



Display Advertising



Agenda

What is display advertising?

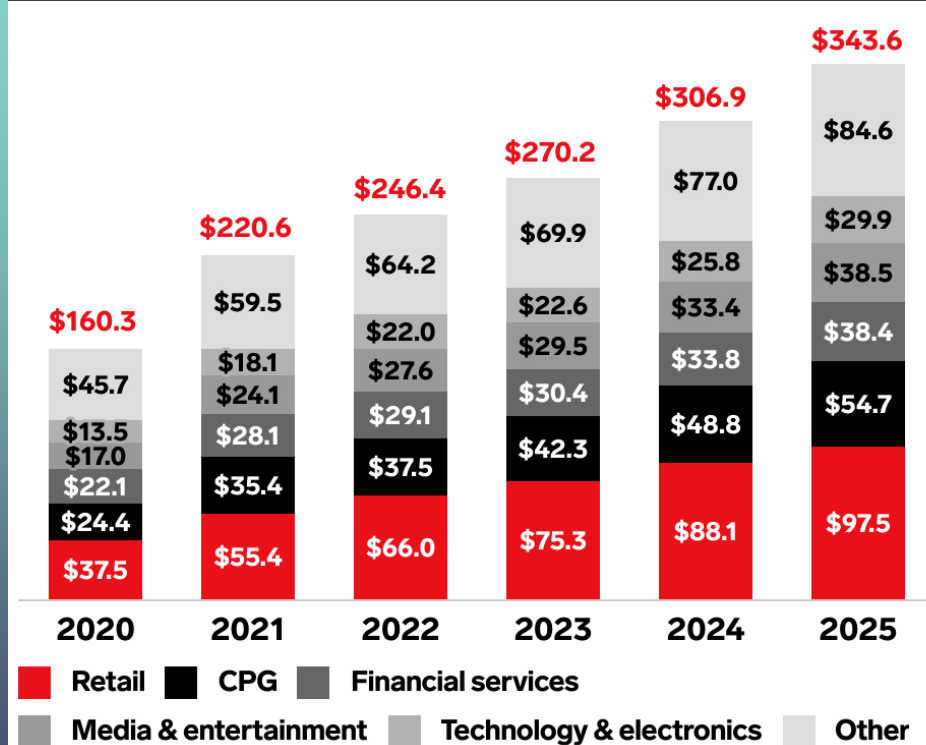
How are display ads bought and sold?

Click Fraud



Retail and CPG Continue to Be the Largest Buyers of Digital Ads

billions in US digital ad spending, 2020-2025



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; numbers may not add up to total due to rounding
Source: Insider Intelligence | eMarketer Forecast, Dec 2023



What is display ad?

When you **search** on Google, you see ads which are known as “search ads.”

When you **browse** online (e.g., browsing YouTube, Wall Street Journal, Gmail etc.), you see adds known as “display ads.”




How does the ad appear here?

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Over 250 sick after eating at Indiana Olive Garden REUTERS

50 minutes ago



Review Photo: A plate of pasta from the Olive Garden is seen in an undated file photo.

LOS ANGELES (Reuters) - More than 250 people have reported becoming sick after eating at an Olive Garden restaurant in Indianapolis, Indiana, a county health official said on Friday, a day after an outbreak of E. coli at Taco Bell restaurants was declared over.

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The news makes Olive Garden at least the third U.S. restaurant chain this month to be linked to widespread customer illnesses.

Some customers who ate at the Olive Garden restaurant in northeast Indianapolis between December 9 and December 13 have reported nausea, vomiting, diarrhea, and in some cases fever, said John Althardt, a spokesman for the Marion County Health Department.

Three of those people have been hospitalized.

Tests of the sick peoples' stool and leftovers they took home from the restaurant will be conducted later today or Monday, Althardt said. He added that the tests would take about 48

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THE WEEK IN PHOTOS
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How does the ad appear here?

POLITICS

Open Questions | 'Literary anarchist' Yan Lianke on Chinese writers, the Nobel prize and censorship

Former soldier and award-winning author discusses the 'tolerance and protection' he has received and the state of Asian literature.

29 Sep 2025 - 5:00PM

5



Advertisement





Online Display Advertising Landscape

Historical Note: Banners

Banners seem to be the oldest standard format in use.

The first “banner ad” was launched by AT&T on Oct 27, 1994 on Hotwired, the web version of Wired.



Part of the AT&T “you will” ad campaign




The AT&T You Will Campaign

Each ad presented a futuristic scenario beginning with "Have you ever..." and ending with "...you will. And the company that will bring it to you: AT&T."

