



Talking the Talk - A Guide to Mobile Advertising Terminology

As consumer's offline and online worlds merge, marketers must look for new ways to engage with them. Driven by the proliferation of smartphones, mobile affords advertisers just this opportunity.

Mobile marketing campaigns using SMS and MMS have begun to open the eyes of advertisers to the possibilities of mobile advertising and as Internet style advertising, in the shape of display advertising (banner ads), search, and even TV-style advertising, come to mobile the opportunities expand exponentially.

To get you started here is a collection of "mobile" terms to help you tackle this emerging marketplace.

2G – Short for 2nd Generation, an older standard for mobile telecommunications. Most mobile phone manufacturers are now focusing on 3G and 4G technology.

3G – Short for 3rd Generation, an international standard for mobile telecommunications. 3G phones allow faster and more advanced data services than previous 2G and 2.5G devices.

4G – Short for 4th Generation, currently the most advanced standard for mobile telecommunications. 4G phones offer faster and broader services than previous 2G and 3G devices.

Ad Integration – The technical process of defining and making available ad slots within a publisher's site or app.

Application (App) – A piece of software that is downloaded to run on a mobile phone, typically from an app store or mobile internet site.

Ad tag – A line of code inserted into a mobile site that will display mobile advertising.

Ad slot – An area within a mobile site or app that has been made available for display advertising. Different ad slots may represent different sections of a publisher's site or app, or different placements for ads within a single page.

Airtime – The time taken in making and receiving calls, texts, retrieving voice mail, e-mail and downloads which is tracked by your network provider to determine your billing cost.

Advertorial – Where the advertisement is part of a promotion in a mobile portal on in the news or feature section of mobile content.

Ad Wrapper – This is a few seconds of advertising at the start or at the end of a mobile game.

Bandwidth – The capacity of a wireless service provider's network to transfer data, the higher the network's bandwidth, the greater the volume of data that can be transmitted.

Banners – A graphic or creative that sits on mobile sites at the top, side or bottom that are display a marketing message.

Below-the-Line – Traditional media term for non-mass-media advertising.

Bluetooth – *Bluetooth* is useful in connecting a device wirelessly within a 30 foot area and is used to transfer images, songs and other mobile content.

bps – Bits per second: a way of quantifying data transmission throughput. It is the number of pieces of information (bits) transmitted or received per second.

Brand Equity – The value or essence of a brand and its value.

BREW – *BREW* is a solution developed by Qualcomm and found almost exclusively in CDMA phones for downloading small applications and content to mobile phones.

Broadband – A broadband connection offers you high-speed Internet access on your mobile phone while allowing you to receive calls at the same time.

C2C – Word of mouth marketing.

Call to Action – The advert will have a purpose that will mean that it encourages interaction. It tells the viewer what to do to engage.

Carrier – A mobile phone operator. In the US the main carriers include Verizon, AT&T, Sprint, and T-Mobile.

CDMA (Code Division Multiple Access) – A digital wireless telephony transmission technique that allows multiple frequencies to be used simultaneously.

Click – The act of clicking on an ad (banner or text link) that has been served to a mobile screen.

Click Through – The act of clicking on a banner or text link ad, which takes the user through to the advertiser's site or other destination.

Click Through Rate (CTR) – The response rate of an online advertisement, typically expressed as a percentage and calculated by taking the number of click-throughs the ad received, dividing that number by the number of impressions and multiplying by 100 to obtain a percentage.

Click-to-Call – A service that enables the end user to initiate a voice call to a specified number by clicking on an ad banner or text link.

CPM (Cost-per-Thousand) – The price paid by an advertiser for a site displaying their ad 1,000 times.

Content Provider – A company that provides services to mobile phone users or network operators. These services could be shopping, web surfing, chat rooms, playing games, accessing data such as music and books through a server.

Cost per Click (CPC) – The price paid by an advertiser for a single click on its ad that brings the end user to its intended destination.

Coverage – The geographic area in which a network's service is accessible to users.

Converged Advertising – A mix of mobile marketing, mass media, and non-mass media advertising.

Creative – The concept, design and artwork that go into a given advertisement.

Data services – Services in the text formats like e-mail, fax and SMS messages which can be accessed with your device.

Device – A mobile handset that enables the end user to interact with sites and apps.

EDGE – *EDGE* offers mobile phone users access to increased bandwidth and various multimedia services such as video clips.

Flash Ads – Web ads that pop up.

Flash Mob – A gathering of people organized spontaneously via TXT messaging, the internet or other mobile communication.

