dentsu

Jargon Book

Contents.

ECD

Executive Creative Director

DAM

Digital Asset Manager

ED

Editor

AD

Art Director (or Account Director)

CD

Creative Director

PM

Project Manager

KOL

Key Opinion Leader

SPOC

Single Point of Contact

Positive flow of communication

Timeous feedback between client and agency - both directions.

Ps **PSD**
Photoshop file

Id **INDD**
Indesign file

Ai **AI**
Illustrator file

MP4 **MP4**
Video file

MP3 **MP3**
Sound file

High Res

High resolution imagery that is fit for use in print or at large scale, at least 300dpi.

Low Res

Low resolution imagery that isn't fit for use at large scale or at print, but gives a sense of the image to be used.

Specs

The technical specifications for an image or item to be used in the creation of a creative product.

GSM

Paper grammage

Reproduction/Repro

The process of colour correcting and preparing files technically for print.

Print Ready

Files that have been finalised through repro and are ready to print.

Cromalin/ozalid/printers proof

A proofing page run on a repro printer that gives as accurate as possible an idea of how a page should print.

Booklist

Content plan for publishing in a magazine.

Native Advertising / Advertorial

Paid-for placement or advertising that is created to look like native editorial content in targeted outlets but which is clearly signposted as a promotion or having been paid for.

Web3 / Web 3.0

The concept of the next generation of the web, in which most users will be connected via a decentralised network and have access to their own data.

Content Calendar

A written schedule of when and where you plan to publish upcoming content, including content ideas and imagery suggestions.

Content Marketing

A strategic marketing approach of creating and distributing relevant, consistent content targeted at defined audiences to add value to their lives at specific points in the user journey, without using the brand or its product as the hero. Content marketing delights, educates, informs and entertains in order to build and engage owned, loyal audiences, thereby increasing their commercial value to the brand.

CTR

Click Through Rate

CPC

Cost Per Click

CTO

Click To Open

CTOR

Click To Open Rate

PCR

Post Campaign Report

KWR

Keyword Research

IGS

Instagram Story

CMS

Content Management System

PCA

Post Campaign Analysis

ER

Engagement Rate

DMP

Data Management Platform

Influencer Marketing

Influencer marketing's principal objective is to leverage an influencer's own audience and voice to achieve specific marketing, and/or communications, and/or advertising objectives. In simplified terms: it's a form of marketing that uses influencers to promote a brand or message to a larger market. Influencers are opinion leaders with a social following, regarded as experts or trustworthy by their followers.

NFT

Non-Fungible Token - a digital asset that is unique and can't be replaced with an equivalent item.

NPS

Net Promoter Score

RACI

A document indicating who is Responsible, Accountable, Consulted and Informed asset that is unique and can't be replaced with an equivalent item.

AVE

Advertising Value Equivalency - value of exposure gained from a PR campaign.

VR

Virtual Reality

XR

Extended Reality

AR

Augmented Reality

MR

Mixed Reality

AI

Artificial Intelligence

WIP

Work In Progress

EOD

End Of Day

Blockchain technology

A blockchain is a decentralised, distributed and public digital ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network.

Lo-Fi

When the production quality of video or sound clips is mostly unpolished lending itself to authenticity.

White Label

Product or service that's ready-made to be rebranded at a more affordable cost and a custom build.

Agentic AI

AI systems that possess enhanced autonomy, decision-making capabilities, and adaptability, enabling them to pursue complex goals and execute tasks with minimal human supervision. Unlike traditional AI which relies on pre-programmed instructions, agentic AI can understand and interpret complex contexts, make choices, and adapt its actions based on changing conditions.

CPP

Cost Per Point

CPM

Cost Per Mill / Thousand - Digital

CPT

Cost Per Thousand - TV / Radio / OOH

GRP

Gross Rating Point - TV / Radio

AR

Average Rating - TV

CPC

Cost Per Click - Digital

CTR

Click Through Rate - Digital (% of the people who saw a search result, ad, or e-mail who then clicked to site).

CPA

Cost Per Acquisition - Digital (How much it costs to acquire a new customer).

CTA

Call To Action - Digital (A word or phrase used to inspire the end user to take a specific action, often via a button or stylised link).

ROA

Return On Adspend (revenue from ad campaign / cost of ad campaign = ROAS).

AR

Audience Rating - TV. 1 AR =
1% of the TV population

Reach

Number of people exposed to
the communication.

Bounce Rate

Percentage of people who visit your website but leave without
visiting any other page.

Retargeting

Someone visits your website and after they exit and leave but
continue browsing your ad appears as a display ad on another
website or social media channel .

Unique Reach

The number of unique consumers exposed to the communication.

Frequency

The number of times a user sees an ad.

MEDIA

CPM

Also known as "cost per mille," The average cost you've paid for 1,000 impressions of your ad, or the average revenue you've received for 1,000 impressions of an ad on your apps or websites.

