dunnhumby Sphere

Retail media glossary

Hello

Our retail media glossary is an A-to-Z guide that aims to help you make sense of the key acronyms and technical terms commonly used within the industry. This also includes terminology commonly used within media and digital advertising.

Terms highlighted in yellow relate specifically to dunnhumby Sphere, the Customer First Retail Media platform

A

A/B Test

A method marketers use to test two variants of the same page at random and assess whether one variant may influence an audience's engagement over the other.

Above the fold

Content that is instantly visible on the user's screen without the user needing to scroll to view more.

Above the line
ATL

Mainstream advertising that will reach a mass number of people such as TV, Radio and Out-of-Home (OOH).

Acquisition

Customer acquisition is the act of gaining new customers. It includes any method used, both offline and online, to find new customers and encourage them to make a purchase.

Activation

The way you book the advertisements you want to run on the platform. You can have multiple activations in a booking.

Ad exchange

A digital marketplace that enables the buying and selling of advertising inventory. Ad prices are determined through bidding in a real-time-auction.

Ad formats

The specification, dimensions and requirements for different types of advertising creative.

Ad unit

A space on your site for ads. An ad unit is also known as an inventory unit.

Advertising technology

Adtech

A set of technologies used for managing advertisements across channels, including search, display, video, mobile and social, with functions for targeting, design, bid management, analytics, optimisation and automation of digital advertising.

Algorithm

dunnhumby's Science Engine uses algorithms to predict shopper behaviour and recommend content to people and tactics to media owners and marketers to achieve better outcomes.

Application programming interface

API

Application programming interface (API) integrations with pre-defined connectors to support sales, ad operations and enable the delivery of campaigns in the relevant channels. Using APIs, we make audiences available for brands to activate in different channels using various advertising platforms. An example for offsite is where audiences are automatically uploaded to Facebook & Instagram.

Approval status

Review tasks and authorise campaigns.

Attribution window

The number of days after an activation has finished that sales are still attributed to the activation. For example, if an activation has an attribution window of seven days, then for seven days after the activation has finished, all sales relating to the activation are attributed to it and added to the total values

Audience

A custom group of people who you want to target with your media or ad campaign.

Audience catalogue

A catalogue containing predefined predictive, behavioural and demographic audience types that can be easily combined with brands and products.

Audiences module

This module allows advertisers to identify and build specific audiences based on requirements of their campaigns. You can create, edit, delete, duplicate, search and filter specific audience segments.

Audience reach

The number of online consumers that can be reached by a media platform and targeted with an advertising campaign that will potentially be seen.

Awareness

A campaign goal or objective that aims to drive knowledge or perception of a brand, products or categories.

B

Banner ad

A form of advertising such as an online graphic or image, placed on a publisher's webpage, intended to attract traffic.

Behavioural audiences / targeting

An approach that divides shoppers into groups based on their past shopping and transactional behaviour.

Below the fold

Content that a user must scroll to view on screen.

Below the line
BTL

Advertising that is directed to reach a smaller and more targeted audience, helps foster a relationship and is highly measurable. Examples include direct mail and coupons.

Bid price optimisation

Automatically adjusting the amount an advertiser will bid on a particular impression to meet a particular margin goal.

Bid request

When a user loads a web page and an ad server calls the ad exchange for a given impression, it submits a bid request to all eligible buyers. Buyers then assess the value of the impression and submit bids in real-time (in a matter of milliseconds) to compete for the ad placement.

Billing module

Automatically create opportunities with enterprise financial management systems and populate with reconciled billing data to enable timely, accurate invoicing.

Blocklist

A list of terms excluded from a campaign such as IP addresses, publishers and keywords.

Bookings module

This module enables users to quickly and easily see all bookings based on their access rights and role. Search and filter bookings by: Objective, Creation date range, Advertiser and Booking status.

Brand safety

Tools that ensure that ads are only placed on acceptable publisher content.

Budget allocation %

The percentage of the proposed campaign budget allocated to each segment. This is calculated using the segment size as a percentage of the entire audience.

C

Call to action
CTA

A word or phrase used in marketing campaigns, designed to attract the user's attention and prompt them to do something e.g. sign-up to a newsletter.

Channels

The location where you want your media to appear. For example, in-store, onsite, and offsite.

Clicks

The number of times that shoppers clicked your advert.

Click-through Rate
CTR

The percentage of shoppers who clicked your ad after seeing it.

Closed-loop measurement

Closed-loop measurement links exposure data from campaigns to transaction data, whether in-store or online.

Cloud

Refers to servers that are accessed over the internet, and the software and databases that run on those servers. Cloud servers are located in data centers all over the world.

Consideration

A campaign goal or objective that aims to attract people to a particular brand, product or category.

Contextual targeting

A form of advertising that delivers automated ads to relevant web page content. Types of contextual ads are video, audio and display ads.

