Paid Channels Overview

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- Paid Search
- Media Ads
- RTB and ad networks
- Social Media Advertising
- Software Review Sites
- Sponsorships
- Advanced Targeting
- Offline advertising
- External e-mails

Pricing
- CPM (Cost per Mile)
- CPC (Cost Per Click)
- CPL (Cost per Lead)
- CPS (Cost per Sale)

Revenue
- Revenue per Mile
- Revenue per Click
- Revenue per Lead
- Revenue per Sale

Goals

- Sales
- Education
- Downloads
- Engagement
- Thought Leadership

Targeting:

- External Audiences
- Engaged Audiences
- Similar Audiences
- Evaluators
- Customers (Personal/Business)

Ad Medium

- Text
- Graphic
- Video
- Audio
- Premium placements
- Content (articles, white papers etc)

Search advertising

- High quality traffic
- Usually works as last click channel
- More powerful combined with organic Search
- More traffic = higher CPC

Media Ads

- Large scale campaigns
- Traffic quality is lower
- High entry costs
- More traffic = lower CPC and CPM
- Works as assisted channel
- Harder to measure
- Usually possible to negotiate price
- Guarantied leads projects

RTB and banner networks

- Cheaper than Media Ads
- Better targeting
- Real time auction for impressions
- Easy to cover large diversified audiences

Social Media Advertising

- Demographic targeting
- Social Media is personal place, be careful
- Good for engaged audience, education etc.
- Works as assisted channel
- Easy to target competitors audiences
- Easy to returned engaged audience

Software Review Sites

- New trend
- Overall traffic and website quality is low
- In most cases doesn't work
- CPC is usually higher than for other channels
- Potential source of customer testimonials

Sponsorships

- Fixed costs or barter
- Community engagement
- Great for local audiences
- Additional benefits
- Hard to scale

Advanced targeting

- Retargeting
- Look-a-like /Similar
- Laser targeted local campaigns

Offline channels

- Magazines/Journals/Outdoor
- Really hard to track
- Expensive, but prices became lower
- Engaged audience

External emails

- I don't recommend in most cases
- It must be clear who send an email
- User must be prepared to get your message
- Use it carefully!

Tips:

- Consistency
- Timing
- 1 goal per campaign
- Always verify traffic quality

In Jetbrains
1. Initiate campaign (PMM)
2. Create banners, landing pages etc. (PMM)
3…
4. Get results.

Thank you!
Questions?