

Lesson no. 1 – Introduction Of Online Display Ads

WHAT IS ONLINE ADVERTISING



Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Online advertising is geared toward defining markets through unique and useful applications.

Since the early 1990s there has been an exponential increase in the growth of online advertising, which has evolved into a standard for small and large organizations.

Online advertising is also known as Internet advertising.

A major advantage of online advertising is the quick promotion of product information without geographical boundary limits. A major challenge is the evolving field of interactive advertising, which poses new challenges for online advertisers.

Online advertisements are purchased through one of the following common vehicles:

- a) Cost per Thousand (CPM): Advertisers pay when their messages are exposed to specific audiences.
- b) Cost per Click (CPC): Advertisers pay every time a user clicks on their ads.
- c) Cost per Action (CPA): Advertisers only pay when a specific action (generally a purchase) is performed.



Lesson no. 2 – Types of Online Advertising

TYPES OF ONLINE ADVERTISING

There are a wide variety of advertising types you could use - we've listed the seven top types here (and tried to give you the quick definition for it).



1. Display Advertising
2. Contextual Advertising
3. Social Media Advertising
4. Search Engine Marketing (SEM)
5. Native Advertising
6. Remarketing / Retargeting Advertising
7. Video Advertising
8. Email Marketing Advertising
9. Mobile Marketing Advertising

Lesson no. 3 – Display Advertising

DISPLAY ADVERTISING

The original form of online advertising, these are visual ads that appear on third party websites (usually ones that are related to your content or service in some way).

Display ads have evolved from the basic form of banner ads. Nowadays, display ads come as:

Static images - these are your basic banner or square ads that appear around the content.

Text - these are text ads that are created by algorithms to make text ads relevant to the surrounding content.

Floating banners - these move across the screen or float above the regular website's content.

Wallpaper - these appear and change the background of a website, filling the whole page.

Popup ads - these are new windows that appear in front of the website content; newly opened window displays the full ad so visitors can see.

Flash - these are moving ads that “flash” different content at the viewer.

Video - these are small video ads that autoplay or wait for the video to be played by the visitor.

Display ads are usually very affordable. If you contact the third-party site directly, their rates will vary from site to site. If you go through a marketing site, they will charge you a base rate.

Some third-party sites, like the Google Display Network, allow for demographic, geographic, contextual and/or behavioral targeting - all of which help you target the audience that would be most likely to be interested in your product or service.

BANNER ADS

A banner ad, or a web banner, is an advertisement displayed into a web page. The advertisement consists of an image (.jpg, .png, .gif) or of a multimedia object (usually created using Flash). Thus, banner ads can be static or animated, depending on the technology used to make them.

If you're looking for a definition that's a bit more formal, according to Wikipedia:

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server.

And I'm going to share one more example:

Banner ads are image-based rather than text-based and are a popular form of website advertising. The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

But to sum it up and make this as simple as possible, all banner ads share the same basic function: you click on this image/multimedia object you see on a web page and your internet browser takes you to the advertiser's website/landing page. They are simple yet very important pieces of html and their presence on the web can make a big difference for internet-based companies and brands.

RICH MEDIA ADS

Rich media is a digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content.

While text ads sell with words, and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad. The ad can expand, float, etc. You can access aggregated metrics on your audience's behavior, including number of expansions, multiple exits, and video completions to get granular data on the success of your campaign.

Rich media lets agencies create complex ads that can elicit strong user response. Using HTML5 technology, the ads can include multiple levels of content in one placement: videos, games, tweets from an ad, etc. If you have a simple objective to generate clicks or a more ambitious goal to create brand awareness, rich media is the format to go with.

Features of rich media:

Highly interactive i.e., it exhibits dynamic motion

It includes audio and video

Higher quality content

It can also include flash games in the banner that can be played by the user

The size of the file is generally heavy; the size depends upon the creativity it holds

Technically advanced and innovative

Its capabilities make advertising even more useful, letting a viewer interact with an ad and learn about a brand without having to leave the page they're on.

POP UPS AND POP UNDER ADS



Both pop-up and pop-under ads can be classified as pop-ads. Functionally, they are both pretty similar: they both open a new browser window, usually via some sort of JavaScript. The difference between them is what happens with that new window once it's opened. A pop-up ad will launch a new browser window on top of the one currently being viewed. The main issue with this is that it can be seen as being quite intrusive.

This is where pop-under ads come in handy. Rather than being displayed in front, the new window opens behind the one that is currently being viewed. It does not interrupt the user experience. If a user has many windows open, when they're done with the page, they were viewing at first and close it, if they come across a pop-under and they are less likely to know where that page came from. This means they are also less likely to have a negative emotion about the page that loaded the pop-under.

