
Professional Certificate in Ad Fraud Prevention

Ad Fraud in Video Advertising

Ad Exchange: A platform that enables the buying and selling of ad inventory between multiple parties, such as publishers, advertisers, and ad networks, in real-time, using automated systems. Ad exchanges use real-time bidding to determine the price of ad inventory. Related terms: Supply-Side Platform, Demand-Side Platform, Real-Time Bidding.

Ad Fraud: The practice of deceiving advertisers, publishers, or ad networks by generating fake or invalid ad traffic, clicks, or impressions, in order to earn revenue or artificially inflate ad performance metrics. Ad fraud can take many forms, including clickjacking, ad stacking, and cookie stuffing.

Ad Inventory: The available space or slots on a website, app, or other digital platform where ads can be displayed. Ad inventory can be sold directly to advertisers or through ad exchanges and other intermediaries.

Ad Network: A company that connects advertisers with publishers and facilitates the buying and selling of ad inventory. Ad networks often use algorithms to match ads with relevant audiences and optimize ad performance.

Ad Server: A technology platform that manages and delivers ads to websites, apps, and other digital platforms. Ad servers use cookies and other tracking technologies to target and measure ad campaigns.

Ad Stacking: A type of ad fraud that involves stacking multiple ads on top of each other in a single ad slot, in order to generate multiple impressions and revenue from a single ad display.

Ad Verification: The process of verifying that ads are being displayed correctly and accurately measured, in order to prevent ad fraud and ensure that advertisers are getting what they pay for. Ad verification involves using third-party technologies to monitor ad delivery and validate ad metrics.

Affiliate Marketing: A form of marketing that involves partnering with influencers or other affiliates who promote products or services in exchange for a commission on sales or referrals.

Application Programming Interface (API): A set of protocols and tools that enables different software systems to communicate with each other and exchange data. APIs are often used in ad tech to connect ad exchanges, supply-side platforms, and demand-side platforms.

Artificial Intelligence (AI): A type of machine learning that involves using algorithms and data to enable computers to perform tasks that would typically require human intelligence. AI is increasingly being used in ad tech to optimize ad targeting and predict ad performance.

Attribution Modeling: The process of assigning credit to different marketing channels and tactics for driving conversions and sales. Attribution modeling involves using algorithms and data to analyze the impact of

different marketing efforts.

Audio Ad: An ad that is delivered in audio format, such as a podcast ad or a radio ad. Audio ads are often used to reach targeted audiences and increase brand awareness.

Authentication: The process of verifying the identity of users or devices in order to prevent ad fraud and ensure secure ad delivery. Authentication involves using passwords, biometrics, or other credentials to verify identities.

Automatic Content Recognition (ACR): A technology that uses algorithms and machine learning to identify and recognize content, such as TV shows or movies, in order to deliver targeted ads.

Behavioral Targeting: A type of ad targeting that involves using data and algorithms to deliver ads to users based on their behavior, such as their browsing history or search queries.

Big Data: A term that refers to the large volumes of data that are generated by digital devices and systems. Big data is often used in ad tech to analyze ad performance and optimize ad targeting.

Block List: A list of domains or IP addresses that are blocked from accessing a particular website or ad exchange. Block lists are often used to prevent ad fraud and malware attacks.

Brand Safety: The practice of ensuring that ads are delivered in a safe and respectful manner, and that they do not appear alongside inappropriate or offensive content.

Browser Fingerprinting: A technique that involves using algorithms and data to identify and track users based on their browsing behavior and device characteristics.

Cache: A temporary storage system that stores data and content in order to improve page load times and reduce latency.

Call-to-Action (CTA): A button or link that encourages users to take a specific action, such as making a purchase or signing up for a newsletter.

Clickjacking: A type of ad fraud that involves tricking users into clicking on ads by hiding them under other content or elements.

Click-Through Rate (CTR): A metric that measures the number of clicks on an ad divided by the number of impressions. CTR is often used to evaluate ad performance and optimize ad targeting.

