Glossary of PhunTerms

Click on any column to sort the list by that column.
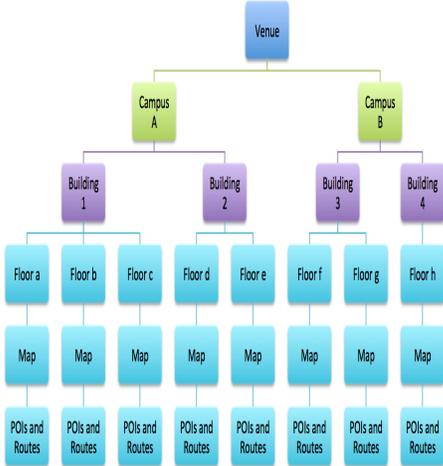
Is the term you're looking for missing? Contact Phunware support and we'll add it. support@phunware.com

Term	Context	Definition
Acceptance Radius	LBS - Mapping Blue dot	This is the accurate coverage area for the beacon in meters. Minimum value=0; Maximum value=100. Best results are 9-35 meters. Default value=13.
Access Key	General Configuration	A unique key that identifies the client making the request. This key is used to get the additional keys used for request signing and encryption.
Accessible (POIs/ Waypoints)	LBS - Mapping	Setting that flags a POI, Waypoint or Route as Handicap accessible in the app (wheelchairs, canes, crutches)
Active (POI setting)	LBS - Mapping	Setting that makes the POI or Waypoint visible on the app map and available for navigation selection
Admin	General Configuration	The Phunware user who has highest level of access to MaaS Portal; the only role that is able to set up Orgs
Ad Network	Advertising	A vendor that connects advertisers to publishers. Ad networks act as a single point of contact between publishers and advertisers, helping negotiate supply and demand.
Ad Unit	Advertising	A size-and-format specification for an ad. The Interactive Advertising Bureau, a trade association promoting digital ad standard and practices, has a set of guidelines for sizes.
Aggregate Event	Analytics	An aggregate event object contains a collection of event objects. The maximum size of the collection is 100 event objects.
Alerts and Notifications	Modules	Legacy MaaS portal module used for marketing configuration; replaced with Marketing Automation
API	General	A method of obtaining and delivering data using code (JSON), a call method (GET, PUT, POST, DELETE) and identifiers to deliver data between applications and databases.
App	General Configuration	Applications with unique identifiers in the MaaS Portal. An Org may have one or more Apps. Some functions are App specific (e.g. Campaigns), while others may be used by multiple apps (e.g. Profiles, Locations).
App Builder	App Builder	An app development tool available in MaaS portal that allows you to build the "skin" of your app which includes: pages, buttons, carousels, backgrounds, menus and smart forms.
App Framework (AF)	App Framework	A Phunware development solution that contains the SDKs and APIs. It makes building truly custom applications easier than working right from the SDKs. App Framework gives you the power to make your app look great by customizing fonts, colors, placement, padding, etc while it makes connecting the module features and functions simple.
Array (Structure)	Content Management	A structure that consists of one or more schema structures and that may be populated by many records (rows of data in the database.) An array's schema structures may contain nested structures (objects and/or other arrays). (Example: Event Details array structure may have one array schema structure that has an array schema structure for content about the performer/author content and another for the event activity content. Since more than one event record is likely to exist an array is needed.
Asset Manager	App Builder	A component of App Builder where you store images, pdfs, and other files that are used to configure your app "skin"
Attribute	Marketing Automation	Distinguishing elements of a segment profile Example: Profile=Age Range; Attributes= 0-12, 12-20, 21-50, 50+
Attribution	Advertising	The goal of attribution is to identify which touch, of the many possible, is most (or partially) responsible for a conversion, so ROI can be calculated. First touch, last touch, and multi-touch are common attribution models. For example, a sale might begin with an ad, lead to an email campaign, and end with a phone call from a sales person. With first-touch attribution, the ad would get the entire credit for the sale. With last-touch, the phone call gets all the credit. With multi-touch, the ad, the email and the phone call each get partial credit.

