PROGRAMMATIC
TERMS GLOSSARY

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Simpli.fi

||| PROGRAMMATIC TERMS GLOSSARY

Action: This is the desired behavior you want a user to complete after being served an ad, such as navigating to a certain page on a website, making an online purchase, or filling out an online form. In addition to online conversions, Simpli.fi can measure offline actions through the use of Conversion Zones. An offline action occurs when a user visits a designated physical location. (Please also see "Weighted Actions.")

Ad Size: This is the width and height in which an ad appears on a screen. It is measured in pixels and is always written as (Width in Pixels) x (Height in Pixels) for both display and video creatives. Examples include 300x250, 728x90, and 320x50.

Ad Tag: An ad tag is HTML code that references an ad hosted on a third-party ad server.

Addressable Audience Curation: This tool in the Simpli.fi UI allows you to build custom audiences in real-time for address-level targeting based on more than 500 geographic, demographic, and property factors. Using Boolean logic, include or exclude different variables, and see your audience size change in real-time. Then, use Addressable Geo-Fencing to target these users at the household-level across all of their devices and measure foot traffic attribution.

Addressable Geo-Fencing: This targeting tactic allows you to target individual households at the address-level with digital ads. Upload a list of physical addresses into the Simpli.fi UI, or build a custom audience with Addressable Audience Curation. From there, the system uses plat line data to build Geo-Fences around the exact shape and size of each address's property lines. You can then target all of the devices seen within the household, including desktop, mobile, and OTT/CTV devices, as well as track foot traffic attribution.

API: API stands for "application program interface." An API typically facilitates the ability for two separate systems to interact with each other. Simpli.fi's API allows you to build, manage, and report on campaigns via your own system rather than directly in the Simpli.fi UI.

Attribution Window: This is the time during which Simpli.fi tracks conversions associated with a user. It begins once a user is served an impression and can last up to 30 days after the impression is served. While 30 days is the campaign's default attribution window, you can adjust the number of days within the attribution window to best suit your campaign needs.

Bid: A bid is an offer to pay a certain amount for an available impression.

Bid Request: When a publisher has available ad space, it notifies the exchange, which sends out a request for bids. At that time, campaigns bid for the advertising space.

Behavioral Targeting: This technique delivers online ads to relevant users by targeting them based on their web-browsing behavior.

Blacklist: A blacklist is a list of domains or IP addresses on which campaigns will <u>not</u> serve impressions.

Bounce Rate: Listed as a percentage, this is the ratio of website visitors who only view the landing page of a site divided by the overall number of visitors to that landing page.

Campaign Flight: This is the period of time a campaign runs. It features a defined start date and an optional end time.

Campaign Goal: This is the goal your campaign tries to achieve. Choose between a Clickthrough Rate (CTR) or a Cost Per Action (CPA) goal. Based on the chosen goal, Simpli.fi's platform optimizes the campaign using decile bidding; it analyzes thousands of data variables and only bids on the most valuable impressions. (Please also see "Combinatorial Bidding.")

Category Contextual: This targeting tactic serves ads to users visiting webpages that are relevant to the context(s) you choose to target. For example, if you run a campaign for a car dealership, you might select the "Hybrid Cars" page context to reach users visiting webpages with content related to hybrid vehicles.

Clickthrough Conversion: A clickthrough conversion occurs when a user clicks on an ad and converts. Examples of conversions include navigating to certain pages of a website, making online purchases, or filling out online forms. In addition to these online conversions, you can measure offline actions through the use of Conversion Zones. An offline conversion occurs when a user visits a designated physical location. (Please also see "Weighted Actions.")

CPA: CPA stands for "cost per action." Calculate this metric by dividing the total campaign spend by the number of actions the campaign receives. (Please also see "Campaign Goal.")

CPC: CPC stands for "cost per click." Calculate this metric by dividing the total campaign spend by the number of clicks the campaign receives.

CPM: CPM stands for "cost per mille," which refers to the cost per 1,000 impressions. Calculate this metric by taking the campaign's spend, dividing it by the number of impressions it served, and then multiplying that number by 1,000.

Combinatorial Bidding: Based on a campaign's goal, combinatorial bidding analyzes tens of thousands of data factors in real-time to determine the best impressions on which to bid. Also referred to as "decile bidding," combinatorial bidding scores users on a scale of one to ten, called deciles. The higher a user scores, the more likely Simpli.fi will bid on an impression for that user.

Companion Ad: This is a normal display ad that is shown beside a video ad.

Conversion Zone/Conversion Fence: This is the location you want users to visit after receiving an ad. When a Conversion Zone is drawn, Simpli.fi checks to see if any users who were served an ad later appeared in that fence. Conversion Zones enable you to clearly demonstrate the impact and effectiveness of your campaign.

