6 — Digital Advertising

From Code to Product
gidgreen.com/course
Million Dollar Homepage
Lecture 6

• Introduction
• Ad formats
• Types of targeting
• Price models
• Creatives
• Landing pages
• Web Sudoku
• Buying ads
Traditional advertising

- **Mass media**
  - Newspapers, magazines, TV, radio, outdoor
  - Local or national, not global
- **Big one-time purchase**
- **One message to all recipients**
  - No filtering or personalization
- **Success measured indirectly**
  - Did sales increase this month?
Digital advertising

• Digital media
  – Web, mobile, email, desktop
  – Global in scope
• Pay as you go, small increments
• Messages targeted by recipient
  – Filtering, personalization
• Success measured directly
  – Views, clicks, actions
Underlining the difference

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

— John Wanamaker, store owner

“Ninety-nine percent of advertising doesn't sell much of anything..”

— David Ogilvy, advertising executive
US ad spending (+projected)

Note: *includes spending primarily on desktop-based ads; **includes classified, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; ad spending on tablets is included.
Source: eMarketer, Dec 2013

(world totals approximately double)
### Average Time Spent per Day with Major Media by US Adults, 2010-2013

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>3:11</td>
<td>3:49</td>
<td>4:33</td>
<td>5:16</td>
</tr>
<tr>
<td>Online*</td>
<td>2:22</td>
<td>2:33</td>
<td>2:27</td>
<td>2:19</td>
</tr>
<tr>
<td>Mobile (nonvoice)</td>
<td>0:24</td>
<td>0:48</td>
<td>1:35</td>
<td>2:21</td>
</tr>
<tr>
<td>Other</td>
<td>0:26</td>
<td>0:28</td>
<td>0:31</td>
<td>0:36</td>
</tr>
<tr>
<td>TV</td>
<td>4:24</td>
<td>4:34</td>
<td>4:38</td>
<td>4:31</td>
</tr>
<tr>
<td>Radio</td>
<td>1:36</td>
<td>1:34</td>
<td>1:32</td>
<td>1:26</td>
</tr>
<tr>
<td>Print**</td>
<td>0:50</td>
<td>0:44</td>
<td>0:38</td>
<td>0:32</td>
</tr>
<tr>
<td>Newspapers</td>
<td>0:30</td>
<td>0:26</td>
<td>0:22</td>
<td>0:18</td>
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<tr>
<td>Magazines</td>
<td>0:20</td>
<td>0:18</td>
<td>0:16</td>
<td>0:14</td>
</tr>
<tr>
<td>Other</td>
<td>0:45</td>
<td>0:37</td>
<td>0:28</td>
<td>0:20</td>
</tr>
<tr>
<td>Total</td>
<td>10:46</td>
<td>11:18</td>
<td>11:49</td>
<td>12:05</td>
</tr>
</tbody>
</table>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; *includes all internet activities on desktop and laptop computers; **includes only reading only
Source: eMarketer, July 2013

### US Total Media Ad Spending, by Media, 2011-2017

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>$60.7</td>
<td>$64.5</td>
<td>$66.4</td>
<td>$68.5</td>
<td>$70.0</td>
<td>$73.1</td>
<td>$75.3</td>
</tr>
<tr>
<td>Digital</td>
<td>$32.0</td>
<td>$36.8</td>
<td>$42.3</td>
<td>$47.6</td>
<td>$52.5</td>
<td>$57.3</td>
<td>$61.4</td>
</tr>
<tr>
<td>Online*</td>
<td>$20.7</td>
<td>$18.9</td>
<td>$17.8</td>
<td>$17.1</td>
<td>$16.6</td>
<td>$16.2</td>
<td>$16.1</td>
</tr>
<tr>
<td>Mobile</td>
<td>$15.2</td>
<td>$15.2</td>
<td>$15.2</td>
<td>$15.2</td>
<td>$15.2</td>
<td>$15.2</td>
<td>$15.2</td>
</tr>
<tr>
<td>Radio</td>
<td>$15.2</td>
<td>$15.4</td>
<td>$15.6</td>
<td>$16.0</td>
<td>$16.0</td>
<td>$16.0</td>
<td>$16.1</td>
</tr>
<tr>
<td>Outdoor</td>
<td>$6.4</td>
<td>$6.7</td>
<td>$6.7</td>
<td>$7.2</td>
<td>$7.4</td>
<td>$7.4</td>
<td>$7.8</td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$158.3</td>
<td>$165.0</td>
<td>$171.0</td>
<td>$177.8</td>
<td>$183.4</td>
<td>$190.9</td>
<td>$197.0</td>
</tr>
</tbody>
</table>