Lesson no. 4 – Contextual Advertising

CONTEXTUAL ADVERTISING



Contextual advertising is advertising on a website that is relevant to the page's content. In traditional contextual advertising, automated systems display ads related to the content of your site based on keyword targeting.

One of the more well-known examples of contextual advertising is Google AdSense. Google robots automatically serve ads that relevant to your users. For example, if you run a movie review blog, AdSense might serve contextual ads to buy movie tickets or sign up for a movie streaming service. The ads are selected from the inventory of advertisers who register through AdWords.

Some more examples of contextual advertising include:

- a) In-game contextual advertising: Sony's Wipeout HD was one of the first games to contain contextual advertising before loading.
- b) In-video contextual advertising: An example of this type of contextual advertising would be a YouTube ad for shampoo shown before a video tutorial for how to cut your own hair.
- c) Native advertising is a form of contextual advertising, where sponsored ads are designed to look like the native content on a website. (This is sometimes seen as a deceptive advertising practice.)
- d) Behavioral advertising is expected to become the next frontier of contextual advertising. Behavioral advertising is designed to target the user based on their behavior rather than just the user's stated preferences.

I. IN TEXT ADS

In-text advertising is a form of online advertising in which website operators give permission for ad services to link keywords in their blog entries or other content to advertising companies' websites.

While in-text ads are relatively new compared to display ads, this form of advertising is becoming more and more common. When websites opt for in-text advertising, they typically pair up with a larger service, like Vibrant Media. Bloggers or web operators apply for advertising accounts and are given code to enter into their website. This code gives the advertising service permission to link advertisements within the content of the website.

Though in-text advertising has gained some popularity, there is also some debate about the proper usage of such ads. Ads most frequently appear as hyperlinked keywords within the body of online posts, with a double underline to indicate that they are advertisements. Readers scrolling through posts can move their cursor over the text to view the advertisements, which pop up as clickable windows within the page's frame.

Proponents of in-text advertising point to the more direct connection between advertisers and readers. Those interested in advertisements associated with specific key words can scroll over double-underlined text to view them; those who are not interested can simply avoid doing so and thus avoid seeing the ads altogether.

However, there are many complaints made about the relevance of most in-text ads. Using technology similar to Skimlinks, the code identifies words in content to determine which ad to display. Unlike SkimWords, these ads are often not context-aware.

In-text advertising typically works according to a pay-per-click model, with publishers being paid for each time a reader clicks on an in-text ad. The payments are typically lower than for other forms of online advertising, but the advertisements themselves tend to be less intrusive (but still more intrusive than affiliate marketing), with no need for changes in design to account for ad placement and no need for advertisements to show up at all if readers opt to not scroll over the linked text.

II. IN IMAGE ADS

Simply put, in-image advertising is exactly what it sounds like. Through a platform, your ads get placed over images across the internet. Here's an example.



These images are on websites that are a part of the platform's network, so you'll want to make sure that you choose a partner who has a robust list of quality partners. Some in-image advertisers include:

- a) GumGum
- b) imonomy
- c) PopMarker
- d) Znaptag

Your ad can be placed right over the image or your partner might offer something called in-screen advertising, where your ad appears at the bottom of the screen that the user is viewing. Either way, the concept is that these ads will capture the attention of the user more than banner ads do, as people have generally fallen victim to "banner blindness" and no longer even see the ads that are on the pages they are viewing.

