THE CANADIAN PROGRAMMATIC LANDSCAPE

ADVERTISERS

DEMAND

Trading Desks

- The ABER Group — Smarter & Internet & Marketing
- accuen
- amnet
- CADREON
- Chameleon
- eyereturn marketing
- DISTRICT M
- exchangelab
- ideon MEDIA
- magnet intell
- Mediative
- NOISE
- Sizmek
- XAXIS
- XPETO

DSPs

- addictivemobility — Mobile Advertising Solutions
- Adobe AudienceManager
- adgear
- acuity — Target and Connect Intelligently
- [a·mo·bee]
- AOP AdLearn Open Platform by Advertising.com
- appnexus
- Chango
- BrightRoll
- doubleclick bid manager by Google
- Eads — TARGETING REINVENTED
- eyereturn marketing
- MAGNE+IC
- MediaMath
- rocketfuel — Artificial intelligence. Real results.
- sitescout
- sourceknowledge
- StackAdapt
- swarm powered by JUICEMOBILE
- TubeMogul

SUPPLY

SSPs / Programmatic Direct

- doubleclick ad exchange by Google
- INDEX by Casale Media
- MARKETPLACE by ADTECH
- nectar powered by JUICEMOBILE

Exchanges

- appnexus
- CANADIAN PROGRAMMATIC MARKETPLACE
- CPAX
- doubleclick ad exchange by Google
- INDEX by Casale Media
- Mediative — THE DIGITAL MEDIUM PEOPLE
- DISTRICT M
- Microsoft Advertising Exchange
- OPX
- redux media exchange
- StackAdapt
- YAHOO! AD EXCHANGE

Networks

- Advertising.com
- f(x) < fuel [ ]
- Google Display Network
- olivemedia
- MediaNet
- Mediative — THE DIGITAL MEDIUM PEOPLE
- redux media
- ROGERS | Media ONE CALL — MULTIPLATFORM MEDIA SOLUTIONS
- SUITE 6IXTY 6IX
- tc · MEDIA
- Tribal FUSION
- YAHOO! ADVERTISING

Publishers

- Aol.
- LA PRESSE CA
- corus ENTERTAINMENT
- CBC Radio-Canada
- POSTMEDIA
- ROGERS MEDIA
- SHAW
- thestar.com
- tc · MEDIA
- The Chronicle Herald — Connecting you to what matters
- THE GLOBE AND MAIL
- QUEBECOR Media
- THE HUFFINGTON POST CANADA
- YAHOO! CANADA
- Microsoft Advertising
- YellowPagesGroup

DATA

DMPs / Data Suppliers

- acuity — Target and Connect Intelligently
- Akamai
- bizo
- bluekai
- criteo
- DISTRICT M
- dg Peer39
- exelate
- eyereturn marketing
- krux
- LOTAME
- makazi
- neustar
- Project Sunblock
- TERADATA

Delivery Verification

- comSCORE
- eyereturn marketing
- GHOSTERY ENTERPRISE
- Sizmek

CONSUMERS

* The companies named are examples, not a complete list, of who operates in this ecosystem.

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Marketer

Agencies

Agency Trading Desks

DSPs

Exchanges

Ad Networks Horizontal

Social Tools

SSPs

Vertical / Custom

Creative Optimization

Media Planning and Attribution

DMPs and Data Aggregators

Targeted Networks / AMPs

Publisher Tools

Retargeting

Tag Mgmt

Performance

Ad Servers

Verification / Privacy

Measurement and Analytics

Data Suppliers

Mobile

Ad Servers

Media Mgmt Systems and Operations

Publisher

Consumer

Term	Definition
Ad Exchange	A virtual marketplace where participating suppliers auction their impressions to eligible buyers. The ad exchange announces each impressions, in real time, and asks buyers if they are interested to buy said impression and at which price.
Ad Server	Technology that stores display advertisements, delivers them to website visitors in a way that would maximize the Advertiser's (or Publisher's) revenue, monitor campaigns and create reports.
Ad Verification	A service that confirms if an ad ran only where it was intended to by the Advertiser. Often used to ensure brand safety, so that an ad does not appear in an inappropriate place or site.
Agency Trading Desk (ATD)	A department or arm of an Agency that oversees programmatic buying. Many Agency holding companies have trading desks.
Aggregated Information	Data combined from many individual users that can't identify anyone personally.
Anonymous Information	Facts that don't identify a person specifically, such as age group and gender.
Application Programming Interface (API)	Set of rules and specifications that software programs can follow to communicate with each other.
Attribute	A single piece of information known about a user and stored in a behavioral profile which may be used to match ad content to users. Attributes consist of demographic information (age, gender, geographical location), segment or cluster information (auto enthusiast), and retargeting information (visited Site X two days ago).
Attribution Modelling	A mathematical process for linking marketing activities to outcomes such as online or offline product purchases. Attribution modeling typically analyzes the degree to which different blends of media exposure, across different channels, generate different bottom-line results in order to establish causality and properly credit each media channel for its impact on the final outcome. For example, users exposed to $100K of display media only may generate 1,000 conversions that can be directly attributed to the display campaign, but also generate a measurable lift in searches and in offline sales that lead to further impact.
Audience Intelligence (AI)	The use of 1st and 3rd party data to determine an Advertiser's audience.
Behavioural Data (BT, Audience Targeting)	Data related to specific users as well as their historical patterns of interaction with websites and advertising content
Blacklist	A list of web sites that an Advertiser will not permit their ads to be placed on. These sites are often sites for tobacco, pornography, or other content that is not aligned with the brand image of the Advertiser.
Brand Safety	Contextual technology aimed at ensuring advertisement does not display on webpages where its appearance might negatively impact the Advertiser's brand.
Contextual Data	Data related to the content and context of the specific webpage where advertisement is run.
Contextual Advertising (or Targeting)	Advertising on a web site that is targeted to the specific individual who is visiting the website. Natural context places an ad on a relevant site, such as a bank ad on a finance page. Contextual advertising scans the text of a website for keywords and targets ads based on those keywords. These ads can be text or images.
Cookie Caching	A process of collecting cookies of various users which can be brought on an ad exchange.
Cookie, first-party	A cookie placed on a website by the owner, such as those on a bank site or other site (Netflix, Amazon) so they recognize users when users return to their sites.
Cookie, third-party	A cookie placed on a website by a third-party, such as an ad server or data provider. Information from these cookies is collected and can be used to place you in one or more demographic groups, based on your online activity. These cookies can be used to target advertising and manage campaign aspects.

