentioned/ available/ present.

7. In case of programmatic buying, the website must comply with the IAB Open RTB Specs 3.

Audit verification: the auditor will check the settings in the adserver, ensuring that at least the minimum requirements will be met.

2.3 Viewability and visibility

2.3.1 Objective

To guarantee the viewability and visibility of online video ads.

2.3.2 Definition

Generic: in-stream video advertising metrics that aims to track only impressions that can actually be seen by users on the one hand and that ensures the ads are seen for at least 50% of the total duration on the other hand, conform to the benchmarks of Moat. It focuses on the measurability of ads at website level.

1. Viewability : IAB definition: to qualify for counting as a viewable video ad impression, it is required that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement necessary for a viewable display ad. This required time is not necessarily the first 2 seconds of the video ad; any unduplicated content of the ad comprising 2 continuous seconds qualifies in this regard.
2. Viewed : in order to determine if a valid and viewable video ad is also seen, "visible on 2nd quartile" should be obtained conform to the Moat benchmarks.

We differentiate several types of in-stream video environments. In-stream video ad; played before, during or after the streaming video content that the consumer has requested (Pre-, Mid- and Post-roll). In stream Video ads are displayed within the context of streaming video content.

Formats like:

- in-banner video – are out of scope

3 <https://www.iab.com/wp-content/uploads/2016/03/OpenRTB-API-Specification-Version-2-5-FINAL.pdf> (page 15)

- interstitial video – are out of scope
- In-read video (outstream)– are out of scope

Note : the above rules regarding viewability are conform to the methodology used by DAT France, the above rules regarding visibility are conform to the actual TV currency. DAT Belgium follows up the market debate closely, and sees this approach as a starting point. Depending on the market evolutions, the definition of duration can be adjusted at any time.

2.3.3 Control aspects and audit verification

Review at admission & monitoring based on reporting of an MRC-approved 3rd party tool.

1. Generic

Audit verification: the auditor will ask for a label signed statement. Access to or relevant screenshots of the 3rd party MRC-approved tool or ad server will be requested. The verification will be performed for at least 1 month during the 3 months preceding the certification request.

Additionally, the auditor will ask for a copy of the viewability and visibility improvement plan and ask which measures have been taken (NB).

The contact details of the person responsible for this procedure on the website's side will also be requested in case of additional questions.

2. Ad level

Audit verification: the auditor will ask for a label signed statement. Access to or relevant screenshots of the 3rd party MRC-approved tool or ad server will be requested.

The verification will be performed for at least 1 month during the 3 months preceding the certification request. The audited pages must account for at least 10% of the website's total number of pages, with a ceiling of 10 million impressions audited

The contact details of the person responsible for this procedure on the website's side will also be requested in case of additional questions.

2.4 User Experience

2.4.1 Objective

To improve the user experience.

2.4.2 Definition

To improve the user experience, the website owner has to avoid ad formats that disrupt the experience, that interrupt content and that slow browsing.

2.4.3 Control aspects and audit verification

The verification will focus on the ratio length of in-stream, non-skippable video advertising time versus video content time. Advertising time that is skippable is not taken into account.

1. when video content is shorter than 30 seconds, no video ads are allowed
2. when video content is max 1 minute, video ad(s) are allowed, but the total ad time may not be higher than 15 seconds
3. when video content is between 1 and 2 minutes, video ad(s) are allowed, but the total ad time may not be higher than 20 seconds
4. when video content is longer than 2 minutes, video ad(s) are allowed, but the total ad time may not exceed 20%

Audit verification: the auditor will perform practical tests twice per day over a given period of time (minimum 20 days).

2.5 Data Protection

2.5.1 Objective

Transparency for visitors regarding the data protection policy.

2.5.2 Definition

Commitment to provide website visitors with clear information about the cookies and trackers on the website.

2.5.3 Control aspects and audit verification

1. Are the data protection arrangements mentioned in the General Terms & Conditions properly applied with regard to website visitors?

Audit verification: the auditor will trace and approve the General Terms & Conditions and check whether they are properly applied.

2. Regarding ads, is a consent framework available? (Yes/ No)

Audit verification: is the consent framework in line with the minimum legal requirements? The auditor will check that the consent framework is present on the website.

