DAILY ASSESSMENT REPORT

Date:	01/07/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Advertise on other websites • What is display advertising? • Search advertising vs. display advertising • The ins and outs of display advertising	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

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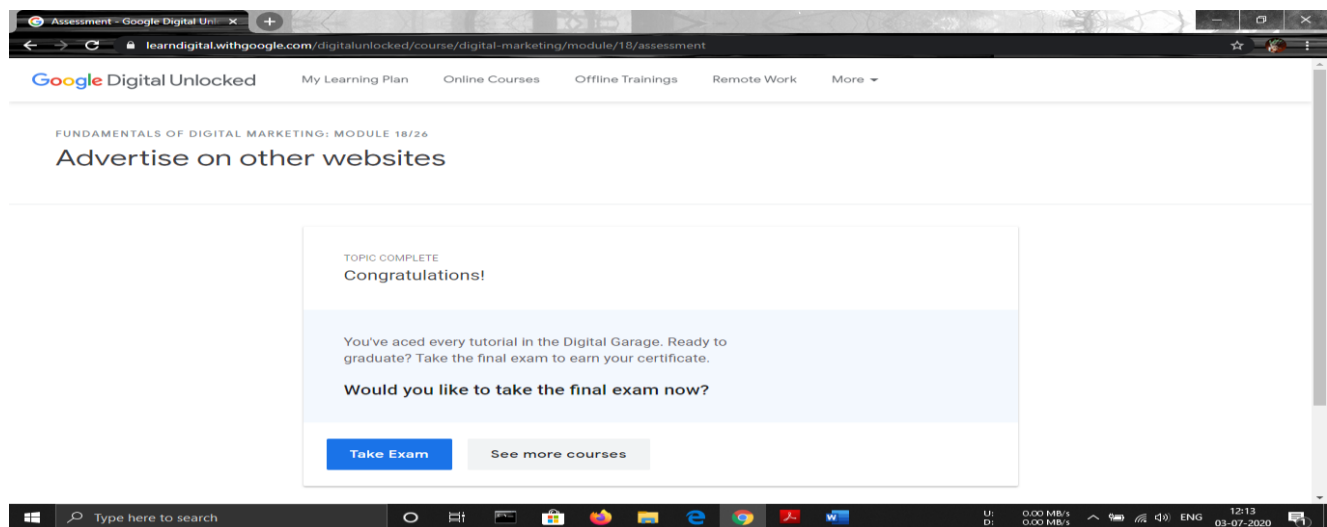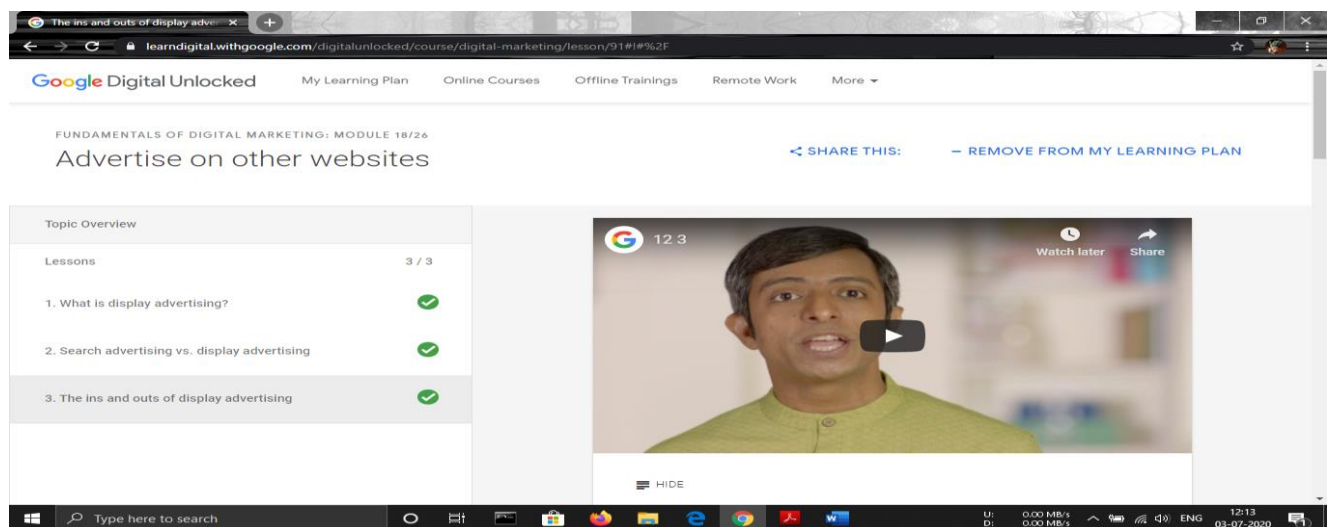
Report

What is display advertising?

