

Online Advertising

E-Commercee (winter 2012)
Marek Maurizio

Università Ca' Foscari - Venezia

Overview

Media

- Advertising is everywhere
- Participation is in decline in every media
 - tv, newspapers, etc
- The only growing media is the Internet

Online Marketing

- Online marketing can be simply defined as promotional activity on the Internet, including email
- Many forms
 - search engine marketing
 - email marketing
 - social media
 - online advertising
 - affiliate marketing
 - ...

Why is Online Marketing so important?

- The four Ps
 - Product, Price, Place, Promotion
- Key ingredient missing: People!
- People will decide if they like the product or not, its value, where they spend their money, if give promotions a second thought
- The perception that “the Web is just for geeks” is from an era long gone

Technical, Fast, Complex

- Some technical aspects of online marketing to be aware of:
 - how google reads and indexes a web site
 - new, unusual, ways to view the internet
 - the implications of Microsoft launching a new internet explorer
 - what is (was?) iAd
 - many more

Beyond Web Geeks

- Big misconception about online marketing:
 - it's not (only) technical
 - also involves marketing skills:
 - identifying customer needs
 - creating a product
 - attract customers
 - converting visits into sales

Web Marketing Opportunities

- Online marketing can deliver a number of great opportunities that are missing in the traditional marketing:

- Results are instantaneous

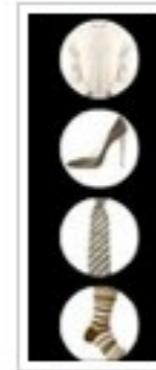


IKEA Italia

Vestiti e oggetti vi tolgono spazio vitale in casa...

Soluzione 1) Prendete una boccata d'aria
Soluzione 2) www.ikea.it/spazioallordine

- New levels of customer interaction



8 minutes ago · 2 · Like · Comment · Share

- Team play

- Instant global market

- Opportunities are everywhere

21st Century Public Relations and Media

- The marketing landscape has changed dramatically in the recent years
- To understand new rules we must first take a look at the past
- Public Relations (PR): the practice of handling the public image of a company, organization, or person
- PR consists of managing the flow of information and news between a person, company, or organization and the public

Press Releases

- An official statement sent to media outlets providing detailed information about an event
 - New product launch
 - Investor relations
- Exists since 1900s
- Companies still send press releases
 - effective way to spread the word about the company
 - communicate directly with your customers



Press Release

Information Department
IBM United Kingdom Limited
PO Box 41
North Harbour (Baltic House)
Portsmouth PO6 3AU

Date

20 MAY 1983

For further information please contact

ALAN GILLINGS

Telephone

(0705) 694941 EXT 5278

AIRLINE ADVERTISING FOR IBM'S AUDIO DISTRIBUTION SYSTEM

On all long haul flights of British Airways and British Caledonian throughout the world during July and August, the cabin headphones Business and Travel channel will carry an interview about IBM's voice mail system - the IBM Audio Distribution System. The interview particularly reviews the benefits of voice mail across world time zones in aiding international telephone communications.

The seven minute interview with Bob Holness of London's LBC radio station includes demonstrations of how an Audio Distribution System, or ADS, lets users collect, create and distribute one or several voice messages from any telephone in the world. Messages can be transmitted to one or more people.

Some 25 000 IBM staff in Europe and North America already use ADS. European staff

[Create Free Account >](#)

Online newswires

- Online newswires are the newest and most effective way to have your press release read by interested journalists, publishers, bloggers, customers

- Both free and pay
- Also use your site news page!

PRWeb Whitepaper



Reel Them In: Catching A Bigger Audience With Online Content

A guide to turning your news into online content that grabs attention, creates buzz and takes on a life of its own.

[FREE Download](#)

Latest From the News Center 

Number of times PRWeb headlines are seen each day **2,750,205**



In Fight Against Heart Disease, Cholesterol Efflux Capacity May Be the Key Measurement Says New Study



GOLDLINE and SILVERLINE Tarp Strap Manufacturer Names Ancra International as Exclusive Master Distributor



Sex-Pundit Reveals Secrets of Flirting in New Book with APP for Seductions On-the-Spot

Go to the NEWS CENTER for all the latest releases >

What's New



[Find out how](#)

About PRWeb

Get Your Name Everywhere

PRWeb gives you everything you need to get attention, improve search engine rankings, and **drive more business to your door**.

You create an announcement about your organization. We send it across the Web and around the world.

[Learn More](#)

Overheard on Twitter

sheevaun
Thanks for the case study and exposure @prweb. The best service anywhere!
10 days ago

[More feedback from real customers >](#)

 > Home

We're here to help.
Call 1-866-640-6397

 Twitter  LinkedIn  Facebook

Why PRWeb
How It Works
Who Uses It
Pricing
Learning
Blog

About Vocus
Contact Us
Partners
Subscribe to News
Terms of Service
Privacy Policy
Copyright
Site Map





[Create Free Account >](#)

 © Copyright 1997-2011, Vocus PRW Holdings, LLC. Vocus, PRWeb and Publicity Wire are trademarks or registered trademarks of Vocus, Inc. or Vocus PRW Holdings, LLC.

Friday, March 16, 12

Case Of Study

Use Blogs to Spread the Word

"There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy."

Posted on January 15, 2009
by [jkrums](#)



Lesson Learned

- There are private blogs with readership as large as some major metropolitan newspaper
- You don't have to witness a plane crash to attract traffic to a site

Advertising Concepts

Non-traditional Marketing

- Sometimes called guerrilla marketing
- all kinds of unconventional marketing strategies
- usually spreaded through word of mouth
- viral marketing: the exponential spreading of a marketing message

Creative advertising

- Users learn how to ignore advertising
- Companies tries to get creative, get the users involved
- Something unique and maybe useful



“Eat Mor Chikin”
campaign

Environmental Marketing

Seamless Advertising

- Insert products into the story
- Blend the advertisement in the page/game/movie



Hush Puppies®

1-866-699-7365 | Customer Service | Signup / Login

enter search



Free Shipping With No Minimum Order!



