

# PROGRAMMATIC GLOSSARY

## 1st Party Data

Owned data. For online data, 1st party data is collected from owned web properties. Offline 1st party data is transactional data such as CRM.

## 3rd Party Data

Non-owned data. Pulled from someone else's web properties or offline data.

## Ad Exchange

A digital marketplace that enables advertisers and publishers to buy and sell media, often through real-time auctions.

## Cookies

A text file stored on your computer. It's transferred from the server to your browser via the HTTP protocol (code on the site or in ad). They're used for personalizing experiences, storing log-in information, monitoring user behavior, monitoring views or interactions with ads, etc.

## Data

A broad term that represents anything that is collected online. On the buy side, data generally refers to data for audience targeting. This can be first party (owned) or third party (not-owned). On the sell side, data can refer to publishers collecting data on in-market or other behavioral actions that occurred on the site. Note, data can also refer to campaign data including clicks and impressions.

## Data Management Platform (DMP)

Technology that collects and organizes data. Advertisers use DMPs to analyze clicks and impressions, gain insights while planning media buys, to store data segments for targeting, etc. Publishers use DMPs to gain audience insights, target more precisely and sell data, among other reasons. Examples include Lotame, BlueKai and eXelate.

## Deal ID

Buyer and seller identifier for private programmatic deals. The Deal ID incorporates all of the agreed upon parameters of the deal including targeting, rates, avails, etc.

## DSP (Demand Side Platform)

An automated buying platform, with algorithmic driven optimizations, that is integrated into supply sources. DSPs only exist in programmatic environments. Examples include Turn, DataXu and Appnexus.

## Programmatic

A broad term representing technology infrastructure that enables media buying automation.

## Programmatic Direct

A reserved (guaranteed) buy with fixed rates negotiated directly with the publisher and executed in programmatic environments using Deal ID.

## RTB (Real-Time Bidding)

Nothing more than a media buying method, which is in real time opposed to upfront. RTB can only occur in programmatic environments.

## SSP (Supply Side Platform)

An automated yield management (selling) platform that uses algorithms to produce the highest bid for an available impression. SSPs only exist in programmatic environments. Examples include Rubicon and PubMatic.

## Private Marketplace (Private Exchange)

An invitation only exchange with premium inventory negotiated directly between buyer and seller. Only exists in programmatic environments.

## Trading Desk

The team of resources overseeing the DSP and exchange traded media buys.