Criteo Glossary as of May 2018

Term	Abbr.	Definition
A/B Test		Comparative test in which cookie pool is split (usually in half) and two alternative solutions or features are run on each cookie pool. It is used to compare the performance of one solution or feature against the other. Can be used for comparing Criteo's incrementality against a competing solution (external test), or for comparing the incrementality of a new product feature against the prior version (internal test).
Above the Fold		One says that an ad is "above the fold" when the ad is placed within the height of the browser's content window on a website's page. In other words, it is visible on the user's screen after page load, prior to scrolling down.
Accelerated Mobile Pages	AMP	Google-backed project designed as an open standard for any publisher to have pages load quickly on mobile devices.
Account Strategy Team	AS	Account Strategy Team at Criteo: Team that manages the campaigns, their performance and the relationship with clients.
Active Elements		Active elements are design components of an advertisement such as logos, call to action (text or image), descriptions and ratings that are dynamically combined with images from a product catalog on native publishers such as Facebook and Instagram. (Previously known as "Text on Image.")
Adaptive Conversion Optimization	ACO	A Criteo Engine feature and the evolution of conversion optimization. ACO maximizes the number of client sales with a Cost per Order (CPO) target by dynamically adjusting bids every hour.
Ad Exchange		An ad exchange is a technology platform that facilitates the buying and selling of media advertising inventory. Ad prices are determined through bidding in a real-time auction. Also talked about as RTB (Real-Time Bidding) technology.
Ad Layout		The way the components of a banner (products' images/prices/descriptions/titles) are organized within a banner.

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Term	Abbr.	Definition
Ad Tech		Advertising technology provides advertisers with the ability to target users and deliver and control digital advertisements.
Adaptive Design		Design that adapts to the user's device and browser.
Algorithm		A set of rules established for making a calculation. Criteo Engine uses algorithms to predict and recommend.
Analytics Team	AX	Analytics Team at Criteo: Support commercial teams on the campaign launch and optimization of campaign performance ("transforming big data into smart data").
App-Events SDK		The App-Events Software Development Kit (SDK) is an easy-to-use developer toolkit that supports the complete feature set of Criteo Dynamic Retargeting and accurately collects in-app events and transactions.
Attrition Rate		Used to reflect the percentage of consumers who abandon the purchase process, at any given stage, from exposure to an ad to the point of conversion.
Banner		An online advertisement placed on a publisher's webpage and linked to an advertiser's page. A traditional display banner usually has a preset size (e.g., 300X250 pixels) and often includes a combination of images and text. However, formats like native ads may have different characteristics.
Business Development Team	BD	Business Development Team at Criteo: Local teams that partner with publishers in order to purchase inventory on publishers' websites. They aim to make sure we have as much qualitative inventory as possible to display our clients' banners with optimal performance.
Blacklist		A list of IP addresses/publishers/advertisers/products that should be excluded from a campaign.
Business Escalation (Services)		Criteo team responsible for problem-solving on a large scale (e.g., bugs hurting the whole business globally).

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Term	Abbr.	Definition
Call to Action	CTA	A specific button within the ad inviting the user to click through on text like "Buy Now."
Campaign		Buckets of users for which the advertiser has a set Key Performance Indicator (KPI). There can be several campaigns within our live advertisers (ex: Lower Funnel, Mid-Funnel, Customers, Non-Customers, etc.).
Capping		Frequency capping means restricting (capping) the number of times (frequency) a specific visitor to a website is shown a particular ad.
Catalog Feed		Advertiser's product inventory (in general including all products the advertiser sells). A product in the feed will typically include a product's ID, name, description, category, image URL and the product's URL on the advertiser's website. This usually takes the form of an Excel sheet.
Click/Click Through		Each time a user clicks on an ad and is taken to an advertiser's website.
Click-Through Rate	CTR	CTR is calculated by dividing the number of clicks on an ad by the number of impressions served.
Click Tracker		Technology that can be used to track clicks on a banner. Often used by advertisers and agencies to independently track the number of clicks they will be billed for a campaign.
CMO		Chief Marketing Officer
Commerce Marketing Ecosystem	CME	A network of tens of thousands of retailers, brands and publishers centered on integrated marketing technology, built for commerce and powered by machine learning. Currently it includes Criteo Dynamic Retargeting (CDR), Criteo Sponsored Products (CSP), and two new solutions—Criteo Audience Match (CAM) and Criteo Customer Acquisition (CCA).
Composer (formerly Duplo)		Composer is a core component of Kinetic Design. It allows Creative Services to build a digital design framework for each client based on its brand guidelines.