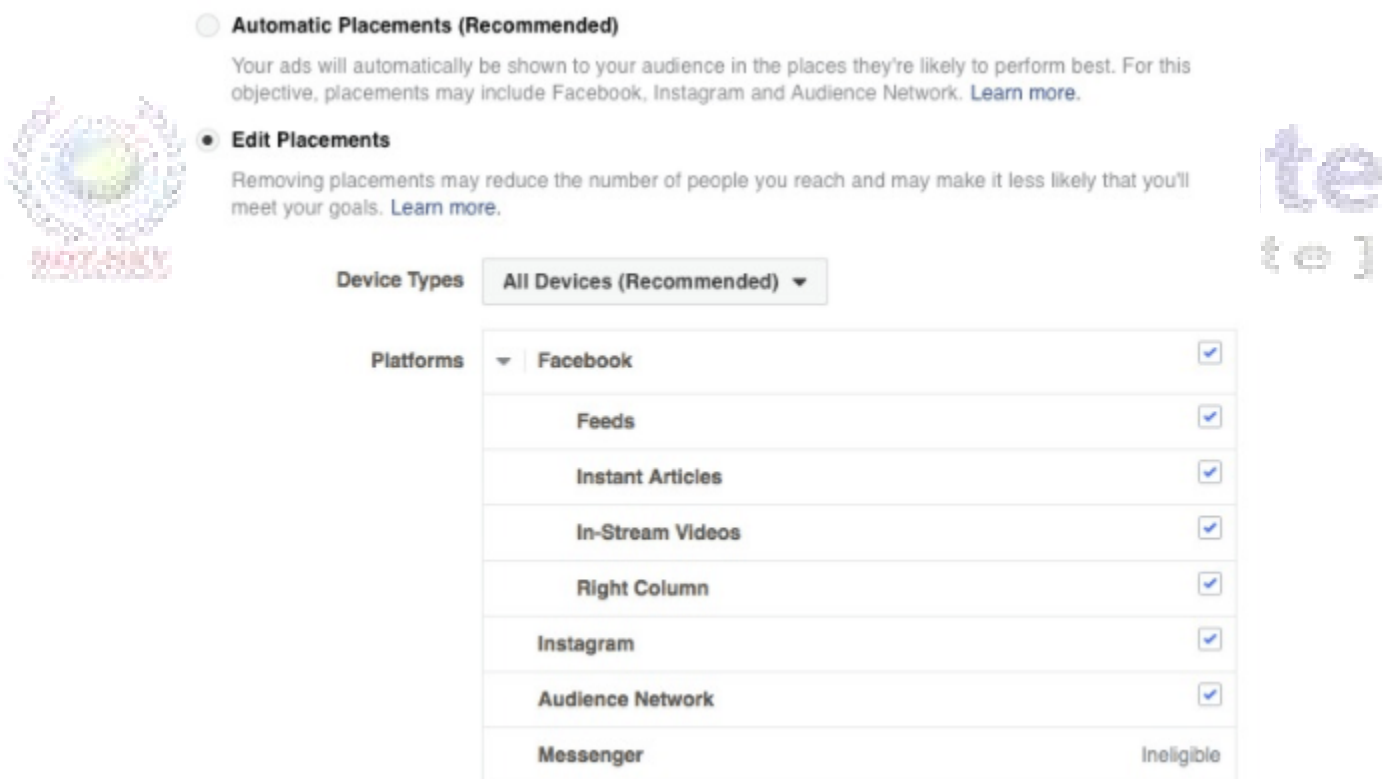
III. IN VIDEO ADS

Digital advertisers have two options to place their in-stream video ads: Facebook and the Audience Network.

On Facebook, in-stream video ads are played during videos (mid-roll) from familiar publishers and digital-first creators that specifically tailor their content to Facebook audiences. Here, the ads only appear on mobile devices, and only after 60 seconds of the main video content.

Video ads on Facebook's Audience Network are slightly different than typical Facebook in-stream video ads. They may appear before or during video content (pre-roll or mid-roll) on hundreds of publisher sites and apps, and they can be 10-30 seconds long. With Audience Network, in-stream video ads are displayed on both mobile *and* desktop.

Advertisers can select their placement choices in the "Placements" section of ad set creation:



