



Display Advertising



Task 1

Overview of the
Display Ads industry



Task 2

Business operations
in the industry



Task 3

How are online display
ads bought and sold?



Online Display Advertising Landscape



Display Advertising

Struggling Rural Colleges, Towns Find Fates Intertwined

As America's rural colleges struggle with falling enrollments and local flight, they are realizing how their own futures are intertwined with the broader community.



- **There's an Antidote to America's Long Economic Malaise: College Towns** (Dec. 12)

Bring Back Jobs From China? In Shenzhen, They Aren't That Worried

Donald Trump's threat to compel Apple and others to manufacture more at home should strike fear into Shenzhen, where the world's tech gadgets are made. Yet executives here aren't worried by Mr. Trump.



Stock Futures Edge Up as Dow Nears 20000

Futures pointed to a small opening gain for the Dow



Myanmar's Right-Hand Cars Feel Wronged by State Ban



Trump's Israel Envoy Pick Helped Fund Settlers



Dec 20 '16, 4:39 PM EST

MARKETS →

Opinion →

Coal in Trump's Stocking

Review & Outlook

Why Liberals Oppose Ben Carson

By Jason L. Riley | Upward Mobility

The Case for a Rules-Based Fed

By John B. Taylor | Commentary



Examples of interactive banners



Pringles – Click



This is an example of the BBC website. How many ads do you find on this webpage?



BBC News

'Toenail Hoard' of 500 coin clippings found in Forest of Dean



BBC Future

Why does the US Navy need pilots who can fly like this?



BBC News

Blind pupil asked to stop using white cane in school



BBC Culture

Roland Barthes at 100: The six quotes you need to know

Raqqa activists criticise 'ineffective' air strikes on IS

10

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Current Student Insights
Admissions Tips

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From Around the Web

Promoted content by Outbrain



Trump on the Islamic State: 'I would just bomb those suckers'
Washington Post Vi...

U.S.S. Harry S. Truman

Native Ads

Native advertising is a type of advertising that matches the form and function of the platform upon which it appears.

It is hard for consumers to distinguish between content and native ads.

More Videos from the BBC

Read Watched

Pasta 'ringleader' killed in raid 1

US House votes to restrict refugees 2

How equal are you? 3

World on cusp of 'post-antibiotic era' 4

Pasta attacks: Latest updates 5

Trump 'not opposed to Muslim database' 6

This woman in the American flag hijab 7

Drink driver kills 38 sheep in US 8

Transgender woman dies in male prison 9

Regga activists criticize 'ineffective' air strikes on IS 10

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Twitter @bbcnews @bbc

Ted Cruz Challenges President Obama to Debts on Syrian... The New York Times

13 Hilarious Pictures That Prove Victorian Trees Weren't That... BuzzFeed

Say hello to the deadliest thing in the water ONEIT

Check Out This Incredible Navy Drone in Action ONEIT

A Rare Interview With A Navy SEAL The Blog of Author Tim...

RANKED: The 15 Dumbest Presidents, Ranked by IQ maddalena

Elsewhere on BBC

Stories of Bosnian

Early last time to put my country first

Stories of Bosnian

Stories of Bosnian are no longer taking bookings from anyone from the Islamic faith unless you are self-funded with passport to visit

BBC News

Women arrested after 'top Muslim' beauty salon Facebook post

BBC Future

Why do we still not know what's inside the pyramids?

BBC News

Blind pupil asked to stop using white cane in school

BBC Culture

Andreas Gursky: The bigger the better?

BBC News

Russia tourist suffers acid attack in India's Varanasi

BBC Future

Why does the US Navy need photo who can fly like this?

Native Ads

Advertisers face a trade-off between ad clicks and brand recognition.

Publishers need to strike a balance between ad clicks and the platform's trustworthiness.

For policy makers, concerns that native advertising confuses customers prompted the U.S. Federal Trade Commission to issue guidelines for disclosing native ads.

More Videos from the BBC

Read Watched

Paris 'inglender' killed in raid 1

US House votes to restrict refugees 2

How equal are you? 3

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Elsewhere on BBC

Strokes of Blender

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Timothy Leary's Legacy

Ted Cruz Challenges President Obama to Debates on Syrian...

The New York Times

13 Hilarious Pictures That Prove Victorian Trees Aren't That...

BuzzFeed

Say hello to the deadliest thing in the water

ONEIT

Check Out This Incredible Navy Drone in Action

ONEIT

A Rare Interview With A Navy SEAL

The Blog of Author Tim...

RANKED: The 15 Dumbest Presidents, Ranked by IQ

metacritic

The first native ad (1901)

What Will Become of China?

None can foresee the outcome of the quarrel between foreign powers over the division of China. It is interesting to watch ~~the~~ going to pieces of this ancient but unprogressive race. Many people in America are also going to pieces because of dyspepsia, constipation, blood, liver and stomach diseases. We are living too fast, but strength, vigor and good health can be retained if we keep off and cure the above diseases with Hostetter's Stomach Bitters.



Targeting based on simple rules

Geo-targeting

Target by country, state, city, IP address

OS / Browser / Devices

Segment based on technology

Day and time


Specify display times to the minute





Discussion

In addition to these simple targeting rules (geo-targeting, OS / browser / devices, day and time), which other targeting rules can you think of?








Price can also be targeted

Firms offer different consumers different prices based on their personal situations (e.g., geolocation, search history, purchase history).





Do you use a MacBook or a PC?

Mac vs. PC

The Wall Street Journal investigated claims that [Orbitz](#), a popular online travel agency, was showing higher prices for hotel rooms to Mac users compared to those who used a Windows PC.



