

Topic 6

Display Advertising (retargeting and remarketing)

MKT 485

Chapter Objectives

Describe the **role of publishers and advertisers** in an ad network.

Distinguish among CPC, CPM, and CPA bidding strategies.

Use the **Google Ads platform to identify target audiences** for your ads.

Create a test to determine which of two ads is more effective.

Understanding Display Networks

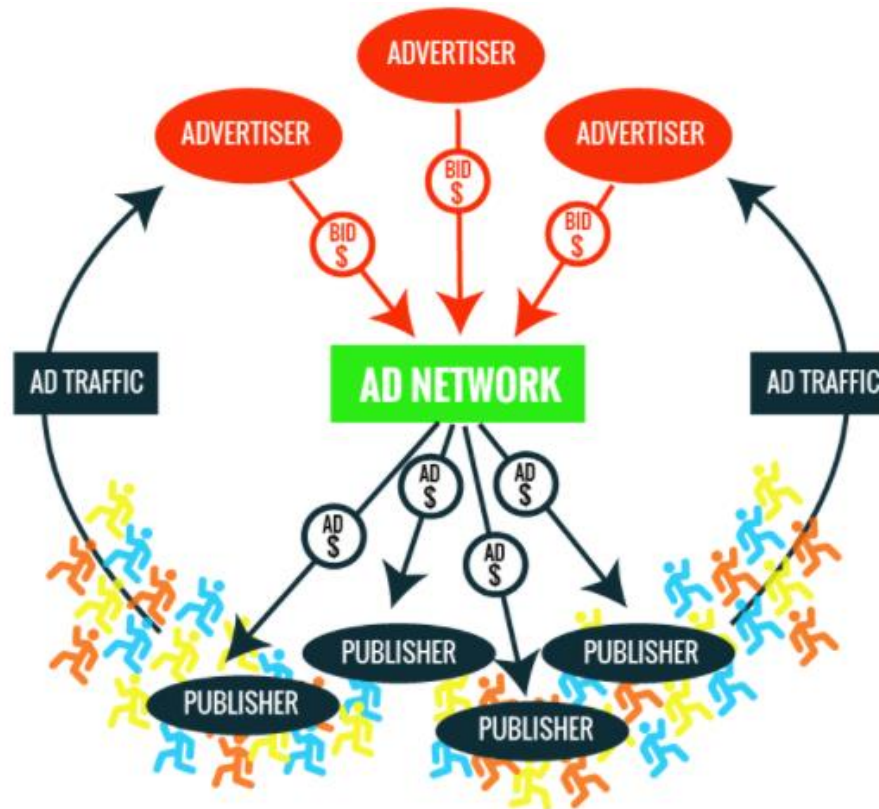


Figure 7.1.1

Display Network

- A display network consists of a group of online publishers (typically media websites) that agree to a set of advertising standards dictated by the company managing the ad network.
- The display network dictates ad sizes that can be displayed on publisher websites.
- The display network coordinates which ads are displayed on which websites at which time.
- The display network collects payment from advertisers and pays publishers their portion of the advertising revenue.
- The display network reports the ad performance metrics to the advertisers.

Publishers

- A publisher wishing to join the ad network must create an account with the display ad network.
- The website must fit the specifications dictated by the ad network, including correctly sized spaces set aside for advertisements.
- The publisher incorporates code provided by the ad network that enables the network to load ads into the allocated ad space every time a webpage loads.
- Publishers are paid a percentage of the revenue the display ad network charges advertisers.

Advertisers

- Advertisers create and upload ads that meet the specifications of the display ad network.
- Advertisers manage their ad budgets on the display ad platform provided by the display ad network.
- Advertisers set parameters regarding the types of internet users they want to see their ads (and possibly the types of websites on which they want their ads to run).
- Advertisers receive reports on where their ads were displayed.
- Advertisers earn traffic to their website from these displayed ads.

Through this method, all three parties can benefit:

1. The advertiser makes money from the traffic to their website that comes from hundreds or thousands of different websites, but the advertiser only has to coordinate the ads with the one ad network.
2. The display ad network makes money by charging the advertiser to display the ads on the network.
3. The publisher gets paid a percentage of the revenue made each time the display network charges an advertiser, but the publisher also only has to coordinate with the ad network rather than hundreds of advertisers.

Paying for Ads — Display Ads Bids

In a display network, multiple advertisers are likely to want to advertise in the same ad space. To simultaneously resolve the dual problem of determining (1) who gets to advertise in that space and (2) how much the advertiser should pay to advertise there, ad networks use a bidding system, similar to the way ad placements on search engines are allocated. One important difference between the bidding for a search ad and the bidding for a display ad is that display advertisers have multiple bidding formats from which to choose. Whereas search advertisers typically pay on a CPC (cost-per-click) basis (some use a CPA [cost-per-acquisition] basis), display advertisers can pay CPC, CPM (cost-per-mille, or cost per thousand impressions), or CPA.

CPC bidding for display ads works in the same way as CPC bidding for search ads. The advertiser only pays when the displayed ad is clicked, which means the advertiser pays only when the ad brings a visitor to the website. So if an advertiser pays \$0.50 CPC, and an ad yields 50 clicks, the advertiser would owe \$25 regardless whether the ad was shown 1,000 times or 100,000 times.

CPM is the payment method of traditional advertising. If a magazine charges \$20 CPM for a full-page advertisement and it has a circulation of 250,000, an advertiser would have to pay \$5000 for a full page ad in the magazine (\$20 times 250). CPM advertising online works similarly. If an online advertiser pays \$2 CPM, the advertiser would owe \$2 every 1,000 times the display network displayed its advertisement. So if the ad were shown 10,000 times, the advertiser would owe \$20 whether the ad yielded 20 clicks or 200 clicks.