3. Availability of a Data Protection Officer (DPO) and their contact details (NB)

Audit verification: the auditor will check if the DPO is still employed by the website owner

4. Statement of compliance with the legislation on the protection of personal data (NB)

Audit verification: the auditor will review the statement and check compliance



3. Annexes

Annex 3.1: Bibliography / Sources

Annex 3.2 : Digital Metrics, companies accredited by MRC

Annex 3.3: Glossary

Annex 3.1: Bibliography / Sources

Besides the notes mentioned, the following sources were used for this report

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[img&mkt_tok=eyJpIjoiTVdFNVI6STJZV1E0TldFMiIsInQiOiJ4MTBSK0xcL2gwdTRoeEhsRjVMbm1aUUNzM25sekhnSXlyZCtwMk1JOENJeE13STJpT3hsVUNYaHNpcjdLVzhlbmdQcmprZW95emFEbTN2ZWJUNWhvVGFMc1Y3eWt2OWo0ZUZnU3ZITkhpRUxsR0NqbGVIV3cwcGhpT25neFpoWjcfQ%3D%3D](https://www.thinkwithgoogle.com/marketing-resources/content-marketing/how-identify-right-kpis-online-video/?utm_medium=email-d&utm_source=weekly-insight&utm_team=twg-us&utm_campaign=Nurture-MM6-twg-us-think-weekly-insight-OT-OT-OT&utm_content=Measurement-img&mkt_tok=eyJpIjoiTVdFNVI6STJZV1E0TldFMiIsInQiOiJ4MTBSK0xcL2gwdTRoeEhsRjVMbm1aUUNzM25sekhnSXlyZCtwMk1JOENJeE13STJpT3hsVUNYaHNpcjdLVzhlbmdQcmprZW95emFEbTN2ZWJUNWhvVGFMc1Y3eWt2OWo0ZUZnU3ZITkhpRUxsR0NqbGVIV3cwcGhpT25neFpoWjcfQ%3D%3D)

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1. Brand safety,

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2. Ad fraud

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<https://www.ubabelgium.be/nl/news-insights/detail/2018/06/21/UBA-vraagt-een-fundamentelehervorming-van-de-digitale-advertentiewereld>

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<https://www.globaldots.com/2018-bad-bot-report-the-year-bad-bots-went-mainstream/>

3. Viewability,

<https://eaca.eu/wp-content/uploads/2017/08/European-Viewability-Initiative-Press-Release-1.pdf>

4. Coalition for better ads <https://www.betterads.org/research/>

5. GDPR compliance, meaning the Protection of Personal Data.

<https://www.cim.co.uk/more/gdpr>

<https://ddma.nl/actueel/uitkomst-avg-status-check-cultuurverandering-is-noodzakelijk/>

Annex 3.2: Digital Metrics, companies accredited by MRC – version 4/20/20

Digital Metrics, Companies Accredited by MRC
Based on MRC accredited digital properties as of 4/20/20

(d = desktop; mw = mobile web; ma = mobile in-application; OTT = connected video)

<u>Ad Centric:</u>	<u>User Centric:</u>
<p>Served Ad Impressions—Display: Adform (d, mw, ma), Adloox (d, mw), C3 Metrics (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Facebook Ads (d, mw, ma), Forensiq (d, mw, ma), Flashtalking (d, mw, ma), FreeWheel (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, ma, OTT), Instagram Ads (mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma), Protected Media (d, mw, ma), Sizmek SAS (d, mw, ma)</p> <p>Served Ad Impressions—Video: Adform (d, mw, ma), Adloox (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Forensiq (d, mw, ma), FreeWheel (d, mw, ma, OTT), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Google YouTube Reserve (d, mw, ma), Hulu (d, ma, OTT), Innovid (d, mw, ma, OTT), Integral Ad Science (d, mw, ma), Meetrics (d, mw, ma), Moat (d, mw, ma), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma), Sizmek SAS (d, mw, ma)</p> <p>Served Ad Impressions—Rich Media: Flashtalking (d, mw, ma), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Hulu (d, ma, OTT)</p> <p>Clicks: Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Microsoft Bing (d, mw), Sizmek SAS (d, mw, ma)</p> <p>Viewable Display Ad Impressions*: Adform (d, mw, ma), Adloox (d, mw), C3 Metrics (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Flashtalking (d, mw), Forensiq (d, mw), Google 360 (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw), Moat (d, mw, ma), Picalate (d, mw, ma), Sizmek SAS (d)</p> <p>Viewable Video Ad Impressions*: Adform (d, mw, ma), Adloox (d, mw), comScore vCE-Validation (d, mw, ma), DoubleVerify (d, mw, ma), Forensiq (d, mw), Google 360 (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw, ma), Google Ad Manager (d, mw, ma), Google YouTube Reserve (d, mw, ma), Innovid (d, mw, ma), Integral Ad Science (d, mw, ma), Meetrics (d, mw), Moat (d, mw, ma), Sizmek SAS (d)</p> <p>Sophisticated Invalid Traffic Detection/Filtration Adloox (d, mw), comScore (d, mw, ma), DoubleVerify (d, mw, ma), Forensiq (d, mw, ma), Google Ads (d, mw, ma), Google Campaign Manager (d, mw), Google YouTube Reserve (d, mw, ma), Integral Ad Science (d, mw), Meetrics (d, mw), Microsoft Bing (d, mw), Moat (d, mw, ma), Picalate (d, mw, ma, OTT), Protected Media (d, mw, ma), White Ops Fraud Sensor (d, mw, ma)</p> <p>Property-Level Ad Verification Processes: comScore vCE-Validation, DoubleVerify, Integral Ad Science, Oracle Contextual Intelligence (Grapeshot)</p> <p>Other Picalate, various SSAI Tracked Ads metrics, (d, mw, ma, OTT)</p>	<p>Unique Cookies: Nielsen Digital Ad Ratings (DAR) (d), Sizmek SAS (d)</p> <p>Unique Users: comScore vCE-Audience 2.0 (d), Nielsen DAR (d)</p> <p>GRPs: comScore vCE-Audience 2.0 (desktop display and video viewable impression-based GRP for age/gender and behavior-based ethnicity demo breaks)</p> <p>Nielsen DAR (desktop display and video viewable impression-based GRP for Integral Ad Science and Moat viewability integrations, age/sex demo breaks ages 13+)</p>

