

Anki Cloze Cards — Online Advertising Terminology ☐☐

☐☐ Account Structure & Core Building Blocks

1. An ads `{{c1::Account / Business Manager}}` is the “container” that holds `{{c2::billing}}`, `{{c3::users/permissions}}`, and tracking assets like a `{{c4::pixel/tag}}`.
 2. A `{{c1::Campaign}}` usually contains the highest-level `{{c2::objective/goal}}` plus broad settings like `{{c3::budget strategy}}`.
 3. In Meta, the middle layer is the `{{c1::Ad Set}}`; in Google Search/Display it’s typically the `{{c2::Ad Group}}`.
 4. Targeting and delivery settings usually live at the `{{c1::Ad Set / Ad Group}}` level (not the `{{c2::ad/creative}}` level).
 5. The `{{c1::Ad / Creative}}` is what people actually see: `{{c2::image/video}}`, `{{c3::headline/copy}}`, and a `{{c4::CTA}}`.
 6. A platform `{{c1::Objective}}` tells the system what to optimize for (e.g., `{{c2::purchases}}`, `{{c3::leads}}`, `{{c4::landing page views}}`).
 7. Good naming conventions reduce chaos: include `{{c1::objective}}`, `{{c2::audience}}`, and `{{c3::creative angle}}` in names to make reporting faster.
 8. To avoid messy tests, change `{{c1::one major variable at a time}}` (e.g., audience or creative) instead of `{{c2::multiple}}` at once.
-

☐☐ Audiences, Targeting & Placements

9. An `{{c1::Audience}}` is the group of people you want to reach; `{{c2::Targeting}}` is how you define/filter that group.

10. Examples of targeting filters include {{c1::location}}, {{c2::age}}, {{c3::language}}, and {{c4::interests/behaviors}}.
 11. {{c1::Custom Audiences (Meta)}} and {{c2::Customer Match (Google)}} are built from your {{c3::own data}} (e.g., email list, visitors).
 12. {{c1::Remarketing/Retargeting}} means advertising to people who already {{c2::interacted}} (visited site, added to cart, watched video).
 13. {{c1::Placements}} = where the ad appears (e.g., Instagram {{c2::Feed/Stories/Reels}} or YouTube {{c3::in-stream}}).
 14. {{c1::Frequency}} is the average number of times a {{c2::person}} saw your ad in a period—often used to watch for {{c3::ad fatigue}}.
 15. A classic retargeting ladder: {{c1::product viewers}} → {{c2::add-to-cart}} → {{c3::checkout}} (higher intent as you go).
 16. *Cold / Warm / Hot* audiences map to intent: {{c1::never interacted}}, {{c2::engaged/visited}}, {{c3::high intent}}.
 17. “Prospecting” focuses on {{c1::new people}}; “retargeting” focuses on {{c2::people who already showed intent}}.
 18. Audience size impacts delivery: too {{c1::small}} can limit scale; too {{c2::broad}} can make messaging less relevant.
 19. In many platforms, you can exclude prior buyers to reduce wasted spend: exclude {{c1::Purchase}} event or {{c2::customer list}}.
 20. Placement strategy trade-off: more placements = more {{c1::inventory}} and potentially lower CPMs, but less {{c2::creative control}}.
-

☐ Budgeting, Bidding, Auctions & Pacing

21. A {{c1::Daily budget}} spends an average per day; a {{c2::Lifetime budget}} caps total spend across the schedule.
22. In an ad {{c1::auction}}, winners are determined by factors like {{c2::bid}}, {{c3::predicted performance}}, and {{c4::relevance/quality}}.
23. “{{c1::Lowest cost / Maximize}}” strategies aim to get the most results for your budget, rather than holding a fixed {{c2::CPA}}.
24. “{{c1::Cost cap / Target CPA}}” tries to keep average cost near a target, potentially reducing {{c2::delivery/volume}}.
25. A {{c1::ROAS target}} strategy optimizes toward revenue efficiency instead of just minimizing {{c2::CPA}}.
26. {{c1::Pacing}} describes how spend is distributed over time: {{c2::smooth}} vs more {{c3::front-loaded}} (platform-dependent).
27. A common scaling rule: increase budget gradually (e.g., {{c1::10–30%}} steps) to avoid destabilizing delivery/learning.

