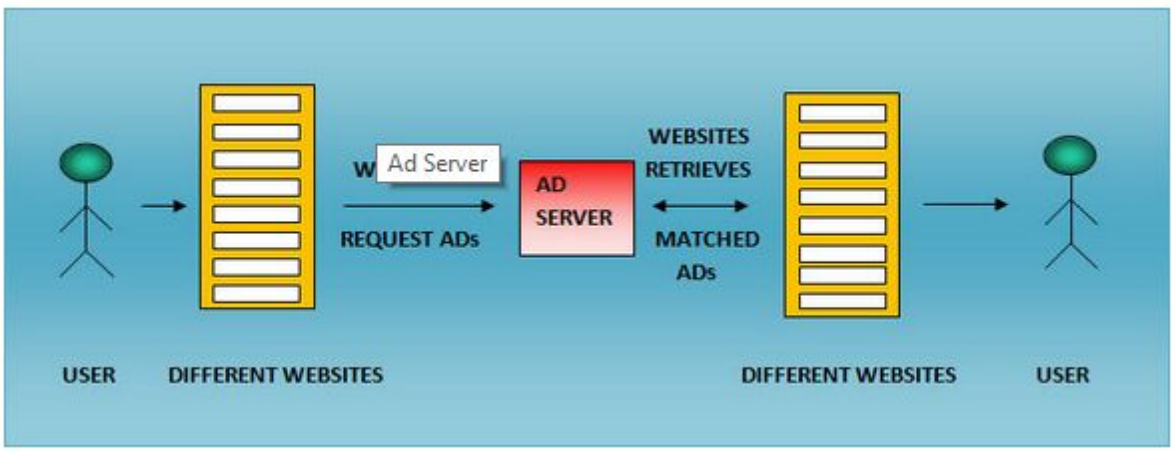
## BASIC TERMINOLOGIES

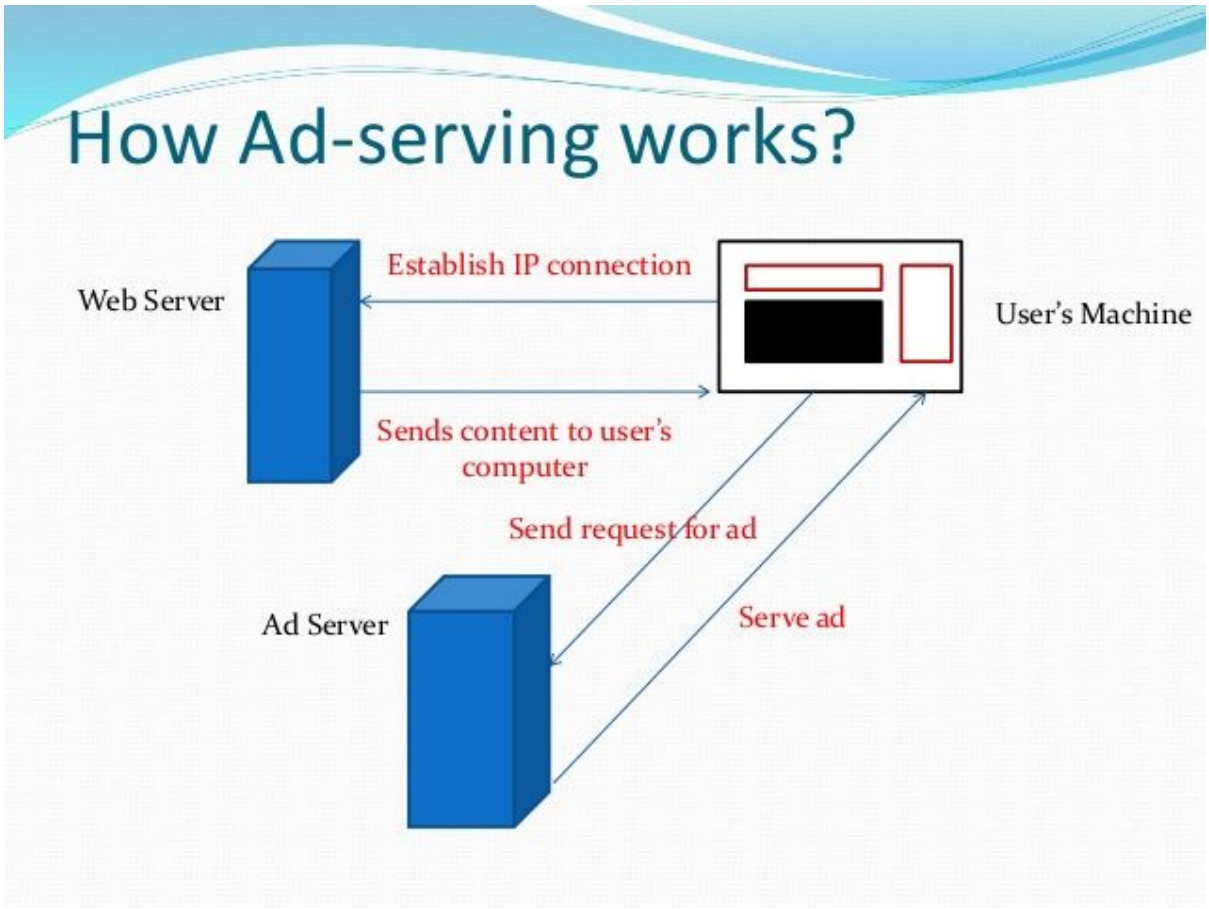
### Ad Server.

