

Digital Marketing

Display Advertising

Michael Buchanan

Lecturer

Scheller College of Business



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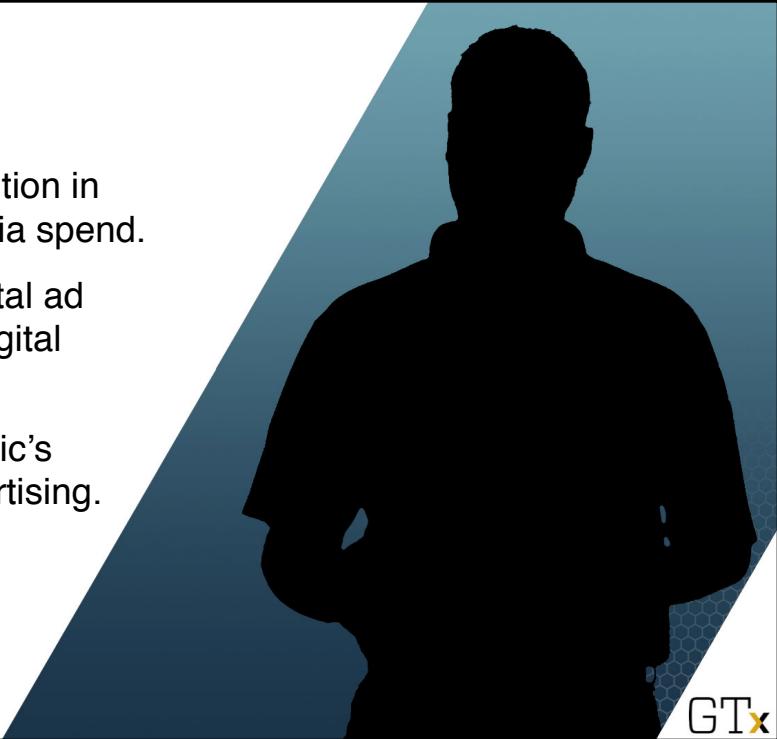
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Trends in Display Advertising
Spending



Lesson Goals

- To understand digital's position in the broader context of media spend.
- To build familiarity with digital ad spending across various digital channels.
- To understand programmatic's growing role in digital advertising.



U.S. Total Media Ad Spending Share

Media	2016	2021
Digital	36.7%	49.9%
TV	36.6%	30.8%
Print	13.4%	6.9%
Radio	7.3%	5.5%
Out-of-Home	3.9%	3.1%
Directories	2.2%	1.4%

* Numbers for TV, print, radio, and directories exclude digital.

US Ad Spending: The eMarketer Forecast for 2017. (2017, March 15). Retrieved April 30, 2018, from <https://www.emarketer.com/Report/US-Ad-Spending-eMarketer-Forecast-2017/2001998>



U.S. Digital Ad Spending, 2016 & 2017

	2016 Spending (\$ billions)	Share of Total (%)	2016 Growth (\$ billions)	2016 Growth (%)	2017 Growth (%)
Mobile	33	18%	12	54.2%	34.5%
Desktop	37	21%	-1	-2.1%	-4.7%
Social	16	9%	5	48.2%	26.3%
Search	35	19%	5	18.6%	14.1%
Total Digital Ad Sales	70	39%	11	18.0%	13.6%

Letang, V., & Stillman, L. (2016, December). Global Advertising Forecast. Retrieved April 30, 2018, from <https://www.magnaglobal.com/wp-content/uploads/2016/12/MAGNA-December-Global-Forecast-Update-Press-Release.pdf>



US Programmatic Digital Display Ad Spending, 2017-2019

Year	US Programmatic Digital Display Ad Spending (billions)	% Change	% of Total Digital Display ad Spending
2015	\$17.50	51.0%	65.0%
2016	\$25.48	45.6%	73.0%
2017	\$32.56	27.8%	78.0%
2018	\$39.46	21.2%	81.5%
2019	\$45.94	16.4%	84.0%

EMarketer Releases New US Programmatic Ad Spending Figures. (2017, November 01). Retrieved April 30, 2018, from <https://www.emarketer.com/Article/eMarketer-Releases-New-US-Programmatic-Ad-Spending-Figures/1016698>



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Goals of Display Advertising



Lesson Goals

- To discuss key display advertising goals.
- To recognize limitations and situational considerations associated with display advertising.



