



أشيقر  
DIGIMENTORS

# WELCOME

**DAY 80/100**

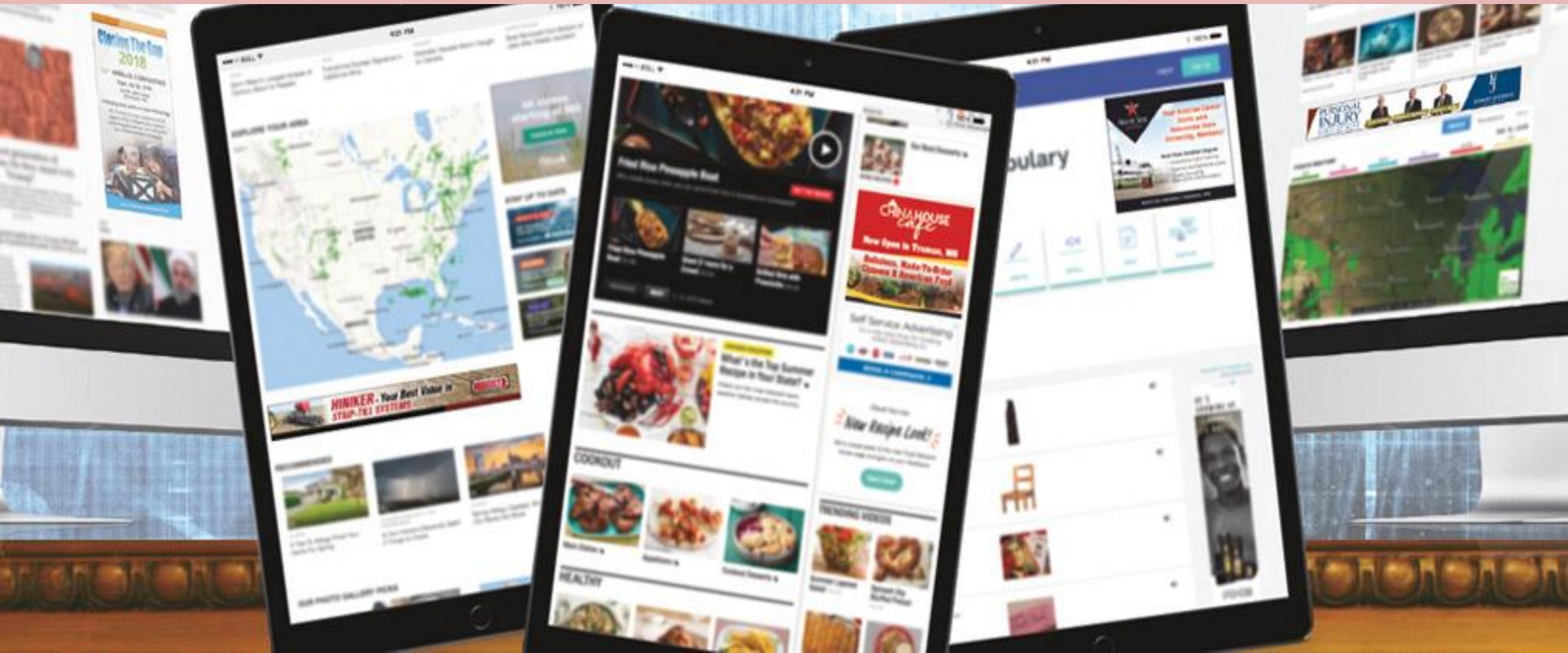
## DIGITAL MASTERY CHALLENGE

**DATE: OCTOBER 7, 2020, WEDNESDAY**

**TIME: 06:00 PM (AST)**

**LIVE FROM DOHA, QATAR**

# DIGITAL DISPLAY ADVERTISING





*You know those ads that follow  
you around the **Internet?***

*The ones that somehow know exactly what you have been searching for?*



*As a digital marketer, you can create online ads just as you would for an offline campaign.*



*These online ads or display banners contain copy, logos, images, maps, and video—anything that will hook users as they browse.*



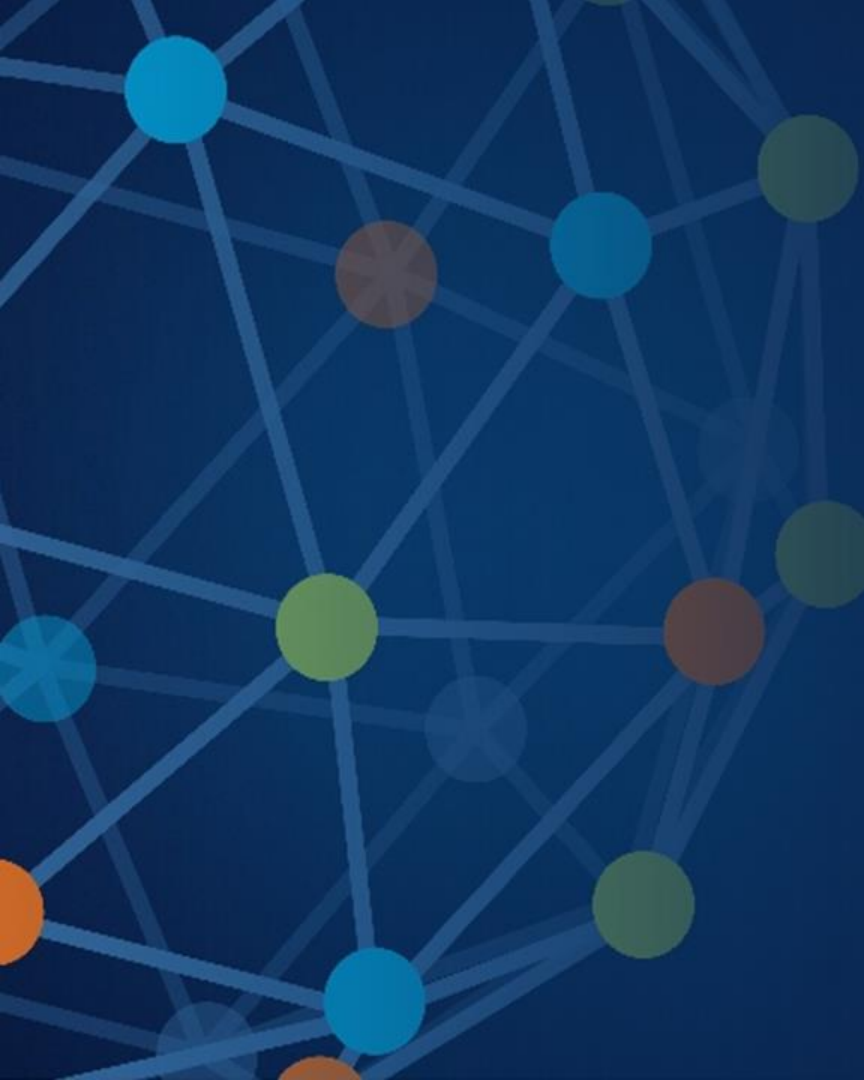
*Then you can call on certain publishers to pick the most relevant websites, social media channels, and devices for your ads to appear on.*



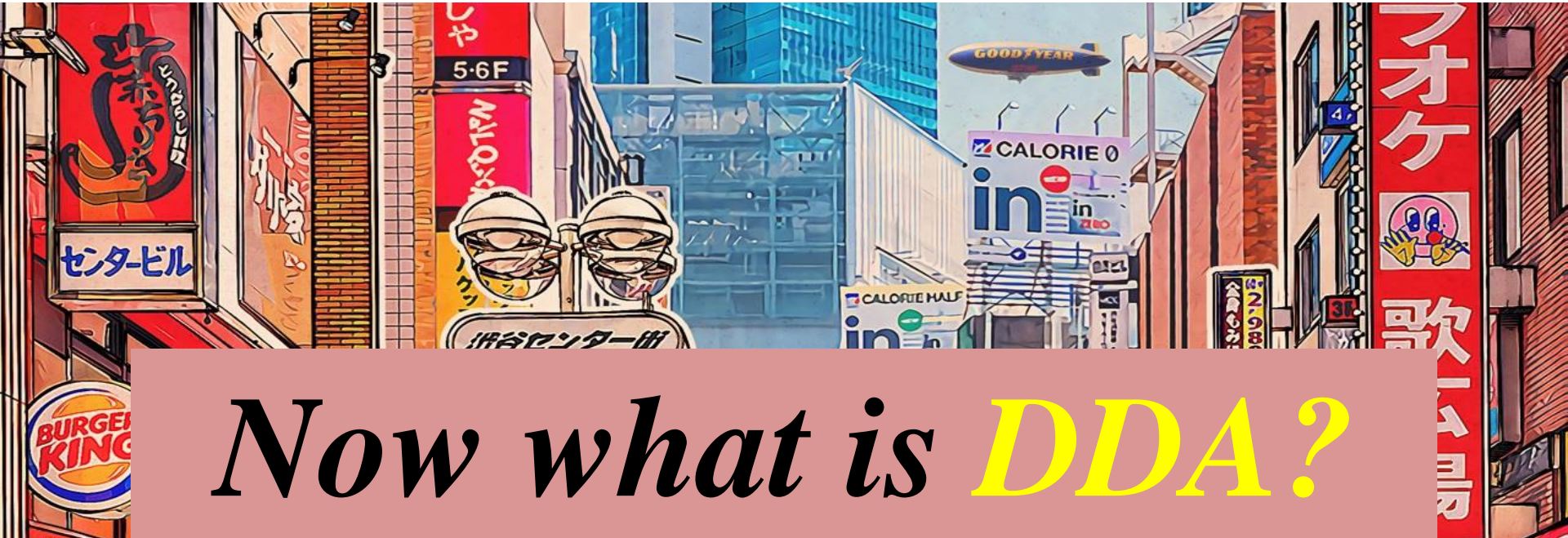


**You learned in the last session that **SEO** is all about driving traffic to your site.**





**Just as you should optimize your site so that it shows higher in search results, you should also optimize the ads that direct users to it—by including a hyperlinked call to action.**



*Now what is **DDA**?*

*Digital display advertising*





**A form of digital marketing that uses display ads appearing on web pages as a means of communicating relevant commercial messages to a specific audience based on their profiles.**

***Informally we  
can say:***






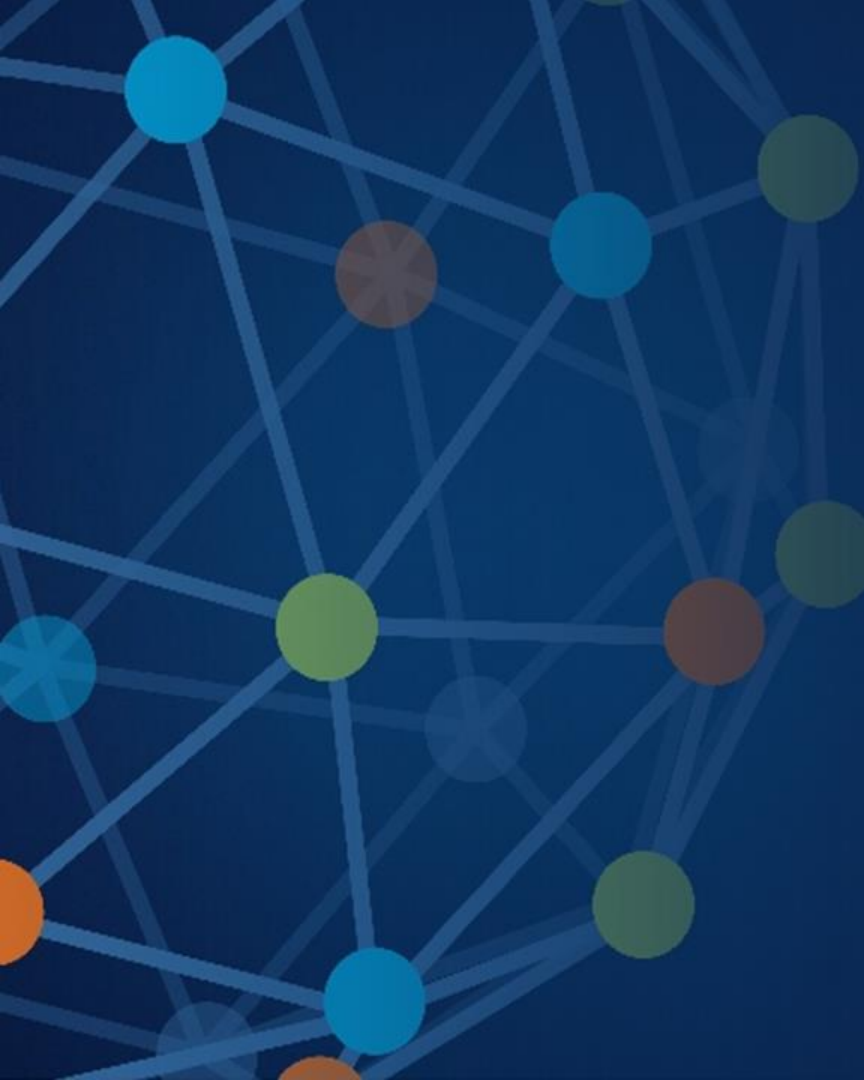
***Your  
onscreen  
pickup line!***

Introduction to  
**DISPLAY  
ADVERTISING**





It cannot be  
denied that DDA  
is a pretty  
awesome  
branding tool.



**Even though it may not generate revenue in the same way as an email marketing campaign, it can influence a user's future buying behavior.**





**THINGS  
TO  
CONSIDER**

# AD SPEND:

*Offline and Online*



***The amount you  
spend on advertising  
varies across a range  
of media.***



**Advertisers are still willing to fork out for TV, even though viewers can easily fast-forward past ads or change channels.**



A collage of newspaper front pages from the UK. Visible titles include 'The Sun' with the headline 'DOVER', 'The Daily Telegraph' with the headline 'The Daily Telegraph NATIONAL NEWSPAPER OF THE YEAR', 'The Daily Express' with the headline 'DAILY EXPRESS THE WORLD'S GREATEST NEWSPAPER', and a page titled 'Brexit begins'. A central black text box with white text is overlaid on the collage. The background also shows a woman writing at a desk and a clock on a wall.

Less is spent on newspapers and magazines, which are losing out to display advertising—many publishers now sell advertising space in the physical newspaper and offer display banners as part of the deal.