At that time, there were about 30 million people on the Internet.

The ad predicted a number of innovations including GPS navigation, Wi-Fi, tablet computing, smartwatches, distance learning etc.



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 →

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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



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Technology

Telegram app cracks down on IS propaganda channels

by BBC Monitoring Analysis

2 hours ago Technology

Telegram says it has blocked 70 accounts being used by IS

IS and other jihadist groups have been exploiting new functionality introduced by the app in late September, which allows users to broadcast their messages to an unlimited number of members via their own Telegram "channel".

In an announcement on Wednesday evening, the Russian-based Telegram said it had shut down 70 IS channels and promised to remove a number of users in flag "extremist public content" shared via the app.

"We were disturbed to learn that Telegram's public channels were being used by IS to disseminate content for IS to spread their propaganda," said a statement from Telegram, which was set up in 2013 by two Russian brothers, Pavel and Nikolai Durov.

Paria attacks

The action followed claims by IS for the 10 November Paris attacks and the downing of a Russian passenger jet over Egypt's Sinai Peninsula on 31 October.

Shortly before the key IS propaganda channel on Telegram was shut down on 18 November, it had been used to publish a 25 English language magazine Dabiq which called the Paris attacks and featured an image of the bomb IS claims to have used to bring down the plane.

IS had earlier in propaganda declaration to Telegram from Twitter on 10 September, just four days after Telegram suspended the launch of its new "Channel" tool.

An official IS channel dubbed Naaba, which translates as "Gladiator" in English, quickly became the platform where IS propaganda started appearing first, often several minutes before being posted to Twitter - IS's other favoured outlet.

The Anonymous hacking group has tried to shut down any IS accounts on Twitter

The channel had amassed over 16,000 subscribers before it was shut down along with a raft of other IS channels used to distribute the group's propaganda in a wide range of languages, including English, French, Russian, Turkish and Urdu.

But many other jihadist Telegram channels continue to be active, including official

Top Stories

Paris 'jihadleader' killed in raid
The man believed to have planned the attacks in Paris, Mohammed Attaoui, was among those killed in a French action last, prosecutors confirm.

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IS white propaganda to Telegram app

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Islamic State launches registration campaign

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Telegram is so confident of its security that it feels offered a reward of hundreds of thousands of dollars to the first person who could crack its encryption.

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16 November 2015

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2 hours ago Technology 7 hours ago Technology 6 hours ago

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Paris 'jihadleader' killed in raid

US House votes to restrict refugees

How afraid are you?

World on edge of 'post-apocalyptic era'

Paris attacks: Latest updates

Trump not opposed to Muslim ban

The women in the Arabian Bay

Crack driver kills 38 sleepers in US

Transgender woman dies in male action

Police activists criticize 'ineffective' air strikes on IS

Argentina's underwater town that was submerged for 30 years

Wandering whales to strip US threat

Anonymous group threatens to 'take down' Islamic State

Elsewhere on BBC

BBC News: 'Terrorist' found of 500 snail clippings found in forest of Devon

BBC Focus: Why dare the US Navy send pilots who can fly like that?

BBC News: Russia plans crash: Who are IS militant groups?

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

BBC News: Blind pupil asked to stop using white cane in school

BBC Focus: The ancient predators of England's forests

BREAKING NEWS

BBC News: 'Unlawful' passenger info to open cell door on BA flight

BBC Focus: The ancient predators of England's forests

From Around the Web

Trump on the Islamic State: 'I would just back those suckers' Washington Post US...

U.S.S. Navy's 10,000th deployment from Norfolk Washington Post US...

U.S. President's Pentagon visit to meet ISIS leaders

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Islam: What's the difference between Sunni and Shia? Faithful

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Hillary Clinton Presents Her Plan to Retire ISIS The New York Times

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Technology

Telegram app cracks down on IS propaganda channels

By BBC Monitoring Analysis

12 hours ago Technology

Telegram app has blocked 76 accounts being used by IS

The secure mobile messaging app Telegram has started cracking down on propaganda from so-called Islamic State (IS), nearly eight weeks after the terror group set up its own public broadcast channels there.

IS and other jihadist groups have been exploiting new functionality introduced by the app in late September, which allows users to broadcast their messages to an unlimited number of members via their own Telegram "channel".

In an announcement on Wednesday evening, the Islam-based Telegram said it had shut down 76 IS channels and promised to raise a reward for users to flag "objectionable public content" shared on the app.

We were surprised to learn that Telegram's public channels were being used by IS to spread their propaganda," said a statement from Telegram, which was set up in 2013 by two Russian brothers, Pavel and Nikolai Durkin.

