

Cooperative Marketing Glossary

ACRONYM	DEFINITION
AOR	Agency of Record
CPA	Cost per Acquisition
CPCV	Cost per Completed View
CPE	Cost per Engagement
CPV	Cost per View
CTA	Call to Action
CTR	Click Through Rate
DMA	Designated Market Area
DSP	Demand Side Platform
ECTR	refers to Post Impression Activity; when viewer returns to your website at a later date
HHI	Household income
KPI	Key Performance Indicators
P4CB	Full Page 4-Color Full Bleed
RN	Room Nights
OTT	Over the Top (refers to streaming video directly, outside of a network provider)
ROAS	Return on Ad Spend
SOV	Share of Voice
USP	Unique Selling Proposition
VTR	View Through Rate (post impression responses)
YOY	Year Over Year
OTHER EXPRESSIONS	DEFINITION
B-roll	Raw footage, all video taken during a shoot
Circ	Circulation
Comp set	Competitive set, similar to your destination, asset, etc.
Moat	cross-platform viewability analytics provider
Native	Content integrated within a website
Pdest	Previous destination searched
Pre-roll	Video ads prefacing another (usually longer) video