**The biggest spending success story has been online—that includes display, email, Google AdWords, mobile, and social.**



**Traditional advertising spend in the United States has leveled out, whereas online spend is growing rapidly.**





*And this trend will not go out of fashion  
anytime soon*



**Offline and online  
formats are  
inextricably linked, so  
you should utilize both  
when developing your  
marketing strategy**





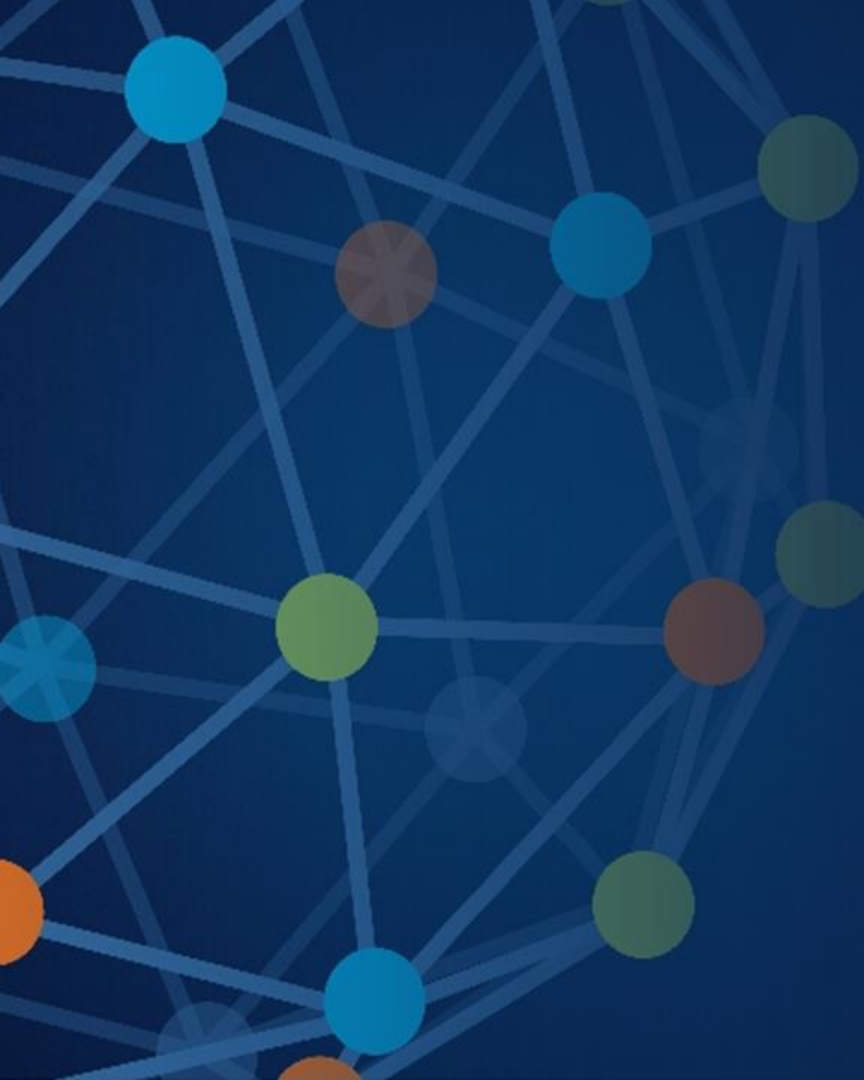
**THE MOVE TO ONLINE**

*So how has this **love affair**  
with online come about?*





think  
about it

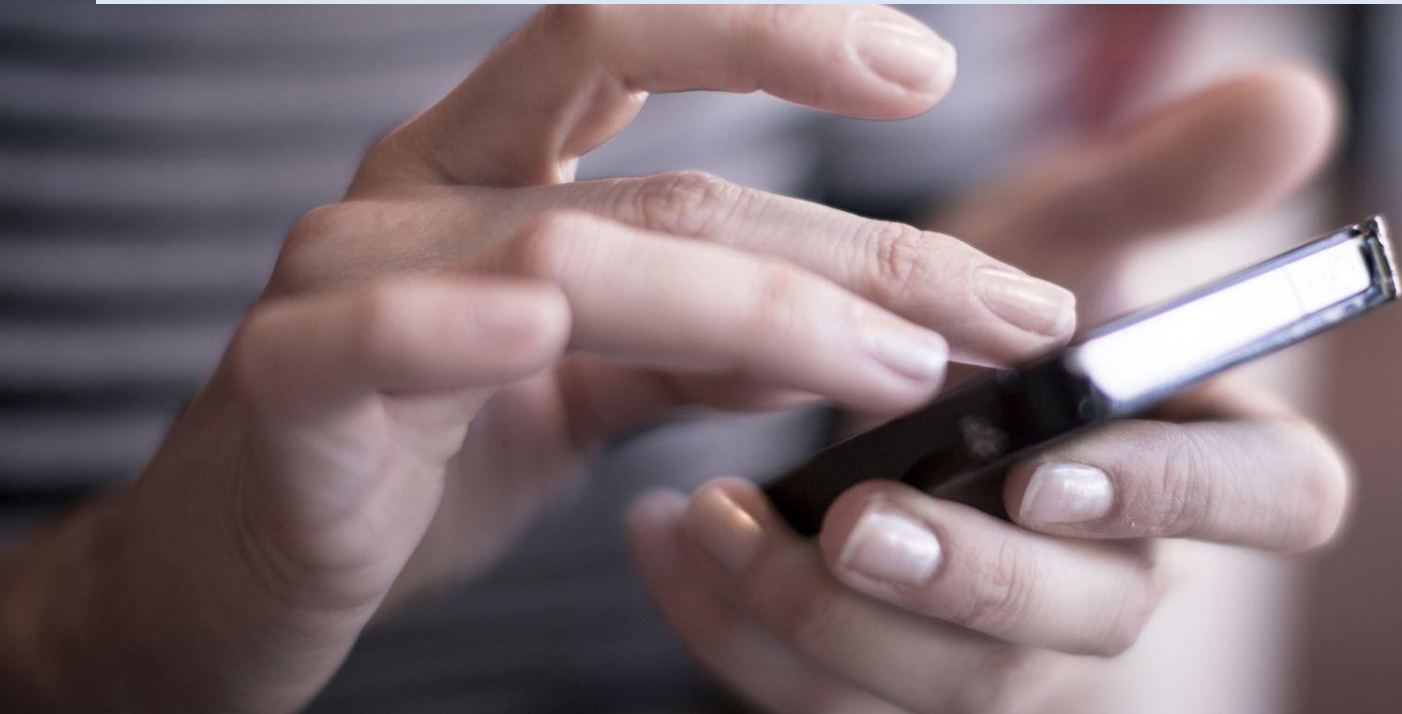
A network diagram background consisting of a dark blue field with a complex web of light blue lines connecting various colored circular nodes. The nodes are in shades of cyan, brown, green, and orange, and are scattered across the left and center of the image.

**Yes, With  
increased  
accessibility, there  
are more and  
more users online**

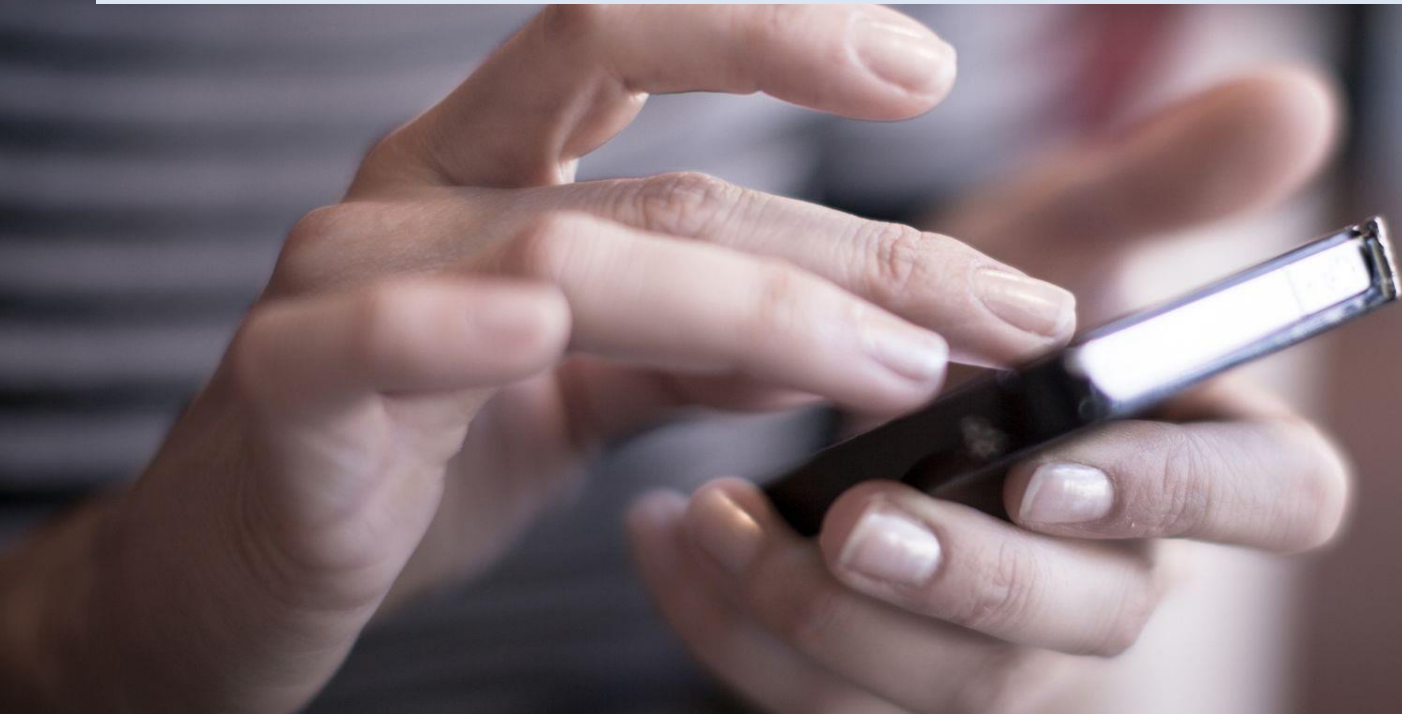


**Of households with children, 98 percent have a device for online access—for households with no children, it's 76 percent.**

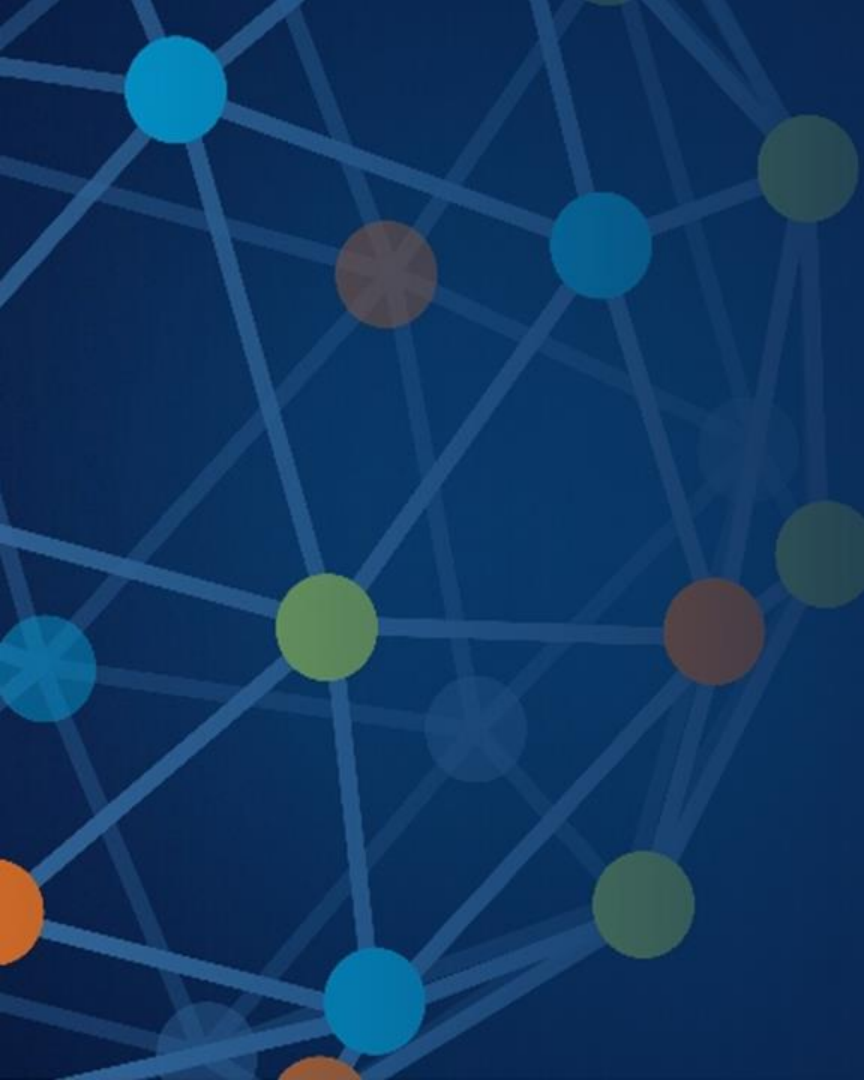
**While on our smartphones, 87 percent of us multitask on other media.**



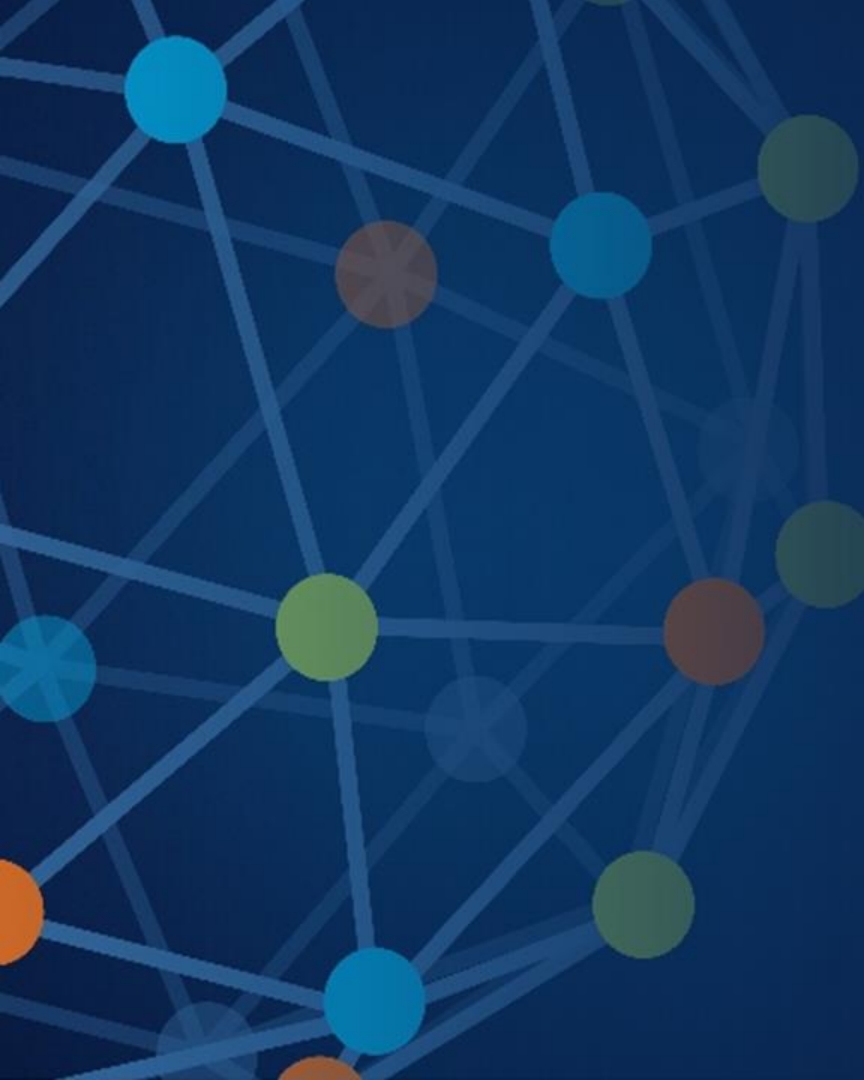
**On average, adults have access to four devices for online access at home.**





A network diagram on a dark blue background, consisting of various colored circles (blue, green, brown, orange) connected by thin, light blue lines, representing a complex web of connections.

**That means more people are using email, more people are logging on to social media, and more people are researching online before buying offline.**

A network diagram on a dark blue background, consisting of various colored circles (blue, green, brown, orange) connected by thin, light blue lines, representing a complex web or network structure.

**More people are  
buying online too,  
thanks to the surge in  
popularity of online  
payment systems such  
as PayPal**

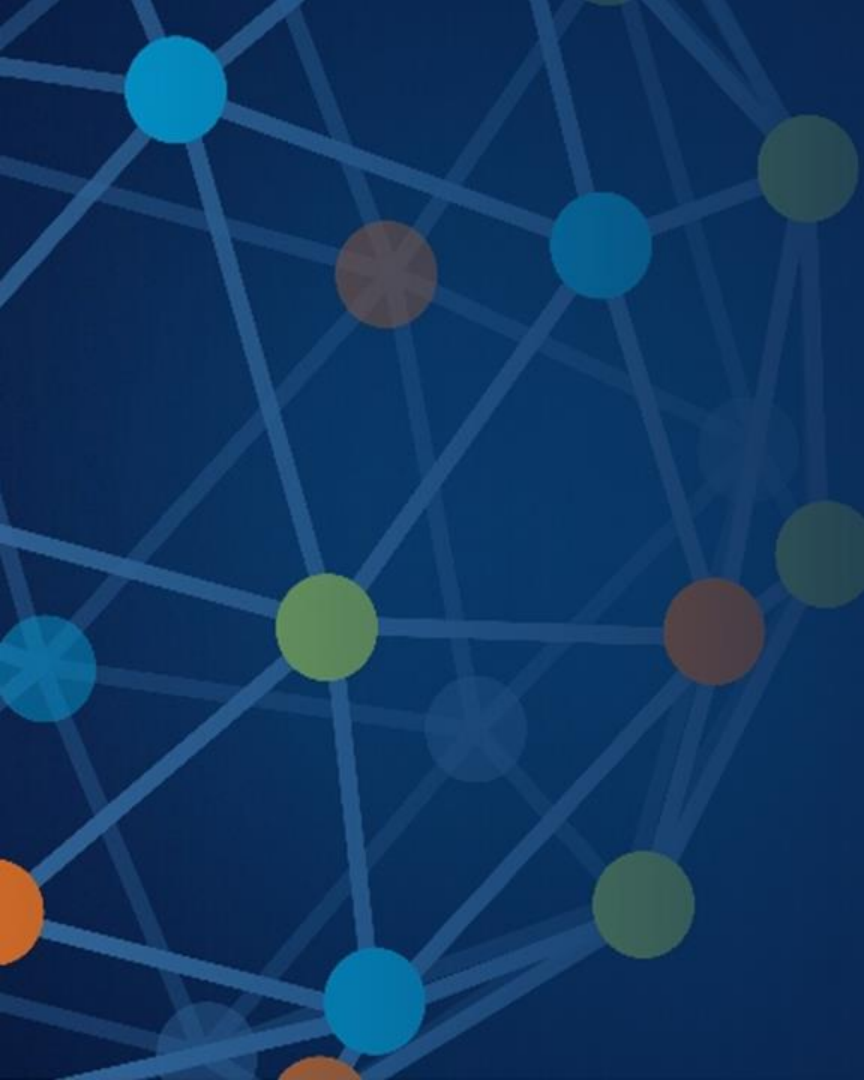
**Businesses are investing in Google AdWords, SEO, and organic search to connect with these multiscreening users where it matters most.**



**When people do go online, Google is their favorite place to visit.**

**The runners-up in our popularity contest are Facebook, Twitter, and YouTube... further down, Amazon and Wikipedia.**

**Facebook is the social site used most often—and its vast network combined with comprehensive targeting and budget tools make it an advertiser's playground.**

A network diagram on a dark blue background, consisting of various colored circles (nodes) connected by thin, light blue lines (edges). The nodes are in shades of blue, green, brown, and orange, and are scattered across the left side of the image. The lines form a complex web of connections between the nodes.

