BSc CsIt SEM - VI
E-Commerce
Unit 6: Digital Marketing (7 Hrs.)

Syllabus:

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Digital Marketing, Online Advertisement, Ad Targeting, Search Engine Marketing, Keyword Advertising, Search Engine Optimization, Display Ad Marketing, Interstitial Ad, Video Ad, Advertising Exchanges, Programmatic Advertising, Real-Time Bidding, E-mail Marketing, Affiliate Marketing, Social Marketing, Mobile Marketing, Local Marketing, Online Marketing Metrics, Pricing Models for Online Advertisements, Case Studies: Facebook Marketing Tools, Twitter Marketing Tools, Pinterest Marketing Tools, Location Based Marketing Tools: Google AdSense

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Digital Marketing

Digital marketing is a form of marketing for promoting and selling products or services on the Internet i.e. It refers to the use of digital channels to market products and services in order to reach to the consumers.

Digital marketing is focussed on how a company and its brands use its website together with other digital platforms and media such as mobile sites and apps, search and social media and email marketing to interact with its audiences in order to add value to its brand and so meet its marketing goals.

Digital marketing is the process of leveraging different online marketing channels like search engines, social media networks, and email to reach your target audience. Digital marketing channels are grouped into two major categories.

Online marketing channels and offline marketing channels.

Online Marketing Channels
- Website Marketing
- Search Engine Optimization
- Pay-Per-Click Advertising
- Content Marketing
- Email Marketing
- Social Media Marketing
- Affiliate Marketing
- Inbound Marketing
- Mobile Marketing
- Video Marketing

Offline marketing channels
- TV Marketing
- SMS Marketing
- Radio Marketing
- Billboard Marketing

The main difference between the two is that online marketing channels are based solely on the Internet while offline marketing channels have to do with digital devices that are not necessarily connected to the Internet.

Digital marketing has a number of types, the most important are website marketing, search engine optimization (SEO), content marketing, PPC advertising, social media marketing, email marketing, video marketing, and affiliate marketing etc.

Online Advertisement

The internet provides an effective means of communication and forms a powerful mechanism for organisations to promote and market products and services to broad-based or targeted audiences. A number of online advertising methods have been developed that enable organisations to use the internet to communicate their value proposition to customers.

Online advertising also known as online marketing, Internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the Internet to promote products and services to audiences and platform users.

Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising.

Advertisements are increasingly being delivered via automated software systems operating across multiple websites, media services and platforms, known as programmatic advertising.

Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

In online advertising the three most prominent methods include:

1. Banner advertising
2. Affiliate marketing
3. Viral marketing

Banner advertising

A banner is a display that is used for advertising on a Web page (words, logos, etc. embedded in the page). A banner ad is frequently linked to an advertiser's Web page. When users "click" on the banner, they are transferred to the advertiser's site. A banner must be designed to catch a consumer's attention. Banners often include images and sometimes video clips and sound. Banner advertising, including pop-up banners, is a popular advertising method on the Web.

Banner advertising appears on web pages and is the most common form of online advertising. The effectiveness of banner advertisements can be measured using the click-through method. This quantifies the number of customers clicking on the advertisement to access the sponsor. This type of advertising was popular during the early years of the commercialisation of the internet, but its potency has subsequently waned as web users tired of the disruptive effects of banner advertising on the web-surfing experience. Consequently, advertising revenues from banner advertisements have not reached levels predicted as many organisations returned to more traditional forms of media, such as radio, newspapers and television, for their advertising needs.

There are several sizes and types of banners. The sizes, which are standardized by the Interactive Advertising Bureau (IAB) (iab.com), are measured in pixels. Random banners appear randomly, not as a result of some action by the user. Companies that want to introduce their new products (e.g., a new movie or CD) or promote their brand use random banners. Static banners stay on a Web page regularly. Finally, pop-up banners appear in a separate window when its affiliated Web page is activated.

If an advertiser knows something about a visitor, such as his/her user profile, or area of interest, the advertiser will try to match a specific banner with that visitor. Obviously, this kind of targeted, personalized banner is usually most effective. Such personalized banners that are tailored to meet the need of target customers are being developed, for example, by Conversant (conversantmedia.com).

Live banners are ads where the content can be created or modified at the time the ads pop up instead of being pre-programmed like banner ads. They usually are rich media.

Related forms of banner advertising include

Interstitials:

A method of online advertising using a separate window of advertising that pops up spontaneously and blocks the site behind it.

Supertials:

A method of online advertising where a window that appears during dead time (in the gap between a command and the actual download) grabs the web user's attention for a few seconds;

Rich-media expanding banners:

Banners that have some functionality and product identity built into them. This provides immediate benefits for the consumer rather than simply forcing them to link to another site. Some allow customers to perform tasks on the banner such as ordering products or giving permission for receiving more information.

Affiliate marketing

Affiliate marketing is a referral system where two websites agree to have a revenue sharing relationship based on one website owner paying another for referring customers. There are two main types of affiliates, single and multiple tier:

Single tier affiliates:

This is an arrangement where the advertiser pays the host for sales or traffic directly referred to their site. Under single tier arrangements the host site sets a price based on the number of times the advertisement was viewed or downloaded. This is called 'Pay-Per-Click' (PPC). Another may be 'Cost-Per-Click' (CPC) where the advertiser pays the host for the number of clicks the banner advertisement receives. A third method is where the host is paid a commission for the number of sales generated through a direct referral called 'Pay-Per-Sale' (PPS) which is either fixed or varies according to the value of the sale.

Multiple tier affiliates:

The host receives commissions for the direct referrals and also for the referrals generated by these direct referrals.

Viral marketing

Viral marketing is based on word-of-mouth principles where online users of a service are encouraged to refer the site to friends, family or work colleagues. Mail services such as Hotmail use viral marketing to promote their services. The method is relatively simple and has the following steps:

- Give away free e-mail addresses and services; then
- Attach a simple tag at the bottom of every free message sent out stating 'get your free e-mail at http://www.what ever.com'; then
- Wait while people e-mail to their own network of friends, family and work colleagues who seek the message; and
- Sign up for their own free e-mail service and then forward the message still further to their own network of friends, family and work colleagues ... and so on it goes.

The attraction of these types of advertising methods is the relatively low cost compared to advertising in traditional media. It is also a low-risk method of communicating messages to a potentially global audience because the advertiser is only paid when the desired results are generated.

