2023

Display Advertising

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Learning Outcomes

By the end of this module, students will have an understanding of-

Introduction-Display Advertising

Different kinds of display advertising

Display marketing ecosystem

Advantages & Disadvantages of display advertising

Retargeting & Dynamic Retargeting

Setting up a display ad campaign

Introduction to Display Advertising

2023

What is Display Advertising?

Display advertising refers to a type of online advertising that involves the use of visual elements, such as images, graphics, videos, and interactive multimedia, to promote products, services, or brands on websites, social media platforms, mobile apps, and other digital channels. Display ads can take various forms, including banner ads, rich media ads, video ads, interactive ads, and more.

Types of Display Ads

Banner Ads

Static or animated graphic ads that appear at the top, bottom, or sides of a webpage

Rich Media Ads

Involves using interactive elements such as video, audio, and clickable elements for better engagement

Interstitial Ads

Ads that appear as a separate webpage before you are directed to the original page

Video Ads

Video ads are short videos that play before, during, or after online content

Expandable Ads

Start as a smaller size and expand to a larger size when users interact with them

Behavioral Targeting Ads

Involves delivering ads based on the user's online behavior and interactions

Banner Ads

Rich Media Ads

Interstitial Ads

Expandable Ads

Interactive Advertising
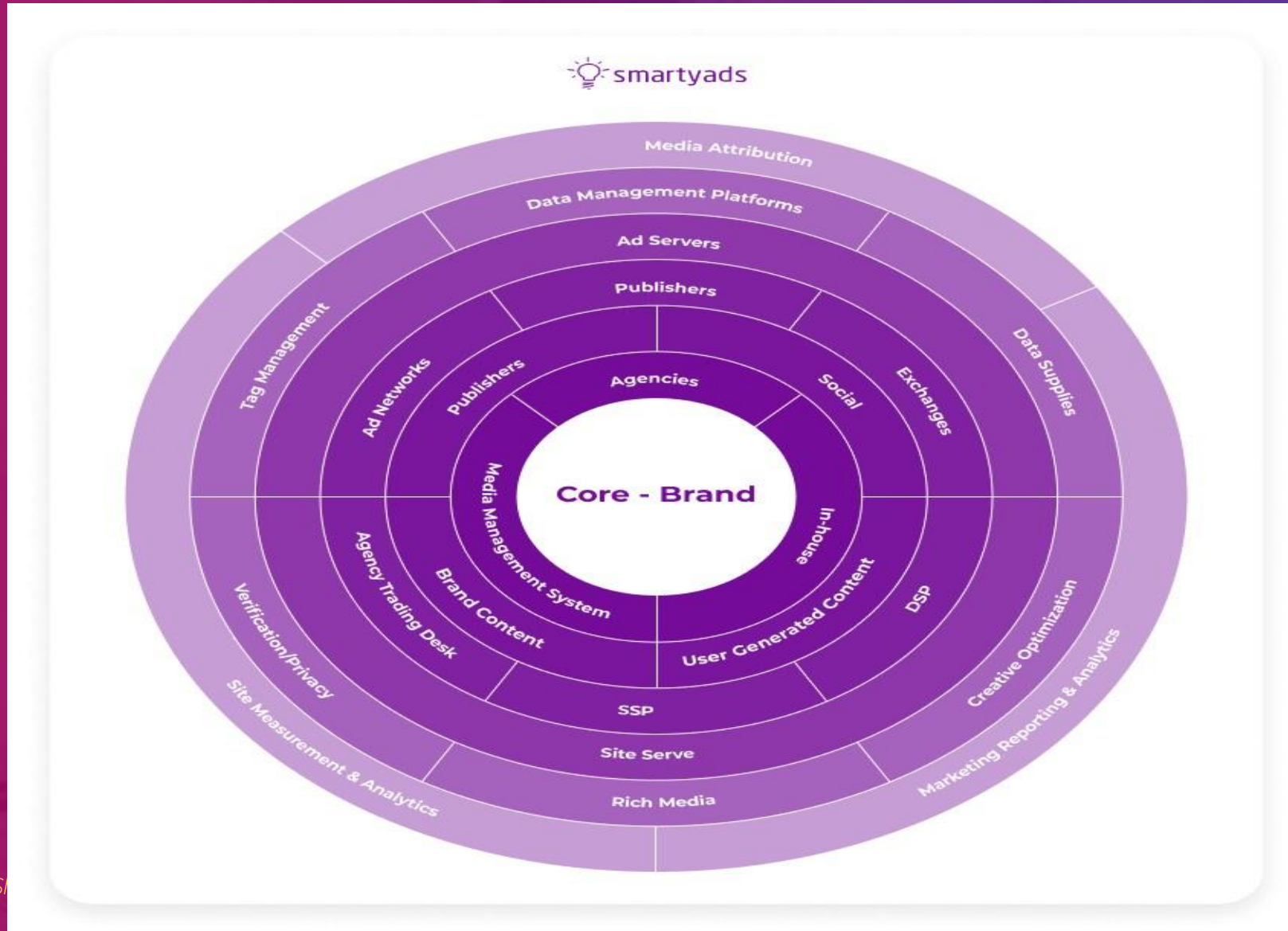
Nescafe Cold Brew Advertising Campaign

Display Advertising Ecosystem

Programmatic Ad Ecosystem

How this works?

Key Players Display Ads

Advertisers/Clients

Businesses or individuals who want to promote their products, services, or messages through display advertising

Ad Agencies

Help advertisers plan, create, and execute their display advertising campaigns

Ad Networks

Intermediaries between advertisers and publishers. They aggregate ad inventory from various websites and apps and offer it to advertisers

Ad Exchange

Platforms that facilitate the automated buying and selling of ad inventory in real-time through programmatic advertising.

