



CSC-370

E - Commerce

(BSc CSIT, TU)

Ganesh Khatri
kh6ganesh@gmail.com

Digital Marketing : Advertising Exchanges

- An ad exchange is a digital marketplace that enables advertisers and publishers to buy and sell advertising space, often through real-time auctions.
- They're most often used to sell display, video and mobile ad inventory
- Virtually anyone can buy from an ad exchange provided the ad exchange allows it.
- Advertisers and agencies typically use demand-side platforms or their own bidding technologies to do so, but ad networks and other entities also buy ads from exchanges
- Exchanges enable advertisers to easily buy ads across a range of sites at once, as opposed to negotiating buys directly with specific publishers.
- It's a more effective and efficient way to buy and sell advertising
- Major ad exchange operators include Google Ad Manager, Microsoft Advertising, The Rubicon Project, OpenX, Yahoo etc.

Digital Marketing : Programmatic Advertising

- Programmatic advertising is the process of automating the buying and selling of ad inventory in real-time through an automated bidding system.
- Programmatic advertising enables brands or agencies to purchase ad impressions on publisher sites or apps within milliseconds through a sophisticated ecosystem
- Programmatic advertising has become one of the most preferred ways of running ad campaigns
- Programmatic advertising includes ad slots for online streaming, TV, video and voice ads.
- also known as programmatic marketing or programmatic media
- Eg : Google, The Economist, Amanda Foundation, etc.

Digital Marketing : Real Time Bidding

- Real-time bidding (RTB) is an automated digital auction process that allows advertisers to bid on ad space from publishers on a cost-per-thousand-impressions, or CPM, basis
- CPM(Cost Per Mille) is what you pay for one thousand people to see your ad.
- Like an auction, the highest bid from relevant ads will typically win the ad placement
- The RTB process occurs in milliseconds before a website even loads. You won't even notice it happening!
- RTB in advertising is a part of the programmatic advertising process.

Digital Marketing : Real Time Bidding

- It involves three platforms for ad buying:
 - Supply-side platforms (SSPs)
 - Ad Exchanges
 - Demand-side platforms (DSPs)
- These different platforms work together to get ads in front of the user
- **Demand-side platforms (DSPs) :**
 - allow an advertiser to buy ad space and manage their ads.
 - It's a place for advertisers, who have a demand for ad space.
 - An example of a demand-side platform would be Google Ads
- **Ad Exchange :**
 - In between the advertiser and the publisher is the ad exchange

How does real-time bidding work?

1. When you arrive at a site, before the page loads, the site's publisher sends available ad space dimensions to the supply-side platform.
2. Then, the supply-side platform looks at your cookies. This is data from your web activity, your interests, demographics, and more. This data helps determine what ad would be relevant to you.
3. Next, the demand-side platform assigns a value to the user and places a bid on the ad space based on that information.
4. Just a reminder, this happens between the time you click on a search result and the page loads.
5. Finally, the supply-side platform receives the bids and picks a winner based on the highest and most relevant bid.

Digital Marketing : Real Time Bidding - Benefits

1. Real-time bidding saves you time
2. Real-time bidding is cost-efficient
3. Real-time bidding ensures that your ad is relevant

Digital Marketing : Email Marketing

- Email marketing is the use of email to promote products or services while developing relationships with potential customers or clients.
- It is essentially direct mail done electronically instead of through the postal service
- Email marketing can include newsletters with updates on the company, or promotions of sales and exclusive deals for subscribers.
- Marketing emails may also seek to share a general message on the company's behalf, such as in the wake of a natural disaster or company scandal.
- At its best, email marketing allows businesses to keep their customers informed and tailor their marketing messages to their audience.
- At its worst, this kind of marketing can drive customers away with persistently annoying spam emails.

Digital Marketing : Email Marketing

- It's easy to set up and track an email marketing campaign, which makes it accessible for small businesses.
- You can add a newsletter sign-up option to your website, for instance.
- As people sign up, you can send newsletters to a growing audience.
- You can also direct customers to the newsletter from your social media profiles.
- **Note :** The two biggest advantages of email marketing are price and ease. Compared to other types of marketing, emailing is an inexpensive way to advertise your company and its products or services
- Email marketing can substantially increase your income if you do it correctly.
- It's a great way to get people to visit (and revisit) your website or blog.
- More traffic usually equates to more income.

Digital Marketing : Email Marketing Strategies

- Build Your Own List
- Follow the Law
- Mix Up Your Messages
- Respect Your Subscribers
- Follow a Schedule
- Optimize for Mobile

Digital Marketing : Affiliate Marketing

- Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services.
- The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.
- The Internet has increased the prominence of affiliate marketing.
- Amazon popularized the practice by creating an affiliate marketing program whereby websites and bloggers put links to the Amazon page for a reviewed or discussed product to receive advertising fees when a purchase is made.
- In this sense, affiliate marketing is essentially a pay for performance marketing program where the act of selling is outsourced across a vast network.
- Firms typically pay per sale and less frequently by click or impression