



Digital Media Vocabulary

DIRECTIONS: Match each word to its definition.

demographics

channel

Cost Per
Thousand

Cookie

Click Through

Click Rate

Clicks

Cost Per Click

_____ A band of similar content or a type of sales outlet

_____ Ratio of ad clicks to ad impressions.

_____ Metric that measures the reaction of a user to an Internet ad.

_____ The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site.

_____ A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions.

_____ Cost of advertising based on the number of clicks received.

_____ Media term describing the cost of 1,000 ad impressions.

_____ Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.