Term	Definition
Data Management Platform (DMP)	A centralized system for gathering first-party data, integrating with third-party data, and applying this data to one's advertising strategy. Advanced DMPs offer users the ability to create custom segments, forecast segment volumes, sync segments with other sources, overlay advanced analytics, and are often integrated with or part of DSP platforms.
Demand Side Platform(DSP)	A DSP is a technology platform through which buyers (Advertisers or Agencies) can plan, target, execute, optimize, and analyze digital media buying programs across 100% of the media plan. Through a DSP, the buyer can set targeting criteria, pricing, frequency, and other criteria governing the purchase of digital ad units. Advanced DSPs will provide additional capabilities to the buyer, including integration of various online and offline data sources, the ability to provision direct media buys (as opposed to just Programmatic), advanced optimization and decisioning capabilities, and creative tools.
Dynamic Ad Insertion	The process by which an ad is inserted into a page in response to a user's request. Dynamic ad placement allows alteration of specific ads placed on a page based on any data available about the user and from that campaign. At its simplest, dynamic ad placement allows for multiple ads to be rotated through one or more spaces, served by a template creative. For example, Best Buy may show a DVD player to one user, and an iPod to another user, using the same ad creative and ad tag. Programmatic benefits are strengthened when the ad speaks closely to what the user shows interest in.
Dynamic Pricing	The purchase price for an ad impression that is determined via a real-time auction rather than a predetermined fixed rate.
Dynamic CPM (dCPM)	The approach to winning ad traffic by increasing CPM bid by the necessary minimum in real time to outbid competition.
First Look	"First look" is a tactic widely offered by sellers who offer prioritized access to select Advertisers within an open market environment. Instead of the winning impression going to the highest bid, "first look" affords first right of refusal for an impression within an exchange based on a pre-negotiated floor or fixed price. If the buyer bids, they are guaranteed to win the impression. This privilege is typically granted in return for a commitment.
Frequency Capping	The ability to set a limit on the number of times an Advertiser exposes a user to their advertising within a fixed time period.
Independent Trading Desk (ITD)	A third party company that licenses and supports DSP technology to act as a trading desk for Advertisers/Agencies.
Long Tail Publishers	Small, sub-scale ad Publishers such as blogs to niche commercial sites.
Look-alikes / Audience Modelling	Potential customers modeled after an Advertiser's 1st party data (usually data from their customers who visit and make purchases from their websites). Attributes of the Advertiser's customers are matched against a larger audience, creating a pool of highly targetable and 'pre-qualified' users. Some companies refer to this also as 'pre-targeting'.

Term	Definition
Non-Remnant Inventory	Inventory sold directly by a Publisher to an advertiser. Remnant inventory is usually sold by a third party.
Pixels (Tags, Beacons)	1x1 pixel tags on many websites that can track web surfers' location and activities online, such as a registration or conversion. Some are powerful enough to know what a user types on a particular site.
Private Exchange	A virtual marketplace operated by sellers to represent their high value/premium inventory, providing programmatic access to select buyers (via a DSP) who agree to transact based on pre-negotiated terms (e.g. flight dates, floor prices, auction types, budgets, etc.). True private exchanges offer access to inventory that is not otherwise available within the open market.
Programmatic - Bidder	Connects to one or more "pipes" and evaluates every impression that's announced. The real-time bidder is responsible for making the best inventory acquisition decisions possible, on behalf of the Advertiser.
Programmatic - Pipe (API)	Provides a server-side connection into an inventory source and pushes impressions, in real time, to eligible buyers. It announces impressions as they are made available to buy.
Real Time Bidding (Programmatic)	A data-driven programmatic buying model allowing Advertisers or their Agencies to bid on digital media (display, video, mobile, social, etc.) in real-time, at the impression level.
Remnant Inventory	Inventory that and Publisher is unable to sell directly which is turned over to a third-party and sold at a discounted rate.
Retargeting	Re-messaging various messages to a collective pool of participants based on the pools the buyer/client creates; usually involves collecting data by pixelating the Advertiser's website.
Second Price Auction	The winner of the bid pays the price of the 2nd highest bidder + 1 cent (also known as a Vickery auction).
Supply Side Platform/Sell Side Platform (SSP)	An entity which facilitates the sale of a publisher's inventory through and ad exchange. SSPs offer services such as minimum bid requirements, etc.
Tagging	The process of placing a pixel on an Advertiser's website or search landing pages to "tag" users as having visited those pages so that they can be eligible for subsequent targeting/messaging.
Trading Desk	Online ad traders plugged into a DSP or ad exchange.
Whitelist	A list of web sites that an Advertiser will permit their ads to be placed on. Websites not on this list will not be used to display ads for the Advertiser.
Win Rate	The number of impressions won over the number of impressions bid.
Yield Optimization	Technique employed by Publishers to determine what their ad impressions are worth and how to manage the flow of inventory to make the most money.