Paris attacks

The action followed claims by IS for the 13 November Paris attacks and the downing of a Russian passenger jet over Egypt's Sinai Peninsula on 31 October.

Shortly before the last IS propaganda channel on Telegram was shut down on 18 November, it had been used to publish IS's English-language magazine Dabiq which hailed the Paris attacks and featured an image of the bombs IS claims to have used to bring down the plane.

IS had shifted its propaganda distribution to Telegram from Twitter on 16 September, just four days after Telegram suspended the launch of its new "Channels" tool.

An official IS channel dubbed Mawla, which translates as "Discriminator" in English, quickly became the platform where IS propaganda started appearing first, often several minutes before being posted to Twitter - IS's other favoured outlet.

The Anonymous hacking group has tried to shut down pay-15 accounts on Twitter

The channel had amassed over 16,300 subscribers before it was shut down along with a raft of other IS channels used to distribute the group's propaganda in a wide range of languages, including English, French, Russian, Turkish and Urdu.

But many other jihadist Telegram channels continue to be active, including official

Top Stories

Paris 'vigilante' killed in raid
The man believed to have planned the attacks in Paris, Abdelhamid El-Bachraoui, was among those killed in a French police raid, prosecutors confirm.
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IS shifts propaganda to Telegram app

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Top news stories (last 24 hours)

U.S. and Russia discuss nuclear power

U.S. and Russia discuss nuclear power

Both ads from SAS. This is a behavioral targeting ad. It is becoming popular to have two ads on the same page.

by hackers or government agencies.
 Telegram is so confident of its security that it twice offered a reward of hundreds of thousands of dollars to the first person who could crack its encryption.

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The war in the Arabian Sea	7
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Police accuse citizens of 'hacking' an election in IS	10

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BBC Future
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BBC News
 Blind pupil asked to stop using white cane in school

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This is an ad from University of Rochester Business School. It is a retargeting ad.

by hackers or government agencies.
Telegram is so confident of its security that it twice offered a reward of hundreds of thousands of dollars to the first person who could crack its encryption.

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BBC World News Censored Trawler
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BBC 100 Women 2015: Singaporean tells sex and marriage 2  3  4



  

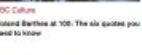
Argentina's underwater boat that was submerged for 30 years 5  6  7



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BBC News: Blind pupil asked to stop using white cane in school 10  11



 




BBC News: 'Usual' passenger tries to open cell door on BA flight 12  13







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Thinking on the Islamic State: I would just bomb those fuckers' 14  15  16

U.S. Navy's 5,000th deployment from Hawaii 17  18  19

Hillary Clinton Presents Her Plan to Defeat ISIS 20  21

They are also ads, even though they look like real content. This is called native ad.



BBC News

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



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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.

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Imran Khan's ex-wife: Divorcees are 'not criminals'



Brazil dam burst: 28 still missing after dam burst



How Arabs make each other laugh in six seconds



Paris attacks: Who was Omar Ismail Mostefai?



The Indian maid who had her arm chopped off in Saudi Arabia



How do you explain Paris attacks to children?

Elsewhere on BBC



BBC News

Woman arrested after 'no Muslims' 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 pilots who can fly like this?

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- US House votes to restrict refugees **2**
- How equal are you? **3**
- World on cusp of 'post-antibiotic era' **4**
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The Blog of Author Tim ...



RANKED: The 15 Dumbest Presidents, Ranked by IQ
InsideGov

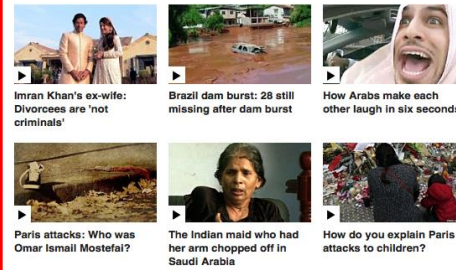
Native Ads

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

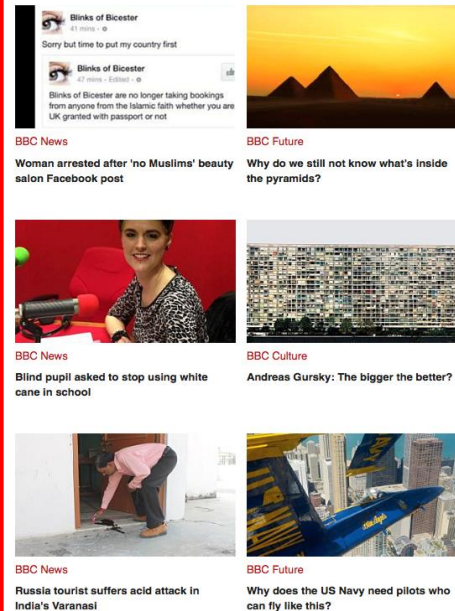
Publishers need to strike a balance between ad clicks and the platform's trustworthiness.

