

# // Affiliate Marketing Glossary



## Essential affiliate marketing terms and actions and their respective definitions

**CPA**      Coast Per Action

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**CPC**      Coast Per Click

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**CPI**      Coast Per Install

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**CPL**      Coast Per Lead

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**CPM**      Coast Per Mile

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**CPO**      Coast Per Order

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**CPS**      Coast Per Sale

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**CPV**      Coast Per Views

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**CR**        Conversion Rate

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**CTR**      Coast Peaclick-Through Rater Action

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**EPC**      Earn Per Click

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**ROI**      Return On Investment

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**SAP**      System Active Promotion

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**SEO**      Search Engine Optimization

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**TDS**      Traffic Distribution System

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**WM**      Webmoney

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**SMO**      Social Media Optimization

**A/B TEST  
(SPLIT TEST)**

A marketing study method focused on identifying the conditions under which a landing page/ad/pre-landing page generates most conversions. During the test, the same audience is shown different ads. Based on the statistic results, the researchers find out which ads showed the highest performance.

**ADVERT  
/ADVERTISER**

A client or advertiser who provides an offer and pays the affiliate program for actions on their offer (e.g. approved order, registration, etc.).

**ADVERTLINK**

A cutting-edge instrument that helps drive more traffic to a website with the use of teaser ads.

**ADULT**

A collective name of resources dealing with sexual materials (e.g. erotica, porn, webcam models, etc.).

**ALIAS**

An alternate domain name. For instance, if [ubisoft.com](http://ubisoft.com) is the main domain, then [www.ubisoft.com](http://www.ubisoft.com) or [ubisoft2.com](http://ubisoft2.com) are the main domain's aliases. Aliases allow giving a website another name and registering it in various domain zones (e.g. .com, .info, etc.).

**APPLICATION  
PROGRAMMING  
INTERFACE (API)**

A set of classes, procedures, functions, structures, and constants an application, library, service, or operating system provides for use in external software. Coders use APIs when developing applications.

**APPROVE**

An event when a customer confirms an order or gives their consent to something. The approval rate shows a share of confirmed target actions performed on the advertiser website, for which the advertiser pays a reward.

## B

**BANNER**

A type of ad placement whereby an ad is placed as a static or Flash-animated image. Becomes more and more obsolete day by day. Marketers use banners to grab user attention, inform users of something, or establish a favorable image.

**BANNER BLINDNESS**

A phenomenon where users get so annoyed by a banner (banners) so they start to ignore it (them). Usually, CTR of such a banner is almost zero. Banner blindness is a mechanism that helps to cope with information overload that every Internet user experiences. If it weren't for banner blindness, every user would always be distracted by numerous banners they come across online, with eyes fastened on what they see on the screen.

**BID**

The maximum amount an advertiser is willing to pay for a click on their ad. Used on auction-based advertising spaces (e.g. contextual and teaser networks).

**BLACKLIST**

In teaser and contextual networks, a blacklist is used to disable ads on inappropriate websites; on mobile ad exchanges, a blacklist helps stop ads on irrelevant websites or apps; in targeting, a blacklist blocks ads for specific audiences; in social media marketing, blacklists may comprise communities or even community chains. Adding low-conversion ad spaces to a blacklist is one of the core methods of making an offer profitable.

**BONUS HUNTING**

A process of acquiring free or low-cost traffic from PPC or other systems with the help of coupons. Example: Getting traffic on a new Adwords account after activating a prepaid coupon.

## C

**CASE**

A series of activities that, once completed, may bring a case author to a result. Quite often, a case is a combination of a source, creative, affiliate program, and offer

## CLICKS

A total number of non-unique clicks on your link (e.g. if the same user visits your target page several times).

## CLOAKING

Substitution of one page with the other. A black search optimization technique in which content provided to the users is different from that shown to the search engine bots.

## CONTEXTUAL ADVERTISING

Advertisement whose content depends on the user's interests. Thus, one of its advantages over other types of advertisement is that contextual advertising is non-intrusive.

## CONVERSION

A ratio between the number of users who performed a target action on a page and the total number of website visitors. Measured in percentage terms, this value reflects how users respond to your ads. For example, 10% is a good conversion rate.

## CREATIVE

A visual unit (teaser, banner, ad, video).

## CROSS-SELLING

A practice of selling additional products or services (e.g. a laptop bag).

## D

## DATING

Offers related to dating websites (Badoo, Tinder). For such offers, a target action is a registration or registration and specific actions after registration.

## DEEPLINK

An affiliate program instrument that allows directing traffic to any page on the advertiser website. For one, if your ad is devoted to a specific product in an online store, you can direct traffic straight to that product's page rather than the home page.

