BANNER ADVERTISING

A popular form of online advertising that are image-based rather than text based.The main purpose of banner advertising is to promote a brand or to get visitors from host website to go to advertiser’s website.

Then horizontal type of banner advertisement is called a leaderboard,while vertical banners are called skyscraper.They are positioned on a web page’s sidebars.Also called display advertising,it consists of static or animated images or media and are usually placed in high-visibility areas on high-traffic websites.They help create brand awareness,generate leads and re-target an audience.

Although same as traditional advertising,the method by which advertiser pays the host differs greatly.They are paid by one of the three methods:

1)Cost per impression-payment for every web visitor who sees the ad

2)Cost per click-payment for every website visitor who clicks on the ad and visits the advertisor’s website.

3)Cost per action-payment for every website visitor who clicks on ad,goes to advertiser’s website and completes a task,such as filling out a form or making a purchase

In these modern era banner advertising and virtually all online advertising currently utilizes real time bidding technology known as programmatic bidding,which allows approved companies to bid on ad space during the time it takes for a banner ad to load.Banner advertising world has developed from the web banner ads you see on your favourite publications,to socialmedia ads like facebook banners,instagram sponsored ads,snapchat geofilters and other social media ads.Anybody can start a banner advertising campaign with google Adwords or any other display network.Banner ads can be static or animated depending on the technology used to make them.

Static banner ad can be a simple image or a visual that is acting just like an ad but in digital ecosysytem,we are able to click on it and get to website or on the page where advertisement is displayed.An animated banner ad is a type of digital advertising that is delivered by an ad server.It is also called as a sequential visual that creates the illusion that the objects in the image are moving.

Regarding banner ads,the main effectiveness ,the main effectiveness indicator is the click-through rate.It is calculated by dividing the number of users who clicked on ad by number of users who clicked on ad by number of times the ad was displayed.higher the CTR,more effective is the advertisement.

Most people choose an advertising network to help them distribute their ads.Some of these advertising networks are:Google Adwords,iab,Aol advertising,Right Media,OpenX.

Banner advertising can be really helpful for your business if you know how to optimize it and get the best out of it.There are brands like AirBnb,Wall Mart or Time Magazine who very efficiently and successfully uses banner advertising to promote their business.

Apart from the fact that while the revenue from banner ads may be there,internet users are equipping more ad blockers to keep annoying ads out.But still Banner ads are advertisements that get right to the point,something that many consumers appreciate.With little to no back-and-forth,internet users can get right to a product that they find interesting with little hassle.