Uber charges you higher prices when your battery is low,
because it knows you cannot afford to wait!



Display has the largest share >50% of digital ad spending



Digital Ad Spending in the US, by Format, 2019-2023

billions

	2019	2020	2021	2022	2023
Display	\$70.06	\$81.38	\$92.53	\$100.71	\$107.91
—Video	\$36.01	\$42.58	\$49.02	\$53.99	\$58.39
—Banners and other*	\$25.94	\$30.20	\$34.23	\$37.12	\$39.70
—Rich media	\$5.28	\$5.44	\$5.85	\$6.00	\$6.10
—Sponsorships	\$2.84	\$3.16	\$3.44	\$3.60	\$3.72
Search	\$53.73	\$63.90	\$73.31	\$80.43	\$87.15
Lead generation	\$2.59	\$2.84	\$3.05	\$3.15	\$3.24
Classifieds and directories	\$2.19	\$2.34	\$2.49	\$2.53	\$2.56
Email	\$0.49	\$0.55	\$0.61	\$0.65	\$0.68
Mobile messaging	\$0.28	\$0.28	\$0.29	\$0.29	\$0.29
Total	\$129.34	\$151.29	\$172.29	\$187.77	\$201.83

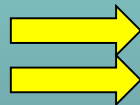
*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices on all formats mentioned; *includes ads such as Facebook's News Feed Ads and Twitter's Promoted Tweets*

Source: eMarketer, February 2019

T10056

www.eMarketer.com

Display used to fall behind search



US Digital Ad Spending, by Format, 2010-2016

billions

	2010	2011	2012	2013	2014	2015	2016
Search	\$12.00	\$15.10	\$17.58	\$19.76	\$21.73	\$23.32	\$24.45
Display	\$9.91	\$12.33	\$14.98	\$17.67	\$20.69	\$23.13	\$25.21
—Banner ads	\$6.23	\$7.55	\$8.68	\$9.60	\$10.27	\$10.87	\$11.29
—Video	\$1.42	\$2.00	\$2.93	\$4.14	\$5.75	\$6.99	\$8.04
—Rich media	\$1.54	\$1.65	\$1.82	\$2.03	\$2.38	\$2.69	\$3.03
—Sponsorships	\$0.72	\$1.12	\$1.56	\$1.90	\$2.28	\$2.59	\$2.86
Classifieds and directories	\$2.60	\$2.58	\$2.60	\$2.71	\$2.81	\$2.88	\$2.95
Lead generation	\$1.34	\$1.52	\$1.71	\$1.90	\$2.09	\$2.17	\$2.20
Mobile messaging	\$0.25	\$0.25	\$0.23	\$0.23	\$0.22	\$0.21	\$0.20
Email	\$0.20	\$0.21	\$0.22	\$0.23	\$0.24	\$0.24	\$0.24
Total	\$26.29	\$31.99	\$37.31	\$42.50	\$47.77	\$51.95	\$55.25

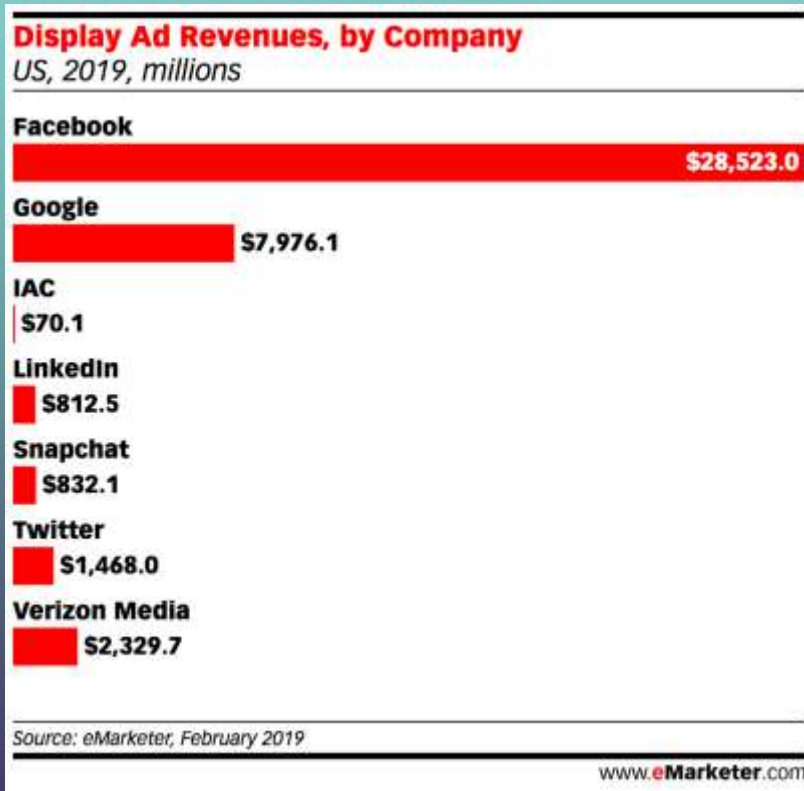
Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets on all formats mentioned; data through 2011 is derived from IAB/PwC data

Source: eMarketer, Sep 2012

Display vs. Search

	Display	Paid Search
Users/consumers	Passive	Proactive
	Near top of the funnel	Near bottom of the funnel
Contents	Image, Video, Animation	Text
Pricing mechanism	Cost per thousand impressions (CPM)	Cost per click (CPC)
	Auctions + real-time bidding (RTB) Or direct buy at fixed CPM	Auctions + offline bids
Advertising objectives	Brand awareness Re-engaging	Lead generation Direct marketing
Placement	Publishers' websites	Search engine result pages