Azul	Phunware Internal	Internal Phunware term for the algorithm that calculates location for blue dot (turn-by-turn) navigation
Background image/Color	App Builder	Pages and buttons in App Builder can be configured with a custom background image or color that forms the backdrop for button images, carousels, images, labels, text or other content on your mobile app.
Banner	Advertising	The most common form of digital advertising. These ad units, which include static graphics, videos and/or interactive rich media, are displayed on a web page or in an application.
Behavioral Targeting	Advertising	Targeting an ad audience based on their previous online behavior, including but not limited to websites visited, online searches, and purchases. For example, if you visit a product page on the Act-On website that might indicate that you're interested in marketing automation. Given your apparent interest in Act-On, behavioral targeting could be used to show Act-On ads on other websites while you're visiting them. It's a way to ensure the advertiser is running relevant ads targeting people who have a seeming interest in their products or services.
Beacon Campaign	Marketing Automation	A campaign that is distributed to one user at a time, based on entering/exiting proximity of a bluetooth beacon
Beacon Point	LBS - Mapping Blue dot	Cisco's bluetooth signal provider offering for blue dot (turn-by-turn) navigation
BLE	LBS - Mapping Blue dot	Bluetooth Low Energy beacon. A blue tooth signal provider option for blue dot (turn-by-turn) navigation
Blue dot navigation	LBS - Mapping Blue dot	Turn-by-turn location-based navigation that uses a signal provider, mobile device, and mapping app to direct users along a route in real time
Brand Awareness	Advertising	The extent or level to which a potential consumer can recall and identify a particular product or service. Increased brand awareness is one of the two customary important goals for a digital advertising campaign (the other being a conversion of some kind).
Broadcast Campaign	Marketing Automation	A campaign that is distributed to one-to-many users at a specific time, based on the selected Profile/Attributes
Building	LBS - Mapping	A physical structure that contains one or more floors.
Button Image/Color	App Builder	Buttons in App Builder may be customized with images or text in addition to having a text label. Buttons appear in front of the background.
Button Type	App Builder	A list of button types that are set up to be configured in App Builder (e.g. Directory, Map, Event, etc)
Call to Action (CTA)	Advertising	A phrase included within an ad, or a graphic element such as a button, which invites the audience to take a certain action. Examples include phrases such as "Click to Read More," "Download Your Free eBook Now," or "Click Here."
Campaign	Marketing Automation	A message or promotion delivered to a group of your users via app notification
Campaign	Advertising	- An advertising project in its entirety, from conception through creation and buying to tracking and final analysis. - A collection of related creatives with common advertising purpose and booking requirements. - A set of criteria for purchasing inventory to achieve advertising goals
Campus	LBS - Mapping	A collection of one or more buildings grouped together by a common theme.
Carousel	App Builder	An Content Type option in App Builder that provides a display of one or more image files in your application
Click	Advertising	The action taken when a user interacts with an ad by either clicking on it with their mouse or by pressing enter on their keyboard.
Click Through Rate (CTR)	Advertising	Expressed as a percentage of total impressions, this statistic shows how often people who are served an ad end up clicking on it. An ad's CTR is calculated by dividing the number of clicks an ad received by the number of times it's been served, then converting that into a percentage. For example, if an ad received 5 clicks and was shown 1000 times, the CTR is 0.5%. The higher the CTR on an ad, the better it's performing.
CME Directory ID	App Builder	An identifier provides a connection between the content added in the Content Management module and the page/content area of your application so the right content is displayed in the right location in your application.

CMX	LBS - Mapping Blue dot	Connected Mobile Experiences. This is Cisco's wifi signal provider offering for blue dot (turn-by-turn) navigation
Confidence Factor	LBS - Mapping Blue dot	This value assists with the calculation of a user's location by the blue dot algorithm. It is expressed as a percentage between 0.00 and 100.00. The default value=60%. If the value is shared by 2 or more providers, the one with the higher Confidence Factor will be used to calculate the location.
