

12 Paid Media Terms

#1 Affiliate Marketing:

A strategy where businesses reward individual affiliates (people or organizations outside the business) for bringing in new customers or visitors through ads or content on the affiliate's website. Affiliates receive payments or product discounts based on the number of customers they generate.

#2 Behavioral Targeting:

Serving advertising to people who should be receptive to your message given past web behavior such as purchases or websites visited.

#3 Cookie:

A yummy baked...err... A small item of data sent from a website, that is stored on the user's device. Cookies help the user's device remember useful data like a shopping cart, visited pages or form field information.

#4 Cost Per Thousand Impressions (CPM):

The amount you pay on an advertising platform per thousand times people see your ad. CPMs can range from \$0.50 on some ad networks to over \$200 for popular content sites or niche target audiences.

#5 Dynamic Retargeting:

Essentially, next-level retargeting—serving ads to users who have been to your website that contain images and information about the exact item they viewed.

#6 Geo-Targeting:

The ability to reach potential clients based on their physical location.

#7 Impression:

A term used in PPC (Pay-Per-Click) advertising that represents how many times an ad was shown.

#8 Paid Search:

Also referred to as Search Engine Marketing (SEM), Paid Placement, or Pay Per Click (PPC), paid search allows advertisers to pay to be listed within the Search Engine Results

Pages(SERP) for specific keywords or phrases. Most commonly associated with Google Ads and Facebook Ads.

#9 Quality Score:

A numerical score Google AdWords assigns to ads and campaigns based on ad quality, ad relevance, and landing page experience. Generally, the higher your quality score, the higher your ads can appear on a search engine results page. Retargeting: Someone visits your website, and then after they exit and continue browsing, your ad appears as a display ad on other websites or social media channels that accept ads from the ad network you use for retargeting. (It's a little creepy, but it works.)

#10 Remarketing:

Also known as retargeting, a type of paid ad that allows advertisers to show ads to customers who have already visited their site.

#11 Return on Ad Spend (ROAS):

Gross revenue generated for every dollar spent on advertising. (revenue from ad campaign / cost of ad campaign = ROAS)

#12 Return on Investment (ROI):

Less specific than ROAS. The multiple of value generated for every dollar spent. That could include people, hardware, software, and advertising. Usually referred to in multiples. For example, the ROI on the last campaign was 7x (7x = business received 7x the value for the dollars invested..so a \$1000 investment, yielded \$7,000 in value).