Facebook accounts for the majority of display ad revenue



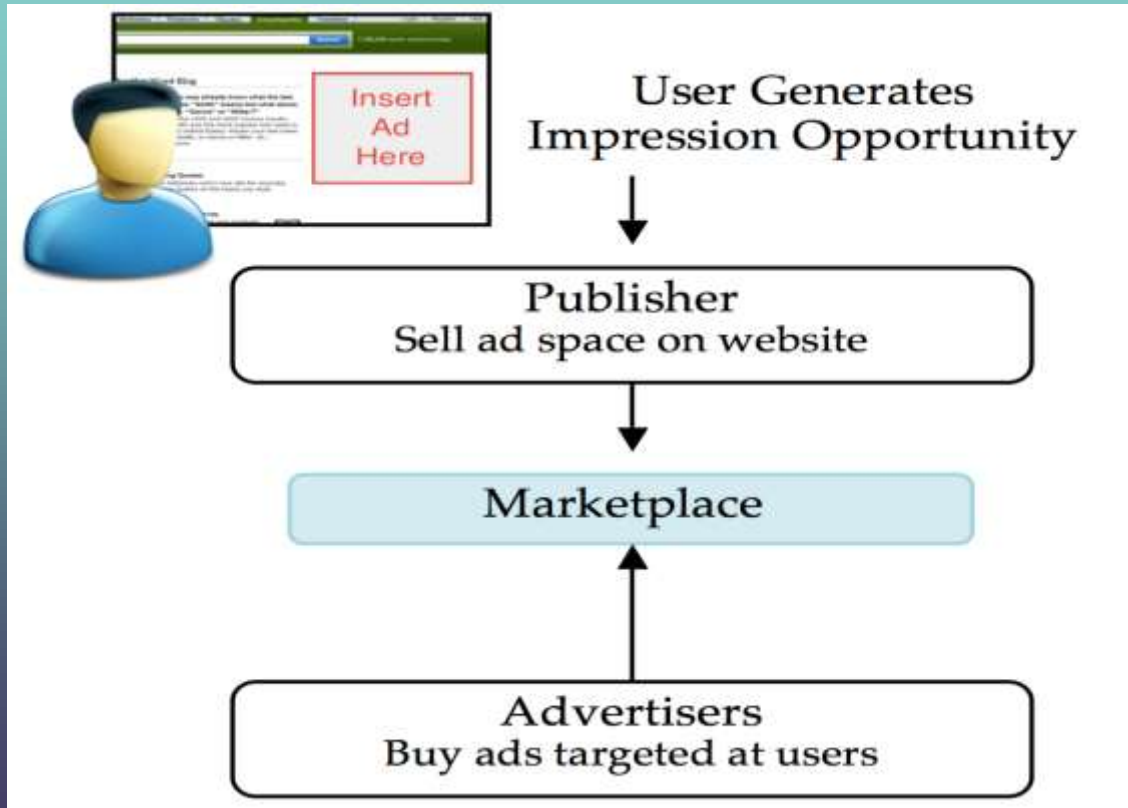
Facebook: ~40%

Google ~12%



How are Display Ads Bought & Sold?

The Basic Idea



Display ads are mainly sold in one of two ways

1) Direct buying from publishers

Bulk ad purchase that specifies the price and quantity, as well as the time frame and targeting criteria

Premium Space

Guaranteed contract

Future market

Display ads are mainly sold in one of two ways

1) Direct buying from publishers

Bulk ad purchase that specifies the price and quantity, as well as the time frame and targeting criteria

Premium Space

Guaranteed contract

Future market

2) Real-time bidding (RTB) through Ad Exchange

A platform running an auction to determine which advertiser buys an individual impression in real time (~100 milliseconds)

Remnant space

Non-guaranteed

Spot market



Direct Buying from Publishers

“200,000 impressions to US users on the New York Time’s finance related pages in July”

“All impressions on the ESPN homepage on Sept 21”


“300,000 impressions on Yahoo! to a retailer’s existing customers in April”





Question

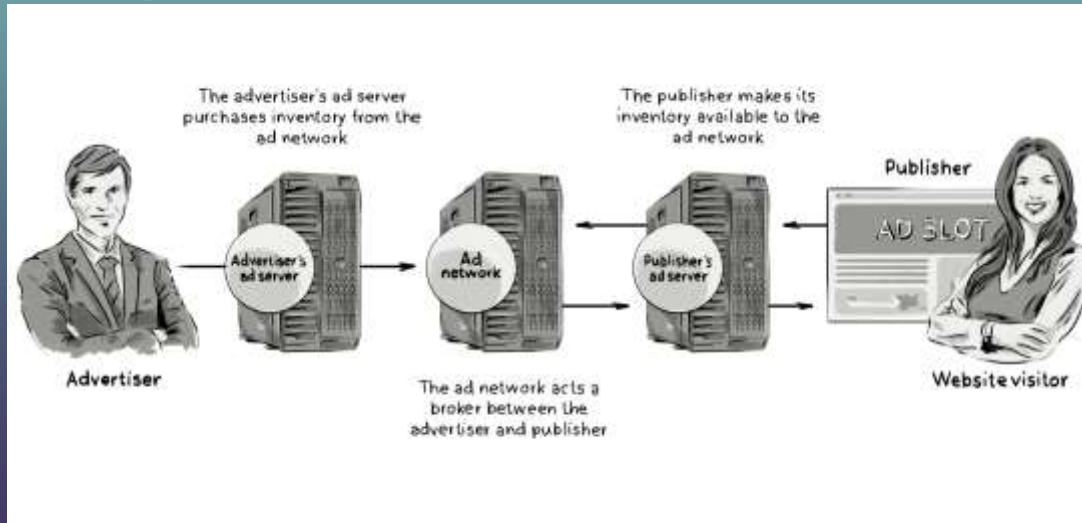
Among the major social media platforms (Facebook, Instagram, Twitter, LinkedIn, Pinterest), which one charges the highest for display ad (i.e., charges the highest CPM)?



