

Online Marketing Terms

Animated GIF

A .GIF file that is composed of 2 or more individual .gif images, also known as frames (like in an animation). Each frame appears on the Web page for a specific length of time and a specific number of cycles (or repetitions). Both the times and cycles are determined by the creator of the ad.

Banner Ad

A graphic element on a Web page that promotes a product or service and opens a new Web page when a user clicks on it. There are several different sizes of banner ads.

Branding

Branding as it relates to marketing is the “science” or process by which your company (corporate branding) or your products (product branding) establish themselves in the minds of your customers, your investors and your employees. Customers recognize brands and they often choose products and companies that have brand-recognition over those that do not. You can use your online marketing efforts to solidify your brand(s).

ClickThrough

The act of clicking on a banner or other ad, which takes the user through to the advertiser’s Web site.

ClickThrough Rate (CTR)

The response rate of an online advertisement, typically expressed as a percentage and calculated by taking the number of clickthroughs the ad received, dividing that number by the number of impressions and multiplying by 100 to obtain a percentage: **Example:** 20 clicks / 1,000 impressions = .02 x 100 = 2%

CTR Historically used as a measurement of ad effectiveness based on the idea that online promotions do what they're intended to do—get you to click.

Clickstreams

The electronic path that is created as a user navigates from one site to another, and within a site, from page to page.

Cookie

A cookie is a very small text file that is placed on a users hard drive when they visit certain Web pages. The cookie file helps the site track visits to the site, and can store other information that users volunteer (such as a user name or password). When the user returns to the Web site, the site retrieves the cookie file from your PC and uses the information obtained to target content and advertising to the users stated preferences. Cookies are used to store items in electronic shopping bags.

Cost Per Thousand Impressions (CPM)

As an advertiser, the price you will pay a site to display your banner ad 1,000 times. In traditional media (TV, radio, print), CPM is based on viewership.

Database Marketing

Database marketing refers to creating a database of information about your customers (such as name and address), and using the database for future marketing. Perhaps a direct mail campaign. Like a physical warehouse, a data warehouse is an electronic system that stores data from transactions and is designed in such a way that it can be queried (ask questions) and generate reports.

Data Mining

Data mining refers to taking a database that has perhaps hundreds of thousands of records and “mining” this data to find out specific things – perhaps the percentage of your customers that like red automobiles.

Domain Name

The IP (Internet Protocol) address for a Web site. In addition to the numerical identification, Web sites also have a “Plain English” name. You must register your domain name with Network Solutions for a two-year registration.

E-tailer

An online retailer. A “real” e-tailer not only promotes and shows products on their Web site, they also offer full electronic commerce to enable customers to make purchases online.

E-zine

An Internet-based magazine that can be used to send “subscribers” both useful content as well as marketing messages.

Effective Frequency

The number of times an ad should be shown to one person to realize the highest impact of the ad without wasting impressions on that individual.

Effective Reach

The number of people who will see an ad the most effective number of times.

Embedded HTML Ad

An embedded HTML banner ad is (as it suggests) a banner ad embedded in a Web page. HTML code allows the banner ad to accomplish tasks that you can create with HTML. It creates a banner ad that a viewer can actually interact with (as opposed to simply clicking on).

Extranet

When a Web site reaches several different audiences. Usually an Extranet connects directly into specific existing computer systems at a company to enable suppliers, distributors and customers to interact with the company.

Forum

Web-based forums are similar to Newsgroups, whereby users can submit and respond to messages that are categorized by subject, and remain available for all users to see for a specific period of time.

Frequently Asked Questions

A list of common questions (and answers) that your customers or prospects have. Generally put up on a Web site as a page of FAQs.

Hit

A downloaded file as recorded in a server log. Probably the least valuable and most misunderstood metric around. A hit is not a pair of eyeballs or even one eyeball. A hit is a downloaded file. A downloaded file is any graphic or any page. Therefore, a page with 8 graphics would equal 8 hits.

Impression

A unit of measure. One set of eyeballs glancing over one banner counts as one impression, whether they are the same pair of eyeballs or not.

Interstitial Ad

A class of ad that pops up in a window between page loads. The window can display for a given time and then go away without annoying the viewers by making them close the window manually.

Java

Created by Sun Microsystems, Java is a computer language that can create programs (and just like any software, the programs can run a wide variety of applications). Java programs run over networks (including the Internet), run on any computer and do not use a tremendous amount of space.

Newsgroup

There are more than 20,000 different newsgroups. Users participate in newsgroups by submitting and responding to messages sent by other users. While blatant “commercials” are generally not appreciated by users, marketers can use newsgroups to promote useful Web sites and general information that will be of interest to the users.

One-on-One Marketing

When marketing efforts can be specifically tailored to reach individual users. The Internet is ideal for one-on-one marketing because database profiles of users can be used to create customized Web pages that present information that is created specifically for an individual customer.

Opt-In Mail List

A list of Internet users that have agreed to receive e-mail, sometimes about specific topics. With opt-in, the e-mail recipient tells you (or an e-mail list gathering company) that it's OK to send them e-mail. It is their consent for future mail. Opt-in mailing lists generate better response from users because they have requested the information and it is not considered spam.

Page View

When a browser retrieves a Web page. Page views are often used to track the number of impressions a banner gets.

Portal Site

A Web site that offers users enough valuable services and information that they will either make it their Internet “start page,” or go to the site regularly to begin their Internet exploration. While sites like Yahoo! and MS/NBC are portal sites for large audiences, it is possible to create a portal site for a very narrow audience – perhaps people that collect stamps.

Privacy Policy

A written policy that states your company’s position on exactly how you will use any information provided by users of your Web site. It is a good idea to make it easy to access your Privacy Policy from the home page.

Search Engine

A Web site that helps users locate information (and other sites) on the Internet. Many popular search engines (such as Yahoo! and Lycos) have expanded to become “Portal” sites that offer many additional features including news, e-mail and chat. Because of the large number of users, search engines have been popular sites for placement of advertising.

Stickiness

A measure used to gauge how effective a Web site is in retaining individual users, or providing information or tools that make users want to return to the site on a regular basis.

Streaming Media

Audio or video that is “streamed” to a users PC. Unlike a file that must completely download before it plays, streaming media usually can begin playing within 10 seconds even if the user has a 28.8 Kbps modem.

Spam

Unsolicited e-mail that is sent to large numbers of people. Spam mail is usually sent anonymously, can involve scams and usually will not honor a users request to be removed from future mailings.

Unsolicited E-mail (UCE)

Unsolicited e-mail is e-mail that has not been requested. Unlike spam, UCE will have legitimate content, honor a request to remove from future mailings, the sender uses a valid FROM: field and senders pay for transmission and use their own ISP.

U-pon

An Internet coupon that offers a discount on products or services. U-pons can help obtain new customers or have customers switch their brands. U-pons can either be made available on Web pages or sent to users via e-mail.

Virtual Community

When a Web site uses “community” creating features such as forums and chat to create a site where users can communicate with each other. The advantage of a virtual community for the online marketer, is that it provides both user-generated content on the Web site, and it gives users a good reason to return to the site.

Visit (also Session)

A completed visit to a Web site by a surfer/viewer/visitor.