Ad Centric: Focused on counts related to ad delivery and interactions

User Centric: Focused on the activity of internet users and their exposure to ads or content.

* Accreditation for Viewable Impressions includes accreditation for required viewability related metrics.

Annex 3.3: Glossary

Ad Exchange: The platform on which impressions from website owners are connected with advertisers' campaigns. The platform makes online bidding and selling of media possible.

Ad Extensions: An AdWords feature that shows additional information in your ads such as your business' location, phone number, business ratings, and links to your webpage.

Manual Extensions: App Extension, Call Extension, Location Extension, Review Extension, Sitelinks Extension, Callout Extension.

Ad Group: The structure that contains one or more ads and a target set of keywords for Google Search, as well as a target set of placements for Google Display.

Ad Rank: The formula Google created to determine your ad's position in the search results.

[Formula] Ad Rank = Your

Max CPC Bid x Your Quality Score. Sitelinks and use of other extensions are also factored into

this equation. **Ad Relevance:** An indicator that lets Google know how closely related your keywords are to your ads and website landing page. Google's Quality Score values Ad Relevance above anything else. Make sure your keyword is featured in your ad text, and is featured somewhere on your website landing page to increase Ad relevance and thus the Quality score.

Ad server: is a Web server that stores advertising content used in online marketing and delivers that content onto various digital platforms such as Websites, social media outlets and mobile apps. An ad server is merely the technology in which the advertising material is stored and is the means of distributing that material into appropriate advertising slots online.

AdWords API: The piece of technology that lets advanced AdWords users build software applications to interact with and make changes to their campaigns. To use the AdWords API, you will need a My Client Center account and a developer token. API stands for Application Program Interface

Analytics: A free tool Google created to help you better understand the types of customers that visit your website, how much time they spend there, where they come from, and other important metrics that AdWords cannot provide in as much detail.

Automatic Bidding: The bidding strategy that lets Google automatically adjust your maximum bids across keywords.

This is a good option for advertisers that are willing to give up a little control to free up some time.

Ad serving: The act of calling ads from a centralised server (the adserver) and delivering them to user's web browser.

Agency Trading Desk: This is the part of a media agency responsible for and specialised in the buying of media via a DSP, and where impressions and audiences are optimised by making use of automated trading. Trading Desks not linked to an agency are called Independent Trading Desks.

Blacklist: This is a list of blocked items, terms or URLs to be used when an advertising campaign is delivered. **Bounce Rate:** The rate of visitors to your website who leave without visiting more than 1 page of your site.

Broad Match: The keyword setting that allows your ads to be triggered when any type of similar variation, synonym, or phrase is searched. It will have the largest reach (impressions) compared to all other match types, but will be far less targeted.

Broad Match Modifier: The keyword setting that will give you reach (impressions) similar to broad match keywords, but also give you more control over who you are serving your ads to.

They tell Google certain words in your keywords phrase need to be present in the search term of your customers. Broad match keywords are indicated by a '+' sign. **Callout Extensions:**

Additional text that appears with your ad that calls out some piece of information of value for



your customer. Basic examples of Callouts include: 24/7 Support, Free Shipping, and Cancel Anytime. Call-outs are not clickable

Clickthrough Rate (CTR): The percentage of people that click on your ad after viewing it. The formula used to determine your CTR is the total number of clicks divided by the total number of impressions.

Conversion Rate: The average number of conversions you will see per click on your ad.

