**What is an advertisement?**

## The definition of advertisement

To understand what an advertisement is, we must first understand what advertising is. **The definition of advertising is an industry used to call the attention of the public to something, typically a product or service.**

**The definition of advertisement is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest,**[**engagement**](https://www.adjust.com/glossary/engagement/)**, and sales.** Advertisements (often shortened to ads or adverts) come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace.

## Why are advertisements important?

Advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach your target users, advertisements can have an immediate impact on business. This effect could be seen in improved trade or boosted brand recognition, among many different metrics. An advertising strategy typically includes a [KPI](https://www.adjust.com/glossary/kpi/) to measure this impact.

## What do in-app ads look like?

In-app advertising can take many forms, including text, banners, push notifications and pre or post-roll video ads. Such video adverts are usually around 10-15 seconds long (though they can vary) and normally showcase the product within that time. Increasingly, advertising is becoming interactive, providing more engagement for users in the era of scrolling. One such example is the use of [deep linking](https://www.adjust.com/glossary/deep-linking/), a feature which allows advertisers to send users directly to an install page in a single click. As CTV continues to gain prominence in the advertising space we’re seeing creative, interactive methods emerge, including the [use of QR codes](https://www.adjust.com/blog/qr-codes-key-to-scaling-connected-tv-ads-youtube/) to direct users from their TVs to the source of the ad on mobile.

## Which ad format should I use?

Choosing the right format can be a make-or-break decision in advertising. Let’s take a look at some of the most common ad formats in mobile advertising and when they can be particularly effective.

* **Banner ads**

With banner ads, the aim is to display an image and wait for users to view, click and convert – making quality graphics and a compelling call to action (CTA) essential components.

* **Interstitial ads**

[Interstitial ads](https://www.adjust.com/glossary/interstitial-ad/) offer a full-screen experience. These can be used to avoid ‘banner blindness’, when users become so accustomed to seeing banner ads that they no longer take notice. Interstitial ads can also be expandable (known as expandable ads), which start out as regular banner ads before taking up the whole screen.

* **Native ads**

[Native advertising](https://www.adjust.com/glossary/native-advertising/) is when ads are designed to match the environment in which they are placed. For example, when you see a ‘sponsored’ tag attached to a YouTube video, this is native advertising on that particular platform.

* **Video ads**

As their name suggests, video ads are advertisements in video format. By their nature, video ads are a popular advertising method because they can be highly engaging, offering great [CTR (click through rate)](https://www.adjust.com/glossary/ctr/).

* **Playable ads**

By giving users access to interactive gameplay, playable ads let you try before you buy. This gives users a limited look at an app, offering highlights that should push users to install. Because users can gauge their interest before purchasing the app, playable ads can be used to reduce app uninstall rates.

To learn more about the pros and cons for each format, take a look at [how to choose the right ad format](https://www.adjust.com/blog/how-to-choose-the-right-ad-formats-for-your-app/).

## Ads and Adjust

Since advertising is a financial investment, you want to know that it’s working as intended. Ad tracking is easy with [Adjust](https://www.adjust.com/glossary/adjust/); it’s as simple as integrating an [SDK](https://www.adjust.com/glossary/sdk/) and creating an Adjust [tracker](https://www.adjust.com/glossary/tracker/) URL. After that, our dashboard will show you precisely how well your advertisements are performing and which channels and campaigns are driving growth. We can also put you in sync with any of our hundreds of partners so you can advertise to the best sources at a budget which is right for you.

# How can Advertising Work for My Business?

Businesses have things to sell. In order to survive and thrive, they need to find customers who want to buy those things. Enter advertising.

The earliest recorded advertisements have been found on ancient Egyptian papyrus, while modern advertising can be traced back to the invention of the printing press. When the first regular gazettes and newspapers began to be published in the 1500s, it started a revolution that ultimately evolved into the wealth of advertising channels, tools and tactics we see today.

But what exactly is an advertisement? And what does the modern business owner need to know about advertising? In this article, we’ll be answering those questions and more.

# What is an advertisement?

An advertisement, otherwise known as an advert or ad, is generally considered a public communication that promotes a product, service, brand or event. To some the definition can be even broader than that, extending to any paid communication designed to inform or influence.

If these definitions feel vague, it’s because they are – the truth is that advertisements can be tricky to define, now more than ever. From bus shelters to search engines to Instagram influencers, the field of advertising has never been broader, deeper or more complex.

It’s important to note that advertising is not the same as marketing; it is rather a subcategory of it. Advertising is a type of paid marketing that the advertiser enjoys complete control over.