0 items
Total: \$0.00

New Arrivals | Women's | Men's | Kid's | Sale

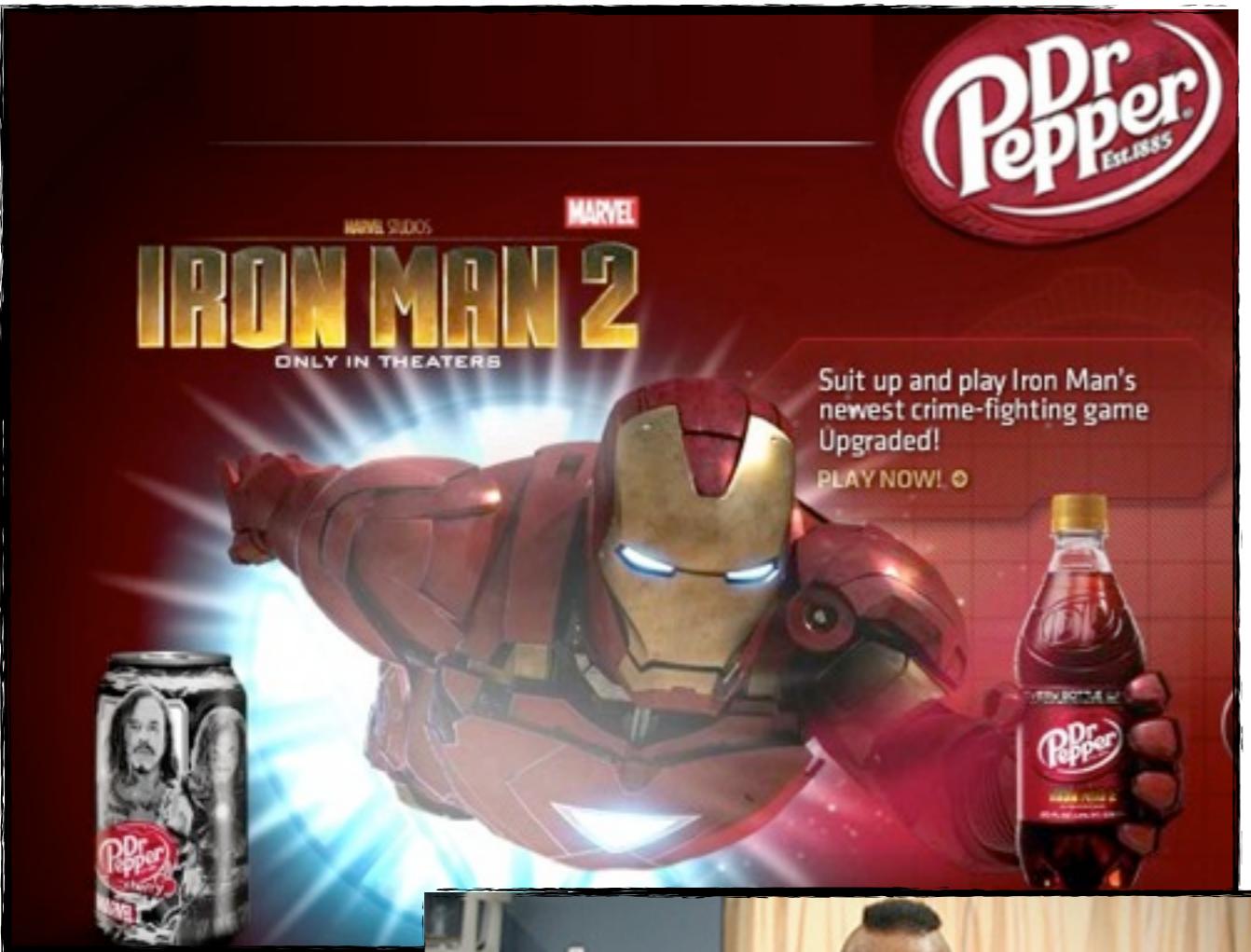
SALE

YOUR NEW YEAR'S RESOLUTION... BUY MORE SHOES!

Shop Sale

Hush Puppies shoes

Endorsements



Using a celebrity to endorse a brand

Endorsements

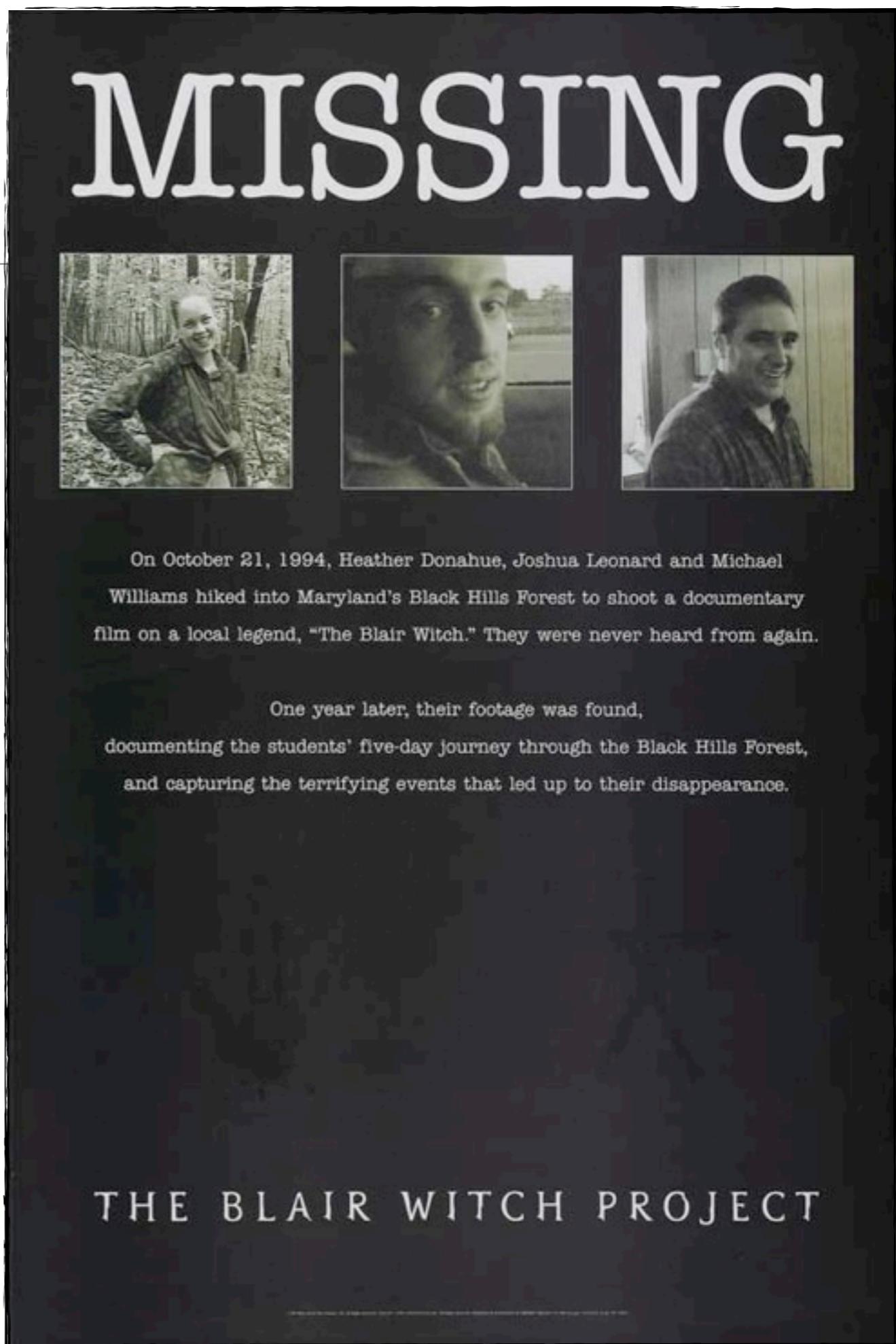
Do Celebrity Endorsements Work?