CTR

The number of times a link on a web page is clicked compared to the number of times it is displayed.

CPE

Cost per engagement (CPE) is an advertising pricing model in which digital marketing teams and advertisers only pay for ads when users interact with their campaign in some way.

CPC

The cost for each time an ad is clicked.

CPA

Also known as "cost per acquisition," CPA is the cost to you each time an action is taken because of an ad.

CPV

A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

Cost per Result

Cost per result indicates how cost-efficiently you achieved the objectives you set in your ad campaign. You can use it to compare performance among different campaigns and identify areas of opportunity. This metric can help you determine your bid for future ad sets.

BLS

Brand lift studies help you measure the impact of your advertising campaign on your brand.

CA

Custom Audience
A group of people created through a Facebook advertising feature that lets you find your existing audiences among people who are on Facebook.

DA

Dynamic Advertisement
An ad type that can show a number of different products to an audience and choose the most relevant product to show to each individual in the audience.

DR

Direct Response
Advertising that is intended to generate an immediate action (usually associated with ecommerce activities) like sign-up, purchase a product or mobile app install.

ECA

Also known as a "Facebook custom audience," an engagement Custom Audience is a group of people likely to engage with your ad based on the people who have previously engaged with your content across Facebook Products.

FMP

A third-party company who uses the Facebook Ads API to develop their own customized tools.

LAL

A group of people who are similar to an existing audience, allowing you to direct your ad to people who "look like" your established customers.

LTV

The measure of the total value (such as total purchases) attributed to a group of customers using a third-party developer app.

TRP

An ad buying type that allows you to plan and buy video campaigns using Nielsen-verified target rating points (TRPs) on Facebook and Instagram.

VBLAL

The group of people most similar to your highest-value customers.

AN

A network of mobile app publishers who have been approved by Facebook to show Facebook ads in their apps.

CTA

An advertising method that encourages a direct response from people by prompting a specific action.

CBO

A setting in Ads Manager that enables Facebook to distribute your spend across the ad sets in your campaign to get the best overall performance.

CPI

The cost for each person who views your ad.

AD

A delivery method that shows the ad to as many people as possible in a short period of time.

KPI

A measurement to evaluate the success of a campaign or ad.

API

Defines how software components communicate.

CRM

A type of tool that enables businesses to manage contact information and interactions through the customer lifecycle.
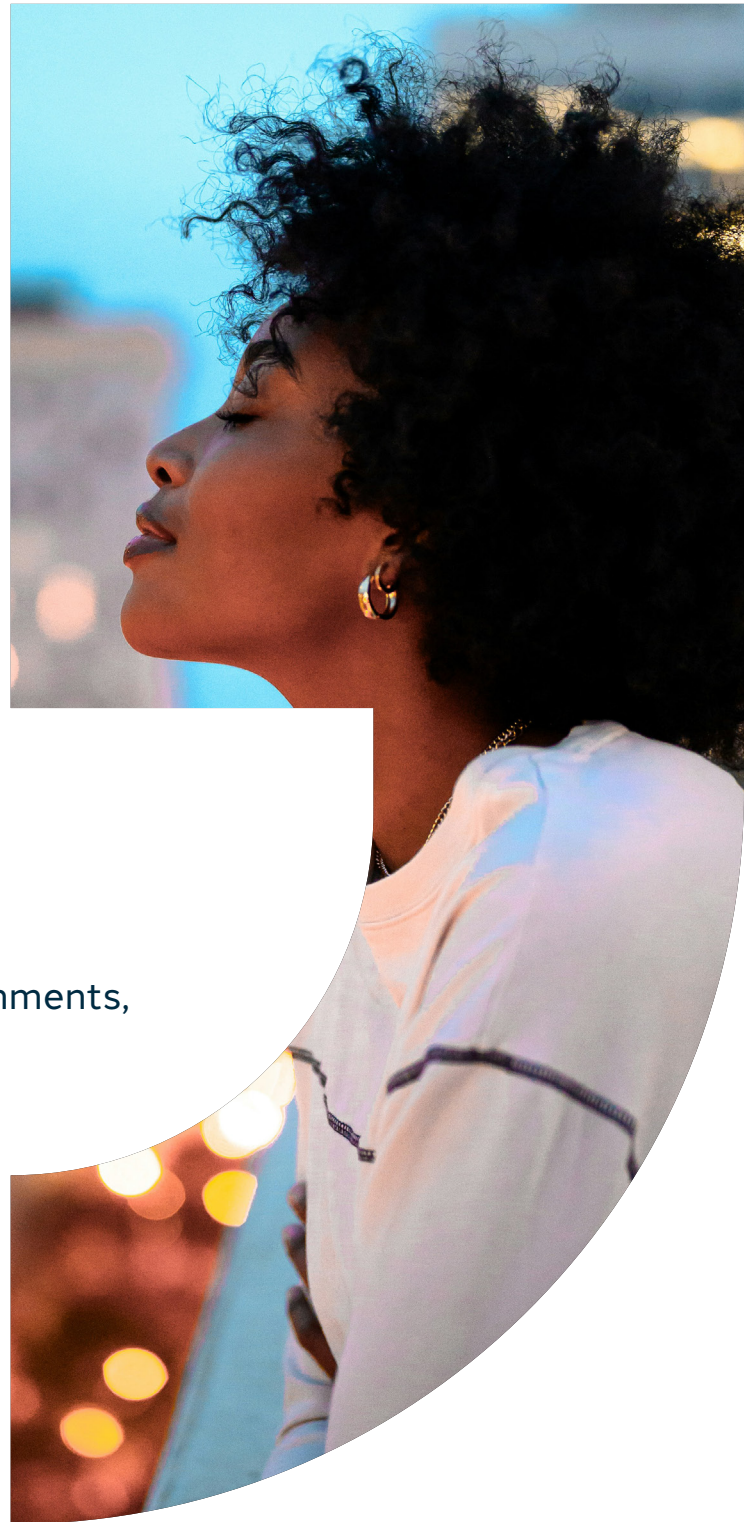
NINC

