



ANSWERS

1. BT Behavioral Targeting
2. CPC cost per click
3. CPM cost per thousand
4. GIF Graphic Interchange Format
5. HTML Hypertext Markup Language
6. HTTP Hypertext Transfer Protocol
7. IP Internet Protocol
8. JPEG Joint Photographic Experts Group
9. ROI Return On Investment
10. RON Run Of Network
11. ROS Run on Site
12. RSS Really Simple Syndication
13. SEM Search Engine Marketing
14. SEO Search Engine Optimization
15. SMS Short Message Service