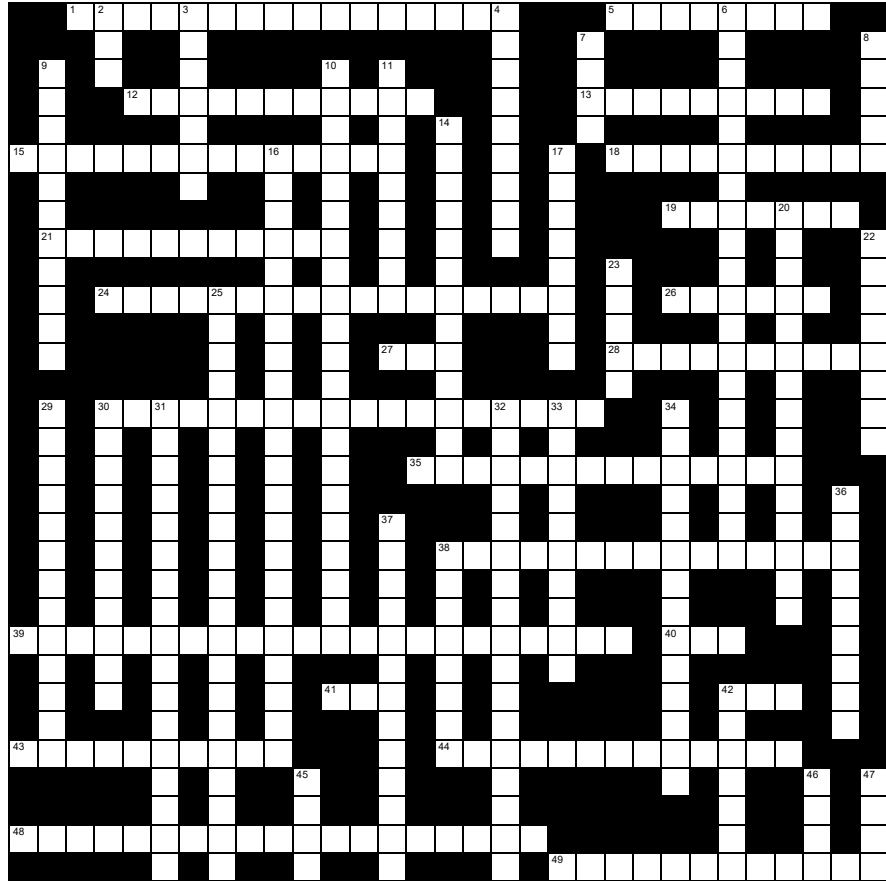


Across

- 1 A term used to measure the size of an audience reached by a specific media vehicle or schedule. (5,6,5)
- 5 A portion of a statistical graph depicting the far end of a demand curve. (8)
- 12 A user that access online content from their residence. (4,7)
- 13 The temporal value that a user keeps his or her cursor stationary over a given icon, graphic, ad unit, or another piece of web content. (5,4)
- 15 A metric specific to mobile advertising, any piece of content associated with an ad or the page on which an ad appears that is designated to serve as the trigger by which the ad is counted. (8,6)
- 18 Intelligence from one source is linked to a user's profile from another source. (4,6)
- 19 The flow of data over a network, or visitors to a web site (7)
- 21 A more specific form of CPA in which a visitor provides enough information at the advertiser's site (or in an interaction with a rich media ad) to be used for sales. (4,3,4)
- 24 Phenomenon where content requested by a browser is not delivered if the page is abandoned by the browser which requested it or if the server is unable to send the complete page, including the ads. (7,2,8)
- 26 A subset of a universe whose properties are studied to gain information about that universe. (6)
- 27 The record of a single online transaction event stored in a log file. (3)
- 28 How media is bought on a cost per basis. (3,7)
- 30 Statistics that span multiple web sites. (5,4,9)
- 35 The willful act of a user to engage with an ad. (4,10)
- 38 A metric used by advertisers to measure how much revenue they earned that can be attributed to the expense of an ad campaign (6,2,2,5)
- 39 A system that allows the collection of audience intelligence by advertisers and ad agencies, thereby allowing better ad targeting in subsequent campaigns on a combination of in-depth first- and third-party audience data. (4,10,8)
- 40 Net profit divided by value consumed to generate revenues. (3)
- 41 The percentage of ad impressions that were clicked on as compared to the entire number of clicks (abbr.). (3)
- 42 The delay between making an online request or command and receiving a response. (3)
- 43 A general term used to classify interaction a consumer has with brand content, whether it be in an ad, on a brand's site, or via a brand's social media profile page. (10)
- 44 Unique visitor who has accessed a web site more than once over a specific time period. (6,7)
- 48 The counting of unique users and their interaction with online content. (8,11)



- 49 An online business model in which television broadcasters, particularly cable networks, allow their customers to access live and/or on-demand video content from their networks through internet-based services. (2,10)

Down

- 2 A near instantaneous system for either bidding on or buying ad inventory. (3)
- 3 A set of users who share one or more similar attributes. (7)
- 4 The amount of elapsed minutes from the initiation of a visit to the last audience activity associated with that visit. (4,5)
- 6 The delivery of a text-based advertisement to a browser. (7,2,11)
- 7 The bottom line on how successful a digital ad or campaign was in terms of what the sales revenue were for the money expended. (4)
- 8 The percentage of clicks vs. Impressions on an ad within a specific page. (5)
- 9 An interaction originating from a list of links returned by a query to a search engine. (6,5)
- 10 The percentage of all video advertisements that play through their entire duration to completion. (5,2,10,4)
- 11 The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. (5,4)
- 14 Number of video players that have been placed by a user onto their page. (5,8)
- 16 Audience measurement derived from a web site's own server logs. (4-7,11)
- 17 Total population of audience being measured. (8)
- 20 Refers to the number of impressions where the video was played in a entire screen. (4,6,5)
- 22 A command from the host server that notifies the viewer's set-top box that interactive content is available at this point. (8)
- 23 Unique users that visited the site over the course of the reporting period, expressed as a percent of the universe for the demographic category; also called unduplicated audience or the total number of unique users who will be served a given ad. (5)
- 25 Website addresses that do not identify their 1st or 2nd level domain. (10,2,9)
- 29 The length of time the visitor is exposed to a specific ad, web page or web site during a single session. (5,8)
- 30 The advertiser's cost to generate one sales transaction. (4,3,4)
- 31 When a server has an appropriate software program to measure and analyze traffic received on its own web property. (6,11)
- 32 A term used in traditional advertising to measure the size of an audience reached by a specific media vehicle or schedule. (6,6,5)
- 33 When the user performs the specific action that the advertiser has defined as the campaign goal. (10)
- 34 Ad effectiveness to measure the impact of online advertising on key branding metrics. (5,9)
- 36 Series of media-based calculations used to project out media impression-based investment measurements, including GRPs, CPAs, and TRPs. (5,4)
- 37 Software primarily used for click-through tracing today, but also for companion banner interactions and video session tracing. (5,8)
- 38 The willful pause of the user's cursor on the target portion of the creative (the hot spot), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). (8)
- 42 The visible delay between request and display of content and ad. (7)
- 45 A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. (4)
- 46 The rate at which a digital ad campaign uses up its pre-set number of impressions (for a fixed/reserved campaign) or budget (for an auction-based/unreserved campaign). (4)
- 47 A document having a specific URL and comprised of a set of associated files. (4)