Creative Flight: Creative flights allow you to schedule when ads run. This is ideal when you have several different ads and need to serve them at different times throughout the campaign. For example, you may need one set of creatives to serve April 1 – April 10 and another set to serve April 11 – April 15. Schedule creative flights at the beginning of the campaign or once the assets are available.

Cross-Device Matching: This links together multiple devices that belong to the same user. With cross-device matching, Simpli.fi can see that Smartphone Y and Laptop Z both belong to User A. (Please also see "Deterministic Matching" and "Probabilistic Matching.")

CTR: CTR stands for "clickthrough rate." Calculate this metric by dividing the number of clicks a campaign receives by the number of impressions the campaign serves. (Please also see "Campaign Goal.")

Dayparting: This feature dictates the time of day ads serve. For example, use dayparting to enable a campaign to serve ads all day Monday – Saturday but only from 8 a.m. – 8 p.m. on Sunday.

Deal: A deal is the price of an ad placement determined between a publisher and an advertiser during the negotiation of a private marketplace. (Please also see "PMP.")

Deal ID: A publisher provides this ID to reference a deal in a private marketplace. (Please also see "PMP.")

Deterministic Matching: This method of cross-device matching pairs users' devices based on login information. For example, if a user logs into a website on a mobile device and then logs into the same website on a desktop device, it is easy to determine that both devices belong to the same user. This method is almost 100% accurate. (Please also see "Cross-Device Matching" and "Probabilistic Matching.")

Display Ad: This traditional ad serves an animated or static image rather than a video.

DMA: DMA stands for "designated market area." Campaigns target these metropolitan regions to reach large groups of users in similar geographic areas.

DMP: DMP stands for "data management platform." The platform houses data. Simpli.fi's proprietary DMP manages both online and offline data in the same audience profile. (Please also see "Unstructured Data.")

DSP: DSP stands for "demand side platform." DSPs like Simpli.fi bid for and purchase advertising inventory on behalf of advertisers via exchanges.

Dynamic Creative: This personalized ad serves in real-time to specific users. Unlike normal creatives, dynamic creatives do not display the same content for every user. Instead, the creative varies based on users' locations, products they previously browsed on a website, or keywords they previously searched.

Dynamic Creative Feed: A feed is a list of possible creative elements that can be placed in a dynamic ad when it is displayed. Example elements include image links, titles, descriptions, prices, conditions, and URLs.

Event Fence: With Event Targeting, this is the Geo-Fence specified for a targeted event.

Event Flight: With Event Targeting, this is the period of time during which the Event Fence will capture users.

Event Targeting: Event Targeting allows you to create audiences of users who visit a location during a specified time period and retarget them with ads for up to 30 days. Event Targeting makes it easy to reach a custom, unique audience of users attending specific events with scale and granularity.

Exchange: An ad exchange facilitates the buying and selling of media advertising inventory from multiple ad networks. Real-time bidding determines the prices for the inventory.

First Quartile: This is the first 25% of a video ad's total duration.

Frequency Cap: Frequency caps limit the number of impressions served to a user over a 24-hour period. The most stringent frequency cap is 1 impression per 24 hours, though a campaign does not need to implement a frequency cap.

Full Episode Player: This video content involves schedule-free viewing of full-length shows that usually last at least 20 minutes.

Geo-Fencing: This campaign retargets users based on the target fences they visit. Simpli.fi's variable recency enables you to retarget these users instantly or up to one month following the visit to the target fence. Layer Conversion Zones to this campaign to track foot traffic attribution.
(Please also see "Target Fence" and "Conversion Zone.")

Geo-Fence Conversion: This action occurs when a user receives an ad and visits the campaign's Conversion Zone. Geo-Fence conversions demonstrate a campaign's impact in driving users to a physical location.

Geo-Optimized: Previously referred to as a "run of network" campaign, this campaign only features a broad geo-target.

Geo-Target: This is the geographical location a campaign targets. It can be a country, state, city, zip code, or DMA.

HTML Ad: This ad uses HTML code to display ads hosted on third-party ad servers. Provided as an "ad tag," the code pulls the creative from the outside source into the UI.

HTML5 Ad: HTML5 ads store content within a zipped file without referencing any outside sources. These ads include the HTML code along with the files that the code internally references. The additional files could consist of .CSS, .JS, .HTML, .GIF, .PNG, .JPG, or .JPEG formats.

Impression: An impression occurs when an ad is displayed on a screen. Essentially, impressions represent the number of times an ad is served and displayed, regardless of whether it was clicked or not.

Impression Cap: This restricts the number of impressions a campaign can serve on a daily, monthly, or total basis.

In-Banner Video: This video ad serves within a display creative placement.