Note: eMarketer benchmarks its US newspaper ad spending projections against the NAA, for which the last full year measured was 2012, and its US outdoor ad spending projections against the OAAA, for which the last full year measured was 2011; numbers may not add up to total due to rounding; *print only; **excludes off-air radio & digital
Source: eMarketer, Aug 2013
Digital ad breakdown

IAB Internet Advertising Revenue Report, October 2013

Advertising format share, 2006 - 1H 2013* (% of total revenue)
How it works

• Direct sales
  – Hard to find advertisers
  – Transaction cost vs volume

• Ad networks
  – Aggregate 1000s of publishers + advertisers
  – Copy-paste code snippet
  – Take 20%—50% of revenue

• Big sites use both
Top US online ad destinations

<table>
<thead>
<tr>
<th>Top 30 Syndicated Ad Focus Entities</th>
<th>Top 20 Ad Networks/Buy Side Networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Property</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
</tr>
<tr>
<td>1</td>
<td>Yahoo! Sites</td>
</tr>
<tr>
<td>2</td>
<td>ShareThis</td>
</tr>
<tr>
<td>3</td>
<td>Google</td>
</tr>
<tr>
<td>4</td>
<td>Outbrain</td>
</tr>
<tr>
<td>5</td>
<td>FACEBOOK.COM</td>
</tr>
<tr>
<td>6</td>
<td>YOUTUBE.COM*</td>
</tr>
<tr>
<td>7</td>
<td>AOL, Inc.</td>
</tr>
<tr>
<td>8</td>
<td>MSN</td>
</tr>
<tr>
<td>9</td>
<td>AMAZON.COM*</td>
</tr>
<tr>
<td>10</td>
<td>Glam Media</td>
</tr>
</tbody>
</table>
Top US mobile ad destinations

<table>
<thead>
<tr>
<th>Company</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>57.0%</td>
<td>52.5%</td>
<td>48.2%</td>
<td>49.2%</td>
<td>50.6%</td>
</tr>
<tr>
<td>Facebook</td>
<td>-</td>
<td>9.4%</td>
<td>15.3%</td>
<td>15.2%</td>
<td>13.1%</td>
</tr>
<tr>
<td>YP</td>
<td>7.1%</td>
<td>6.1%</td>
<td>4.6%</td>
<td>4.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Pandora</td>
<td>9.1%</td>
<td>5.8%</td>
<td>4.5%</td>
<td>4.2%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>-</td>
<td>3.3%</td>
<td>3.2%</td>
<td>3.5%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Apple (iAd)</td>
<td>2.9%</td>
<td>3.0%</td>
<td>2.9%</td>
<td>3.3%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Millennial Media</td>
<td>2.7%</td>
<td>1.5%</td>
<td>1.1%</td>
<td>1.1%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Other</td>
<td>21.2%</td>
<td>18.5%</td>
<td>20.1%</td>
<td>19.6%</td>
<td>20.6%</td>
</tr>
</tbody>
</table>

Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners and other, rich media and video) and search; ad spending on tablets is included; excludes SMS, MMS and P2P messaging-based advertising; numbers may not add up to 100% due to rounding.