## DISPLAY ADVERTISING

Publishing of contextual and interest-based advertisements on pages of websites that are members of the Google Display Network.

## DOMAIN NAME SYSTEM (DNS)

A distributed system that translates and transmits domain data. Most commonly used for getting an IP address by hostname (name of a computer or another device), getting information on routing of emails and service nodes for the protocols within a domain (SRV record).

## DOMAIN PARKING

Registration of a domain name on an affiliate program's DNS servers for future placement of landing and pre-landing pages on it. May come in handy when social media block direct affiliate links.

## DOORWAY

A search spam instrument. A doorway comprises standalone websites optimized for one or several search queries. The purpose of a doorway is climbing on high SERP positions on such queries. When in a doorway, a user is redirected to a landing or pre-landing page.

## F

## FACEBOOK ADS MANAGER

A Facebook tool that allows creating and managing advertising campaigns. Helps create and set up display of ads, set up targeting, configure budgets, monitor performance, view billing data, payment history, and payment method information.

## FRAUD

A broad term that most often means low-quality traffic. For instance, the use of fake SIMs to counterfeit subscriptions is considered fraud. Other examples include situations when a publisher sells app installs performed by bots rather than real people, or when a publisher sells leads that do not buy out goods they ordered. Basically, fraud means deceiving an advertiser or affiliate program.

## FULFILLMENT

A chain of transactions a user performs between placing an order and acquiring their purchase.

## G

## GENERAL QUERY

An unclear, often brief query. When entering such a query, a user does not show any specific intent. Examples: doors, apparel.

## H

## HOLD

A process during which a lead is being verified. Verification consists in call center agents making a call to every lead a publisher brought in.

## HYPertext MARKUP LANGUAGE (HTML)

The standard markup language for documents designed to be displayed in a web browser. Most web pages contain markup descriptions in HTML (or XHTML). HTML is interpreted by a web browser, and the interpreted text is displayed on the screen of a computer or mobile device.

## I

**INCENTIVE TRAFFIC**

Users paid for performing specific actions (e.g. registration or order placement). Advertisers rarely accept such traffic and consider it fraud. The only exception that is not treated as unwanted traffic is mobile installs.

**INFORMATIONAL SEARCH QUERY**

A query with which a user wants to get information without any intention to purchase or request a paid service.

**INSTALL (APP INSTALL)**

A case of application installation. Most frequently used in offers where a target action is an installation from an application store (AppStore, Google Play, Microsoft Store).

**IMPRESSION**

An event of showing an ad material to a user. Traditionally used for the CPV model.

## L

**LANDING PAGE**

A page where a user "lands" after they click on an ad. Usually, a landing page is a one-page end-to-end-scrollable website that describes all the benefits and features of a promoted product or service.

**LEAD**

A potential customer who left their contact details for further communication. The call center's goal is to convert a lead—i.e. sell a product or service to them.

**LOCKER**

An instrument that "locks" a website until a user performs a target action (e.g. sends a text message, registers, downloads a file, etc.). Users hate lockers.



## M

**MARKETING**

A system of social and managerial processes of satisfying needs and wants of individual customers and social groups via creating, offering, and exchanging products and services.

**MARKETER**

A company specialist engaged in analyzing demand for a product or service and markets to sell a product or service in.

**MASS FOLLOWING**

A process of subscribing to a large number of accounts (on Twitter, Instagram, etc.) in order to get many followers in return. Such a technique is used to form an account with a large audience that will be used to lead target traffic to a website.

**MIDLET**

Basically, a MIDlet is a Java-based application. This category includes mobile games that are compatible even with the least technology-intensive devices. A MIDlet can send funds from a user's device via text message, provided that the user agreed to the terms of use.

**MOBILE**

A broad term for mobile traffic as a whole.

**MYTARGET**

A mobile advertising network developed by the advertising platform that encompasses mobile audiences of Russia's and CIS's largest services and social media. Under the affiliate program, developers will be able to monetize their mobile applications and websites by publishing ads of myTarget advertisers.

## N

**NAVIGATIONAL SEARCH QUERY**

A search query a user enters with an intention to find a specific website. For example, Apple official website.

**OFFER**

An advertising offer in an affiliate program; includes landings, promo materials, and specific terms. An offer can be a product, service, game, subscription, etc.

**OFFER WALL**

A page with various offers that can be downloaded, ordered, registered in, etc. Mostly used in mobile traffic.

**ONLINE MARKETING**

The activity aimed at promoting products and services on the Internet. The main purpose of online marketing is converting website visitors into customers.

