## Two popular models

On other's websites - click banners

- Pay per click
- Pay per view
- Pay per transaction

On search engine result page - sponsored links

Buying keywords (bidding price)

→ See the <u>List of advertising networks</u> (Wikipedia)

## Ad Serving Services

Embed ads in your webpage/webapp

 The ad network rewards you with cash every time a visitor clicks on an ad on your webpage