Ad Networks

Ad networks purchase remnant inventory across many publishers and resell to advertisers at a premium.

An essential vehicle for monetizing the Long Tail of the Internet. Provide small and mid-sized online publishers with more advertising revenues.





Ad Networks: Issues

Many ad networks with competing business models.

Lack of transparency.

Fixed CPM — all impressions cost the same regardless of value.

Need efficiency!



Ad Exchange



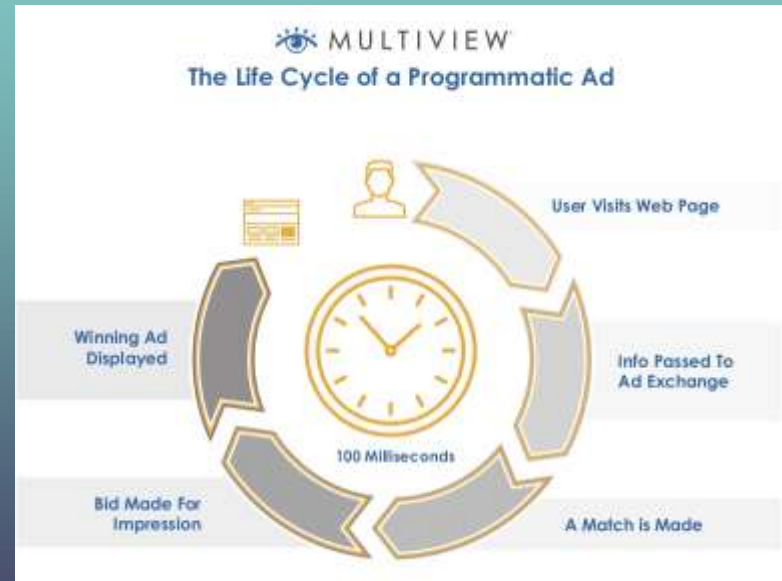
SSP: supply side platform
DSP: demand side platform

Real-Time Bidding (RTB)

Ad exchanges run auctions to determine which advertisers buys an individual impression in real time (<0.1 seconds)

Real Time Bidders bid on individual impressions in real time as they arise using computer algorithms (“programmatic buying”)

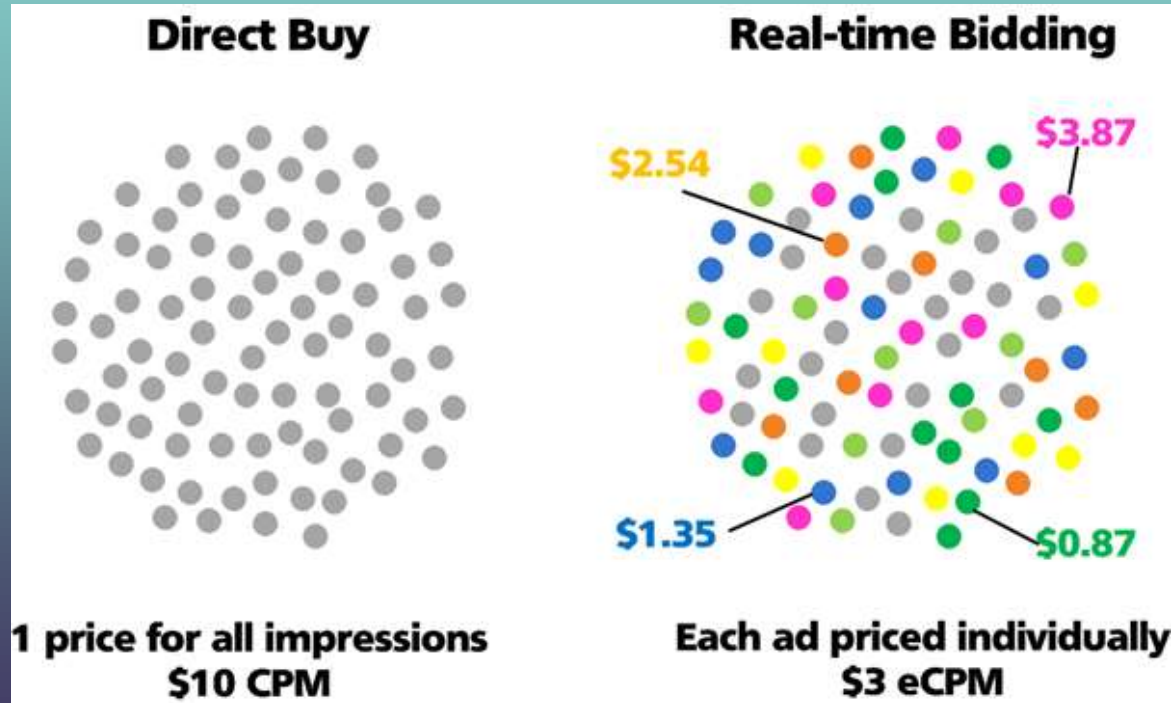
Usually second-price auction.



