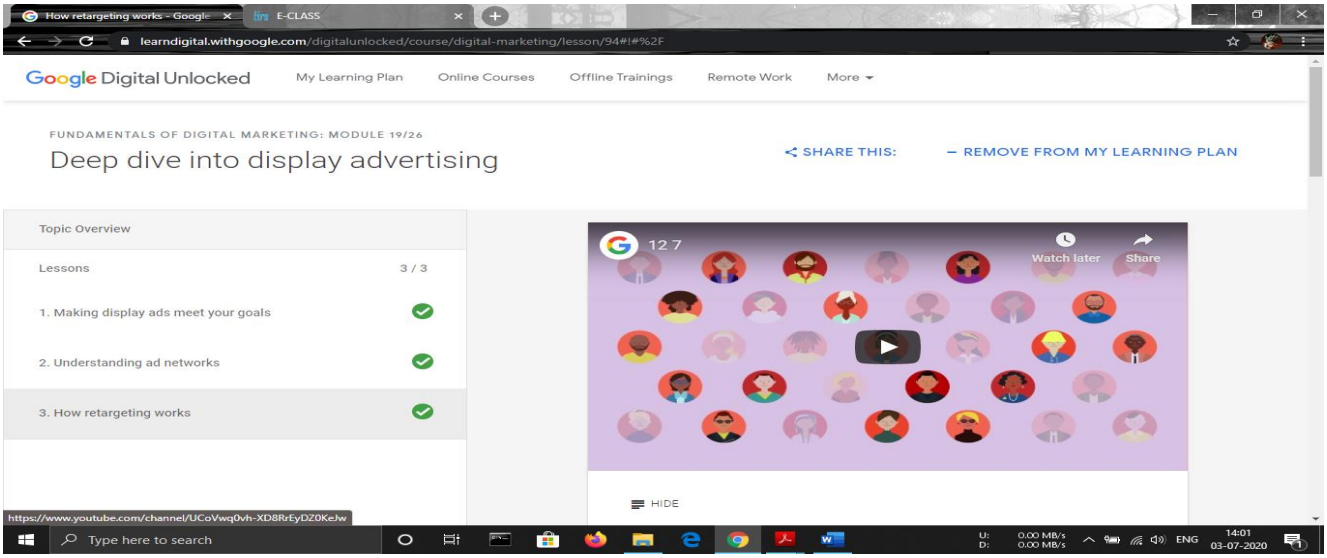
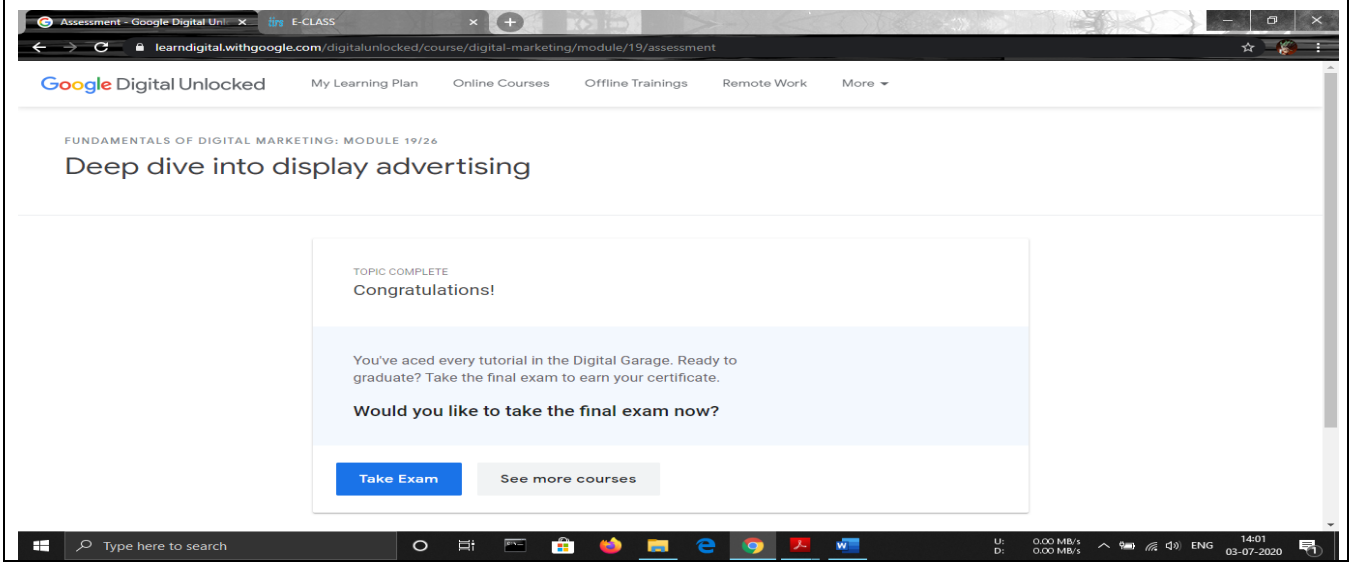
DAILY ASSESSMENT REPORT