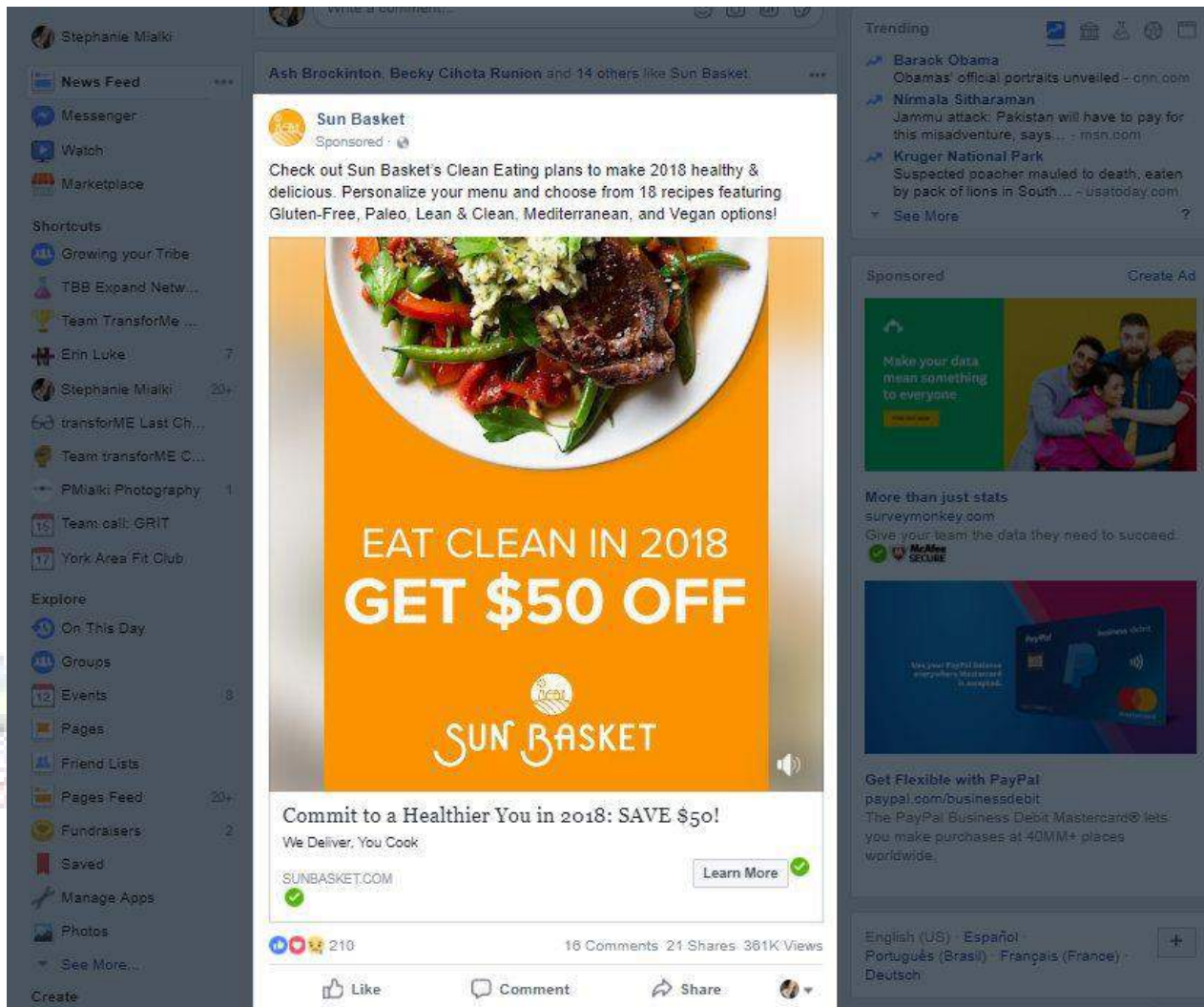
The screenshot shows the Facebook ad placement selection interface. It features two radio button options: "Automatic Placements (Recommended)" and "Edit Placements". The "Edit Placements" option is selected. Below the options, there is a "Device Types" dropdown set to "All Devices (Recommended)". The "Platforms" section is expanded to show a list of placement options with checkboxes:

Platform	Selected
Facebook	<input checked="" type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Right Column	<input checked="" type="checkbox"/>
Instagram	<input checked="" type="checkbox"/>
Audience Network	<input checked="" type="checkbox"/>
Messenger	Ineligible

While selectively choosing your own or electing automatic placements are both options, Facebook recommends the latter for most advertisers because this allows the platform to find the most optimized placements for your video ads based on relevance, objective, and budget.

The difference between in-stream and Facebook videos

Before instream video ads, marketers could run news feed video ads, or Sponsored ads, like this one from Sun Basket:



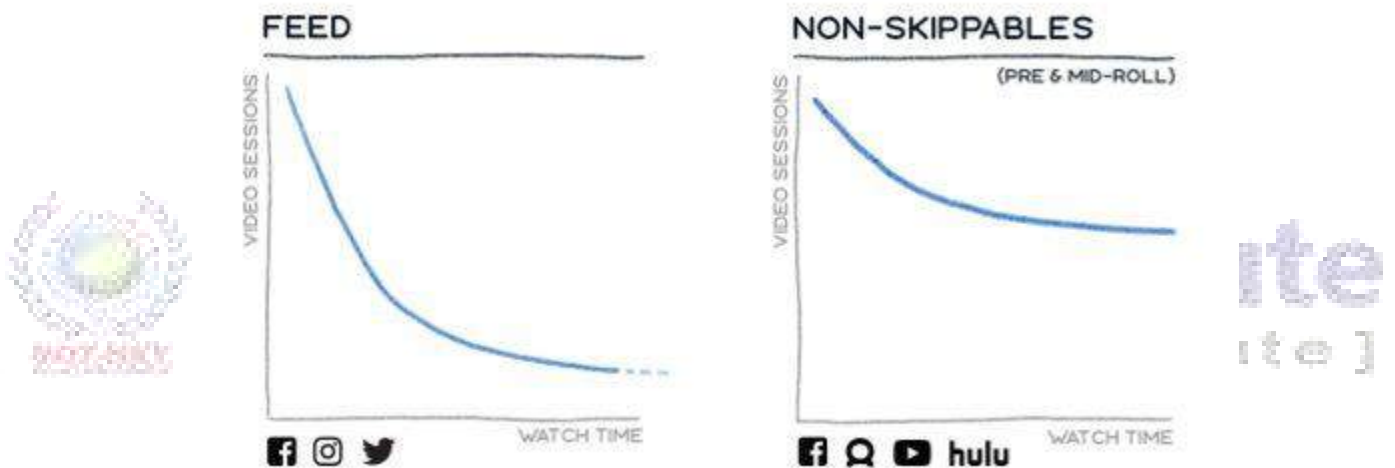
The primary difference between news feed video ads and in-stream video ads is that news feed video ads are standalone ads that appear in users' news feeds, rather than *within* another video.

