

## 12.2: Key terms and concepts

Table 12.2.1

Term	Definition
Ad server	The technology that places ads on websites.
Animated GIF	A GIF (type of image file) which supports animations and allows a separate palette of 256 colours for each frame.
Banner	An online advertisement in the form of a graphic image that appears on a web page, including mobile sites.
Clickthrough rate (CTR)	Clickthrough rate = Clicks / impressions, shown as a % conversion. A visitor completing a target action.
Cost per acquisition (CPA)	Refers to the cost of acquiring a new customer. The advertiser pays only when a desired action is achieved (sometimes called cost per lead).
Cost per click (CPC)	Refers to when an advertiser pays only when their ad is clicked on, giving them a visitor to their site typically from a search engine in pay-per-click search marketing or programmatic CPC buying engines.
Cost per mille/ thousand (CPM)	Amount paid for every 1 000 impressions served of an advertisement.
Display network	Content websites that serve pay-per-click adverts from the same provider, such as AdWords.
Google AdWords	Google's PPC program, which allows advertisers to display their adverts on relevant search results and across Google's content network.
HyperText Markup Language (HTML)	A language read by web browsers. Certain HTML 'tags' are used to structure the information and features within a web page. As an example, HTML emails usually contain graphics and can be interactive.
Internet Protocol (IP) address	The Internet Protocol (IP) address is an exclusive number which is used to represent every single computer in a network.
Internet service provider (ISP)	Internet service provider; this is the company that provides you with access to the Internet, for example, MWEB, Verizon or AT&T
Key performance indicator (KPI)	A metric that shows whether an objective is being achieved.
Paid search advertising	Usually refers to advertising on search engines, sometimes called PPC advertising. The advertiser pays only for each click of the advert.
Tracking	Measuring the effectiveness of a campaign by collecting and evaluating statistics.
Tracking code	A piece of code that tracks a user's interaction and movement through a website.
Traditional media	Media that is not digitally based or bought through digital metrics, these include TV, print, radio, magazine, activation and out of home (billboards). Digital billboards and activations using digital hologram technology, along with radio ads that integrate mobile technology, are blurring the lines between media.
Unique selling point (USP)	Unique selling point (or proposition) is what makes your offering different to your competitors'.
Web analytics	A software tool that collects data on website users, based on metrics to measure its performance.
Web browser	This is what allows you to browse the World Wide Web. Examples of browsers include Microsoft Edge, Chrome, OperaMini, and Firefox.

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