

Advertising chapter 12



Benefits of digital interactive media over traditional media cost of time and or space for ads is lesser

enable communication between content providers and consumers

the interactive nature of the internet has blurred the line between content

creators and content consumers there's a company called book mooch,

readers can trade books with each other, that the website provides book

reviews and you can meet the authors online. this is a great use of social

media behavioral tracking ability to track people behaviors on the

internet standardization ad impression

click rate ad impression possible exposure of advertising message to one

audience member click rate number of clicks on an advertisement divided by

the number of ad requests the two simple ways to measure the internet

audience for advertisement banners are ad impression and ad

rate keywords single word that a user inputs into a search engine to request

information similar in subject matter to that word an anti itch cream has

banner ad appearing every time a user types in the word itching, scratching

hives or mosquito. this is a keyword search result page account for almost half

of all digital interactive ad. revenue banner little billboards of various sizes

that appear when a visitor lands on particular website when you access a

website and see an ini billboard spread across top advertising for

focus banner ad the most common form for mobile advertising is banner

advertising corporate website gives background info primary organization

(About company) commerce site primary sells products or service (about

product) ON ADVERTISING CHAPTER 12 SPECIFICALLY FOR YOU FOR ONLY \$13.

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