Advertising Concepts and Core Metrics

Ad Manager Essentials · https://support.jansma.vip/docs/jansma-vip-ads/ad-manager-essentials/advertising-concepts-and-core-metrics/

Consistent terminology makes campaign setup and reporting easier to understand.

Inventory concepts

- **Advertiser:** the organisation, brand or business unit responsible for one or more campaigns.
- **Campaign:** a coordinated set of banners with shared dates, limits and delivery objectives.
- **Banner:** the advertising asset and destination used for delivery.
- **Website:** the digital property that contains one or more zones.
- **Zone:** a defined advertising placement with a size and delivery context.

Performance concepts

- **Impression:** an eligible advertisement delivery recorded by the platform.
- **Click:** a recorded interaction that uses the configured destination path.
- **CTR:** click-through rate, calculated as clicks divided by impressions.
- **Conversion:** a separately configured outcome after a click or impression, where available.
- **CPM, CPC and CPA:** commercial models based on impressions, clicks or actions.

Statistics can differ from other analytics platforms because systems apply different counting rules, time zones, consent states and filtering. Compare the same date range and measurement definition before investigating a discrepancy.