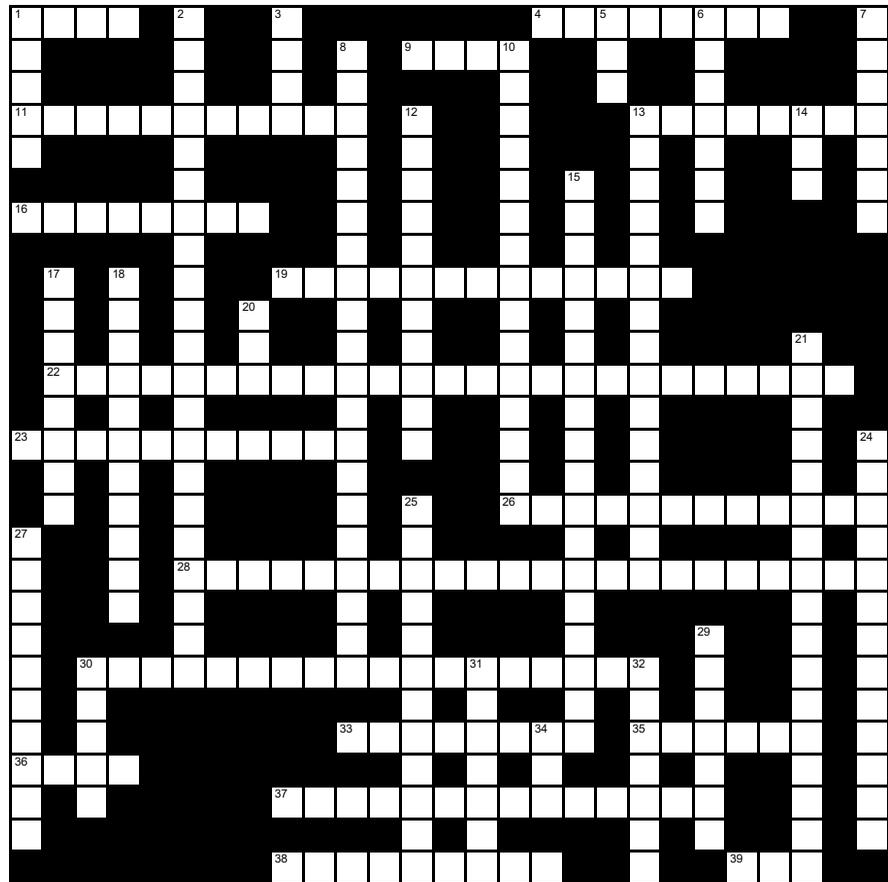


Across

- 1 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)
- 4 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)



- 9 A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad. (4)
- 11 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)
- 13 Total population of audience being measured. (8)
- 16 Slang term for audience. (8)
- 19 A program used to monitor and record activity and to detect problems with web transactions on a network. (6,7)
- 22 Pricing model where the advertiser only pays for video completions based upon MRC and IAB viewability guidelines. (4,3,8,10)
- 23 When people speak about and share your brand and your product, either in response to content you've shared or via voluntary mentions. Its free publicity generated by fans. (6,5)
- 26 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)
- 28 Audience measurement derived from a web site's own server logs. (4-7,11)
- 30 Statistics that span multiple web sites. (5,4,9)
- 33 A command from the host server that notifies the viewer's set-top box that interactive content is available at this point. (8)
- 35 A subset of a universe whose properties are studied to gain information about that

- universe. (6)
- 36** 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)
- 37** The willful act of a user to engage with an ad. (4,10)
- 38** The amount of elapsed minutes from the initiation of a visit to the last audience activity associated with that visit. (4,5)
- 39** The record of a single online transaction event stored in a log file. (3)
- Down**
- 1** 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)
- 2** Website addresses that do not identify their 1st or 2nd level domain. (10,2,9)
- 3** A document having a specific URL and comprised of a set of associated files. (4)
- 5** The delay between making an online request or command and receiving a response. (3)
- 6** Individual or browser which accesses a web site within a specific time period. (7)
- 7** The visible delay between request and display of content and ad. (7)
- 8** The number of unique individuals exposed to a specified domain, page or ad in a specified time period. (12,8)
- 10** The process of understanding, anticipating and influencing advertiser and consumer behaviour in order to maximise profits through better selling, pricing, packaging and inventory management, while delivering value to advertisers and site users. (5,10)
- 11** The advertiser's cost to generate one sales transaction. (4,3,4)
- 13** A metric specific to digital audio, the size of the audience for a given audio program, piece of content, or advertising message. (6,9)
- 14** A near instantaneous system for either bidding on or buying ad inventory. (3)
- 15** The measurement of digital ad campaigns with action-based goals such as click-throughs, leads, downloads, sales, etc. (11,7)
- 17** The user activity of completing an e-commerce transaction. (8)
- 18** A characteristic of a time series in which the data experiences regular and predictable changes, which recur every calendar year. (11)
- 20** The percentage of ad impressions that were clicked on as compared to the entire number of clicks (abbr.). (3)
- 21** The price an advertiser pays every time a consumer interacts with a rich media ad unit; rather than paying for all impressions, and advertiser only pays when the desired interaction occurs. (4,3,10)
- 24** Software primarily used for click-through tracing today, but also for companion banner interactions and video session tracing. (5,8)
- 25** The average number of times a user returns to a site over a specific time period. (6,6)
- 27** The amount of data transmitted through internet connectors in response to a given request. (10)
- 29** A set of users who share one or more similar attributes. (7)
- 30** An interaction between a website visitor and the browser in which the website visitor

uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. (5)

31 A file that records transactions that have occurred on the web server. (3,4)

32 A sequence of internet activity made by one user at one. A series of transactions performed by a user that can be tracked across successive web sites. (7)

34 Net profit divided by value consumed to generate revenues. (3)