28. If performance collapses right after a big budget jump, you may have reset/extended the `{{c1::learning phase}}` or changed auction dynamics.
 29. Bids can be influenced by value: if you track purchase value, you can optimize for `{{c1::conversion value}}` rather than just `{{c2::count}}`.
-

☐ Metrics & Math (Performance Language)

30. An `{{c1::Impression}}` is one instance of an ad being shown; `{{c2::Reach}}` counts unique people who saw it.
 31. `{{c1::CTR}}` = `{{c2::Clicks ÷ Impressions}}`.
 32. `{{c1::CPC}}` = `{{c2::Spend ÷ Clicks}}`.
 33. `{{c1::CPM}}` = cost per `{{c2::1,000 impressions}}`.
 34. A `{{c1::Conversion}}` is a desired action like `{{c2::purchase}}`, `{{c3::lead}}`, or `{{c4::signup}}`.
 35. `{{c1::CVR}}` is often `{{c2::Conversions ÷ Clicks}}` (or sometimes `÷ sessions`, depending on setup).
 36. `{{c1::CPA/CPL}}` = `{{c2::Spend ÷ Conversions/Leads}}`.
 37. `{{c1::ROAS}}` = `{{c2::Revenue attributed to ads ÷ Ad spend}}`.
 38. Example: ROAS 3.0 means about `{{c1::$3}}` revenue for each `{{c2::$1}}` spent.
 39. `{{c1::AOV}}` = `{{c2::Revenue ÷ Number of orders}}`.
 40. `{{c1::LTV/CLV}}` estimates customer value over time and helps decide how high a `{{c2::CPA}}` can be while staying profitable.
 41. Profit-aware thinking: break-even ROAS \approx `{{c1::1 ÷ gross margin}}` (e.g., 50% margin \rightarrow `{{c2::ROAS 2.0}}`).
 42. A quick sanity check: if CTR is fine but CVR is low, the bottleneck is often the `{{c1::landing page}}` or `{{c2::offer}}`.
 43. If CPM spikes but CTR stays stable, you may be hitting higher competition or a narrower `{{c1::audience}}`.
 44. If CPC rises while CPM is stable, CTR likely `{{c1::dropped}}` (since CPC is influenced by `{{c2::CTR}}`).
 45. Always align the “conversion” you optimize for with your goal: optimizing for `{{c1::clicks}}` rarely maximizes `{{c2::sales}}`.
-

Tracking, Events, UTMs & Attribution

46. A `Pixel (Meta)` / `Tag (Google)` is site code that tracks events and builds audiences.
 47. Common events include `PageView`, `AddToCart`, `Purchase`, and `Lead`.
 48. `UTM parameters` are URL tags like `utm_source` and `utm_campaign` used for analytics tools (e.g., `GA4`).
 49. Attribution is the rule for assigning credit for conversions to ads, like `last-click` or `data-driven`.
 50. `Click-through` attribution credits conversions after a click; `view-through` credits conversions after an impression (no click).
 51. An `attribution window` might be "`7-day click` / `1-day view`" (platform dependent).
 52. `Conversion API (Meta CAPI)` / `Enhanced Conversions (Google)` are `server-side` methods to improve measurement when browsers block cookies.
 53. A common tracking mistake: counting the wrong event (e.g., optimizing for `PageView` instead of `Purchase`).
 54. UTMs help reconcile platform reports with analytics: platform may `overcount` relative to GA4 due to differing `attribution`.
 55. Better signal quality often comes from sending `value` and `currency` with purchase events, not just "purchase = true."
 56. "Deduplication" means preventing double counting when both `browser pixel` and `server events` fire.
-

Creative, Copy, Landing Pages & Offers

57. "`Creative`" includes the asset (image/video) plus `messaging` and `format`.
58. "`Copy`" includes the `primary text`, `headline`, and optional `description`.
59. A `CTA` is the prompt/button (e.g., `Shop Now`, `Learn More`).
60. The `Landing Page` is where users arrive after clicking; it must match the ad's `promise`.

61. An {{c1::Offer}} is the value proposition: {{c2::discount}}, {{c3::free trial}}, {{c4::free shipping}}.
 62. {{c1::Ad fatigue}} often shows up as falling {{c2::CTR}} and/or rising {{c3::CPA}} at similar frequency.
 63. Good creative testing varies {{c1::hooks}} (first 1-2 seconds / headline), not just colors or minor tweaks.
 64. Message match: if the ad sells “{{c1::20% off}},” the landing page should show {{c2::the same offer}} immediately.
 65. In short-form video, the first {{c1::2-3 seconds}} often determine whether users keep watching, impacting overall {{c2::performance}}.
-

☐ Funnel Strategy & Incrementality

66. A marketing {{c1::funnel}} often uses {{c2::TOF}} (awareness), {{c3::MOF}} (consideration), and {{c4::BOF}} (conversion).
 67. TOF creatives typically optimize for attention; BOF creatives emphasize {{c1::proof}} and {{c2::offer}} to drive action.
 68. Retargeting usually works best when segmented by {{c1::recency}} (e.g., 1-7 days vs 8-30 days).
 69. “{{c1::Incrementality}}” asks: how many conversions happened {{c2::because of ads}} vs would have happened anyway?
 70. A simple incrementality approach: run a {{c1::holdout}} (no-ads) group and compare to an {{c2::exposed}} group.
 71. Over-relying on last-click can undervalue TOF; data-driven models try to account for {{c1::assist}} and {{c2::multi-touch}} impact.
-

☐ Testing, Learning Phase & Optimization

72. An {{c1::A/B test}} compares two variants under controlled conditions (e.g., same audience, different {{c2::creative}}).
73. A clean A/B test changes {{c1::one variable}} and keeps everything else {{c2::constant}}.

