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 Mangement 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