

Glossary

1	Affiliate Marketing	Affiliate ads displayed in websites or blogs. When website or blog's viewers click on the ad and make a purchase, the website or blog's owner (publisher) receives a compensation (publisher payment). Since the advertisers (EC sites) pay until a purchase is made, risk is low for advertisers.
2	ValueCommerce Program	An affiliate marketing platform at ValueCommerce.
3	ASP Service	An advertiser (EC site) manages affiliate marketing of its own by using ValueCommerce program. This service is primarily catered to mid or small type of EC sites.
4	Consulting Service	ValueCommerce manages affiliate marketing on behalf of an EC site. Our primary target of the service is big clients.
7	Publisher Payment	Publisher Payment is a commission from an EC site to a publisher. The payment is generated once a performance is achieved.
8	Commission	Commission attributes only to ValueCommerce. 30% of the publisher payment is to additionally be paid from the EC site to ValueCommerce. Publisher payment and commission to ValueCommerce are different. The former is compensation to the publisher, whereas the latter is the one to ValueCommerce.
9	Options	There're a broad spectrum of services such as listing ads, banner ads to ValueCommerce Program, e-mail ads, and whatever. EC sites have options to add services whatever they want.
10	Storematch Service	Click-pay-AD distribution service to an EC site which ValueCommerce can provide. Yahoo! Shopping merchants are the most significant clients for ValueCommerce.
11	Store no Ichioshi	It's a part of Storematch service, and refers to paid listing ads. Store merchants who have applied to the service need to pay a fee to ValueCommerce on click-through. Ads are placed on a search engine's results pages or adjacent to contextually relevant
12	Item Match	It's a part of Storematch service as well, and refers to a kind of display ads based on click-through pay. While "Store no Ichioshi" relates to key words, Item match prioritizes categories of offered commodities.
13	Smartphone	High-end mobile phone.
14	Feature phone	Conventional type of mobile phone.
15	Application	Software. In smartphone, technical specification for OS is widely open and thus embedded software is a key component for smartphone.
16	Smartphone Ads	Banner or text is effectively formatted to smartphones, where it is called optimized banner ads.

Glossary

17	Reward Ads	Unlike conventional affiliate marketing, an Internet user can receive some reward in return for performance contribution.
18	Lead Generation	It denotes leading new entrants or prospective clients through affiliate marketing. In Japan, lead generation is a part of affiliate marketing, whereas, in the U.S., it is apparently not.
19	Impression	Number of views Internet ads received.
20	Page View (PV)	A web page that has been viewed by one user. In ValueCommerce case, however, number of ads distribution that ValueCommerce Program has dispatched.
21	Click Through	Number of clicks performed by Internet users.
22	Transaction	A transaction represents a performance. In e-commerce, a purchase must be the transaction. In lead generation, new entrants application or web inquiry end up to be the transaction.
23	Gross Merchandise Volume (GMV)	GMV is a term used in online retailing to indicate a total sales dollar (yen) value for merchandise sold through a particular marketplace in a certain economic period.
24	Net accounting	Publisher Payment is NOT recognized as sales and cost of sales, rather recognized as an accrued asset and an accrued liability. ASP service complies with the accounting.
25	Gross accounting	Publisher Payment is recognized as sales and cost of sales. The method must be de-facto standard of revenue recognition in the affiliate marketing industry. Consulting service complies with the accounting.
26	CPM	Cost per Mille.
27	CPC	Cost per Click.
28	CPA	Cost per Action.
29	CPI	Cost per Install.
30	APP to APP (APP2APP) Web to APP (Web2APP)	Advertising inducing the installation of applications. Performance is recognized at the time affiliate advertising is displayed on a smartphone application and the application is installed and boosted.
31	APP to Web (APP2Web)	Advertising inducing users to go from an application to a website. Although it is the same as APP to APP in that affiliate advertising is displayed on smartphone applications, performance is recognized at the time a product is purchased or a document is requested by a user who goes to the website via the application advertisement.