New Income Bracket
This is a target definition for Household income.

ER

Engagement Rate
The percentage of an influencer's audience that engages (likes, comments, shares) with their content.

CIQ

Creator IQ
Dentsu's preferred influencer management tool.

iER

Impression Engagement Rate
Engagements per impression.

iR

Impression Rate
Number of impressions divided by reach.

EMV

Earned Media Value
The value of exposure gained through unpaid media coverage.

CPM

Cost per mille
Cost per 1000

PI

Precision Influence
Highly targeted influencer efforts.

UGC

User Generated Content
Content created by users or consumers rather than the brand.

SOV

Share of Voice
The percentage of total industry conversation a brand holds.

KOL

Key Opinion Leader

GRWM

Get Ready With Me
A style of influencer content showing a routine.

CSWM

Come Shop With Me
Content format where influencers take viewers shopping.

CPE

Cost per Engagement
How much a brand pays per like, comment, share, etc.

Boosted

Paid media amplification.

Tribe

Category of influencers.

Affiliate

An influencer who promotes an external company, product or service and receives remuneration in return for referral.

Deliverables

List of items an influencer is expected to produce. Seen on influencer briefs and in contracts, deliverables can include number of posts per platform during a campaign.

Long-Form

Content that takes longer than 1 minute to consume.

Short-form

Content that takes shorter than 1 minute to consume.

Seeding

When a brand gifts its product to relevant influencers in their industry or niche. The hope is that influencers will post the gifted product and drive their audience to the brand's website.

Whitelisting

When an influencer allows a brand to use their social media account to run ads on their behalf.

Spark Ad Codes

TikTok's method to run ads using creator content.

Lo-Fi Content

Refers to content that is created with less formal, more personal methods, such as using a smartphone camera. It is often favored for its authenticity and relatability. Making it suitable for social media platforms like TikTok.

Hi-Fi Content

High-quality, professionally produced video or audio content. More Suitable for platforms such as Instagram for aesthetic purposes.

Nano Influencer

Influencer with fewer than 10K followers, known for high engagement and niche communities.

Micro Influencer

Influencer with 10K–100K followers, trusted within a niche.

Macro Influencer

Influencer with 100K–1M followers. Offers larger reach with good engagement.

Mega Influencer

Influencer with 1M+ followers, typically celebrities or internet-famous creators.

Brand Collab

A partnership between a brand and influencer to create content or campaigns.

Sponsored Post

Content created by an influencer that is paid for by a brand.

CTA

Call to Action – A prompt encouraging viewers to do something (e.g., "click the link").

Engagement Pod

A group of influencers who mutually agree to engage with each other's content to boost visibility.

Aesthetic Feed

Percentage of users who take a desired action (buy, sign up) after seeing influencer content.

Conversion Rate

Percentage of users who take a desired action (buy, sign up) after seeing influencer content.

Reach

The total number of unique users who see the content.

Impressions

Total views of content, including repeat views.

Wave

A phase or trend in influencer campaigns where multiple creators post around the same theme or time, often used to describe campaign cadence.

Hook

The attention-grabbing start of a video or post designed to immediately engage viewers (especially important in short-form content).

Fresh Face

A new or emerging influencer with little prior brand association, often seen as more authentic and unfiltered.

Reels

Short-form video format on Instagram (similar to TikTok videos).

Stories

Temporary content on platforms like Instagram and Facebook that disappears after 24 hours.

Collab Post

A co-published post on Instagram or other platforms where both parties are tagged as authors.