Paying for Ads – Display Ads Bids

Advertisers competing for the same ad space on an ad network may be bidding using different methods, some using CPC, others using CPM, and still others using CPA. As a result, ad networks need to be able to compare bids of different types to determine which advertiser has the highest bid. To make these comparisons, ad networks track the click-through rates (CTRs) of advertisers so they can convert CPC bids into CPM bids. For example, consider the following two advertisers:

Table 7.1.1

	Advertiser 1	Advertiser 2
Bid	\$3 CPM	\$0.75 CPC
Past Click-Through Rate	.1%	.2%

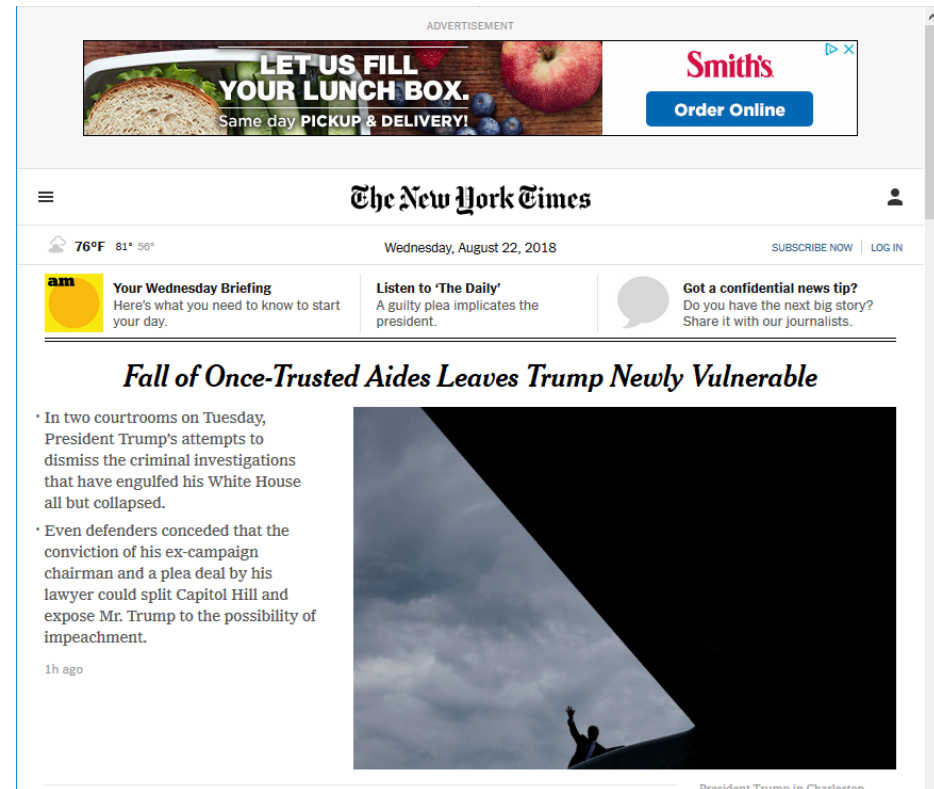
The first advertiser bids \$3 CPM, so the ad network knows it will earn \$3 every 1,000 times it displays advertiser 1's ad. Advertiser 2 bids \$0.75 CPC. In the past, this advertiser earned a CTR of .2%, or one click every 500 impressions. The ad network calculates that it can expect to earn about \$1.50 every 1,000 times it displays advertiser 2's ad (because those 1,000 impressions should yield about 2 clicks, so $2 \times \$0.75$). In this case, advertiser 1 would be awarded the ad space over advertiser 2. The ad network will perform a similar conversion for any advertisers bidding CPA.

Effective Display Ads

Consumer must:

- (1) See the ad
- (2) Process the ad
- (3) Decide to investigate (i.e., click)
- (4) Convert

How can we as advertisers prevent (to the extent possible) the problems that cause nonresponse to our display ads?



The screenshot shows a mobile application interface. At the top, there is a banner advertisement for Smith's, which includes the text "LET US FILL YOUR LUNCH BOX. Same day PICKUP & DELIVERY!" and a button that says "Order Online". Below the ad is the header for "The New York Times" with a menu icon on the left and a user profile icon on the right. The header also displays the weather "76°F 81° 50°" and the date "Wednesday, August 22, 2018". Below the header, there are three sections: "Your Wednesday Briefing" with a yellow icon, "Listen to 'The Daily'" with a blue icon, and a "Got a confidential news tip?" section with a speech bubble icon. The main content area features a headline "Fall of Once-Trusted Aides Leaves Trump Newly Vulnerable" and a list of bullet points. To the right of the text is a large image of President Trump in a dark setting, with his hand raised. At the bottom right of the image, there is a caption that reads "President Trump in Charleston."

How to reduce Display Ads Nonresponse?

- (1) **Only advertise on reputable ad networks.** There have been a number of dishonest ad networks (or dishonest content providers within an ad network) that record impressions from bots, or inflate impressions by recording impressions from fake page loads and when the ad was not seen by the user. Verify that the ad network only records impressions when (1) the ad loads on the page and (2) the ad appears on the browser (i.e. the user scrolled to the right portion of the page where the ad was visible) and (3) the user is a real person.
- (2) Display ads should employ little text to make them “**unconsciously readable**” (i.e., the message is short so that even an inadvertent glance at the ad will cause the user to fully process the message). Use attractive and attention-grabbing imagery.
- (3) **Optimize the ad’s message, offer, call to action**, etc. But even more important than that, the advertiser needs to target the right audience. The ***click-through rate on display ads is quite low (less than 1%)***, so it’s quite a high bar to generate sufficient interest to yield a click. Only a small proportion of people will have interest in our product and offer at the current time, so finding those people is the most influential factor in our ads’ success.
- (4) **Make sure the landing page matches the ad** (same value proposition, same call to action, same design elements). Use good web design and ensure the site has no technical problems. Verify that mobile visits are not fat-finger clicks. Have a streamlined conversion process.