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

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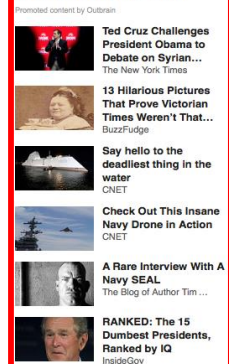
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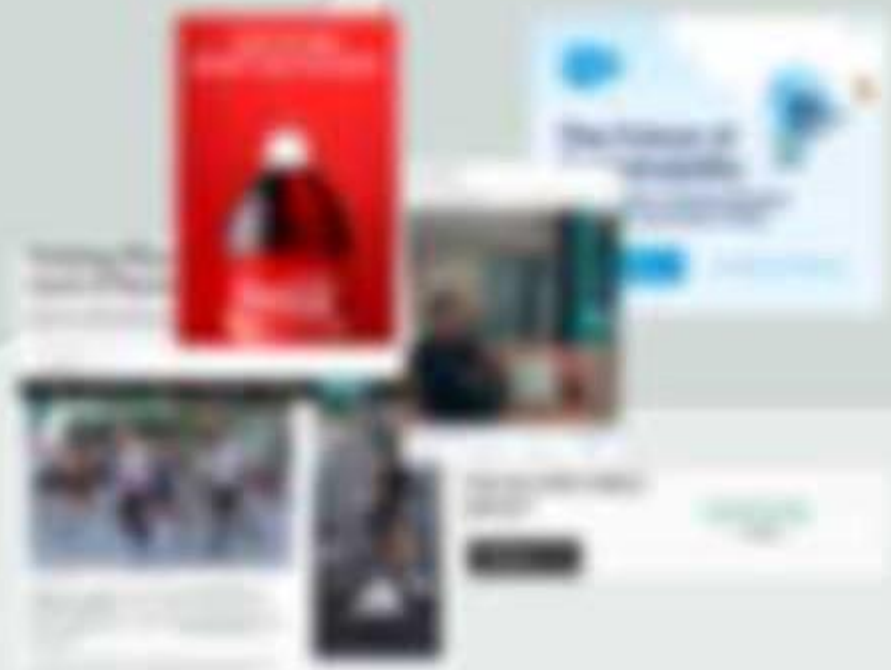
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From Around the Web





Are Display Ads DEAD?





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?





Targeting via sophisticated matching

Contextual targeting

Ads displayed based on content of web site



Contextual Targeting

Photos Opinion Local News Odd News Comics Weather Full Coverage Video/Audio Kevin Sites

Search: All News Search Advanced

Over 250 sick after eating at Indiana Olive Garden

REUTERS

50 minutes ago

LOS ANGELES (Reuters) - More than 250 people have reported becoming sick after eating at an Olive Garden restaurant in Indianapolis, Indiana, a county health official said on Friday, a day after an outbreak of E. coli at Taco Bell restaurants was declared over.

The news makes Olive Garden at least the third U.S. restaurant chain this month to be linked to widespread customer illnesses.

Some customers who ate at the Olive Garden restaurant in northeast Indianapolis between December 9 and December 13 have reported nausea, vomiting, diarrhea, and in some cases fever, said John Althardt, a spokesman for the Marion County Health Department.

Three of those people have been hospitalized.

Tests of the sick peoples' stool and leftovers they took home from the restaurant will be conducted later today or Monday, Althardt said. He added that the tests would take about 48

REUTERS Photo: A plate of pasta from the Olive Garden is seen in an undated file photo.

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CNN.COM

THE WEEK IN PHOTOS
DEC. 1-7

11-year-old charged with driving drunk

REUTERS

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- ☐ Orange Beach, Alabama
- ☐ Perdido Key, Florida
- ☐ Chevrolet Monte Carlo

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Explosion rocks besieged mosque in Pakistani capital

ABC NEWS
"Out of the Blue": Do Aliens Exist?

THE CHRISTIAN SCIENCE MONITOR
William Bratton: Lauded chief of troubled LAPD

Fri Jul 6, 3:23 PM ET

MIAMI (Reuters) - An 11-year-old girl was charged with drunken driving after leading police on a chase at speeds of up to 100 mph that ended when she flipped the car in an Alabama beach town.

A video camera in the police car captured the look of surprise on the officer's face when he approached the wrecked car and got a look at the motorist.