- The basic idea of the endorsement is pretty simple. People like celebrities. If those celebrities say that they like a product, people will like that product, too.
 - As we all learned in grade school, that's the transitive property
- Given how much money is spent based on celebrity endorsements (celebrities appear in roughly one-fifth of ads, according to market researchers, and a single company like Nike might spend around half a billion dollars a year on endorsements), there's been very little academic research on the effect of these ads on sales.
- Recent study: with a celebrity endorsement, sales for products endorsed by athletes go up by an average of 4%. What's more, these sales boosts can be recharged by a career triumph -- a Grand Slam for Roger Federer, an Olympic Gold Medal for Michael Phelps
- For all the upside of endorsements, we've seen its downside in cases like Tiger Woods's fall from grace

<http://www.smartmoney.com/spending/budgeting/do-celebrity-endorsements-work-1300481444531/>

Other unconventional marketing types

- Shock Marketing
- undercover Marketing
- Urban Legend



In October of 1994, three student filmmakers disappeared in the woods near Burkittsville. Maryland while shooting a documentary.

A year later their footage was found

Urban Legend / Viral

The Blair Witch Project Trailer

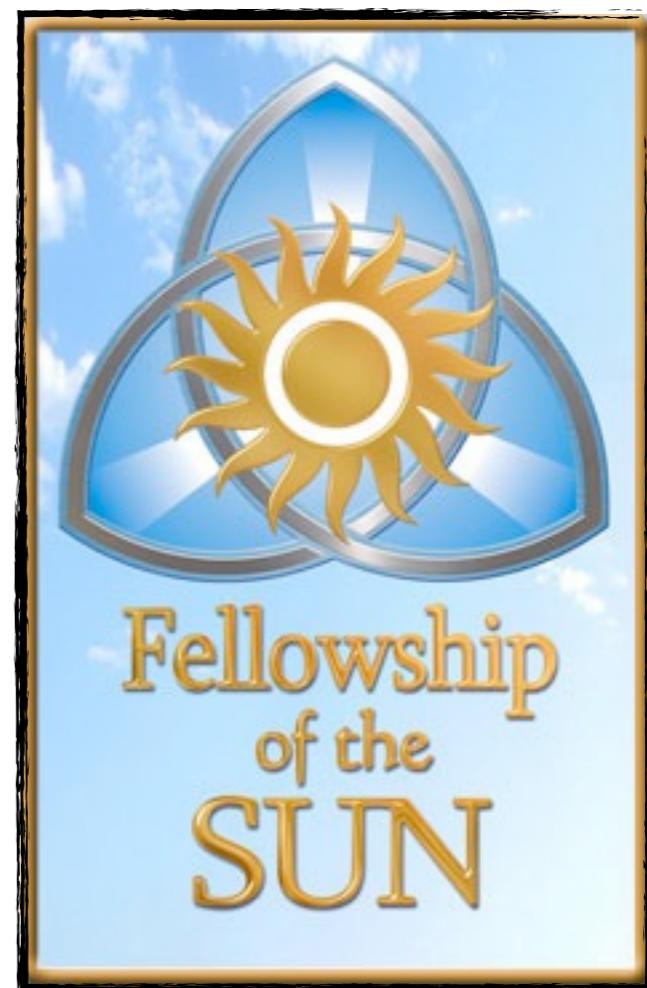
<http://www.youtube.com/watch?v=D51QgOHrCj0>



True Blood (TV serie)
commercial

Urban Legend Marketing
[http://www.flickr.com/photos/codispodi/
2841071585/](http://www.flickr.com/photos/codispodi/2841071585/)

True Blood, Extreme Viral Marketing



<http://www.marketingshift.com/2008/9/trueblood-hbo-vampire-series-virus.cfm>



truebloodride.com

FEEL THE WIND IN YOUR FANGS



THE TRUEBLOOD MINI CONVERTIBLE. EXCLUSIVELY FOR VAMPIRES.

ALWAYS OPEN. 

CREAT
IVITY

"Ads for Vampires" that feels like standard promotional placement, featuring all the brands and why they're supportive of the undead community



**When you sleep in a coffin,
it's easy to think outside the box.**

Jobs available for motivated vampires.

TRUEBLOOD Vamp-n-hire Program
truebloodjobs.com

monster.com
Your calling is calling.[®]



Innovative ad campaign to mark
the upcoming season launch of
HBO's True Blood in New Zealand.



ALL FLAVOR.
NO BITE.

HBO REMINDS VAMPIRES
TO DRINK RESPONSIBLY

True Blood Marketing

Case of Study

<http://www.youtube.com/watch?v=svssdpU4JQM>



HBO Marketing Apology

Meta-Viral Marketing...

Undercover Marketing

Undercover Marketing

- Undercover marketing (also known as buzz marketing, stealth marketing, or by its detractors roach baiting) is a subset of guerrilla marketing where consumers do not realize they are being marketed to. For example, a marketing company might pay an actor or socially adept person to use a certain product visibly and convincingly in locations where target consumers congregate [wikipedia]
- Sony Ericsson used stealth marketing in 2002 when they hired 60 actors in 10 major cities, and had them "accost strangers and ask them: Would you mind taking my picture?" The actor then handed the stranger a brand new picture phone while talking about how cool the new device was. "And thus an act of civility was converted into a branding event." (Taken from Walker, Rob. The Hidden (In Plain Sight) Persuaders. New York Times Magazine; Dec 5, 2004; New York Times pg. 68)



Line outside an Apple
Store

Undercover Marketing?

Undercover Marketing - II

- Wikipedia has become a tool for undercover marketing.[2] The creation of Wikiscanner, for example, has revealed attempts at manipulating Wikipedia's content by a large number of business, government, and special interest groups.



Mondiali di calcio 2010

Ambush Marketing

<http://www.guardian.co.uk/football/2010/jun/15/holland-ambush-marketing-fifa-dresses>

Non-traditional Marketing Online

- Non-traditional marketing is about

- telling a story
 - delivering a message

- It might be

- funny, shocking, amazing
 - video, blog, tweet

Humor

- Using humor is a great way to attract people
- Will it Blend?
- The 3g blend video has been seen 6 millions of times
- +40% sales in 2006!



Can you plan it?

- Will it Blend? videos were a viral phenomenon inadvertently
- common misconception
 - you can plan for a campaign to go viral
 - it's pure chance
- Advertising agencies specialize in creating viral marketing
 - does it work? only sometimes

The Bomb Squad: Ultimate Bad Press

- In 2007, guerrilla marketing agency, Interference, Inc. placed small, magnetic, electronic lights all around several metropolitan cities. The devices were intended to promote Aqua Teen Hunger Force,²⁵ an animated television show by Adult Swim and Cartoon Network. The signs caused a bomb scare in Boston, where bridges and roads were closed while bomb squads were brought in to investigate. One of the devices was even destroyed by explosive as a precaution.
- The publicity stunt resulted in extremely bad publicity for Cartoon Network and Adult Swim, and several people who distributed the signs were arrested. The potential danger of affixing electronic devices underneath bridges should have been obvious! You can read about this failed campaign in a story at CNN [<http://edition.cnn.com/2007/US/01/31/boston.bombscare/index.html>]

The Bomb Squad: Ultimate Bad Press



Tracking the media

- Google Alerts
- Social media monitoring systems (trackur.com, search.twitter.com)
- Backtype (for comments)

Quick overview of SEO/SEM

Search Engine Optimization (SEO)

- Search Engine Marketing is any kind of activity that's intended to bring traffic from a search engine to another web site
- Search Engine Optimization (SEO): improving the web site position in the results of a search engine for a set of keywords
- Search Engine Advertising: advertisements are displayed to search engine visitors when a defined set of search terms is requested

About 3,460,000 results (0.10 seconds)

[Advanced search](#)**Everything**[Images](#)[Videos](#)[News](#)[Shopping](#)[Places](#)[More](#)[Any time](#)[Latest](#)[Past 24 hours](#)[Past week](#)[Past month](#)[Past year](#)[Custom range...](#)[More search tools](#)▶ [500 Hotels in Venice - Book your hotel in Venice online.](#)

Ads

Save up to 75% on your reservation!

