



Online Advertising Services

User Performance Reports Glossary

Online advertisers have their own terminology and abbreviations in common use. With help of this little document we want to shed some light to a few of these terms and concepts for the better understanding of your recurring advertising reports.

Sample Performance Report

Name: Sample Keyword Performance Report
Type: Keyword
Frequency: One time
Date range: Custom date range
Dates: Sep 3, 2012-Sep 9, 2012

Account	Campaign	Keyword	Max. CPC	Impressions	Clicks	CTR	Avg. CPC	Avg. CPM	Cost	Avg. position
Sample Account	Search Network	website design	--	480	0	0.00%	0.00	0.00	0.00	10.5
Sample Account	Search Network	web design	--	209	0	0.00%	0.00	0.00	0.00	11.74
Sample Account	Sample Campaign	website design	auto: 5.00	624	3	0.48%	4.50	21.65	13.51	6.88
Sample Account	Sample Campaign	webdesign	auto: 5.00	83	1	1.20%	4.07	49.04	4.07	4.87
Sample Account	Sample Campaign	web design	auto: 5.00	1081	0	0.00%	0.00	0.00	0.00	6.8
Sample Account	Sample Campaign	webpage design	auto: 5.00	51	0	0.00%	0.00	0.00	0.00	5.16
Sample Account	Sample Campaign	website creation	auto: 5.00	144	0	0.00%	0.00	0.00	0.00	6.9
Total	--	--	--	2672	4	0.15%	4.40	6.58	17.58	7.79

List of Terms

- | | |
|---------------------|---|
| Account | Account contains the name of the campaign holder. |
| Ad Group | Ad Group is the name of a group of advertisements within a campaign. Structuring advertisements into proper ad groups is helping to keep the advertising cost down. |
| Advertising Network | The Advertising Network is the network of search engines (called Search Network) or websites (called Display Network) that advertisers can opt in to advertise on. |
| Avg. CPC | The Average CPC (Cost Per Click) is the average amount of the cost emerging when a user is clicking on an advertisement.

The average cost is calculated by accumulating of the actual cost for each individual click divided by the amount of clicks occurred within the reporting period. |
| Avg. CPM | CPM (Cost Per Mille) is the average amount of the cost it would take to reach 1000 people in the target audience. The CPM can be calculated individually for each displayed advertisement.

The Average CPM is the average cost it would take to reach an audience of 1000 people by taking into account the cost for the run of all advertisements together. |



Avg. Position	<p>The average position describes where in average an advertisement is displayed on the advertising network.</p> <p>An average position of 1 would indicate that the advertisements were displayed on top of other advertisements, the very first position on the first page. Since typically a page has a fixed amount of advertising spots, a higher position number may mean that the advertisements are not located on the first page, but on the following pages of e.g. a list of search results.</p>
Campaign	<p>Campaign is the name of the advertising campaign. We usually include the targeted advertising network in the campaign name.</p>
Clicks	<p>Clicks are the number of individual clicks on an advertisement within the reporting period. The amount of clicks can also be understood as the number of gained website visits through the advertisement.</p>
Cost	<p>Cost describes the actual amount, which was spent on the advertising within the reporting period.</p>
Country / Territory	<p>The Country / Territory reveals where the recipient of the advertisement is physically located.</p> <p>Sometimes the physical location can be outside the targeted area. This usually happens, when the recipient has adjusted the search engine to search within the target location, but is e.g. travelling or has recently moved, or is deliberately researching in the target area. Some consumers may hide their location from the advertiser which results into an unspecified location entry.</p>
CTR	<p>CTR means Click Through Rate and provides information about the relation between the number of times an advertisement was displayed to the amount of clicks the advertisement generated. A high CTR is an indicator for a successful advertisement.</p>
Impressions	<p>Impressions describe the number of times an advertisement was displayed in the search network during the reporting period. The number of impressions is a great indicator of how popular e.g. an individual keyword is.</p>
Keyword	<p>Keywords are words or phrases used by people who are searching for information or products, e.g. on a search engine. The keywords listed in the performance report have triggered advertisements of the advertising campaign within each advertising network.</p>
Max. CPC	<p>The Maximum CPC (Cost Per Click) is the maximum amount of the cost emerging when a user is clicking on an advertisement.</p> <p>Usually advertisers are bidding on an advertising spot, which means that a spot is taken by the highest bidding advertiser. If the competition for a spot is low, the advertisement on this particular spot will most likely be less expensive than the maximum CPC.</p>
Region	<p>The Region is an area or division within the country / territory, where the recipient of the advertisement is physically located.</p>