

HIVEWYRE ADVERTISING DICTIONARY

Every industry has their own lingo that makes TOTAL SENSE to those in the industry, but how about the rest of the world? We want to make reaching competitors' uncovered shoppers SIMPLE, so we will clue you in on the lingo.

AWARENESS RATING

Percentage of shoppers in your segment that have visited your site in the past seven days.

IN-MARKET SHOPPER

A consumer who is interested in a specific product and deemed likely to purchase soon.

DSP (DEMAND-SIDE PLATFORM)

Company that provides technology for media buyers to purchase ad placements, typically through bids in ad exchanges' real-time auctions.

PRE-TARGETING

Top of funnel secret weapon that campaigns to unconverted shoppers in a company's segment who have demonstrated interest in a product/service

NEW TO FILE

A brand new customer who has not purchased on your eCommerce site before.

CPA (COST PER ACQUISITION)

Amount advertiser pays for a specific action, such as a click, sale or registration.

hivewyre

Hivewyre is a forward-thinking programmatic advertising company, with an exclusive second-party data co-op for our partners. We drive unconverted, in-market shoppers to your online retail business from competing sites in real-time.

With over 1,000 retailers and over 100 million monthly in-market shoppers in our co-op, our distinct advertising strategy allows you to combat rising search engine PPC & PLA costs and the ever-expanding online marketplace growth. Our team of second party data experts will advise you on how to create cost-effective campaigns that drive unique, highly-qualified traffic to your site. For more information, visit us at hivewyre.com.