Ad Targeting

Ad targeting is the sending of market messages to specific subgroups in the population in an effort to increase the likelihood of a purchase. It is basically as old as advertising itself, but prior to the Internet, it could only be done with much less precision.

Ad targeting is also the foundation of price discrimination: the ability to charge different types of consumers different prices for the same product or service. With online advertising, it's theoretically possible to charge every customer a different price.

Ad targeting is Also known as targeted advertising, it is when marketers place advertisements in specific areas on specific platforms to increase visibility and engagement with their target audience.

Here the target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your ad campaigns. Target audience may be dictated by age, gender, income, lifecycles, location, interests or a myriad of other factors.

So in contrast, Ad targeting is a form of advertising, including online advertising, that is directed towards an audience with certain traits, based on the product or person the advertiser is promoting. These traits can either be demographic with a focus on race, economic status, sex, age, generation, level of education, income level, and employment, or psychographic focused on the consumer values, personality, attitude, opinion, lifestyle and interest. This focus can also entail behavioural variables, such as browser history, purchase history, and other recent online activities. Targeted advertising is concentrated in certain traits and consumers who are likely to have a strong preference. These individuals will receive messages instead of those who have no interest and whose preferences do not match a particular product's attributes.

Types of Ad Targeting

- **Behavioural targeting** (or interest targeting) allows you to segment customers based on web browsing behaviour like pages visited, searches performed, and links clicked.
- **Contextual targeting,** which is the practice of displaying ads on a website with similar content, like placing a dog toy ad on a website about puppy potty training.
- **Geotargeting,** targeting consumers in your specific geographic area about either a location-dependent product or an upcoming event being held in a particular place. In fact, to help narrow down your target locations, many advertising platforms let you filter your ad campaign by city, state, zip code, and even within a specific mile radius.
- **Demographic targeting,** which enables you to target people based on certain characteristics — from age and gender to job title and education level — that match the demographics of your current or ideal customer list.

Search Engine Marketing (SEM)

Search engine marketing (SEM) is a type of digital marketing strategy aimed at promoting a website on search engine results pages (SERPs). Securing your website, a high position in search results, SEM helps you generate more traffic and gain more customers.

SEM refers to the use of search engines to build and sustain brands. It intersects with search engine optimization (SEO), as it can include strategies like adjusting, rewriting the content of a website and its architecture to achieve higher rankings. However, search engine marketing generally refers to paid search or pay-per-click (PPC).

Search engines are often thought of as mostly direct sales channels focused on making sales in response to advertisements. While this is a major use of search engines, they are also used more subtly to strengthen brand awareness, drive traffic to other Web sites or blogs to support customer engagement, to gain deeper insight into customers' perceptions of the brand, to support other related advertising (for instance, sending consumers to local dealer sites), and to support the brand indirectly.

Search engines can also provide marketers insight into customer search patterns, opinions customers hold about their products, top trending search keywords, and what their competitors are using as keywords and the customer response.

Search engine advertising (SEA)

Search-engine advertising (SEA) is a branch of online marketing. Advertisements in the form of a text or images are posted on search engines such as Google or Bing. It refers to the use of search engines to support direct sales to online consumers.

Search engine advertising is usually a part of a marketing or branding strategy. One of the primary objectives of SEA is to increase the click-through rate, as the number of clicks on a website can quickly be increased through the posting of advertisement space. The Conversion Rate is also particularly important for SEA, as it ultimately determines how high the advertising costs are, and thus the ROAS(Return on Advertising Spend).

Search engine advertising can also be used to generate advertising pressure through page impressions from display campaigns. For the most part, advertisements are used by customers in the e-commerce industry as SEA is aimed at persuading the user to buy. Therefore, one of the main objectives is to increase conversions in the form of sales.

Search engine advertising is nearly an ideal targeted marketing technique: at precisely the moment that a consumer is looking for a product, an advertisement for that product is presented. Consumers benefit from search engine advertising because ads for merchants appear only when consumers are looking for a specific product. Thus, search engine advertising saves consumers cognitive energy and reduces search costs (including the cost of transportation needed to do physical searches for products).

Because search engine marketing can be very effective, companies optimize their Web sites for search engine recognition. The better optimized the page is, the higher a ranking it will achieve in search engine result listings, and the more likely it will appear on the top of the page in search engine results.

Keyword Advertising

In keyword advertising, merchants purchase keywords through a bidding process at search sites, and whenever a consumer searches for that word, their advertisement shows up somewhere on the page, usually as a small text-based advertisement on the right, but also as a listing on the very top of the page. The more merchants pay, the higher the rank and greater the visibility of their ads on the page. Generally, the search engines do not exercise editorial judgment about quality or content of the ads although they do monitor the use of language. In addition, some search engines rank the ads in terms of their popularity rather than merely the money paid by the advertiser so that the rank of the ad depends on both the amount paid and the number of clicks per unit time. Google's keyword advertising program is called AdWords.

Network keyword advertising (context advertising), introduced by Google as its AdSense product in 2002, differs from the ordinary keyword advertising described previously. Publishers (Web sites that want to show ads) join these networks and allow the search engine to place "relevant" ads on their sites. The ads are paid for by advertisers who want their messages to appear across the Web. Google-like text messages are the most common. The revenue from the resulting clicks is split between the search engine and the site publisher, although the publisher gets much more than half in some cases.

Search Engine Optimization

Search engine optimization (SEO) is the process of improving the ranking of Web pages with search engines by altering the content and design of the Web pages and site. By carefully selecting key words used on the Web pages, updating content frequently, and designing the site so it can be easily read by search engine programs, marketers can improve the impact and return on investment in their Web marketing programs.

Google and other search engine firms make frequent changes to their search algorithms in order to improve the search results and user experience. Google, for instance, reportedly makes over 600 search engine changes in a year. Recent major changes have included Panda, Penguin, Hummingbird, Knowledge Graph, and an unnamed algorithm that has been nicknamed Mobilegeddon.

Panda

Panda was introduced in 2011 in an effort to weed out low quality sites from search results. Those sites with thin content, duplicate content, content copied from elsewhere on the Web, and content that did not attract high-quality hits from other sources were systematically pushed down in the search results.

