



The Language of Identity

Glossary of key terms

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Addressable

Refers to advertising that connects ads with individuals consuming digital media, tailoring targeting and ad content based on 1:1 traits

Attribution

The act of measuring media and allocating the credit of a conversion or event to a media channel or strategy

Behavioural

The practice of collecting data on an individual's browsing behaviour and using this data to target them with relevant media. Also referred to as "interest based advertising"

Browser

A software application with a user interface for displaying and navigating between web pages. Chrome, Safari and Edge are all examples of Browsers

Bunker

A term to describe the secure consumer data stores used by some Clean Room vendors, that protects personal data while enabling targeting and measurement

Clean room

A secure, isolated platform that links anonymised marketing and advertising data from multiple parties, enabling targeting and measurement without using cookies to transfer data

Cohort

A term used to describe an audience segment, often grouped by a topic of interest or product category intent. If you are interested in Sport then you would be included in a Sport Cohort

Consent

An individual's permission to collect and use their data in a specified way, for instance for advertising or measurement purposes

Consent Management Platform

Technology that requests user consent for collecting their data during their visit, for instance allowing a website to meet GDPR regulation

Contextual

Targeting or tailoring advertising using contextual cues instead of or alongside people-based targeting. Contextual cues include surrounding page content, time of day, weather, or device used.

Cookie

A small text file created by a website that is stored in the user's computer either temporarily for that session only or permanently on the hard disk (persistent cookie). Cookies provide a way for the website to recognize a user and keep track of their preferences.

Customer Data Platform

A client-managed system that continuously updates a unified database of customer records from different touchpoints, that is made accessible to other systems for purposes including advertising and email marketing

Customer Match

Lets advertisers match online and offline customer data to reach and re-engage with your customers, by matching with advertising platforms. Typically uses encrypted email addresses or phone numbers, used by Google, Amazon and Social Media Platforms

Data Banks

A large repository of computer data on a particular topic, sometimes formed from more than one database, and accessible by many users.

Data Mapping

The process of matching fields from one database to another and formatting to ensure consistency between two different sets of data

Deterministic

A process of matching data sets which is based on exact facts. For example, matching a customer's email address with their Google account is a deterministic way of matching data. The opposite of probabilistic

DSP

A demand-side platform (DSP) is software used by advertisers to set automatic bidding rules and budgets to automatically buy mobile, display, and video ads from a marketplace on which publishers list advertising inventory

Dynamic Creative

Method of creative messaging that results in an ad's messaging being updated in real-time based on predefined parameters and rules set by the advertiser. Can use macro data like time of day or weather, or first party data like the product someone has viewed on your website

ETP

Enhanced Tracking Protection - Mozilla Firefox's early implementation of restrictions on data being passed to third parties via cookies

Fingerprinting

Technique advertisers use to identify people. It works by using publicly available characteristics of a device to create a "fingerprint" of the user. This could include device, location and other data relevant to advertisers.

First party cookie

A first-party cookie is created and stored by the website you are visiting directly. It typically allows site owners to collect customer analytics data, remember language settings, and carry out other useful functions

FLEDGE

Abbreviation for First Locally Executed Decision over Groups Experiment. Crucial live campaign technology which allows using data from browsers to define anonymous audience segments, rather than identifiable cookie data

FLoC

FLoC, or Federated Learning of Cohorts, is Google's solution for a new form of interest-based advertising. Unlike advertising cookies, FLoC groups individuals into otherwise-anonymous behavioural cohorts using machine learning on the device

GDPR

The General Data Protection Regulation is a European Union privacy law that establishes legislation over the use of data and covers 7 areas; 'Lawfulness, Fairness and transparency', 'Purpose limitation', 'Data minimisation', 'Accuracy', 'Storage limitation', 'Integrity and confidentiality (security)' and 'Accountability'

Google's Privacy Sandbox

Google's proposed alternatives to third party cookies tested, in the first instance, by their Chrome browser and ad products. These rely on anonymised signals (that are not cookies) to target, deliver ads and measure success.