The Mobile Press-Register newspaper said the patrolman saw the Chevrolet Monte Carlo speeding and flashed his lights to signal the driver to stop. Instead, the car sped faster, traveling at up to 100 mph (160 kph) before sideswiping another vehicle and flipping over in the Gulf Coast town of Orange Beach, Alabama, on Tuesday night.

The young driver, who lived nearby in Perdido Key, Florida, was treated at a hospital for scrapes and bruises and released to relatives. Police also charged her with speeding, leaving the scene of an accident and reckless endangerment.

The car belonged to a relative and police were still trying to find out where she got the alcohol. There was none in the vehicle but her blood alcohol level was over the limit for adult motorists, police told the newspaper.

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Beam Me Up

SCI-FI CONVENTION
Underground



Targeting via sophisticated matching

Google display network offer two options for contextual targeting

Keyword targeting: Choose words or phrases related to your product or service so Google can automatically target your ads to relevant websites on the Google Display Network that your customers visit (this is known as automatic placements).

Topic targeting: Target your ad to multiple pages about specific topics at once. Topic targeting lets you reach a broad range of pages on the Display Network.






Targeting via sophisticated matching

Contextual targeting

Ads displayed based on content of web site

Behavioral targeting

Delivering relevant messages to audiences based on interests defined by recency and frequency of site navigation behaviors (web sites visited, search queries made, etc).



Targeting via sophisticated matching

Contextual targeting

Ads displayed based on content of web site

Behavioral targeting

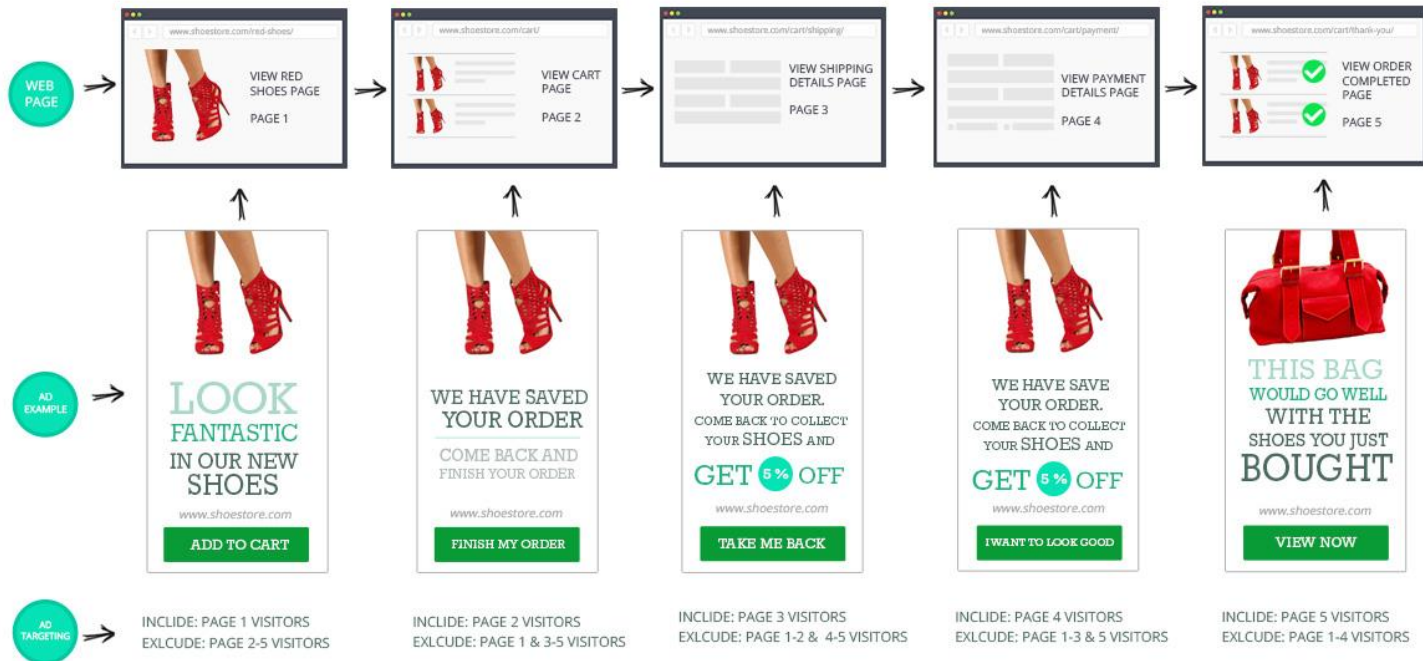
Delivering relevant messages to audiences based on interests defined by recency and frequency of site navigation behaviors (web sites visited, search queries made, etc).