**Twitter and  
LinkedIn have a  
smaller reach but  
they can still be  
pretty effective.**



# GOING MOBILE



**Whether we are waiting for the train, prolonging our lunch breaks, or relaxing at home, we are glued to our mobiles most of the time.**



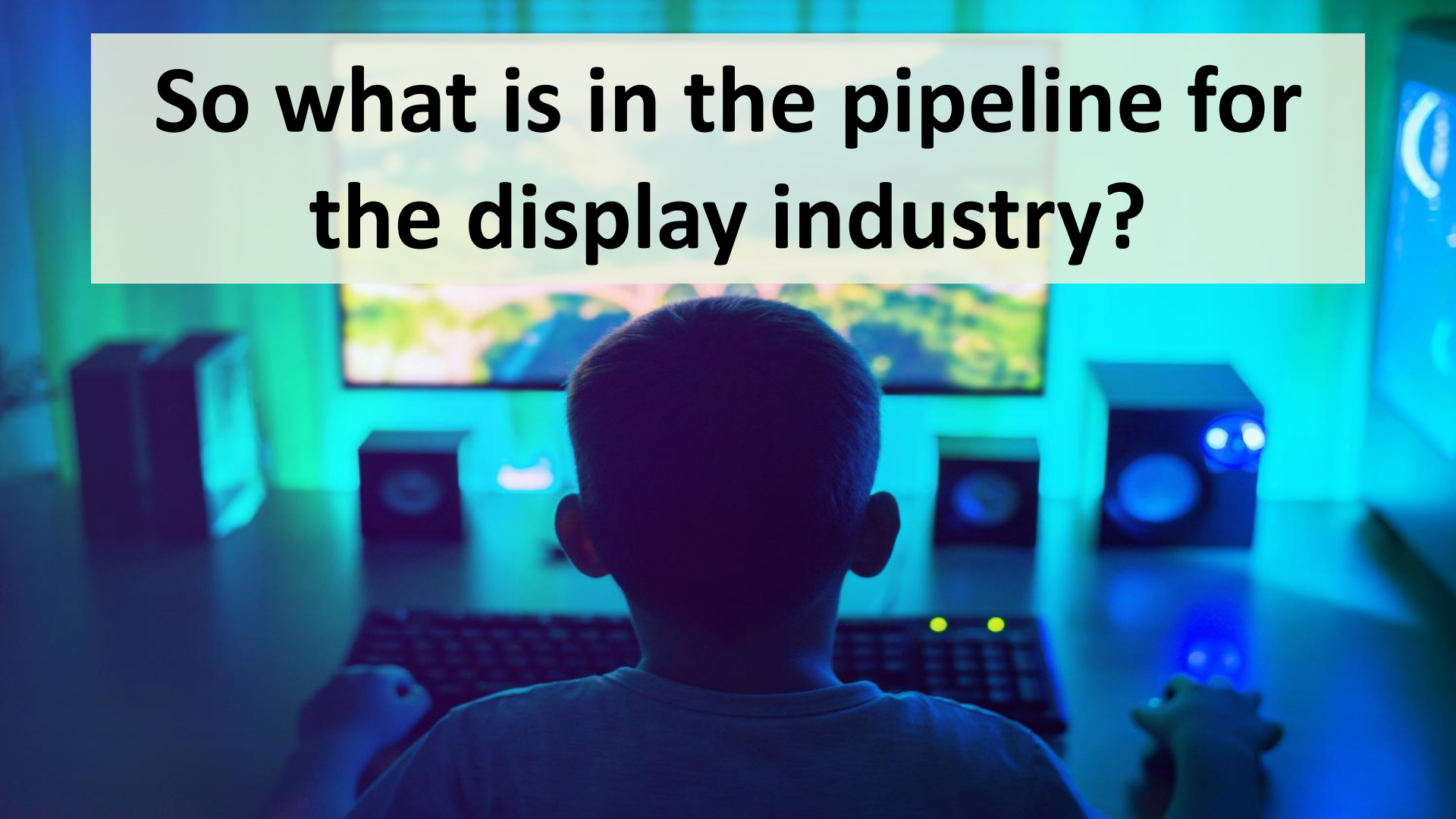
A network diagram on a dark blue background, featuring a complex web of light blue lines connecting various colored circular nodes. The nodes are in shades of cyan, green, brown, and orange, creating a dense, interconnected pattern.


**There are now more mobile devices in the United States than there are people, and marketers need to recognize and exploit this opportunity by advertising on mobile technologies.**

***Advertisers should target mobile users that search for local information with geographically relevant, mobile-optimized ads.***

***Once they have finished searching on their phones, one in two of them will go on to buy through their phones, too.***

**So what is in the pipeline for  
the display industry?**



The background features several large, semi-transparent circles in various colors including light blue, light green, light purple, and light pink, scattered across the white background.

***There are lots of opportunities from technologies such as retargeting, remarketing, and real-time bidding.***

***Advertisers should also focus on producing ads for mobile devices, creating richer ad formats and incorporating snappy videos into their ads that users will want to watch.***

# TECHNOLOGY AND MECHANICS





***Having provided an overview of the display industry and the direction in which it is headed, let's focus on the nuts and bolts of the DDA process.***

Key

Terms



# AD CLICK

Occurs when a user clicks after seeing an ad.



# AD IMPRESSION

The number of times an ad is  
seen (*not necessarily  
interacted with or clicked on*)



# AD UNIQUE USER

A user who sees an ad from a given device for the first time



**CLICK**

The number of clicks on a  
hyperlink.



# **COOKIE**

**A text file or Internet tag that a website places on a user's hard drive to remember data about that user, such as search history**



# HTML

**Hypertext markup language is the set of commands—or code—used by web browsers to interpret and display page content to users**





# KEYWORD

The term or phrase that triggers your ad to appear and target potential customers.



# **PAGE IMPRESSION**

**The number of times that a user views a certain page within a website.**



# **RICH MEDIA**

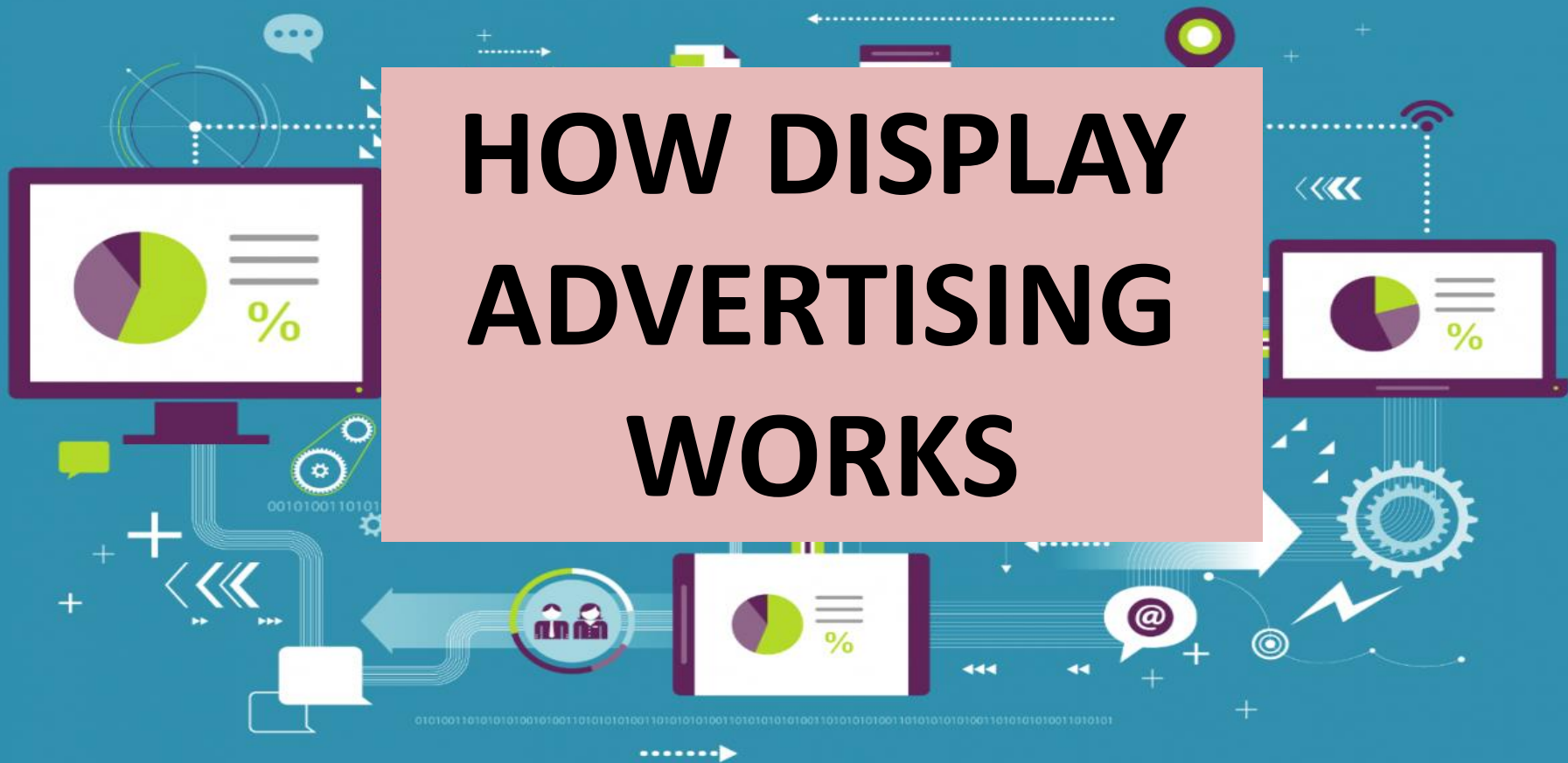
**Interactive media (including text, graphics, animation, video, and audio) used to promote products and services on digital computer-based systems.**



# VISIT

**The number of times that a user visits a website—each new visit occurs when there is at least 30 minutes between requests for new content.**

# HOW DISPLAY ADVERTISING WORKS



A collage of various beach and vacation scenes including people, waves, and nature. The scenes are arranged in a grid pattern, with some images slightly tilted. The central text is overlaid on a white rectangular background.

**A) CREATE AD**



**It starts when  
advertisers  
create the ad,  
choosing a  
format in line  
with your  
budget.**



**For example, if you want to advertise on The Qatar living, you need to bear in mind that this will cost more due to the heavy traffic on that site.**





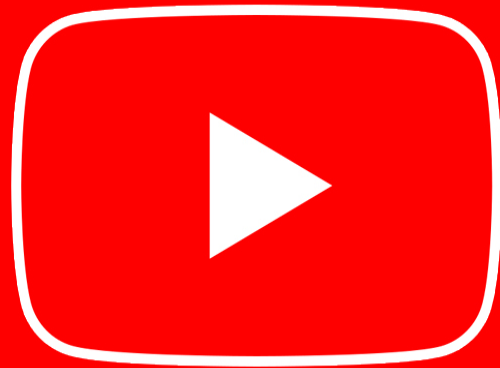


When the ad is ready,  
you can choose your  
publisher—by working  
with agencies or **by**  
**using a Google tool**  
**called DoubleClick,**  
which allows you to  
search for suitable  
publishers



**The Google Display Network is probably the most well-known publisher. It includes the full suite of Google products and its partners**

*(e.g., YouTube)*



**YouTube**



**B) PUBLISH AD**



***Once you have identified your publisher and adhered to its format specifications, the publisher places your ad on sites based on your target audience and budget.***





*So say you want your ad to be across 10 of the most prolific websites and targeted at people who have browsed for shoes in the past week—there will be a cost for that*





*In addition to choosing the sites on which you want your ad to show, you can also decide the time of day and across what platforms or devices that it should appear.*





# C) SERVE AD



**Websites are crucial stakeholders  
in the DDA process, as they  
enable users to see your ads**

LIMITED TIME OFFER

**EARN  
UP TO**

**BONUS  
POINTS**

TERMS APPLY

GET UP TO \$100 PLUS  
SIGN UP BONUS

CFRR  
REXPC



**LEARN MORE**



Purdue Global.  
A New Addition  
to the Purdue  
Family.

PURDUE GLOBAL  
UNIVERSITY

EXTRADE

LEGAL



Switching to Allstate is worth it.

**Save up to 25%  
when you bundle.**

\*Home and Auto Insurance



**Hire On-Demand Web Developers from India**

Hire Dedicated at \$1800/Month or, Hourly at \$12/Hr. Get 7 Day Risk Free Trial.

**GET STARTED**

**CN** CAPITAL  
NUMBERS

**There are millions of websites across the GDN and beyond, including The New York Times, Facebook, and LinkedIn—the sites on which you want your ads to appear**

**Hire On-Demand Web Developers from India**

Hire Dedicated at \$1800/Month or, Hourly at \$12/Hr. Get 7 Day Risk Free Trial.


**GET STARTED**

**CN** CAPITAL NUMBERS

These websites host your ad through their advertising banner spaces.



LEGAL



Switching to Allstate is worth it.  
**Save up to 25%**  
when you bundle.\*

\*Home and Auto Insurance

LIMITED TIME OFFER

**EARN**

UP TO  
100  
BONUS  
POINTS

TERMS APPLY



GET UP TO \$600 PLUS  
60 DAYS COMM...  
FREE TRAD...



**LEARN MORE**

Advit

Purdue Global.  
A New Addition  
to the Purdue  
Family

PURDUE GLOBAL

EXTRADE



**Hire On-Demand Web Developers from India**  
Hire Dedicated at \$1800/Month or, Hourly at \$12/Hr. Get 7 Day Risk Free Trial.

**GET STARTED**

CN CAPITAL NUMBERS

Millions of  
illustrations  
You Won't  
Find Elsewhere

iStock  
by Getty Images



**D) CLICK AD**

***Ultimately, consumers are  
what make the display  
advertising world work.***

***They see your ad and you want them to take action as a result (like buy, subscribe, or just fall in love with you).***

***That is why so much is spent on advertising. It's also why every message you send should allow the user to take this action.***



***But even though you want consumers to convert in some way, you should remember that display advertising is not really about revenue generation; it's primarily used as a branding tool.***

***So even though CTRs may be low, your ads are still having an impact. Those users are smitten.***

# E) TRACK AD



***Once users interact with the ad, the responsibility is on you to monitor the ad on an ongoing basis.***

***If you have space on a publisher's website for a month, you should continually refine your ads for the best results.***

***If your call to action is  
weak, you should  
change it.***

***If your ad is  
underperforming, you  
should pimp it up.***





A laptop is shown on a desk, displaying a collection of marketing-related icons on its screen. The icons include a target, a folder, a play button, a lightbulb, a handshake, and arrows. The text 'ONLINE MARKETING' and 'MARKETING' are visible on the screen. A black rectangular box with white text is overlaid on the center of the laptop screen.

# **BENEFITS AND CHALLENGES OF DISPLAY**

**Now that you understand what drives display advertising, the key people behind the wheel, and a little more about the journey, let's explore the benefits and challenges that you may face down the DDA road.**





**Benefits**



# INFLUENCE

*Some forms of traditional media simply raise awareness, but research has shown that DDA actually influences buying behavior.*



# TARGETING

*Targeting tools provide advertisers with a better ROI, less waste, and more focus. With tools such as AdChoices on the GDN, you know that your ads are reaching a specific audience.*

# CONTROL

You can control where your ad will appear, who will see it, and how they can interact with it. Ultimately you want your ads to generate clicks.