Conversion rate
CR

The conversion rate is the percentage of people who clicked on an ad and then completed an action/purchase/conversion.

Cookie

A small text file stored on the user's computer, specifically designed to gather information from a users device to display relevant advertisements.

Cost per Acquisition
CPA

A marketing metric that measures the cost of a user taking a specific action that leads to conversion e.g. a form submission. CPA is calculated as media spend divided by the number of customers acquired.

Cost per Click
CPC

The average amount of money you paid for each click on your advert.

Cost per mille (or 1,000 impressions)
CPM

The cost of 1000 impressions of an ad. This is an estimated media cost only and does not include the dunnhumby data cost.

Cost per view
CPV

The cost the advertisers pays every time a video ad is viewed. A view is recorded when the consumer watches the required minimum duration.

Customer lifecycle objectives

Our extensive portfolio of Audience Selection sciences ensures optimal performance for each advertiser's objective – Awareness, Consideration and Conversion to support the complete sales funnel.

Customer mindsets

A customer-first approach to all campaigns and advertising strategies.

Customer relevance score

Customer-product relevancy scores are used to build target audiences.

Customer/shopper journey

A customer/shopper journey is an entire experience a customer has while communicating with a brand. It considers the complete interaction roadmap from brand discovery to purchasing and beyond.

Customer-centric measurement

Consistent, cross-channel customer profiles provide a single access point to deliver automated measurement to gauge campaign performance across all in-store and online channels.

D

Data management platform
DMP

A data management platform (DMP) collects, organises, and activates first-, second- and third-party audience data from various online, offline, and mobile sources. It then uses that data to build detailed customer profiles that drive targeted advertising and personalisation initiatives.

Demand side platform
DSP

A system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

Demographic audiences / targeting

An approach that creates broad segments of shopper based on descriptive factors such as age, affluence and shopping habits.

Digital Offsite Media

A channel that has platforms and placements on websites other than the retailer's website.

Digital Onsite Media

A channel that has platforms and placements on the retailer's website.

Digital Onsite Sponsored Ads

Targeting native ads (Sponsored Products and Sponsored Search) across Retailer owned eCommerce properties.

Digital shelf

The digital shelf is anywhere online where a brand's product is displayed, and a consumer can click and buy. Examples include ecommerce channels such as retailer websites, apps and marketplaces.

Direct mail

Targeting advertising through 1:1 communication with shoppers to their home.

Dynamic workflows

There are no channel-specific modules within the portal - the workflow, inputs and outputs adapt based on the channel(s) selected. This approach delivers a unique cross-media solution enabling traditional and digital campaign proposal management in one platform.

E

End-to-end
E2E

Provides a retail media planning and buying process from beginning to end and delivers a complete functional solution without obtaining anything from a third party.

Even budget distribution

Budget is allocated evenly based on the size of the segment. For example, if a segment size is 10% of the audience, then it will get 10% of the budget. If a segment is 40% of the audience size, it will get 40% of the budget.

F

First-party data

First-party data is information the retailer collects directly from its customers and owns, e.g. through a loyalty card scheme.

Forecasting module

This module helps ensure ad spend success and provides the ability to estimate audience size. Indicates both reach and projected return on ad spend (ROAS). Allocates budget to different segments based on their performance.

Frequency

The average number of impressions served to each shopper.

Frequency cap

The maximum number of times an advert will be served to a shopper.

Full funnel marketing

A strategy that considers the entire shopper journey in specific stages e.g. awareness, consideration and conversion.

G
I

Geotargeting

Targeted ads based on a consumer's specific location.

Impressions

Every time an ad is served to a customer, it is called an impression. If a customer is served two ads on the same page, that is two impressions.

Insights module

Insights on brand, category, and media channels to help media buyers book the right campaigns.

In-store media

A channel that has platforms and placements inside a retail store.

In-store sales value

The sales value generated instore during the campaign and the attribution window from shoppers exposed to your campaign.

Inventory

A combination of ad units, placements, and key values.

Inventory unit

A space on your site for ads. An inventory unit is also known as an ad unit.

K
L

Key performance indicator
KPI

Specific metrics used to measure the success of a particular campaign or goal.

Line item

Specifies where your ads will appear, and may specify when an ad could be shown.

Long-loop data

Over 52 weeks of on-and offline purchase data from loyalty programs.

Lookalike

An AI-driven scoring process that is used to reach a new audience, that is similar to an existing audience.

M

Matched audience size

The number of shoppers in an audience who match with (are probably the same as) the people in the data of the online tools being used on a given platform, such as Facebook. It's the number that the match rate equates to.

Maximum segments cost

The maximum amount it will cost you to reach all the shoppers in this segment.

Measurement module

Single channel and multichannel measurement of campaign activity. The Measurements module enables users to access daily measurement reports. Create customisable graphs and tables based on inputs such as date filters and KPIs.