Google's TURTLEDOVE

Abbreviation of 'Two Uncorrelated Requests, Then Locally-Executed Decision On Victory'. The project name of Google's product suite to provide advertisers with browser-based solutions (rather than personal data-based solutions) to deliver compliant advertising without the use of cookies

GroupM Bridge

A product created between GroupM and Google, which allows our clients to match their first party customer segments with Google data, tailoring the audience lookalike with agency control

Identity (ID)

The code associated to your profile on a website, browser or device. The ID is used to segment that individual into audience groups, as well as differentiate that individual from other people

Identity Graph

An identity graph, or ID graph, is one database that holds customer profiles and all the known identifiers that correlate with individual consumers. Customer profiles are a collection of identity and descriptive data used to target and personalise marketing messages

Identity Resolution

Process of combining multiple identifiers across devices with data collected from multiple touchpoints. Builds a cohesive view of your consumers, enhancing measurement and targeting, and can allow exclusion of known current customers from campaigns

IDFA

The Identifier for Advertisers (IDFA) is a random device identifier assigned by Apple to a user's device. Advertisers use this to track data so they can deliver customized advertising. The IDFA is used for tracking and identifying a user (without revealing personal information).

ITP

Intelligent Tracking Protection - a feature of the Safari web browser, bundled with iPhones, iPads, and Macs. By blocking cookies placed by advertising companies, it can prevent you as an advertiser from effectively recording conversions like form fills and purchases.

Look-a-like

A process that identifies the people whose behaviour most resembles a desired target audience, based on a smaller set of 'seed' data, such as browsing an advertiser's site or completing a purchase

Machine Learning

An application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve in a given domain, optimising to a goal based on data, without being explicitly programmed or exposing personal data to humans

MAID

Mobile Advertising ID (MAID). An anonymous identifier provided by the mobile device's operating system, MAIDs help developers identify who is using their app

Model / Modelling

The process of extrapolating and processing data points using machine learning, in programmatic terms to create expanded audiences, for instance look-a-likes or similar audiences of recent buyers.

Operating System

The low-level software that supports a device's basic functions, examples include Android and iOS

PII

Personally identifiable information (PII) is any data that can be used to identify a specific individual.

Pixel

Pixels (iFrame, JavaScript and Image), are used to set or update cookies for tracking, and are implemented on a clients website to track events

Portable Data Bank

A data bank which is easily transferred and integrated into different tech stacks

Probabilistic

The process of matching data, devices and interests using probability-based estimates of an individual's actual behaviour. using patterns in data, location and behaviour to identify different records as being the same person. The opposite of Deterministic

Propensity modelling

A statistical scorecard that is used to predict the behaviour of your customer or prospect base against a given business outcome. Often used to identify those most likely to respond to an offer, or to focus retention activity on those most likely to churn or defect from the brand

Second Party Data

1st Party data that two or more parties decide to share on a private basis for mutual benefit, meaning that no one else can access or view it. It requires mutual customer records and shares only the segment of customers you have in common with your data partners.

Segmentation

The process of creating groups of audiences based on similar data, for instance their personal traits or behavioural characteristics. Also see cohorts

Server Pixel

Same premise as a pixel, but utilise server-to-server integration in order to provide cookie-less tracking

SPARROW

SPARROW, Secure Private Advertising Remotely Run On Webserver, is an enhancement of TURTLEDOVE proposal aimed at providing more value for the ad ecosystem, more control and transparency, and safeguarding the user experience, whilst keeping all the privacy guarantees

SSP

A supply-side platform is an advertising technology (AdTech) platform used by publishers to manage, sell and optimize available inventory on their websites and mobile apps in an automated and efficient way.

Synthetic Data

Data that's artificially manufactured rather than generated by real-world behaviour. Synthetic data is created algorithmically, and can be used as a stand-in for authenticated user data to ascribe interests and intents without collecting extensive consumer data.

Tech stack

Technology infrastructure, or a data ecosystem, is a set of inter-operating systems and services used to build and run advertising and marketing tasks

Third party cookie

Also known as tracking cookies, advertising cookies or trackers. Created by "parties" other than the website that the user is currently visiting; typically providers of advertising, retargeting, analytics and tracking services.

Toolkit

The term often used to describe the multiple technologies at an advertiser or agency's disposal to apply across digital advertising

Unified data

Merges fragmented data sources into one, single central view. Unified data provides a more complete and accurate picture of a company's data

Walled Gardens

A Walled Garden is an enclosed environment that controls the end user's access to certain products or services. Google, Amazon and Facebook are all examples of Walled Gardens in media

Dovekey

Google's proposed compromise response to the open web's SPARROW proposals to allow more functionality within ad servers; itself a build on TURTLEDOVE.

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