Retargeting/Remarketing

Online ad is shown to a user who searched for (or saw) a particular kind of content.

Based on past sites a user has visited


Customize ads for different retargeting segments





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 Worldwide, by Format, 2022-2026

billions and % change


	2022	2023	2024	2025	2026
Digital ad spending					
Display*	\$316.67	\$355.77	\$397.57	\$441.27	\$485.58
Search**	\$228.16	\$247.49	\$274.18	\$299.71	\$324.61
Classified	\$18.31	\$18.59	\$19.16	\$19.64	\$20.01
Other***	\$4.35	\$4.91	\$5.05	\$5.37	\$5.62
Total	\$567.49	\$626.86	\$695.96	\$765.98	\$835.82
% change					
Display*	8.1%	12.3%	11.7%	11.0%	10.0%
Search**	10.1%	8.5%	10.7%	9.3%	8.3%
Classified	0.1%	1.5%	3.1%	2.5%	1.9%
Other***	8.5%	12.8%	2.9%	6.2%	4.7%
Total	8.6%	10.5%	11.0%	10.1%	9.1%


Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; *banners (static display), rich media, sponsorships, video (including advertising that appears before, during, or after digital video content in a video player); **paid listings, contextual text links, and paid inclusion; ***email, mobile messaging, and lead generation

Source: eMarketer, Oct 2022




The CTR (Click through rate) and conversion rate for ads on display network are 10 factors lower than ads on search networks. But Why?





The CTR (Click through rate) and conversion rate for ads on display network are 10 factors lower than ads on search networks. But Why?

- When consumers are browsing, they do not want to be disrupted. When they are searching, they are actively looking for something.
 - There is a lot of fraud on display networks, so many clicks do not convert.
- 

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



How are Display Ads Bought & Sold?

How are Display Ads Bought & Sold?

Direct Buying: Large buyers can purchase directly from large publishers. For instance, if you plan to order 1 million impressions to US users on the New York Time's finance related pages in July, you can contact the publisher directly and negotiate a deal with it.

Feasible to only large publishers and advertisers. Small firms cannot afford the transaction costs. Publishers are often unable to clear their entire inventory through direct buying.

How are Display Ads Bought & Sold?

Ad Networks: There are several display ad networks that act as intermediaries between advertisers and publishers, serving display ads through their networks --- You do not contact directly with publishers.

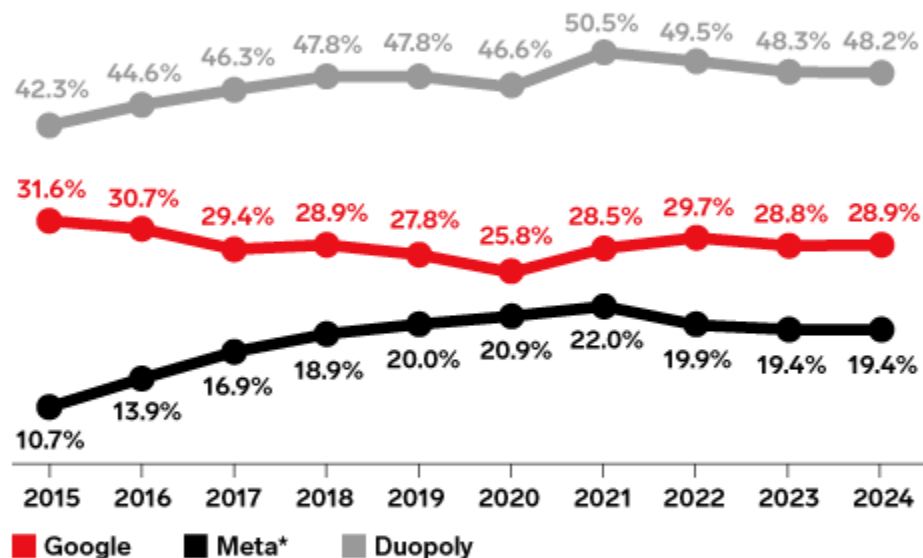
Top Ad Networks include:

- Google
- Facebook
- Mediavine
- Apple Advertising

We take Google AdSense as an example to see how ad networks work!

Duopoly Net Digital Ad Revenue Share Worldwide, 2015-2024

% of total digital ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; Google includes YouTube advertising revenues; Meta includes Facebook and Instagram ad revenues; excludes spending by marketers that goes toward developing or maintaining a Facebook and/or Instagram presence; excludes revenues reported under Meta's Reality Labs segment; *paid advertising only

Source: eMarketer, Oct 2022




How are Display Ads Bought & Sold?