Penguin

Google introduced Penguin in 2012 in an effort to punish Web sites and their SEO marketing firms who were manipulating links to their site in order to improve their rankings. The Google search engine rewards sites that have links from many other sites. What some marketers discovered is that Google could not tell the quality of these back links, and they began to manufacture links by putting their clients onto list sites, creating multiple blogs to link to their clients' sites, and paying others to link to their clients' sites. Penguin evaluates the quality of links to a site, and pushes down in the rankings those sites that have poor-quality back links.

Hummingbird

Many search engines are attempting to capture more of what the user intended, or might like to know about a search subject. This is often referred to as semantic search. Google introduced Hummingbird in September 2013. Rather than evaluate each word separately in a search, Google's semantically informed Hummingbird will try to evaluate an entire sentence. Semantic search more closely follows conversational search, or search as you would ordinarily speak it to another human being.

Knowledge Graph

Google introduced Knowledge Graph in 2012 as an effort to anticipate what you might want to know more about as you search on a topic or answer questions you might not thought of asking. Since 2013, results of Knowledge Graph appear on the right of the screen and contain more information about the topic or person you are searching on. Not all search terms have a Knowledge Graph result. Google displays information based on what other users have searched for in the past, as well as its database on over 1 billion objects (people, places, and things), and more than 18 billion facts.

Mobilegeddon

In April 2015, Google released a new algorithm update (nicknamed Mobilegeddon) that made the "mobile-friendliness" of Web sites a much stronger ranking factor for mobile searches. Web sites that are not optimized for mobile now have a much lower ranking in mobile search results. And starting in November 2015, Google has announced that it will lower the search rank of mobile Web sites that display an ad that obscures the screen and asks users whether they would like to install the site's mobile app, on the grounds that such ads are less mobile-friendly. Companies that use such ads, such as Yelp, LinkedIn, Pinterest, and others, have charged that Google's new policy is in part an effort to protect its Web search revenue from mobile apps that lure users away from the Web.

What are the main differences between SEM, SEA and SEO?

The marketing technologies SEO (search engine optimization), SEA (search engine advertising), and SEM (search engine marketing) can be differentiated as follows:

SEM

- Stands for search engine marketing, abbreviated: SEM
- Combination of SEA and SEO, branch of online marketing
- Encompasses all elements designed to improve the visibility of a website in the SERPs of a search engine.

SEA

- Stands for search engine advertising, abbreviated: SEA
- Posting ads on search results pages or other websites using methods such as CPC (cost per click)
- Booking ads in the SERPs based on bids on keywords for which the ads are placed
- Good ranking can be achieved through optimization of text ads and offers
- Clear control of advertisement measures with calculable success
- Means to increase traffic or improve the brand
- Can be part of a temporary marketing campaign
- Many possibilities for targeting or retargeting
- It can be part of remarketing
- Acknowledged as advertising

SEO

- Stands for search engine optimization, abbreviated: SEO
- Includes measures to optimize websites for crawling and indexing by search engines using on-page and off-page optimization.
- Good rankings can be achieved through optimization of the website onpage and off-page factors
- No decisive guarantee that optimization measures will lead to better positions for certain keywords
- Branding is more of a secondary part of an SEO strategy
- SEO is often long-term
- Targeting can only be done through tests, evaluations, and estimations that lead to the adaptation of the content or seeding
- “Invisible” for the user

Display Ad Marketing

- Display advertising is defined as a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their product on websites, apps, or social media.
- Display ads consist of four different kinds of ads: banner ads, rich media ads (animated ads), sponsorships, and video ads.
- The top five display ad companies in the United States are Facebook, Google, Twitter, Yahoo, and AOL, and together they account for 51% of U.S. display ad revenue.
- The Interactive Advertising Bureau (IAB), an industry organization, has established voluntary industry guidelines for display ads. Publishers are not required to use these guidelines, but many do. One objective of IAB is to give the consumer a consistent experience across all Web sites. The various types of ads are designed to help advertisers break through the “noise” and clutter created by the high number of display ad impressions that a typical user is exposed to within a given day

Banner Ads

- Banner ads are the oldest and most familiar form of display marketing. They are also the least effective and the lowest cost form of online marketing. A banner ad displays a promotional message in a rectangular box on the screen of a desktop computer or mobile device.
- A banner ad is similar to a traditional ad in a printed publication but has some added advantages. When clicked, it brings potential customers directly to the advertiser's Web site, and the site where the ad appears can observe the user's behaviour on the site.
- The ability to identify and track the user is a key feature of online advertising. Banner ads often feature video and other animations. It's important to note that, although the terms banner ad and display ad are often used interchangeably, banner ads are just one form of display ad.

Rich Media Ads

- Rich Media Ads that employ animation, sound, and interactivity, using Flash, HTML5, Java, and JavaScript are referred to as rich media ads. They are far more effective than simple banner ads.
- Viewers of rich media ads that included video were six times more likely to visit the advertiser's Web site, by either directly clicking on the ad, typing the advertiser's URL, or searching.
- The Interactive Advertising Bureau (IAB) provides guidance for a number of different types of rich media ads, such as those that contain in-banner video, those that are expandable/retractable, pop-ups, floating versions, and interstitials.

Sponsorships

A sponsorship is a paid effort to tie an advertiser's name to particular information, an event, or a venue in a way that reinforces its brand in a positive yet not overtly commercial manner. Sponsorships typically are more about branding than immediate sales. A common form of sponsorship is targeted content (or advertorials), in which editorial content is combined with an ad message to make the message more valuable and attractive to its intended audience.

For instance, WebMD, the leading medical information Web site in the United States, displays sponsored pages on the WebMD Web site from companies such as Phillips to describe its home defibrillators, and Lilly to describe its pharmaceutical solutions for attention deficit disorders among children. Social media sponsorships, in which marketers pay for mentions in social media, such as blogs, tweets, or in online video, have also become a popular tactic. Sponsorships have also moved onto the mobile platform. For instance, Subaru sponsors an app called MapMyDogwalk, a GPS-enabled dog walking tool.

Video Ads

- Online video ads are TV-like advertisements that appear as in-page video commercials or before, during, or after a variety of content. Table 6.5 describes some of the IAB standards for video ads.