Most Popular - Recently Booked - Best Reviewed - Budget Hotels

[www.booking.com/Venice-Hotels](#)[Affittacamere Venezia - Affittacamere vicino stazione.](#)

Offerte per S. Valentino

[www.alportico.com](#)[Hotel in Venice - 70 Hotels - Up to 60% Discount!](#)

Charm, Design, Luxury or Family

Hotels in Rome - Hotels in London - Hotels in Lisbon - Hotels in Paris

[www.fastbooking.com](#)[Hotel Venezia in Legazpi City, Philippines](#)  

Hotel Venezia in Legazpi City, Philippines. Reserve online now and get instant confirmation.

[www.hotelvenezia.com.ph/](#) - Cached - Similar[Venezia Hotel \(Miami Beach, FL\) - Hotel Reviews - TripAdvisor](#)      87 reviews

Venezia Hotel, Miami Beach: See 87 traveler reviews, 17 candid photos, and great deals for Venezia Hotel, ranked #177 of 199 hotels in Miami Beach and rated ...

[www.tripadvisor.com/Hotel_Review-g34439-d225171-Reviews-Venezia_Hotel-Miami_Beach_Florida.html](#) - Cached - Similar[Hotel Venezia alberghi Venezia b&b venezia](#)  

- [Translate this page]

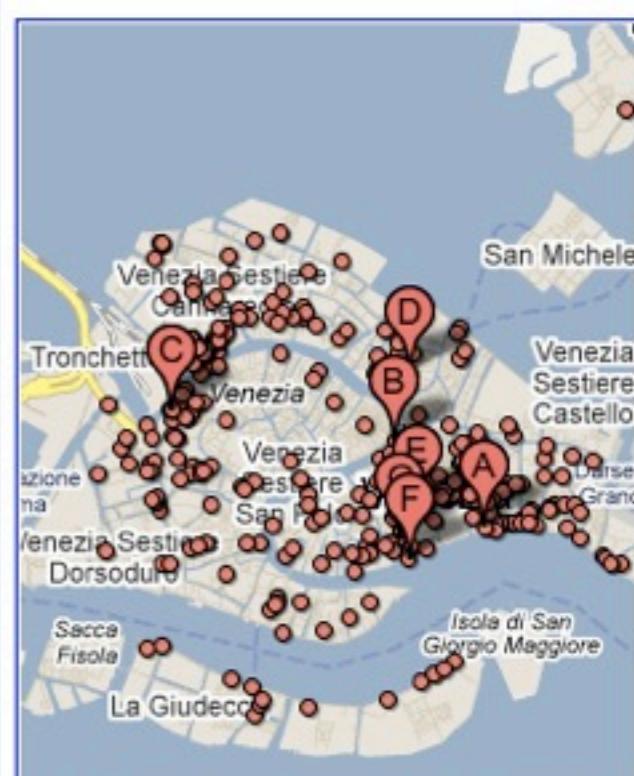
hotel a Venezia, tutti i migliori hotel della laguna con possibilità di booking online di B & B alberghi nel centro di Venezia.

[www.hotelvenezia.com/](#) - Cached - Similar[Hotel Danieli Venice, Italy | Luxury Collection Hotels in Venice](#)  

Hotel Danieli Venice Italy. The legendary five star luxury hotels official website. Unlock the best of Venice from our location next to St. Mark's Square.

[www.danielihotelvenice.com/](#) - Cached - SimilarCastello 4196, Riva degli Schiavoni, Venezia - 041 522 6480
"Positive: Definitely the location and the cadre, interior opulent

233 reviews



Ads

[400+ Venice hotels](#)Read reviews, check prices & book.
Save up to 75% - Pay on checkout![www.venere.com/Venice-hotels](#)[Hotel a Venezia](#)a soli 10 minuti da Venezia
moderno ed economico a Mestre
[www.carlihotels.com](#)[Cerchi un Albergo?](#)Hotel Amadeus a Venezia: 4 stelle.
Visita Ora il nostro sito online!
[gardenahotels.it](#)

SEO vs SEA

Hotel Venezia

Understanding Search Engines

- A search engine is the main starting point for most people attempting to find products, services or information on the Web
- Played one of the biggest roles in the growth of the Internet
- Marketing objective is to increase a site's ranking on the Search Engine Page Results (SERPs) for keywords that are important to the business
 - preferably making it to the first page
 - ideally nailing the top spot

Click-through Rates

- A study at Microsoft on click-through rates
- “*Clickthrough rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the "number of users who clicked on an ad" on a web page by the "number of times the ad was delivered" (impressions). For example, if a banner ad was delivered 100 times (impressions delivered) and 1 person clicked on it (clicks recorded), then the resulting CTR would be 1 percent.*” [Wikipedia]

Front Page Position	Click Through Percentage
1st	89%
2nd	33%
4th	17%
5th	17%
7th	6%

How search engines collect information

- Search engines build and maintain a massive database by sending out millions of small applications into the deep, dark depths of the Internet
 - spiders
- If a spider has a problem viewing, interpreting, or navigating your site, you perform poorly in the engine results

How a search engine determine ranks

- We don't know
- One of the most closely guarded secrets of the web industry
- In the early days, companies like Google would openly discuss the algorithm they used
 - now it's private
 - a competitor may replicate the algorithm
 - weaknesses could be exploited

Meanwhile...at the "other SEO company"...



© RankedHard.com - Created by BigOakInc.com / Art by Kelly Ishikawa - KellyIshikawa.com

SEO is more an art than
a science

The dark art of SEO

The Big Three

- Google dominates the search engine market
- Two main competitors
 - Yahoo
 - Bing
- Smaller search engines
 - not worth your time
 - unless you're a niche



SEO Hats

- Black Hat
 - based on shady techniques and spam
 - fast results, generating cash before the search engine bans the site
 - cloacking: showing different content to the users and to the spiders
 - hidden links: links invisible to the users
 - useless comments on blogs, just to link back your site

SEO Hats

- White Hat
 - Common sense, ethical approach to SEO, fair play
 - creating quality content
 - building legitimate links
 - solid keyword strategy
 - maximizing spider friendliness
 - building page rank over time

SEO Strategy

- A good SEO strategy will encompass three elements:
 - keywords
 - site design
 - content

Keywords

- Single words, several words, or a phrase
- potential customers will enter the keyword into search engines
- applicable to a product or service
- can be very generic or very specific

Page Design

- Use the right design can help SEO tasks
 - use the right HTML elements
 - meta elements
 - flash and javascript

Content

- Useful content
- Use keywords in content
- Syndicated content
 - content that are free to reproduce on your site
 - *Web syndication is a form of syndication in which website material is made available to multiple other sites. Most commonly, web syndication refers to making web feeds available from a site in order to provide other people with a summary of the website's recently added content (for example, the latest news or forum posts). The term can also be used to describe other kinds of licensing website content so that other websites can use it*