Display Advertising Goals

- Build brand awareness
- Increase share of voice
- Create consumer demand
- Inform consumers
- Build brand loyalty
- Drive response and sales

GT_x

What Click-Through Rate is Acceptable?

- 1 in 10
- 1 in 100
- 1 in 286

GT_x

Average Click Through Rate

Industry	Search Network (%)	Google Display Network (%)
Advocacy	1.72	0.52
Auto	2.14	0.41
B2B	2.55	0.22
Consumer Services	2.40	0.20
Dating & Personals	3.40	0.52
E-Commerce	1.66	0.45
Education	2.20	0.22
Employment Services	2.13	0.14
Finance & Insurance	2.65	0.33
Health & Medical	1.79	0.31
Home Goods	1.80	0.37
Industrial Services	1.40	0.35
Legal	1.35	0.45
Real Estate	2.03	0.24
Technology	2.38	0.84
Travel & Hospital	2.18	0.47

Average CTR (Click-Through Rate): Learn How Your CTR Compares with AdWords Grader Plus. (n.d.). Retrieved April 30, 2018, from <https://www.wordstream.com/average-ctr>



Display Advertising Considerations

- Does it matter if the company/organization is B2C vs. B2B?
- Does it matter if the company is well known vs. lesser known/SMB?
- At what stage of the buyer's journey are display ads likely to be clicked?



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Display Ad Formats, Position, and
Capabilities

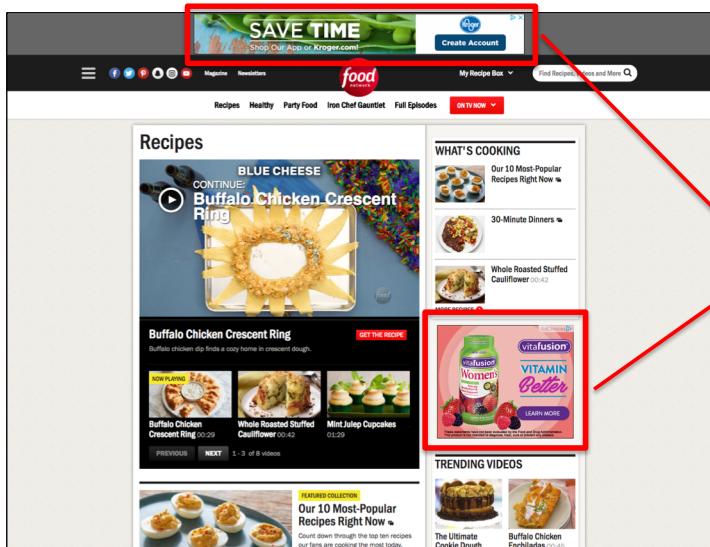


Lesson Goals

- To understand the various ad formats and capabilities.
- To discuss the role of ad networks.