Failing that, you root for interactions, or for conversions between online and offline responses.



# INTEGRATION

*Create matches made in heaven by integrating display and social media with TV, radio, and print. But always remember to maintain a consistent message across all channels.*



# SEGMENTATION

*Segmentation allows you to cozy up to your different customer groups and get to know their behavior through how they interact with your ads, what makes them tick, and what makes them click*



A green rectangular sign with rounded corners and a white border, mounted on two wooden posts. The sign features the word "Challenges" in a large, white, sans-serif font. The background is a bright blue sky with scattered white clouds. The sign is tilted slightly to the right.

**Challenges**



# **BANNER BLINDNESS**

*With the average user being served more than 1,700 banner ads per month, you can appreciate why he might dismiss your ads.*



# **LOW CLICK-THROUGH RATES**

*CTRs on display ads can be as low as 0.1 percent. One in a thousand may not seem like much, but if you apply it to one billion users on Facebook, it becomes a pretty big target audience.*

**WILL DISCUSS  
STEP BY STEP**



**WE  
WILL  
COVER  
THESE  
4 STEPS**

**1.DEFINE  
OBJECTIVES**

**2.FORMAT  
AD FORMAT  
BUDGET**

**4.ANALYZE**

**3.CONFIGURE  
TARGETING  
AND  
TRACKING**



# DEFINE

*This stage starts by helping you to identify and segment your customers based on demographics like age, location, and interests.*



# FORMAT

*This stage will introduce a range of creative ad formats, among which you can choose the most appropriate, according to your target audience and budget..*



# CONFIGURE

*You can maximize your campaign's potential by using targeting tools like Google Display Planner and assigning KPIs to help you track your campaign on an ongoing basis*





# **ANALYZE**

***The final stage is when you measure the success of your campaign using analytics.***

# STEP 1



**Focus  
on the  
*First  
Stage***

**1.DEFINE  
OBJECTIVES**

**2.FORMAT  
AD FORMAT  
BUDGET**

**4.ANALYZE**

**3.CONFIGURE  
TARGETING  
AND  
TRACKING**



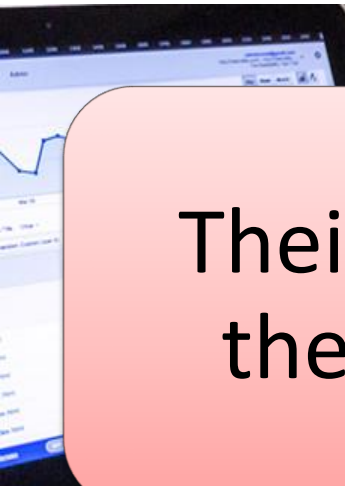
# ***FINDING THE AUDIENCE***

*From the outset of your display campaign, you should ask yourself who the people in your target audience are—their gender, age, location, and likes and dislikes*



***You can then segment this audience***





Their clicks tell you who they are, where they live, and what their interests are.

You may not know how they take their coffee just yet, but you do know that they are interested in your brand

***If a user decides to register for updates,  
great—this implies their intent to buy***





***You can also collect data from the registration form and use it to shape, augment, and tailor your digital marketing strategy***



**YOUR  
DIGITAL  
CUSTOMER  
PERSONA  
CAN BE:**



# A YOUNG GIRL



REGULARLY CHECK EMAILS



OWNS AN IPHONE



LOCATED AT LONDON



FAN OF PINTEREST



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



# A BUSINESS PERSON



OWNS A SMART PHONE



USES EMAIL



HAS A  
MACBOOK



USES FACEBOOK,  
LINKEDIN,  
WHATSAPP & INSTA



REFER WIKEPEDIA



HAVING  
MULTIPLS  
CREDIT /DEBIT  
CARDS



# A PROFESSIONAL WOMEN



REGULARLY CHECK EMAILS



OWNS AN IPHONE



USING MAC BOOK



HAS ACCOUNTS ON  
FACEBOOK, INSTAGRAM,  
LINKEDIN, WHATSAPP,  
SNAPCHAT AND OTHER  
MEDIA .



READ BLOGS



# A MOTHER, A HOMEMAKER

**OWNS A SMART PHONE**



**OWNS A LAPTOP**



**READ BLOGS**



**SPEND TIME ON  
YOUTUBE**



**PURCHASES ONLINE**



**READ NEWSPAPER**



# A YOUNG GUY

OWNS AN IPHONE



PURCHASES ONLINE



SPEND MOST OF HIS TIME ON YOUTUBE



READ BLOGS



LOVE OFFERS VOUCHERS & COUPONS



HE LOVE USING FACEBOOK, INSTAGRAM, AND SNAPCHAT AND OTHER MEDIA .



# OLD MEN

OWNS A SMART PHONE



OWNS A LAPTOP



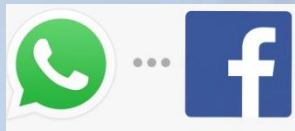
PURCHASES ONLINE



READ NEWSPAPER



USE WHATSAPP  
AND FACEBOOK



READ WIKIPEDIA





***Now that you have defined your target audience, you need to match this audience with the most appropriate publisher for your ads***

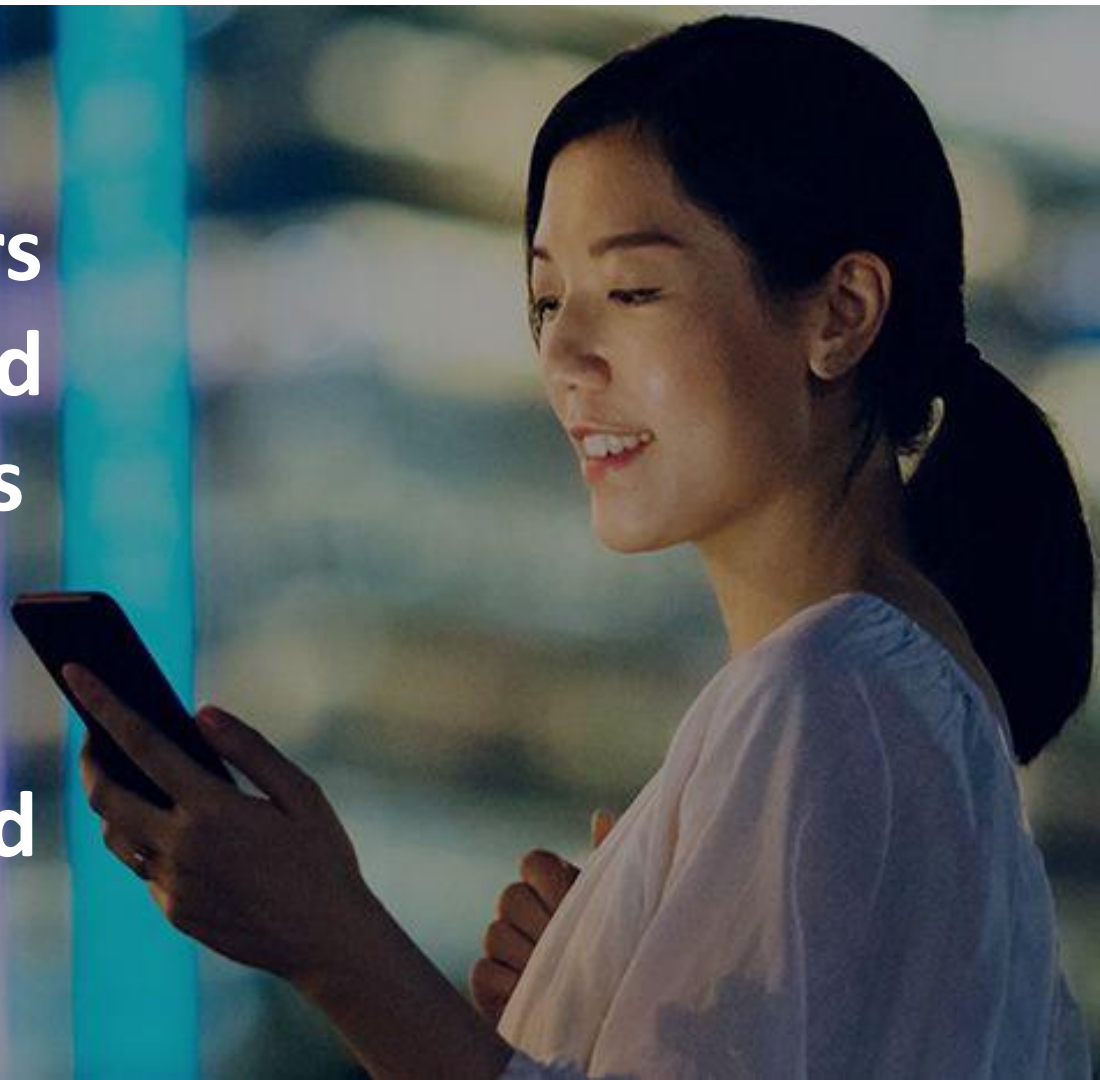




# RESEARCHING PUBLISHERS



**You should ask  
potential publishers  
for testimonials and  
KPIs, plus examples  
of work they have  
done across PCs,  
mobile devices, and  
social media**



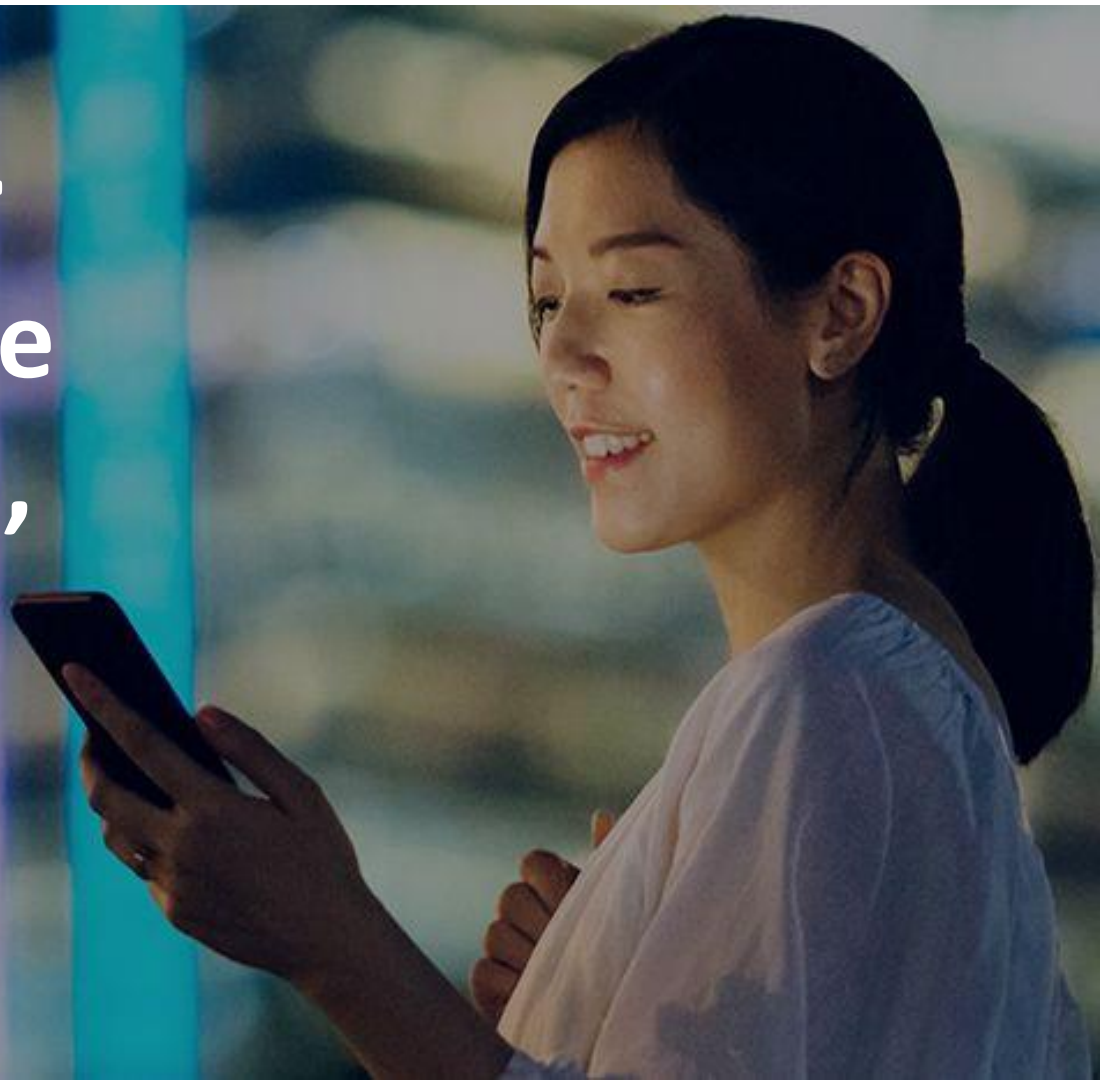
Google offers a range of tools to help you choose the best publisher for your display advertising—for example, **the AdWords Display Planner**.



**Once you have found a publisher, you need to follow certain ad specifications and formats (like size and download speed) to make it a happy relationship.**



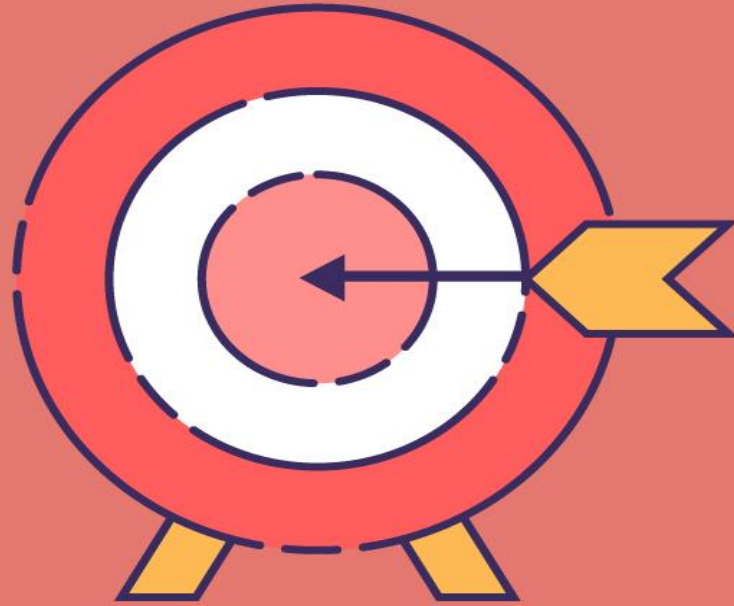
**Some publisher  
mention you the  
size of ad space,  
so you have to  
consider their  
voice as well.**





# SETTING OBJECTIVES

**AS A DIGITAL MARKETER,**



*you can use display to help you:*





**BUILD YOUR BRANDING**



RAISE  
AWARENESS



**ENGAGE CUSTOMERS**

A photograph of two men in a professional setting. The man on the left is wearing a dark suit and is gesturing with his hand while speaking. The man on the right is wearing a white shirt and is listening attentively. The background is a bright, out-of-focus office environment with other people working.

**ENCOURAGE DIRECT  
RESPONSE**



# GENERATE LEADS



**INCREASE**



*conversions/  
sales*

**So how can you achieve these goals? You can start with some SMART objectives...**







# **SPECIFIC**

***Create a numeric goal; for instance, to achieve 100 sales by dec 17.***



# MEASURED

*Put systems in place to accurately track your progress towards this goal.*



**ACTIONABLE**

*Take certain actions to influence the outcome.*



**REALISTIC**

*Set achievable goal*



**TIMED**

***You have a deadline by  
which you want to achieve  
your goals***

**You have now got the lowdown on target audiences, publishers, and how best to set your objectives and feel ready to start advertising online.**



**But what formats should  
your ads appear in?**





***It is time to discuss step 2***





# STEP 2

## format



**Focus  
on the  
*Second  
Stage***

1.DEFINE  
OBJECTIVES

2.FORMAT  
AD FORMAT  
BUDGET

4.ANALYZE

3.CONFIGURE  
TARGETING  
AND  
TRACKING

A long wall of digital display screens in a modern hallway, showing various images including wind turbines, cityscapes, and industrial sites. The screens are arranged in a grid pattern, and the images are diverse, representing different aspects of technology, industry, and nature. The hallway has a grey floor and a white ceiling with recessed lights.

