



DoubleClick by Google

Programmatic Glossary: A Glossary of Programmatic Advertising Terminology

The ad auction is used to select the ads that will appear on a publisher's sites and determine how much they earn from those ads. All ads pay different amounts of money, depending on factors such as how much an advertiser has bid for the ad. The ads that win in the auction are the ones the publisher sees on their sites.

Open Auction also known as open exchange or open market: sales model that allows all buyers to bid on ad impressions via an ad exchange. This is the most common form of Real Time Bidding (RTB) buying across ad exchanges and Demand Side Platforms (DSPs). It is a 2nd price auction where each publisher on the exchange shows their inventory to all buyers/advertisers where advertisers can evaluate and bid on impressions in real-time. Publishers can apply controls like blocking advertisers that are not brand safe.

Private Marketplaces:

A private marketplace (PMP) has many names in the industry, but can be defined as premium inventory from select publishers that can be accessed on a first-look or exclusive basis before being offered via open exchange. There are many types of market places, the most common one at the moment being: "private deals/private auctions": One publisher offering inventory to a select group of buyers.

and

"Preferred deals": One publisher offering inventory to one or more buyers on a fixed price basis. Deals are pre-auction, meaning that fixed price deals will transact if the buyer accepts the inventory, even if the price is below that of the auction. Connect with audiences on brand-focused inventory while leveraging the safeguards and controls from TV as those controls are easier to set up on private direct deals and in the premium categories

Fragmentation: Technology fragmentation creates inefficiencies--the Boston Consulting Group found in 2013 that advertising agencies suffer more than 25 inefficiencies and pain points in the management of digital advertising campaigns and on average 20% data is lost each time, reducing return on investment (ROI).

Programmatic sales use technology to automate the selling and delivery process. They can involve auctions or fixed prices. The sales model can be entirely automated, with buyer never communicating directly with seller, or buyers and sellers can have an ongoing business relationship and negotiate deals that are then executed automatically.

A simplified definition:

Programmatic buying uses technology & audience insights to automatically buy and run a campaign reaching the right user with the right message in the moments that matter.

Programmatic Direct (with Google) includes Private Auction, Preferred Deals and Programmatic Guaranteed deal types. PD deals are automated buying, advanced targeting and consolidated reporting. Only Programmatic Guaranteed are “guaranteed” to deliver.

Programmatic Guaranteed aka Programmatic Reservations enable customers to bring reservation display dollars into their DSP (demand side platform, eg DoubleClick Bid Manager) and manage them alongside their other programmatic media buying. Programmatic Guarantee represents a huge opportunity because Travel brands can:

- Expect a great portion of high-quality premium inventory
- Bring audience insights and targeting to their reservation buying
- Eliminate cumbersome and manual processes such as exchanging tags, troubleshooting discrepancies and handling multiple invoices
- With a more automated approach to transacting, advertisers can focus more on higher value activities for their business

Programmatic Mobile

- Brands can precisely target audiences across devices, locations and time so that every impression matters.
- Programmatic Mobile enables brands to deliver contextual, useful information in moments that matter--such as customized creatives with real-time prices and discounts etc; phone # prominently displayed; ability to click on the ad to directly call customer service; and ability to click to locate a store branch for example

Programmatic Video

- Bring programmatic efficiency to video and use premium content to get the right message in front of the right audience at the right place and right time--at scale
- Erase the lines between different screens, enabling them to reach across multiple devices with a single transaction
- Connect with younger consumers, who not only consume digital video more but also multitask more than older age groups.
- Video has proven to be very effective in driving awareness and engagement

Ad exchange: technology platform that enables the buying and selling of advertising. eg DoubleClick Advertising Exchange.

DoubleClick Ad Exchange uses the following auction model for the Open Auction and Private Auction: DoubleClick Ad Exchange determines the winning bidder based on the highest net bid submitted. Note that the net bid reflects any adjustments Ad Exchange may, at its discretion, have made to the bid submitted by the buyer for the purpose of optimizing the auction. Regardless of whether any adjustments

are made, the winning buyer will never be charged more than the bid it submits. If the respective amounts of the net bids submitted differ by a small margin, the winner among those bids may be randomly chosen. Impressions eligible for the Open Auction may, when run through a Preferred Deal or Private Auction either (i) compete directly with the Open Auction, or (ii) compete in the Open Auction after Preferred Deals and/or Private Auctions do not fill. For Private Auctions, this is subject to deal premiums.

Ad server: technology solution that delivers ads to website users. eg DoubleClick For Publishers.

A Data Management Platform (DMP) is a system that allows the collection of [audience](#) intelligence by [advertisers](#) and [ad agencies](#), thereby allowing better [ad targeting](#) in subsequent [campaigns](#). Eg KRUX, BlueKai (Oracle), Adobe Audience, DoubleClick Audience Center (launching soon). DMPs allow marketers to move data (eg audience targeting) from different sources into one location for analysis and to develop new audience segments.

Demand-side platform (DSP): technology platform that allows advertisers and agencies to manage their purchases of advertising space on exchanges.