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Term	Abbr.	Definition
Conversion		Turning a prospect into a client, or a shopper making a purchase.
Conversion Rate	CR	CR is calculated by dividing the number of people who take an action (i.e. make a purchase), by the total number of clicks (i.e. visitors to a website). So if 100 people visit a website, and 65 of them actually make a purchase, the CR is 65/100, or 65%.
Conversion Rate Optimizer	CRO	A Criteo Engine feature that enables advertisers to maximize the number of conversions from their Criteo campaigns.
Cookie		A small text file on the user's browser that enables data storage. Typically used to identify users and recognize them when they revisit a site or to collect users' browsing data. Criteo is leveraging this technology in the web environment to store browsing information for the purpose of targeted and personalized advertising after a user leaves an advertiser's website.
Cookie Pool		Number of "users" Criteo identified during a given period (by dropping a cookie on their browser). Can be measured for one or multiple advertisers, one or multiple publishers.
Cost of Sales	COS	How much a sale generated by Criteo costs our advertisers (ratio expressed in %). COS = Campaign's Total Cost/Total Order Value for the advertiser
COS Optimizer		A Criteo Engine feature that enables advertisers to directly maximize the global order value of the campaign. Built as an improvement upon conversion rate optimization (CRO).
Cost Per Action	CPA	The amount an advertiser pays Criteo for an action, i.e., a purchase, form submission, etc. CPA = Campaign's Total Cost/Total Actions
Cost Per Click	CPC	The CPC is the cost an advertiser pays for each tap or keyboard or mouse click on the ad unit displayed by Criteo for that advertiser's campaign.

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Term	Abbr.	Definition
Cost Per Impression	CPI	CPI is the average amount the advertiser pays each time a potential customer views their ad.
Cost Per Mille	CPM	The amount Criteo pays publisher partners for the impressions purchased from that partner's website. This price is expressed as a cost per one thousand impressions.
Cost Per Order	CPO	Cost of advertising for the advertiser based on the number of orders received (expressed as currency value). CPO = Campaign's Total Cost/Number of Sales
Coupons		A seasonal part of a banner that shows off some special offer, e.g., sale, back to school, etc.
Creative Services Team	CS	Criteo's Creative Services Team builds and maintains a design framework based on advertisers' brand guidelines to inform banner designs throughout their campaigns.
Criteo Audience Match	CAM	Product (currently in BETA) that allows advertisers to use CRM data to create and reach their audiences online with dynamic ads.
Criteo Customer Acquisition	CCA	Product (currently in BETA) that targets prospective customers with the highest propensity to convert, using aggregated and anonymized historic shopping and browsing events.
Criteo Direct Bidder	CDB	Criteo publisher product that allows direct integration—and priority access—within publishers' header bidding wrappers.
Criteo Engine		Consists of multiple machine learning algorithms, in particular prediction and recommendation algorithms, and proprietary hard- and software infrastructure that enables Criteo's solution to operate in real time and at significant scale.

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Term	Abbr.	Definition
Criteo One Tag		Tracker used by Criteo on advertiser websites to learn from users' behaviors.
Criteo Shopper Graph		Criteo Shopper Graph is the foundation of the Commerce Marketing Ecosystem (CME) and one of the world's largest sets of shopper data. It is organized into three data collectives: identity graph, interest map, and measurement data.
Criteo Sponsored Products	CSP	Criteo product offered to brand clients that delivers native product ads that appear throughout the purchase path of retailer sites and apps (HookLogic).
Cross Border		Cross border defines a setup when a client is running on IPs different from its country (e.g., a UK client showing ads on non-UK IPs).
Cross-Device Marketing		Identify and reach users as unique users on multiple devices, from desktop and laptop to tablet and smartphone.
Data Management Platform	DMP	Software-based solution that aggregates and processes data feeds that provide insights into audiences and targeting for buyers and sellers of ads.
Demand-Side Platform	DSP	Technology platform that provides centralized and aggregated media buying from multiple sources, including ad exchanges, ad networks and sell-side platforms, often leveraging real-time bidding (RTB) capabilities of these sources.
Display Ad		Ads on websites like banner ads on the left or on the right rail that are generally text, image or flash based.
Dynamic Creative Optimization	DCO	The technology that builds personalized ads in real time for each consumer across all publishers and devices, including web, mobile, and app. DCO leverages consumer insights to determine which visual elements will be most engaging.
Dynamic Retargeting		A Criteo product that delivers personalized product ads to consumers at the time they are most likely to convert by analyzing and assessing an individual's purchase intent across the entire shopping journey.