TABLE 6.5 TYPES OF VIDEO ADS

FORMAT	DESCRIPTION	WHEN USED
Linear video ad	Pre-roll; takeover; ad takes over video for a certain period of time	Before, between, or after video
Nonlinear video ad	Overlay; ad runs at same time as video content and does not take over full screen	During, over, or within video
In-banner video ad	Rich media; ad is triggered within banner, may expand outside banner	Within Web page, generally surrounded by content
In-text video ad	Rich media; ad is delivered when user mouses over relevant text	Within Web page, identified as a highlighted word within relevant content

- The most widely used format is the "pre-roll" (followed by the mid-roll and the post-roll) where users are forced to watch a video ad either before, in the middle of, or at the end of the video they originally clicked on.

- In 2014, the IAB released additional standards for five new in-stream and linear interactive video ad formats that enable advertisers to provide additional opportunities for consumer engagement.

- Although from a total spending standpoint, online video ads are still very small when compared to the amount spent on search engine advertising, video ads are another fast-growing form of online advertisement.

- The rapid growth in video ads is due in part to the fact that video ads are far more effective than other display ad formats. For instance, according to research analysing a variety of ad formats, instream video ads had click-through rates 12 times that of rich media and 27 times that of standard banner ads (MediaMind, 2012).

- Research by the IAB indicates that interactive digital video has even greater impact than typical, non-interactive video formats, with interaction rates three to four times higher, and brand awareness heightened by more than 50% (Interactive Advertising Bureau, 2014).

- There are many specialized video advertising networks that run video advertising campaigns for national advertisers and place these videos on their respective networks of Web sites. Firms can also establish their own video and television sites to promote their products. Retail sites are among the largest users of advertising videos. For instance, Zappos, the largest online shoe retailer, has a video for every one of its over 100,000 products

Interstitial Ad

An interstitial ad (interstitial means "in between") is a way of placing a full-page message between the current and destination pages of a user. Interstitials are usually inserted within a single Web site, and displayed as the user moves from one page to the next. The interstitial is typically contained in its own browser window and moves automatically to the page the user requested after allowing enough time for the ad to be read. Interstitials can also be deployed over an advertising network and appear as users move among Web sites.

Because the Web is such a busy place, people have to find ways to cope with overstimulation. One means of coping is known as sensory input filtering. This means that people learn to filter out the vast majority of the messages coming at them. Internet users quickly learn at some level to recognize banner ads or anything that looks like a banner ad and to filter out most of the ads that are not exceptionally relevant. Interstitial messages, like TV commercials, attempt to make viewers a captive of the message. Typical interstitials last 10 seconds or less and force the user to look at the ad for that time period. IAB standards for pre-roll ads also limit their length. To avoid boring users, ads typically use animated graphics and music to entertain and inform them. A good interstitial will also have a "skip through" or "stop" option for users who have no interest in the message.

The IAB also provides mobile rich media ad interface definitions (MRAID) in an effort to provide a set of standards designed to work with HTML5 and JavaScript that developers can use to create rich media ads to work with apps running on different mobile devices. The hope is making it easier to display ads across a wide variety of devices without having to rewrite code.

Advertising Exchanges

An ad exchange is a digital marketplace that uses an automated auction-based method known as programmatic advertising to match supply and demand of online display advertising. Programmatic advertising uses a real-time bidding (RTB) process to match advertiser demand for display ads with publisher supply of Web page space. Publishers are able to sell their inventory of empty Web pages, often excess inventory that could not be sold directly.

An ad exchange will allow you to bid in real time on the audience against other advertisers, and then manage the placement of ads, accounting, and measurement for your firm. Ad exchanges offer tremendous global scale and efficiency.

One of the best known is Google's DoubleClick Ad Exchange, which is based on more than 100 ad networks (the supply side), and provides a computer-based market for buyers to purchase audiences (the demand side). This exchange sells audiences sliced into 1,600 interest categories. It displays more than 300 billion ad impressions a month across 2 million Web sites worldwide, and maintains or distributes more than 500 million user profiles of Internet users (Kantrowitz, 2013, 2015).

These profiles are based on Web tracking files, offline purchase information, and social network data. Marketing firms, the buyers from publishers of Web sites, can target their audience and control the frequency and timing of ads during the day.

Programmatic Advertising, Real-Time Bidding

CASE STUDY
Programmatic Advertising: Real-Time Marketing

The holy grail of advertising and marketing is to deliver the right message to the right person at the right time. If this were possible, no one would receive ads they did not want to see, and then no advertising dollars would be wasted, reducing the costs to end users and increasing the efficiency of each ad dollar. In the physical world, only a very rough approximation of this ideal is possible. Advertisers can buy television and radio spots, newspaper ads, and billboards based on broad demographics and interests of likely potential customers. The Internet promised to change this. On the Internet, ads supposedly could be targeted to individual consumers based on their personal characteristics, interests, and recent clickstream behaviour. One early vision of e-commerce was a trade-off between privacy and efficiency: let us know more about you, and we will show you only the advertising and products you are interested in seeing, and even offer free content. E-commerce was supposed to end the mass advertising that exploded in the television era.

But contrary to popular impressions and the fears of privacy advocates, most of the display ads shown to site visitors are marvellously irrelevant to visitors' interests, both short-term and long-term. For this reason, the click-through rate for banner advertising is a stunningly low 0.03%, and the price of display ads has fallen to a few cents because of their poor performance. Check this out: visit Yahoo (the largest display advertiser on earth) on a desktop or laptop computer, look at the prominent ads shown on the right, and ask yourself if you are really interested in the ad content at this moment in time. How about ever? Chances are slim you are interested at this moment, even if the ad is somewhat appropriate to your demographics. Often, it is an ad for something you are totally not interested in and never have been. Researchers have found that only 20% of Internet users find that display ads on Web sites are relevant to their interests. Programmatic advertising promises to improve the targeting of ads, decreasing costs for advertisers, and making the Web less annoying to consumers by showing them ads that really are of interest to them.

Programmatic advertising is an automated method that publishers use to sell their inventory (empty slots on their Web pages) to advertisers who want to buy ad space for their customers (brand and product owners looking to market their products and services). There are two kinds of programmatic advertising: auction-based real time bidding (RTB), and programmatic direct, where advertisers deal directly with publishers in a semi-automated environment.