# TYPES OF DISPLAY ADS



# LEADERBOARDS

*Leaderboards are generally at the top of the page, and because they are the first messages that people see, often perform best.*



# MID-PLACEMENT UNITS

*Mid-placement units or MPUs are expandable, dynamic ads in the middle of the page. They can move up or down, are often animated, and see higher CTRs than most other formats.*



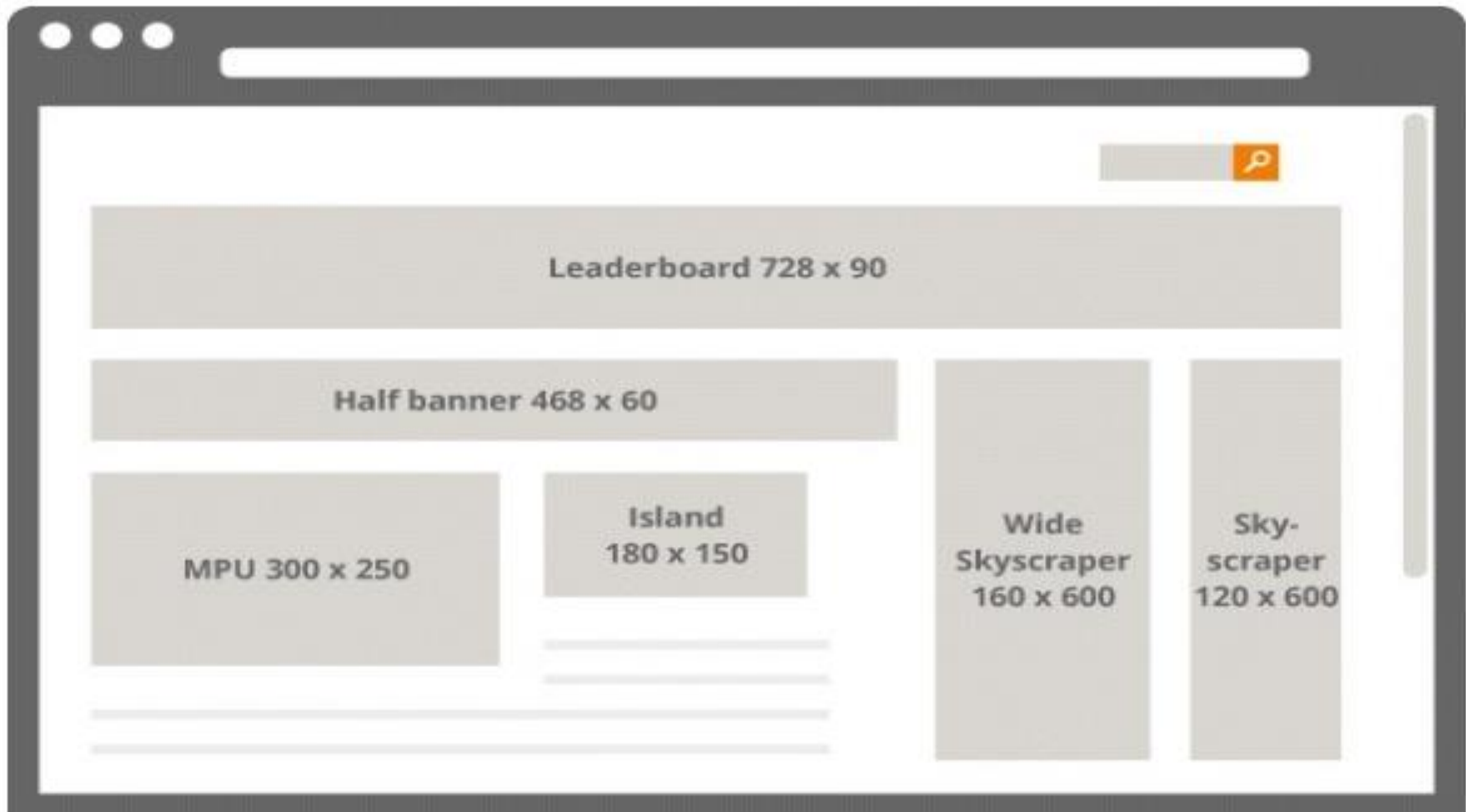
## **SKYSCRAPERS AND WIDE SKYSCRAPERS**

*Skyscrapers and wide skyscrapers  
are the areas to the left and right  
of the homepage*



# ISLANDS

*Islands are small and niche areas that hold static ads. And no man is one either*







# **ROADBLOCK**

*A roadblock is a combination of two or more ads for the same campaign, on the same page, with the same message.*

# Example Roadblock ads

Sign In    SUBSCRIBE: Home Delivery | Digital    Jobs | Real Estate | Rentals | Cars | Today's Paper | Discussions | Going Out Guide

Politics | Opinions | Local | Sports | National | World | Business | Tech | Lifestyle | Entertainment | Jobs | Real Estate | More

**SAMSUNG**    **The Washington Post**    **GALAXY S4**

79° Washington, DC    June 20, 2013    Edition: U.S. | Regional ✓    Make us your homepage

In the News    MERS    Taliban    Immigration    Exodus    Farm bill    Trayvon Martin case

**SAMSUNG**    *The Next Big Thing Is Here*    GALAXY S4    Get it now [visit on](#)



## Farm bill failure is latest blow to GOP leadership

Chris Gillizza 2:38 PM ET

THE FIX | The House Republican conference simply cannot be led, mostly because of the group of tea party-aligned conservatives who do not take orders from their party leadership.

• Wonkblog: So what happens next?

## Border deal greatly improves chances for immigration bill

Ed O'Keefe

Agreement would double number of



Anthony Weiner speaks to reporters as he rides the subway. (AP)

## A big battle in the Big Apple

Jason Horowitz

ADVERTISEMENT

**SAMSUNG**    *The Next Big Thing Is Here*    GALAXY S4    Check it out



The Post Most

# DISPLAY ADS ON SOCIAL MEDIA



**Advertising on social media is becoming increasingly popular thanks to the size of the audience available.**

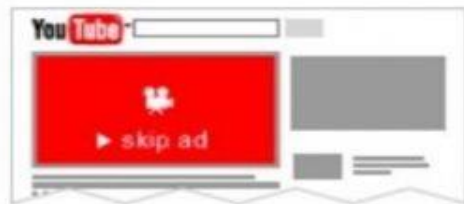


**Let's start by looking at YouTube  
and the types of formats it offers**

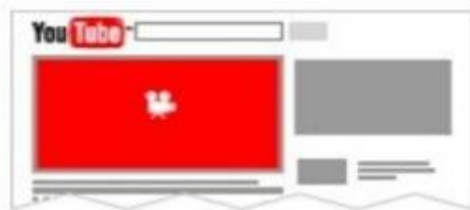


# YouTube Advertising Formats

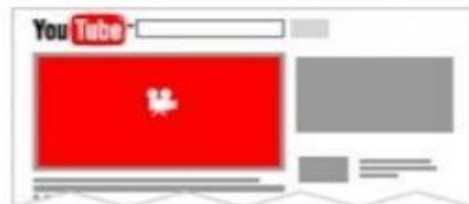
Skippable video ads



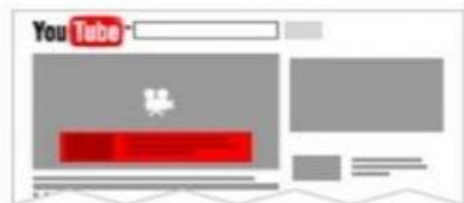
Non-skippable video ads



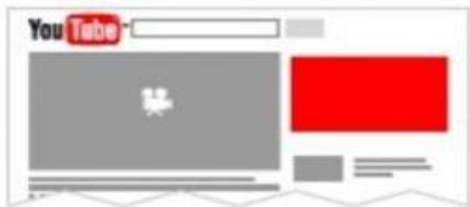
Bumper ads



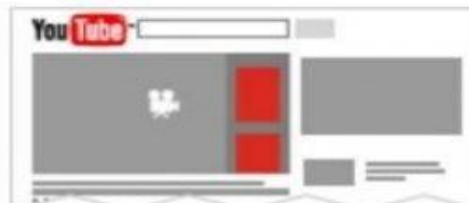
Overlay ads



Display ads



Sponsored cards



*All of these ads come  
at a different cost.*

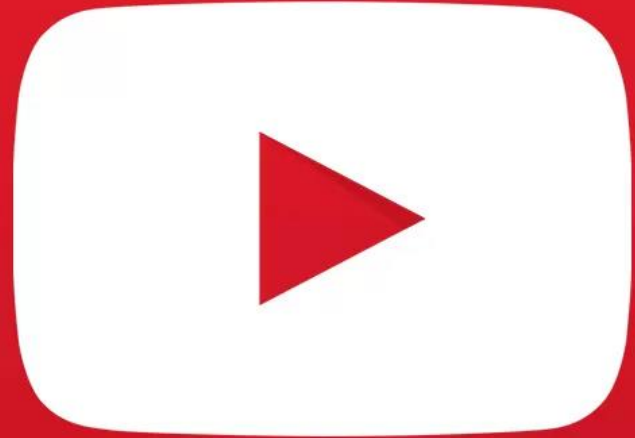
The background features a complex network of glowing blue lines and nodes, resembling a digital or data network. Overlaid on this are several hexagonal shapes in various colors, including light blue, green, and yellow, some with white outlines. The overall aesthetic is futuristic and technological.

**They generate a different number  
of impressions and clicks and have  
different implications for your  
brand.**

The background features a complex network of glowing blue lines and nodes, suggesting a digital or data-driven environment. Overlaid on this are several hexagonal shapes in various colors, including light blue, green, and yellow, some with white outlines, creating a layered, geometric effect.



***YouTube ads  
allow users to  
skip them after 5  
or 10 seconds,  
and the ads are  
targeted in line  
with the user's  
browsing history.***



YouTube

**Facebook is a powerful advertising tool because you can see what your audience likes, shares, and comments on**



**So any ad that users see on the right-hand side of a Facebook stream is targeted specifically at them.**



**You can segment your audience  
according to demographic, location,  
interests, behaviors, connections,  
and so on**



# Facebook ad format

Create New Advert

Use existing post

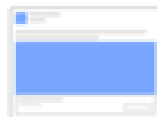
## Format

Choose how you'd like your advert to look.



### Carousel

Create an advert with 2 or more scrollable images or videos



### Single image

Create up to 6 adverts with one image each at no extra charge



### Single video

Create an advert with one video



### Slideshow

Create a looping video advert with up to 10 images



### Canvas

Tell a more immersive story by combining images and videos

**Advertising on Twitter can help you to reach users on mobile devices, since 65 percent of Twitter's ad revenue is from mobile tablets or smartphones**



**Ads appear as what are called promoted tweets—so if users search for Starbucks, promoted tweets from Starbucks will appear in their feeds**



**Twitter uses similar targeting as Facebook (location, interests, followers, etc.) to ensure that promoted tweets are directed to the most relevant users.**





# ALLOCATING BUDGETS



***Now it's time to talk  
money!***



**To plan your campaign  
spend, you need to  
consider the following  
factors:**





**Your target  
audience**

**The  
publisher's  
price points**

**Location**

**The cost of  
the creative**

# THE COSTS THAT YOU NEED TO TAKE INTO CONSIDERATION INCLUDE:





**COST-PER-MILLE  
(CPM)**

**This is the most common way to be charged; you pay for every thousand times that your ad appears in a page impression—irrespective of whether the end user engages with it or even sees it.**



CPC

Cost Per Click





**You are charged when a user clicks your ad. With display's low CTRs this structure will not drain your budget, and since it is based on unique IP addresses your competitors cannot rack up costs with clicks either.**



A top-down view of a wooden desk. In the upper right, a portion of a silver laptop is visible. To its right is a white mug filled with dark coffee. Below the laptop is a white smartphone with a black screen. In the center and lower right, there is a white spiral-bound notebook with a blue pen and a black pen resting on it. A green highlighter is at the bottom right. A large yellow arrow-shaped graphic points to the right, containing the text 'CPL'.

# CPL

**Cost per lead (CPL)**

**Say you have a smart banner that opens out— you are charged for displaying it and also if a user submits its subscription form. Every action costs you.**



CPA:  
Cost per Acquisition



**If you spend \$100 on advertising, you can convert 10 customers at a CPA of \$10.**

**You could include a call to action to email you at a specific address—then you can work out from the number of emails the cost you incurred to acquire those customers.**



**SPONSORSHIP**



**You have exclusive ownership of a position for a set period of time. You are charged a fixed amount, irrespective of factors such as CPM.**





# **MEDIA AND FORMAT OPTIONS**

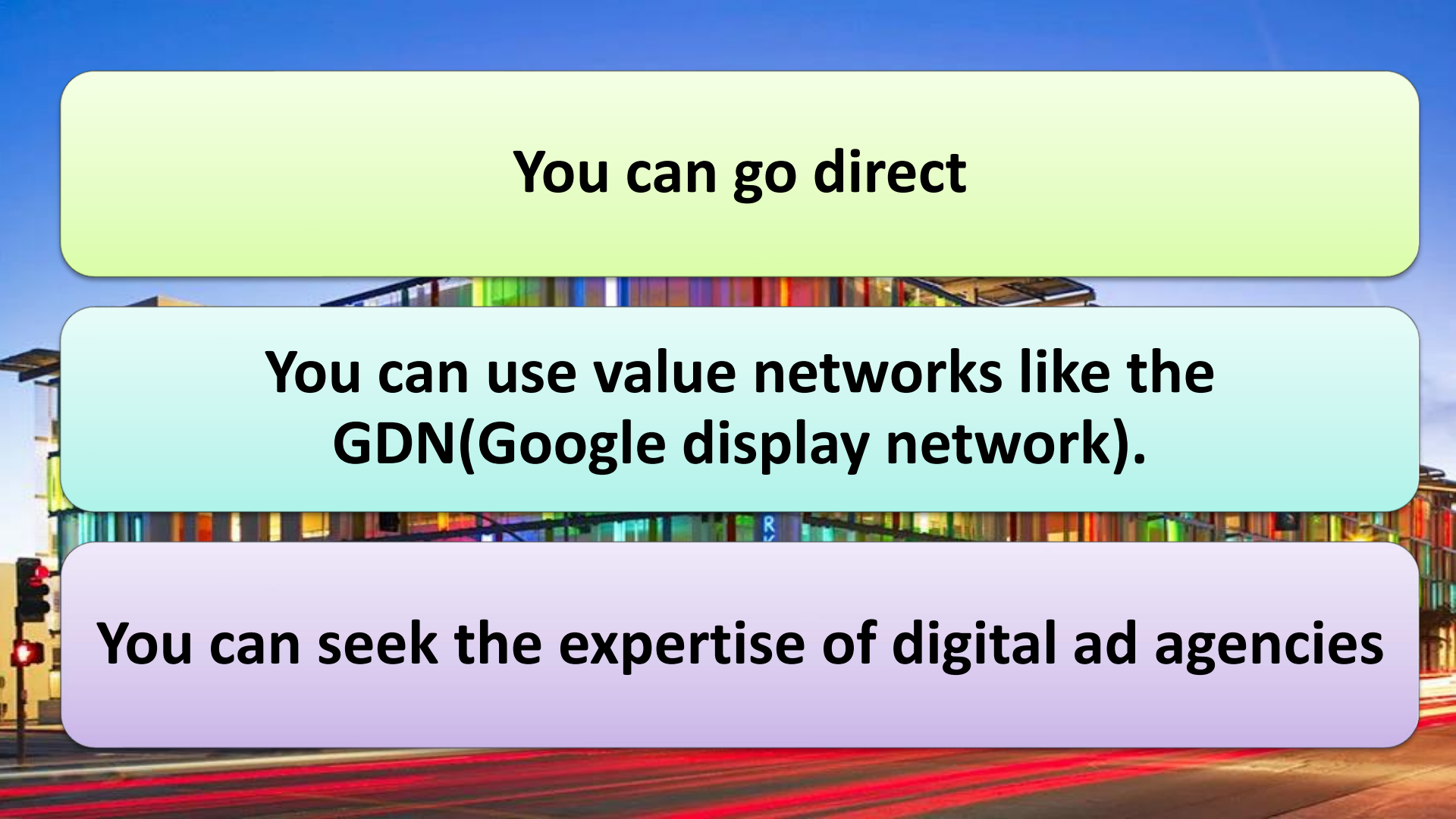


**Now that you know  
the costs involved in  
digital display media  
and how to calculate  
these costs, where do  
you go to buy?**