Container	Content Management	A collection of structures that are used to organize the content and data displayed in your application. Containers can only contain structures. (Structures hold the schemas; then these schema structures collect the content.)
Content or Content Set	Content Management	The data that populates your application pages. This data/content is added to your containers in the Content Management Module.
Content Type	App Builder	A list of page-level configuration options in App Builder that include buttons, carousels, trays, etc
Contextual Targeting	Advertising	Selecting audiences based on the type of content being displayed on a particular webpage. An example of contextual advertising is placing ads for hair care products on the Vogue website.
Conversion	Advertising	When launching a campaign, advertisers select a specific action or set of actions they want audiences to take. Each time a member of the audience takes this action, it is counted as a conversion. Conversions include actions such as signing up for a newsletter, or making a purchase on a website.
Conversion Rate	Advertising	Expressed as a percentage, a conversion rate can be calculated in two ways: • The first is by the taking the number of users who completed the conversion and dividing it by the total number of impressions served. • The second, more common way, is by taking the number of users who completed the conversion and dividing it by the total number of users who clicked on the ad.
Copy	Advertising	Text in an ad
Core	General Configuration	Phunware's MaaS portal base module and SDK which include security, user management, role management, and application management. Before you get started with other Phunware modules, Core SDK must be downloaded and its properties must be configured in MaaS portal.
Cost per Acquisition	Advertising	The cost of acquiring one customer. Typically calculated by dividing the total amount spent on an advertising campaign by the number of customers acquired through that campaign.
Cost per Click (CPC)	Advertising	How much an advertiser pays, on average, for each ad click. CPC is calculated by dividing the total amount spent on a campaign by the number of clicks generated.
Cost per Thousand (CPM)	Advertising	Metric that shows how much it costs to serve 1,000 ad impressions. Also used as a standard measure for buying display ads, as inventory is generally sold on a CPM basis.
Deep Link	App Builder	A link that is embedded in a notification (or other message) that takes the user to a location inside or outside of the app in lieu of the default "Home" destination.
Demand-Side Platform (DSP)	Advertising	A system that allows advertisers to bid for and purchase inventory from multiple ad exchanges, through one single interface.
DMP	Big Data	Data Management Platform - a type of data warehouse software that collects, houses and organizes data in ways that are useful for marketers, advertisers, publishers, and analysts.
Dynamic Page	App Builder	Pages that need to access a server in order to properly function; they may need to pull down images, videos, or data that is being updated (e.g. weather, traffic conditions, ticket sales) or they may need to access to a database to provide information.
Encrypt Key	General Configuration	The key used to encrypt and decrypt data that is exchanged between the client and the server.
EULA	App Builder	End User License Agreement - a legal document displayed and agreed to when a user first uses or downloads an application
Floor	LBS - Mapping	An object associated with a building containing a building ID, floor ID, zoom level and resource URL(s) (e.g. .svg, .pdf).

Event	Analytics	An event object contains data to be captured for further processing (either near real-time or scheduled).
Frequency Capping	Advertising	Setting a limit on the amount of times an ad should be shown to a consumer within a specific time period.
Geo-fence	Marketing Automation	A configured virtual boundary around a physical location
Geo-fence Campaign	Marketing Automation	A campaign that is distributed to one user at a time based on entering/exiting a configured geo-fence
GUID	LBS - Mapping	A Globally Unique Identifier (GUID) is a unique identifier that typically conforms to the Universally Unique Identifier (UUID) standard as defined by the Open Software Foundation. For reference, see http://en.wikipedia.org/wiki/Globally_unique_identifier and http://en.wikipedia.org/wiki/Universally_unique_identifier.
Hyperlocation	LBS - Mapping Blue dot	Cisco's wifi signal provider offering that uses CMX technology for blue dot (turn-by-turn) navigation
Impression	Advertising	The number of times an ad has been served, regardless of whether the user has actually seen or interacted with the ad in any way. (Also see: Ad Serving)
Inaccessible Routes and Waypoints	LBS - Mapping	Routing points that assist in creating blocked pathways and areas. App users are routed around these points and pathways when they receive static way finding and turn-by-turn directions.