EP
Experience Platform

EXP
Experience

EXPERIENCE **35**

CTA

Call To Action
A word or phrase used to inspire the end user to take a specific action, often via a button or another stylised link.

CPA

Cost Per Acquisition
Formula: Total Spend / Viewable Impressions * 1000
How much it costs to acquire a new customer—sometimes stated as cost per conversion.

CTR

Click through rate
Formula: Total Clicks / Total Impressions
The rate at which an ad is clicked.

CVR

Conversion Rate
The conversion rate is the percentage of users who take a desired action.

CPC

Cost Per Click
Formula: Total Cost/Number of Clicks
The average cost of an ad click stated as cost per conversion.

CPM

Cost Per Thousand Impressions
Formula: Total Spend / Impressions * 1000
The amount you pay on an advertising platform per thousand times people see your ad.

CPMV

CPM: Viewable Impressions
Formula: Total Spend / Viewable Impressions * 1000
Cost per 1,000 viewable impressions, used to measure efficiency.

CPL

Cost per lead
Formula: Total Ad Spend/Total Leads
Cost per lead, or customer generation, is when businesses pay for potential sales leads, or data relating to active customers.

ROAS

Return on Ad Spend
**Formula:
Revenue/Ad Spend *100**
Return on Ad Spend
determines if campaigns
are profitable or not.
ROAS is the average
value advertisers make
for every dollar they
spend on their ads.

Sessions

User interactions within a given time frame.

Landing Page View

A metric that counts and tracks a users action beyond a
standard click.

Cost Per Landing Page View

Cost per landing page view.

PPC

Pay Per Click
Formula: Total Ad Spend/Total Clicks
an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher (typically a search engine, website owner, or a network of websites) when the ad is clicked.

CPV

Cost Per View
Formula: Total Spend/Total Views
Cost-per-View is the price an advertiser pays Google every time someone views one of their video ads.

IS

Impression Share
Formula: Impressions/Total Eligible Impressions
The percentage of impressions that your ads receive compared to the total number of impressions that your ads could get.

Conversion

A metric that describes the main action/KPI being optimised towards when its website based.

DCO

Dynamic Creative Optimisation
Technology that automatically personalizes ad creatives in real time based on user data, behavior, and context to improve engagement and performance.

RDM

Retail Digital Media
Advertising delivered through digital channels such as websites, apps, and in-store screens, by or through retailers to influence shoppers and drive sales.

Omnichannel

An integrated customer experience across all retail channels and touchpoints (Clicks, Dischem, etc) to drive sales.

O2O

Online to Offline
It refers to performance tactic]= that drives customers from online platforms to make purchases or engage with services in physical locations and vice versa. Can also use offline data (sales, CRM, call centre leads) in online campaigns.

Viewability Rate

Viewable ads / measured ads
The percentage of Viewable Impressions (at least 1 pixel of the creative rendered on screen; 50% in view for 1 continuous second - display; 2 continuous seconds - video; a 30% or more rule applies to large creatives that are at least 242,500 pixels.) out of unblocked Measured Ads with all detected invalid traffic removed.

SEO

Search Engine Optimisation
The process of improving a website's visibility in search
engine results in Google by optimising content, structure, and
technical elements to attract more organic (non-paid) traffic.

GMP

Google Marketing Platform
Integrated advertising and analytics platform designed for
marketers and advertisers to plan, buy, measure, and optimize
digital media and customer experiences in one place. It
combines tools for both media buying and data analysis.

Measurement Framework

An approach used to define, track, and evaluate the success
of a strategy, campaign, or initiative, especially in marketing,
digital analytics, and business performance.

PMP

Private Market Place

1st Party Data

The clients owned customer data.

2nd Party Data

Platform data collected from client campaigns we run in Meta, Google, TikTok, etc.

3rd Party Data

Data collected from website audiences, clients don't own this data. Clients use this data when advertising on premium websites.

A/B Testing

An optimisation technique that divides a list in two, then sends a different email version to each half to determine which variation converts best.

Impression

Formula: Spend/CPM *1000
A single display of a particular ad or search result on a web page.

Viewable Impressions

Formula: Sum of viewable impressions
Amount of ads served where viewability is confirmed.

Engagement

Connecting with an audience in a way that motivates interaction or active involvement between them and a brand.

ER

Engagement Rate (social)
Formula: Total Spend / Viewable Impressions * 1000
How much it costs to acquire a new customer—sometimes stated as cost per conversion.

Total Clicks

Formula: Sum of all clicks across all platforms
Amount of times an ad is clicked.

Freq.

Frequency
The average number of times the same person sees a specific ad.

Reach

Formula: Impressions/Frequency
This is the percentage of a target audience that has been exposed to at least one ad on a specific media platform. It is also defined as the total number of people exposed or reached one or more times by the ads on a certain media platform.

