



Definition of Uerm

Accountability

- a. Ad Fraud Detection – systems or processes that detect the deliberate practice of attempting to serve ads that have no potential to be viewed by a human user.
- b. Ad viewability tracking – systems that can track what proportion of digital ads are viewed for a period to time.
- c. Brand safety ad tracking – systems that track advertising placement to help avoid inappropriate ad placement (that could be damaging to a brand), and help improve transparency and accountability to the placement of advertising across digital executions. Brand safety also includes Ad Fraud detection.

Channels

- a. Ad Serving – managing online ad inventory deployment and the delivery of the right creative to the right audience. As a minimum, this technology is used to place advertising on sites.
- b. Content management – a centralised system that enable users to publish, edit and modify advertising and marketing content.
- c. CRM – Customer relationship management systems that organise interactions with current and future customers.
- d. Data management platforms (DMPs) – sometimes also called a data warehouse these technology platforms are used to manage cookies and to generate audience segments used to target specific users with online ads.
- e. Data visualisation – presentation of data in a graphical and /or pictorial manner
- f. Demand side platforms (DSPs) - these technology platforms assesses the value of an incoming (demand side) ad impressions and place bids according to the campaign requirements. These platforms help agencies and advertisers target and optimise their campaigns.
- g. Supply side platforms (SSPs) - are technology platforms used by publishers to manage advertising impressions and inventory. They allow publishers to automate, optimise and sell their space.
- h. Video marketing tools - enable the production of video, infographics and other rich media for use in campaigns.
- i. Content personalisation tools – enable segmentation, targeting and personalisation of messaging to consumers.

- j. Email service provider tools – enable marketers to organise and execute email marketing campaigns. The tools often provide templates, targeting and campaign analysis.

‡ Analytics

- k. Mobile analytics – activity measurement on mobile device, such as browser activity and frequency of usage.
- l. Mobile marketing Tools – enable targeting, personalisation and analysis of campaigns to mobile devices.
- m. Social media marketing tools – enable marketers to manage social media accounts. Often provide tools to schedule updates to social platforms, manage sharing and manage key words & hashtags.
- n. Social media analytics – provides measurement of social media campaigns and events, and can include reporting on interactions such as likes, shares, new followers and key influencers.
- o. Retargeting – tools which enable marketers to re message / target consumers
- p. Attribution modelling – establish the rule, or set of rules, that determines how credit for sales and conversions is assigned to consumer touchpoints / clicks. Models vary from those that credit 100% to the final touchpoint or click that immediately precede the sales or conversions, to those that assign 100% credit to the touchpoint that initiates conversion path to the sale.
- q. Tag management - is a system that helps marketers manage a number of campaign tags / tracking pixels / web beacons which enable campaigns to be monitored across multiple third party sites.
- r. Video analytics – measure activity and actions associated with the playing of video content.
- s. Web analytics – provide a range of measure for digital spaces including number of browsers or visitors, new and returning visitors or browsers, time on site or campaign, session or visits to a site or campaign.