Conversion Tracking: The method of tracking the important actions your customers make (sales, sign-ups, etc.) that come as a result of Google AdWords ads.

Cookies: This is a message containing information about a user that is sent by a web server to a browser and then sent back to the server each time the browser requests a web page from that server. That way, the server collects valuable information about the user.

Cost per Click (CPC): The price you pay Google each time someone clicks on your ad.

Cost-per-thousand Impressions (CPM): The price you pay Google every time your Display ad sees 1,000 impressions.

Cost-per-view (CPV): The price you pay Google every time someone views one of your video ads.

Customer ID: The unique number that is assigned to your Google AdWords account. It is a 3-part number that can be found on the top right corner of your AdWords

Demand Partner: An entity such as an advertiser, an agency or a trading desk that buys the inventory of a website owner. Display Network: One of the internet's largest content networks. It contains more than a million websites and apps that can serve your ads

DMP: Data Management Platform. This is a data warehouse: a piece of software that collects and stores information and splits it in a way that is useful for marketers, publishers, websites etc. It allows them to control their own first-party audience and campaign data and compare it to third-party audience data.

DSP: Demand Side Platform. This is a platform through which an advertiser can buy impressions via the Ad Exchange. Facebook custom audience: This is a targeted advertising service that allows businesses to import user e-mail addresses for retargeting on the social media platform.

Custom Audiences are an effective way for online businesses to interact with relevant users across multiple channels.

Floor Price: The price that is set by the publisher as the minimum for that impression.

Frequency: Definition from Google – “the average number of times a unique user sees your ad in a position of “1” over a given time period”. Google will, by default, continue to show your ad even if a user has seen it before. *Note* an ad is counted as viewable/displayable when 50% or more of the ad shows for one second or longer for display ads and two seconds or longer for video ads.

Frequency Capping: a feature that lets you control the number of times your ad appears to the same person on the

Display Network

Geo-Targeting: See Location Targeting

Impressions (Imps.): a core performance metric that tells you how many times your ad has been shown/ displayed

IP Address: an ID number for every computer or device connected to the internet. You can exclude certain IP addresses from seeing your ads such as those of your co-workers, family, and friends

Keywords: Words or phrases describing your product or service that you choose to trigger your ads. The keywords determine when your ads are displayed. When your keyword matches what people search for on Google, your ad will appear. (for more information see: Quality Score, Page Rank, Top of Page Bid Estimate)

Keyword Insertion: a feature that updates your ad text to include one of your keywords that matches a customer's search terms. This requires the use of a simple line of code in your ad text. If you are selling all types of hats and are bidding on “wool hats” “tweed hats” and

“women’s hats” you can enter {KeyWord: hats} into your ad text. The text will show hats unless the searcher used one of your keywords (wool hats, tweed hats, or women’s hats). For more on how to use these, check this tutorial out.

Keyword Matching Options: Also known as Keyword Match Types, these are the different settings for each keyword to control how closely the search term must be to the keyword in order to trigger your ad.

Keyword Mining: the gathering of keywords for your business and ads. You can mine keywords using the Keyword Planner or Search Terms Report

Location Extensions: an addition to your ad that shows your business’ address. This is essential for businesses trying to drive in-store traffic.

Location Targeting: target audiences based on where they are in the world. You can also choose areas to avoid.

Location Groups: Places of interest: select the places of interest within a certain area (i.e. airports in the UK or Universities in the UK)

Manual Bidding: Select the maximum cost-per-click bid amount for your ad group’s default bid.

When you identify certain placements, keywords, audiences, and times of day that have the best returns, you can use manual bidding to increase returns of investment

Marketing automation: This is software that is a part of Customer Relationship Management (CRM) which aims to ease a marketer’s task by planning, managing, coordinating and measuring all the digital marketing campaigns. This way, marketing automation helps the marketers and business owners in automating their marketing processes and to get the maximum benefits.

Pixel: A tracking or re-targeting pixel is a small piece of code contained in a single clear pixel on a website or specific ad unit that drops a cookie on the user’s browser. That cookie is used for tracking purposes

Programmatic Buying: This is a general term that only covers the side of the advertiser who buys the media through an automated system.

Re-targeting: This is reaching an audience that was reached before with a previous message.

RTB: Real-time Bidding: The buying of media space per impression in real time. The impression is sold once it is shown to the surfer.

SSP: Supply Side Platform. This is the platform that is used by the publishers and which makes it possible for them to sell online media automatically. This is connected to either DSPs or Ad Exchanges and makes sure that the publisher always receives the highest turnover.

Whitelist: This is a list of approved items, terms or URLs to be used when an advertising campaign is delivered