Leads

Cost per lead, or customer generation, is when businesses pay for potential sales leads, or data relating to active customers.

Search Keywords

Search terms refer to the exact words or phrases users entered into the search engine, and the search term report lets you see exactly what users were searching for.

Search Ad Copy

Ad copy is content that encourages a potential buyer to take action and purchase a product.

Quality Score

A numerical score Google AdWords assigns to ads and campaigns based on ad quality, ad relevance, and landing page experience. Generally, the higher your quality score, the higher your ads can appear on a search engine results page.

Ad Fraud Rate

Formula: Invalid Traffic / Eligible Ads for Invalid Traffic Detection
The percentage of ads that IAS detected as invalid traffic, out of all ads IAS processed.

Brand Safety Fail Rate

Formula: Failed Ads / Total Eligible Ads for Brand Safety
The percentage of ads that IAS detected as not brand safe out of all ads IAS processed that have opted into brand safety measurement. This metric includes all detected invalid traffic (General Invalid Traffic and Sophisticated Invalid Traffic).

Accepted Opt-Ins

Formula: Sum of accepted opt-ins
The sum of accepted opt-ins, validated by Lolagrove.

REjected Opt-ins

Formula: Sum of rejected opt-ins
The sum of rejected opt-ins, based on specifications provided to Lolagrove.

Cost per Opt-ins

Formula: Total Spend / Accepted Opt-ins
The average cost per opt-in, sometimes referred to as "CPL".

Bounce Rate

The percentage of people who visit your website but leave without visiting any other page.

Scroll 50% Rate

Formula: Scroll 50% Events (e44) / Page Views
'Scroll Rate: 50%' is also available as a calculated metric
% of page views that scroll to the 50% point of a page.

Download Rate

Formula: Downloads (Instances) (e40) / Page Views
'Download Rate' also available for use as a calculated metric
% of page views downloading a file.

Buy Now Clicks

Formula: Third-party Shop Buy Now (Instances) (e9)
User clicks a 3rd party link that is a "Buy Now" button. These usually only occur on Shop detail & Product Catalog pages.

Retargeting

Someone visits your website, and then after they exit and continue browsing, your ad appears as a display ad on other websites or social media channels that accept ads from the ad network you use for retargeting. (It's a little creepy, but it works.)

Dynamic Retargeting

Essentially, next-level retargeting—serving ads to users who have been to your website that contain images and information about the exact item they viewed.

PCI

Page Content Interaction Rate
Formula: Page Content Interaction (Unique Instances) (e48) / Page Views
'Page Content Interaction Rate' available for use as a calculated metric.
% of page views interacting with in page content (not including header or footer).

C

Thruplay

ThruPlay is an optimisation and billing option for video ads through the Video Views objective. ThruPlay allows advertisers to optimise and choose to pay only for ads that are played to completion for videos shorter than 15 seconds.

Cost per Thruplay

Formula: Total Spend/Total Thruplays
This metric measures the average cost of each ThruPlay.

VCR

Video Completion Rate
Formula: Total Video Completes / Video Views
The % of videos that reached completion e.g. 49%.

Video Starts

Formula: Video Start (e14)
The number of times a video is played.

Video Completions

Formula: Video 95% (e20)
The number of times a video is completed to 95%.

Video Completion Rate

Formula: Video 95% (e20) / Video Start (e14)
'Video 95% Completion Rate' also available as a calculated metric.
% of video starts that reach 95%.

Alt Text

Alternative Text
Descriptive text added to images to improve accessibility and help search engines understand image content.

Anchor Text

The clickable text in a hyperlink, often indicating the linked page's topic.

Backlink

A hyperlink from one website to another, used by search engines to assess authority and relevance.

Canonical Tag

An HTML tag that specifies the preferred version of a webpage to avoid duplicate content issues.

Canonical URL

Canonical Uniform Resource Locator
The preferred version of a webpage that search engines should index.

CLS

Cumulative Layout Shift
A Core Web Vital that measures visual stability by tracking unexpected layout shifts during page load.

Core Web Vitals

Metrics that measure user experience aspects like loading speed, interactivity, and visual stability.

Crawl

The process by which search engine bots browse the web to discover and update content.

Crawl Budget

The number of pages a search engine bot is willing to crawl on a site.

Crawlability

How easily search engine bots can access and navigate a website.

DA

Domain Authority
A score developed by Moz that predicts how well a website will rank on search engines.

Disavow File

A file submitted to Google to ignore certain backlinks that may harm rankings.

E-E-A-T

Experience, Expertise, Authoritativeness, Trustworthiness
Google's criteria for evaluating content credibility.

FCP

First Contentful Paint
Measures the time from when the page starts loading to when any part of the page's content is rendered.

