Marketing ads on a website is a way to promote products to customers. When it comes to ads that display deals or sales they are usually designed to attract the attention of customers with a flashy headline and image or graphics.

The way these ads are designed is for the images and text to work together to catch your attention and convey the message of the deal or sale that is currently going on, the ads are strategically placed on the website where you will most likely come across them naturally such as on the homepage, product page as well as targeted advertising on social media or other websites.

You can also include a call to action towards the customer with a “Shop Now” or “Learn More” link or button this can also be included directly on the advertisement image, this serves the purpose of engaging with the customer and leading them to the next step of the purchase process.

A call to action or CTA for short is most usually shown in a very visible place on the website or advertisement, this is to make it easy for the customer to find, when the customer sees the CTA they then have to interact with it to move on to the next stage of the process this could be done by clicking a button or a link, once they have interacted with the CTA this will usually bring them to the product page in this instance which will have a “Buy Now ” button or “Add To Cart” button after clicking one of these buttons you will either have the product placed in you cart or go directly to the last page of the buy process where you then put in the relevant information. When this process is complete the marketing team can then track the effectiveness of the CTA for example they can see how often and how many times the CTA has been clicked on to know if it is bringing in the attention that they want.

These ads often track the performance of said ads to see how effective they are in driving traffic and sales allowing for adjustments to made towards their effectiveness over time.

The main purpose of these ads is the highlight benefits the customers can get with time limited sales, exclusive deals and saving purposes.