Date:	**02/07/2020**	**Name:**	**Abhishek M Shastry K**
Course:	**Google Digital Unlocked: Fundamentals of digital marketing**	**USN:**	**4AL17EC002**
Topic:	**1] Deep dive into display advertising** • **Making display ads meet your goals** • **Understanding ad networks** • **How retargeting works**	**Semester & Section:**	**6th 'A'**
Github Repository:	**AbhishekShastry-Courses**		

FORENOON SESSION DETAILS

Image of session





Report

Making display ads meet your goals

- A simple way to break down what you want to achieve with display advertising is to think about the different steps of the customer journey as a funnel. The widest part at the top is awareness.
- Let's go back to our film podcast example. Before you can turn people into subscribers, they need to know you're there. Display advertising can help you here, giving you a way to reach a broad target audience. So, if building awareness of your business is a goal, you'll want to target a broad audience and use adverts that make a great first impression. This is a good time to think about what might catch someone's attention - remember, they're not actively searching for you when your adverts show up.
- Is your film podcast the most popular one online? Do you feature exclusive interviews with the best directors? These could be great attention-getters. You can even consider giving film fans a taste of your brilliant content in a rich media video advert.
- See how setting your goals can help guide you as you build out your display advertising campaigns? OK, let's keep going. The next stage in the funnel is all about shaping people's opinions of you, and making sure that they remember you in the future when they want what you're selling.
- Retargeting is especially useful at this point in the funnel. Remember, you want to target people that you know have been researching you online, and get them to consider you and eventually convert. Well, retargeting is a way to accomplish that. It lets you show adverts to people after they visit your website, or do specific things that indicate their interest.

Understanding ad networks

- Display advertising networks are like a middleman, connecting businesses who want to advertise, with websites with ad space to sell. Now, let's find out how they can help your business find, and advertise on, the right websites for you. Let's go back to our film review podcast. Say you found a specific website you wanted to advertise your podcast on. Well, you have a few options here. First, you could contact the site directly to work out the details, and that's certainly something that happens. But with all the websites out there that offer advertising opportunities, you can imagine this can get pretty time consuming. This is where

display advertising networks come in. They handle both the buying and the selling of display ads, linking businesses to websites that want to sell advertising space.

- Another way to think of it is as a marketplace that brings businesses and websites together, helping manage the transactions. There are quite a few of these networks out there, like Google Display Network or Yahoo, and they all offer different features, but there's a few things most all of them have in common.
- Your business can then bid for the spots you want throughout all the websites in that network, deciding how much you're willing to pay. Buyers and sellers are connected every single time pages are loaded, and the ads that win the right to fill the ad spot are shown.