Source: company reports, 2012 & 2013; eMarketer, Aug 2013
Lecture 6

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• Types of targeting
• Price models
• Creatives
• Landing pages
• Web Sudoku
• Buying ads
Online banner sizes (IAB)

- **Full banner**: 468 x 60
- **Leaderboard**: 728 x 90
- **Wide skyscraper**: 160 x 600
- **Medium rectangle**: 300 x 250
Banner ad code

<!-- Casale Media: 336x280, 300x250 (Rectangle) -->
<script type="text/javascript">
var CasaleArgs = new Object();
CasaleArgs.version = 2;
CasaleArgs.adUnits = "6,4";
CasaleArgs.casaleID = 76546;
</script>

<script type="text/javascript" src="http://js.casalemedia.com/casaleJTag.js"></script>

<!-- DO NOT MODIFY -->
Size vs CTR (AdSense)

Click-through rate vs Banner area
Interstitials
Pop-up ads

• Hated by users
• Pop-up blockers common
• Also: pop-under
Search advertising
Social network ads

Ads By LinkedIn Members

Procurement Whitepaper
17 Tips for Successful Adoption of eProcurement. Get your free copy now

Ricardo Afonso is...
Exploring Senior Business Development Opportunities in LATAM and EMEA.

TRAC Research Report
Learn about the key role of User Experience Monitoring strategies
In-text advertising

All these measures help banks to adopt fast changing banking technology and provide the best banking solutions to the private organizations. It is also helping them to connect with their customers in a more personal way. In fact, they have empowered themselves to effortlessly offer services, insurance, investments, mobile accounts as processes through the adoption of newly emerging technology conferences, financial and in publications. FST Media primarily serves the technology conferences, financial and wealth management sectors across experience in conference production, journalism and business development, FST Media primarily serves the financial services executives.
Content marketing

We recommend

- N.J. police: Lawyer killed by carjackers after his Range Rover at upscale mall
- Actress Maria Bello comes out
- Lottery winner gives $40 million jackpot to charity
- Golfer hits hole in one but joy short lived

From around the web

- Pop-up chefs bring guerrilla gourmet to Tel Aviv (The Times of Israel)
- Are we seeing the emergence of ‘dictator Xi’? (Nikkei Asian Review)
- 9 Hot Toys That Every Kid Wants This Year (Business Insider)
Other online formats

- Floating ads
- Mouseover ads
  - Expanding
  - Audio
- In-video
  - Pre, mid, post-roll
- In-map
- Advertorials
In-app ad formats

Mobile banner
320 (or 300) x 50

Full screen (or almost)
320 x 480 (or 440)
Ads in email

- Past: text
- Now: images
  - Not always displayed
- Direct sales
- Some small networks
Lecture 6

• Introduction
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• Types of targeting
• Price models
• Creatives
• Landing pages
• Web Sudoku
• Buying ads
# Geography

## Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Uniques (Cookies)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>978,006</td>
<td>121</td>
</tr>
<tr>
<td>Canada</td>
<td>142,532</td>
<td>259</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>137,109</td>
<td>161</td>
</tr>
<tr>
<td>India</td>
<td>42,494</td>
<td>121</td>
</tr>
<tr>
<td>Australia</td>
<td>33,100</td>
<td>142</td>
</tr>
</tbody>
</table>

## Cities

<table>
<thead>
<tr>
<th>City</th>
<th>Uniques (Cookies)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>London (GB)</td>
<td>23,979</td>
<td>149</td>
</tr>
<tr>
<td>Toronto (CA)</td>
<td>17,763</td>
<td>268</td>
</tr>
<tr>
<td>Unknown (US)</td>
<td>13,596</td>
<td>93</td>
</tr>
<tr>
<td>Singapore (SG)</td>
<td>11,545</td>
<td>247</td>
</tr>
<tr>
<td>Chicago, IL (US)</td>
<td>11,223</td>
<td>92</td>
</tr>
</tbody>
</table>

