### Operations & Analytics

**Advertiser**
- An organization whose primary form of revenue generation is through the sale of products and/or services (versus advertising) to online consumers.

**Tag Management**
- A technology used by websites to more easily attribute, deactivate and manage 3rd party technologies, and, more recently, the data that they collect.

**Content Management**
- A platform used to create, review, manage, host and deliver the 1st and 3rd party content of a website or its advertising in a specified format.

**Analytics**
- A platform that imports website traffic and audience-to-page interaction statistics.

### User Experience

**Performance Optimization**
- A platform used to strategize, strategize and/or techniques to enhance performance and improve the on-site customer experience.

**Reviews**
- A platform providing a business’s users with the opportunity to rate and comment on products they have purchased or articles that they have read, and to read others’ feedback, in order to inform potential purchase and reader decisions.

**Social Media**
- A technology whose primary purpose relates to offering users the ability to share and create content with a network of users, or to participate in online communities.

**Mobile**
- A technology whose primary purpose is to serve clients’ mobile web or mobile app related needs.

**Personalization**
- A technology allowing for the tailoring of a website’s content and recommendations to match a specific user’s interests or preferences, in order to optimize the customer experience.

**Marketing Tool**
- A technology whose primary purpose relates to promotional communication and engagements (generally referring to B2B platforms).

### Predictive Intelligence

**Demand Side Platform**
- A technology used to bid on, or purchase, the ability to show an advertisement, often in an automated fashion.

**Retargeter**
- A platform of online advertising capabilities in the form of targeting ads to consumers specifically based on their prior browsing behavior.

**Data Aggregator/Supplier**
- A collector and provider of gathered online data points, collected indirectly, primarily bought from others, for the purpose targeting similar demographics about online users.

**Data Mapping**
- A technology that serves to connect, or map, the data elements collected by more than one environment. More specifically, the mapping of online and offline data for the purpose of online targeting or attribution.

### Ad Tech

**Compliance & Verification**
- A technology leveraged to verify that an ad has executed according to a specific set of standards; or a technology used to promote online consumer trust, in addition to deter unauthorized data sharing and online security vulnerabilities.

**Agency**
- A business dedicated to creating, managing and/or executing digital services, most notably advertising and website management, on behalf of its clients (also includes agency trading desks).

**Ad Exchange**
- A digital marketplace that enables advertisers and publishers to buy and sell advertising inventory, often through real-time auctions.

**Affiliate**
- A platform allowing for revenue sharing between an advertiser and a 3rd party website or group of sites, where the affiliate is rewarded based on performance, in the form of traffic or revenue to the advertiser.

**Attribution**
- A technology that assigns “credit” from actions such as increased user traffic or conversions, to other 3rd party touch points that a customer was exposed to prior to taking these actions.

**Ad Server**
- A web server that stores and maintains advertisements (cookies, impressions) to show to online users.