The Rise of Programmatic Advertising



Direct-Buy vs. RTB



CPM: cost per thousand impressions

Ad Network and Ad Exchange






Players in the Space

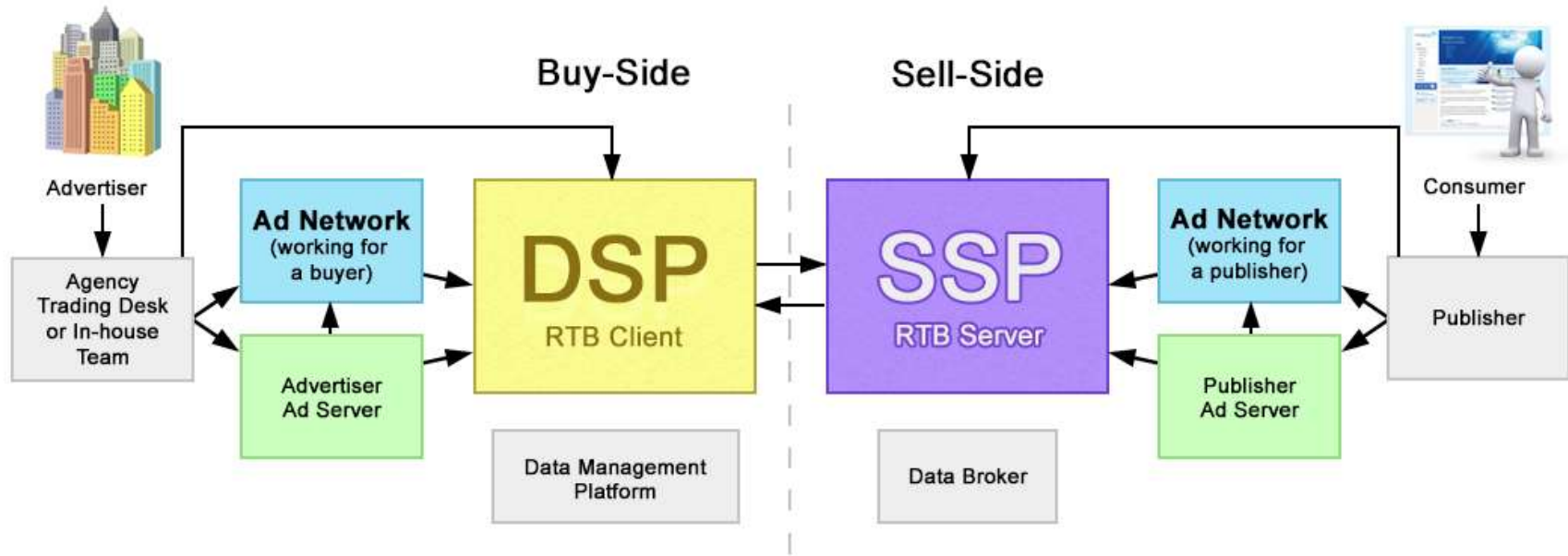
Demand Side Platforms (DSPs) enable advertisers to

- 1) Use real-time bidding technology
- 2) Purchase inventory across multiple ad exchanges
- 3) Get analytics on campaign performance

Supply Side Platforms (SSP): Inventory management for publishers that allow them to access multiple ad exchanges per auction



The Ecosystem of display ad



Ad exchanges



Discussion

What are the advantages and disadvantages of RTB?





Takeaways

Online display advertising continues to grow. Why?

- Consumers shifting time online

- Increasingly to mobile

- Online ads market minimizes transaction cost

- Market is complex but brings together advertisers & publishers like never before



The background of the slide features a complex, overlapping pattern of hexagons in various shades of teal and blue. Some hexagons are solid, while others are outlined, creating a sense of depth and geometric complexity. The overall color palette is cool and modern.


Content Marketing



Content Marketing

Content marketing is the process of creating high-quality, valuable content to attract, inform, and engage an audience, while also promoting the brand itself.

Content marketing principles directly apply to SEO, display ads, social media campaigns, and can be more broadly applied.





Why content marketing?

Reputation: establish self as a thought leader in your industry.

Search: Prospects & customers find your answers to their questions online.

Reach: Long run benefit of improving reach at lower cost with library of great content.

Social media: Create value for customers to foster intimacy & retention.





Content marketing rests on...

Research & planning

- Know your objective & establish Key Performance Indicator (KPI)

- Know your audience

- Know your topic

Content creation

- Articles, images, infographics, videos, etc.

Content diffusion

- Paid & organic impressions via social, search

- Complete the loop: Track KPI & update best content



Content research example





Persona Marketing

Personas: The foundation of content marketing

Personas are a method of market segmentation wherein we collect a combination of qualitative and quantitative data to build archetypes of the members of our target audience

2 **components**:

Segment elements (demographics, needs, objections)

Humanizing elements (photo, name, personal details)

Why create personas?

Foster customer-centrism

What topics, medium, content depth, tone are relevant?

Is content ratio in line with importance of each persona?

Remind us that we are 'weird': our customer is different

3-6 personas is ideal



Segmentation elements of personas

Demographics: geographic location, age, gender, income and (possibly) ethnicity.

Lifestyle:

For B2Bs: What kind of company do they work for? Job title/area of responsibility?

For B2Cs: What kind of car do they drive? What do they do for fun?

Goals: What motivates them? Do they want to look better?





Segmentation elements of personas

Pain Points

What challenges do they face and how does that make them feel?
How can you help overcome challenges or resolve problems to make their daily life or workday better?

Information Sources

Do they search online? Read magazines or newspapers? Talk to people in person?





Humanizing elements of personas

Humanizing elements:

- Name & photo

- Customer may be different (e.g., gender, race, ethnicity) than you

- Hobbies

- Add real quotes from customer interview

Why? Create empathy for customers

Not 'extraneous' information: **Only include elements that are relevant to customer identity**

- Do we care if persona owns a dog? Yes, for pet clients (and possibly travel). No, for most B2B clients.