Interstitial	Advertising	Ads that appear between two different content pages, served when a website visitor navigates from one page on a website to another. A best practice in mobile marketing is to avoid using an interstitial as a popup that blocks initial access. For example, when the user tries to access the Gotham Times on their mobile, they are interrupted by an interstitial ad (offering the Gotham Times app) that they have to either accept or close before they can proceed to the site.
Inventory	Advertising	Website publishers serve ads to visitors when they visit a web page. The number of potential ads that can be served is considered their ad inventory. For example, if The Gotham Times averages 1,000 visits to their home page in any given week, and they have space for two display ads on their home page, then their potential ad inventory is 2,000 impressions per week.
JSON	General	Stands for JavaScript Object Notation and is used for the request and response formats due to its portability and simplicity
Landing Page	Advertising	The web page users are directed to after they click on a display or paid search ad
Left Tray	App Builder	An optional menu pull out on the left side of an application. Configured in App Builder
Lookalike Audience	Advertising	If you're like most businesses, you know who your customers are from a demographic and even psychographic point of view. A Lookalike Audience targets people who are similar to your existing customers which helps improve your conversion rates. You can use Lookalike Audiences when you're running online display, Facebook, mobile display or just about any other kind of digital marketing campaign.
Location Messaging	Modules	Legacy MaaS portal module used for marketing configuration; replaced with Marketing Automation
Location Provider	LBS - Mapping Blue dot	Signal devices/companies that provide location detection
M3 or Messaging	Phunware Internal	Former nomenclatures for Marketing Automation
MaaS Portal	General	Multiscreen as a Service online interface, allowing customers to interact with modules to engage, manage and monetize their mobile audiences

Mapping Hierarchy	LBS - Mapping	Configuration hierarchy applied to map configuration in MaaS Portal
Map Set Points	LBS-Mapping	Four points with Latitude-Longitude coordinates at the top left, top right, bottom left and bottom right corners of your floor maps that are used to place them in their real world positions when you configure them in MaaS portal. Set points are automatically placed at the corners of the .svg maps you load during configuration. NOTE: For blue dot routing you want these as close as possible to the actual floor corners, so remove padding around your floor maps before you upload them.
MARS	LBS - Mapping Blue dot	MAC Address Resolution Service
Maximum Lingering Time	LBS - Mapping Blue dot	This is the maximum amount of time that the blue dot remains accurate (for the algorithm) after a user begins walking. It is measured in seconds. Minimum value=0; Maximum value=15; Default value=7.
Minimum Stationary Time	LBS - Mapping Blue dot	This is the minimum amount of time a user must be standing still before the beacon blue dot location is considered accurate (for the algorithm). It is measured in seconds. Minimum value=0; Maximum value=15; Default value=8.
Mist	LBS - Mapping Blue dot	Mist's bluetooth signal provider offering for blue dot (turn-by-turn) navigation
MSE	LBS - Mapping Blue dot	Mobility Services Engine. The software behind the wifi CMX experience
Native Advertising	Advertising	Any paid advertising that is indistinguishable in form from the channel being used to present it. Examples of native advertising include sponsored content on news websites and Facebook timeline ads.
Object (structure)	Content Management	A structure that consists of a name, field identifier, and ONLY ONE schema. Objects can be populated by ONLY ONE set of data or content. The object's schema may contain nested structures (arrays or other objects) (Example: The bookstore home page information. The schema might be "About Us" and the fields might include the company name, owner names, a slogan or tagline, store address, hours, and a logo image.)
OpenSSL	General	A cryptography library used to handle the encryption and decryption of the data. See http://www.openssl.org/ for more details.