## US States

<table>
<thead>
<tr>
<th>State</th>
<th>Uniques (Cookies)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>115,457</td>
<td>70</td>
</tr>
<tr>
<td>Texas</td>
<td>63,536</td>
<td>106</td>
</tr>
<tr>
<td>Florida</td>
<td>56,865</td>
<td>116</td>
</tr>
<tr>
<td>New York</td>
<td>56,753</td>
<td>100</td>
</tr>
<tr>
<td>Illinois</td>
<td>47,757</td>
<td>116</td>
</tr>
</tbody>
</table>

## US DMAs

<table>
<thead>
<tr>
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<th>Uniques (Cookies)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>63,146</td>
<td>101</td>
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<tr>
<td>Los Angeles</td>
<td>44,915</td>
<td>98</td>
</tr>
<tr>
<td>Chicago</td>
<td>37,833</td>
<td>116</td>
</tr>
<tr>
<td>San Fran-Oak-SJ</td>
<td>37,324</td>
<td>39</td>
</tr>
<tr>
<td>Boston (Manchr)</td>
<td>32,171</td>
<td>153</td>
</tr>
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</table>
Demographics

### US Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>100</td>
</tr>
<tr>
<td>Female</td>
<td>100</td>
</tr>
<tr>
<td>&lt;18</td>
<td>57</td>
</tr>
<tr>
<td>18-24</td>
<td>97</td>
</tr>
<tr>
<td>25-34</td>
<td>80</td>
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<td>35-44</td>
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<td>45-54</td>
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<td>55-64</td>
<td>147</td>
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<tr>
<td>65+</td>
<td>162</td>
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<tr>
<td>No Kids</td>
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<td>Has Kids</td>
<td>89</td>
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<td>$0-50k</td>
<td>80</td>
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<td>$50-100k</td>
<td>105</td>
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<td>$150k+</td>
<td>149</td>
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<td>No College</td>
<td>58</td>
</tr>
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<td>College</td>
<td>117</td>
</tr>
<tr>
<td>Grad School</td>
<td>183</td>
</tr>
<tr>
<td>Caucasian</td>
<td>112</td>
</tr>
<tr>
<td>African American</td>
<td>46</td>
</tr>
<tr>
<td>Asian</td>
<td>93</td>
</tr>
<tr>
<td>Hispanic</td>
<td>68</td>
</tr>
<tr>
<td>Other</td>
<td>59</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Internet Average</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Children</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Ethnicity</td>
<td></td>
</tr>
</tbody>
</table>

Updated Mar 3, 2012 • Next: Mar 14, 2012 by 9AM PDT
# Traffic source

## Traffic Sources

### Mobile Web vs. Online

Web Sudoku Network has more page views from a computer browser than from a mobile device browser in the United States.

<table>
<thead>
<tr>
<th></th>
<th>Mobile Web (%)</th>
<th>Online (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>1%</td>
<td>99%</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>1%</td>
<td>99%</td>
</tr>
</tbody>
</table>

### Business vs. Home

Web Sudoku Network is visited more by computers at home than computers at work in the United States.

<table>
<thead>
<tr>
<th></th>
<th>Business (%)</th>
<th>Home (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global</strong></td>
<td>22%</td>
<td>77%</td>
</tr>
<tr>
<td><strong>United States</strong></td>
<td>27%</td>
<td>73%</td>
</tr>
</tbody>
</table>

- Embed
Contextual
Contextual

The First 10 Steps for Wedding Planning
Newly Engaged? Here Are the First Wedding Planning Steps to Take

By Nina Callaway, About.com Guide

See More About: engagement  wedding planning tools  advice for the engaged couple

Congratulations! You're about to embark on two amazing adventures - the first, of course, being your life as a wedded couple and the second being the exciting, yet often overwhelming process of planning a wedding. A wedding will probably be the biggest and most involved party or ritual either of you have ever put together. Before you get overwhelmed, take a deep breath, then do these ten things.