***Well, there are a few options:***



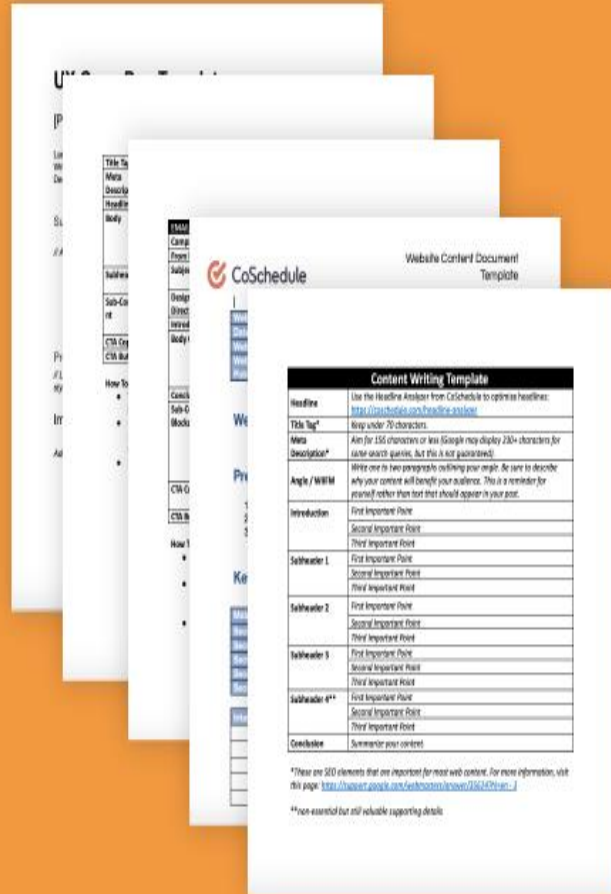


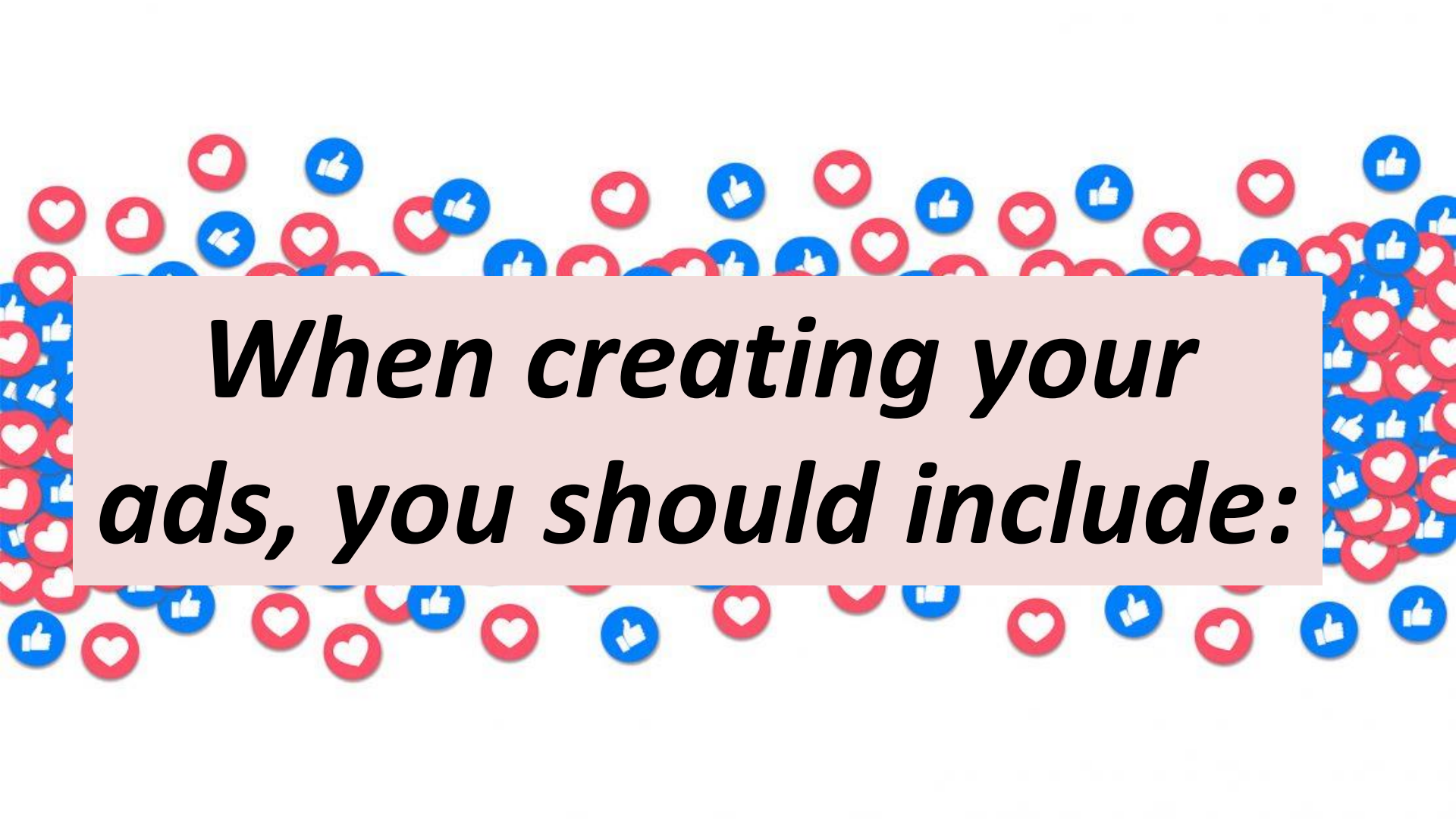
**You can go direct**

**You can use value networks like the GDN(Google display network).**

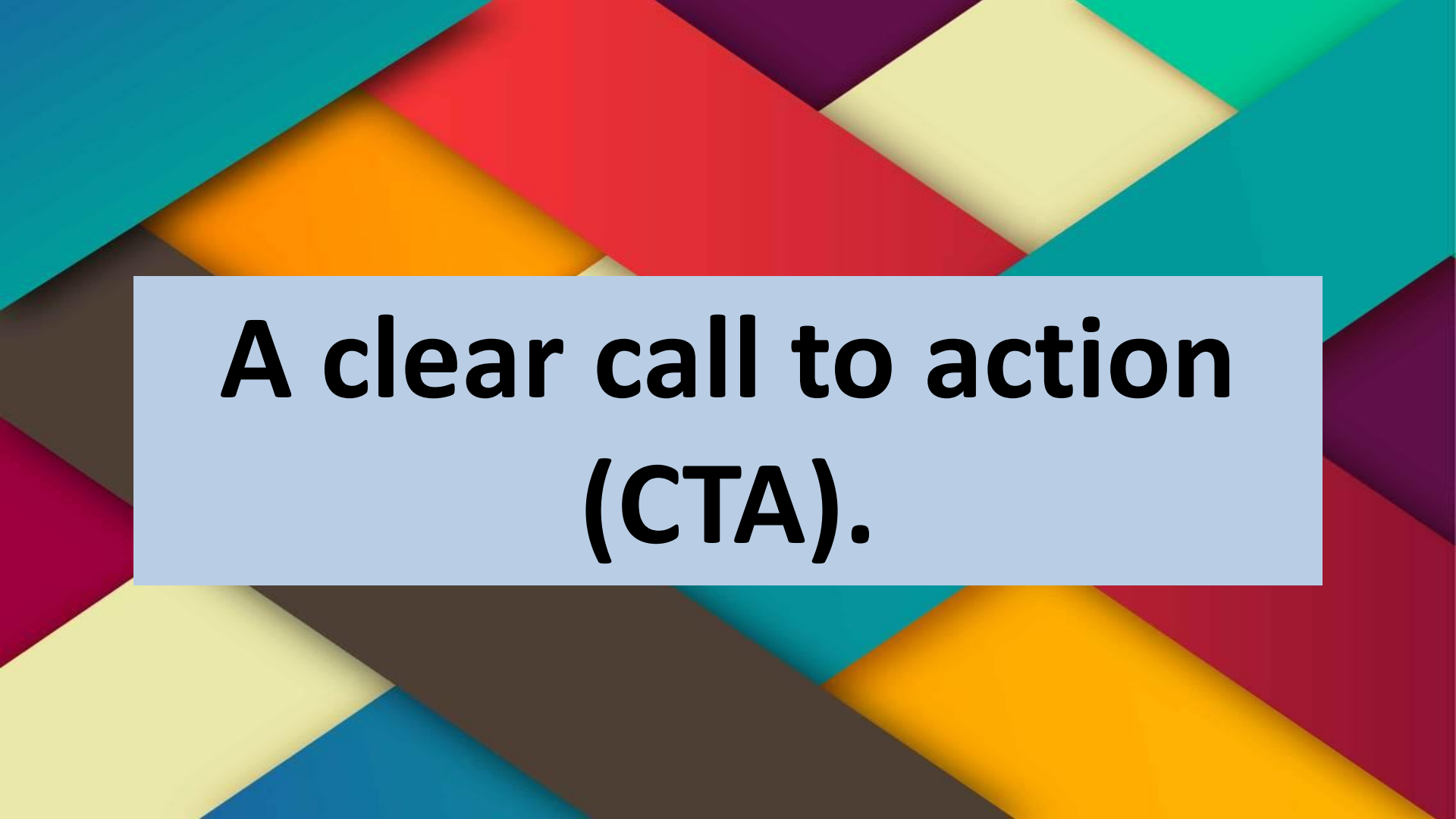
**You can seek the expertise of digital ad agencies**

# AD COPY




The background of the image is a dense pattern of red hearts and blue thumbs-up icons, which are common symbols for social media engagement. These icons are scattered across the entire frame, creating a vibrant and celebratory atmosphere. In the center, there is a light pink rectangular box containing the main text.

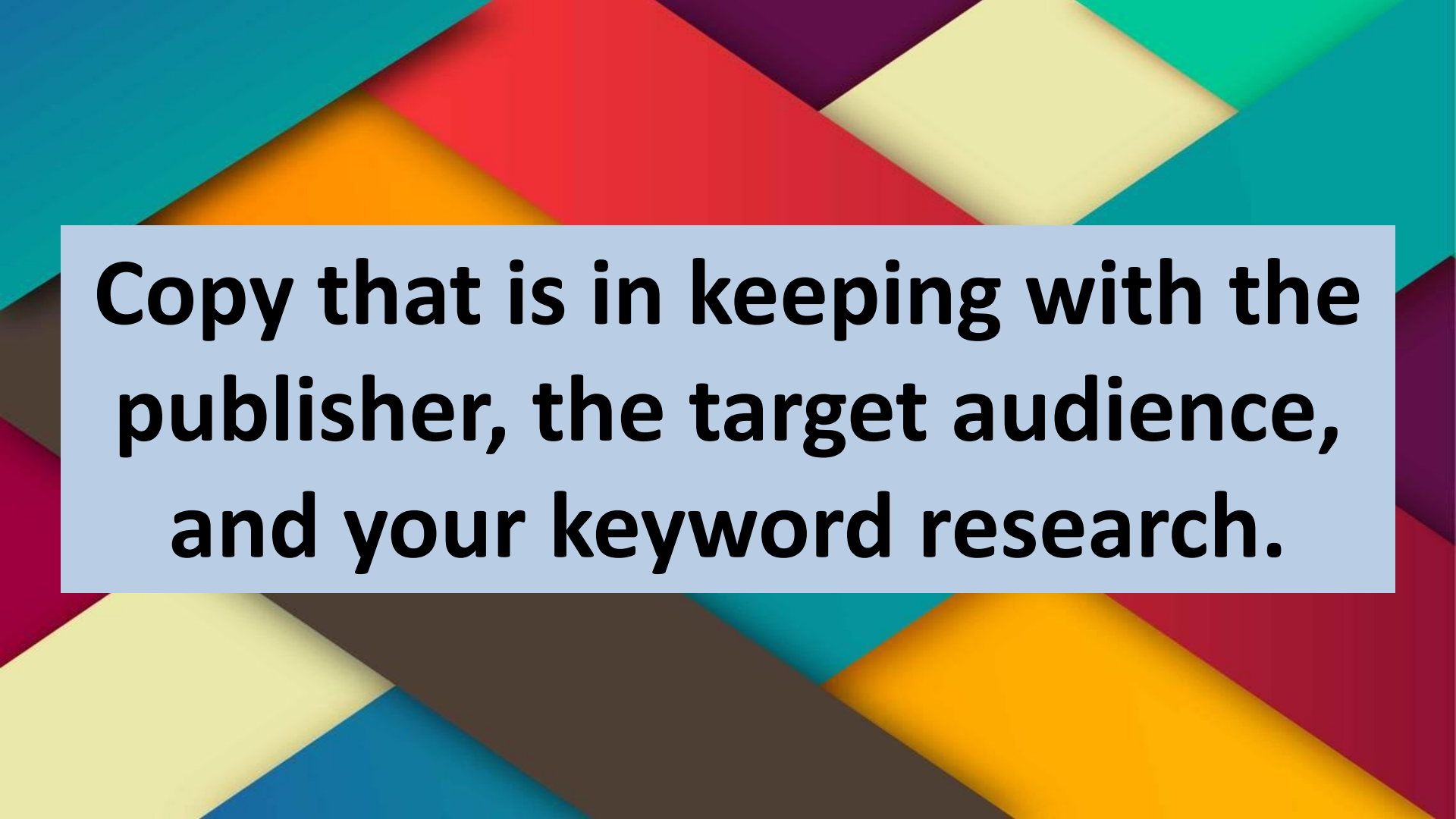
***When creating your ads, you should include:***



