Everything You Ever Wanted to Know About Online Advertising

WHAT ARE ONLINE DISPLAY ADS?

Digital display ads are the boxes on websites that are clearly advertising for various businesses and organizations. You might see a display ad at the top, on the side or even in the middle of the content you're viewing online. They also come in various shapes, sizes and formats. Banner ads are skinny rectangles ads and typically live at the top of a website, whereas leaderboard ads stretch across a page from end to end and typically found at the top or bottom of a site. All digital display ads are hyperlinked to a company's website or event page, depending on what the ad is promoting.

WHAT KINDS OF CAMPAIGNS ARE THEY BEST USED FOR?

Display ads are best fitted for awareness campaigns to make an organization's product or service visible to its target audience. The main goal of display advertising is to drive impressions, which is the number of times your online audience sees your ads. Visibility online will help keep your brand top of mind for your customers as they interact with your business through other media channels. The more exposure you can get through display advertising, the more likely your marketing efforts will help drive results for your business.

Terms to Know

REMESSAGING
also called retargeting, is a display advertising tactic in which you can show your ads to consumers who have previously visited your site but didn't take action.

HYPERTARGETING
because you can target people based on their online behavior, the target audience is able to become extremely defined. A commonly used practice is to target people based on keywords they are searching for and those who are visiting competitors' websites.

EXTENDED REACH
when display ads are booked, most publishers can also have them show up on an extended reach network (ERN). This means ads are able to run on a broad set of sites in addition to the publisher's site to increase exposure to potential new customers.
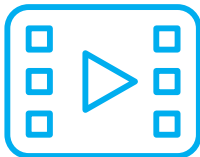
RESPONSIVE RICH MEDIA
Responsive Rich Media ads are creative display ad units that are interactive. They can include video files, expand and provide direct access to functions native to desktop computer, smartphones and tablets.

CLICK THROUGH RATE
the click through rate (CTR) reveals how often people who view your ad end up clicking it, measured by the number of clicks an ad receives divided by the number of times the ad is shown.