Zemanta Glossary of Terms
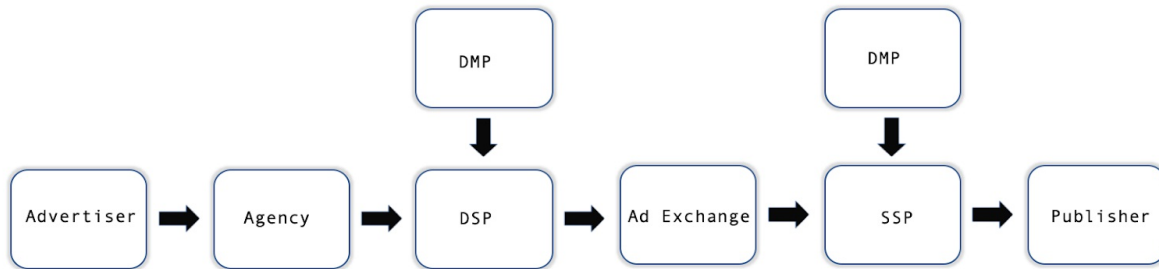
1. The Ad Tech Ecosystem

At Zemanta, we understand the advertising technology ecosystem may be complex to understand. Zemanta, acts as a DSP (as defined below) in the ad tech ecosystem. Below is a basic diagram of how companies within the ecosystem interact with each other.

1. Glossary of relevant ad tech terms

Term	Definition
Ad Exchange	A technological platform that enables buying and selling ad inventory among publishers and advertisers through real time bidding.
Ad Inventory	Ad inventory is the total amount of space that a publisher has available for advertisements at any given time.
Ad Tech	Advertising technology, or ad tech, refers to software built for the advertising industry that helps improve media effectiveness and increase operational efficiencies. Ad tech can refer to a number of platforms, including demand side platforms (DSPs), data management platforms (DMPs), supply side platforms (SSPs) and Ad Exchanges.
Ad Network	An Ad Network is a company that matches a publisher's supply of site inventory with advertisers who wish to display their advertisements on such sites. An Ad Network uses programmatic buying to facilitate this.
Advertiser	A brand, company or individual who is interested in opportunities to promote their service, product or brand using digital (creatives): banners, text links, videos, placed on publisher's websites. The creatives are placed on publisher's website for a certain fee and contain the links, redirecting the user to the advertiser's website upon clicking.

Advertisement	A digital advertisement is audio, visual or textual form of information (creative), displayed within the app or on the website, the purpose of which is promoting a product/service or company's brand. The ad is the main tool of advertising process the ultimate aim of which is reaching a potentially interested audience, willing to buy the product.
Agency	An advertising agency, often referred to as a creative agency or an ad agency, is a business dedicated to creating, planning, and handling advertising and sometimes other forms of promotion and marketing for its clients.
Data Management Platform	A data management platform is a software platform used for collecting and managing data. They allow businesses to identify audience segments, which can be used to target specific users and contexts in online advertising campaigns.
Demand Side Platform	A DSP, or demand side platform, offers advertisers or agencies a centralised tool to manage buying of advertising inventory through one interface.
First Party Data	First-party data is collected and owned by the party who collected it (brand, media company, etc.) about the consumer.
Supply Side Platform	A supply-side platform (SSP) is a software system that allows publishers to offer their Ad Inventory on their sites to ad exchanges and demand-side platforms (DSP)s.
Open RTB	OpenRTB, also referred to as the Real-Time Bidding (RTB) Project, is an initiative sponsored by the IAB (the Interactive Advertising Bureau). The project provides standards for communication between buyers of advertising and sellers of publisher inventory who are involved in the automated trading of digital media.
Programmatic Buying	Programmatic buying is the process of executing transparent media planning and buying using automation. Agencies use programmatic on behalf of their advertiser clients to increase marketing efficiency, helping them to get more out of media budgets.
Publisher	The owner of Ad Inventory (e.g., website or applicable) where advertisers can place their ads.