Programmatic advertising platforms use Big Data repositories that contain personal information on hundreds of millions of online shoppers and consumers; analytic software to classify and search the database for shoppers with the desired characteristics; and machine learning techniques to test out combinations of consumer characteristics that optimize the chance of a purchase resulting from exposure to an ad. All of this technology is designed to lower the cost, increase the speed, and increase the efficiency of advertising in an environment where there are hundreds of millions of Web pages to fill with ads, and millions of online consumers looking to buy at any given moment. Programmatic advertising allows advertisers to potentially show the right ad, at the right time, to just the right person, in a matter of milliseconds. To the extent this is true, display advertising becomes more effective, and perhaps could become as effective as search-based advertising, where it is much more obvious what the searcher is looking for, or interested in, at the moment of search. In 2015, RTB digital display advertising will total an estimated $11 billion in the United States, about 42% of all online display advertising. Analysts believe programmatic advertising will grow to about $20 billion by 2016 and that by then, almost two-thirds of all U.S. ads will be placed programmatically.

Currently, 45% of online display advertising is still done in a non-automated, traditional environment that involves e-mail, fax, phone, and text messaging. This is the world of the traditional insertion order: if you want to advertise in a newspaper or magazine, call the ad department and fill out an insertion order. In this environment, firms who want to sell products and services online hire advertising agencies to develop a marketing plan. The ad agencies learn from the firms what kinds of people they would like to contact online. The ad agencies pay data brokers or advertising networks like DoubleClick to help them identify where the online ads should be placed given the nature of the product and the specific characteristics the producer firms are looking for. For instance, let's say a firm wants to market a new mountain bike to men and women, ages 24–35, who live in zip codes where mountain biking is a popular activity. Ad networks traditionally would direct the agency to direct purchases of ad space from Web sites that attract the mountain biking audience.

This traditional environment is expensive, imprecise, and slow, in part because of the number of people involved in the decision about where to place ads. Also, the technology used is slow, and the process of learning which of several ads is optimal could take weeks or months. The ads could be targeted to a more precise group of potential customers. While context advertising on sites dedicated to a niche product is very effective, there are many other Web sites visited by bikers that might be equally effective, and cost much less.

The process is very different in a programmatic environment. Ad agencies have access to any of several programmatic ad platforms offered by Google, Yahoo, AOL, Facebook, and many smaller firms. Working with their clients, the ad agency more precisely defines the target audience to include men and women, ages 24–35, who live in zip codes where mountain biking is a popular activity, have mentioned biking topics on social network sites, have e-mail where mountain biking is discussed, make more than $70,000 a year, and currently do not own a mountain bike. The ad agency enters a bid expressed in dollars per thousand impressions for 200,000 impressions to people who meet the characteristics being sought. The platform returns a quote for access to this population of 200,000 people who meet the characteristics required.

The quote is based on what other advertisers are willing to pay for that demographic and characteristics. The quote is accepted or denied. If accepted, the ads are shown to people as they move about the Web, in real-time. As people come on to various Web sites they visit, the automated program assesses whether they meet the desired characteristics, and displays the mountain bike ad with milliseconds to that person. The programmatic platforms also track the responses to the ads in real time, and can change to different ads and test for effectiveness based on the platform's experience. Once the system learns from experience, it will focus on showing the most effective ads on the most productive Web sites. Programmatic direct (or premium) advertising uses the same platform, but publishers sell blocks of inventory to ad agencies rather than single impressions. This stabilizes their income, and puts them in closer contact with advertisers who can also exercise greater oversight over the publishers.

The auto industry is a large user of programmatic advertising. Car brands are highly focused on specific demographic groups, income levels, and aspirations. A programmatic campaign begins with the advertiser picking a demographic target, establishing a total budget for the campaign, and then choosing an RTB platform and competing for the delivery of an ad to that audience against other advertisers who may be other auto companies, retailers, or telecommunications providers. The ads are awarded and served automatically in millisecond-quick transactions handled by machines.

Despite its clear advantages, there are also several risks involved for all parties. Advertisers lose control over where their ads will appear on the Web. This is a threat to a brand if its products are shown on inappropriate sites. Advertisers lose some accountability for their expenditures because they cannot verify that their ads are actually being shown, and they must take the ad platform's word that indeed the ads are being shown to real people. This is a transparency issue. Ghost sites and ad fraud complicate the picture as well. There are thousands of ghost sites on the Web that do nothing but attract clicks using various ruses. Ad networks record this traffic and have little capability to determine if it is legitimate, and may show ads on these sites, which will generate fraudulent clicks that are paid for by the ad network and the advertising firm.

Given the risks, many of the largest advertisers initially did not use programmatic advertising, but that is rapidly changing. It was first used by publishers to sell inventory that was left over after the major ad campaigns had purchased the premium slots on Web pages. Programmatic platforms were inexpensive places to sell excess inventory. However, that is beginning to change as advertisers gain confidence and the platforms themselves improve their abilities to avoid inappropriate Web sites, purge ghost sites, and learn how to detect click fraud. In addition, a number of firms have stepped into the market with tools that address these concerns.

For instance, in 2014, Procter & Gamble announced that, going forward, it planned to buy 70%–75% of its U.S. digital media using programmatic methods. P&G is the largest advertiser in the country, spending $4.6 billion on advertising in the United States in 2014. In the past, P&G purchased premium online inventory at the top 100 comScore sites through several different ad agencies and tracked performance using its internal staff. According to P&G's Chief Marketing Officer Marc Pritchard, programmatic advertising has allowed P&G to more precisely target its advertising at a good price, providing a good return on investment. Other companies are following suit. Cleaning supply company Clorox is devoting about 50% of its entire digital budget to programmatic advertising in 2015.

However, some upstart Web publishers aimed at the millennial demographic are trying to buck the trend. Vox Media, Refinery29, and Mic have all rejected programmatic advertising and will only sell advertising space directly to advertisers. These publishers object on the ground that programmatic advertising can degrade Web site functionality by slowing down how fast Web pages load in browsers while also cluttering the site with ads. Whether other Web publishers will follow this lead remains to be seen.

E-mail Marketing

Direct e-mail marketing (e-mail marketing messages sent directly to interested users) is one of the first and most effective forms of online marketing communications. Direct e-mail marketing messages are sent to an opt-in audience of Internet users who, at one time or another, have expressed an interest in receiving messages from the advertiser.

