



Digital Advertising Acronyms

AI	Audience Insights	KPI	Key Performance Indicator
AR	Augmented Reality	LBS	Location-based Service
ATV	Advanced Television	LTV	Lifetime Value
BR	Bounce Rate	MRAID	Mobile Rich (media) Ad Interface Definition
BT	Behaviorial Targeting	OBA	Online Behavioral Advertising
CLV	Customer Lifetime Value	OOH	Out-of-Home
CMS	Content Management System	OTT	Over The Top
COS	Content Optimization System	PPC	Pay Per Click
CR	Conversion Rate	PII	Personally Identifiable Information
CPA	Cost Per Acquisition	PMP	Private Marketplace
CPC	Cost Per Click	PV	Page View
CPCV	Cost Per Completed View	QR Code	Quick Response Barcode
CPE	Cost Per Engagement	RFI	Request for Information
CPI	Cost Per Install	RFP	Request for Proposal
CPL	Cost Per Lead	ROAS	Return on Ad Spend
CPM	Cost Per Thousand Impressions	ROI	Return on Investment
CPUU	Cost Per Unique User	RON	Run of Network
CPV	Cost Per Conversion	ROS	Run of Site
CRM	Customer Relationship Management	RPM	Revenue Per Thousand Impressions
CRO	Conversion Rate Optimization	RSS	Rich Site Summary
CT	Contextual Targeting	RT	Retweet
CTA	Call To Action	RTB	Real-Time Bidding
CTV	Connected Television	SEM	Search Engine Marketing
Demo	Demographic	SEO	Search Engine Optimization
DM	Direct Mail or Direct Message	SLA	Service Level Agreement
DMA	Designated Market Area	SMM	Social Media Marketing
DMP	Data Management Platform	SMS	Short Message Service
DNT	Do Not Track	SOV	Share of Voice
DOOH	Digital Out-of-Home	SSP	Sell-Side Platform or Supply-Side Platform
DR	Direct Response	UGC	User Generated Content
DSP	Demand-Side Platform	UV	Unique Visitor
eCPM	Effective Cost Per Thousand	VAST	Video Ad Serving Template
HVA	High Value Audience	VPAID	Video Player Ad Serving Interface Definition
IAB	Interactive Advertising Bureau	VOD	Video on Demand
IO	Insertion Order	VTC	View-through Click