At its simplest level, the Display Network works as follows:

Stage 1: Publishers with websites or apps join AdSense and become part of Google's Display Network. They agree to allow Google to place ads on their websites and/or apps.

Stage 2: Advertisers set up Display Network campaigns in Google Ads and tell Google where to place their ads via targeting methods such as keywords, placements, or remarketing (discussed in detail below).






How are Display Ads Bought & Sold?

Stage 3: As users browse websites and apps, Google places ads on the websites or apps (called “placements”). Users see these ads as they browse websites, apps, YouTube, and Gmail.

Stage 4: Advertisers compete to get their ads on placements (websites and/or apps) in the Google Display Network by bidding per click and/or by impression. As mentioned earlier, Google switched from second-price auctions to first-price auctions.

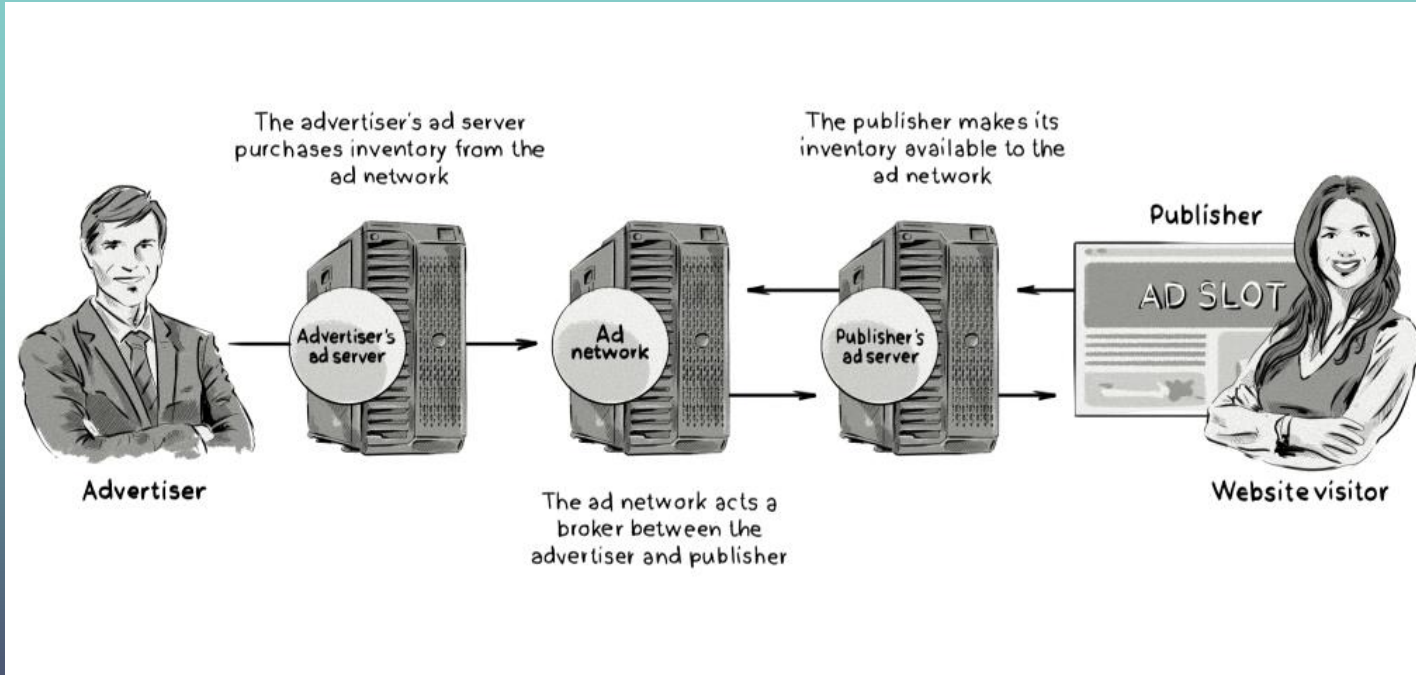


How are Display Ads Bought & Sold?

Stage 5: When a user clicks on or views an ad, Google makes money off the click/impression and splits this with the publisher of the website and/or app.

Stage 6: If the user clicks on the ad, the user then leaves the website and lands on the advertiser landing page, where he either converts or does not.

It is also common for advertisers and publishers to hire agencies to help them (e.g., optimizing the bid, providing data analytics)



Select Your Location

Locations



Select locations for this campaign ?