Org or Organization	General Configuration	A distinct business or group that owns one or more applications, for which campaigns are set
Org Owner	General Configuration	The primary administrator of the MaaS portal for an Org; the only user who can initially set up Roles and Users

Pixel	Advertising	Pixel, also called a web bug, is a way to track user data. It is a snippet of code that calls for a 1X1 transparent pixel to be delivered to a webpage by a third party server. When the pixel loads, the third party server can record information such as the IP address of the user's computer, URL of the page, and time the page was viewed. See also Conversion Pixel and Segment Pixel.
POI	LBS - Mapping	Point of Interest - A place on your floor that your map users may want to navigate to including, exits, elevators, stairs, and restrooms.
Portal	LBS-Mapping	A stairway, elevator, or escalator that people use to traverse from one floor to another in a building. Portals that are aligned must given the same Portal ID in the POI configuration. (e.g. the north elevator on all floors will share the Portal ID "elevator_north")
Profile	Marketing Automation	An configured marketing segment composed of attributes used to identify a target user group for campaigns Example: Profile=Age Range; Attributes= 0-12, 12-20, 21-50, 50+
Reach	Advertising	The total number of people who see your message. One person who is served your ad five times and clicks on it once yields a reach of 1, 5 impressions, and a clickthrough rate of 20%.
Report	Analytics	A report object contains data that results from processing events.
Resource (map)	LBS - Mapping	The image files associated with a floor. The .svg or .pdf asset URL and the associated metadata are often referred to as a map.
RFC 3339	General	A date format that "provide[s] an unambiguous and well-defined method of representing dates and times." See http://www.ietf.org/rfc/rfc3339.txt for more details.
Roles	General Configuration	Security levels that are assigned to users to allow for varying levels of access to MaaS portal
Route Segment	LBS - Mapping	Lines that connect waypoints and POIs to create logical routes for static wayfinding during configuration in MaaS portal
SDK	Phunware Products	**Software Development Kit** ("devkit"); a set of Phunware software development tools that allows you to create applications for your mobile devices (specifically for routing, blue dot navigation, marketing automation, analytics, application integration, content management, and audience building and monetization)
Schema	Content Management	A data or content group that identifies the content to be displayed in your application and how it must be stored in the database. Each schema must be added to a structure if it is to be used to collect content. (Example: Schema Name=Author Info; Fields might include: Last Name, First name, picture, quote about writing.) For a bookstore app this schema might be used on the title catalog page, the book details page, and an author page.
Signature Key	General Configuration	A unique key that is used to sign requests. The signature is used to both check request authorization as well as data integrity.
Structure	Content Management	A data set that consists of a name, field name, one or more schema structures and a type: object or an array. Structures can be added, nested, and combined in a container.
Supply-Side Platform (SSP)	Advertising	Supply-side platform, a platform or provider that allows publishers to manage and optimize revenue for their inventory from multiple sources, often in real time.
Targeting	Advertising	Delivering ads to a pre-selected audience based on various attributes, such as geography, demographics, psychographics, web browsing behavior and past purchases. (Also see: Behavioral Targeting, Contextual Targeting, and Geographic Targeting.)
Users	General Configuration	People who are given access to MaaS Portal via assigned Roles
vBLE	LBS - Mapping Blue dot	Virtual bluetooth low energy beacon. Emits an array of signals from a single device. Examples: Mist and Beacon Point
Venue	LBS - Mapping	A location where events take place. Venues consist of one or more campuses.

Waypoints	LBS - Mapping	Points that you place on your floor map that allow you to create logical pathways (routes) that connect POIs; Waypoints may be accessible or inaccessible
Zones	LBS - Mapping	A deprecated configuration tool for setting Location-Geofences. This is no longer used by MaaS. To set location geofences for Marketing Automation go the that module and click the Locations Tab.
Zoom Level	LBS - Mapping	The zoom scale on the actual map. • Zoom Level 1 = 1.0 zoom scale on device • Zoom Level 2 = 2.0 zoom scale on device • Zoom Level 3 = 4.0 zoom scale on device • Zoom Level 4 = 8.0 zoom scale on device • Zoom Level 5 = 16.0 zoom scale on device • Undefined Zoom Level = -1