Cloud Computing: A model of delivering computing services over the internet, in which resources such as servers and storage are provided as a service.

Cookie: A small file that is stored on a user's device in order to track their browsing behavior and store data. Cookies are often used in ad tech to target ads and measure ad performance.

Cookie Stuffing: A type of ad fraud that involves stuffing multiple cookies into a single request in order to generate multiple tracking requests.

Cost Per Action (CPA): A pricing model in which advertisers pay for each action taken by a user, such as a purchase or sign-up.

Cost Per Click (CPC): A pricing model in which advertisers pay for each click on their ad. CPC is often used in search advertising and display advertising.

Cost Per Mille (CPM): A pricing model in which advertisers pay for every thousand impressions of their ad. CPM is often used in display advertising and video advertising.

Cross-Device Tracking: The practice of tracking users across multiple devices, such as desktops, laptops, and mobile devices. Cross-device tracking involves using cookies and other technologies to identify users and target ads.

Data Management Platform (DMP): A system that enables advertisers and publishers to collect, organize, and analyze data from multiple sources. DMPs are often used to target ads and optimize ad performance.

Demand-Side Platform (DSP): A system that enables advertisers and agencies to manage and optimize their ad campaigns across multiple ad exchanges and supply-side platforms.

Digital Rights Management (DRM): A system that enables content owners to control and protect their content from unauthorized use or distribution.

Domain: A unique address that identifies a website or server on the internet. Domains are often used to target ads and deliver content.

Dynamic Ad Insertion (DAI): A technology that enables the insertion of ads into video content in real-time, using metadata and algorithms to target ads and optimize ad performance.

eCPM: A metric that measures the effective cost per thousand impressions of an ad, taking into account clicks, conversions, and other actions.

First-Party Data: Data that is collected directly from users or customers, such as registration data or transaction data. First-party data is often used to target ads and optimize ad performance.

Frequency Capping: A technique that involves limiting the number of times a user sees a particular ad, in order to prevent overexposure and improve ad effectiveness.

Geo-Targeting: A type of ad targeting that involves targeting ads to users based on their geographic location, such as their country, region, or city.

Header Bidding: A technique that involves bidding on ad inventory in the header of a webpage, rather than in the footer or body of the page. Header bidding is often used to increase ad revenue and improve ad yield.

Impression: A metric that measures the number of times an ad is displayed to a user, regardless of whether the user clicks on the ad or not.

In-App Advertising: A type of advertising that involves delivering ads within mobile apps, such as games or social media apps.

In-Stream Video Ad: A type of ad that is inserted into a video stream, such as a pre-roll ad or a mid-roll ad.

Invalid Traffic: A type of traffic that is generated by bots, spiders, or other automated systems, rather than by human users. Invalid traffic is often used to commit ad fraud and inflate ad metrics.

IP Address: A unique address that identifies a device or server on the internet. IP addresses are often used to target ads and deliver content.

JavaScript: A programming language that is used to create interactive web pages and web applications. JavaScript is often used in ad tech to deliver ads and track user behavior.

Key Performance Indicator (KPI): A metric that is used to measure the success of an ad campaign or marketing effort. KPIs are often used to evaluate ad performance and optimize ad targeting.

Lookalike Modeling: A technique that involves using data and algorithms to identify users who are similar to a target audience, in order to expand the reach of an ad campaign.

Machine Learning: A type of artificial intelligence that involves using algorithms and data to enable computers to learn and improve their performance over time. Machine learning is often used in ad tech to optimize ad targeting and predict ad performance.

Malware: A type of software that is designed to harm or disrupt computer systems, such as viruses or trojans. Malware is often used to commit ad fraud and steal user data.

Mobile Ad: A type of ad that is designed for mobile devices, such as smartphones or tablets. Mobile ads are often used to target users on-the-go and drive conversions.

Native Ad: A type of ad that is designed to match the form and function of the surrounding content, such as a sponsored post or a promoted tweet. Native ads are often used to increase user engagement and drive conversions.