How retargeting works

- Your retargeting service might need you to add a little code to your web pages, or integrate it in your web analytics tool, so it can start collecting a list of people from your website who match this criterion.
- Again, this won't be a list of individual people with any personal information, such as names or email addresses. Instead, it's an anonymous list (often called a retargeting list) of users that match your criteria who can be retargeted with ads. So, now that you've defined an audience, any visitor who started to subscribe but didn't finish will be added to the list. Now it's time to create ads specifically for them.
- These ads can be pretty focused, because you know everyone seeing them has already started to subscribe on your website. So, you might include things like special offers for extra content, a free gift for signing up, or some other incentive that's aimed at getting them to come back and finish subscribing. With a campaign set up to show ads to people on the retargeting list, you can now reach potential customers even after they've left your site.
- Once they've subscribed, there's no need to show them ads with subscription incentives anymore. So, you might want to create a new retargeting list for current subscribers. Then, you can target them with a different ad campaign, perhaps convincing them to come back and explore all the other podcasts on offer! So that's how retargeting works. It tracks what people do on your website and then creates an audience based on their actions, letting advertisers design specific ads for people who have - or haven't - done specific things.

Date:	02/07/2020	Name:	Abhishek M Shastry K
Course:	Satellite Photogrammetry and its Application	USN:	4AL17EC002
Topic:	1] Introduction to Global Positioning System	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS

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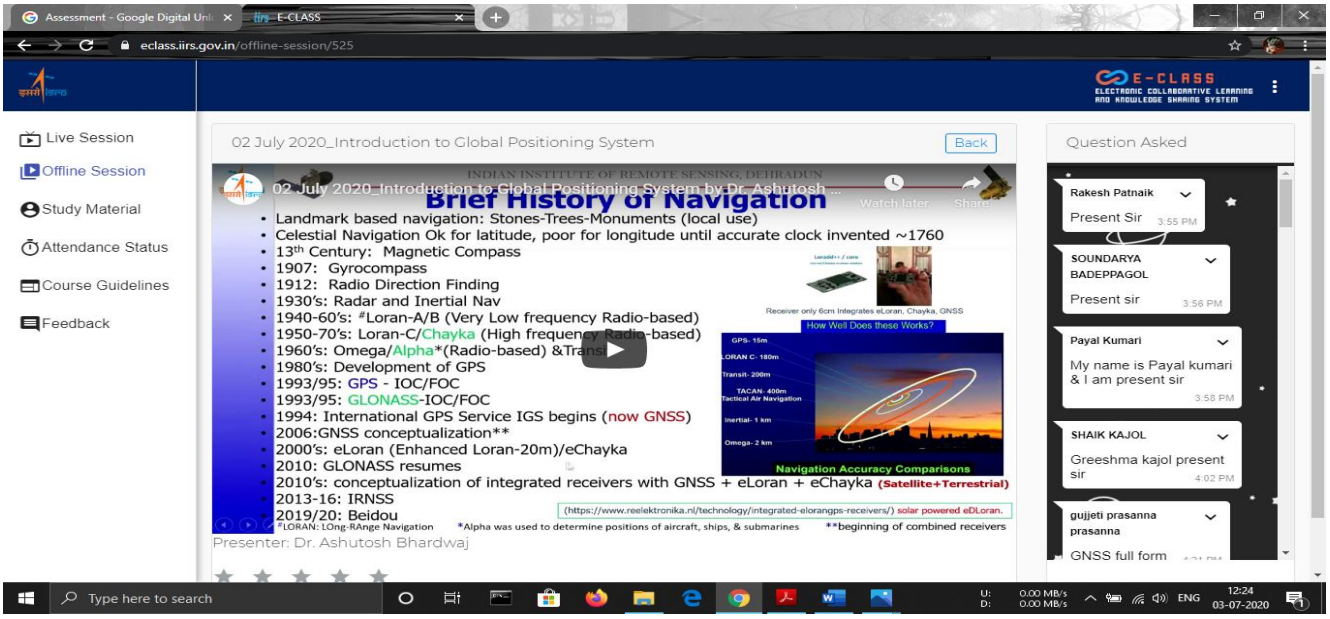