Popularity

- Numer of links to a webpage helps pagerank
 - more if from high-ranked sites
 - said to be less important in late versions of google's pagerank
- Build incoming links

Web Advertising

Web Advertising

- Advertising plays an important role in e-commerce
- attempt to disseminate information in order to affect buyer-seller transactions
- in traditional marketing advertising is impersonal
 - direct marketing exists, but it's expensive
- online interactive marketing: advertisers can interact directly with customers

Internet Advertising Terminology

- **Ad View:** an ad view, synonymous with ad impression , is a single ad that appears on a Web page when the page arrives at the viewer's display. Ad views are what most Web sites sell or prefer to sell. A Web page may offer space for a number of ad views. In general, the term impression is more commonly used.
- **Click :** a click is "when a visitor interacts with an advertisement." This does not apparently mean simply interacting with a rich media ad, but actually clicking on it so that the visitor is headed toward the advertiser's destination.
- **CPM :** "cost per thousand" ad impressions, an industry standard measure for selling ads on Web sites. This measure is taken from print advertising. The "M" has nothing to do with "mega" or million. It's taken from the Roman numeral for "thousand."

Internet Advertising Terminology

- **Click rate** : The click rate is the percentage of ad views that resulted in a click. Although there is visibility and branding value in ad views that don't result in a clickthrough, this value is difficult to *measure*. A clickthrough has several values: it's an indication of the ad's *effectiveness* and it results in the viewer getting to the advertiser's Web site where other messages can be provided. A new approach is for a click to result not in a link to another site but to an immediate product order window. What a successful click rate is depends on a number of *factors*, such as: the campaign objectives, how enticing the banner message is, how explicit the message is (a message that is complete within the banner may be less apt to be clicked), audience/message matching, how new the banner is, how often it is displayed to the same user, and so forth. In general, click rates for high-repeat, branding banners vary from 0.15 to 1%. Ads with *provocative*, *mysterious*, or other compelling content can induce click rates ranging from 1 to 5% and sometimes higher. The click rate for a given ad tends to diminish with repeated exposure.

Internet Advertising Terminology

- **Conversion Rate**: the percentage of visitors who are actually make a purchase
- **Visit** : A visit is a Web user with a unique address entering a Web site at some page for the first time that day (or for the first time in a lesser time period). The number of visits is roughly equivalent to the number of different people that visit a site. This term is ambiguous unless the user defines it, since it could mean a user session or it could mean a unique visitor that day.
- **Unique visitor** : A unique visitor is someone with a unique address who is entering a Web site for the first time that day (or some other specified period). Thus, a visitor that returns within the same day is not counted twice. A unique visitors count tells you how many different people there are in your audience during the time period, but not how much they used the site during the period.

http://whatis.techtarget.com/definition/0,,sid9_gci211535,00.html

Why Internet Advertising?

- Television viewers are migrating to the Internet
- Advertisers are limited in the amount of information they can gather about the television and print ads
- Other reasons why Web advertising is growing rapidly:
 - Cost
 - Richness of format
 - Personalization
 - Timeliness
 - Location-basis

Advertising Networks

- Specialized firms that offer customized Web advertising, such as brokering ads and targeting ads to select groups of consumers
- Bringing together advertisers and providers of online ad spaces
- DoubleClick is a premier company in this area (now owned by Google)
 - ad intermediary

Advertising Methods

- Banners
 - A graphic display on a webpage, linked to the advertiser's website
 - Displayed in a rectangular box, usually at the top or bottom of the page
 - Sometimes use flash or animated gifs
 - Click-through rate declining over time

Common Banner Formats

Source: Internet Advertising Bureau, 2008

468x60 Standard Banner

120x600 Skyscraper

160x600 Wide Skyscraper

125x125 Square

120x90 Button

120x60 Button

120x240 Vertical Banner

234x60 Half Banner

88x31 Micro Button

Popups

- Banners that opens in a different browser window, usually interrupting the actual task
- Remains visible until the user takes action
- Pop-under: spawn under the current browser window, not seen until the current task is completed
- Annoying: multiple surveys proved a negative sentiment toward banners
- Usually blocked by modern browsers

Interstitial Advertising

- An initial Web page or a portion of it that is used to capture the user's attention for a short time while other content is loading



1. Interstitial Ads convert better on the publisher's login pages. A visitor logs in from the publisher's website.
2. Ad displays on this page. Visitors can click on the ad (opens a new window) or click the 'skip this ad' button to get to the destination page.
3. The visitor is taken to the publisher's destination page immediately after they click the "skip this ad" link.

Rich Media Ads

- Ads that employ animations, sound, interactivity
- Using Flash, dynamic HTML, Java, Javascript
- About 7% of total online advertising
- http://www.novocortex.com/internet_marketing_online_advertising/



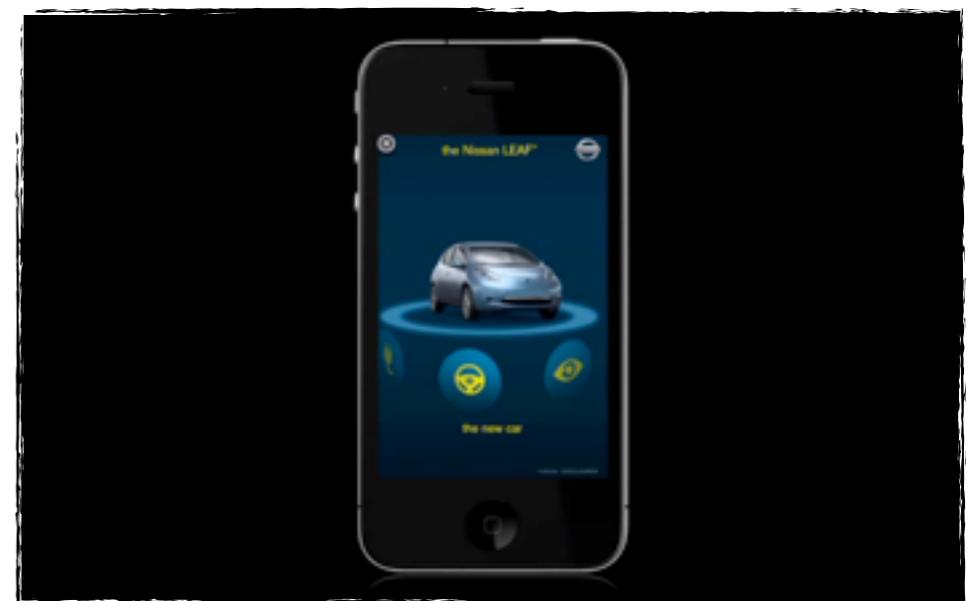
Video Ads

- TV-Like advertisements to appear as in-page video commercials
 - Fastest growing internet advertisement method
 - Pre-roll video: short video, force to see before an actual video content
 - Also mid-roll and post-roll exists but are less effective
-
- Youtube: text ads over video
 - After pre-roll fails



Mobile Advertising: iAd and AdMob

- Mobile devices as iPhones, iPads, Androids, etc are increasingly used to access the Internet
- Both Apple and Google are racing to develop new mobile advertising platforms
- In 2009 Google purchased AdMob, a company that developed a software to display ads within apps. Apple acquired Quattro Wireless and proposed iAd.
- Do not take the user to a new website, but display the ad within the same page or application.