Another difference, seen below, is the video length ads can run — news feed for 240 minutes, and in-stream for only 5-15 seconds. In addition, in-stream ads require sound, while news feed ads do not.

Objectives for each ad placement vary, too. For Facebook feed ads, all objectives are supported. For in-stream ads, though, only four specific objectives are supported:

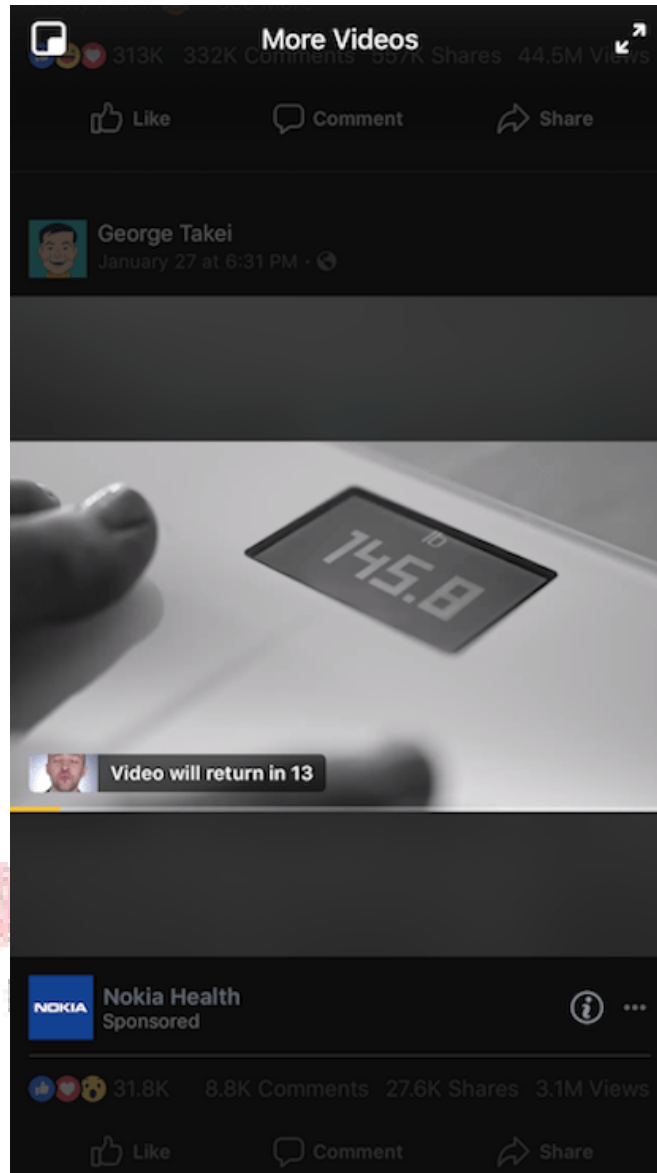
	Facebook Feed	Facebook Feed with link	Instant Articles	Facebook In-Stream	Instagram Feed	Instagram Stories	Audience Network: Native, Banner, Interstitial	Audience Network: In-stream
Source Ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	1.91:1 to 4:5	9:16	16:9 to 9:16	16:9, 1:1
Video Length	240 minutes max	240 minutes max	240 minutes max	5-15 seconds	1 - 60 seconds	1 - 15 seconds	1 - 120 seconds	10 - 120 seconds
Objectives Supported	All	All	All except Store Visits, Messages	Engagement, Reach, Video Views, Brand Awareness	All except Store Visits, Messages	All except Engagement, Store Visits, Lead Generation, Messages	All except Engagement, Store Visits, Lead Generation, Messages	Reach, Brand Awareness, Engagement, Video Views, Conversions
Captions Supported	Yes	Yes	No	Yes	Yes	No	No	No
Sound Required	No	No	No	Yes	No	No	No	Yes

Differences in the data for each video ad placement also exist. For example, viewership rates aren't as high on news feed video ads. The two graphs below demonstrate how long people watch both types of video advertisements before their attention starts to drift:



From that comparison, it makes sense that in-feed video ads have a sharper drop in watch times because Facebook users are typically mid-scroll and, on the go, so it's harder to capture their attention for an extended period.