**OWNER**

An owner of an affiliate program.

**PARSING**

A process of syntactic analysis in which a math model is created in a programming language (e.g. PHP, Perl, Ruby, Python) to verify the conformity of lexical units to a formal grammar. In other words, parsing is analyzing whether a string in a natural or programming language complies with formal rules.

**PAY PER CLICK (PPC)**

Финансовый коэффициент, иллюстрирующий уровень доходности или убыточности бизнеса, учитывая сумму сделанных в этот бизнес инвестиций. ROI обычно выражается в процентах, реже — в виде дроби. Этот показатель может также иметь следующие названия: прибыль на инвестированный капитал, прибыль на инвестиции, возврат, доходность инвестированного капитала, норма доходности.

**PAYDAY LOANS**

A type of offer where a target action is granting a short-term loan.

## **PIN SUBMIT OFFER**

A type of offer where a user confirms a purchase (e.g. paid participation in a contest, download) via text message.

## **POP-UNDER AD**

A small window that appears in the background, in a new browser tab.

## **POP-UP AD**

A small window that usually appears in the foreground of a visual interface after a user performs a specific action on a website.

## **POSTBACK**

A request the system sends to the server after a specific event occurred. In CPA, a postback is a request that an affiliate program's server sends to a publisher's website after a user performed a specific action.

## **PRE-LANDING**

A one-page website designed to promote a product or service, enhance conversions, and warm up customers. The purpose of a pre-landing is to push a user on to making a purchase after they arrive at a pre-landing through an ad. From a pre-landing, a user comes to a website where they can buy a product or service.

## **PROFIT**

A difference between income gained from traffic led and related expenses. Example: You purchased 100 leads to an affiliate store for \$2. People that clicked on your affiliate link, made purchases, sent text messages, or performed any other target action, brought you \$4 of income. Your profit in this case amounts to \$2.

## **PROXY**

A server in computer networks that acts as an intermediary between a user and a target server, helping customers send handle indirect requests from and to other network services (by accepting and sending them through a proxy) and receive responses. With that, parties may or may not be aware of such mediation. First, a customer connects to a proxy server and requests a resource (e.g. email) located on another server. After that, the proxy server either connects to the server and gets the resource from it or provides the resource from its cache (if the proxy has its own cache).

**PUBLISHER**

A company or individual concerned with online advertising of products and/or services the advertiser provides.

**PUSH NOTIFICATIONS**

Pop-up windows appearing on the screen of your device. Can show up on any device that can display data acquired from the Internet on the screen.

**R****REACH**

A number of target users who interacted with a specific ad unit or combination of advertising instruments during a certain period.

**REBILL**

An automated payment a user makes to extend access to a service. For instance, a user purchased a service for 1 day and paid \$2. After 24 hours, another \$2 will be automatically charged and the service prolonged. The payments will recur until the user disables rebilling.

**REFERRAL**

A person who registered or performed another target action on a website by a link or referral code obtained from another person. Under a referral program, a person who distributed a link gets rewarded if another person performs a target action after following such a link.

**REFERRAL LINK**

A link to a web resource that contains an identifier of a referrer—a person who led another user to such a web resource.

**REMARKETING**

A method for behavioral targeting in the display network aimed at having a user, who visited a website but performed no target action, come back and perform a target action. Google Ads provides the richest remarketing capabilities.

## RETARGETING

An advertising mechanism where advertisements are shown to users who already viewed a promote product by visiting an advertiser's website. From the user's perspective, retargeting is a process of showing a user recurring ads of a website they visited earlier.

## RETURN ON INVESTMENT (ROI)

As a financial coefficient, ROI reflects positive or negative profitability of a business based on the amount of investment. Usually measured in percentage terms, less often as a fraction. Can be calculated by the following formula

**ROI = (gain from investment – cost of investment) / cost of investment \* 100%**

## ROTATOR

A script that rotates ads within the same ad set. Example: You visit a page and see a banner in the ad section. Once you update the page, you will see another banner.

# S

## SEARCH ENGINE OPTIMIZATION

A set of measures for interior and exterior optimization of a website taken to improve the website positions in search results. An ultimate goal of search engine optimization is increasing traffic (for informational resources) and a number of potential customers (for commercial resources), and further monetization of such traffic.

## SHAVE

A situation when a publisher does not receive a reward for leads that were successfully accepted and paid for.

## SAMPLES

Offer samples that are sent for free so a customer can try and experience a product's features. Further monetization relies on future paid orders of the product.

## SWEEPSTAKE

A type of contest where a prize can be awarded to a winner. To take part in such a contest, a user needs to provide their contact details.