ABOUT PERSONAS



Steps to creating a persona (part I)

1. **Define your goal** (e.g., sales, leads, social engagement)
 2. **Brainstorm hypotheses for:**
 - Needs: Jot down objection, need, desired experience for any consumer
 - Attributes
 - Demographics: Age, gender, location, education, family, job title
 - Psychographics: Values & goals
- 

Steps to creating a persona (part II)

3. Validate hypotheses with research

Interviews (existing & prospective customers, salespeople)

Social listening (who follows you? what are they saying?)

Hootsuite

<https://moz.com/followerwonk/>

Click [here](#) for an example

<https://klear.com/>

Site analytics (e.g., Google Analytics)

Traditional market research (e.g., surveys)

4. Build Personas: Combine validated hypotheses into 3-6 personas

DEMOGRAPHIC information:

- Age 46
- \$103,000 annual salary
- BSN from UC Davis
- MHA from Walden University (online degree)
- Married, two kids
- Worked in a large hospital system in CA after nursing school

THE PROBLEMS she has that IHI solves:

- "I need to balance cost cutting with maintaining quality and it's very complex."
- "Getting adoption of best practices is slow and not uniform."
- "I would love to be seen as more of a 'go-to' leader within the larger organization."

ONE DAY in the life:

- Attends lots of face-to-face meetings
- Conducts office hours in ICU to give nurses and physicians time with her during the week.
- Handles a significant amount of paperwork related to regulation and compliance
- Has to be "on call" for scheduling and staffing issues at any hour of the day

Her **VALUES AND GOALS**:

- Son is a junior in high school and her daughter will be a freshman next year; family prioritizing their finances to pay for college
- Prides herself on staying on top of emails and being responsive to all levels of her organization and team
- Strong advocate for work-life balance in the office but often works several hours in the evening except for Friday and Saturday
- Attends church regularly
- Encourages her staff to grow professionally

Her main **INFO SOURCES** and **WATERING HOLES**:

- SCCM newsletter
- ICU Director magazine
- Office hours in departments
- Hospital cafeteria
- After work socialization with department staff on a monthly basis
- Informal chats with former colleagues in CA hospital system
- IHI Quality Innovators LinkedIn group. Hasn't posted yet; looks through ICU-relevant posts.
- Member of AACN

THE EXPERIENCE SHE WANTS when seeking out IHI products or services:

- Wants to be able to read comments and feedback on the IHI programs in the way that she reads Yelp reviews of restaurants
- Would like to conduct a "chat" when she is deciding whether or not to sign up for a program
- Wants to be recognized as a "fan" of IHI even if her attendance level is not what we consider high. She was an enthusiastic OS participant when she got her MHA in 2009.

Diane Director, BSN, MHA

Director of Critical Care at
Terre Haute Regional Hospital in Terre Haute, IN

Their **ROLE AND LEVEL SENIORITY** in detail:

- Reports to VP of Patient Care Services.
- Administrative responsibilities for a 32 bed ICU unit, 35 bed CVICU unit, and 4 cardiac inpatient units.
- Has budgeting power for 300 FTE staff ICU

Her most **COMMON OBJECTIONS** to IHI's products or services:

- Needs cost cutting guidance; doesn't know if Bedside to Balance Sheet is for her
- Wants more content on culture change that could enhance process improvements
- Needs more material on how to get senior leadership behind her efforts; mobility in the ICU was treated as an experiment in the eyes of the VP of Patient Care, not a way forward.
- RNs only get \$500 a year in pro. development funds for non-degree programs; puts IHI content out of reach for her staff.

IHI Areas of Focus that she would be interested in: Quality, Cost, Value / Patient Safety

IHI Rings she would engage in (by %): Innovate (5%), Demonstrate Results (15%), **Build Capability (75%)**, Disseminate Knowledge (5%)

IHI programs she has attended/resources used: OS courses, Rethinking Critical Care seminar, Survey Design W+A, WIHI broadcasts on ICU subject matter

Persona example:
Institute for Health
Improvement
(provides
education to health
practitioners)

Kraft Mac & Cheese: Thumbnail persona

Julia

Woman, age 33 in Des Moines, Iowa
Busy mother of 2 boys ages 9 and 13
Divorced, earning \$40K