**A clear call to action  
(CTA).**



**A strong design that fits  
that particular ad format.**

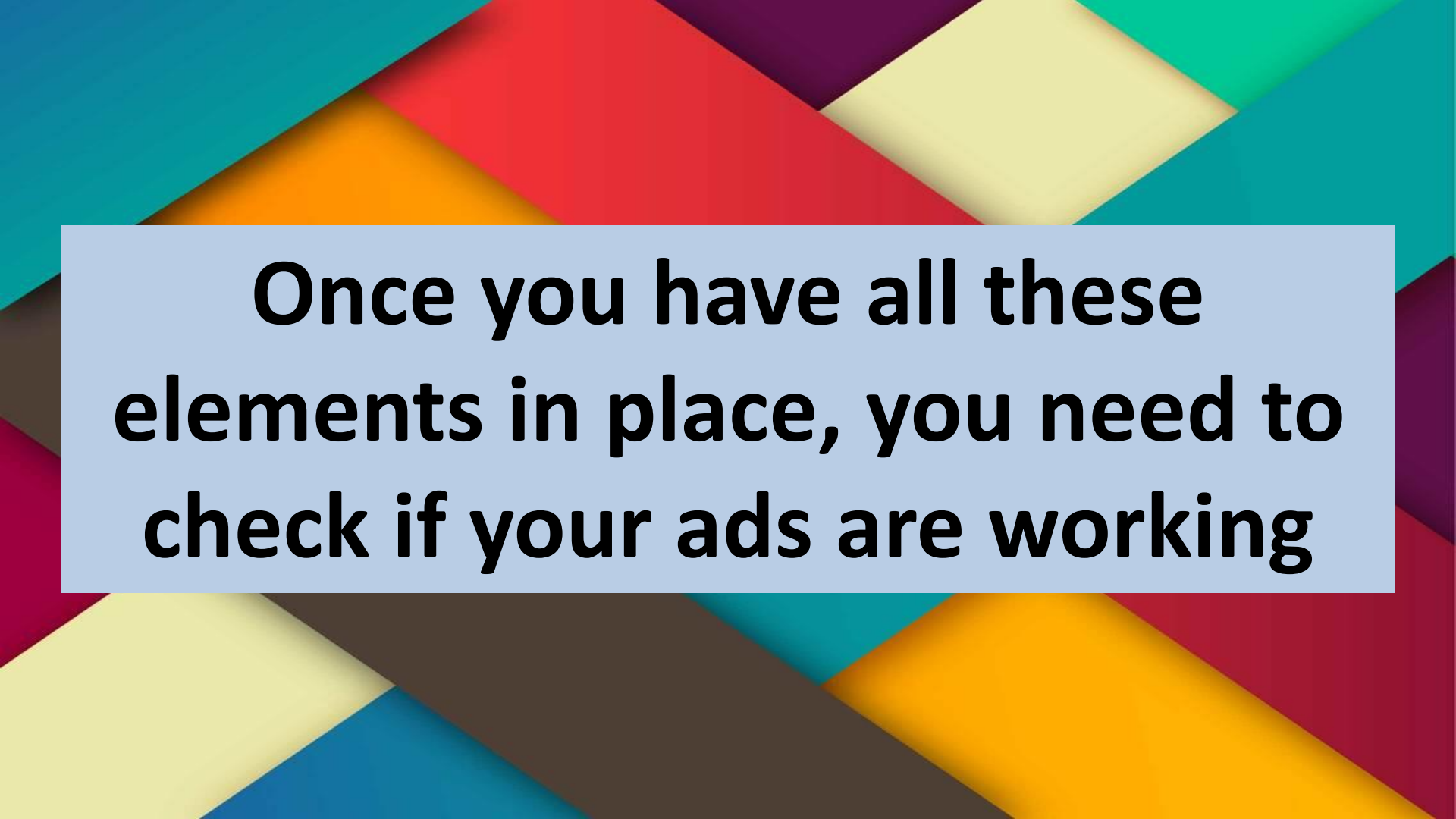


**Copy that is in keeping with the publisher, the target audience, and your keyword research.**



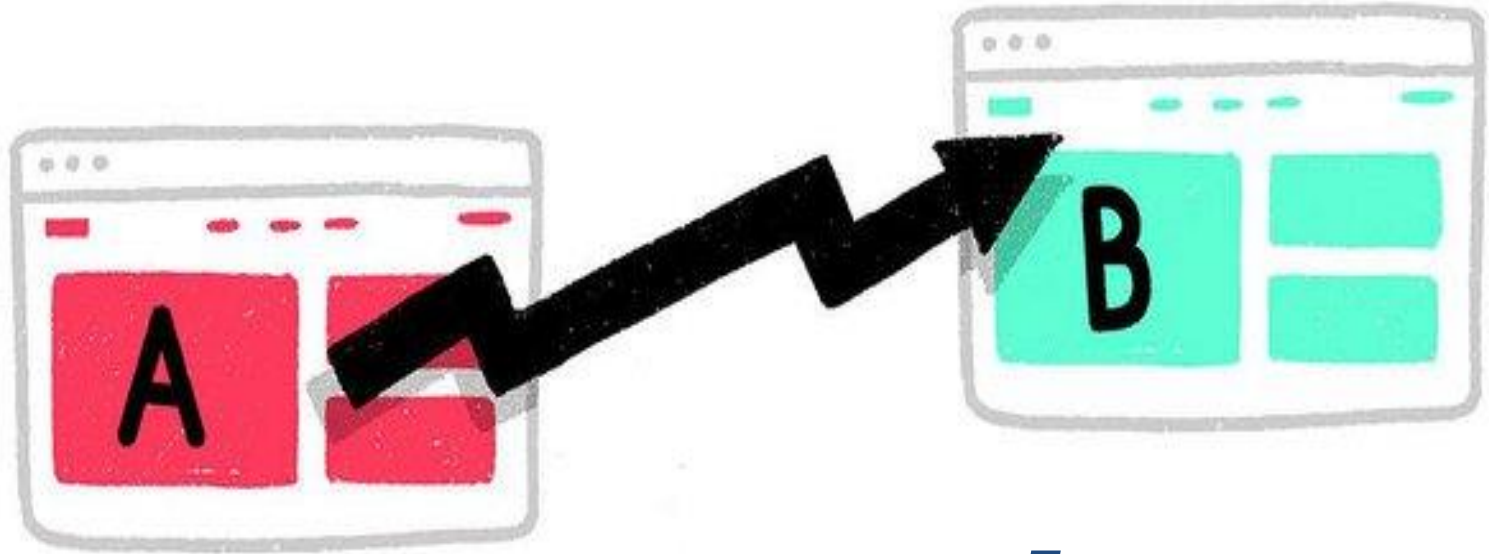
**YOUR BRAND DISPLAYED  
PROMINENTLY.**

**DIRECT, CONCISE, AND  
URGENT LANGUAGE**



**Once you have all these elements in place, you need to check if your ads are working**

# SPLIT TESTING



*into 6*

1.  
Content

2. Offer

3. Pricing

4.  
Creative

5. Call to  
action

6. Banner  
size



**TEST ACCORDINGLY**

# STEP 3

## configure




**Focus  
on the  
*Third  
Stage***

1.DEFINE  
OBJECTIVES

2.FORMAT  
AD FORMAT  
BUDGET

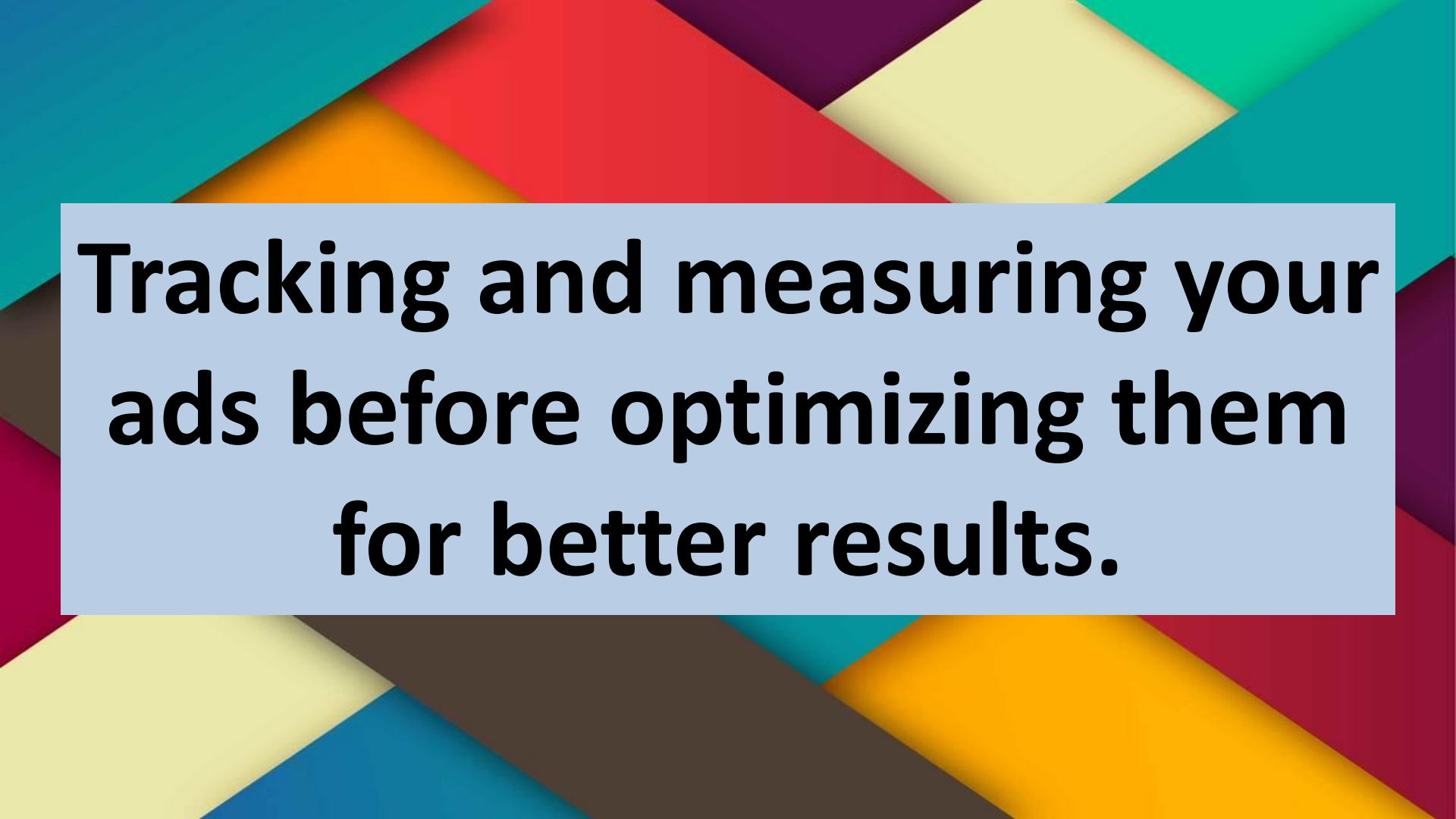
4.ANALYZE

3.CONFIGURE  
TARGETING  
AND  
TRACKING




**Targeting well-written  
ads to appear on the  
most appropriate media.**





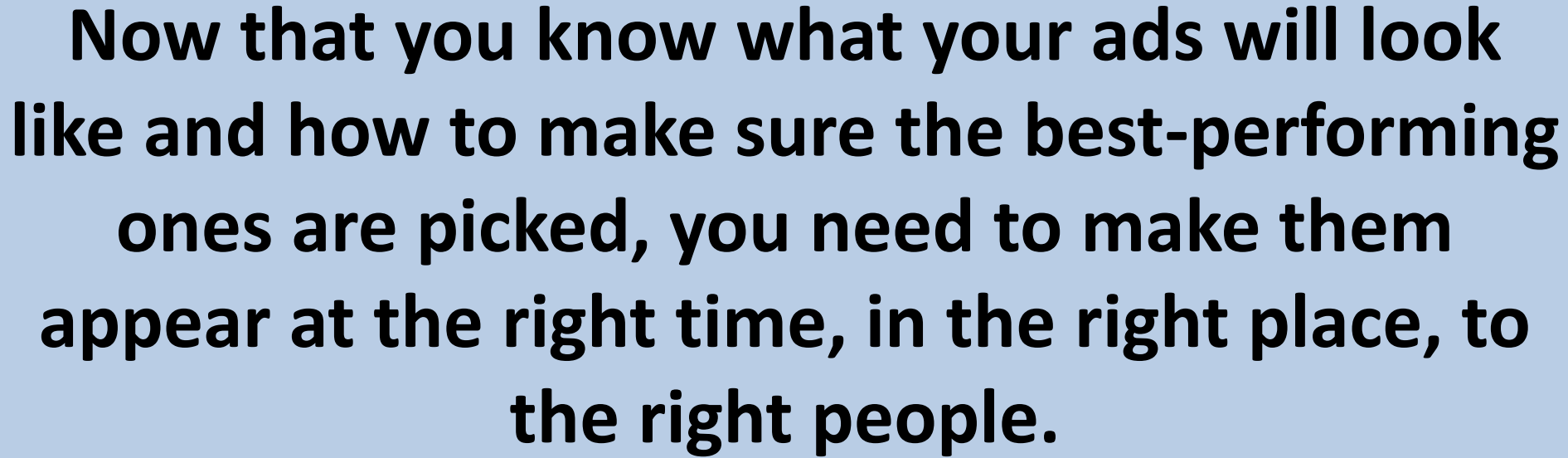
**Tracking and measuring your  
ads before optimizing them  
for better results.**




**Scheduling your  
communications effectively so  
they have maximum impact**



**TARGETING**



**Now that you know what your ads will look like and how to make sure the best-performing ones are picked, you need to make them appear at the right time, in the right place, to the right people.**



**Because ads are no longer  
generic—they are incredibly  
targeted**

So when you see an ad on instagram, that ad is aimed specifically at you.

It is relevant to your browsing history, your searches, and your patterns of behavior.



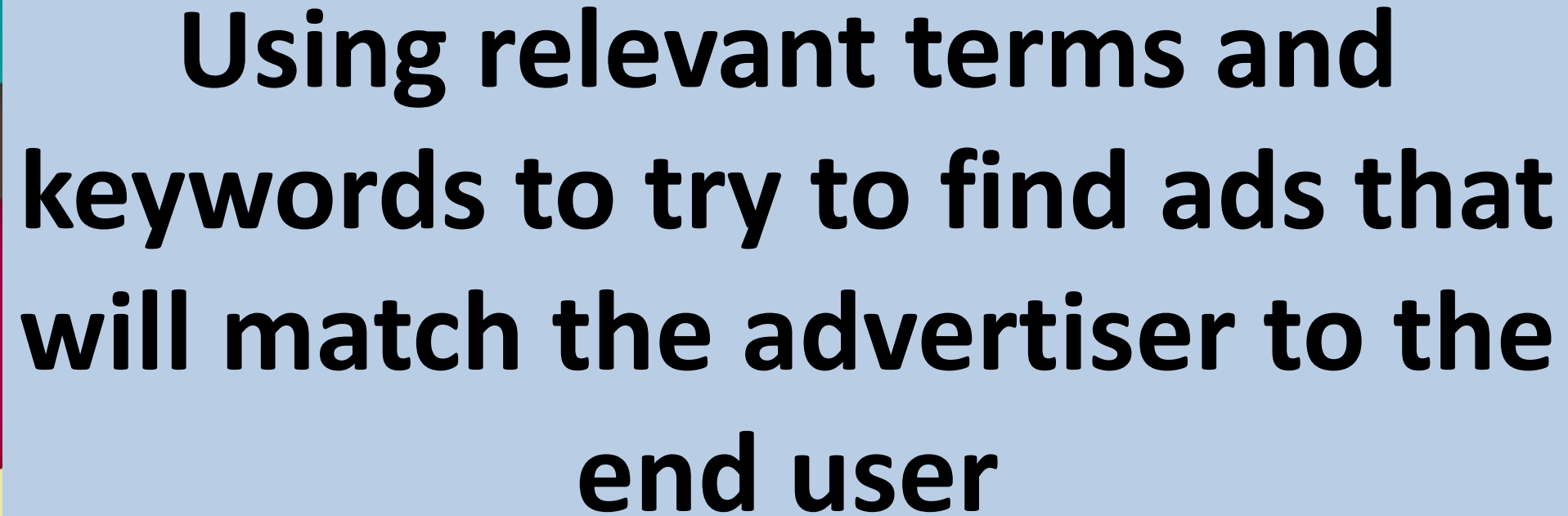
# TARGETING option



# CONTEXTUAL (AUTOMATIC PLACEMENTS)

*Google evaluates all the keywords in a Display ad group and places your ads on websites that match this theme.*





**Using relevant terms and  
keywords to try to find ads that  
will match the advertiser to the  
end user**



# MANAGED PLACEMENTS

*You select the specific sites where  
you want your ads to run.*



# TOPICS

*Targets your ad to websites that include content about topics you select.*



# INTEREST CATEGORIES

*Targets your ads to users with specific interests based on websites they visit.*



# REMARKETING

*Shows ads to people who  
previously visited your site.*



# AUTO-OPTIMIZATION (DCO)

*Google automatically optimizes both targeting and bidding to find additional conversions. Also known as Display Campaign Optimizer.*



