

Adfire Health's one-page glossary includes the most frequently used terms and acronyms. We designed our glossary to help our customers and potential customers understand the unique terminology in the digital advertising industry, eliminate confusion and provide clarity.

To see our complete glossary, please visit [adfirehealth.com](https://adfirehealth.com)

**Brand Safety:** Controlling a brand's exposure to content or environments they deem appropriate or harmful.

**Conversion Rate:** The conversion rate is the percentage of users who take a desired action.

**Cookie:** A small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing.

**Click-Through Rate (CTR):** Formula calculated by the number of clicks divided by the number of impressions (clicks/impressions=CTR).

**Cost Per Milli (CPM):** The rate or price of 1,000 impressions.

**Data Management Platform (DMP):** A platform to collect, organize, and activate first-and third-party audience data from any source, including online, offline, or mobile.

**Demand-Side Platform (DSP):** A computer-based platform that automates media buying across multiple sources.

**Deterministic Data:** Information that has been provided directly by a user, so it is known to be accurate.

**Efficiency** The ratio of advertising cost to the number of targeted audiences reached through advertising.

**Effectiveness:** How well a company's advertising accomplishes its intended goal.

**Optimization:** The process of improving the marketing or advertising efforts of an organization to maximize the desired business outcomes.

**Persistent Identifier(PI):** A long-lasting reference to a document, file, web page, or other object.

**Personalization:** Using data points—insights into who a customer is—to increase an ad's relevancy. These can be simple insights (such as basic demographic information; or more specific like niche interest, buying intent, and behavioral patterns).

**Personally Identifiable Information (PII):** Any data that could potentially identify a specific individual. Any information that can be used to distinguish one person from another and can be used for de-anonymizing anonymous data can be considered PII.

**Publisher** An independent party that promotes products and services of an advertiser in exchange for a commission on leads or sales.

**Probabilistic Data:** Data created about a user that is likely to be true, usually derived from inferred behavior or statistical models that determine the likelihood of a user to match that criteria based on users that have other similar known attributes.

**Reach:** The number of people who actually saw a company's advertising.

**Transparency:** Operating in such a way that it is easy for others to see what actions are performed. Transparency implies openness, communication, and accountability.

**Viewability (VIEWABLE IMPRESSION):** An ad that has the opportunity to be seen by an online user. An impression is considered viewable when at least 50% of the ad was in view for at least one continuous second (banner) or two continuous seconds (video).

ATF	ABOVE THE FOLD
BTF	BELOW THE FOLD
CTR	CLICK-THROUGH RATE
CPA	COST PER ACTION/ ACQUISITION
CPC	COST PER CLICK
CPM	COST PER MILLI
DMP	DATA MANAGEMENT PLATFORM
DSP	DEMAND-SIDE PLATFORM
DCM	DYNAMIC CREATIVE OPTIMIZATION
eCPM	EFFECTIVE COST PER MILLI
IO	INSERTION ORDER
KPI	KEY PERFORMANCE INDICATOR
NHT	NON-HUMAN TRAFFIC
PI	PERSISTENT IDENTIFIER
PII	PERSONALLY IDENTIFIABLE INFORMATION
QBR	QUARTERLY BUSINESS REVIEW
RTB	REAL-TIME BIDDING
ROAS	RETURN ON AD SPEND
ROI	RETURN ON INVESTMENT
rCPM	REAL COST PER MILLI
SSP	SUPPLY-SIDE PLATFORM