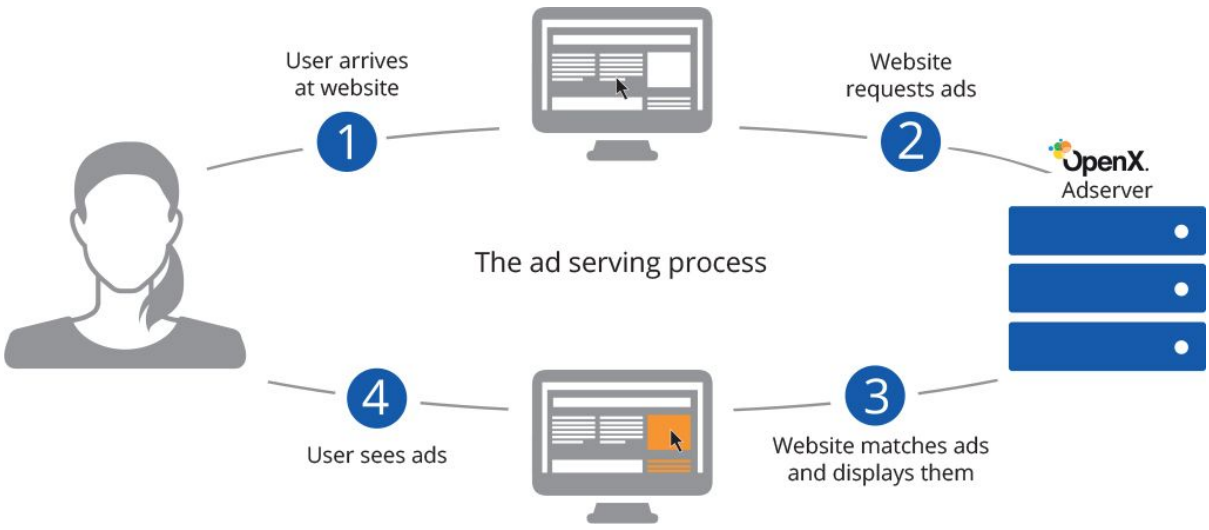
The equipment that brings up the ad to potential customers is called an **Ad server.**

An ad server is a computer server, specifically a web server, that stores advertisements used in online marketing and delivers them to website visitors or users. The content of the webserver is constantly updated so that the website or webpage on which the Ads are to be displayed contains new advertisements every time (when the site or page is visited or refreshed by a user). The one of the purpose of ad serving is to deliver targeted ads that match the website visitor's interest.
As part of the ad operations process ad serving is the main procedure. Ad serving serves the function of allowing the ads to appear on the website from the ad server or web server. The ad server is responsible for delivering content such as: banner advertisements, banners consists of static images, such as, jpg or gif and rich media; flash files and expandable JavaScript tags that allow for more animated media.Ad serving tracks the impressions and clicks that the ad campaign delivers, it allows a measure of how the campaign is doing for the client.

