



ANSWERS

<u>Channel</u>	A band of similar content. A type of sales outlet (also known as channel of distribution).
<u>Click rate</u>	Ratio of ad clicks to ad impressions.
<u>Clicks</u>	Metric that measures the reaction of a user to an Internet ad.
<u>Click through</u>	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.
<u>Cookie</u>	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.
<u>CPC (cost per click)</u>	Cost of advertising based on the number of clicks received.
<u>CPM (cost per thousand)</u>	Media term describing the cost of 1,000 ad impressions.
<u>Demographics</u>	Common characteristics used for population or audience segmentation, such as age, gender, household income, etc.