AIDA Model

Attention (thinking)

Interest

Desire

Action (Behavior)

Attention

Raise the level of awareness

To increase online traffic

Branding

Offline Advertising

Events and public relations

Sponsorships

Search Engines

Classifieds

Banner Advertising

Email marketing

Affiliate marketing

Exchange marketing

Ad Revenues by Industry Categories

Which industry category spend the most on online advertising?

Retail

Telecom

Other Types

Commercial Break

Full page leading to contents

Floating ad

A transparent layer of the page

IAB Rising Stars

Branding

[www.iab.net/risingstars](http://www.iab.net/risingstars)

Measurement of Online Advertising Effectiveness

Ad impression

Visit: # of page requests during one visit to a site (unique user sessions)

Click-through: click counts

Unique visitors: IP or cookies

Reach: % of target customers (panel survey)

Ad Payment

CPM: cost per thousand

CPC: cost per click

CPA: cost per action

CPA: cost per acquisition (purchase only)

CPL: cost per lead

Banner ad placement

Relying on ad placement companies

Ex. Google, Yahoo

Various targeting approaches

Targeting Approaches

Demographic targeting

Contextual targeting

Ads on related sites

Behavioral targeting

Based on browsing patterns

Geographic targeting

Daypart targeting

Based on specific time slots

Affinity targeting

Capitalize on people’s affinity (sites, products, usually hobbies, interests)

Purchase-based targeting

Behavioral targeting + customer purchase record

Advantages of Online Advertising

Consumer tracking

Personalized contents

Facilitating action

Issues of Online Advertising

Lack of attention (particularly for banner ads)

Click Fraud

Privacy Concerns

Possible negative effects

Intrusive

Interest

Create a positive feeling toward products

What makes you stay at / revisit a web site?

Updated content

Usability

Quick download

Coupons & Incentives

Brand

Technology

Games

Purchasing capabilities

Customization

Chat

Desire

Design content to appeal to the target audience

Create desire

Personalized email, personalization, push technology (ex. RSS)

Action

More than purchasing

Visiting a web site, registration, etc.

Offering incentives

Free shipping

Online coupon

Product search tool

Online product review