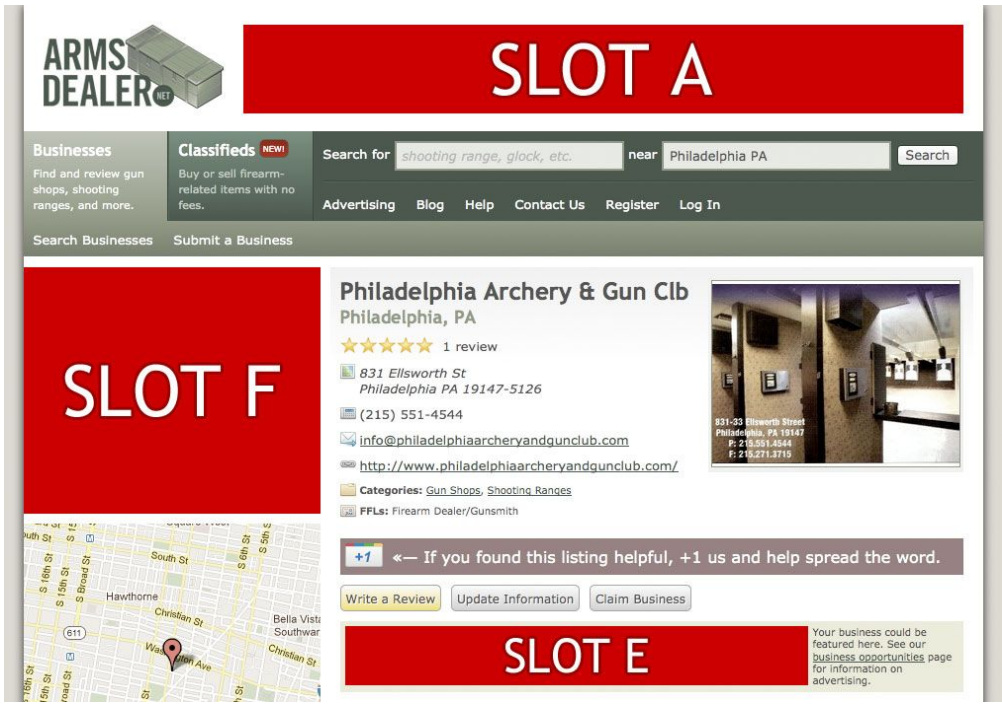
GENERAL WORKING OF AN AD SERVER:



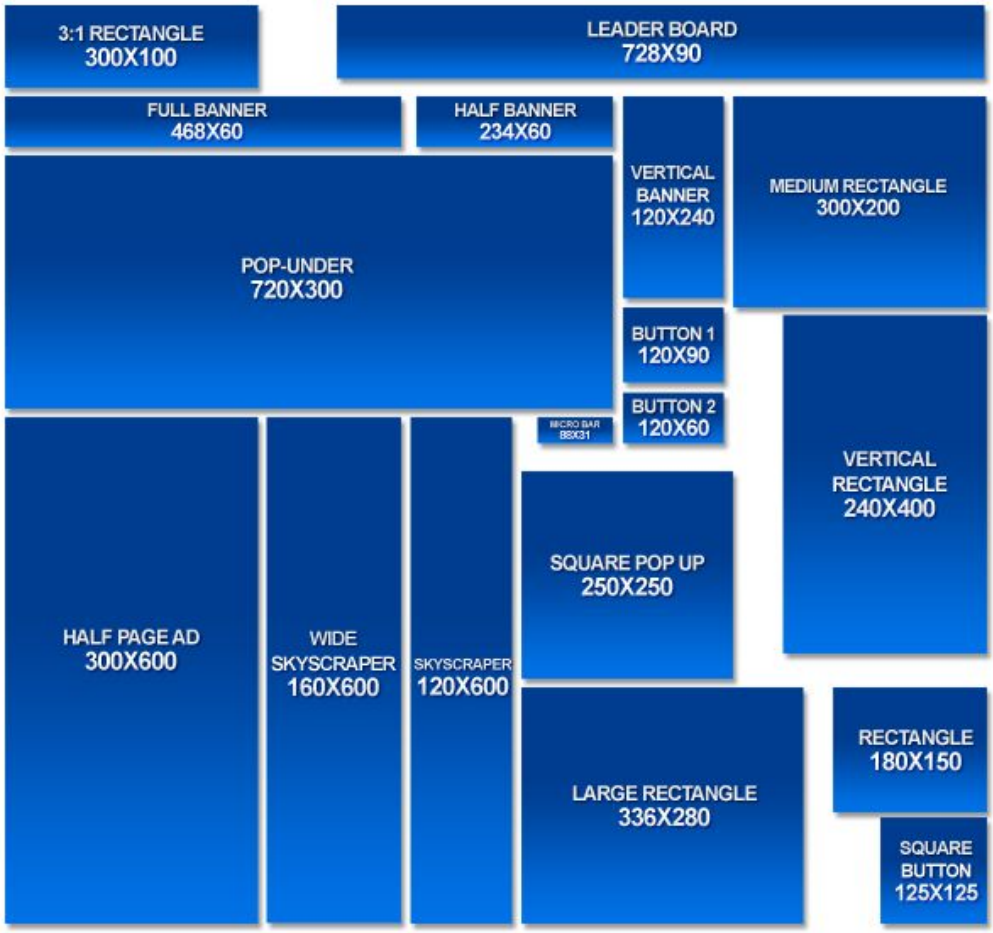

How Ad-serving works?
Web Server
Establish IP connection
User's Machine
Sends content to user's computer
Send request for ad
Ad Server
Serve ad