1. **Enjoy Being Engaged**
   Kiss each other a thousand times. Jump up and down saying, "We're engaged!" Stare at the engagement ring. Take the time to write down in detail how you got engaged. (We'd love for you to [share your marriage proposal story](#) with us!) Contemplate the wonderful things ahead of you. Take pictures of yourselves with the engagement ring. Kiss each other a thousand more times. [Read more about making your engagement special](#).

Tell Your Parents
You should tell your parents of your impending nuptials before anyone else. (Unless of course, you are estranged.) Both of you should be present and ideally you will tell them in person - they'll have a chance to see your happiness up close, look at the ring, and start talking about the wedding. Traditionally the bride's parents know before the groom's do, but any order is open to discussion.
Contextual

Real Estate 101: Common Real Estate Terms

 Posted: Mar 05, 2012 | Comments: 0 |  Facebook Like 0  Google+ Share 0  Twitter Tweet 2  Email Share

Ads by Google

Turn-Key property Rented, rehabbed, and managed multiple US markets available www.southwestcashflow.com

Keep Your Eye on Brazil World's emerging market player. Invest in Forestry. Make 12%p.a. www.greenwood-management.com

Finding a new luxury homes in AZis no easy task. With the industry becoming more in tune with its market and getting hasty over the buy and sell business, it's a must to keep oneself familiar with the common words used in the trade.

If the sign "House for Sale in South Arizona" catches your attention, your next step is probably to turn to a real estate broker. Of course, you don't want to appear clueless and confused when your agent starts to spew out words like "claim," "closing costs," "Escrow," or even "ingress" and "egress" in the middle of a money-property negotiation. Being informed is the least thing that you can do to successfully beat the deal.

Dorn Homes, one of the leading new home builders in AZ, lists some of the most commonly used terms in the real estate industry:

- Amortization. It is the process of paying off a loan or an existing debt by making regular partial payments of principal and interest rate over an agreed period of time.

- Annual Percentage Rate (APR). It refers to the interest rate incurred for a whole year. It is calculated based on a government formula and expressed in percentage.
Contextual pitfalls

Anatidaephobia - The Fear That You are Being Watched by a Duck

Aflac can help attract and retain employees, at no direct cost to your company.

What Causes Anatidaephobia?

As with all phobias, the person coping with Anatidaephobia has experienced a real-life trauma. For the anatidaephobic individual, this trauma most likely occurred during childhood.

Perhaps the individual was intensely frightened by some species of water fowl. Geese and swans are relatively well known for their aggressive tendencies and perhaps the anatidaephobic person was actually bitten or flapped at. Of course, the Far Side comics did little to minimize the fear of being watched by a duck.
Behavioral (retargeting)
On-site behavioral
Profile-based
Profile-based
Profile-based
Affiliate advertising

- Direct sales
  - But no transaction costs
- Payment on sale only
  - Open to all
## Affiliate Advertising

