

Digital Media Vocabulary

DIRECTIONS: Write the term that goes with the definition.

1. A virtual location on the Internet. _____

A small application that resides on a digital location that contains useful or entertaining functionality for the end

2. user. _____

Wireless LAN data standards for online

3. connectivity. _____

a markup language and file format for storing, transmitting, and

4. reconstructing data. _____

The percentage of clicks on an ad served to a user.

5. _____

The process of understanding, anticipating and influencing advertiser and consumer behavior with the goal of maximizing profits. in order to maximize profits through while delivering value

6. to advertisers and visitors to the site. _____