

## 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>