- Display advertising gives businesses the chance to pay for their ads to appear when the right kind of person is on the right kind of page.

- There are lots of ways to do this. You can make deals directly with the owners of a website, or you can use networks that match businesses with lots of different websites that have ad space to sell. You can decide to show your ads on specific web pages, or to specific groups of people or even both.

- Let's imagine you're passionate about films, so you've created a podcast where you do film reviews. Now, you want to market it. Think about the people who might be interested in a film review podcast, and what else they might be looking at online like cinema websites, official movie sites or film forums. The pages where your customers are is also where you should be.

- Of course, your customers won't always be looking at websites about film. With display advertising, you can still get your ads in front of them when they're browsing other things. So, you can target people with specific interests - like film - while they are checking the weather, reading the news, visiting blogs, and browsing around all the other kinds of websites they might want to visit - even if those websites have nothing to do with film.

- So, display advertising offers businesses the ability to reach relevant audiences all across the Internet. That's actually quite amazing. And it's one reason why display advertising is a great way to build awareness of you and your business. For example, if you've just created your film review podcast, you'll need to make people aware that your new product exists. With display adverts, you can get noticed by just the people you want to reach.

**Search advertising vs. display advertising**

- The offline world equivalent might be billboards or magazine adverts. Perhaps people didn't actively seek out your product or service. But you can choose where your billboards are located or the right publications to place your adverts in, which can help you get in front of the right kinds people who might have an interest in your business.

- In the online world of display advertising, that means finding websites where your potential customers are likely to be spending time, or targeting people who have showed specific interests through the sites they visit or other online behaviors.

- In our podcast example, your ideal customer is probably reading blogs about films or looking up local cinema listings. So those could be the places to show them your "billboard" online.

- Display advertising, on the other hand, gives advertisers a lot of more creative options: different sizes and formats, images, video, and more. This means there are lots more opportunities to get a potential customer's attention.

The ins and outs of display advertising

- Like all digital advertising, display advertising platforms offer many targeting options. You can limit your ads to people who speak certain languages, or to certain days or times. You can even combine multiple things together. For example, you can target local people heading out on their morning commute by choosing to advertise to English speakers who are using smartphones within 20 miles of your shop in the morning. But there are many more - so let's take a look some targeting options that are unique to display adverts.

- For example, you can really zero in on where you want to be advertising by defining specific websites, individual pages on those websites and even specific areas on those individual pages that you want your adverts to appear on.

- These are known as a "placements." The idea here is that if you know the kinds of sites your target audience is likely to be visiting, you can get your ads in front of them by targeting the exact placements you want.

- Or, you can aim for a broader audience. If we take our example of a film review podcast, you could decide to show your adverts on any website that fits into general, high-level topics like "cinema" or "art" instead of targeting specific websites.

- So now you're probably seeing how to accomplish your different advertising goals using many different combinations of audiences and adverts. And you're probably also realizing just how important it is to keep things organized. That's why nearly all display advertising solutions allow you to keep things under control by creating and managing what are known as campaigns.

Date:	01/07/2020	Name:	Abhishek M Shastry K
Course:	Satellite Photogrammetry and its Application	USN:	4AL17EC002
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Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS
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Report

Introduction to Satellite Photogrammetry

- Science, Technology and Art of making precise measurements on images produced by spaceborne imaging sensors to derive reliable topographic information of the viewed planetary surface.

- Advantages of imaging from space:

  - ✓ Synoptic view.

  - ✓ Large swath, receptivity.

  - ✓ Constant scale, near orthonormal projection.

  - ✓ Negligible internal distortions.

  - ✓ Stable radiometry.

  - ✓ Formalities associated with aerial photography and flight arrangement are avoided here.

- The satellites collect the images by scanning along a line which is called the scan line.

- Defining the camera or sensor model involves establishing the geometry of the camera/sensor as it existed at the time of image acquisition.

- Modelling satellite sensor motion orientation in space is one of the preliminary tasks that should be performed for using satellite image data for any application.