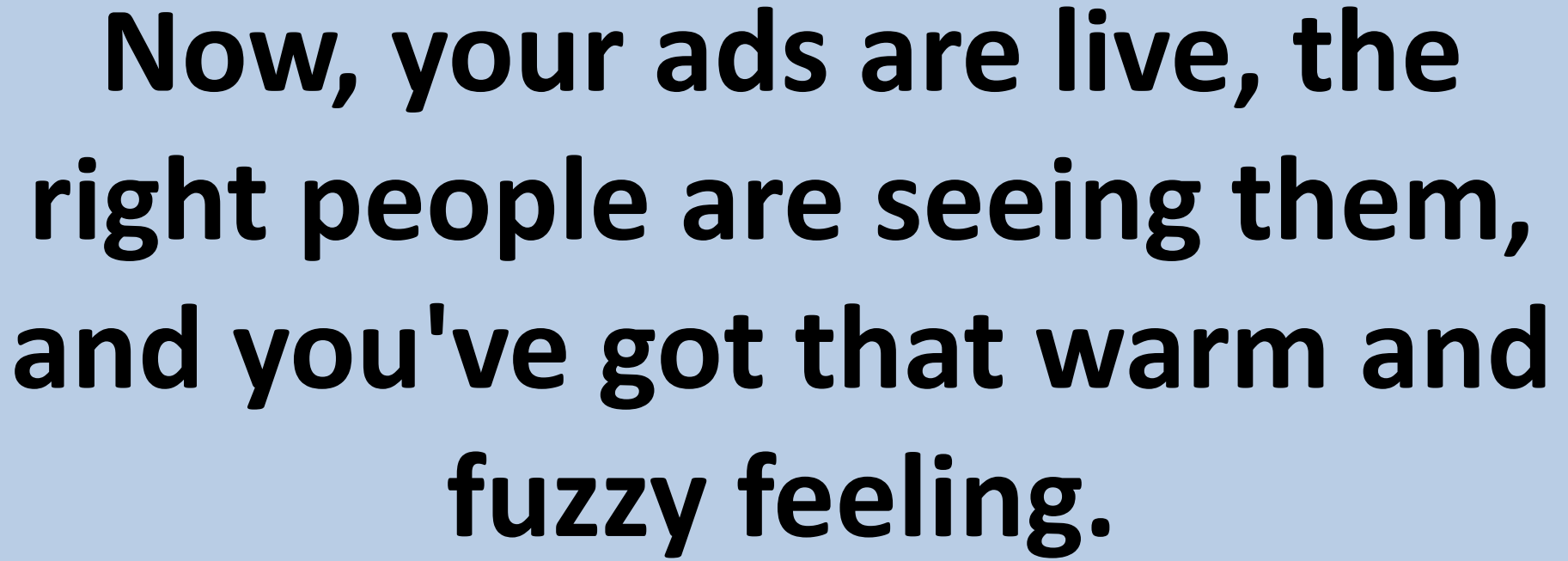
# INFERRED DEMOGRAPHICS

*Targets your ads to users based on  
gender and age.*

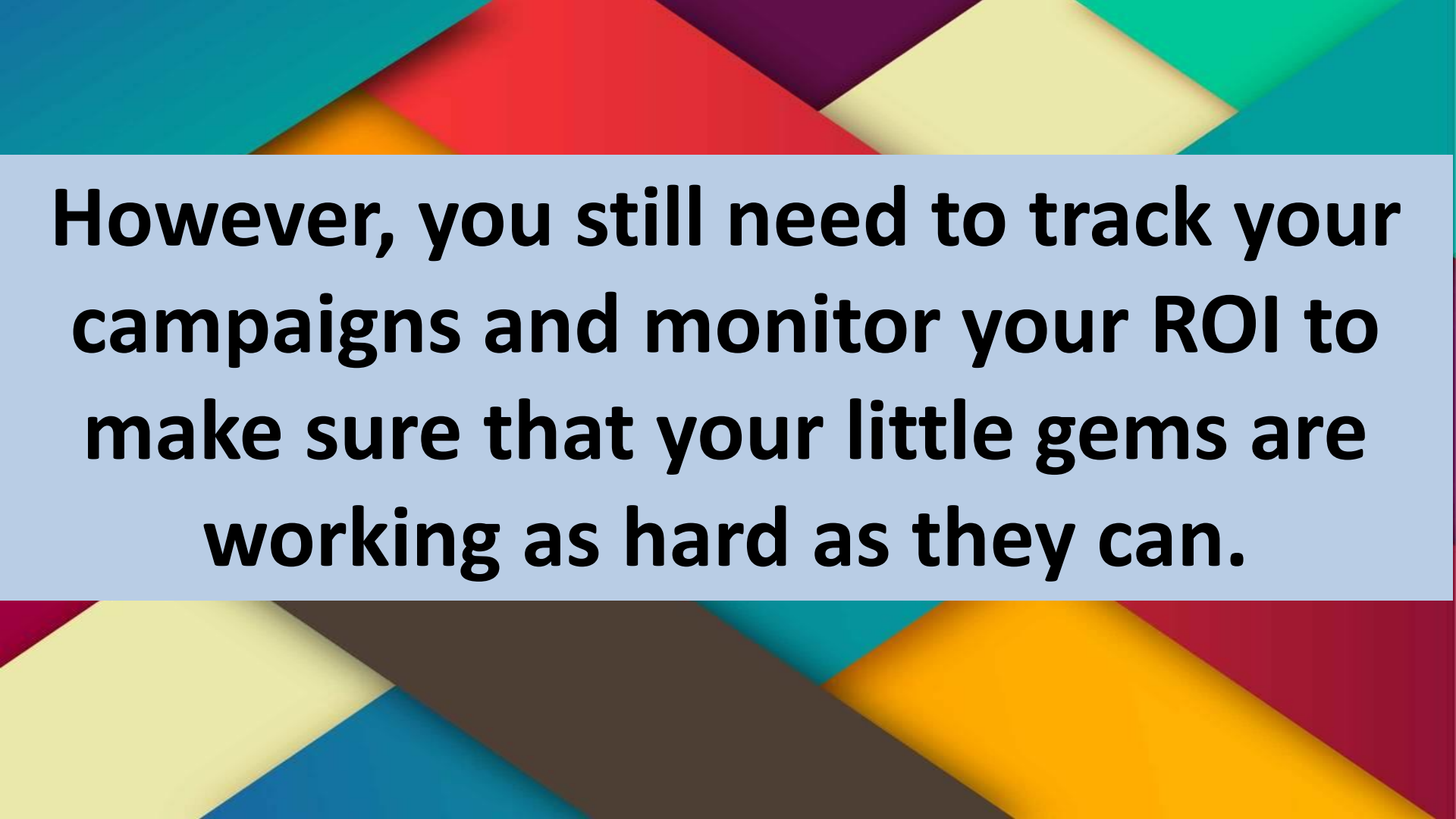


TRACKING





**Now, your ads are live, the  
right people are seeing them,  
and you've got that warm and  
fuzzy feeling.**



**However, you still need to track your campaigns and monitor your ROI to make sure that your little gems are working as hard as they can.**

**YOU CAN TRACK BASED ON**



# INTERACTION RATE

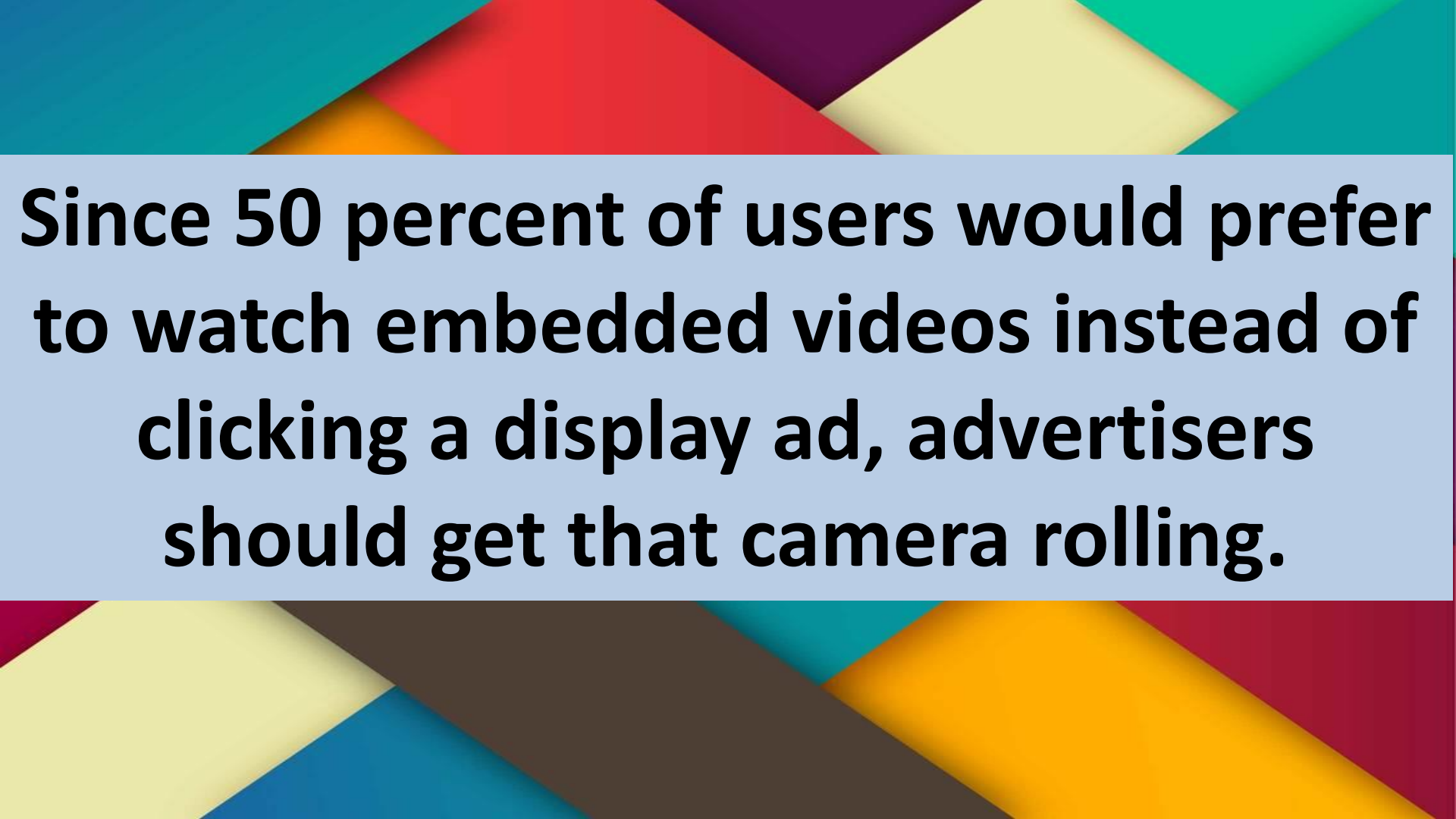
The number of times that a user interacts with an ad divided by its impressions.

At 2.48 percent on average, interaction rates are much higher than CTRs and are more in line with a PPC or a Google AdWords campaign.



# VIDEO COMPLETION/CONVERSION RATE

*The number of times that a user converts and watches a full video, such as a 30-second video that plays to the end.*




**Since 50 percent of users would prefer to watch embedded videos instead of clicking a display ad, advertisers should get that camera rolling.**



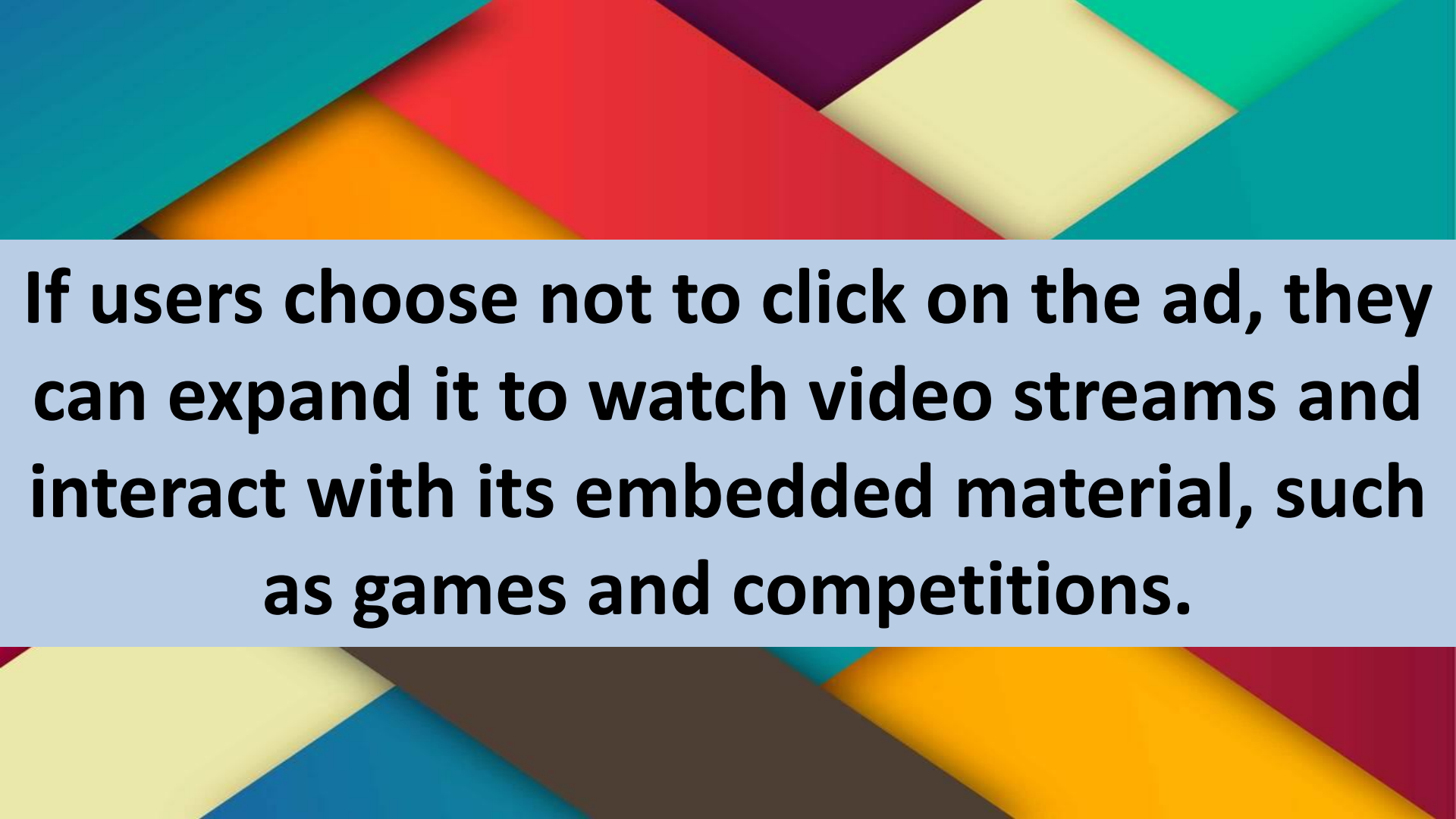
# EXPANSION TIME

*The average time that an ad is viewed in an expanded state*



**Display ads are becoming  
more playful and less static.**






**If users choose not to click on the ad, they can expand it to watch video streams and interact with its embedded material, such as games and competitions.**

# AVERAGE DISPLAY TIME

The average time that a media ad is displayed to a user.

It should be quite short—so if an ad has video, ideally it will be displayed for fewer than 30 seconds



**Remember to take advantage of the variety of reporting sources available to you, including:**



## **PUBLISHERS/AGENCIES:**

**They can use analytics to tell you about your performance.**



# **SALES:**

**You can check if they have increased  
since the campaign started**



# **AD NETWORKS:**

**Large media outlets like the GDN**

# **ANALYTICS:**

**Those internally and those reported by Google (Google Analytics, AdSense, and DoubleClick)**

## **OFFLINE REPORTS:**

**Since online and offline are linked, any increase in performance offline (purchases, phone calls, coupon redemption, etc.) can indicate the level of success of online activities.**



# STEP 4

**analyze**



**Focus  
on the  
*Fourth  
Stage***

1.DEFINE  
OBJECTIVES

2.FORMAT  
AD FORMAT  
BUDGET

4.ANALYZE

3.CONFIGURE  
TARGETING  
AND  
TRACKING

***It involves tracking, measuring and optimizing all aspects of the campaign, allowing you to maximize effectiveness and ROI and helping you to achieve your business goals.***

# MEASURE



***You need to continually measure  
your message and your creatives  
with publishers to create a  
culture of testing.***

***This is made easier if  
you first set out KPIs  
such as:***

Click-through  
rates

Interactivity  
rates

Expansion  
rates

Bounce rates

Page views

Average time  
on page

Direct traffic  
sources

Conversions



***Another method of  
analyzing success is  
measuring your ROI.***

***Analytics can be a little confusing—but there are great tools out there, such as Google Analytics, that can clear things up.***

***It offers real-life tracking capabilities so that you can trace every cent you spend and you can customize it with your own digital marketing activities***

***Within the Analytics  
dashboard you can create  
your own goals and  
objectives.***

***Use funnel visualization  
to identify the different  
data sources feeding  
them***

# Google Analytics Report with Funnel Visualization



*Now that you have  
covered the  
measurement and  
analysis within **stage 4***

# LAWS AND GUIDELINES





***Laws and guidelines will differ across all locations, and some may be more stringent than others.***

***But still, when it comes to display advertising there are some universal restrictions (the most obvious example of which relates to alcohol)***

***Wherever you live, you  
need to be aware of that  
particular region's laws  
and guidelines.***

A hand is shown reaching out towards a glowing digital grid. The grid is composed of a grid of yellow and orange squares, with a green and blue light streak running horizontally across the middle. Binary code (0s and 1s) is visible in the background, appearing to be part of the digital environment.

01101010100 0110100010110101110  
000101101100101101010100101101000101101011  
0011100010110110010110101001011010001011010110  
110110010110101010010110100010

# MAINTAINING PRIVACY

***For instance, most websites now include strict cookie policies, and it is mandatory for digital marketers to display these policies.***



**CREATIVE COPYRIGHT**

***Instead, advertisers can source images from libraries such as iStock or Shutterstock, which allow you to buy a copyright for promotional purposes.***

***In some cases you can contact the  
photographer or artist and request  
copyright through them—  
sometimes you will pay, sometimes  
you might catch a lucky break.***



***But you should never assume  
that just because something is  
free for download that there  
will be no repercussions.***




**HERE ARE SOME FINAL PEARLS  
OF WISDOM:**



# KEEP THINGS SIMPLE

*With your message, with your creatives—  
clear, succinct ads are more likely to grab  
attention.*



# USE YOUR PUBLISHERS

*They have the expertise and insights that can make a huge difference to your campaigns.*



# TRY OUT TOOLS

*Use AdWords Planner, DoubleClick, and other Google tools to help you plan, manage, and optimize your display campaigns.*



# THINK Laterally

*Do not just focus on CTRs, which are a pretty blunt measurement of success*



# KNOW YOUR AUDIENCE

*Once you have created segments, you can build personas, predict behavior, and meet preferences.*



# STAY ON TRACK

*Measure your campaigns on an ongoing, iterative basis—linking to analytics and testing for success whenever possible.*





# GET CREATIVE

*At the end of the day, after all the planning and testing and analyzing, you want customers to like your ad*

Thank  
you





أشيقر<sup>®</sup>  
DIGIMENTORS