

Contextual marketing assignment

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Contextual marketing is an online and mobile marketing model that provides targeted advertising based on user information, such as terms they search for or their recent web-browsing activity. Present ads to customers representing products and services they are already interested in. Post their detailed product information on other sites which draw several times visitor's attention than they have. The ubiquitous Internet hastening the demise of estimation site model is a phenomenon we call the ubiquitous Internet.

Benefit of the ubiquitous Internet: As the ubiquitous Internet becomes a reality, a new kind of intermediary role emerges – the embarrassedly anytime bringing transaction customers information and capabilities to beyond the websites. The convergence of the Internet with broadband connectivity and with TV let marketers integrate commerce and entertainment. 46% clothbound rate by on-screen promotion 0.5% click-through rate for a Web-based banner ad

The convergence of the Internet with broadband connectivity and with TV let marketers integrate commerce and entertainment. Beyond the home: Mobile devices and Internet access in a broad range of public venues let marketers link real-life situations to virtual information and offerings. Use the power and reach of the Internet to deliver directly messages and information to customers at the point of need. Master the tools of contextual marketing capture more information and improve customer service in the virtual and the physical worlds.