



Item Navigation



How did an online ad get your attention?

Compared to television or billboard ads with high-cost and long lead times, you've learned that digital ads can be created at a fraction of the cost using streamlined and automated processes. As a result, you're possibly exposed to hundreds of online ads each day.

Think about an online ad that you've recently encountered and consider the following questions:

- What was most noticeable about the online ad?
- If the online ad was for a product, what was most memorable about the product? Or, were creative elements of the online ad more memorable than the product itself?

Please write 3–4 sentences (60–80 words) as a response to this prompt. Then, applying what you've learned about digital ads, comment on at least two posts from other learners.

Participation is optional

Your Reply

Type your response here...

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Reply

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93 learners have submitted a response.