Display Ads

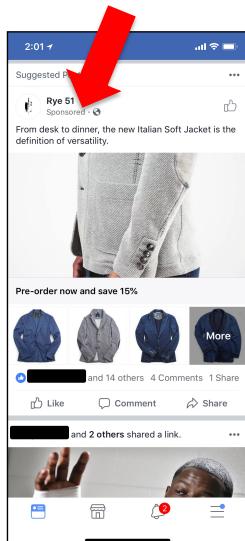


Display Ads

Home. (n.d.). Retrieved April 24, 2018, from <https://www.foodnetwork.com/>

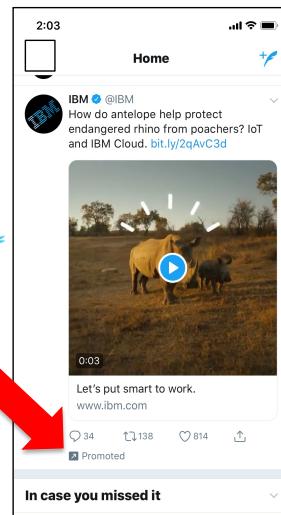
GTx

Display Ads



facebook

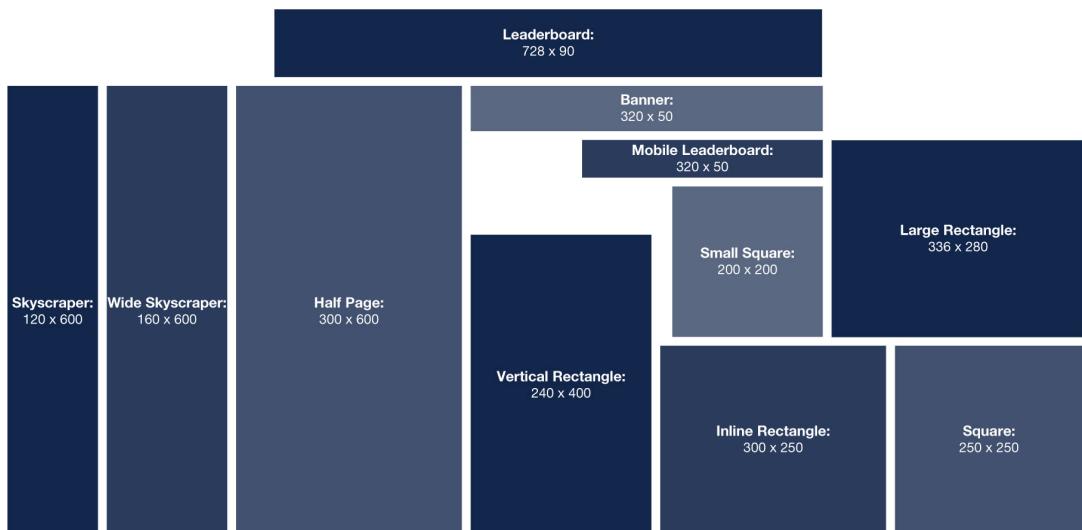
twitter



Home. (n.d.). Retrieved April 24, 2018, from <https://www.facebook.com/>
Home. (n.d.). Retrieved April 24, 2018, from <https://www.twitter.com/>

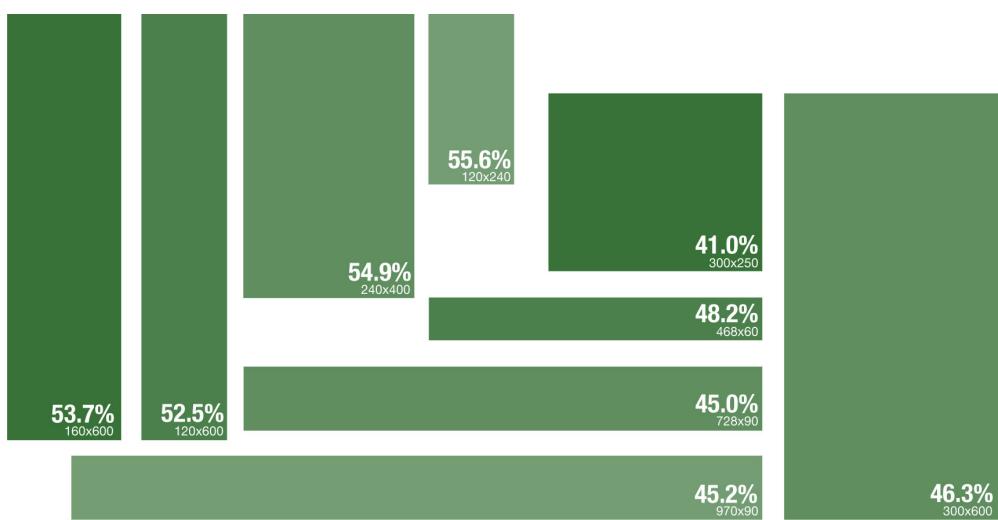
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Common Display Ad Sizes



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Viewability Rates by Ad Size



The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers. (2014, November). Retrieved May 1, 2018, from https://think.storage.googleapis.com/docs/the-importance-of-being-seen_study.pdf