Interstitial: Interstitial ads are full-screen ads that cover the interface of their host application, primarily on mobile or tablet devices. These ads typically display at natural transition points in the flow of an app, such as between levels in a game.

Inventory: Inventory is the mix of webpages and apps where ads serve.

IP Address: An IP address is a numerical label assigned to each device connected to a computer network. It uses the Internet Protocol for communication.

IP Range: An IP range is a group of IP addresses. Use IP ranges to whitelist or blacklist specific IP addresses.

Keyword Contextual: This campaign retargets users based on keywords within the webpages they read. To enter a keyword contextual term in Simpli.fi's UI, simply place an exclamation point in front of the word(s). For example, if you want to implement "new luxury home" as a keyword contextual term, enter it in the UI as "!new luxury home."

Long-Form: This video content is more than eight minutes in length.

Lookalike Keywords: By analyzing patterns and profiles of site visitors, Simpli.fi may discover keyword commonalities across users. When a large enough percentage of visitors use the same keywords, these terms can be added to a "lookalike" Search Retargeting campaign. This lookalike campaign retargets similar users who search for the same keywords as the original site visitors.

Media Cost: This is the cost of the ad space that was sold to Simpli.fi. It is different from the CPM listed in the UI, as the CPM in the UI contains margins.

Midpoint: This is the first 50% of a video ad's total duration.

Native Ad: This is a responsive ad unit built in real-time to match a publisher's content and design. Native creatives use elements such as images, title text, body text, call-to-action text, and destination URLs to create ads that look and feel like natural content on a website.

OBA Compliance: OBA stands for "online behavioral advertising." OBA compliance requires that ads include privacy policies and allow users to opt-out of receiving additional ads.

Optimization: This is an adjustment made to the campaign to improve its performance and/or delivery.

Optimized Audience: Simpli.fi utilizes proprietary Optimized Audiences in Search Retargeting campaigns to extend delivery to relevant users based on a particular topic. An Optimized Audience consists of users who previously clicked on a similar Simpli.fi campaign for the relevant geo-target. These audiences refresh daily, so users are always current.

OTT/CTV: OTT stands for Over-The-Top, and CTV stands for Connected TV. OTT/CTV is a format of video advertising that appears on streaming content. OTT/CTV campaigns run on both large screen and small screen devices. Large screen campaigns run on smart TVs or devices that connect to a TV and access streaming content, such as streaming boxes, media streaming devices, and gaming consoles. Examples of large screen devices include Samsung Smart TVs, Roku, and Apple TV. Small screen campaigns run on devices such as laptops, desktops, tablets, and mobile.

Pacing: Pacing refers to the rate at which a campaign spends money on bids throughout the day. With auto-pacing, the campaign tries to serve impressions evenly throughout the day. Simpli.fi's pacing differs from the traditional budget pacing of a campaign.

Page Context: This is a classification of a webpage that is used to serve ads within a Category Contextual campaign. Example page contexts include Career Planning, Weather, Baseball, Fashion, and Fine Art.

Pixel: Pixels are specific points in a graphic image. There are two types – soft pixels and hard pixels. A soft pixel takes the form of a script tag (<script>) and can be placed within an HTML document. Preferably, a soft pixel is placed in the heading of the HTML code (<head>). A hard pixel takes the form of an image tag (<img>) and should be placed within the body of the code (<body>).

PMP: PMP stands for "private marketplace." With this, individual publishers set up invite-only auctions to make their ad inventory available to a select group of advertisers. To participate in this private auction, you must be approved by the publisher and pay a premium CPM. Once approved, you receive a Deal ID from the publisher which gives you access to the auction.

Probabilistic Matching: This method of cross-device matching pairs users based on the behavior of devices, including websites visited, keywords searched, and shared location information. This method has an accuracy of 96%. (Please also see "Cross-Device Matching" and "Deterministic Matching.")

Programmatic Advertising: This is the automated process of buying and selling digital advertising space.

Recency: Recency is the timeframe during which users can be retargeted after they search for a keyword, read a keyword contextual term, or visit a target fence. Simpli.fi offers variable recency that ranges from "instant" to "one month," allowing you to set a relevant timeframe for your campaign. Consider campaigns for an emergency plumber and a car dealership. Purchasing a vehicle takes time, so implementing a recency setting of one month enables you to target users throughout the car-buying process. Meanwhile, someone in need of an emergency plumber likely chooses one within a day, so using a recency setting of one day avoids wasting impressions on users who no longer need a plumber.

Retail Markup: A retail markup is used to add your own margins to a retail markup report. The report makes it easy for you to then bill your advertisers.

Retargeting: Retargeting collects data about a user's online or offline activity to later deliver an ad based on that activity.

Retargeting Audience: A tag captures this group of users when they visit designated webpages. This enables a Site Retargeting campaign to later serve ads to these users.