Section 3: Banner Ad Design

An effective display ad must do all of the following:

1. Attract attention – The website visitor the ad hopes to reach is reading/watching/browsing other content. The ads are (figuratively and literally) a sideshow. An effective ad must attract the visitor's attention away from the main content of the page.
2. Communicate a value proposition – The ad can only induce action from the potential customer if it communicates to the customer why the product or service being advertised is worth purchasing/adopting.
3. Invite action – Effectively communicating a value proposition might be enough to invite a web user to click on the ad or to purchase the product later, but effective banner ads typically feature a call to action (CTA), an explicit invitation to click the ad.

Consider the ads of two different diet companies that target a similar market: Nutrisystem (Figure 7.3.1) and Weight Watchers (Figure 7.3.2).



Figure 7.3.2



Display Ad Targeting

1 Create your campaign — 2 Confirmation

Create your ad group

For more accurate targeting, organize each ad group around a specific theme or message ⓘ

Ad group name Target Method #1 ^

People: who you want to reach

Define your Audiences, Demographics, or both

Audiences Reach people based on their online actions or interests ⓘ ^

All audiences

[How they have interacted with your business](#)
(Remarketing and similar audiences)

[What they are actively researching or planning](#)
(In-market and custom intent)

[What their interests and habits are](#)
(Affinity and custom affinity)

Demographics Reach people based on age, gender, parental status, or household income ⓘ v

Content: where you want your ads to show

Narrow your reach with Keywords, Topics, or Placements

+ CONTENT TARGETING

Automated targeting Conservative automation v

Targeting the Right Audience

We can target ads based on (1) the person or (2) the website.

We can target the person in one of four ways.

(A) Based on their interests. How does the display network determine a person's interests? (Browsing history and other data sources indicate their interests. The display network's determination of these interests can be faulty. These measures of interest are based on the device history, which might be shared among several people in the household.)

(B) Based on what they are currently shopping for. How does the ad network determine this? (Google knows their search history and most recent browsing behavior to judge what they are currently researching for a purchase. The same problems with shared use of home computers leads to inaccuracies in these estimates. Another downside of this targeting method is the small size of this population. A very small proportion of people are actively looking for, say, a mattress at any given moment, and of those who are actively looking for a mattress, only a portion of them would have an online footprint that provided reliable evidence of that fact.)

Person Based Targeting (Cont.)

(C) Past visits to your website. Google calls this remarketing; the rest of the digital world calls it retargeting. How does remarketing work? (If someone has visited your website, the ad network can observe your website's cookie on their browser. If you have active remarketing campaigns, Google will show ads to people who have visited your site.)

What are the advantages of remarketing relative to other methods of display ad targeting? If they have already visited your website, they have a demonstrated interest in your product, which is a much more reliable signal of potential purchase than any other targeting method.)

What are the disadvantages of remarketing?

In the last topic lecture, we discussed that many first-time visitor make their way back to a website, either through direct traffic or through branded searches. If we invest heavily in remarketing, we might be paying for conversions that would have occurred anyway.) Later, in the lecture slides, we will discuss the “similar audiences” portion of remarketing.

(D) Demographics. Demographics are typically used to narrow down targeting; e.g., we have a set of interest targets and add a demographic target so that the ads only show to women, thereby narrowing down our targeting by removing potential male ad exposures. Demographics are also unreliably measured on shared computers.

Website Based Targeting

We can target websites in one of three ways.

(A) Keywords. We can make our ad show up on a webpage that uses specific words or phrases. Keyword targeting is convenient in that if you have a search ad with a list of keywords. But most advertisers who are designing a display campaign from scratch would not use keyword targeting. It is typically not as effective as other targeting methods.

(B) Topics. We can choose to make our ads show up on webpages that discuss a particular topic. How might this targeting method be effective? (If you own a website that sells pet snacks, anyone visiting a pet forum is highly likely to have a pet and thus is probably a worthwhile target.

(C) Placements. Advertisers can select specific websites on which to show their ads. The advantage of placements is the greater control over where advertisements show up. Topic targeting will make the ads available on any pages discussing the selected topic, which could be thousands or millions of webpages, many of which might not be good targets. The disadvantage of placements is that it is hard to accumulate a large volume of ad impressions when websites are selected individually.

Creating a Display Campaign

1 Create your campaign

2 Confirmation

Create your ad group

For more accurate targeting, organize each ad group around a specific theme or message ?

Ad group name

Target Method #1

^

People: who you want to reach

Define your Audiences, Demographics, or both

Audiences

Reach people based on their online actions or interests ?

^

All audiences

How they have interacted with your business
(Remarketing and similar audiences)

What they are actively researching or planning
(In-market and custom intent)

What their interests and habits are
(Affinity and custom affinity)

Demographics

Reach people based on age, gender, parental status, or household income ?