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Term	Abbr.	Definition
Dynamic Travel Segmentation	DTS	A type of campaign segmentation used by travel clients where users are segmented based on their proximity to a certain date, typically their departure date.
Effective Cost Per Mille	eCPM	Revenue the engine predicts Criteo can achieve on each impression. The computation of the eCPM depends on the relevant KPI selected by the advertiser (CTR/CR/COS).
Engine		See "Criteo Engine."
Format (or banner size)		See "Banner."
General Data Protection Regulation	GDPR	The EU General Data Protection Regulation (GDPR) is designed to harmonize data privacy laws across Europe.
Hashed Email		Encrypted email we collect from advertisers that we use to enable cross-device. We can also use hashed CRM IDs.
Head to Head	H2H	A head to head is a period during which an advertiser will run both Criteo and a competitor at the same time to assess which one performs better. H2Hs can be set up alongside (both competitors running on all users) or split (each competitor addresses half of the advertiser's cookie pool).
Header Bidding		Header bidding is an advanced programmatic technique wherein publishers offer inventory to multiple ad exchanges simultaneously before making calls to their ad servers.
Identity Graph		Criteo Shopper Graph data collective that connects online and offline shopper IDs across devices, browsers, apps, and environments.
Impression (or Display)		Each time an ad is displayed on a publisher's website.

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Term	Abbr.	Definition
Insertion Order	IO	The contract signed by an advertiser/agency to validate a new budget for an advertising campaign. It is signed by the advertiser (Criteo's client).
Interest Map		Criteo Shopper Graph data collective that links a shopper's historical browsing and transaction patterns to standard product, category, and brand identifiers.
Interactive Advertising Bureau	IAB	Sets standards for ad units.
Kinetic Design		Criteo's dynamic creative optimization technology to build personalized ads in real time for each consumer across all publishers and devices, including web, mobile and app, leveraging consumer insights to determine which visual elements will be most engaging.
Liquid Design		Liquid ad layouts are based on percentages of the current browser window's size. They remain consistent in size and relative page weight regardless of who is viewing the page.
Management Center (formerly CPP)		Criteo's performance-monitoring interface used both internally and externally to track the daily performance of advertisers and publishers and to monitor/change budgets and CPC of our advertisers.
Measurement Data		A Criteo Shopper Graph data collective that tracks every sale that occurs from a brand-funded retail campaign, and is able to report at the SKU, audience, and placement level.
Mid-Market Sales	MMS	Part of the client-tiering system at Criteo. MMS represent all mid-sized clients.
Mobile Ads		Standardized ad units designed for mobile devices, including smartphones and tablets.

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Term	Abbr.	Definition
Native Ads		Ads that look and feel like the surrounding content in an attempt to improve the user experience by letting ads blend into the content backdrop. Ads on the Facebook News feed are a good example of native ads.
Opt-Out		Opt-out is the option we give end users to unsubscribe from Criteo's retargeting solution; anyone can opt out on our Privacy page after clicking on the blue "i" icon on each Criteo banner.
Passback		A publisher passes Criteo impressions and we decide whether or not to accept them. When we don't, we "passback" to the publisher.
Post-Click Sales		Purchase made by a user on a Criteo client's website or mobile app within a certain period of time following the user clicking on an advertisement Criteo delivered for that client. This period of time varies by client, but is a maximum of 30 days.
Predicted Click-Through Rate	pCTR	Expected click-through rate (CTR) for each possible impression that the Criteo Engine computes.
Predictive Bidding		Predictive Bidding is a core feature of the Criteo Engine. It uses granular insights on consumers, products, publishers and the interactions among them to enable us to bid at the right price and right time for each individual consumer.
Premium Ad Inventory		Ad inventory that is viewed to be of high quality and is therefore valued at a higher price.
Product Recommendations		Product Recommendations is a core feature of the Criteo Engine. Recommendations are made based on the shopper's specific on-site behavior such as navigation, recency and frequency of activity, and the types of products browsed, along with the on-site behavior of other visitors.
Programmatic Advertising		Automated ad buying in real time through a software solution as opposed to the traditional method via phone, email or fax.