RTB: RTB stands for "real-time bidding." With real-time bidding, campaigns bid for advertising inventory in real-time, meaning the auctions happen in a matter of milliseconds.

Search Retargeting: This campaign retargets users based on the keyword searches they perform across the web. Simpli.fi's variable recency enables you to retarget these users instantly or up to one month following a search, and Simpli.fi's keyword-level bidding, optimizations, and reporting keeps transparency and keyword control in your hands.

Second-Price Auction: In this type of auction, bidders submit bids without knowing those of the other players in the auction. The highest bidder wins the advertising inventory but only pays $0.01 above the second-highest bid. For example, if Simpli.fi bids $10 on an ad, and another DSP bids $7, Simpli.fi wins the auction but only pays $7.01. This is a standard procedure for programmatic advertising.

Short-Form: This video content is less than eight minutes in length.

Site Conversion: This action occurs when a user receives an ad and visits the area where a conversion pixel is placed, causing it to fire. The pixel could be placed on a specific webpage, such as the "Thank You" page a user sees after completing a purchase, or it could be placed on a button, such as one that a user clicks to sign up for a newsletter.

Site Retargeting: This campaign retargets users who visit a designated webpage. Targeting these users keeps your advertiser top-of-mind and increases the chance for conversions.

SSP: SSP stands for "supply side platform." SSPs aggregate publishers' available inventory to automate the managing and selling of ad space. DSPs purchase this inventory via exchanges.

Tag: Tags are snippets of HTML code that enable Simpli.fi to record user visits to a website. Tags add users to specific audiences based on the URL(s) the users view.

Tag Management: This system streamlines the process of placing tags and creating rules for capturing audiences. Simpli.fi's Tag Management system allows you to place a single tag on every appropriate webpage and then manage the rules and logic on the backend in the Simpli.fi UI.

Target Fence: This virtual boundary drawn on a map captures users at a specific location and retargets them at a later time. Simpli.fi's Geo-Fences enable you to create custom shapes and sizes with pinpoint precision.

Targeting Tactic: A targeting tactic is a campaign type that targets users based on certain behaviors. Simpli.fi's targeting tactics include Search Retargeting, Keyword Contextual, Category Contextual, Site Retargeting, Geo-Optimized, Geo-Fencing, Event Targeting, and Addressable Geo-Fencing.

Third-Party Segment: This audience segment is purchased from a third-party data provider. It is important to be aware of your limitations when using these audience segments. Rarely will you have insights into the recency of a segment and why a user was added to it, making effective targeting difficult.

Third Quartile: This is the first 75% of a video ad's total duration.

UI: UI stands for "user interface." Simpli.fi's UI, a web-based app, allows users to build, manage, and analyze programmatic campaigns.

Unstructured Data: This is unlabeled and unpackaged data in its raw form. Unstructured data comprises almost all of the data produced in the digital realm, including emails, tweets, webpages and their metadata, video and audio files, and electronic documents. Simpli.fi's use of unstructured data allows you to see individual data elements that were used to bid on an impression.

VAST: VAST stands for "Video Ad Serving Template." It is a formal outline for creating video ad tags. Find more information about this template on the IAB website.

Video Ad: This traditional ad serves a video rather than an image. It appears within video content.

Video Completion Event: A video completion event occurs when a video creative plays all the way to its end at a normal speed.

Video Completion Rate: This is the ratio of video start events to video completion events.

Video Start Event: A video start event occurs when a video creative loads and begins its playback.

Viewability: Viewability metrics indicate how likely an ad is "in view." A display ad is "in view" if at least 50% of the creative is visible for one continuous second, while a video ad is "in view" if at least 100% of the creative is visible for 2 continuous seconds. Simpli.fi's viewability feature allows you to filter a campaign's inventory based on how likely a website will be "in view" by an end user.

Viewthrough Conversion: A viewthrough conversion occurs when a user receives an ad and converts without clicking on the creative. Examples of conversions include navigating to certain pages of a website, making online purchases, or filling out online forms. In addition to these online conversions, you can measure offline actions through the use of Conversion Zones. An offline conversion occurs when a user visits a designated physical location. (Please also see "Weighted Actions.")

Weighted Actions: Weighted actions allow you to adjust the value of different types of conversions. Simpli.fi defaults to counting clickthrough and viewthrough conversions—both online and offline—equally. However, if you decide to count one less than the other, the weighted actions adjust these values. For example, if you decide to count viewthrough conversions at 50% and clickthrough conversions at 100%, then three viewthrough conversions and one clickthrough conversion equate to 2.5 total weighted actions. (Please also see "Clickthrough Conversion" and "Viewthrough Conversion.")

Whitelist: A whitelist is a list of domains or IP addresses on which a campaign is allowed to serve impressions.