## SHOP WINDOW

An offer that is a virtual display with several offers. Show windows come with a wider choice of products grouped in categories (e.g. Women's Day presents, face care, best deals, etc.).

## SUB ID

A tool that allows monitoring statistics and collecting all information on actions performed. When using this instrument to analyze traffic, you can compose a list of quality sources and disable poorly-converting traffic sources.

## T

## THREAD

An advertiser channel by means of which a publisher promotes an offer. In other words, a thread is an affiliate link to which a publisher drives traffic.

## TRAFFIC EXCHANGE

A system where an advertiser can purchase traffic they need and a publisher can sell that traffic, thereby monetizing their resource and ramping up their earnings.

## TARGETER

A specialist concerned with setting up and managing advertising campaigns on social media, targeting advertisements to a specific audience.

## TEASER

A type of ad that contains part of information about a product but does not demonstrate the product itself. Designed to spark interest, usually comprises a small image and text.

## TEASER NETWORKS

An intermediary between an advertiser and a publisher. Resource owners add their websites as ad spaces, get an ad code, embed ads into websites, and earn income from clicks on their ads.

## TRACKER

A server script that conducts and analyzes all traffic. Helps keep detailed statistics, executes redirects based on preset conditions, performs cloaking and split tests. Though there are many trackers, almost all of them share common features and functions.

## TRANSACTIONAL SEARCH QUERY

A query that indicates a user's intent to complete a transaction. Commercial websites are promoted in transactional queries.

## TRAFFIC SOURCE

A channel or channels via which users come to a web resource. It is widely known that traffic volume is one of the most explicit indicators of project prosperity.

### / ORGANIC

Traffic can be considered organic if users landed on a website through the organic results for a keyword searched. Such traffic is most valuable for marketers as it is a fruit of optimizing a resource among thousands of rivals.

### / REFERRAL

Visitors that arrive at a website through links from other resources. Such external resources may include websites where you published banner ads, left comments containing a link to your website. If you are registered in a database from which users come to your resource, such traffic will also be identified as referral.

### / TARGET

Visits of regular readers who subscribed to updates on your blog or bookmarked your resource. It takes time to accumulate an audience of such leads, so beginner marketers can't have them unless they invite friends or family members. Hot traffic is what you need to strain after as it guarantees stability.

### / SOCIAL

As the name suggests, such users arrive from social media. When publishing announcements or links in your Facebook community or a group on any other platform, you attract new users to your website.

### / PAID

Leads coming from ads you published. This type of traffic includes display, contextual, and teaser traffic, as well as leads from affiliate programs (the latter constitute a relevant traffic source for an online store).

### / CPA

Payment for an action a led-in user performs on the advertiser website. In terms of the advertiser's profit, CPA is considered the most efficient way to attract potentially interested customers, as it suggests that the advertiser only pays the publisher for specific actions the users made on the website.

## TRAFFIC

A flow of users coming to a web resource or following an affiliate link to a such resource.

## U

## UPSALE

A sales technique that pushes a customer on to purchase an improved or more expensive version of a product they are going to buy.

## V

## VERTICAL

A type and nature of an offer. Examples: product (lead, paid order); dating (registration, balance replenishment), mobile apps (install).

### / GAMBLING

Games with an uncertain outcome, victory in which is occasional in most cases, not depending on players' skills.

### / DATING

Applications for single people seeking dating. Popular among young people.

### / PRODUCT

A user leaves a phone number in the order form, and a sales assistant calls the user back for further details.

### / E-COMMERCE

Promotion of online stores and products they distribute.

## W

## WAPCLICK

A content purchase principle where a user does not enter a phone number or confirmation code. Under this mobile traffic monetization method, a user agrees to the cost and terms of subscription by clicking the OK or Download button.



## WEBSITE SEMANTICS

A website structure that contains a set of keywords corresponding to a user's query. In semantics, keywords are not standalone terms but form an integrated structure.

## WEBVISOR

A technology that helps analyze website user activity in the form of online video. With the built-in player, a marketer can see accurate reproduction of user activity—as if they looked at the user's monitor. The instrument illustrates mouse movements, clicks, page scrolling, key clicks, form completion, and text highlighting and copying.

## WHITELIST

A list of spaces where—and only where—you ads will be shown. Used in teaser and contextual networks.

## Y

## YANDEX ADVERTISING NETWORK

A contextual and behavioral advertising system designed for publishers and website owners wishing to publish advertisements on their web resources. Created in 2005.

## YANDEX.METRIKA

A free-to-use online service from Yandex, designed to analyze website traffic and user behavior. To date, Yandex.Metrika is Europe's second largest web analytics system.