By sending e-mail to an opt-in audience, advertisers are targeting interested consumers. By far, in-house e-mail lists are more effective than purchased e-mail lists. Because of the comparatively high response rates and low cost, direct e-mail marketing remains a common form of online marketing communications. Other benefits of e-mail marketing include its mass reach, the ability to track and measure response, the ability to personalize content and tailor offers, the ability to drive traffic to Web sites for more interaction, the ability to test and optimize content and offers, and the ability to target by region, demographic, time of day, or other criteria.

Although companies will spend a relatively small amount on e-mail marketing when compared to search and display ad marketing, e-mail marketing still packs a punch with solid customer response. Click-through rates for legitimate e-mail depend on the promotion (the offer), the product, and the amount of targeting.

E-mail marketing and advertising is inexpensive and somewhat invariant to the number of mails sent. The cost of sending 1,000 e-mails is about the same as the cost to send 1 million. The primary cost of e-mail marketing is for the purchase of the list of names to which the e-mail will be sent. This generally costs anywhere from 5 to 20 cents a name, depending on how targeted the list is. Sending the e-mail is virtually cost-free. In contrast, the cost to acquire the name, print, and mail a 5 x 7-inch direct mail post card is around 75 to 80 cents a name.

While e-mail marketing often is sales-oriented, it can also be used as an integral feature of a multi-channel marketing campaign designed to strengthen brand recognition. Personalization and targeting are major themes in e-mail marketing in 2015. For instance, Jeep created an e-mail campaign to a targeted audience who had searched on SUVs, and visited Chrysler and Jeep Facebook pages. The e-mail campaign announced a contest based on a game users could play online that involved tracking an arctic beast with a Jeep. Recipients could sign up on Facebook, Twitter, or the Jeep blog.

Although e-mail can still be an effective marketing and advertising tool, it faces the challenges like **spam**, software tools used to control spam that eliminate much e-mail from user inboxes, and poorly targeted purchased e-mail lists.

Spam is unsolicited commercial e-mail (sometimes referred to as “junk” e-mail) and spammers are people who send unsolicited e-mail to a mass audience that has not expressed any interest in the product. Spammers tend to market pornography, fraudulent deals and services, scams, and other products not widely approved in most civilized societies.

Social Marketing

Social marketing/advertising involves the use of online social networks and communities to build brands and drive sales revenues. There are several kinds of social networks, from Facebook, Twitter, Pinterest, and Instagram, to social apps, social games, blogs, and forums (Web sites that attract people who share a community of interests or skills).

Marketers cannot ignore the huge audiences that social networks such as Facebook, Twitter, Pinterest, and Instagram are gathering, which rival television and radio in size. In 2015, there were about 1.5 billion Facebook members, 320 million active Twitter users, around 400 million Instagram users, and around 100 million Pinterest members worldwide. It’s little wonder that marketers and advertisers are joyous at the prospect of connecting with this large audience. Research has found that social network users are more likely to talk about and recommend a company or product they follow on Facebook or Twitter.

Social networks offer advertisers all the main advertising formats, including banner ads (the most common), short pre-roll and post-roll ads associated with videos, and sponsorship of content. Having a corporate Facebook page is in itself a marketing tool for brands just like a Web page. Many firms, such as Coca-Cola, have shut down product-specific Web pages and instead use Facebook pages.

The online gaming marketplace continues to expand rapidly as users increasingly play games on smartphones and tablets, as well as PCs and consoles. The story of game advertising in 2015 is social, mobile, and local: social games are ascendant, mobile devices are the high-growth platform, and location-based advertising is starting to show real traction. The objective of game advertising is both branding and driving customers to purchase moments at restaurants and retail stores

Mobile Marketing

Marketing on the mobile platform is growing rapidly and becoming a very significant part online marketing. Mobile marketing includes the use of display banner ads, rich media, video, games, e-mail, text messaging, in-store messaging, Quick Response (QR) codes, and couponing. Mobile is now a required part of the standard marketing budget.

In 2015, display ads are expected to be the most popular mobile advertising format in the U.S., accounting for about 51% of all mobile ad spending. Display ads can be served as a part of a mobile Web site or inside apps and games.

Facebook is the leader in mobile display ad revenues, followed by Google and Twitter. Search advertising is also a popular format. Search ads can be further optimized for the mobile platform by showing ads based on the physical location of the user.

Mobile messaging generally involves SMS text messaging to consumers offering coupons or flash marketing messages. Messaging is especially effective for local advertising because consumers can be sent messages and coupons as they pass by or visit locations. Video advertising currently accounts for a small percentage of mobile ad spending, but is one of the fastest growing formats. Ad networks such as Google's AdMob, Apple's iAd, Twitter's MoPub, inMobi , and Millennial Media are also important players in the mobile advertising market.

Apps on mobile devices constitute a marketing platform. Apps are a non-browser pathway for users to experience the Web and perform a number of tasks from reading the newspaper to shopping, searching, and buying. Apps provide users much faster access to content than do multi-purpose browsers. Apps are also starting to influence the design and function of traditional Web sites as consumers are attracted to the look and feel of apps, and their speed of operation. There are over 3 million apps available on Apple's App Store and Google Play and another million apps provided by Internet carriers and third-party storefronts like the Amazon Appstore, GetJar, and Appia.

Local Marketing

Along with social marketing and mobile marketing, local marketing is the third major trend in e-commerce marketing. The growth of mobile devices has accelerated the growth of local search and purchasing.

New marketing tools like local advertisements on social networks and daily deal sites are also contributing to local marketing growth. The most common local marketing tools are geotargeting using Google Maps (local stores appearing on a Google map), display ads in hyperlocal publications like those created by Patch Properties, daily deals, and coupons. The most commonly used venues include Facebook, Google, Amazon Local, LinkedIn, Yahoo, Bing, and Twitter, as well as more specific location-based offerings such as Google My Business, Yahoo Local, Citysearch, YP, SuperPages, and Yelp. The "daily deal" coupon sites, Groupon and LivingSocial, and location-based mobile firms such as Foursquare are also a significant part of this trend.

Online Marketing Metrics

In order to understand the process of attracting prospects via marketing communications and converting them into customers, you will need to be familiar with online marketing terminology.

Table 6.7 lists some terms commonly used to describe the impacts and results of "traditional" online marketing such as display ads and e-mail campaigns.

