

Data Analytics in Business

Marketing & Advertising

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L1.2: Evolution of Advertising
Companies & Methods



Learning Objectives

At the end of this lesson, you should be able to:

- Discuss some key examples of digital advertising companies that help create the industry
- Explain how the general market of digital advertising uses agencies to speed up the process of media buying and reporting



Marketing and Advertising

In this series of modules, we look into data analysis in marketing and advertising

Outline of Marketing Modules

- Traditional Advertising & Marketing
- **Evolution of Advertising Companies**
- **Overview of Systems of Digital Advertising**
- Overview of Digital Advertising Market



Evolution of Media Companies (An Example: Atlanta, Georgia, USA)

1. **J.B. Fuqua Radio & TV:** In the 1940's, it was radio; in the 1950's, television; and at its peak in the 1970's it was a vast array of interests- ranging from coal mining, to trucking, to movie theaters, to frozen yogurt – creating a Fortune 500 conglomerate based in Atlanta, Fuqua Industries.
2. **Cox Enterprises:** Founded 1898. Newspapers, television stations, radio stations (all three in Cox Media Group), Cox Communications (cable TV & ISP), Manheim Auctions, AutoTrader.com, Kelley Blue Book.
3. **Turner Broadcasting:** Founded 1965 by R. Ed Turner. Switched from outdoors to TV with Ted Turner. Merged with Time Warner in 1996. Now part of AT&T - WarnerMedia. Developed cable TV networks: CNN, TBS, TNT, Turner Classic Movies, Cartoon Network, Game Show Network (42%), AT&T SportsNet and TruTV.



3 Key Internet Companies

1. **Netscape:** 1994 - 2003 Browser, Javascript, sold to AOL, then Microsoft
2. **Google:** (1998 - 2017 and present) Search engine, Chrome browser, Consumer and Business online services. Now a subsidiary of Alphabet Inc.
3. **Facebook:** (2004 - present) 15 years old company. Facebook worldwide social network, Instagram, WhatsApp, Oculus...



Recent Internet Companies (in Atlanta)

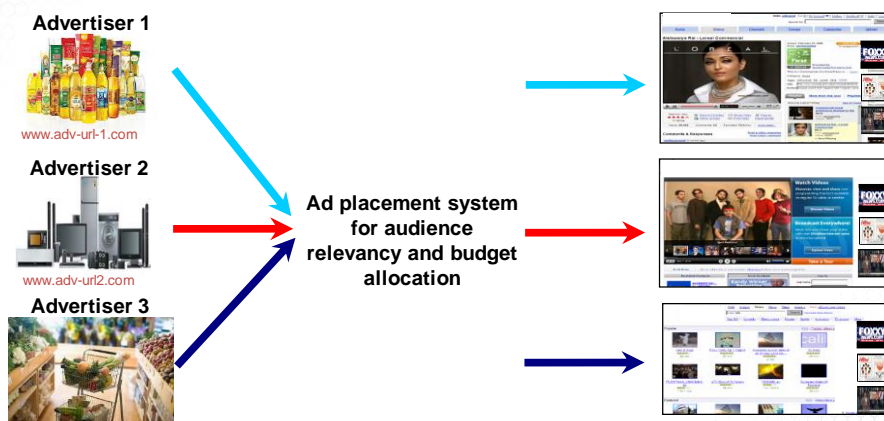
- **Internet Security Systems (ISS):** Founded 1994. Sold to IBM in 2006 for \$1.36 billion + Japanese subsidiary, ISS KK, sold for \$570M. Total: \$1.93 billion
- **WebMD:** detailed health information for the public
- **How Stuff Works:** useful information about technology & the world
- **Vitrue:** user generated videos and social media tools
- **BLiNQ Media:** enterprise tools for micro-targeting in social media
- **GreenSky:** platform for providing quick loans to home builders



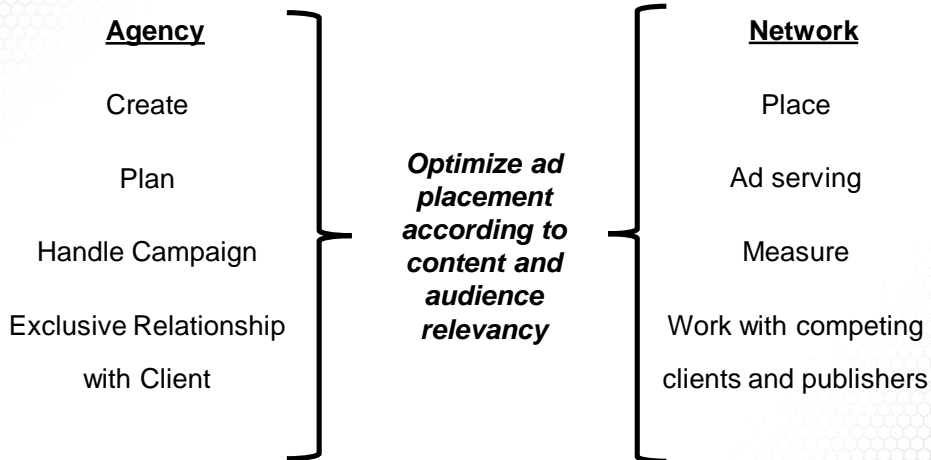
Systems of Digital Advertising



Ad Serving Platforms / Programmatic Advertising



What do Media Buying Agencies do?



Interactive Ads: A Growing Market



Tools of Digital Marketing Analysts

- Google Adwords
- Facebook Ads
- Google Analytics

Tools for Media Buying and Analyzing

- Insight into digital marketing analytics tools
- Use these tools to interpret campaign performance
- Apply these tools with the data sets provided and generated
- Use them to analyze and measure marketing performance



Types of Digital Advertising

1. Display Advertising
2. Search Engine Marketing
3. Social Media Advertising
4. Mobile Advertising
5. Direct Messaging and Email

What Digital Marketers Do

- A. Build Campaigns
- B. Buy Media (or ad placements)
- C. Optimizing Media Campaigns



Summary

1. Evolution of Advertising Companies
2. Overview of Systems of Digital Advertising
3. Overview of Digital Advertising Market

