

# Internet Terms

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**Ad clicks:** Number of times users click on an ad banner

**Ad Views/Impressions:** Number of times an ad banner is downloaded and most probably seen by visitors.

**Affiliate:** A partner website linking to a merchant's site in return for a commission.

**Affiliate Network:** A network aggregating affiliates and merchant programs. Offers affiliates easy access to a variety of programs and merchants facilities to establish their own affiliate program.

**Backbone:** A high-speed line or series of connections that forms a path to a large within a Network.

**Bandwidth:** How much information, be it text, images etc, can be sent through a connection. This is usually measured in bits-per-second.

**Banner:** An ad on a web page that is linked to the advertiser's site.

**Bounty:** A commission payment made to affiliates for introducing a customer.

**Button:** An Internet advertisement that is smaller than the normal banner ad. Go to CASIE's site to find more information on banner sizes.

**Cache:** A quick buffer - high-speed memory that is used to store data quick access.

**CASIE:** The Coalition for Advertising Supported Information and Entertainment founded by ANA and the American Association of advertising agencies (AAAA) to guide the development of interactive advertising and marketing.

**CGI:** Common Gateway Interface, a specification for how information can be transferred between web server and a CGI program. CGI-script is among other used for websites that offer input from users e.g. a questionnaire.

**Click Through:** A click through occurs when a user clicks from the host Web site through to the advertiser's Web site.

**Click Through Rate (CTR):** This is the percentage of ad views that resulted in an ad click.



**Cost-per-Click (CPC):** A reward based per click through to a merchants program, e.g. 2 percents per visitor sent to your site.

**Cost-per-thousand:** CPM is the cost per thousand for a specific site and is used to either an ad site, or to measure the exposure of the ad against the cost. E.g. affiliates are paid a flat fee based on every thousand impressions. The CPM rate is sometimes used to compare the cost of using one site against another."  
Impression (CPM)

**Cost-per-Lead (Inquiry):** Affiliates are paid a fee for each valid lead. This involves the collection of e-mail addresses or the filling out of application forms such as mailing lists and credit card applications

**DTC:** "Direct-to-consumer" which is a term used to denote advertising that is targeted to consumers and not businesses."

**HTML:** HyperText Markup Language, a standard language used to make documents for the web. Most Web pages are coded using HTML, which defines such things as type size, position of graphics, and all other features of the Web page.

**Interstitial:** An ad that opens in a separate browser window while waiting for a web page to load.

**Pay-per-Sale:** A reward based per sale generated for a merchants program, e.g.10% of sale.

**Multi-Tier:** Paying commission on more than 2 tiers of affiliates - this is MLM not affiliate marketing and subject to strict legislation.

**Two-Tier:** Allows affiliates to introduce more partners to your program in return for an additional commission on their referred partners (2nd tier) commissions.

**User Registration:** Some Web sites request, or require, users to fill in an online form before accessing the service. The information on the form is usually used to compile demographic data

**Valid Hits:** Number of hits that exclude redirects and error messages. In short hits that deliver all intended information to the user.

**Visits:** A sequence of requests made by an individual user at one site. If a user does not request any new information for a period of time, ""time-out period"", then the next request is considered new.



**VRML:** Virtual Reality Modeling Language is used to show 3D graphic on the web where the user can move around in a 3D world.

**Unique Visitors:** The number of individual users that visit a site within a certain time frame.