# Why are advertisements important?

Advertisements are important for businesses because they are the most direct and proven way to reach potential customers. They can have an instant impact on your business in a number of ways, including:

* **Brand awareness**: Advertising can make your target audience aware of your existence, helping them take the first step into the sales funnel.
* **Brand reputation**: Carefully crafted messages can tell an audience what your brand stands for and how you work. By sharing your mission, philosophy, values and track record, you can use advertising to build an enviable reputation.
* **Corrections and apologies**: Advertising can grant you the opportunity to apologise for a slip-up or correct the record if you feel as though something has been misrepresented.
* **Sales**: Last but not least, the overwhelming majority of ads are designed to increase sales, whether by directly promoting a specific product, service or deal or by any of the less direct methods listed above.

# 5 types of advertisement

The vague definition of advertising offered at the top is a consequence of the variety of different forms ads come in and channels they’re delivered through.

* **Print advertising**: Print ads see ink printed on paper. Newspapers, magazines, brochures, posters, flyers and direct mail are all examples of print advertising.
* **Broadcast advertising**: In years gone by the term ‘broadcast advertising’ covered radio and TV, though these days the line between these formerly analogue channels and digital streaming services is blurrier than ever.
* **Outdoor advertising**: Bus stops, billboards, blimps, banner planes, other things that don’t start with ‘B’ – outdoor advertising treats the whole world as an advertising stage.
* **Product integration**: Perhaps the most subtle form of advertising, product integration sees products and brands included (and implicitly promoted) in film, TV, Instagram, YouTube and other forms of media.
* [**Digital advertising**](https://squareup.com/au/en/townsquare/digital-marketing-benefits-types-guide): Over the last couple of decades digital advertising has overtaken all the other forms listed above. In fact, it really deserves its own section …

# The rise of digital advertising

On the 27th of October 1994, some of the earliest internet users were met with a black triangle marked with a strange message as they browsed HotWired.com – “HAVE YOU EVER CLICKED YOUR MOUSE RIGHT HERE? »> YOU WILL.” This was the first ever banner ad, and almost half of those who saw it clicked on it.

This was perhaps the moment that digital advertising turned into the arms race we see today. The effectiveness, affordability and immediacy of digital advertising has seen it take over the marketing industry. Other forms of advertising simply can’t compete.

Digital advertising can be thought of as any advertising served up via the screen of your smartphone or computer. Unlike its print, broadcast and outdoor cousins, digital advertising is uniquely interactive – the audience can click on an advertisement to learn more about the brand or purchase the product.

The term ‘digital advertising’ covers a wealth of different marketing channels, tools, tactics and mediums, so let’s take a look at four of the most common digital advertisement examples.

# 4 types of digital advertising

From YouTube pre-roll ads to podcast sponsorships, digital advertising comes in seemingly endless forms. So instead of running through individual digital advertisement types, let’s instead focus on the four main subcategories of digital advertising.

It should be noted that this is far from a comprehensive list, but the four channels below do form the foundational pillars of many digital marketing strategies.

##### Email Marketing

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### 1. Display ads

Display ads are the digital ads comprised of imagery and text that you see as you browse a website. The humble banner ad is an example of a display ad, though they come in a number of different forms, such as pop-up ads, flash/animated ads, interstitial ads, lightbox ads and expandable ads.

### 2. Social media ads

No segment of digital advertising has grown faster than social media advertising, for one major reason: social media platforms have deep knowledge of each of their users, which allows them to offer hyper-targeted advertising. If you want to advertise exclusively to 40-something women who have one child and are interested in softball, you can.

Social media ads include sponsored Twitter posts, Facebook carousel ads, YouTube pre-roll ads, Instagram influencer product integrations and more.

### 3. Search engine ads

While the marketing strategy of search engine optimisation (SEO) will help you to work your way up the search engine results page (SERP) for relevant search terms, there’s a far quicker and easier way to reach the top spot – pay.

You might think that you’ve become blind to the ads that are served up at the top of a Google search and that they, therefore, aren’t worth the money and effort, but the beauty of Google Ads is that they are pay per click (PPC) – you only pay if someone actually interacts with your ad! As such, they should form a key pillar of any digital advertising strategy, but always alongside SEO efforts.

### 4. Email marketing

It turns out that the oldest digital advertising campaign actually happened 16 years before the first banner ad. In 1978 Gary Thuerk sent out an email blast to 400 recipients. His company, Digital Equipment Corporation, reportedly made $13 million from the campaign.

Almost half a century later email marketing remains as effective as ever, [earning $36 for every $1 spent](https://www.litmus.com/resources/email-marketing-roi/). And in [Square Marketing](https://squareup.com/au/en/software/marketing), you have a solution that can make your email campaigns even more effective, by creating and sending a campaign in minutes, and by using clever analytics to understand what works, what doesn’t, and how you can improve.

Are you ready to capitalise on the endless opportunity that digital advertising represents? If you want to put your name up in lights, Square has the tools and expertise to help you. [Get in touch today](https://squareup.com/au/en/sales)!