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TERMS EXPLAINED

Acquisition Rate

Percentage of respondents who opted in to participate in a mobile initiative/campaign.

Acquisition rate = [total participants] divided by [total audience].

Ad Impression

Counted each time an advertisement is displayed to a consumer. Impressions have become a very important metric with B2B mobile marketing.

mCommerce

mCommerce apps are retail or shopping apps, focused on getting users to make product purchases via their mobile devices.

Click-through Rate

A way of measuring the success of an online or mobile advertising campaign.

$CRT = \frac{\text{[number of users who clicked on an advert]}}{\text{[number of times the ad was displayed]}}$.

Geofencing

Geofencing uses GPS to create a virtual boundary or radius. Geofencing can be used to send app users offers or messages when they enter a certain range.

Mobile Marketing

Mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

Affiliate Marketing

A content provider gives financial consideration to one or more persons or entities in exchange for their agreement to offer content providers' products and/or services to users..

Cost per Thousand (CPM)

This metric is used in order to apply costs to advertising banners for web sites and other Internet-based advertisements. The fee is calculated based on the number of impressions that would occur when users view the ads.

Geotargeting

Targeting users based on their current location (whether by country, state, or street) and sending app messages relevant to where they are.

Mobile Advertising

A form of advertising that is communicated to the consumer via a handset. E.g. a mobile web banner (top of page), a mobile web poster (bottom of page banner), and a full screen interstitial, SMS and MMS, mobile gaming ads, and mobile video adverts.

Location Based Services (LBS)

Depending on the geographic area of the mobile subscriber, messages can be customised to fit the location. For example: the location of the nearest favorite restaurant, gas station or store.(street) and sending app messages relevant to where they are..

Revenue Share

Each party behind the mobile marketing initiative splits the revenue derived from the mobile marketing program.

Standard Rate

Programs or messages that result in only normal text messaging charges being applied to the mobile subscriber's wireless bill or that result in messages being deducted from a subscriber's messaging plan allowance.

Redemption

The number or percentage of consumers that actually took advantage of a particular offer.

Opt-in and Opt-out

Opt-in is the process where a subscriber provides explicit consent after receiving notice from the mobile marketer.

Opt-out is the process where a subscriber revokes consent after receiving notice from the mobile marketer.

Platform

The operating system on mobile devices – e.g. Apple iOS, Android, BlackBerry, etc.

Targeting

Various criteria to make the delivery of a mobile advertisement more precise; age, gender, geographical, day parting, household income, etc

Cross-platform

Cross-platform apps can be used across multiple operating systems (for example, an app that is available for iOS, Android, and Windows phones).

MMS

A message sent via a Multimedia Messaging Service that contains multimedia objects such as images, videos and sound.

Double Opt-in

The process of confirming a mobile subscriber's wish to participate in a mobile program by requesting the subscriber to opt-in twice, prior to engaging the subscriber.

SMS

A message sent via a Short Message Service. It's 160 characters in length and most commonly referred to as a text (or txt).

Ad Unit

Any defined advertising vehicle that can appear in an ad space inside of an application. E.g. rectangular banner.

Multi-channel Marketing

Marketing that takes place across several avenues.

Second-screen

When smartphones and tablets are used while simultaneously engaging with a larger screen (usually a TV).

Ringback Tones

The audio or "ring" the caller hears when calling a specific mobile number.

Call-to-Action (CTA)

This is an instruction to the reader to act on the message that was received. The action could be to click a link, send a mobile text, call a phone number, or other types of actions.

Zero-rated Messaging

Brand or marketer assumes payment for the standard rate message fee on behalf of the mobile subscribers.

Interstitial Ads

These are embedded into MMS messages in a variety of formats including image, text and video. The message provides an opportunity for the viewer to read the ad while listening or viewing the MMS message.

Push Messaging

Any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. These include audio, text messages, multimedia messages, surveys, or any other pushed advertising or content.

Mobile Games

A game created for and played on a handset. The majority of mobile games are downloaded to the handset. Some mobile games are developed to be played using the communications technology present in the device and/or provided by the service provider/carrier, such as by SMS, MMS or GPS.