

Glossary

- 1. Media buying** is the acquisition of media real estate for the most advantageous spaces and timeslots.
- 2. In media concentration approach**, the number of categories of media is less. The money is spent on concentrating on only few media types say two or three.
- 3. The ad-stack** consists of a mixture of creative, designed to be executed across multiple channels and to capture important, real-time analytics on the behaviors of the people interacting with it.
- 4. In media dispersion approach**, there are more number of categories of media used to advertise. This approach is considered and practiced by only those people who know that a single or two types of media will not reach their target.
- 5. Qualitative analysis** is collecting and analysing data regarding what people do, say, and think about your product or service