### New Advertisers

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Joined</th>
<th>Category</th>
<th>Sale</th>
<th>Lead</th>
<th>Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>echterfanshop.de</td>
<td>6-Mar-2012</td>
<td>Party Goods</td>
<td>Sale: 10.00% EUR</td>
<td>Performance Incentive</td>
<td></td>
</tr>
<tr>
<td>Depositphotos</td>
<td>5-Mar-2012</td>
<td>Photo</td>
<td>Sale: 20.00% USD</td>
<td>Performance Incentive</td>
<td></td>
</tr>
<tr>
<td>cinda b</td>
<td>5-Mar-2012</td>
<td>Handbags</td>
<td>Sale: 6.00% USD</td>
<td>Performance Incentive</td>
<td></td>
</tr>
<tr>
<td>BestofNewYork</td>
<td>5-Mar-2012</td>
<td>Vacation</td>
<td>Sale: 5.00% USD</td>
<td>Performance Incentive</td>
<td></td>
</tr>
<tr>
<td>party-dekowelt.de</td>
<td>5-Mar-2012</td>
<td>Party Goods</td>
<td>Sale: 10.00% EUR</td>
<td>Performance Incentive</td>
<td></td>
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<tr>
<td>hochzeits-zeit.de</td>
<td>5-Mar-2012</td>
<td>Weddings</td>
<td>Sale: 10.00% EUR</td>
<td>Performance Incentive</td>
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<tr>
<td>Eurostars ES</td>
<td>5-Mar-2012</td>
<td>Hotel</td>
<td>Sale: 7.70% EUR</td>
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<td></td>
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<tr>
<td>Philosophy UK</td>
<td>2-Mar-2012</td>
<td>Cosmetics</td>
<td>Sale: 10.00% GBP</td>
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<td></td>
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<tr>
<td>NGames</td>
<td>2-Mar-2012</td>
<td>Games</td>
<td>Sale: 22.00% USD</td>
<td>Lead: $0.10 USD</td>
<td>Performance Incentive</td>
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<td>Experian Consumer Information</td>
<td>2-Mar-2012</td>
<td>Credit Reporting and Repair</td>
<td>Sale: $6.00 USD</td>
<td>Lead: $2.00 USD</td>
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<td>Soloptik</td>
<td>2-Mar-2012</td>
<td>Malls</td>
<td>Sale: 10.00% SEK</td>
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<tr>
<td>VueZone</td>
<td>1-Mar-2012</td>
<td>Consumer Electronics</td>
<td>Sale: 3.50% - 7.00% USD</td>
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<td>Ally Bank</td>
<td>1-Mar-2012</td>
<td>Banking/Trading</td>
<td>Lead: $20.00 - $40.00 USD</td>
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<td></td>
</tr>
<tr>
<td>Naturalskinshop</td>
<td>1-Mar-2012</td>
<td>Cosmetics</td>
<td>Sale: 15.00% USD</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Real-time bidding (RTB)

• Most online ads bought in advance
  – Volumes and targeting predefined
• RTB ads bought in real-time
  – User visits page with RTB ad
  – Impression auctioned to buyers
  – Highest bid wins
• Transparent to publishers
• Use a demand-side platform
Real-time bidding growth

[Graph showing US Real-Time Bidding (RTB) Digital Display Ad Spending, 2012-2017, billions, % change and % of total digital display ad spending.]

Note: includes all display formats served to all devices
Source: eMarketer, Dec 2013
Demand-side platforms for RTB

SiteScout RTB
Demand Side Platform

SiteScout RTB is a self-serve advertising platform for marketers who need tools that are easy enough to use, but powerful enough to produce real-world results.

Real-Time Bidding (RTB) technology has re-invented traditional banner advertising. In the same way that search engines use keywords, RTB uses behavioral and demographic data to target ads at specific audiences, producing results like never before.

Until now, the power of RTB has only been available to big-budget brands and agencies. We believe that advertisers of all sizes should have access to world-class RTB technology. That's why we built the SiteScout platform.

Learn More  Get Started
Lecture 6

- Introduction
- Ad formats
- Types of targeting
- Price models
- Creatives
- Landing pages
- Web Sudoku
- Buying ads
Fixed price

• Predefine:
  – Where ads will show
  – Proportion of time
  – Time period (week/month)

• Direct sales only

• No tracking required
  – Advertiser can monitor performance

• Money left on table?
Cost per impression

- Priced in CPM = cost per mille (1000)
- Advertiser sets:
  - CPM rate
  - “Above the fold”?
  - Limits per day, per user
- Popular for display advertising
  - Viewing ad builds brand recognition
- Impression tracking
Pay per click

• Priced in CPC = cost per click
• Advertiser more flexible
  – Click = user intent
• Popular for search advertising
  – Auction between advertisers
• Impression and click tracking
  – CTR = click-through rate
Pay per action

- Priced in CPA = cost per action (sale)
- Suits advertiser perfectly
  - Only pay if you get paid
- Popular for affiliate advertising
  - Any publisher will do
- Impression, click and conversion tracking
  - CR = conversion rate
  - Publisher forced to trust advertiser
Total revenue