Conversely, in-stream non-skippable ads are inserted into videos that users have chosen to watch, like this [George Takei video](#) with a 14-second Nokia Health mid-roll video ad. If the user wanted to finish watching the chosen video, he or she must view the video ad in its entirety, hence longer watch times:



Since the person has already chosen to watch the video, it likely means that they're in a watching mood and the sound is on. Granted, total watch time tends to decrease as video ad length increases, however in-stream ads still have longer watch times overall.

Lesson no. 5 – Social Media Advertising

Social Media Ads

In 2015, Social Media commerce totaled \$30 billion in the US. It's a marketing arena that is not only efficient but effective. Very similar to Display Ads, Social Media ads can be anything from a simple banner or image to an auto-play video.

Social Media advertising is great because you can target your audience perfectly. For example, Facebook's targeting options include age, region, interests, educational background and more.

Here are two types of Social Media advertisements:



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Organic - creates loyalty and gives you feedback from your target audience; new form of Word-of-Mouth

Paid - leverage promoted posts and reach specific people

The best platforms to target are:

LinkedIn for B2B sales

Facebook for display and top of funnel marketing

StumbleUpon for amazing, attention-grabbing content

Other platforms to hit up if you have the budget for it:

Twitter

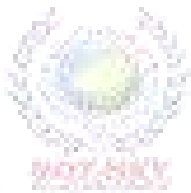
Pinterest

Instagram

Tumblr

Reddit

You can prepare your Social Media campaigns yourself or you can work with a marketing agency to prepare your campaign.



DOT-NET Institute
[An ISO Certified Institute]

Lesson no. 6 – Search Engine Marketing (SEM)

Search Engine Marketing (SEM)

The most dependable form of online paid advertising (and also the most common). SEM works based on keywords - you and other businesses like yours bid on keywords through search engines in an effort to get your website up higher on the Search Engine Results Page (SERP).

All SEM ads that appear in Google, Bing and other search engines are text ads. They're listed at the top or sides of the SERP.



Paid ads can either be Pay Per Click (PPC) or Cost Per Thousand (CPM).

PPC

You bid on keywords and your results appear at the top of the SERP based on bid value.

This is the best value package because you're only charged when people click on the ad.

Also, it's the easiest to track during the campaign.

CPM

You're billed a flat rate for 1,000 impressions.

This makes it easy to apply a budget and you're guaranteed a number of "shows" on the SERP.

However, you risk overspending - if no one clicks through you're paying for wasted results.

Also, you can't assess or track the campaign until it's over.

You can also use SEM in the unpaid form by optimizing your website for keywords (also known as SEO). Search engines list the unpaid results based on relevance so improving the SEO of your site means you'll be able to get more hits for free if you improve your site's SEO.

The best platforms for SEM are Google AdWords, which allow you to create highly targeted campaigns; to make the most of your Google AdWords campaigns. Another platform that's great for SEM is Bing, which has less competition than AdWords.



Lesson no. 7 – Native Advertising

What Is Native Advertising?

Simply put, native advertising is paid content. Articles, infographics, videos, you name it – if a content producer can make it, corporations can buy it and publishing platforms can promote it.

Now, you might be thinking, “How does a native advertisement differ from an advertorial?” Well, in order to be considered a true native advertisement, the content should align with the publication or site’s established editorial style and tone, and must also provide the kind of information that the publication’s audience typically expects.

These qualities are what make native advertisements difficult to spot, as they often blend in with the “organic” content extremely well. This is made even more challenging by the fact that there are no defined rules or guidelines on how publishers must label native ads, and standards of transparency vary widely from one publication to another.

It's also worth noting that native advertising is not necessarily the same thing as content advertising. Unfortunately, the overlap between the two disciplines and their similarity in name often result in confusion.

Why Is Native Advertising So Controversial?

This was the advice of Eric Goeres, director of innovation at Time magazine, speaking at the recent Contently Summit. Goeres spoke during the “Truth in Advertising” panel at the event, during which the topic of native advertising took center stage. Goeres’ words of warning refer to the trust between a publisher and its audience, and he emphasized the dangers of angering readers by resorting to trickery and deception to make a quick buck.



Brands and advertisers love native ads, mainly because the click-through rates tend to be much higher than typical advertisements and engagement is usually much stronger. However, not everyone is as enamored with native ads, particularly consumers.

Several professional organizations have weighed in on the often-vague nature of native advertising. The Federal Trade Commission is considering implementing regulatory measures on brands using native ads to promote their products, and the FTC has also indicated it may monitor the market closely to ensure that native advertising is being used in a manner that benefits consumers. The American Society of Magazine Editors has also called for greater transparency and oversight when it comes to native advertising.

