

Naming Convention Guide

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Naming Convention Guide

Purpose

This Naming Convention Guide aims to standardize all naming conventions across [BRAND]'s North American instance of the DMP and its associated audience segments.

Having a standardized naming convention will save time by reducing the need to normalize data before analyzing, improve comparability by using the same terminology across all stakeholders, and offer new insights into future audience segment planning. These insights and data can be shared across markets and benefit all involved stakeholders.

In order to recognize these benefits, all stakeholders must be committed to these standards and make an effort to adhere to these guidelines in all cases moving forward.

If you have questions or concerns about the naming conventions outlined below, reach out to the Manager, Media Analytics to submit a request to review and revise the standards.

Standards

Structure: BRAND_SOURCE_TYPE_DESCRIPTION_DATE

Example 1: [BRAND1]_1st Party_Propecting_Male Swim Trunk Enthusiasts_202104

Example 2: [BRAND2]_3rd Party_Retargeting_Shopping Cart Abandoners_202207

[BRAND]

Definition: Associated brand's name

Required? Yes

[SOURCE]

Definition: Marking whether the data stream comes from 1st party, 2nd party, or 3rd party sources, but can also be combined if there are multiple sources (e.g. 1st & 3rd Party, 2nd & 3rd Party, 1st & 2nd party).

1st party: All [BRAND] owned data

2nd party: Data purchased from the marketplace in Salesforce DMP that is provided by other brands and sold within the platform

3rd party: External data sources that are bought through the Salesforce DMP platform or ingested and paid for via a layered additional CPM cost

Required? Yes

[TYPE]

Definition: The audience category of what kind of people you are trying to hit and where they are in the consumer journey

Prospecting: Also called lookalike audiences, similar audiences, or audience modeling, prospecting is the first step in a full-funnel marketing strategy by targeting digital profiles similar to those of your existing customers

Retargeting: Retargeting is a cookie-based technology that anonymously "follows" your audience all over the Web and allows you to segment them and hit them with additional strategic advertising and marketing materials

Behavioral: A technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's Web-browsing behavior, such as the pages they have visited, purchases, or searches they have made, to select which advertisements to display to that individual.

Cross-Selling: An existing audience of purchasers/shoppers of a particular product that can be leveraged in another product's targeting strategy for advertising campaigns

Keyword Contextual: Audiences that are based on contextual search terms and keywords instead of consumer IDs

Required? Yes

[DESCRIPTION]

Definition: A succinct description of the group of consumers, demographics, or shopping personas that you're looking to target with your advertising efforts

Required? Yes

[DATE]

Definition: Date identifier. Use the date the audience was officially created, as this will inform

decisions as to when the audience should be refreshed.

Required? Yes

Format: YYYYMM

Governance

All naming conventions will be managed and maintained by the Manager, Media Analytics and escalated to the SVP of Paid Media. All DMP users are responsible for adhering to the standards outlined in this document.

Governance Process

During the DMP configuration and pilot implementation, [BRAND]'s audience naming convention standards will be adhered to and future audience segment names will follow the standards outlined within this document.

On a monthly basis, the Manager, Media Analytics should generate a report to identify the use of any free-form values and consider whether those values should be added to the Naming Convention Guide for use by the DMP Specialists.

On a quarterly basis, the Manager, Media Analytics should perform an audit of campaign and placement names to ensure compliance with naming standards and identify any potential training opportunities for DMP Specialists.

Any questions or suggestions regarding DMP audience nomenclature should be directed to the "DMP Support" email alias.

DMP Glossary of Terms

Term: Definition

<head> Tag: Head tags are placed in the beginning of a website page. The head tag precedes the main content and describes the length of the content or other characteristics of the file

Audience Augmentation: Adding in additional layers of 1st, 2nd, 3rd party data and contextual terms to extend an audience that lacks significant scale.

Average Frequency: The average number of impressions served to each unique device within a given time period in a campaign.

Behavioral audience: A technique used by online publishers and advertisers to increase the effectiveness of their campaigns through information collected on an individual's Web-browsing behavior, such as the pages they have visited, purchases, or searches they have made, to select which advertisements to display to that individual.

Clickstream retargeting: A clickstream is the recording of what a computer user clicks on while web browsing. This log can be used to build audiences for either serving sequential advertisements or finding specific user actions to target against through retargeting.

Cross Selling Audience: An existing audience of purchasers/shoppers of a particular product that can be leveraged in another product's targeting strategy for advertising campaigns.

DSP: Demand side platform; this is a media buying platform for programmatic inventory on the web.

Event Pixels: Event pixels are used to capture any user-based interaction. Examples include clicks, downloads, and form data. These interactions can be used to understand how people respond to prompts on a page, content, advertising messages, or as a means for additional first party data capture.

Forecasting: Prediction about available advertising inventory based on volumes of users within an audience

Lookalikes: A tool that allows you to reach and convert users that have a similar profile to a specific segment of your valuable customers. You can then create a new segment of those additional, similar users. The discovered users are fueled by a proprietary algorithm created by the Salesforce DMP Data Science team.

Match rate: Match rate refers to how many users and devices within audiences created in Salesforce DMP are available in platforms where those audiences are being activated. The “matching” refers to matching the cookie IDs between platforms.

Owned Social: Posting as a brand on social media, sharing content and links and articles and posting on behalf of the brand.

Paid Social: Paying for digital programmatic advertising on social media platforms.

PII: Personally Identifiable Information (PII) includes any data that could potentially identify a specific individual and can be used for de-anonymizing data. DMPs cannot collect or store PII.

Prospecting audience: Also called lookalike audiences, similar audiences, or audience modeling, prospecting is the first step in a full-funnel marketing strategy by targeting digital profiles similar to those of your existing customers.

Reach: Total unique devices to receive an impression within the selected time period.

Real-Time Segments: A segment type that allows for retargeting on the next page view. The segment evaluation is done in-browser rather than server-side, so it is handled differently than other segment types. Real-time segments are often used for site personalization, owned and operated audience targeting, and may also be sent to real-time activation partners.

Retargeting: Retargeting is a cookie-based technology that anonymously “follows” your audience all over the Web.

Segment: A group of users (more specifically, unique cookie or device IDs), assembled into an audience, by one or more common data attributes.

SSP: Supply-side platform. A technology platform that enables digital publishers and owner of web properties to fill in their unsold, remnant inventory automatically to monetize it.