TABLE 6.7 MARKETING METRICS LEXICON

DISPLAY AD METRICS	DESCRIPTION
Impressions	Number of times an ad is served
Click-through rate (CTR)	Percentage of times an ad is clicked
View-through rate (VTR)	Percentage of times an ad is not clicked immediately but the Web site is visited within 30 days
Hits	Number of HTTP requests
Page views	Number of pages viewed
Viewability rate	Percentage of ads that are actually seen online
Unique visitors	Number of unique visitors in a period
Loyalty	Measured variously as the number of page views, frequency of single-user visits to the Web site, or percentage of customers who return to the site in a year to make additional purchases
Reach	Percentage of Web site visitors who are potential buyers; or the percentage of total market buyers who buy at a site
Recency	Time elapsed since the last action taken by a buyer, such as a Web site visit or purchase
Stickiness (duration)	Average length of stay at a Web site
Acquisition rate	Percentage of visitors who indicate an interest in the Web site's products by registering or visiting product pages
Conversion rate	Percentage of visitors who become customers
Browse-to-buy ratio	Ratio of items purchased to product views
View-to-cart ratio	Ratio of "Add to cart" clicks to product views
Cart conversion rate	Ratio of actual orders to "Add to cart" clicks
Checkout conversion rate	Ratio of actual orders to checkouts started
Abandonment rate	Percentage of shoppers who begin a shopping cart purchase but then leave the Web site without completing a purchase (similar to above)
Retention rate	Percentage of existing customers who continue to buy on a regular basis (similar to loyalty)
Attrition rate	Percentage of customers who do not return during the next year after an initial purchase
VIDEO ADVERTISING METRICS	
View time	How long does the ad actually stay in view while it plays
Completion rate	How many viewers watched the complete video
Skip rate	How many viewers skipped the video
E-MAIL METRICS	
Open rate	Percentage of e-mail recipients who open the e-mail and are exposed to the message
Delivery rate	Percentage of e-mail recipients who received the e-mail
Click-through rate (e-mail)	Percentage of recipients who clicked through to offers
Bounce-back rate	Percentage of e-mails that could not be delivered
Unsubscribe rate	Percentage of recipients who click unsubscribe
Conversion rate (e-mail)	Percentage of recipients who actually buy

The first nine metrics focus primarily on the success of a Web site in achieving audience or market share by "driving" shoppers to the site. These measures often substitute for solid information on sales revenue as e-commerce entrepreneurs seek to have investors and the public focus on the success of the Web site in "attracting eyeballs" (viewers).

Impressions are the number of times an ad is served. **Click-through rate (CTR)** measures the percentage of people exposed to an online advertisement who actually click on the advertisement. Because not all ads lead to an immediate click, the industry has invented a term for a long-term hit called **view-through rate (VTR),** which measures the 30-day response rate to an ad. **Hits** are the number of HTTP requests received by a firm's server. Hits can be misleading as a measure of Web site activity because a "hit" does not equal a page. A single page may account for several hits if the page contains multiple images or graphics. A single Web site visitor can generate hundreds of hits. For this reason, hits are not an accurate representation of Web traffic or visits, even though they are generally easy to measure; the sheer volume of hits can be huge—and sound impressive—but not be a true measure of activity. **Page views** are the number of pages requested by visitors. However, with increased usage of Web frames that divide pages into separate sections, a single page that has three frames will generate three page views. Hence, page views per se are also not a very useful metric.

Viewability rate is the percentage of ads (either display or video) that are actually seen by people online. The number of unique visitors is perhaps the most widely used measure of a Web site's popularity. The measurement of **unique visitors** counts the number of distinct, unique visitors to a Web site, regardless of how many pages they view. **Loyalty** measures the percentage of visitors who return in a year. This can be a good indicator of a site's Web following, and perhaps the trust shoppers place in a site. **Reach** is typically a percentage of the total number of consumers in a market who visit a Web site; for example, 10% of all book purchasers in a year will visit Amazon at least once to shop for a book. This provides an idea of the power of a Web site to attract market share. **Recency**—like loyalty—measures the power of a Web site to produce repeat visits and is generally measured as the average number of days elapsed between shopper or customer visits. For example, a recency value of 25 days means the average customer will return once every 25 days.

Stickiness (sometimes called duration) is the average length of time visitors remain at a Web site. Stickiness is important to marketers because the longer the amount of time a visitor spends at a Web site, the greater the probability of a purchase. However, equally important is what people do when they visit a Web site and not just how much time they spend there.

Acquisition rate measures the percentage of visitors who register or visit product pages (indicating interest in the product). Conversion rate measures the percentage of visitors who actually purchase something. **Conversion rates** can vary widely, depending on the success of the site. **The browse-to-buy** ratio measures the ratio of items purchased to product views. **The view-to-cart ratio** calculates the ratio of "Add to cart" clicks to product views. **Cart conversion rate** measures the ratio of actual orders to "Add to cart" clicks. **Checkout conversion rate** calculates the ratio of actual orders to checkouts started. **Abandonment rate**

measures the percentage of shoppers who begin a shopping cart form but then fail to complete the form and leave the Web site. Abandonment rates can signal a number of potential problems—poor form design, lack of consumer trust, or consumer purchase uncertainty caused by other factors. Recent studies on shopping cart abandonment found abandonment rates ranging from 68% to 75% (Baymard, 2015).

Among the reasons for abandonment were security concerns, customer just checking prices, couldn't find customer support, couldn't find preferred payment option, and the item being unavailable at checkout. Given that more than 80% of online shoppers generally have a purchase in mind when they visit a Web site, a high abandonment rate signals many lost sales. **Retention rate i**ndicates the percentage of existing customers who continue to buy on a regular basis. **Attrition rate** measures the percentage of customers who purchase once but never return within a year (the opposite of loyalty and retention rates).

Specific types of advertising have their own special metrics. For instance, for video ads, **view time** (how long the ad actually stays in view while it plays) and **completion rate** (how many viewers watch the entire video ad) are important factors.

E-mail campaigns also have their own set of metrics. **Open rate** measures the percentage of customers who open the e-mail and are exposed to the message. Generally, open rates are quite high, in the area of 50% or greater. However, some browsers open mail as soon as the mouse cursor moves over the subject line, and therefore this measure can be difficult to interpret. **Delivery rate** measures the percentage of e-mail recipients who received the e-mail. **Click-through rate** (e-mail) measures the percentage of e-mail recipients who clicked through to the offer. Finally, bounce-back rate measures the percentage of e-mails that could not be delivered.