74. In Meta, the {{c1::Learning Phase}} is when delivery is stabilizing as the system gathers conversion data.
 75. Too many edits (budget, targeting, creative) can keep campaigns in {{c1::learning}} and reduce stability.
 76. “{{c1::Scaling}}” means increasing spend while maintaining efficiency like {{c2::CPA}} or {{c3::ROAS}}.
 77. {{c1::Vertical scaling}} = increase budget on winners; {{c2::horizontal scaling}} = add new audiences/creatives/placements.
 78. Optimization levers usually include {{c1::creative}}, {{c2::targeting}}, {{c3::bidding/budget}}, and {{c4::landing page}}.
 79. Diagnosing issues: if CTR is low, fix {{c1::creative/message}}; if CVR is low, fix {{c2::landing page/offer}}.
 80. Always evaluate changes with enough data: avoid optimizing on {{c1::tiny sample sizes}} that create false “winners.”
-

☐ Google vs Meta (Quick Translations)

81. Meta structure: {{c1::Campaign → Ad Set → Ad}}.
 82. Google Ads structure: {{c1::Campaign → Ad Group → Ad}}.
 83. Meta uses {{c1::Pixel}} and {{c2::CAPI}}; Google uses {{c3::Tags}} and {{c4::Enhanced Conversions}}.
 84. Google Search campaigns revolve around {{c1::keywords}} and {{c2::match types}} (in contrast to Meta’s interest/behavior targeting emphasis).
 85. Google networks can include {{c1::Search}}, {{c2::Display}}, {{c3::YouTube}}, and {{c4::Shopping/Performance Max}}.
 86. YouTube “in-stream” is a {{c1::placement/format}} where ads run {{c2::during videos}}.
-

☐ Practical Extras (Common Terms That Fit the Topic)

87. {{c1::Quality / relevance}} affects auction outcomes: better expected performance can reduce effective {{c2::cost}}.

88. {{c1::Creative angle}} = the “why buy” frame (e.g., convenience vs status); testing angles often beats micro-optimizing {{c2::design}}.
 89. {{c1::Hook}} = opening line/visual that stops the scroll; it strongly influences {{c2::thumb-stop rate}} (attention).
 90. {{c1::Social proof}} (reviews, UGC, testimonials) often improves BOF performance by reducing {{c2::risk}}.
 91. A {{c1::Lead magnet}} (guide, checklist) can increase lead volume but may reduce lead {{c2::quality}} if the offer is too broad.
 92. {{c1::Friction}} on the landing page (slow load, long forms) typically lowers {{c2::CVR}}.
 93. {{c1::Landing page speed}} impacts conversion rate; even a 1-2 second delay can reduce {{c2::results}}.
 94. A good KPI hierarchy: {{c1::North Star}} (profit/ROAS) supported by {{c2::leading indicators}} (CTR, CPC, CVR).
 95. “{{c1::Frequency cap}}” (where available) limits how often one person sees an ad to reduce {{c2::fatigue}}.
 96. “{{c1::Audience overlap}}” can cause your ad sets to compete against each other, pushing {{c2::CPM}} up.
 97. A “{{c1::Conversion}}” should be measurable and aligned; optimize for {{c2::Purchase}} if you want revenue, not just {{c3::AddToCart}}.
 98. “{{c1::Offline conversions}}” (e.g., in-store sales) can be imported so platforms optimize beyond {{c2::website-only}} outcomes.
 99. A good reporting habit: compare platform ROAS with {{c1::blended ROAS}} (total revenue ÷ total ad spend) to avoid tunnel vision.
 100. Sustainable scaling often requires expanding {{c1::creative volume}} and {{c2::offer variety}}, not only increasing budget.
-

If you tell me your **platform** (Meta / Google / TikTok), **goal** (sales/leads), and **business type**, I can generate a second batch focused on the *exact* terminology and scenarios you’ll encounter day-to-day (plus “gotchas”) ☐

Revision #12

Created 2026-04-09 23:27:06 UTC by art10m

Updated 2026-04-10 03:27:31 UTC by art10m