^

Content: where you want your ads to show

Narrow your reach with Keywords, Topics, or Placements

CONTENT TARGETING

Automated targeting

Conservative automation

^

Figure 7.2.2

Creating a Display Campaign

1 Create your campaign — 2 Confirmation

Audiences

Reach people based on their online actions or interests

Edit targeted audiences

DONE

Search and filter by term, phrase, or URL

1 selected

CLEAR ALL

What their interests and habits are

Media & Entertainment

Book Lovers

Comics & Animation Fans

Gamers

Movie Lovers

Action & Adventure Movie Fans

Comedy Movie Fans

CUSTOM AFFINITY AUDIENCE

Use interests, URLs, places, or apps to create a custom audience

Affinity audiences

Media & Entertainment + Movie Lovers

Action & Adventure Movie Fans

Demographics

Reach people based on age, gender, parental status, or household income

Edit targeted demographics

DONE

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input type="checkbox"/> Male	<input type="checkbox"/> 25 - 34	<input checked="" type="checkbox"/> Parent	<input type="checkbox"/> 11 - 20%
<input checked="" type="checkbox"/> Unknown	<input type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown	<input type="checkbox"/> 21 - 30%
	<input checked="" type="checkbox"/> 45 - 54		<input type="checkbox"/> 31 - 40%
	<input checked="" type="checkbox"/> 55 - 64		<input type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown		<input type="checkbox"/> Unknown

Note: Household income targeting is only available in select countries. [Learn more](#)

Your targeting's reach

28M

What's defining your reach

Your weekly estimates

Enter a bid and budget to see your estimated performance

Figure 7.2.3

Creating a Display Campaign

Edit targeted audiences

DONE

Search and filter by term, phrase, or URL

Q

2 selected

CLEAR ALL

← What they are actively researching or planning

In-market audiences

☐ Motor Vehicles (New)

☐ Motor Vehicles (Used)

☐ Motor Vehicles by Brand

☒ Acura

☐ Alfa Romeo

☒ Audi

☐ BMW

Autos & Vehicles > Motor Vehicles > Motor Vehicles by Brand

Audi

Autos & Vehicles > Motor Vehicles > Motor Vehicles by Brand

Acura

+

NEW CUSTOM INTENT AUDIENCE

Use keywords and URLs to create a custom audience

Figure 7.2.4

Creating a Display Campaign

Content: where you want your ads to show
Narrow your reach with **Keywords**, **Topics**, or **Placements**

Placements Choose specific websites, videos, or apps where you'd like to show your ads ⓘ

Edit targeted placements **DONE**

news ⓘ

3 selected **CLEAR ALL**

← Websites Impr. per week

<input checked="" type="checkbox"/>	manyinterestingfacts.wordp...	5K - 10K
<input type="checkbox"/>	stuff.co.uk	1K - 1.5K
<input checked="" type="checkbox"/>	nepstuffs.com	10K - 15K
<input type="checkbox"/>	drivlife.co.nz	5K - 10K
<input checked="" type="checkbox"/>	free4readers.com:right me...	20K - 25K

Enter multiple placements +

Website

free4readers.com:right menu of all pages, Multiple locations ⓘ

Website

nepstuffs.com ⓘ

Website

manyinterestingfacts.wordpress.com ⓘ

CONTENT TARGETING

Figure 7.2.5

Creating a Display Campaign

Edit targeted keywordsDONE

smart home automation
+smart +house +home +automation
smart home system
home automation security
smart home products
smart home

Get keyword ideas

Enter a related website

home automation

Keywords	Relevance
+ home automation	89
+ house automation	84
+ smart home systems	74
+ wireless +home +control +systems	65
+ wifi +home +automation	63

ADD ALL IDEAS

Keyword setting

☒ Audience: Show ads to people likely to be interested in these keywords and also on webpages, apps, and videos related to these keywords (recommended)

☐ Content: Only show ads on webpages, apps, and videos related to these keywords

Figure 7.2.6

Creating a Display Campaign

Edit targeted topics

DONE

Search by word, phrase, or URL

Q

1 selected

CLEAR ALL

☐ Games

☐ Health

☐ Hobbies & Leisure

☐ Clubs & Organizations

☐ Contests, Awards & Prizes

☐ Crafts

☒ Ceramics & Pottery

☐ Fiber & Textile Arts

☐ Outdoors

☐ Paintball

Hobbies & Leisure > Crafts

Ceramics & Pottery

X

Figure 7.2.7

Affinity Audiences

Affinity audiences

- ☐ Banking & Finance
- ☐ Beauty & Wellness
- ☐ Food & Dining
- ☐ Home & Garden
- ☐ Lifestyles & Hobbies
- ☐ Media & Entertainment
- ☐ News & Politics
- ☐ Shoppers
- ☐ Sports & Fitness
- ☐ Technology
- ☐ Travel
- ☐ Vehicles & Transportation



