Ad Speak 101
GLOSSARY

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API
Application Programming Interface. A software intermediary that allows two applications to talk to each other. APIs send and retrieve pure data via a set of dedicated URLs, eliminating unnecessary presentational overhead.

Audience Targets
A volume-based goal attached to an advertising campaign. The amount of a given target audience segment or demographic that is required to satisfy the campaign goals.

Audience-based Buying
A trading methodology whereby advertisers or agencies identify the audience target commitments they want to achieve, as opposed to a prescriptive specification of volume and/or location of spot bookings (Spot-based Buying).

Automation
The process of making manual processes system-led and automated. Typically used to increase cost efficiencies and improve performance.

Break
The time between program segments in linear broadcast streams, during which advertising can be served.

Campaign
An advertising plan for a product that defines a desired audience target and distribution plan across dates, time, services, spots length, programming and types of inventory.

Clash
Competitive brands, products, or services that do not advertise in the same commercial break or within a program sponsored by one another.

Cloud-based
Deployable in public and private cloud environments.

CPM
The cost that a buyer pays per 1000 measured views. M is the roman numeral for thousand.

Efficiency
In Ad Speak, the measurement used to ensure that the desired demographic audience for a campaign is delivered using the minimum amount of inventory and without wastefully consuming other scarce target audiences. (see Wastage)

GRP
A unit of measurement of audience size, calculated as a percentage of the total market reached within a specified demographic, multiplied by the exposure frequency. May be referred to as Gross Impressions or Gross Audience.
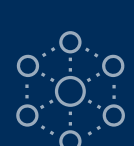
Impressions
Measurement of the number of times an ad or other content was consumed by a viewer.

Impression-based Buying
A trading methodology allowing advertising to be purchased based on the number of viewers that will be served a given ad.

Integration Services
Data synchronization/alignment between disparate systems, as used in ad tech to allow continuous sharing of reference, demand, and supply data to drive optimization.

Inventory
Commercial time in a program schedule that is available for sale, taking into consideration the time that has already been sold and the carrying capacity of the service.

Makegood
A commercial offered to and accepted by a buyer to replace one that did not run as scheduled or was aired improperly and is being run to "make good" (fulfill the intent of) the original order.

Optimizer
A tool that books out a campaign based on efficiency.

Rating
Measure of the popularity of a commercial break or advertisement, derived by comparing its achieved audience to the potential audience segment population as a whole (the "universe"). One rating point is equivalent to one percent of a given target audience.

Reconciliation
The process of tracking which spots actually aired on any given service. Campaigns are updated to reflect the reality of what was transmitted versus what was planned.

Restrictions
Limitations dictated by a regulatory body or a sales organization as to where commercials may be placed (e.g., in what content, times, dates, projected viewing audience mix, etc.).
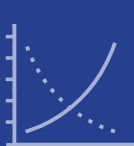
Sell-side Optimization
Using sell-side, efficiency-based algorithms to determine the most appropriate placement of advertising across a number of campaigns, which increases the total amount of available audience to the buying community.

Spot
A commercial or commercial announcement that is placed within or next to an event or program.

Supply and Demand
In Ad Speak, "supply" refers to available inventory and "demand" refers to advertising orders/campaigns.

Wastage
Impressions/ratings achieved that are not monetized. Specifically, potentially saleable reached audiences that are "lost" by placing a spot in a break that is targeting/paying for another audience segment.

Yield Management
The act of balancing supply and demand and monitoring and adjusting pricing to improve the efficiency and effectiveness of advertising campaign management with the goal of improving overall revenue "yield" from the available inventory.

Looking for more information?
Let's talk. →

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