GTx

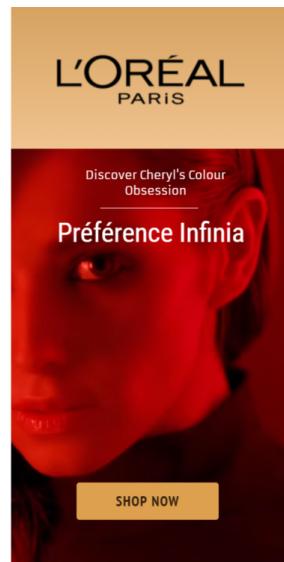
Ad Position



The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers. (2014, November). Retrieved May 1, 2018, from https://think.storage.googleapis.com/docs/the-importance-of-being-seen_study.pdf



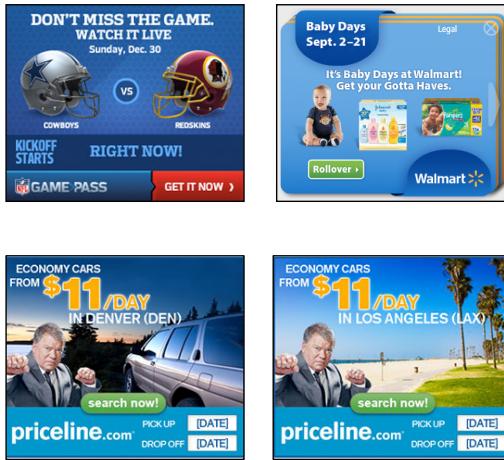
In-Banner Video Ad



Florea, A. (2016, May 27). The Reason Why Video Banner Ads Still Work [Web log post]. Retrieved April 24, 2018, from <https://blog.bannersnack.com/video-banner-ads/>



Dynamic Creative Optimization



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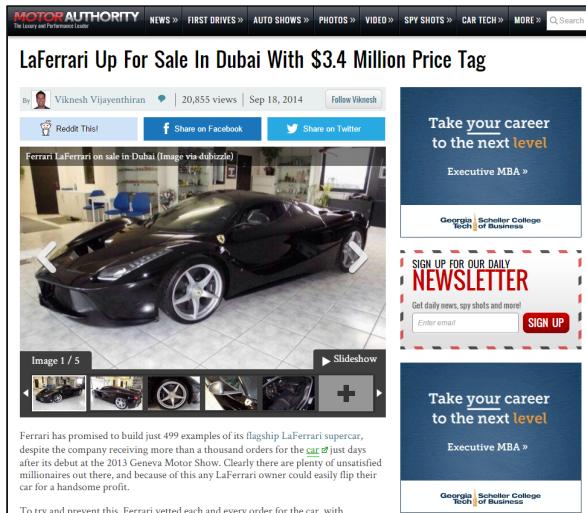
Contextual Ad

The screenshot shows a TripAdvisor search results page for "Boston". The top navigation bar includes links for "About Boston", "Hotels", "Vacation Rentals", "Flights", "Restaurants", "Things to do", and "JOIN". Below the navigation, a breadcrumb trail shows "United States > Massachusetts (MA) > Boston > Things to Do in Boston > Museum of Fine Arts". A green contextual advertisement for "COURTYARD® Marriott" is displayed, featuring the text "BOSTON DOWNTOWN'S NEWEST HOTEL" and a "BOOK NOW" button. This ad is highlighted with a red rectangle. The main content area below the ad lists various things to do in Boston, including "Book In Advance" sections for "Go Boston Card", "Boston in One Day Sightseeing Tour", and "Boston CityPASS", each with a price and a "More Info" button. To the right of the list are images of the "Museum of Fine Arts" building and some artworks. At the bottom left is a link to "See More Tours".