Affinity Audiences

☐ Lifestyles & Hobbies ^

☐ Art & Theater Aficionados

☐ Business Professionals

☐ Family-Focused

☐ Fashionistas

☐ Green Living Enthusiasts

☐ Nightlife Enthusiasts

☐ Outdoor Enthusiasts

☐ Pet Lovers

☐ Shutterbugs

☐ Thrill Seekers

Affinity Audiences

☐ Media & Entertainment ^

☐ Book Lovers

☐ Comics & Animation Fans

☐ Gamers v

☐ Movie Lovers ^

☐ Action & Adventure Movie Fans

☐ Comedy Movie Fans

☐ Family Movie Fans

☐ Horror Movie Fans

☐ Romance & Drama Movie Fans

☐ Sci-Fi & Fantasy Movie Fans

☐ South Asian Film Fans

☐ Music Lovers v

☐ TV Lovers v

Affinity Audiences

☐ Shoppers

☐ Bargain Hunters

☐ Luxury Shoppers

☐ Shopaholics

☐ Value Shoppers



Affinity Audiences

- ☐ Sports & Fitness ^
- ☐ Health & Fitness Buffs
- ☐ Sports Fans ^
- ☐ American Football Fans
- ☐ Baseball Fans
- ☐ Basketball Fans
- ☐ Boating & Sailing Enthusiasts
- ☐ Cycling Enthusiasts
- ☐ Fight & Wrestling Fans
- ☐ Golf Enthusiasts
- ☐ Hockey Fans
- ☐ Motor Sports Enthusiasts
- ☐ Racquetball Enthusiasts
- ☐ Running Enthusiasts
- ☐ Skiing Enthusiasts
- ☐ Soccer Fans
- ☐ Swimming Enthusiasts
- ☐ Tennis Enthusiasts
- ☐ Water Sports Enthusiasts
- ☐ Winter Sports Enthusiasts v

Mobile Display Ads

As was mentioned in the previous chapter, advertisers often find that their ads perform worse on mobile devices than on desktop computers. Poor performance on mobile devices can be acute for display ads. Some mobile applications and websites are created with the express purpose of maximizing fat-finger ad clicks—accidental clicks on display ads that occur because website navigation is located right next to a display ad. Because finger-tapping on a small mobile screen is less precise than mouse clicks on a desktop computer, an advertiser may find that traffic from mobile devices has a bounce rate of 90% or higher and a conversion rate of 0%. Clearly, mobile display ads are not profitable for an advertiser seeing these results.

If mobile display ads are found to be unprofitable, an advertiser has two ways to turn off mobile advertising. First, in the Device settings of the ad campaign, the advertiser can deselect mobile devices. Second, also in the Device settings, the advertiser can adjust the bid amount by a percentage. If the advertiser bids \$2 CPC, he or she can set the mobile bid to -70%, so the bid will only be \$0.60 for mobile devices. (Setting a mobile bid adjustment at -100% will have the same effect as deselecting mobile devices entirely.)

Retargeting and Remarketing



How Retargeting Works

Retargeting occurs through an ad network. When Overstock.com determines it wants to display ads to previous visitors, it will instruct its ad network to display ads to these previous visitors. These previous visitors to Overstock.com will have a cookie in their browsers, placed there by Overstock on their previous visit. Whenever one of these Overstock visitors navigates to a website within the ad network, the ad network will be able to see this Overstock cookie and display Overstock's ads to these targeted visitors. (Refer back to chapter 1 for a quick refresher on internet cookies.)

In examining the Overstock.com ads from the earlier example, note an additional level of sophistication being used in these ads. These ads did not display random assortments of Overstock.com products. Rather, every ad displayed necklaces—the same product category the visitor had just been browsing. Overstock.com's retargeting ads, in addition to simply targeting previous visitors, are able to target those visitors with the products in which they have shown interest. The cookies Overstock.com placed on this visitor's browser included enough information to instruct the ad network which types of products this web user was interested in purchasing.

Quick Tip: A company's ad should not show too often. The advertiser can set up frequency capping to avoid his ad being displayed too many times to the same person in the same day.

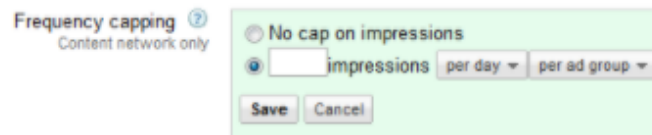


Figure 7.4.5

Remarketing Groups You Can Target

- Everyone that has visited any page on the advertiser's site
- Anyone that has visited only the advertiser's homepage
- Visitors that did NOT make a purchase
- Visitors that added an item to the shopping cart
- Customers that made a previous purchase that the advertiser would like to up-sell or cross-sell
- Visitors that have been to the advertiser's site within a specific time period (usually 30–90 days)

Dynamic Retargeting

Dynamic Retargeting Ads

Consider a consumer who visits a travel search engine like Expedia or Priceline and searches for hotels in Mexico. After browsing hotels for several minutes, the visitor leaves the site. The travel site can now target this visitor with remarketing ads on Google's ad network. Which of the following ads is more likely to result in a click and conversion from this consumer? A generic ad for the site (Figure 7.4.6), a slightly more relevant ad focused on hotel deals (Figure 7.4.7), or a highly specific ad focused on hotel deals in Mexico (Figure 7.4.8)?