Fill Rate – The percentage of ad requests that are filled with ads (that is, where an ad is displayed to the end user).

GPRS – *GPRS* delivers wireless packet data services to GSM customers. GPRS offers Internet connections to mobile users. It allows a mobile user to take part in video conferences and surf multimedia web sites.

GSM – *GSM* supports voice calls and data transfer speeds of up to 9.6 kbit/s, together with the transmission of SMS (Short Message Service). *GSM* is present in more than 218 countries and according to the GSM Association, cover more than 80% of the world's population.

HTML Browser – A HTML browser is program which allows you to view HTML pages.

J2ME (Java 2 Platform, Micro Edition) – A language that allows a device to run small, user-installable software applications written especially for mobile devices such as phones.

Landing page – The first page an end user sees when he clicks on an advertisement.

Mash-up – *Mash-ups* combine similar types of media and information from multiple sources into a single representation.

MMS (Multimedia Messaging Service) – MMS are like text messages (SMS) but include images, video or audio.

Mobile Advergame – A game that is made solely for the purpose of mobile advertising.

Mobile Advergaming – A game that is part of a mobile advertising and mobile marketing strategy.

Mobile Marketing Association (MMA) – The MMA is the premier global association that strives to stimulate the growth of mobile marketing and its associated technology.

MVNO (Mobile Virtual Network Operator) – A company, such as Virgin Mobile, that does not actually own spectrum or the infrastructure of an actual carrier. MVNO's provide the marketing and front end of a mobile service

while partnering with an established carrier to provide the backend.

Network operator – Company with a license to provide wireless telephony services.

Pop Ups – see *Flash Ads*.

Postpaid – Mobile phone contract in which the user pays for service at the end of a specified term of use. Generally this includes a flat monthly fee along with added charges for additional minutes of usage. Most standard mobile phone contracts are postpaid.

Prepaid – Mobile phone contract in which the user pays for service in advance. A user purchases a set amount of talk time, and the phone provides service for that amount of time only.

Publisher – Any person or company that publishes content via a site, app or blog.

QWERTY – Mobile phone keypad layout that mimics the design of a standard computer keyboard. Named for the first six letters on most English-language keyboards.

Request – An ad request occurs when a user's mobile phone browser or application requests an ad from the ad server, or a publisher system makes such a request on behalf of the user. There is one request per ad slot on a given user interface.

Screen Size – Screen size, or resolution, defines the width and height of a mobile device's visible screen in units of pixels. Appropriately sized ad banners are selected for a given device based on its screen size.

Service Provider – A company that provides mobile phone users with services and subscriptions to mobile phone networks.

Short Codes – Also known as Common Short Codes, these 5 digit numbers allow users to send a text message without entering an entire phone number.

SIM – The SIM card is the smart card inserted inside all GSM phones. It identifies the user account to the network, handles authentication and provides data storage for basic user data and network information.

Smartphone – Mobile device that provides an array of features beyond making and receiving calls. Smartphones typically feature keyboards and a selection of applications. Examples include the BlackBerry Curve and the iPhone.

SMS (Short Messaging Service) – This is a method of sending short, 160 character messages between mobile phones. Known as text messaging in the U.S.

Snacking – Consuming small amounts of content. Going in and out of content without any loyalty.

Tags – Tags are user-generated keywords that provide a concise description of a campaign, site or app.

Targeting – Criteria used to define the intended audience for a campaign. Targeting criteria include location, device, mobile operator, time of day, and demographics.

Text Link – A simple creative format for mobile advertisements represented by highlighted and clickable text. Text links are limited to 35 characters.

Text Messaging – see SMS.

Text Tagline – A text tagline is an optional component of a banner ad that displays a clickable text link beneath the banner, enabling advertisers to extend their message.

Tracking – The ability to assess the performance of a site, app or ad campaign.

Unlocked Phone – Mobile phone that allows the user to switch out SIM or RUIM cards, making it easily adaptable to a variety of carriers. Unlocked phones are especially useful for international travelers.

Unique User – A particular individual end user of a site or app.

Wireless – *Wireless* is a term used to describe telecommunications in which electromagnetic waves (rather than some form of wire) carry the signal over part of, or the entire communication path.

Sources: Adfonic, Best Buy, Mobile Marketing Association, Mobile Pocket.com, Mobile Rainbow.org, Westlake, Wikipedia



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Michael is a frequent speaker and moderator at industry trade shows including CES, CTIA, NAB, Digital Hollywood and E3. In addition, his expertise has been sought out by many news outlets including the New York Times, Wall Street Journal, Washington Post, Business Week, CNN, CNBC and NPR.