Museum of Fine Arts (Boston) - 2018 All You Need to Know Before You Go (with Photos). (n.d.). Retrieved April 30, 2018, from https://www.tripadvisor.com/Attraction_Review-g60745-d105257-Reviews-Museum_of_Fine_Arts-Boston_Massachusetts.html

GTx

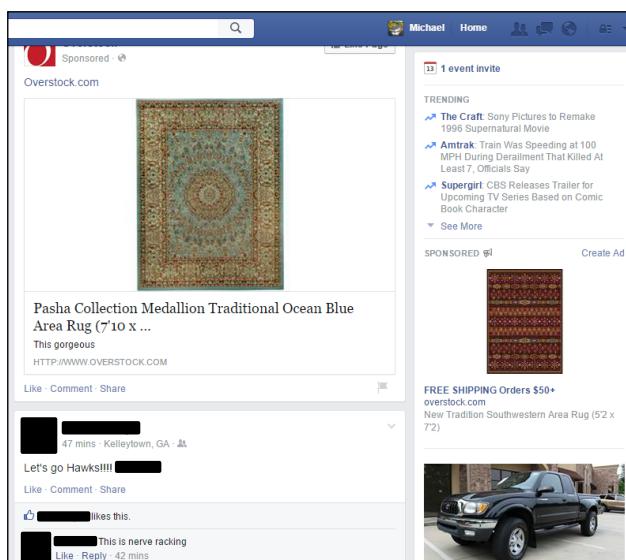
Retargeting



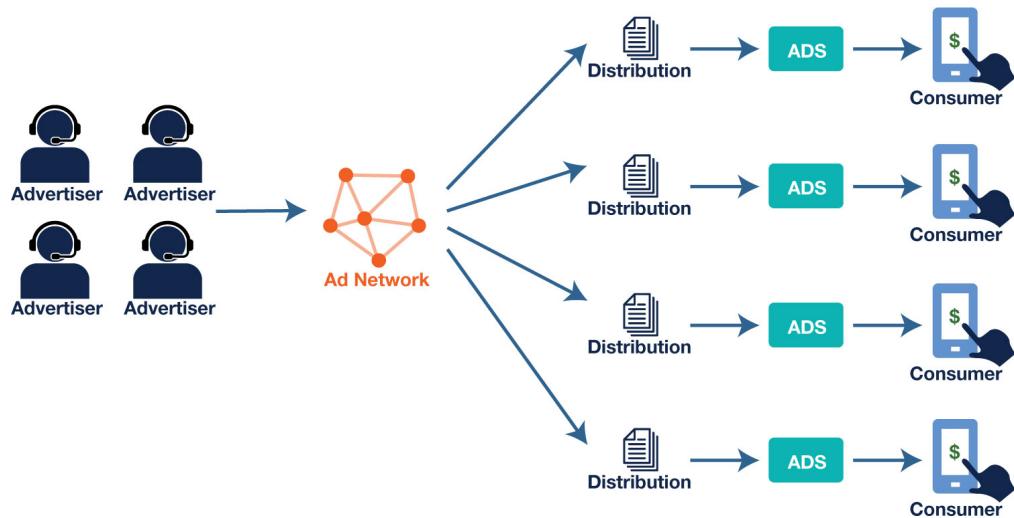
Vijayenthiran, V. (2014, September 18). LaFerrari Up For Sale In Dubai With \$3.4 Million Price Tag. Retrieved May 1, 2018, from https://www.motorauthority.com/news/1094485_laferrari-up-for-sale-in-dubai-with-3-4-million-price-tag



Retargeting



Ad Networks



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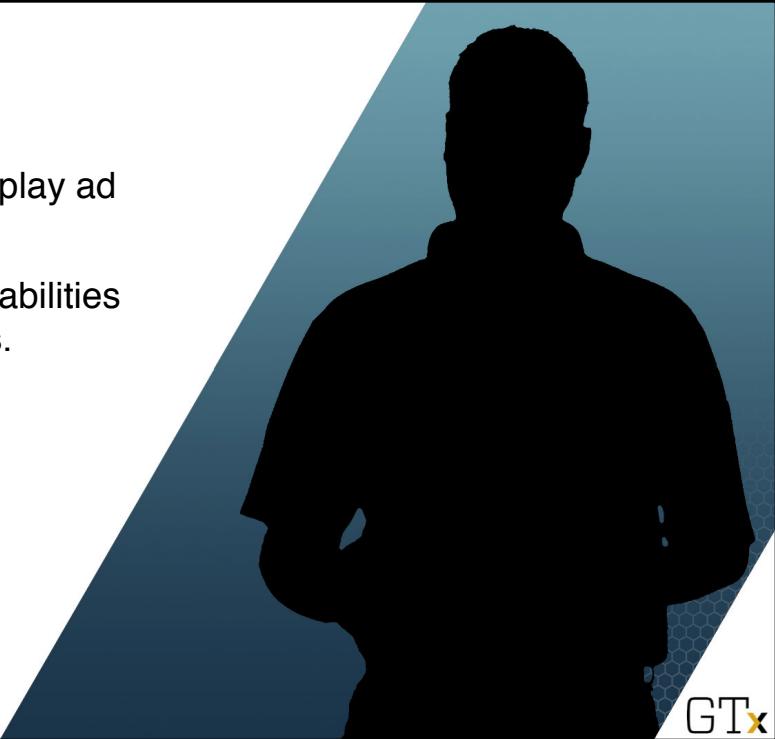
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Payment Models and Tracking