User arrives at website
1
Website requests ads
2
OpenX
Adserver
The ad serving process
4
User sees ads
3
Website matches ads and displays them

# Ad Slot


ARMS DEALER
SLOT A
Businesses
Find and review gun shops, shooting ranges, and more.
Classifieds NEW!
Buy or sell firearm-related items with no fees.
Search for
shooting range, glock, etc.
near
Philadelphia PA
Search
Advertising
Blog
Help
Contact Us
Register
Log In
Search Businesses
Submit a Business
SLOT F
Philadelphia Archery & Gun Clb
Philadelphia, PA
1 review
831 Ellsworth St
Philadelphia PA 19147-5126
(215) 551-4544
info@philadelphiaarcheryandgunclub.com
http://www.philadelphiaarcheryandgunclub.com/
Categories: Gun Shops, Shooting Ranges
FFLs: Firearm Dealer/Gunsmith
+1
«— If you found this listing helpful, +1 us and help spread the word.
Write a Review
Update Information
Claim Business
SLOT E
Your business could be featured here. See our business opportunities page for information on advertising.

## Standard Ad Size




## Cookies

Cookies are small files that are sent from a web server to the local user's computer to store information unique to that user.Often used by advertisers to keep track of the number and frequency of advertisements that have been shown to a visitor or by sites to help them determine the number of unique visitors.Cookies can also be used to target advertising, such as targeting advertising based on an individual's user profile on a site.

## What are Tracking Cookies?

Some commercial websites include embedded advertising material which is served from a third-party site, and it is possible for such adverts to store a cookie for that third-party site, containing information fed to it from the containing site - such information might include the name of the site, particular products being viewed, pages visited, etc. When the user later visits another site containing a similar embedded advert from the same third-party site, the advertiser will be able to read the cookie and use it to determine some information about the user's browsing history. This enables publishers to serve adverts targeted at a user's interests, so in theory having a greater chance of being relevant to the user. However, many people see

such 'tracking cookies' as an invasion of privacy since they allow an advertiser to build up profiles of users without their consent or knowledge.

### Ad Network

An advertising network (ad network) is an online business that specializes in matching up advertisers to websites looking to host advertisements. Advertising networks work as brokers for both suppliers (sites with content that can host ads) and buyers (the advertisers). Joining an ad network frees sites from having to set up their own ad servers and invest in tracking software

### Advertising Agencies

The work of a tailor is to collect the raw material, find matching threads, cut the cloth in desired shape, finally stitch the cloth and deliver it to the customer."
Advertising Agency is just like a tailor. It creates the ads, plans how, when and where it should be delivered and hands it over to the client. Advertising agencies are mostly not dependent on any organizations.
These agencies take all the efforts for selling the product of the clients. They have a group of people expert in their particular fields, thus helping the companies or organizations to reach their target customer in an easy and simple way.

### Role of Advertising Agencies

1. Creating an advertise on the basis of information gathered about product
2. Doing research on the company and the product and reactions of the customers.
3. Planning for type of media to be used, when and where to be used, and for how much time to be used.
4. Taking the feedbacks from the clients as well as the customers and then deciding the further line of action

All companies can do this work by themselves. They can make ads, print or advertise them on televisions or other media places; they can manage the accounts also. Then why do they need advertising agencies? The reasons behind hiring the advertising agencies by the companies are:

- The agencies are expert in this field. They have a team of different people for different functions like copywriters, art directors, planners, etc.
- The agencies make optimum use of these people, their experience and their knowledge.
- They work with an objective and are very professionals.
- Hiring them leads in saving the costs up to some extent.

## Ad trafficking

In the online advertising context, ad trafficking refers to the process of technically setting up an ad campaign.The ad trafficking is performed by an ad trafficker on the ad server and can be done after receiving IO and creatives.

Different elements are set up in the ad server interfaces for trafficking :

- creative placements on the site or network
- targeting options
- campaign dates
- capping
- impressions or click volumes
- CPM or CPC for automated invoice edition

## Ad Operations:

**Ad Operations** (aka "online ad operations", "online advertising operations", "online ad ops", "ad ops", and "ops" in the trade) refers to processes and systems that support the sale and delivery of **online advertising**. More specifically this is the workflow processes and software systems that are used to sell, input, serve, target and report on the performance of online ads**.**

### Demand-side platform (DSP):

A demand-side platform (DSP) is a system that enables advertisers to purchase ad impressions from a variety of inventory sources while leveraging first-party and third-party audience data to decide which impressions to purchase.

### Ad exchange:

An ad exchange is an online marketplace that enable advertisers to evaluate, bid on, and purchase ad inventory from publishers through real-time auctions on an impression-by-impression basis.