Revenue = Fixed price

Impressions $\times$ \text{CPM}/1000

Impressions $\times$ CTR $\times$ CPC

Impressions $\times$ CTR $\times$ CR $\times$ CPA
Total revenue

Revenue = $1,000

500k \times \frac{2}{1000}

500k \times 2.5\% \times 0.08

500k \times 2.5\% \times 2\% \times 4
Defaults and thresholds

• Defaults
  – What to show if there’s no ad

• eCPM = equivalent CPM
  – All you really care about

• Threshold
  – Minimum required eCPM

• Fill rate

• Check the definitions!
Ad network example

<table>
<thead>
<tr>
<th>On</th>
<th>Campaign</th>
<th>Industry</th>
<th>Brand Status</th>
<th>Agency Status</th>
<th>Source</th>
<th>Status</th>
<th>Demand Control</th>
<th>Impressions</th>
<th>CTR</th>
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<tbody>
<tr>
<td></td>
<td>181 My Website - UK</td>
<td>Web Applications</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>$0.07</td>
<td>$0.21</td>
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<tr>
<td></td>
<td>181 My Website - US</td>
<td>Web Applications</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>92</td>
<td>0.00%</td>
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<td>$0.11</td>
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<td>1-800-Contacts - US</td>
<td>Fashion/Beauty</td>
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<td>○</td>
<td>Media6Degrees</td>
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<td>1-800-FLOWERS.COM - US</td>
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<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>9</td>
<td>0.00%</td>
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<td>$0.01</td>
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<td>○</td>
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<td>○</td>
<td>Turn</td>
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<td>○</td>
<td>○</td>
<td>Docomi</td>
<td>○</td>
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<td>0.00%</td>
<td>$1.07</td>
<td>$0.01</td>
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<tr>
<td></td>
<td>4inkjets - US</td>
<td>Computers/General</td>
<td>○</td>
<td>○</td>
<td>Docomi</td>
<td>○</td>
<td></td>
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<td>0.00%</td>
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<td>$0.01</td>
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<td></td>
<td>S Gum - UAE</td>
<td>CPG</td>
<td>○</td>
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<td></td>
<td>5.11 Inc - US</td>
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<td>○</td>
<td>Changoo</td>
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<td>$0.00</td>
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<td></td>
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<td>Media6Math</td>
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<td></td>
<td>AAA Insurance - US</td>
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<td>Owner IQ</td>
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<td></td>
<td>AAA Texas - US</td>
<td>Insurance/Auto</td>
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<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>46</td>
<td>0.00%</td>
<td>$1.33</td>
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<td></td>
<td>AAA Travel - US</td>
<td>Travel/Accommodations</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
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<td>17</td>
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<td>$0.02</td>
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<tr>
<td></td>
<td>AAA Travel - US B</td>
<td>Auto/Rentals</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>6</td>
<td>0.00%</td>
<td>$1.93</td>
<td>$0.01</td>
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<tr>
<td></td>
<td>AARC - US</td>
<td>Financial/ Banks</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
<td>○</td>
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<td>57</td>
<td>0.00%</td>
<td>$1.64</td>
<td>$0.09</td>
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<tr>
<td></td>
<td>Abbey Insurance - US</td>
<td>Insurance/Auto</td>
<td>○</td>
<td>○</td>
<td>Turn</td>
<td>○</td>
<td></td>
<td>9</td>
<td>0.00%</td>
<td>$0.75</td>
<td>$0.01</td>
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<tr>
<td></td>
<td>ABC / GCB Confessions - US</td>
<td>Network TV</td>
<td>○</td>
<td>○</td>
<td>Media6Degrees</td>
<td>○</td>
<td></td>
<td>34</td>
<td>0.00%</td>
<td>$0.91</td>
<td>$0.03</td>
</tr>
</tbody>
</table>
AdSense example

### Chart

- **Estimated earnings**: $4.75 on March 9, 2012
- **Page views**: 127,241
- **Clicks**: 539
- **Page CTR**: 0.42%
- **CPC**: $0.11
- **Page RPM**: $0.46
- **Estimated earnings**: $57.93 on March 10, 2012

