

# Internet advertising assignment

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Other potential participants include advertising agencies who help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser. Online advertising is a large business and is growing rapidly. In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2012, Internet advertising revenues exceeded those of 2011. Online advertising is widely used across virtually all industry sectors.

Despite its popularity, many common online advertising practices are controversial and increasingly subject to regulation. Furthermore, online ad revenues may not adequately replace other publishers' revenue streams. Declining ad revenue has led some publishers to hide their content behind paywalls. Internet marketing is important because it aligns with the way consumers make purchasing decisions. Studies by analysts such as Gartner indicate that increasing numbers of consumers use social media and research on mobile Internet to carry out preliminary product and price research before making final decisions.

Internet marketing enables you to build relations with customers and prospects through targeted, low-cost personalized communication, reflecting the move away from mass marketing. Convenience Internet marketing enables you to be open for business around the clock without worrying about store opening hours or overtime payments for staff. Offering your products on the Internet is also convenient for customers. They can browse your online store at any time and place orders when it is convenient for them. Reach By marketing on the Internet, you can overcome barriers of distance.

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You can sell goods in any part of the country without setting up local outlets, widening your target distributors in different countries. However, if you want to sell internationally, you should use localization services to ensure that your products are suitable for local markets and comply with local business regulations. Localization services include translation and product modification to reflect local market differences. Cost Marketing products on the Internet costs less than marketing them through a physical retail outlet. You do not have the recurring costs of property rental and maintenance.

You do not have to purchase stock for display in a store. You can order stock in line with demand, keeping your inventory costs low. Personalization Internet marketing enables you to personalize offers to customers by building a profile of their purchasing history and preferences. By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests. The information available from tracking website visits also provides data for planning cross-selling campaigns so that you can increase the value of sales by customer.

Relationships The Internet provides an important platform for building relationships with customers and increasing customer retention levels. When a customer has researched a product from your online store, you can begin the relationship by sending a follow-up email to confirm the transaction and thank the customer. Emailing customers regularly with special, personalized offers helps to maintain the relationship. You can also invite customers to submit product reviews on your website, helping to build a sense of community.

Social Internet marketing enables you to take advantage of the growing importance of social media. An article on the Harvard Business School Executive Education website highlighted the link between social networking and online revenue growth. According to the article, a group of consumers that responded most strongly to the influence of social networks generated increased sales of around 5 percent. You can take advantage of this type of influence by incorporating social networking tools in your Internet marketing campaigns.

**DELIVERY METHODS** Display advertising Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies later retargets the user with ads from the site the user visited.

As advertisers collect data across multiple external websites about a user's online activity, they can create a detailed picture of the user's interests to deliver even more targeted advertising. This aggregation of data is called behavioral targeting. Advertisers can also target their audience by using contextual and semantic advertising to deliver display ads related to the content of the web page where the ads appear. [18]: 118 Retargeting, behavioral targeting, and contextual advertising all are designed to increase an advertiser's return on investment, or ROI, over untargeted ads.

Advertisers may also deliver ads based on a user's suspected geography through straitening. A user's IP address communicates some geographic information (at minimum, the user's country or general region). The geographic information from an IP can be supplemented and refined with other proxies or information to narrow the range of possible locations. For example, with mobile devices, advertisers can sometimes use a phone's GPS receiver or the location of nearby mobile towers.

Cookies and other persistent data on a user's machine may provide help narrowing a user's location further. Web banner advertising Web banners or banner ads typically are graphical ads displayed within a web page. Many banner ads are delivered by a central ad server. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML, Adobe Flash, and other programs. Frame ad (traditional banner) Frame ads were the first form of web banners. [16] The colloquial usage of " banner ads" often refers to traditional frame ads.

Website publishers incorporate frame ads by setting aside a particular space on the web page. The Interactive Advertising Bureau's Ad Unit Guidelines proposes standardized pixel dimensions for ad units. [citation needed] Pop-ups/pop-enders A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. [29] A pop-under ad opens a new browser window under a website visitor's initial browser window. [1]: 22 Floating ad A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested websites content.

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Floating ads may disappear or become less obtrusive after a preset time period. [30][31] Expanding ad An expanding ad is a rich media frame ad that changes dimensions upon a predefined condition, such as a preset amount of time a visitor spends on a webpage, the user's click on the ad, or the user's mouse movement over the ad. Expanding ads allow advertisers to fit more information into a restricted ad space. Trick banners A trick banner is a banner ad where the ad copy imitates some screen element users message, to induce ad clicks.

Trick banners typically do not mention the advertiser in the initial ad, and thus they are a form of bait-and-switch. Trick banners commonly attract a higher-than-average click-through rate, but tricked users may resent the advertiser for deceiving them. [37] Text ads A text ad displays text-based hyperlinks. Text-based ads may display separately from a webpage's primary content, or they can be embedded by hyperlinks individual words or phrases to advertiser's websites. Text ads may also be delivered through email marketing or text message marketing.