E-Mail Marketing

- In the early days of e-commerce direct e-mail marketing was an effective form of marketing
- Mails were solicited, sent to interested users, unsolicited mails were uncommon
- E-mail marketing costs are usually invariant to the number of email sent (send 1000 or 1 million emails is roughly the same)
- The primary cost is to acquire a list of names

E-Mail Marketing

- In 2011, however, the e-mail marketing lost respect because of three factors:
 - spam: junk messages, sent to mass audience
 - phishing: malevolent messages disguised as legit
 - spam filters: to combat spam and phishing, we can miss legit emails!
- About 85% of spam originates from botnets
- E-mail works well for maintaining customers, but not to acquire new ones

E-Mail Advertising

- E-Mail Advertising Management—Four guidelines that marketers should consider to leverage customer insights throughout the e-mail marketing campaign lifecycle:
 - 1.Thinking about customer experience;
 - 2.Making privacy protection a part of their brand promise;
 - 3.Ensuring their recipients know about their privacy protection; and
 - 4.Measuring impact.

Social Marketing

- Difficult to define “Social Marketing” precisely
- Oversimplification: place ads in social networks
- Advertising that adopts a many-to-many model as opposed to the one-to-many model of traditional advertising
- Example: Disney’s Toy Story 3 ad on Youtube generated 13 millions views, 800.000 “likes” and shares on Facebook and other social sites

Social Marketing

- Three main areas:

- Blogs
- Social Networks
- Games

Blog Advertising

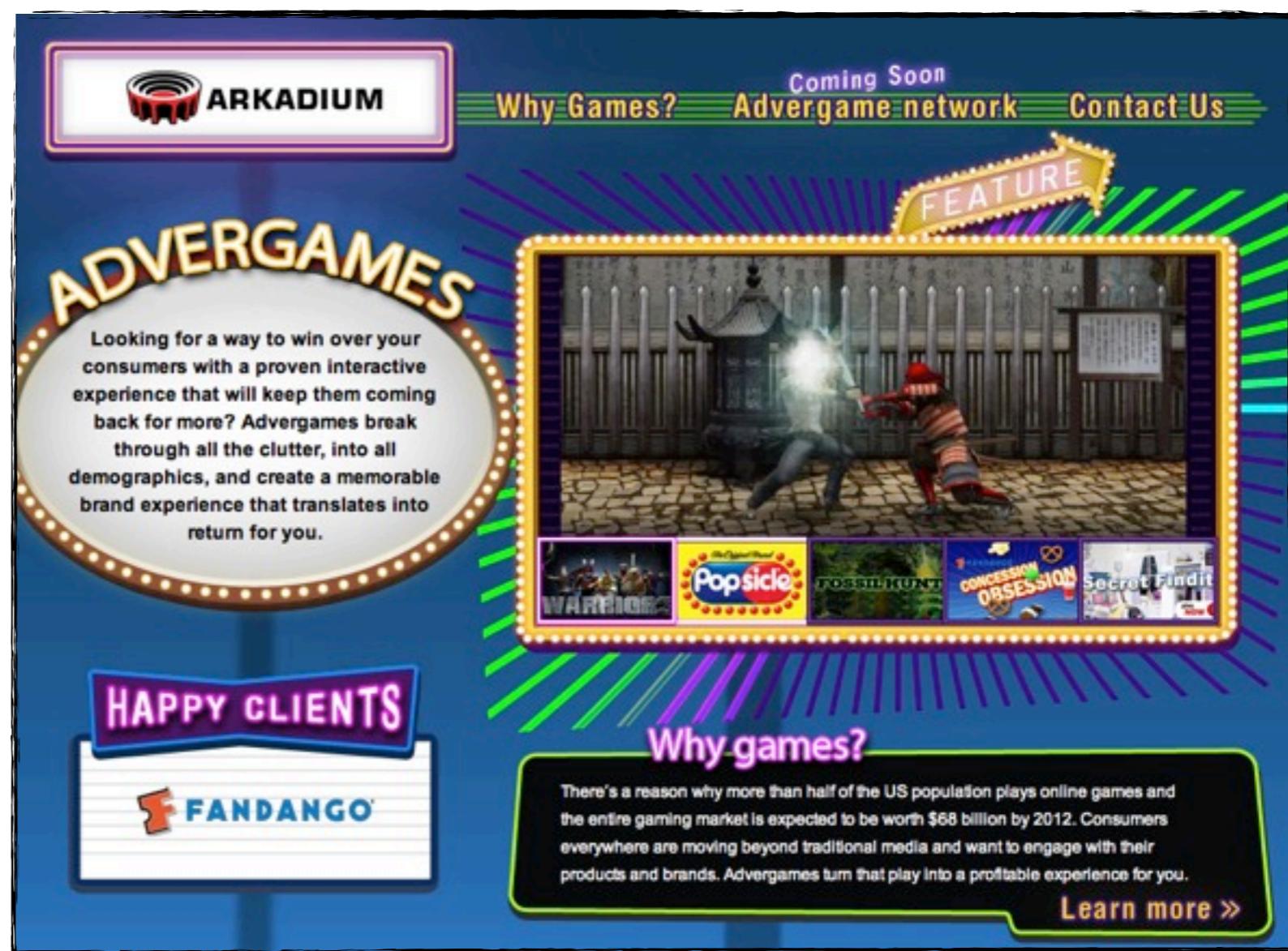
- Blogs are difficult to monetize: a few blogs attract the majority of readers
- Advertising is concentrated on the “top100” blogs
- Blogs often refer to a narrow topic (market segmentation!)

Social Network Advertising

- Still in its infancy, but fast growing
- Different kinds of social networks
 - general purpose (Facebook)
 - niche, hobbyists, firm networks
- Most of the action is in Facebook, Twitter, LinkedIn, Youtube
- Several dangers: user-generated ads can generate negative messages that are widely distributed

Game Advertising

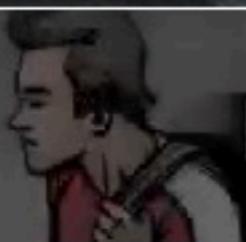
- Advertising in game consoles, game-enabled smartphones
- Advergames: sponsored games to promote a brand



AA 3LEARN
MOREPLAY
NOW**AA** ARMYLEARN
MOREPLAY
NOW

AMERICA'S **AA** ARMY®

★ AA3 : DOWNLOADS : COMMUNITY : REAL HEROES : FORUM : SUPPORT : U.S. ARMY : AA ★



FOLLOW ROY LACRIOX

[LOGIN](#)[REGISTER](#)

**AMERICA'S ARMY
GRAPHIC NOVEL**

NOW AVAILABLE!
CLICK HERE TO READ IT NOW.