- ☐ All countries and territories
- ☐ Hong Kong
- ☒ Enter another location

Locations (1)



Central, Hong Kong Island, Hong Kong neighborhood



Enter a location to include or exclude

[Advanced search](#)

Set Your Bids

Bidding

What do you want to focus on? ?

Viewable impressions ▼

Conversions is recommended for your campaign goal


Enter your viewable CPM bid for this ad group ?


HK\$ 1.00

CPM = Cost per thousand impression (mille)


Target Your Users

 Add targeting

Demographics Suggest people based on age, gender, parental status, or household income 

Keywords Suggest terms related to your products or services to target relevant websites 

Topics Suggest webpages, apps, and videos about a certain topic 

Placements Suggest websites, videos, or apps where you'd like to show your ads 

Next

Target Your Users

Demographics

^

Suggest people based on age, gender, parental status, or household income ?

Edit targeted demographics

Done

Gender	Age	Parental status	Household income
<input checked="" type="checkbox"/> Female	<input type="checkbox"/> 18 - 24	<input checked="" type="checkbox"/> Not a parent	<input checked="" type="checkbox"/> Top 10%
<input type="checkbox"/> Male	<input checked="" type="checkbox"/> 25 - 34	<input type="checkbox"/> Parent	<input checked="" type="checkbox"/> 11 - 20%
<input type="checkbox"/> Unknown ?	<input type="checkbox"/> 35 - 44	<input type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 21 - 30%
	<input type="checkbox"/> 45 - 54		<input checked="" type="checkbox"/> 31 - 40%
	<input type="checkbox"/> 55 - 64		<input checked="" type="checkbox"/> 41 - 50%
	<input type="checkbox"/> 65+		<input type="checkbox"/> Lower 50%
	<input type="checkbox"/> Unknown ?		<input type="checkbox"/> Unknown ?

Target Your Users

Keywords

Suggest terms related to your products or services to target relevant websites ?

Edit targeted keywords

Done

digital marketing
marketing analytics
digital advertising

Get keyword ideas

http://www.ximarketing.github.io

Enter your product or service

Your ad only appears on pages which match these keywords

Target Your Users

Topics

^

Suggest webpages, apps, and videos about a certain topic ?

Edit targeted topics

Done

Search by word, phrase, or URL

Q

None selected

☐ Business & Industrial

^

☐ Advertising & Marketing

v

☐ Aerospace & Defense

v

☐ Agriculture & Forestry

v

☐ Automotive Industry

☐ Business Finance

v

☐ Business Operations

v

☐ Business Services

v

Your ad will show to all topics that match your other targeting. Add specific topics to narrow your targeting.

Your ad only appears on pages which match these topics

Target Your Users

Placements ^

Suggest websites, videos, or apps where you'd like to show your ads ?


Edit targeted placements Done

Browse	Enter	None selected
Search by word, phrase, URL, or video ID Q		Your ad can appear on any YouTube or Display Network placements that match your other targeting. Add specific placements to narrow your targeting. If a specific website you target has an equivalent app, your ads can also show there.
Websites	>	
YouTube channels	>	
YouTube videos	>	
Apps	>	
App categories (141)	>	



Target Your Users

If you know the placements you want to run on and you are sure that they are in the Google Display Network, then you can add them as URLs (domains). For example, both CNN.com and Entrepreneur.com run Google ads, so you can click Enter multiple placements at the bottom and then add them.





Click Fraud






QUESTION

Why do people buy fake
clicks/impressions?



Click Fraud

- Advertisers give money to agencies to purchase online display advertising.
 - The agencies give the money to the ad networks.
 - The ad networks give a portion of the money back to the agencies.
 - Everyone is making money for click fraud except for the advertisers!
- 

How Serious is Click Fraud?

A study shows that

- (1) Only 15% of impressions ever have the possibility to be seen by a real person.
- (2) Among the 15%, 54% of ads are not viewable, and you're left with only 7% of impressions that have the opportunity to be seen by a real person.
- (3) That does not mean that 7% of impressions are seen. That means only 7% have the chance to be seen!



How to Combat Click Fraud?






How to Combat Click Fraud?

There are (paid) online plugins available to detect and block visits by bots. They are not perfect but they are helpful.

Monitor your campaign. You can check the publishers of your display ads and manually remove the low-quality and suspicious publishers from the list.





Course Project

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

- Its website (from an SEO perspective)

- 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





Course Project

Get your presentation ready by Nov 24 [Monday]. You will present on either Nov 24 [Monday] or Nov 27 [Thursday].

The order of presentation will be drawn randomly.

Submit your project report by Nov 28 [Friday].





Course Project

Any questions?