Text-based ads often render faster than graphical ads and can be harder for ad-blocking software to block. Search Engine Marketing (SEEM) Search Engine Marketing, or SEEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored results and organic (non-sponsored) results based on a web searcher's query. [18]: 117 Search engines often employ visual cues to differentiate sponsored results from organic results. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

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Search Engine Optimization (SEO) Search Engine Optimization, or SEO, attempts to improve a website's organic search ranking in SERPs by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a moving target for advertisers. [42] [43][44] Many vendors offer SEO services. Sponsored search Sponsored search (also called sponsored links or search ads) allows advertisers to be included in the sponsored results of a search for selected keywords.

Search ads are often sold via real-time auctions, where advertisers bid on keywords. In addition to setting a maximum price per keyword, bids may include time, language, geographical, and other constraints. [18]: 118 Search engines originally sold listings in order of highest bids. Modern search engines rank sponsored listings based on a combination of bid price, expected click-through rate, keyword relevancy, and site quality. Social media marketing Social media marketing is commercial promotion conducted through social media websites.

Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. Mobile Advertising Mobile advertising is ad copy delivered through wireless mobile devices such as banner or static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, "in-app advertising," or application sponsorship).

[1]: 23 Industry groups such as the Mobile Marketing Association have attempted to standardize mobile ad unit specifications, similar to the 'Abs's <https://assignbuster.com/internet-advertising-assignment/>

efforts for general online advertising. Mobile advertising is growing rapidly for several reasons. There are more mobile devices in the field, connectivity speeds have improved (which, among other things, allows for richer media ads to be served quickly), screen resolutions have advanced, mobile publishers are becoming more sophisticated about incorporating ads, and consumers are using mobile devices more extensively.

The Interactive Advertising Bureau predicts continued growth in mobile advertising with the adoption of location-based targeting and other technological features not available or relevant on personal Email Advertising Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the sapient an option to opt-out of future emails, or it may be sent with the recipient's prior consent (opt-in).

Chat advertising As opposed to static messaging, chat advertising refers to real time messages dropped to users on certain sites. This is done by the usage of live chat software or tracking applications installed within certain websites with the operating personnel behind the site often dropping adverts on the traffic surfing around the sites. In reality this is a subset of the email advertising but different because of its time window. Online classified advertising Online classified advertising is advertising posted online in a categorical listing of specific products or services.

Examples include online Job boards, online real estate listings, automotive listings, online yellow pages, and online auction-based listings. [1]: 22 Scraggliest and eBay are two prominent providers of online classified

listings. Edward Edward is software that, once installed, automatically displays advertisements on a user's computer. The ads may appear in the software itself, integrated into web pages visited by the user, or in pop-ups/pop-enders. Edward installed without the user's permission is a type of malware.

**Affiliate Marketing** Affiliate marketing (sometimes called lead generation) occurs when advertisers organize third parties to generate potential customers for them. Third-party affiliates Compensation Methods Advertisers and publishers use a wide range of payment calculation methods. In 2012, advertisers calculated 32% of online advertising transactions on a cost-per-impression basis, 66% on customer performance (e. G. Cost per click or cost per acquisition), and 2% on hybrids of impression and performance methods.

**CPM (cost per Mille)** Cost per mille, often abbreviated to CPM, means that advertisers pay for every thousand displays of their message to potential customers (mille is the Latin word for thousand). In the online context, ad displays are usually called "impressions." Definitions of an "impression" vary among publishers,[49] and some impressions may not be charged because they don't represent a new exposure to an actual customer. Advertisers can use technologies such as web bugs to verify if an impression is actually delivered.

Publishers use a variety of techniques to increase page views, such as dividing content across multiple pages, reposing someone else's content, using sensational titles, or publishing tabloid or sexual content. CPM advertising is susceptible to "impression fraud," and advertisers who want

visitors to their sites may not find per-impression payments a good proxy for the results they desire. CAP (cost per click) CAP (Cost Per Click) or PC (Pay per click) means advertisers pay each time a user clicks on the ad.

CAP advertising works well when advertisers want visitors to their sites, but it's a less accurate measurement for advertisers looking to build brand awareness. Spec's market share has grown each year since its introduction, eclipsing CPM to dominate two-thirds of all online advertising compensation methods. Like impressions, not all recorded clicks are valuable to advertisers. Goalpost Media reported that up to 50% of clicks on static mobile banner ads are accidental and resulted in redirected visitors leaving the new site immediately.

CAP (cost per view) Cost per view video advertising. Both Google and Tuberos endorsed this standardized CAP metric to the ' Abs's (Interactive Advertising Bureau)Digital Video Committee, and it's garnering a notable amount of industry support. Other performance-based compensation CPA (Cost Per Action or Cost Per Acquisition) or POP (Pay Per Performance) advertising means the advertiser pays for the number of users who perform a desired activity, such as completing a purchase or filling out a registration form.