**AMERICA'S ARMY
REAL
HEROES**

Click here
to learn
more

LAST WWI VETERAN PASSES

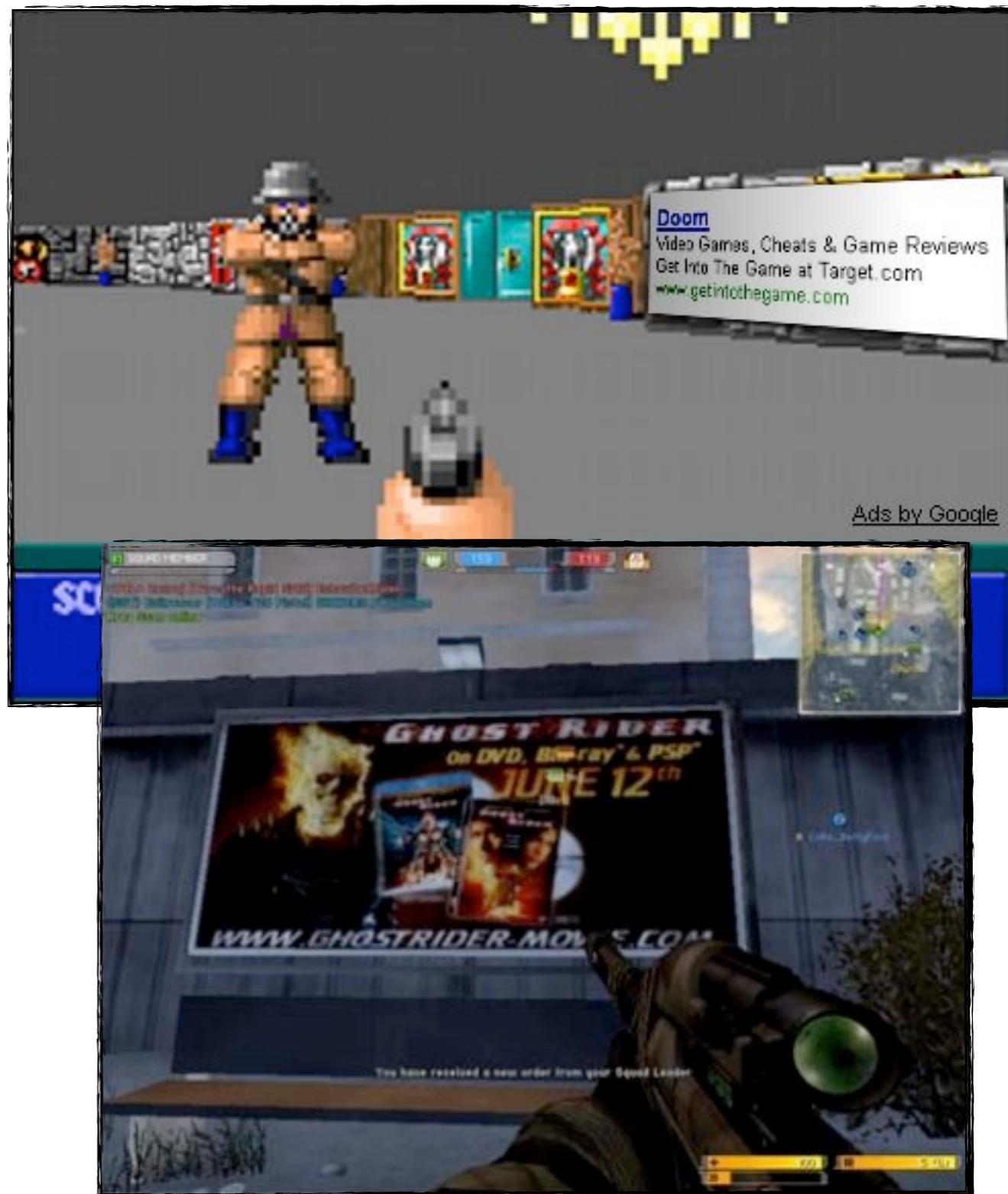
28 FEB 11

Frank Buckles, the last surviving World War I veteran, passed away Sunday morning at the age of 110. Mr Buckles, a former Corporal in the U.S. Army, served as an ambulance driver in Europe during the Great War. Years later, during WWII, Mr Buckles was captured by the Japanese while working on a merchant vessel in the Philippines ... [more>>](#)

Game Advertising

America's Army

In-Game Advertising



Case of Study: Google Ad Methods

- AdWords
 - Advertisers spend money to “buy” pertinent keywords
 - When a surfer search for those keywords, the ad is listed in the “Sponsored Links” section (demo!)
 - Each time the user click on the banner the cost-per-click is subtracted from a pre-paid account
 - Click-through rate is about 15% (ten times the average banner), some claim 20/25%

Case of Study: Google Ad Methods

- AdSense
 - Google offers web site owners a chance to earn commissions by placing ads on their web pages
 - AdSense automatically choose the best fitting ad by analyzing the page contents. Contextual matching: bases on a proprietary algorithm
 - The key is the quality of matches and appearance (the closer the match, the less intrusive the ad)
 - Ads generates revenue on a per-click and per-impression basis

Web Images Maps News Shopping Gmail more ▾

Google

world of warcraft

Search Advanced Search Preferences

Web Video Results 1 - 10 of about 105,000,000 for **world of warcraft**. (0.05 seconds)

World of Warcraft Community Site
The official site containing news, trailers, gameplay videos, wallpapers, screen shots, and the official forums.
www.worldofwarcraft.com/ - 98k - Cached - Similar pages

Class Forums Paid Char Transfer
10-Day Free Trial Armor Sets
General Realm Status
Newcomers Section Create Account

More results from worldofwarcraft.com >

World of Warcraft Europe
Brace yourself for the Fury of the Sunwell, the next content patch for **World of Warcraft**: The Burning Crusade. You have traveled through the Dark Portal and ...
www.europa.com/ - 98k - Cached - Similar pages

World of Warcraft - Wikipedia, the free encyclopedia
World of Warcraft (commonly known as **WoW**) is a massively multiplayer online role-playing game (MMORPG). It is Blizzard Entertainment's fourth game set in ...
en.wikipedia.org/wiki/World_of_Warcraft - 159k - Cached - Similar pages

Allakhazam.com: World of Warcraft
Allakhazam's Magical Realm is an enormous **World of Warcraft** database

Sponsored Links

My W.o.W. SECRET
Have All The Free Time You Want. Cash Checks While You Game.
www.WarcraftGamer.com

Are You a Male Virgin?
Our guide will answer all your embarrassing questions
www.virgins-guide.com

World of Warcraft
Download **World of Warcraft** Today Explore. Adventure. Start the Quest
www.Direct2Drive.com

Get Paid to Blog
Unlimited earning potential with time being your only investment!
r.yuwie.com

Web Images Groups News Froogle Local more ▾

baby

Search Advanced Search Preferences

Web Results 1 - 10 of about 264,000,000 for **baby** [definition]. (0.05 seconds)

Pregnancy, **Baby**, and Toddler Information, **Baby Gifts**, and ...
Resource for pregnancy and **baby**, offers week-by-week **baby** development updates, thousands of articles, and advice from other parents.
www.babycenter.com/ - 24k - Cached - Similar pages

baby
Buy It Cheap On eBay Low Prices, New and Used
www.ebay.in

Baby Place: Pregnancy, Birth and Babies
A parenting resource for all aspects of pregnancy, birth and **baby** care. Includes free stuff for parents, health resources, morning sickness treatments, ...
www.baby-place.com/ - 24k - Cached - Similar pages

Baby Names! Baby Names! Baby Names! www.BabyNames.com
Names, Meanings, Pregnancy Tips, Parenting Advice and More!
www.babynames.com/ - 18k - 19 Feb 2006 - Cached - Similar pages

Google AdSense

sometimes it goes wrong

Coffee Might Trigger First Heart Attack in Some

TUESDAY, Aug. 18 (HealthDay News) — An occasional cup of coffee might trigger first heart attacks in some people, a new study suggests.