Figure 7.4.6



Figure 7.4.8



Dynamic Retargeting

View specific product on website



Retargeted by product-specific ad

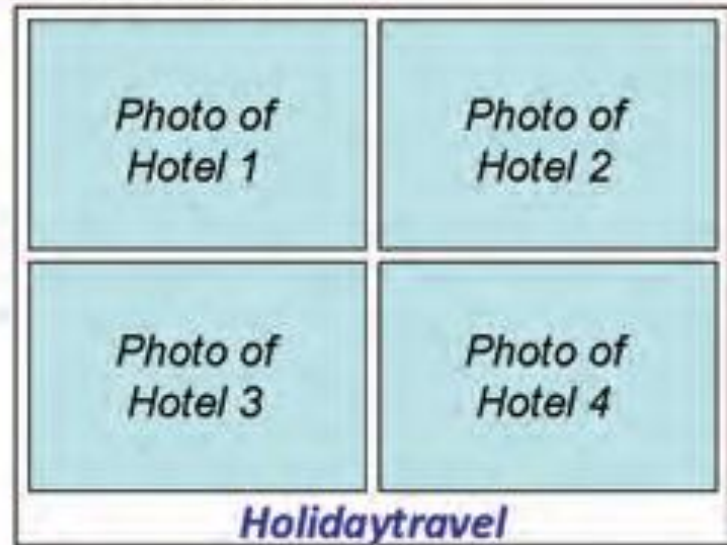


Dynamic Retargeting Experiment

Generic Retargeting

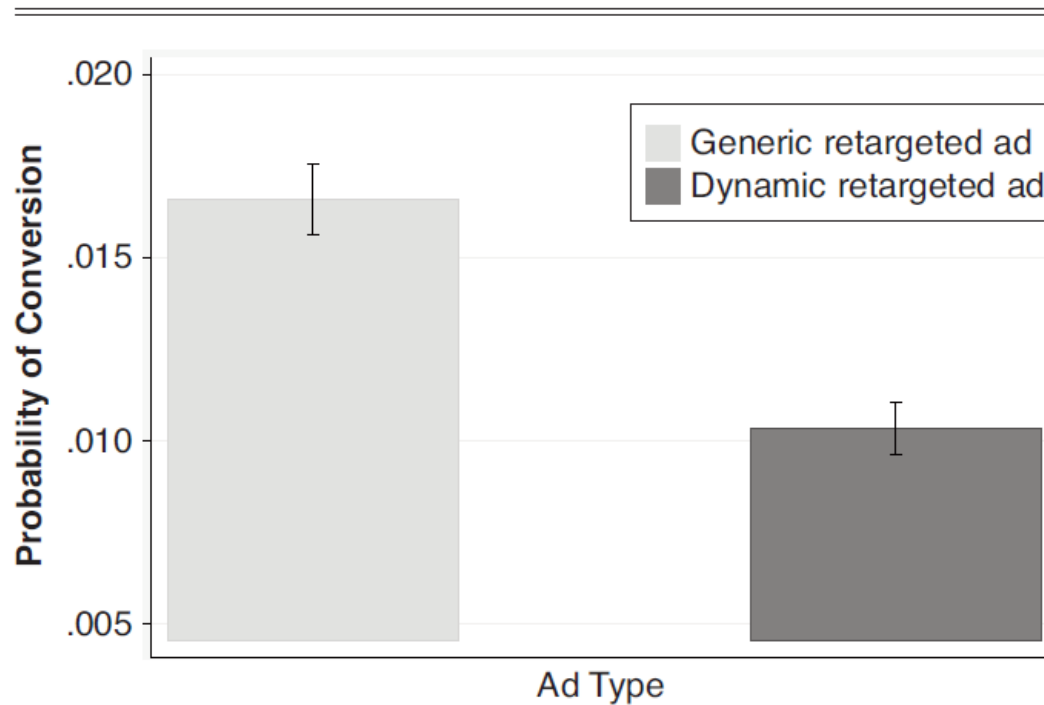


**Dynamic Retargeting
(Specific)**

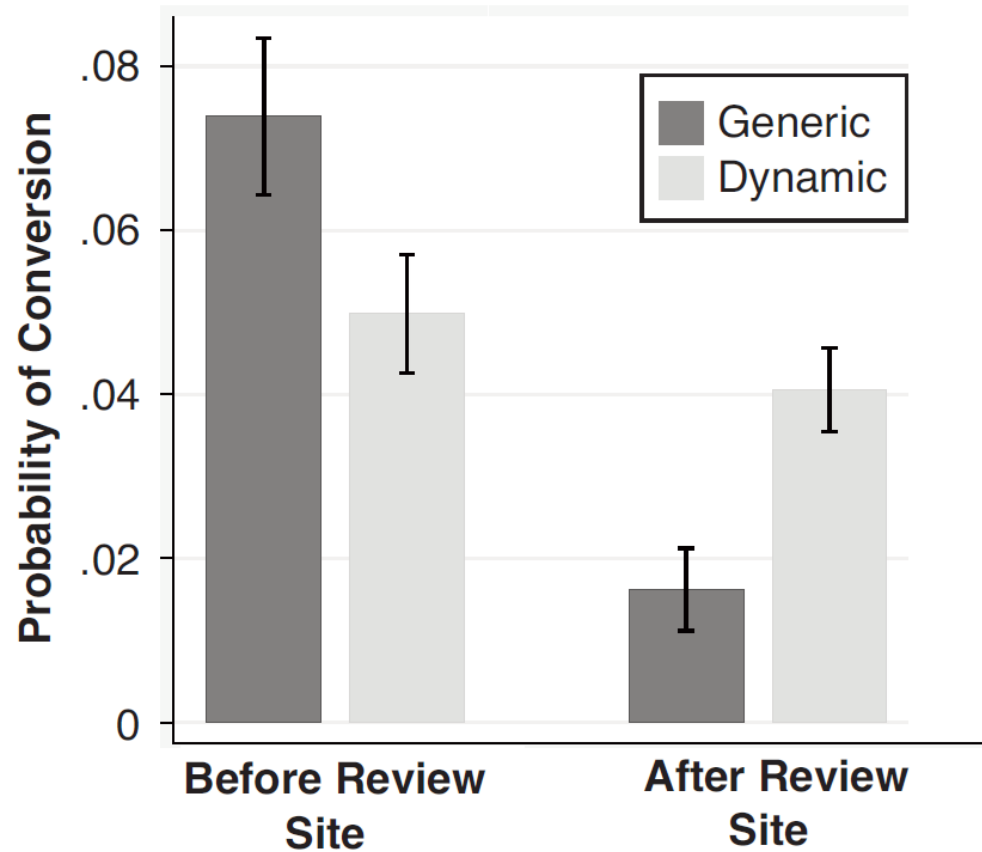


Experiment Results

COMPARISON OF CONVERSION FOR GENERIC VERSUS
DYNAMIC AD EXPOSURE



Experiment Results



Broad vs. Narrow Construal

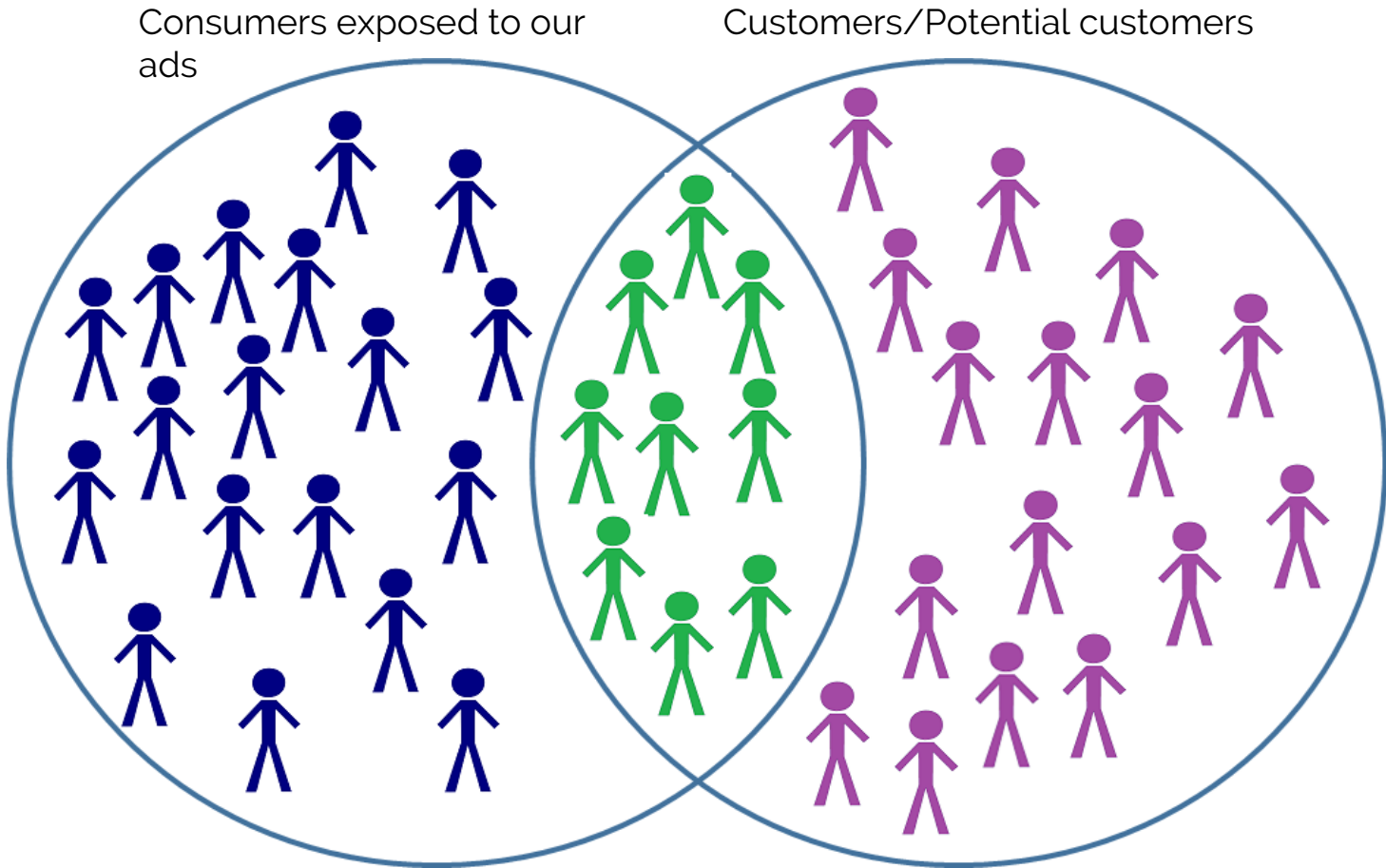
"Beach
vacation"



"I want a hotel on the
north side of the island
with direct access to
the beach and a
swimming pool that
overlooks the waves."



Similar Audiences



Increasing Banner Ad Effectiveness

Context Matching

↑ 50%

Obtrusiveness

↑ 75%

Context Matching + Obtrusiveness

0% and decreased

Optimizing Banner Ads (A/B Testing)



Impressions: 20,000

Clicks: 160

CTR: 0.8%

Conversions: 4

Conversion Rate: 2.5%



Impressions: 20,000

Clicks: 185

CTR: 0.925%

Conversions: 5

Conversion Rate: 2.7%



Impressions: 20,000

Clicks: 225

CTR: 1.125%

Conversions: 8

Conversion Rate: 3.55%

Consistent Messaging

Three ways to stay consistent with ads and landing pages:

- Tout the same value propositions.
- Use similar calls to action.
- Enact the same design elements (color scheme, characters, fonts, imagery, etc.)

Consistent Messaging



1800flowers.com
Let us arrange a smile for you!