The reason that many publishers see native advertising as a risky proposition is the potential for this kind of content to erode the public's trust. After all, if The New York Times publishes a "story" by Dell in exchange for money, can the Times objectively report on matters relating to Dell, or has every mention of the company been paid for? This is the dilemma facing publishers today.



Native Advertising Statistics

Before we look at some of the best native advertising examples (and a rogue's gallery of some of the worst), let's acquaint ourselves with the state of the native advertising landscape:

Almost half of consumers have no idea what native advertising is

Of those consumers who do, 51% are skeptical

Three out of four publishers offer some form of native advertising on their sites

90% of publishers either have or plan to launch native advertising campaigns

41% of brands are currently using native advertising as part of wider promotional efforts



Lesson no. 8 – Remarketing – Retargeting Advertising

Remarketing/Retargeting

The best way to market to people who already know about your product and service is to remarket to them. Or retarget. Depends on who you're talking to.



When people visit your site, you drop a cookie on them so that, as they travel around the web, your ads will appear over and over to remind them about your product or service.

This form of advertising is inexpensive and, if done right, can be more effective than PPC. It increases conversions because it reminds people of you who already know who you are.

You can try to set this up yourself on Facebook Remarketing, Google Remarketing and more. Or, you can use a third-party platform or provider to set up your remarketing campaigns - read our Retargeting Cagematch for the 4-1-1 on all of the available platforms you could use... and which are best.

Lesson no. 9 – Video Advertising

Video Ads

While YouTube ads are the most popular and well known of video ads, there are actually several different formats, types and content options.

You can go the route of educational/informative. Or maybe you want to post a how-to. Try to pull on the emotional strings of your viewers by creating a visual story. Ideal for branding, especially if you have a product or service that is best demonstrated visually.

Whatever you choose, Video Ads are gaining in popularity because they avoid blatant advertising while also attracting the limited attention span of many YouTubers.

Once you've created your video, you can post to:

- YouTube/Google
- Facebook
- Twitter
- Vimeo
- Brightroll
- YuMe
- Hulu
- Live Rail
- Adap.tv
- Specific Media
- Tube Mogul
- Tremor Video

- AOL
- Auditude

YouTube also have the fun little Pre-Roll ads (those short... sometimes long... ads that appear before the video you actually want to watch starts).



Lesson no. 10 – Email Marketing Advertising

Email Marketing



Hanging out with Display Ads back near the start of online advertising, Email Marketing is a cheaper, faster and effective form of advertising.

It's a great way to build customer loyalty and boost sales; when you use an email campaign manager (see the list below) to prepare and send your emails, you can easily track how well they do and monitor your ROI.

Email Campaign Managers:

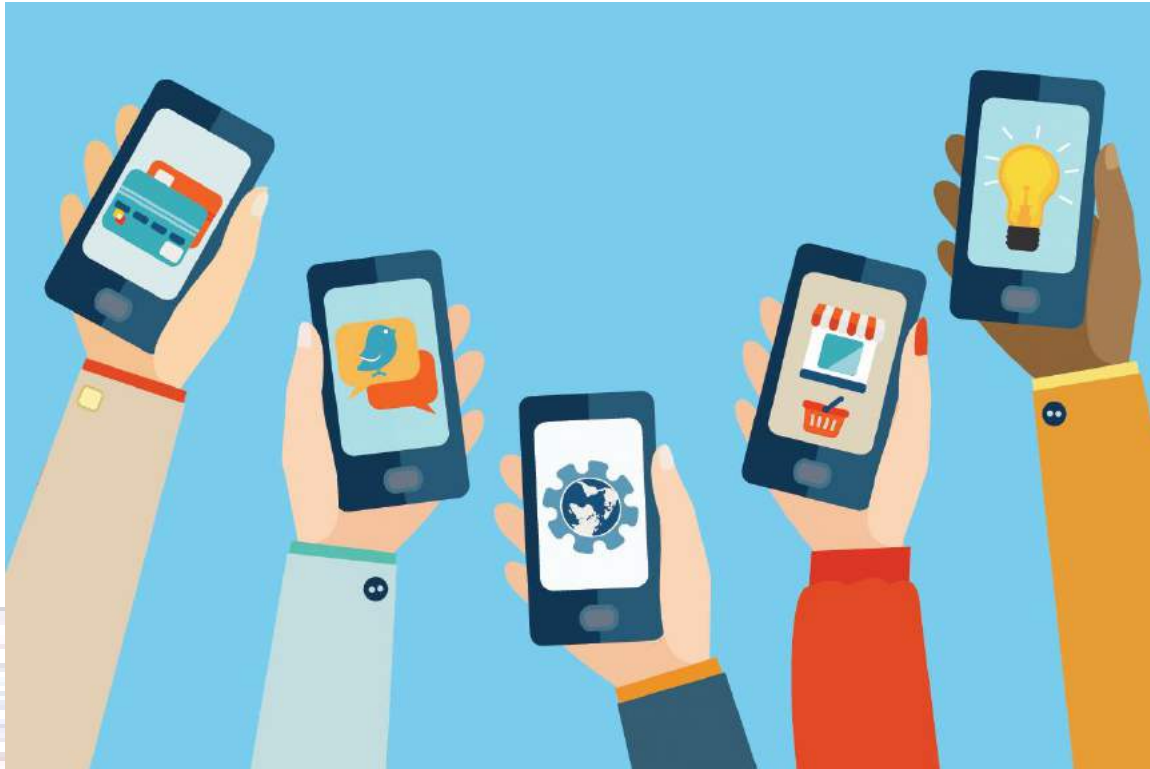
- MailChimp
- Constant Contact
- AWeber
- ConvertKit
- GetResponse
- Campaign Monitor
- Active Campaign

