

Digital Marketing at HBS Online

Exhibit 9: Additional Definitions

Channel Term	Definition
Google Search	Search advertising, paid search advertising, and search engine marketing are often used interchangeably; it is a marketing technique that places online advertisements in search engine results; businesses that place ads in search results pay a small fee every time somebody clicks on one of their ads (also known as “pay-per-click” advertising). Reference: https://www.wordstream.com/search-advertising
Facebook	Facebook ads are targeted to users based on their location, demographic, and profile information. Many of these options are only available on Facebook. After creating an ad, businesses set a budget and bid for each click or thousand impressions that their ad will receive. Users then see your ads in the sidebar on Facebook.com. Reference: https://neilpatel.com/blog/facebook-marketing/
Bing Search	Essentially, Bing Ads is Microsoft’s version of Google AdWords. In the same way that Google AdWords allows businesses to run ads on the Google search network and Google’s partner networks, Bing Ads allows a business to run ads on both the Bing search network and its partner networks (Yahoo and AOL—yes, people still use these). Reference: https://www.disruptiveadvertising.com/
Google DSA	Google Dynamic Search Ads are a variant of Google Search. When someone searches on Google with terms closely related to the titles and frequently used phrases a business’s website, Google Ads will use these titles and phrases to select a landing page from the website and generate a clear, relevant headline for their ad. Reference: https://support.google.com/google-ads/answer/2471185?hl=en
Programmatic Display Ads	Programmatic display is a set of technologies that allow advertisers to place online display advertisements in front of potential customers while they are browsing publisher sites that carry the advertising. Potential customers can be targeted on specific demographics such as their age bracket, salary, interests, job role, and their current internet browsing interest. Reference: https://econsultancy.com/programmatic-display-advertising-how-to-get-started-and-what-to-expect/
LinkedIn	There are a few types of LinkedIn ads. The first are sidebar ads. These are small and text-based with a single square picture. The next type is sponsored content. These are similar to Facebook’s news feed ads, since they show up in the LinkedIn feed just like Facebook ads. Finally, businesses can also use sponsored InMail. This is essentially private messaging that businesses pay for, and can be used to target very specific audiences. While each ad has its own specialty, some of the best-performing ad types on LinkedIn include relevant industry-related content. Reference: https://neilpatel.com/blog/guide-to-linkedin-ads1/
Instagram	Instagram ads are posts or Stories that a business pays to promote to users’ Instagram feeds. They can look just like regular Instagram posts, but are

	<p>always identified by a “Sponsored” label. They can also include a call-to-action button to drive traffic or conversions.</p> <p>Reference: https://blog.hootsuite.com/instagram-ads-guide</p>
Google Display	<p>Unlike traditional Google search ads, Google display ads are ads shown to users across 2 million+ websites, videos, and applications that are a part of the Google Display Network (GDN), based on their previous online activity.</p> <p>Reference: https://www.impactbnd.com/blog/what-are-google-display-ads</p>
Twitter	<p>Twitter advertising includes Promoted Tweets, Promoted Accounts, and Promoted Trends; businesses that advertise on Twitter can target individuals based on their interests or demographics</p> <p>Reference: https://ads.twitter.com/login?ref=en-btc-how-twitter-ads-work</p>
Bing DSA	Similar to Google DSA
Video Ads	Video advertising is promotional content that is displayed before, during, or after streaming content.