DSP

Tools or platforms that allow advertisers to manage and optimize their display ad campaigns

SSP

Platforms used by publishers to manage and optimize their ad inventory. They connect publishers to ad exchanges, demand sources (advertisers, agencies, DSPs)

DSP vs SSP

DSP & SSP

DSP

A Demand-Side Platform (DSP) is a technology platform used in the field of digital advertising, specifically within programmatic advertising, to streamline and optimize the process of buying and managing digital ad inventory. DSPs enable advertisers and agencies to purchase ad impressions in real-time across multiple ad exchanges, websites, and apps, targeting specific audiences and optimizing their campaigns for better performance.

Google Display & Video 360, Trade Desk, Adobe Advertising Cloud, MediaMath, AppNexus

SSP

A Supply-Side Platform (SSP) is a technology platform which are designed to help publishers (website owners, app developers, and content creators) effectively manage and monetize their available ad inventory by connecting them with potential buyers, such as advertisers and demand-side platforms (DSPs).

Google Ad Manager, Rubicon Project, PubMatic, OpenX, Adform

Role of DSP in Programmatic Ecosystem

Demand Side Platforms

- Ad Buying and Bidding

- Audience Targeting

- Data integration

- Real-Time Optimization

- Cross-Channel Campaigns

- Access to Multiple Exchanges & Publishers

- Real-Time Reporting & Analytics

- Budget Control

- Frequency Capping

- Creative Management

- Automation & Efficiency

Role of SSP in Programmatic Ecosystem

Supply Side Platforms

- Ad Inventory Management
- Automated Ad Selling
- Auction Management
- Optimized Pricing
- Header Bidding Integration
- Ad Quality Control
- Ad Campaign Management
- Dynamic Allocation
- Data Monetization
- Real-Time Reporting and Analytics
- Ad Format Support

Programmatic Advertising

Advantages

- Reach to drive awareness
- Direct response
- Targeting
- Retargeting
- Halo effect
- Cost
- Dynamic updated

Disadvantages

- Low click-through rates
- High costs/low efficiency
- Brand reputation
- Technology complexity

Retargeting

How it works!

Retargeting, also known as remarketing, involves showing targeted ads to users who have previously visited a website or engaged with its content but did not complete a desired action, such as making a purchase or signing up for a newsletter. The main idea behind retargeting is to keep your brand or products in front of these users as they browse other websites or platforms across the internet.
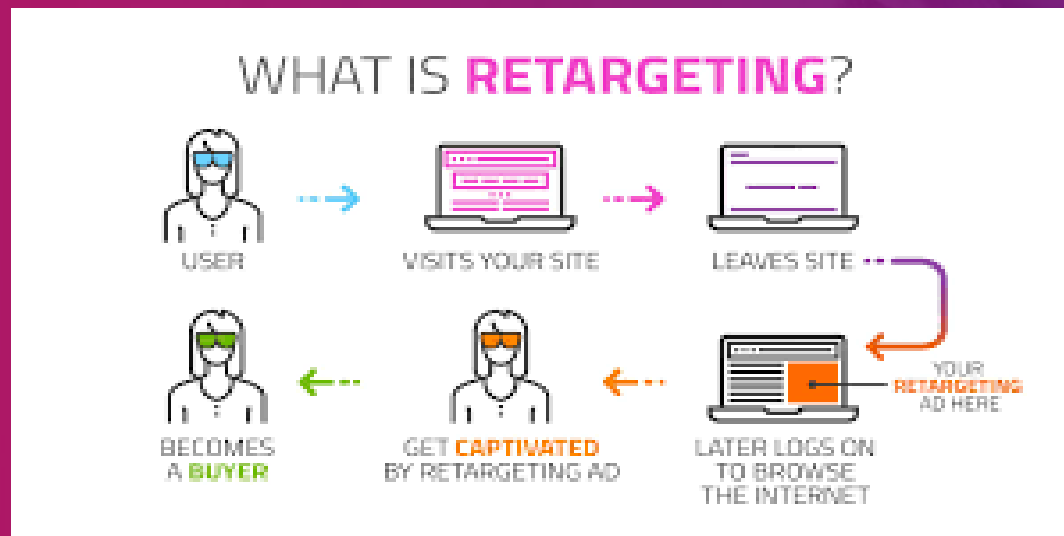
Factors for successful retargeting

Factors accountable for successful retargeting

- Segmented audience by behavior.
- Identifying the right platform for ads.
- Serving the right message to the right audience.

Retargeting does not mean

"Buy Now"!

What does Retargeting ad do?

Retargeting ads help lead users to the next step in their buyer journey………

Dynamic Retargeting

How it works!

Dynamic retargeting takes the concept of retargeting a step further by delivering personalized and dynamically generated ads to users based on their specific interactions and interests. It involves displaying ads that showcase the exact products or services that a user viewed on the advertiser's website, creating a more customized and relevant advertising experience

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https://support.google.com/google-ads/answer/10759203?hl=en&ref_topic=10289172&sjid=613222046457667527-AP#zippy=%2Ccreate-a-new-campaign-and-set-a-goal

Display Ad Campaign

How to set up?

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Display Ad Campaign
Set up

- Define your goals and objectives
- Identify your target audience
- Select the advertising platform
- Create compelling ad creative
- Set up conversion tracking
- Select targeting options
- Set a budget and bidding strategy
- Create ad groups and campaign structure
- Set campaign parameters
- Launch and monitor the campaign
- Optimize and refine
- A/B testing
- Scale or adjust

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THANK YOU!

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