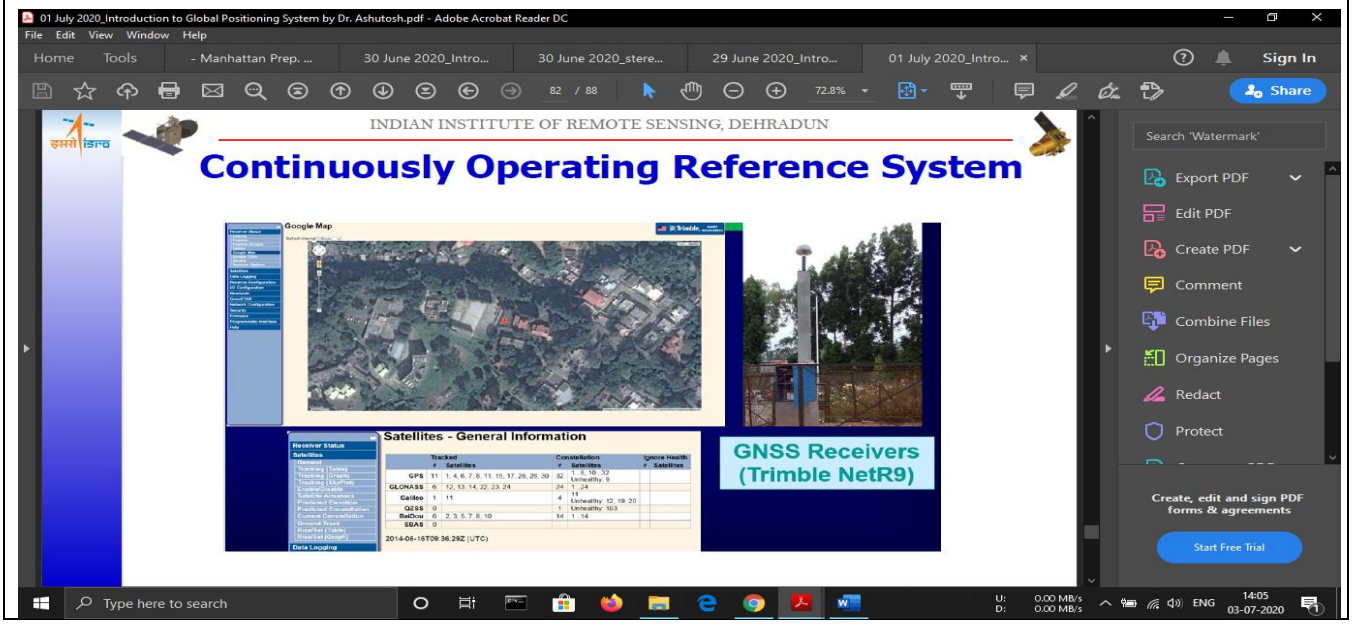

Report

Introduction to Global Positioning System

- A satellite navigation system is a system that uses satellites to provide autonomous geo-spatial positioning.
- The GPS network has 16 monitoring sites/stations that provide global coverage. Six (6) are owned by the Air Force and 10 by the National Geospatial Intelligence Agency. They require sophisticated receivers to track GPS satellites as they pass overhead. These collect signals, measurements, and atmospheric data, and feed observations to the master control station.
- The GLONASS satellite signal identifies the satellite and provides:
  - ✓ position, velocity and acceleration vectors at a reference epoch to compute satellite locations.
  - ✓ synchronization bits, data age and satellite health.
  - ✓ offset of GLONASS time from UTC (SU) (formerly Soviet Union and now Russia).
  - ✓ almanacs of all other GLONASS satellites.
- The main difference between GPS and GLONASS is that in GLONASS each satellite has its own frequencies but the same code whereas in GPS all satellites use the same frequencies but have different codes.