GA4

Google Analytics 4
The latest version of Google Analytics, focused on event-based tracking.

GSC

Google Search Console
A tool to monitor and maintain a site's presence in Google Search.

HREFLANG

An HTML attribute used to specify the language and geographical targeting of a webpage, helping search engines serve the correct version to users.

INP

Interaction to Next Paint
A Core Web Vital that measures responsiveness by tracking the delay of user interactions.

GEO

Generative Engine Optimisation
Optimising content for AI-driven search and generative engines.

Indexability

The ability of a webpage to be included in a search engine's index.

Indexing

The process by which search engines store and organise content for search results.

Keyword Density

The percentage of times a keyword appears on a page relative to total word count.

LCP

Largest Contentful Paint
A Core Web Vital that measures loading performance by tracking when the largest content element becomes visible.

Link Juice

Informal term for the value or authority passed through hyperlinks.

LSI Keywords

Latent Semantic Indexing Keywords
Terms related to the main keyword that help define context.

Meta Description

A short summary of a webpage's content shown in search results.

Mobile-First Indexing

Google's approach of indexing content based on the mobile version of a site.

NoFollow

A link attribute that tells search engines not to follow or pass authority through a link.

PA

Page Authority
A score developed by Moz that predicts how well a specific page will rank in search results.

Pillar Page

A comprehensive page that covers a broad topic and links to related content.

Rich Snippets

Enhanced search results that display extra information like ratings or FAQs.

Robots.txt

Robots Text File
A file that tells search engines which parts of a site to crawl or ignore.

Schema Mark-up

Structured data added to help search engines understand and enhance listings.

Search Intent

The goal behind a user's search query (e.g. informational, transactional).

Search Visibility

A metric showing how prominently a site appears in search results.

SEO

Search Engine Optimisation
Improving a website to increase visibility in organic search results.

SERP

Search Engine Results Page
The page shown by a search engine in response to a query.

SGE

Search Generative Experience
A generative AI-powered search experience offering summarised answers.

Structured Data

Code embedded in a webpage to help search engines interpret content.

Title Tag

An HTML element that defines the title of a webpage, shown in browser tabs and search results.

Topic Cluster

A group of interlinked pages centred around a core topic.

TTFB

Time to First Byte
Measures the time it takes for a user's browser to receive the first byte of page content from the server.

XML Sitemap

Extensible Markup Language Sitemap
A file listing important pages to help search engines crawl a site.

User Signals

Behavioural data
(e.g. click-through rate,
bounce rate) that may
influence rankings.

DPI (print) or PPI (digital)

Resolution
The quality of an image, usually measured in DPI or PPI. We often ask for high-res (300 DPI) for print.

White Space

The intentional empty space around design elements. It creates balance, improves readability, and gives designs room to breathe.

Creative Brief

A document outlining the scope, goals, and requirements of a project.

Proof

A draft version of the design shared for client feedback.

Preflight

The process of checking design files before print—ensuring correct fonts, images, colours, and bleeds.

Deliverables

The final files or assets expected at project completion.

Stock

The type of paper or material used for printing (e.g. gloss, matte, uncoated).

Die-Cut

A custom shape cut from printed material.

Brand Architecture

The structure that defines how sub-brands or products relate to the parent brand.

Visual Language

The combination of colours, typography, imagery, and graphics that define a brand's look and feel.

Rollout

The phased release of a brand or campaign across touchpoints.

Touchpoints

Any interaction between a customer and the brand (e.g. packaging, website, ad).

R1 / R2 / R3

Revision rounds (Round 1, Round 2, etc.)

CTA

Call to Action
A prompt encouraging a user action (e.g. "Buy Now", "Sign Up").

H.264 = .mp4

H.264 is a video compression codec. When requested, an H.264 file is usually a .mp4.

.MOV = QuickTime

Apple's video file format. Not natively supported on Windows without software like VLC or QuickTime.

Alpha Channels = .MOV

A lightweight animation file used in apps and websites. A .json file contains animation data written in JavaScript Object Notation

Apple ProRes 4444

A high-quality video codec including alpha channels and full-resolution colour. Often used in broadcast. Typically a .MOV format. Requires VLC or QuickTime on Windows to play.

Packaged Open Files

Editable source files (e.g. InDesign, Illustrator, AE, etc.) bundled with linked assets like fonts and images. Must be packaged via the software - not manually - to avoid broken links.

PX

Personalised Experience
Interfaces that adapt in real-time to user behaviour or preferences.

Contextual UX

UI/UX that adjusts based on user context (device, location, time, etc.)

Emotion-Driven Design

Interfaces that respond to user emotion or sentiment cues.

AI-Augmented UX

AI-enhanced design, enabling adaptive layouts and conversational interfaces.

Zero-UI

Interactions without a traditional interface (e.g. voice, gesture, biometrics).

