

Online Marketing Terminology

Below are commonly-used terms for online advertising and web marketing.

Banner View

Number of times a banner has been displayed.

Click through

Number of times an ad has been clicked through to the campaign landing page.

CPM

CPM is cost per thousand.

CTR

Click through rate. The ratio of the number of banner views versus the number of times viewers have clicked through to your campaign landing page.

ROC

Run of category. Ad is displayed on pages related to a specific category.

RON

Run of network. Ad is displayed throughout the network of sites.

ROS

Run of site. Ad is displayed throughout the site.

Impressions

Number of times a banner ad was requested.

Interstitial

These ads automatically load before the site page without being requested by the viewer.

Microsite

These are ad sites within a site.

Page Views

When a viewer's browser requests a site page. A single page view may create multiple hits to the server if the page.

Rich Media

Rich media ads go beyond static banners and animated GIF banners. Rich media ads include rich imagery, audio or video. Rich media banners include Flash and Shockwave.

For more tips, visit: <http://www.compasscross.com/marketing-best-practices.html>