In order to succeed at email marketing, you first need to build a list of email addresses. You can do so by using quizzes, or you can put a simple Newsletter sign-up on your site.

Then, you can send email campaigns that focus on promotions, discounts, features or content you've posted to your blog. Most emails are short, sweet and to the point. A concise message makes it easy to get your point across and increase conversions.

Lesson no. 11 – Mobile Marketing Advertising

Mobile Advertising



Mobile-centric ads are the current trend. From the in-app messages to the videos, mobile advertising is the most effective way to promote your brand. With the entire world going mobile, developing short and crisp communication targeting the mobile users is the best practice. As people carry their mobiles your brand communication stays in their mind, for a longer time.

While developing mobile ads, ensure that it fits the screen sizes of all hand-held devices. In this way, your message will be clear and you shall successfully position your brand name in the minds of your targets.

Lesson no. 12 – Tracking & Measuring ROI of Online Advertising

TRACKING AND MEASURING ROI OF ONLINE ADVERTISING

What is Online ROI?

The *investment* part of return on investment is a combination of all hard and soft costs for the campaign. A hard cost is the advertising expense because it is directly measurable and identifiable.

A soft cost is labor if it is done internally because it is more difficult to track the total labor of a project on the part of a person who has other projects and tasks. Soft costs such as labor are often left out of the calculation, but they are necessary to consider.

The *return* part of online ROI usually is measured in multiple ways depending on the business that makes the investment. The business acquires new customers when they take any number of measurable actions:

- a) Complete a transaction
- b) For retailers, visit the store
- c) Help grow site audience
- d) View and click on site ads
- e) Register for an event or email newsletter
- f) Provide leads for new business

Three metrics help measure the return on investment. They are:

- a) Cost per thousand ad impressions
- b) Cost per click
- c) Cost per acquisition

These three metrics are trackable and quantifiable online, so the results can be analyzed and the campaign adjusted if necessary.

The formula for return on investment is: $ROI = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$

ROI Using CPM, CPC and CPA

When a business launches an advertising campaign online, it buys a certain number of ad impressions that display the creative elements.

Impressions are often measured in blocks of 1,000. So, a campaign with 100,000 impressions that costs \$1,000 has a CPM of \$10. In other words, the cost is \$1,000 divided by 100 blocks of 1,000 impressions apiece.

The second metric is cost per click. A campaign with 100,000 impressions costing \$1,000 has 100 total clicks. The cost per click is \$10. But another campaign costing \$1,000 has 500 clicks. The cost per click is \$2. Clearly, the second campaign has a better return on investment using the CPC metric.

The third and most important metric is the acquisition of a customer in one of the various forms described above. Variations on this concept include cost per transaction (they buy something) or cost per lead (they send an email or fill out a form). The following example clarifies how it works.

ROI Example

As an example, let's say a publisher wants to promote a website. The site has multiple revenue streams — its own ads from clients or third-party sources and some transactional options such as an e-commerce application.

The site runs a campaign of contextual ads costing \$1,000 on one or more of the major search engines.

At an average cost of 50 cents a click, the campaign generates 2,000 visits. Those visitors view ads, click on ads or complete a series of transactions.

If the campaign generates \$1,200 in revenue on \$1,000 in cost, the return on investment is 20 percent. The formula: $(\$1,200 - \$1,000) / \$1,000 = 20\%$.

If the campaign generates \$1,000 in revenue, the ROI is 0%. It merely achieves the break-even point.

The more accurate way to track the return is by looking at the labor involved in setting up and managing the campaign.

The ROI looks only slightly worse if the total labor was one hour at \$25 an hour, which might be achieved by focusing on only one or two high-volume keywords.

The ROI looks much worse is the total labor was 20 hours at \$25 an hour. At that point, that campaign has clearly lost money.