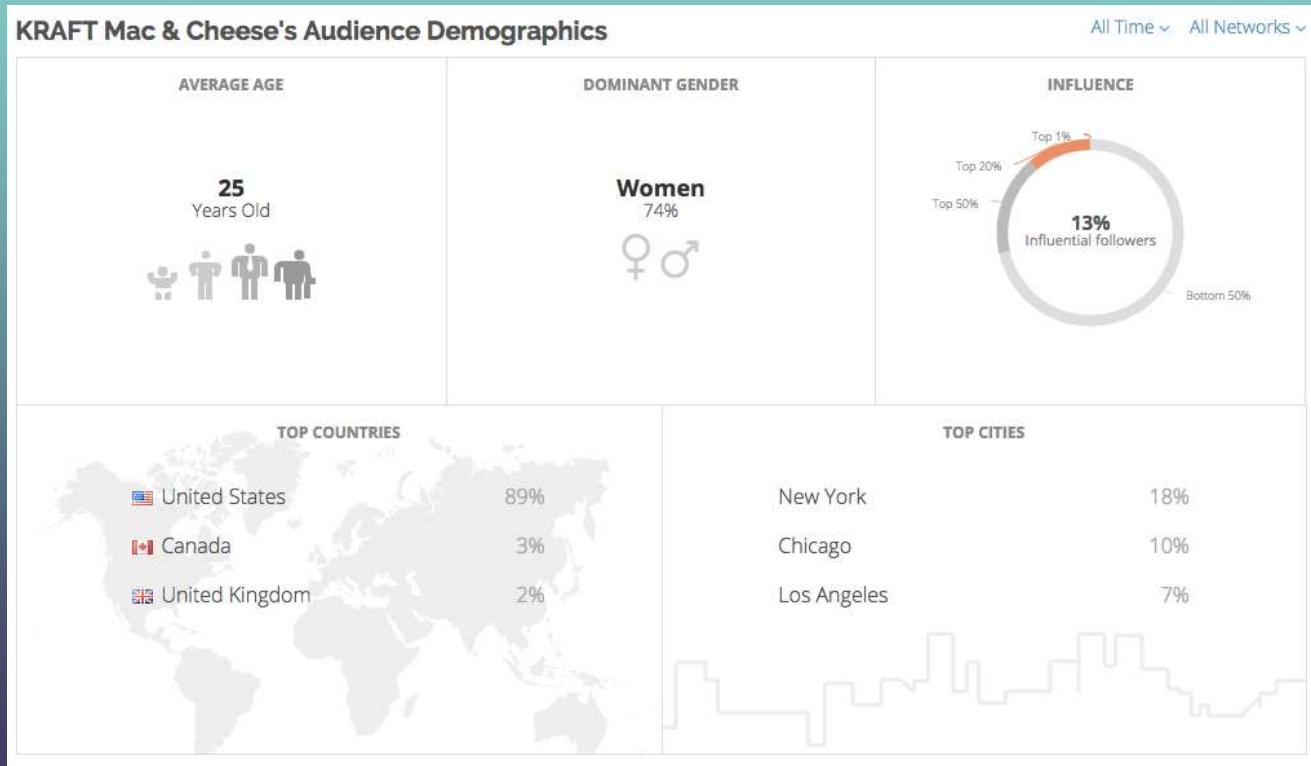
Values & Goals: Support academically successful & physically active boys
Needs: no-fuss, budget meals for young children

Objections: nutritional value of mac & cheese

Experience wanted: quick meal prep and variety

Somewhat active on Facebook & Pinterest

Klear.com confirms that our (Twitter) audience tilts young & female



Klear.com's analysis of follower interests confirms 'motherhood' as important



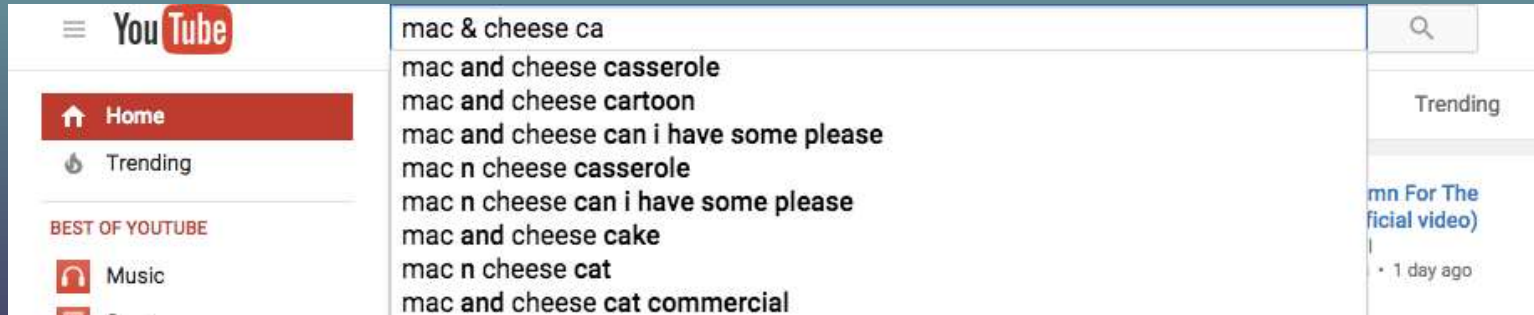


Content Creation

Research and identify hot topics

Identify popular topic, questions, terms

Keyword research tools like Google Trends, Google Keyword Planner, Answerthepublic, Ubersuggest
Search autocomplete tools (e.g., YouTube, Google)



Using Buzzsumo to create trendy content

The screenshot displays the Buzzsumo Pro web application interface. The top navigation bar includes 'Content Research', 'Amplification', and 'Monitoring'. Below this, a secondary bar lists 'Most Shared', 'Trending Now', 'Content Analysis', 'Domain Comparison', 'Top Authors', and 'Facebook Analyzer'. The left sidebar contains filters for 'Filter by Date' (24 Hours, Past Week, Past Month, Past 6 Months, Past Year), 'Language' (E.g. French, Español), 'Country (TLD)' (E.g. Germany, .de), 'Filter domains' (show), and 'Content Type' (Article, Infographics, Guest Posts, Giveaways, Interviews, Videos). The main search area shows the query 'mac cheese' with buttons for 'Search', 'Export', and 'Create Alert'. Below the search bar, a message states 'Results not relevant enough? Search for "mac cheese" instead (exact match)'. The results are sorted by 'Total Shares' and are on 'Page 1 of 590'. The results table has columns for Facebook Shares, LinkedIn Shares, Twitter Shares, Pinterest Shares, Google+ Shares, and Total Shares. Three results are visible, with the third one highlighted by a red box.