Predictive UX

Experiences that anticipate user needs or next steps.

DesignOps

Scalable systems and workflows for managing design across teams.

UX Debt

Compromises in user experience that build up over time—often from rushed solutions.

Tokenization

Using design tokens (like colour, spacing, fonts) for consistent UI across platforms.

Multimodal Interaction

Interfaces using multiple input types (e.g. touch + voice).

Responsive Emotion

UI that reacts to inferred user sentiment.

Skeuomorphic 2.0

A modern take on tactile visual metaphors, often seen in AR/VR.

Inclusive UX

Designing for a full range of users, including cultural and neurodiverse considerations.

Adaptive Interfaces

UIs that adjust to user accessibility needs without compromising design or function.

C

BX

Business Transformation

DX

Digital Transformation

USP

Unique Selling Proposition

Strat

Strategy

USP Evolution

Business Transformation consulting approach.

Probing

Problem understanding and redefinition (incl. facts and data) / Exploring and brainstorming possible courses of exploration and action / Testing and feedback results.

Reframing

Hypotheses and our point of view on how to approach it / Shaping the creative solution approach / Collect improvement opportunities and facts and data on project impact.

WOW

Ways of Working

Schema®

Dentsu's proprietary diagnosis and capability benchmarking tool used to assess organizational maturity across six pillars: Vision & Customer Strategy, People & Organisation, Data Enablement, Experience Activation, Analytics & Optimisation, and Technology & Orchestration.

Transformation Architecture

A structured framework that aligns internal and external transformation efforts across marketing, organization, and business strategy.

Transformation Management

The process of managing change initiatives, including stakeholder alignment, communication, training, and implementation.

Transformation Delivery

Execution of transformation initiatives through defined roadmaps, change management, and capability building.

BX Circles

Execution of transformation initiatives through defined roadmaps, change management, and capability building.

Creative Strategy

A BX approach that combines strategic consulting with creative ideation to unlock innovative transformation solutions.

Agility Hubs

Cross-functional teams combining data, strategy, and creative to enable real-time marketing and transformation execution.

Micro-CMO

A decentralized leadership role responsible for localized marketing innovation aligned with global strategy.

Marketing Fit-to-Win

A transformation initiative aimed at aligning marketing capabilities with business growth goals.

Capability Benchmarking

Assessing an organization's current capabilities against best practices to identify gaps and opportunities.

Roadmapping Workshop

A collaborative session to co-create a transformation roadmap with stakeholders.

Maturity Model

A framework that categorizes organizational capabilities into levels (e.g., Foundational, Developing, Connected, Advanced).

Omnichannel AI

The use of AI to deliver personalized, seamless customer experiences across all channels.

Data-Driven Agility

The ability to make real-time decisions and actions based on data insights.

Experience Activation

The ability to make real-time decisions and actions based on data insights.

Future-Fit Organization

An organization designed to adapt quickly to change and deliver sustainable growth.

Cultural Transformation

Aligning company culture with strategic goals to drive innovation and engagement.

Marketing-Technology Nexus

The convergence of marketing and technology roles to drive integrated transformation.

Ecosystem Thinking

A collaborative approach that positions brands within broader networks of partners and stakeholders.

Radical Collaboration

Bringing together diverse perspectives across disciplines to co-create transformation solutions.

CG

Cost Guarantee
This is the rate that is guaranteed per variable within productivity programmes.

CPP

Cost per point
CPP or cost-per-point/cost-per-rating-point is a measure of cost efficiency, which enables you to compare the cost of an ad to other ads. CPP is calculated as media cost divided by Gross Rating Points (GRPs).

TVR

Television Rating
TV Rating point and it means a given percentage of a base population watching a TV programme where that base is defined as 1.

GRP

Gross Rating Point
GRPs quantify impressions as a percentage of a target audience, multiplied by the frequency in which that audience sees the ad.

AR

Audience Rating
A figure based on statistical sampling indicating what proportion of the total listening and viewing audience tunes in to a specific programme or network.

CPT

Cost per Thousand
Cost per thousand (CPT) represents the cost that an advertiser pays in order to obtain one thousand views or impressions of an advertisement.

CPV

Cost per View
A bidding method for video campaigns where you pay for a view. A view is counted when a viewer watches 30 seconds of your video ad (or the duration if it's shorter than 30 seconds) or interacts with the ad, whichever comes first.

CPS

Cost per spot
This is the cost for a single spot.

CPM

Cost per Mille
Cost per thousand - represents the cost that an advertiser pays to obtain 1000 impressions or views - interchanged with CPT in methodology.

CPC

Cost per Click
Cost-per-click (CPC) bidding is the cost for each click on your ad.

PO

Purchase Order
Is a legal document a buyer sends to a supplier or vendor to authorise a purchase.

PIB

Position in Break
This refers to the exact positioning of your ad within an ad break.