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Term	Abbr.	Definition
Publisher		A website that publishes content (news, etc.) and which often monetizes its traffic by selling ad placements.
PUMP		Criteo's Publisher Marketplace which enables publishers to tap into our network of premium advertisers with the world's top brands to display relevant, personalized, brand-appropriate ads.
Reach		Share of the advertiser's audience exposed to at least one display ad (as a %).
Real-Time Audience	RTA	Communication protocol invented by Criteo that uses a script on the publisher page to allow Criteo to communicate with the publisher's ad server in order to establish whether or not Criteo is interested in showing ads to the user currently browsing the page.
Real-Time Bidding	RTB	Buying and selling of ad inventory through a programmatic exchange or software solution. In real-time bidding, each ad impression is sold to the highest bidder in real time, in the mere split (or milli) seconds it takes a potential customer's browser to load an ad unit. Marketers can be selective about who sees their campaign, bidding more on browsers with a particular browsing history, for example.
Real-Time Creative Optimization (formerly Darwin)	RTCO	A sub-feature of Kinetic design, Criteo's Real-Time Creative Optimization instantly calculates which set of (predefined) visual elements will be the most engaging to a specific consumer at any given time in any given context. Elements include the number of displayed products, image positions, image size, fonts and banner components, call to action (CTA) and color set.
Renderer		Criteo's proprietary technology that allows us to render fully optimized ads on the publisher page in real time, enabling billions of ad variations to be available within a given cohesive campaign. Using Renderer technology, each ad is created and rendered on the fly for each individual consumer, eliminating storage limitations.
Responsive Design		Layouts that detect the visitor's screen size and orientation and adapt accordingly to fit optimally such screen size or orientation.

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Term	Abbr.	Definition
Retail, Travel, Classified	RTC	The three main client verticals Criteo works with.
Return on Ad Spend	ROAS	Measures gross revenue generated for advertiser clients for every dollar spent on advertising. A useful metric for determining the effectiveness of an online campaign, ROAS helps advertisers gauge what's working and how they can improve future efforts.
Return on Investment	ROI	Digital marketing ROI is usually calculated as Revenue/Cost. Cost usually means initial investment, but also cost of an ad campaign. ROI = 1/COS. In many cases, ROI is equivalent to ROAS.
Same-Device Match	SDM	Connects the mobile web cookie to the device ID (Android or Apple).
Second-Price Auction		Auction mechanism allowing the highest bidder to win the auction, while paying the second-highest bid plus a penny. This model encourages buyers to bid their true value (no bid reduction), as their paid price will always be equal to or lower than their bid.
Showrooming		Shoppers visiting the store to find, try and gather information on the products but eventually buying online.
Supply-Side Platform	SSP	Third-party technology platform used by publishers to sell their advertising inventory in an automated fashion.
Tagged User		A user who visited an advertiser's website whom Criteo identified with a cookie (= tagged).
Technical Solutions Team	TS	Technical Solutions Team at Criteo: They ensure a seamless and effortless integration tailored to advertisers' technical requirements and provide ongoing technical support.
Tier 1	T1	Part of the client-tiering system at Criteo. Tier 1 represents all large clients.

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Term	Abbr.	Definition
Unique Visitor		The preferred industry method of counting visitors is to count on a unique level. When a person visits a site the individual is counted once, no matter how many times or pages the person visits, thus creating a better idea of how many people are visiting.
User		An individual with access to the Internet. A user can access the Internet through multiple browsers or devices, and thus have multiple cookies/user IDs.
User ID		A token attributed to a technical identifier, such as a cookie or device ID, and specific to a given browser or device.
Webrooming		Shoppers gathering product information online and deciding which products to buy online but then going to the store to make the purchase.

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