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
Homemade Mac and Cheese Bites Chef in Training chef-in-training.com - More from this domain By Chef In Training - May 1, 2015 Article	3.1K	1	21	245.5K	21	248.6K
One-Skillet Mac and Cheese with Sausage and Bell Peppers juliassalbum.com - More from this domain By Julia - May 21, 2015 Article	982	0	3	149.2K	4	150.2K
Greek Yogurt Mac & Cheese healthy comfort food chocolatecoveredkatie.com - More from this domain By Chocolate Covered - Mar 5, 2015	2.4K	5	45	140.8K	12	141.3K

Using Trendspotttr to create trendy content

trendspotttrTrendFeed

Widget Title

mac & cheese

Query

mac & cheese

Layout

Vertical

Trends are displayed in a single column with images on the left side. Ideal for sidebars and other narrow layouts.

of Trends

5


Color Style

Light


Preview Widget

Finish & Grab Code


mac & cheese




Cast Iron Skillet Cajun Crawfish & Shrimp Macaroni & Cheese Recipe
plumcrazyaboutcoupons.com




Mac and cheese gets a nutritional boost from sweet potatoes, greens
mystatesman.com




Instant Pot Guinness Mac and Cheese - I Don't Have Time For That!
idonthavetimeforthat.com



Where to Find D.C.'s Best Gooney, Indulgent Mac and Cheese
dcist.com



Healthy Mac and Cheese
mimohappy.com



This mac 'n' cheese donut covered in Cheetos dust will probably kill you
sciencetips.trendolizer.com



Great yogurt recipe for Julia

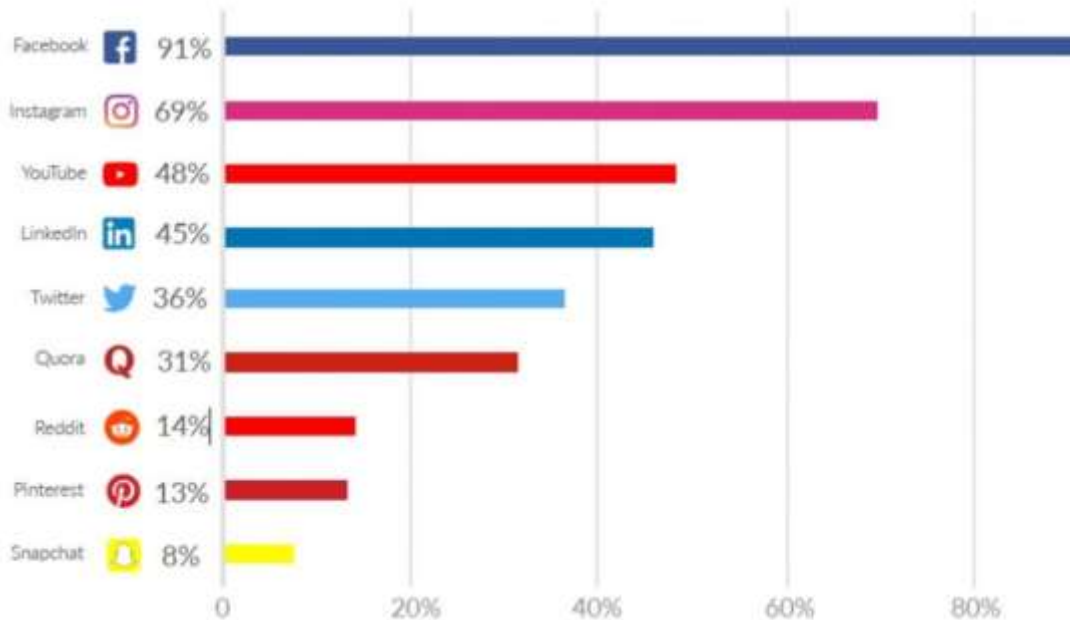




Content Diffusion

Facebook dominates social media advertising market

BUDGETING: WHAT SOCIAL PLATFORMS ARE MARKETERS CURRENTLY INVESTING IN?





Why going beyond organic?

Organic reach: free distribution of page posts to fans.

Decline of organic reach on Facebook (16% in 2012, 6% in 2014, 2% in 2018)

Competition from larger social network & greater sharing.



Buying Facebook ads: define target segment & get the reach/cost tradeoff

Boost Post

POST BUTTON (Optional)

Add a button to your post ⓘ

No Button ▾

AUDIENCE

☒ People you choose through targeting [Edit](#)

Location - Living In: United States

Age: 18 - 65+

Gender: Female

People Who Match: Interests: Motherhood

Less ▾

☐ People who like your Page

☐ People who like your Page and their friends

Create New Audience

BUDGET AND DURATION

Total budget ⓘ

\$100.00 ▾

Estimated People Reached ⓘ

29,000 - 76,000 people of 120,000,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

1 day

7 days

14 days

Run this ad until

May 8, 2017

You will spend an average of **\$14.28** per day. This ad will run for 7 days, ending on May 8, 2017.





Click and Like Fraud





QUESTION

Why do people buy fake
clicks/likes?



Course Project

Choose a company/brand and analyze its DM strategy, including:

Its website

Online sentiment (How users talk about the brand online? E.g., user reviews on platforms such as TripAdvisor/Amazon; online discussions on platforms such as Twitter/FB).

Is the company's official social media accounts (e.g., Twitter/IG/FB/YouTube) well managed?

Competitor Analysis and Consumer Analysis



DANIEL WELLINGTON

WATCHES

JEWELRY

GIFT SETS

SMARTWATCH CASE

SUNGLASSES

WATCH STRAPS

COLLECTIONS

 **steelseries**

Gaming Gear


foodpanda

Nintendo®



Course Project

Any questions?