PCA

Post Campaign Analysis
Post-campaign optimisation happens after a campaign is over. So, marketers can't impact the performance of the campaign that has ended, but rather use the insights of what worked or what didn't work to build best practices on how they plan and run future campaigns.

KPI

Key performance indicator
A quantifiable measure used to evaluate the success of a campaign in meeting objectives for performance.

PT

Prime Time
The time at which a radio or television audience is expected to be at its highest. Typically this ranges from 17h00 to 23h00 While the impact of the performance of the campaign can't be impacted it does give insight into what has or hasn't worked and provided learnings for how to plan for future campaigns.

ST

Shoulder Time
This is all other time barring prime time.

SPT

Super Prime Time
This is the peak prime time viewing within the prime time bracket typically from 19h00 to 21h00.

SOV

Share of Voice
Is your share of your category's total ad investments.

CE

Cost Estimate
A cost estimate is the approximation of the cost of a campaign , schedule, plan.

AVB's

Addtional Volume Bonuses
Agency rebates given either as free space or cash determined by hitting certain volume tiers.

EPD

Early Payment Discount
Agency discount received for paying media owner invoices early.

Here we don't use SOS as an
emergency term for Save our Souls...

SOS!

It means... Share of Specifics
Share of specifics refers to what percentage of the plan is
packaged spots vs cherry-picked spots.

C

WTF

...We know what you are thinking,,
but it actually means We Transfer Funds.

GM

Gross Margin (Revenue as a % of Media Billings.)

GP

Gross Profit

STR

Staff to Revenue Ratio (Direct staff as % of Revenue.)

OH

Overhead

CC

Cash Conversion

C

NWC

Net Working Capital NWC is a measure of short-term liquidity and is the aggregate of current-assets and current-liabilities accounts.

OP

Operating Profit.
Operating profit to net revenue.

OP%

Operating Margin - is a fundamental KPI, as it measures the efficiency of the Group in converting growing revenues into increased profits and is the margin of operating profit and net revenue.

P/L

Profit or Loss Statement or Income Statement.

FX

Foreign Exchange

BS

...actually means Balance Sheet.

C

FX RATE

Foreign Exchange Rate

PY

Prior Year

BUD

Budget

YOY

Year on Year

RF

Reforecast

BPS

Basis points

PRIP

Performance related incentive programme/fee

AVB

Annual Volume Rebate/Bonus

EPD

Early Payment Discount

MI

Media Income

GXR

Gross extraction rate %. The Gross media income is divided by our net billings to give us our Gross Extraction Rate or 'GXR'.

NRR

Net Retention Rate (Media Income that we retain divided by total media billings).

WIP

Work in Progress

Drop through ratio

Drop through ratio is the variance in operating profit against the variance in net revenue to measure the efficiency of converting revenue growth to operating profit growth.

CBC report

Cost billing comparison report (comparing Net Media Billings to Media Owner invoices captured/paid).

CDP

Customer Data Platform
System where client data is stored.

POPIA

Protection of Personal Information Act
The act that governs the protection of personal information.

DMP

Data Management Platform
Data and behaviour data storage.

1st Party Data

Data you own.

2nd Party Data

Data you buy from a known vendor.

CCS

Consumer Connection System
dentsu's proprietary consumer research.

LSM

Living Standard Measure
An economic variable system based on what you have.

SEM

Socio-Economic Measure
An economic variable system based on how you live.

CCS Panel

dentsu's audience insight tool.

CCS Planner

dentsu's audience planning tool.

Reach@1+ or Net Reach

The number of people exposed to your message at least once.

Reach Curve

The rate at which reach builds against an audience.

Frequency

The number of times someone has been exposed to your message.

OOH

Out-of-Home

ATL

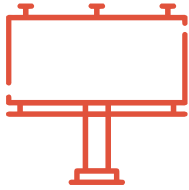Above the Line – Traditional Media Channels.

VOD

Video on Demand

OLV

Online Video

Not BLT like the
sandwich!

BTL

Below the Line – Non-
Traditional Media Channels.

OOH
Out-of-Home

PS
Billboard Rating score

DOOH
Digital Out Of Home

PDOOH
Programmatic Digital Out of Home

DCO
Dynamic Creative Optimisation

SSP
Supply Side Platform

LP
Liveposter

ECOS
Out door planning tool

DLS
Dentsu Location Service programmatic tool

AOOH
Audio Out Of Home

OTS
Opportunity To See

DSP
Demand Side Platform

CPM
Cost Per Mile

DMP

Data Management Platform

OA

Open Auction

PMP

Private Market Place

SOV

Share of Voice

Chase List

Size of the artwork as per the OOH media plan

Flexie

Material used for static billboard

MOOH

...is not for the sound a cow makes, it means Mobile Out of Home.

OOH95

dentsu