[View](#) [Email](#) [Print](#) [Include Photos](#)

Most Emailed News

1. [Home sales decline in 28 states, D.C.](#)

RE: 3 years, 43 minutes ago
Next: 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 999, 1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1081, 1082, 1083, 1084, 1085, 1086, 1087, 1088, 1089, 1090, 1091, 1092, 1093, 1094, 1095, 1096, 1097, 1098, 1099, 1100, 1101, 1102, 1103, 1104, 1105, 1106, 1107, 1108, 1109, 1110, 1111, 1112, 1113, 1114, 1115, 1116, 1117, 1118, 1119, 1120, 1121, 1122, 1123, 1124, 1125, 1126, 1127, 1128, 1129, 1130, 1131, 1132, 1133, 1134, 1135, 1136, 1137, 1138, 1139, 1140, 1141, 1142, 1143, 1144, 1145, 1146, 1147, 1148, 1149, 1150, 1151, 1152, 1153, 1154, 1155, 1156, 1157, 1158, 1159, 1160, 1161, 1162, 1163, 1164, 1165, 1166, 1167, 1168, 1169, 1170, 1171, 1172, 1173, 1174, 1175, 1176, 1177, 1178, 1179, 1180, 1181, 1182, 1183, 1184, 1185, 1186, 1187, 1188, 1189, 1190, 1191, 1192, 1193, 1194, 1195, 1196, 1197, 1198, 1199, 1200, 1201, 1202, 1203, 1204, 1205, 1206, 1207, 1208, 1209, 1210, 1211, 1212, 1213, 1214, 1215, 1216, 1217, 1218, 1219, 1220, 1221, 1222, 1223, 1224, 1225, 1226, 1227, 1228, 1229, 1230, 1231, 1232, 1233, 1234, 1235, 1236, 1237, 1238, 1239, 12310, 12311, 12312, 12313, 12314, 12315, 12316, 12317, 12318, 12319, 12320, 12321, 12322, 12323, 12324, 12325, 12326, 12327, 12328, 12329, 12330, 12331, 12332, 12333, 12334, 12335, 12336, 12337, 12338, 12339, 123310, 123311, 123312, 123313, 123314, 123315, 123316, 123317, 123318, 123319, 123320, 123321, 123322, 123323, 123324, 123325, 123326, 123327, 123328, 123329, 123330, 123331, 123332, 123333, 123334, 123335, 123336, 123337, 123338, 123339, 1233310, 1233311, 1233312, 1233313, 1233314, 1233315, 1233316, 1233317, 1233318, 1233319, 1233320, 1233321, 1233322, 1233323, 1233324, 1233325, 1233326, 1233327, 1233328, 1233329, 1233330, 1233331, 1233332, 1233333, 1233334, 1233335, 1233336, 1233337, 1233338, 1233339, 12333310, 12333311, 12333312, 12333313, 12333314, 12333315, 12333316, 12333317, 12333318, 12333319, 12333320, 12333321, 12333322, 12333323, 12333324, 12333325, 12333326, 12333327, 12333328, 12333329, 12333330, 12333331, 12333332, 12333333, 12333334, 12333335, 12333336, 12333337, 12333338, 12333339, 123333310, 123333311, 123333312, 123333313, 123333314, 123333315, 123333316, 123333317, 123333318, 123333319, 123333320, 123333321, 123333322, 123333323, 123333324, 123333325, 123333326, 123333327, 123333328, 123333329, 123333330, 123333331, 123333332, 123333333, 123333334, 123333335, 123333336, 123333337, 123333338, 123333339, 1233333310, 1233333311, 1233333312, 1233333313, 1233333314, 1233333315, 1233333316, 1233333317, 1233333318, 1233333319, 1233333320, 1233333321, 1233333322, 1233333323, 1233333324, 1233333325, 1233333326, 1233333327, 1233333328, 1233333329, 1233333330, 1233333331, 1233333332, 1233333333, 1233333334, 1233333335, 1233333336, 1233333337, 1233333338, 1233333339, 12333333310, 12333333311, 12333333312, 12333333313, 12333333314, 12333333315, 12333333316, 12333333317, 12333333318, 12333333319, 12333333320, 12333333321, 12333333322, 12333333323, 12333333324, 12333333325, 12333333326, 12333333327, 12333333328, 12333333329, 12333333330, 12333333331, 12333333332, 12333333333, 12333333334, 12333333335, 12333333336, 12333333337, 12333333338, 12333333339, 123333333310, 123333333311, 123333333312, 123333333313, 123333333314, 123333333315, 123333333316, 123333333317, 123333333318, 123333333319, 123333333320, 123333333321, 123333333322, 123333333323, 123333333324, 123333333325, 123333333326, 123333333327, 123333333328, 123333333329, 123333333330, 123333333331, 123333333332, 123333333333, 123333333334, 123333333335, 123333333336, 123333333337, 123333333338, 123333333339, 1233333333310, 1233333333311, 1233333333312, 1233333333313, 1233333333314, 1233333333315, 1233333333316, 1233333333317, 1233333333318, 1233333333319, 1233333333320, 1233333333321, 1233333333322, 1233333333323, 1233333333324, 1233333333325, 1233333333326, 1233333333327, 1233333333328, 1233333333329, 1233333333330, 1233333333331, 1233333333332, 1233333333333, 1233333333334, 1233333333335, 1233333333336, 1233333333337, 1233333333338, 1233333333339, 12333333333310, 12333333333311, 12333333333312, 12333333333313, 12333333333314, 12333333333315, 12333333333316, 12333333333317, 12333333333318, 12333333333319, 12333333333320, 12333333333321, 12333333333322, 12333333333323, 12333333333324, 12333333333325, 12333333333326, 12333333333327, 12333333333328, 12333333333329, 12333333333330, 12333333333331, 12333333333332, 12333333333333, 12333333333334, 12333333333335, 12333333333336, 12333333333337, 12333333333338, 12333333333339, 123333333333310, 123333333333311, 123333333333312, 123333333333313, 123333333333314, 123333333333315, 123333333333316, 123333333333317, 123333333333318, 123333333333319, 123333333333320, 123333333333321, 123333333333322, 123333333333323, 123333333333324, 123333333333325, 123333333333326, 123333333333327, 123333333333328, 123333333333329, 123333333333330, 123333333333331, 123333333333332, 123333333333333, 123333333333334, 123333333333335, 123333333333336, 123333333333337, 123333333333338, 123333333333339, 1233333333333310, 1233333333333311, 1233333333333312, 1233333333333313, 1233333333333314, 1233333333333315, 1233333333333316, 1233333333333317, 1233333333333318, 1233333333333319, 1233333333333320, 1233333333333321, 1233333333333322, 1233333333333323, 1233333333333324, 1233333333333325, 1233333333333326, 1233333333333327, 1233333333333328, 12

Conclusions

- Overview of online advertising with lots of cases
- Internet advertising principles and techniques
- Super-quick overview of SEO and SEM