

Digital Marketing Presentation

# **“Display Marketing Ecosystem”**

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# Display Marketing Ecosystem

Display Marketing is advertising on websites or apps or social media through banners or other ad formats made of text, images, flash, video, and audio. Display advertising (banner advertising) is a form of advertising that conveys a commercial message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.

## ***A new world with an increasingly connected consumer...***

According to studies & research, as of 2012, there are around 300 million active internet users in USA. The top activities conducted by users online are reading or sending email, using a search engine to find stuff and of course interacting with communities with shared interests on social networks such as Facebook or twitter. This represents an enormous opportunity for companies to reach out to a technologically savvy audience who is continuously interacting with the world wide web for various interests.

**Example :** Display advertising is an online form of advertising that the company's promotional messages appear on third party sites or search engine results pages such as publishers or social networks.

## **Purpose :**

- **To Support Brand Awareness**
  - **Increase purchase intention of consumers**
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## **Formats of Display Ads :**

It is important to choose the right format because it will help to make the most of the medium. We can optimize the data we have through ads to get better results. It is also possible to add:

- **Video advertisement;**
- **Rich Media Ads** (Expendables): flash files that may expand when the user interacts on mouseover (polite), or auto- initiated (non-polite);  
A **Special technology called Exit Intent Technology** comes under this Ad

type. According to this technology, when uses hover his mouse over title bar (most likely when they wanted to leave the website), a pop-up will show up, that will give publisher one more chance to bring that customer back by offering discount.

- **Overlays:** ads that appear above content and that are possible to remove by clicking on a close button;
- **Interstitials:** Ads that are displayed on web pages before expected content (before the target page is displayed on the user's screen);
- **Sponsorship:** including a logo or adding a brand to the design of a website. This can also can fall under Native advertising, which is an ad that can seem like Editorial, or "In-Feed", but has really been paid for by the advertiser.

To help to better select the right format for the type of ad, Interactive Advertising Bureau has realized a Display Standard Ad Unit Portfolio that works as a guideline that can be followed by the creatives.

- Vertical rectangle: 240 x 400
- Mobile leaderboard: 320x50
- Banner: 468 x 60
- Leaderboard: 728 x 90
- Square: 250 x 250
- Small square: 200 x 200
- Large rectangle: 336 x 280
- Inline rectangle: 300 x 250
- Skyscraper: 120 x 600
- Wide skyscraper: 160 x 600
- Half-page: 300 x 600
- Large leaderboard: 970x90
- Large mobile banner: 320 x 100
- Billboard: 970 x 250
- Portrait: 300 x 1050

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## Measure the success of Display Marketing

If your organization intends to activate Display Advertising, it is important to understand some key metrics that you will encounter throughout your engagement process such as Reach, Clickthrough rates, Bounce rates, Conversion rates and of course return on Investment in order to have a better picture of the performance of your Online Display Marketing activities.

**Reach :** Reach for online advertisements are defined by the number of people who can potentially view your advertisement online. Typically this will be represented by the number of visitors that visit the advertisement network you are planning to use.

**Clickthrough Rate (CTR) :** Typically, when we talk about online marketing, a click through rate refers to the likelihood of a user clicking on your online initiative. This is generally used as a benchmark by advertising agencies to gauge how well an advertisement or a campaign is received by the audience.

**Bounce Rate (BCR) :** Bounce rate is the percentage of visits that go only to one page before exiting the site. When a user bounces on a page that was advertised by a display advertisement, it indicates that the user was interested enough to click on the advertisement, but when they visited your site, they found that what they saw on the advertised page is not relevant to them.

There are a number of factors that contribute to your bounce rate. For example, visitors might leave your site from the entrance page if there are site design or usability issues. Alternatively, visitors might also leave the site after viewing a single page if they were not able to find what they were expecting.

**Conversion Rate (CVR) :** The conversion rate basically tells you what percentage of the people clicking through an AD ended up completing an action or a goal that the advertiser desired. This could be anything from a purchase made online, a registration for a newsletter or even a request for more information.

**Return on Investment (ROI) :** When brands embark on display marketing, there is always a cost involved together with a goal to be achieved. Return on investment in layman's terms tries to quantify how much value is obtained for every ringgit spent.

If the cost of the campaign was \$10,000.00 and the sales generated by the campaign was \$50,000.00, this means that for every \$1 spent, the brand earned \$5 back.