Pricing Models for Online Advertisements

Effectiveness cannot be considered without an analysis of costs. Initially, most online ads were sold on a barter or **cost per thousand (CPM)** impressions basis, with advertisers purchasing impressions in 1,000-unit lots. Today, other pricing models have developed, including **cost per click (CPC),** where the advertiser pays a pre-negotiated fee for each click an ad receives; **cost per action (CPA),** where the advertiser pays a pre-negotiated amount only when a user performs a specific action, such as a registration or a purchase; and hybrid arrangements, combining two or more of these models (see Table 6.9).

TABLE 6.9 DIFFERENT PRICING MODELS FOR ONLINE ADVERTISEMENTS

PRICING MODEL	DESCRIPTION
Barter	Exchange of ad space for something of equal value
Cost per thousand (CPM)	Advertiser pays for impressions in 1,000-unit lots
Cost per click (CPC)	Advertiser pays prenegotiated fee for each click ad received
Cost per lead (CPL)	Advertiser pays only for qualified leads or contacts
Cost per action (CPA)	Advertiser pays only for those users who perform a specific action, such as registering, purchasing, etc.
Hybrid	Two or more of the above models used together
Sponsorship	Term-based; advertiser pays fixed fee for a slot on a Web site

While in the early days of e-commerce, a few online sites spent as much as $400 on marketing and advertising to acquire one customer, the average cost was never that high. While the costs for offline customer acquisition are higher than online, the offline items are typically far more expensive. If you advertise in the Wall Street Journal, you are tapping into a wealthy demographic that may be interested in buying islands, jets, and expensive homes in France. A full-page black and white ad in the Wall Street Journal National Edition costs about $270,000, whereas other papers are in the $10,000 to $100,000 range.

One of the advantages of online marketing is that online sales can generally be directly correlated with online marketing efforts. If online merchants can obtain offline purchase data from a data broker, the merchants can measure precisely just how much revenue is generated by specific banners or e-mail messages sent to prospective customers. One way to measure the effectiveness of online marketing is by looking at the ratio of additional revenue received divided by the cost of the campaign (Revenue/Cost). Any positive whole number means the campaign was worthwhile.

A more complex situation arises when both online and offline sales revenues are affected by an online marketing effort. A large percentage of the online audience uses the Web to "shop" but not buy. These shoppers buy at physical stores. Merchants such as Sears and Walmart use e-mail to inform their registered customers of special offers available for purchase either online or at stores. Unfortunately, purchases at physical stores cannot be tied precisely with the online e-mail campaign. In these cases, merchants have to rely on less precise measures such as customer surveys at store locations to determine the effectiveness of online campaigns.

In either case, measuring the effectiveness of online marketing communications—and specifying precisely the objective (branding versus sales)—is critical to profitability. To measure marketing effectiveness, you need to understand the costs of various marketing media and the process of converting online prospects into online customers.

In general, online marketing communications are more costly on a CPM basis than traditional mass media marketing, but are more efficient in producing sales.

Table 6.10 shows costs for typical online and offline marketing communications.

TABLE 6.10 TRADITIONAL AND ONLINE ADVERTISING COSTS COMPARED

TRADITIONAL ADVERTISING	
Local television	\$1,500–\$15,000 for a 30-second commercial; \$45,000 for a highly rated show
Network television	\$80,000–\$600,000 for a 30-second spot during prime time; the average is \$112,000
Cable television	\$5,000–\$8,000 for a 30-second ad during prime time
Radio	\$100–\$1,000 for a 60-second spot, depending on the time of day and program ratings
Newspaper	\$120 per 1,000 circulation for a full-page ad
Magazine	\$50 per 1,000 circulation for an ad in a regional edition of a national magazine, versus \$120 per 1,000 for a local magazine
Direct mail	\$15–\$20 per 1,000 delivered for coupon mailings; \$25–\$40 per 1,000 for simple newspaper inserts
Billboard	\$1,500–\$30,000 for a large billboard for a 4-week period, with a minimum of 5–20 billboards
ONLINE ADVERTISING	
Banner ads	\$5–\$10 per 1,000 impressions, depending on how targeted the ad is (the more targeted, the higher the price)
Video and rich media	\$20–\$25 per 1,000 ads, depending on the Web site's demographics
E-mail	\$5–\$15 per 1,000 targeted e-mail addresses
Sponsorships	\$30–\$75 per 1,000 viewers, depending on the exclusivity of the sponsorship (the more exclusive, the higher the price)
Social network ads	\$0.50–\$3.00 per 1,000 impressions, with news feed ads at the high end of the range
Mobile display ads	\$1.50–\$3.25 per 1,000 impressions, including media costs, charges for first- or third-party data and service fees

For instance, in 2015, the average cost for 30 seconds of commercial time during a prime-time network television broadcast is about \$112,000, not including the cost to produce the advertisement. According to Nielsen, such an ad has an average CPM of \$24.76. In contrast, a banner ad costs virtually nothing to produce and can be purchased for a cost of from \$5–\$10 per thousand impressions. Direct postal mail can cost 80 cents to \$1 per household drop for a post card, while e-mail can be sent for virtually nothing and costs only $5–$15 per thousand targeted names. Hence, e-mail is far less expensive than postal mail on a CPM basis. Effective cost-perthousand (eCPM) is a metric that measures return on investment from an ad by dividing the total earnings from the ad by the total number of impressions in thousands.

Case Studies:

1) **Facebook Marketing Tools**
2) **Twitter Marketing Tools**
3) **Pinterest Marketing Tools**
4) **Location Based Marketing Tools: Google AdSense**

Note: Case studies will be cover in class presentation

========================== End of Unit-6 ==========================

Unit 6: Digital Marketing (7 Hrs.)
Digital Marketing, Online Advertisement, Ad Targeting, Search Engine Marketing, Keyword Advertising, Search Engine Optimization, Display Ad Marketing, Interstitial Ad, Video Ad, Advertising Exchanges, Programmatic Advertising, Real-Time Bidding, E-mail Marketing, Affiliate Marketing, Social Marketing, Mobile Marketing, Local Marketing, Online Marketing Metrics, Pricing Models for Online Advertisements, Case Studies: Facebook Marketing Tools, Twitter Marketing Tools, Pinterest Marketing Tools, Location Based Marketing Tools: Google AdSense