Media monetisation

Media monetisation is the capacity to generate additional revenue from your media assets and data by allowing advertising partners to promote their products and brands across multiple channels and touchpoints.

Media plan

The strategic comms plan media planners put together in order to target consumers with a combination of media, advertising formats, creative and messaging to help achieve a client's objectives.

Match rate

Used to measure how much of the data matches with the online tools being used on a given platform, such as Google Ad Manager data.

N

Native advertising

Online content that resembles look, feel and function of the media format/publisher but is paid for by an advertiser and intended to promote the advertiser's company, product, services or ideas.

O

Offline size

The number of households in your audience.

Omnichannel/multichannel media campaigns

Campaigns that deliver consistent messaging and a seamless customer experience utilising a combination of online and offline media channels.

Online/offline sales conversion

Total offline or in-store sales value generated from exposed users over campaign duration + attribution window.

Opportunity to see
OTS

A metric that measures the number of times on average a consumer will likely see an ad.

Out-of-home
OOH

A type of above-the-line advertising a consumer will experience outside of their home. The most common examples include billboards and 6-sheets.

P

Placement type

The specific location where the media will be activated. For example, display and video.

Point solutions (off-the-shelf/third party tool)

Any tool or software that aims to address a single use case or challenge that exists within a business.

Point-of-sale
POS

A form of in-store advertising that is strategically placed to encourage purchase at the shelf edge.

Predictive audiences

An approach which classifies shoppers based on their propensity to take specific actions.

Private marketplace
PMP

Invite only real-time bidding (RTB) auction, generally used to open up inventory to only selected advertisers or their agencies.

Profile

A type of filter that focuses on shoppers, such as lifestyle, affluence, and loyalty.

Programmatic advertising

Programmatic advertising (also known as real-time advertising) uses AI and machine learning to buy, sell or fulfil advertising in real-time.

Reach

Unique number of customers in a given campaign that have been exposed to the ad or content.

Real-time bidding
RTB

Allows advertisers to bid on ad space from publishers in real time.

Recommendation engine

Uses AI to recommend the most relevant data to the customer.

Research online shop in-store or Research online purchase offline
ROSI or ROPO

The growing industry concept of shoppers researching brands, offers and products online before going in store to purchase the product.

Retail media

Retail media enables Brands to reach shoppers with relevant ads near the point of sale across the retailers owned media inventory (whether in-store or across their digital platforms) and non-owned marketplace websites and apps.

R

Retargeting

The display of ads to consumers who have previously shown interest to a specific piece of digital content, such as clicking a social ad or visiting a website.

Retention

A campaign goal or objective that aims to retain current or previous customers.

Return on ad spend
ROAS

The sales value generated for every pound spent on advertising. Calculated as: sales value divided by ad spend.

Return on investment
ROI

A metric used to measure profitability and how well an ad investment has performed. ROI is expressed as a percentage and is calculated by dividing an investment's net profit (or loss) by its initial cost.

S

Science engine

dunnhumby's science engine applies data science and advanced machine learning techniques upon the data to determines each customers propensity to buy a product. Every customer product combination has a score, which we call a customer relevancy score.

Search engine results page
SERP

The listed webpage results a search engine provides when a user makes a search query.

Second-party data

Data collected from an audience that is then sold or provided directly to another company.

Segment

A sub-group of your audience. You can target, and allocate budget to, specific segments in your campaigns.

Self-serve platform

Self-service retail media platforms enable marketing teams and their agencies direct access to everything from data to inventory, enabling more control and clarity.

Sales uplift

Measures the incremental increase in sales that occurs when specific promotional campaigns are ran in a set time period.

Share of voice

SOV

The proportion of advertising with a category an advertiser is doing e.g. supplier A is doing 10% of the advertising occurring within their category.

Supply side/sell side platform

SSP

Allows media owners to manage their advertising inventory, fill it with ads, and receive revenue. Many of the larger web publishers of the world use a supply-side platform to automate and optimise the selling of their online media space.

Suppressions

The shoppers in your segment who you don't want to see your ads. For example, you might want to suppress vegans.

T

U

Total segment cost

The total cost of running your campaign for this segment.

Calculated as: the media cost plus the dunnhumby data cost for the segment.

Unique visitor

A metric used to measure the number of users who visited a webpage at least once during a given reporting period.

User ID

A cookie or device ID, specific to a given browser or device.

W

Walled gardens

Limits the access to customer data and therefore advertisers have less control over how to measure performance. An example of walled gardens are major social media networks.

Waterfall budget distribution

The maximum budget will be allocated to reach the maximum number of people in the segment with the highest priority before any budget is allocated to the segment with the next highest priority, and so on.

Y

Yield

An indicator of how successful ads performed. Ad yield is the amount of revenue earnt.

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FROM

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