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Lesson Goals

- To become familiar with display ad payment models.
- To understand tracking capabilities associated with display ads.



Payment Models

- CPM – Cost per mille (1,000 impressions)
- CPC – Cost per click
- CPA – Cost per acquisition
- Fixed cost / flat rate (per time interval)



Tracking Data

- Impressions
- Clicks
- Time of day
- Device / OS
- Region



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Display Ad Creative Best Practices



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Lesson Goals

- Familiarity with best practices associated with display ads.

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Interactive



Pringles on BannerBlog. (2009, June 30). Retrieved May 1, 2018, from <http://www.bannerblog.com.au/2009/06/pringles.php>

GTx

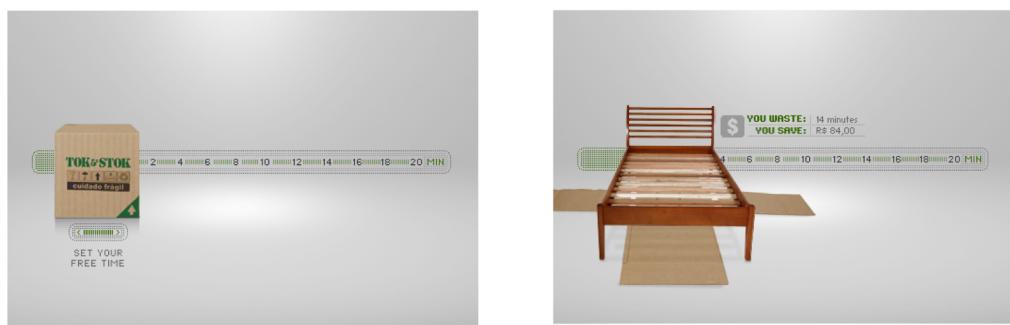
Interactive



GTI Banners on BannerBlog. (2006, March 21). Retrieved May 1, 2018, from http://www.bannerblog.com.au/2006/03/gti_banners.php

GT_X

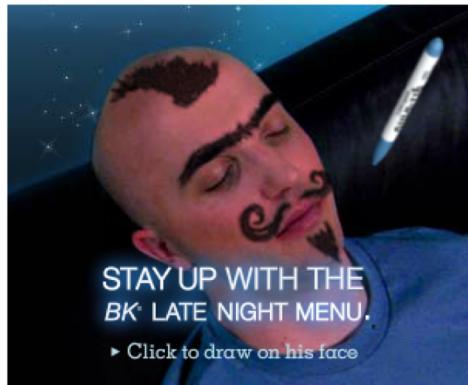
Customizable



Tok & Stok: Take Your Time on BannerBlog. (2009, July 29). Retrieved May 1, 2018, from http://www.bannerblog.com.au/2009/07/tok_stok_take_your_time.php

GT_X

Playable



Burger King: Sharpie on BannerBlog. (2009, June 5). Retrieved May 1, 2018, from http://www.bannerblog.com.au/2009/06/burger_king_sharpie.php

GTX

Entertaining



Lipton on BannerBlog. (2009, November 27). Retrieved May 1, 2018, from <http://www.bannerblog.com.au/2009/11/lipton.php>

GTX

Lesson Wrap-Up

Head Shot

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