Demand sources: technology platforms or exchanges that connect publishers with buyers wanting to purchase ad inventory. Demand sources can refer to supply-side platforms (SSPs), which provide both access to demand and the tools to manage it, and to individual buyer solutions.

With DoubleClick Bid Manager's streamlined workflows and an intuitive interface, display buying is simpler and faster, so you can do more in less time.

makes display buying simpler and faster, so you can do more in less time.

With DBM you can rely on powerful audience and contextual data

to target the right customers at the right moments and utilize robust optimization

- With our best-in-class keyword contextual targeting, you can reach consumers
- Layer this with first- and third-party data to reach your precise audience and
- Rely on proprietary optimization tools—the result of years of Google bidding With access to more than 50 billion impressions daily across inventory from more

Discrepancies: ad impressions that are lost, owing to technical issues, as they are passed between different technology platforms.

First look: sales model that gives a chosen buyer first refusal on the purchase of selected inventory before it is offered to other buyers.

First-party data: data derived by a publisher about its users, for example, log-in data or the history of viewing a particular section of its website.

Floor price: the minimum price that a publisher will accept for a certain piece of inventory.

Frequency caps help you:

- Limit how often a line item is served to the same user.

- Specify the number of impressions that will be delivered to a single user in a specific period of time.
- Specify time ranges in minutes, hours, days, weeks, or months. You may also specify a lifetime cap.
- Apply multiple rules. For example, you can set a frequency cap limiting the same user to one impression per day and three impressions per week.

Frequency capping works through the use of cookies set on a publisher's domain (a first-party cookie) as well as cookies set on the DoubleClick domain. Where a browser blocks the setting of third-party cookies but allows first-party cookies, DFP uses the first-party cookie. In such cases, frequency caps are only effective within a single domain, not across domains. For ads served on the web, frequency caps only work with users who accept cookies. Mobile applications use an identifier from the device rather than a browser cookie.

Invitation-only auction also known as private auction: sales model that allows select buyers to compete with one another in an auction for certain inventory.

Invitation-only deals (also known as private marketplaces [PMPs] or private deals): sales model that gives select buyers access to certain inventory or certain terms of purchase, such as price. Includes both "unreserved fixed-rate" and "invitation-only" auctions.

Remarketing lets you show ads to people who have visited your website or used your mobile app before. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads as they browse the web, as they use mobile apps, or as they search on Google.

Remnant inventory: ad inventory that the publisher has not been able to sell through its premium channels.

Sell-side platform (SSP): technology platform that provides access to demand (via an exchange, for example) and enables publishers to manage the sale of their advertising space on ad exchanges. The publisher can establish sales parameters such as which inventory is available for which type of purchase, set floor prices, and block certain advertisers or creative content.

Technology stack: the software that enables programmatic advertising sales activities.

Unique demand: buyers (or budget from buyers) available only in a single demand

Unreserved fixed rate (also known as preferred): sales model in which the buyer and seller agree in advance on the price of certain inventory, but the buyer is under no obligation to purchase impressions and can decide on an impression by impression basis. This model often gives a buyer (or group of buyers) preferential access to inventory. (See also "first look.")

Viewability or viewable impression: An impression is considered a viewable impression when it has appeared within a user's browser and had the opportunity to be seen. The [Interactive Advertising Bureau \(IAB\)](#) defines a viewable impression as an ad that meets the following criteria: 50% of the ad's pixels are visible in the browser window for a continuous 1 second. For in-stream video ads, 50% of the ad's pixels must be visible in the browser window for a continuous 2 seconds.

Active View (Google and DoubleClick's method for Viewability): reporting provides measurement data to inform publishers of the number of viewable impressions their site generated. Publishers can use this data to understand and enhance their site's viewability.

Yield management (or yield optimization): techniques that publishers use to increase revenue from their advertising inventory, such as by adjusting floor prices with the objective of maximizing revenue through higher CPMs or a higher volume of sales.

Third-party segments are lists of cookies matching the demographics of your visitors that you purchase from a third-party data provider. If you work with one of the data providers integrated with DoubleClick (including DoubleClick Digital Marketing (DDM), Double Bid Manager (DBM), or DoubleClick For Publishers (DFP)), segments they offer you will be pushed automatically into DFP where you can review and accept or reject them. After you accept a third-party segment, you can target line items to it, run forecasts, and report on it.

DoubleClick Digital Marketing (DDM) is an integrated ad-technology platform that enables agencies and advertisers to more effectively create, manage and grow high-impact digital marketing campaigns. DDM integrates world-class solutions to help buyers run holistic campaigns across multiple channels. DDM includes DoubleClick Campaign Manager, DoubleClick Search and DoubleClick Rich Media /Studio.

DoubleClick for Publishers (DFP) is a comprehensive hosted ad serving platform that streamlines your ad management, whether you deliver ads to websites, mobile webpages, mobile apps, games, or a combination. DFP offers a complete toolkit to manage your ads for a multi-screen audience, including:

- One central place to traffic all of your ad networks, apps, games, and sites.
- Advanced forecasting to give you a better sense of how many impressions you will have available to sell to your direct advertisers.
- Total revenue optimization that allows Google Ad Exchange and Google AdSense to compete against other networks in real-time, so you'll get the most revenue for every ad impression.