1800baskets.com
fruit bouquets...
Cheryl's
Mommy's berries
THE POPCORN FACTORY
JUST BECAUSE

Hello, Sign In Your Account
Customer Service Store Locator

CART 0 Item(s): \$0.00 checkout











International Delivery keyword or item search

Mother's Day Birthday Occasions Flowers Plants Gift Baskets & Food Specialty Gifts Same-Day Delivery Sympathy Sale

Home > Save \$10 on \$39.99

Save \$10* on Mother's Day Flowers & Gifts \$39.99 & up!
Enter Promo Code **TENNEW** at Checkout. [offer details >](#)

(sort by price)

 <p>Fields of Europe™ for Mom \$39.99-\$59.99 Same-Day Local Florist Delivery</p>	 <p>Mom's Tea Party™ \$44.99-\$54.99 Same-Day Local Florist Delivery</p>	 <p>Mommy's Time Out™ \$39.99-\$69.99 Same-Day Local Florist Delivery</p>	 <p>Mother's Embrace™ \$44.99-\$54.99 Same-Day Local Florist Delivery</p>	 <p>Two Dozen Assorted Roses \$49.99-\$69.99 Shipped in a Gift Box</p>
 <p>Assorted Tulips, 15-30 Stems \$44.99-\$64.99 Shipped in a Gift Box</p>	 <p>Graceful Gardenia for Mom \$54.99-\$59.99 Shipped in a Gift Box</p>	 <p>Make Mom's Day™ Bouquet \$49.99-\$69.99 Same-Day Local Florist Delivery</p>	 <p>Sorbet Roses, 18 Stems \$39.99-\$62.99 Shipped in a Gift Box</p>	 <p>Spring Fruit & Treats Box \$39.99 Shipped in a Gift Box</p>

Consistent Messaging

THE
NEW YORKER

News

Culture

Books

Business & Tech

Humor

Cartoons

Magazine

Video

Podcasts

Archive

Goings On

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If you get work done
without Wifi

You Chromebook

Get Info

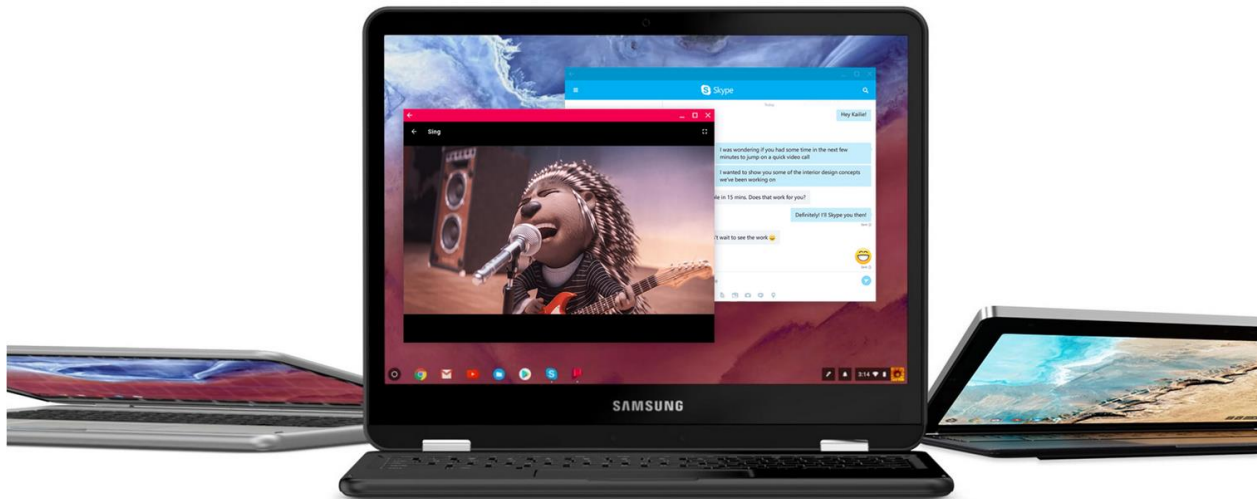


Consistent Messaging

[Features](#)[Apps](#)[Tips](#)[Switch](#)[Offers](#)[Find Yours](#)

Featuring it all

With apps from the Google Play Store, flexibility to go anywhere, and the hardware you need to get things done, your Chromebook is a new type of computer for everything you love to do. It's easy to use, has virus protection built in, and keeps going with a long-life battery, so you can, too.








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Get to know Chromebooks

Consistent Messaging

https://www.nytimes.com

ADVERTISEMENT

	 <p>Manchester Jean \$99 \$59.40</p>	 <p>Brion Pant \$79 \$39.50</p>
	 <p>Tuscon Pant \$79 \$39.50</p>	 <p>Brion Pant \$79</p>

ENGLISH ESPAÑOL 中文 (CHINESE)

The New York Times

Thursday, August 23, 2018


Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video



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Brion Pant

★★★★☆ (715) | STYLE: #M4BN99312X

~~\$79.00~~ **\$39.50**

CHOOSE A COLOR: SANDPIPER

SELECT A SIZE: 34

28	30	31	32	33
34	35	36	38	40

Size & Fit Guide

SELECT INSEAM: 34

30	32	34
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THE DETAILS

BRION PANT

THE STYLISH AND VERSATILE PRANA BRION PANT IS IDEAL FOR AN ADVENTUROUS TRAVELER. WRINKLE RESISTANCE HAS IT LOOKING GOOD WORN STRAIGHT OUT OF THE PACK, WHILE WATER RESISTANCE AND QUICK DRYING STRETCH PROPERTIES HAVE IT READY TO TACKLE CHALLENGING ENVIRONMENTS.

[SIZE GUIDE](#)

PRODUCT DETAILS

- The original Stretch 'Zion' fabric with durable water repellent (DWR)
- 5-pocket styling with fixed waist and beltloops
- Reinforced rivet details
- Mesh pocketing
- DWR coated

OUR FABRIC STRETCH

Light, durable, and... fabric is also wrinkle coated to repel water...

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