Non-Human Traffic: A type of traffic that is generated by bots, spiders, or other automated systems, rather than by human users. Non-human traffic is often used to commit ad fraud and inflate ad metrics.

Online Behavioral Advertising (OBA): A type of advertising that involves targeting ads to users based on their behavior, such as their browsing history or search queries. OBA is often used to increase user engagement and drive conversions.

OpenRTB: An open standard for real-time bidding, which enables buyers and sellers to communicate and transact in a standardized way.

Optimization: The process of improving ad performance by analyzing data and adjusting ad targeting, creative, and bidding strategies.

Over-the-Top (OTT): A type of content that is delivered over the internet, bypassing traditional broadcast or cable TV. OTT content is often used to target ads and drive conversions.

Pixel: A small image that is used to track user behavior and deliver ads. Pixels are often used to measure ad performance and optimize ad targeting.

Programmatic Advertising: A type of advertising that involves using technology to automate the buying and selling of ad inventory. Programmatic advertising is often used to increase efficiency and reduce costs.

Proxy: A server that acts as an intermediary between a user's device and a website or server. Proxies are often used to hide user identities and bypass ad blockers.

Real-Time Bidding (RTB): A type of auction that involves bidding on ad inventory in real-time, using algorithms and data to determine the winning bid.

Return on Ad Spend (ROAS): A metric that measures the return on investment (ROI) of an ad campaign, by comparing the revenue generated by the campaign to the cost of the campaign.

Return on Investment (ROI): A metric that measures the return on investment of an ad campaign, by comparing the revenue generated by the campaign to the cost of the campaign.

Search Engine Optimization (SEO): The process of optimizing website content and structure to improve its visibility and ranking in search engine results pages (SERPs).

Second-Party Data: Data that is collected by a partner or vendor, such as a data broker or a research firm. Second-party data is often used to target ads and optimize ad performance.

Server-Side Ad Insertion (SSAI): A technique that involves inserting ads into video content on the server-side, rather than on the client-side. SSAI is often used to improve ad delivery and reduce latency.

SSP: A system that enables publishers to manage and optimize their ad inventory, by connecting them to multiple ad exchanges and demand-side platforms.

Supply-Side Platform (SSP): A system that enables publishers to manage and optimize their ad inventory, by connecting them to multiple ad exchanges and demand-side platforms.

Targeting: The process of selecting a specific audience or group of users to receive an ad, based on criteria such as demographics, behavior, or interests.

Third-Party Data: Data that is collected by a third-party vendor, such as a data broker or a research firm. Third-party data is often used to target ads and optimize ad performance.

Tracking Pixel: A small image that is used to track user behavior and deliver ads. Tracking pixels are often used to measure ad performance and optimize ad targeting.

User Agent: A string of text that identifies a user's browser or device, and is often used to target ads and deliver content.

User Experience (UX): The quality of a user's interaction with a website, app, or ad. UX is often used to evaluate the effectiveness of an ad campaign and identify areas for improvement.

Video Ad: A type of ad that is delivered in video format, such as a pre-roll ad or a mid-roll ad. Video ads are often used to target users and drive conversions.

Viewability: A metric that measures the percentage of ads that are viewable by users, based on criteria such as visibility and duration. Viewability is often used to evaluate ad performance and optimize ad targeting.

View-Through Rate (VTR): A metric that measures the percentage of users who view an ad and then take a specific action, such as making a purchase or signing up for a newsletter.

Waterfall: A technique that involves cascading ad requests from one exchange or supply-side platform to another, in order to maximize ad revenue and fill rates.

Web Browser: A software application that enables users to access and view web pages and content. Web browsers are often used to deliver ads and track user behavior.

White List: A list of domains or IP addresses that are allowed to access a particular website or ad exchange. White lists are often used to prevent ad fraud and malware attacks.

XML: A markup language that is used to format and structure data, such as ad creative and metadata. XML is often used in ad tech to deliver ads and track user behavior.