### Table

<table>
<thead>
<tr>
<th>Date</th>
<th>Page views</th>
<th>Clicks</th>
<th>Page CTR</th>
<th>CPC</th>
<th>Page RPM</th>
<th>Estimated earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun, Mar 4</td>
<td>16,774</td>
<td>75</td>
<td>0.45%</td>
<td>$0.09</td>
<td>$0.39</td>
<td>$6.62</td>
</tr>
<tr>
<td>Mon, Mar 5</td>
<td>20,086</td>
<td>90</td>
<td>0.45%</td>
<td>$0.11</td>
<td>$0.49</td>
<td>$9.81</td>
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<tr>
<td>Tue, Mar 6</td>
<td>19,688</td>
<td>83</td>
<td>0.42%</td>
<td>$0.10</td>
<td>$0.42</td>
<td>$8.25</td>
</tr>
<tr>
<td>Wed, Mar 7</td>
<td>19,025</td>
<td>77</td>
<td>0.40%</td>
<td>$0.22</td>
<td>$0.87</td>
<td>$16.63</td>
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<tr>
<td>Thu, Mar 8</td>
<td>18,387</td>
<td>80</td>
<td>0.44%</td>
<td>$0.09</td>
<td>$0.39</td>
<td>$7.19</td>
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<tr>
<td>Fri, Mar 9</td>
<td>17,905</td>
<td>80</td>
<td>0.45%</td>
<td>$0.06</td>
<td>$0.26</td>
<td>$4.68</td>
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<tr>
<td>Sat, Mar 10</td>
<td>15,396</td>
<td>54</td>
<td>0.35%</td>
<td>$0.09</td>
<td>$0.31</td>
<td>$4.75</td>
</tr>
<tr>
<td><strong>Averages</strong></td>
<td><strong>18,177</strong></td>
<td><strong>77</strong></td>
<td><strong>—</strong></td>
<td><strong>—</strong></td>
<td><strong>—</strong></td>
<td><strong>8.28</strong></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>127,241</strong></td>
<td><strong>539</strong></td>
<td><strong>0.42%</strong></td>
<td><strong>$0.11</strong></td>
<td><strong>$0.46</strong></td>
<td><strong>$57.93</strong></td>
</tr>
</tbody>
</table>
## Real-world eCPMs

<table>
<thead>
<tr>
<th>Type of site</th>
<th>Example 300x250 eCPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forum</td>
<td>$0.25</td>
</tr>
<tr>
<td>Gaming</td>
<td>$1.50</td>
</tr>
<tr>
<td>Fashion</td>
<td>$4.00</td>
</tr>
<tr>
<td>Real estate</td>
<td>$8.00</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>$10.00</td>
</tr>
<tr>
<td>Technology</td>
<td>$15.00</td>
</tr>
<tr>
<td>Travel</td>
<td>$20.00</td>
</tr>
<tr>
<td>Investments</td>
<td>$40.00</td>
</tr>
</tbody>
</table>
Lecture 6

• Introduction
• Ad formats
• Types of targeting
• Price models
• Creatives
• Landing pages
• Web Sudoku
• Buying ads
Banner creatives

• Company logo
  – Brand building if no click

• Value proposition
  – Product (+special offer?)
  – Short, readable, clear

• Call to action
  – Be explicit (“click here”)
  – Visual buttons
Solid banners

Create a successful online store

Bigcommerce

Try it free
Solid banners

SendGrid is the leader in email deliverability and cloud-based infrastructure

Sign Up Now
Solid banners
But...

<table>
<thead>
<tr>
<th>Region</th>
<th>Overall Click-through Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>0.09%</td>
</tr>
<tr>
<td>United States</td>
<td>0.10%</td>
</tr>
<tr>
<td>France</td>
<td>0.12%</td>
</tr>
<tr>
<td>Germany</td>
<td>0.11%</td>
</tr>
<tr>
<td>Italy</td>
<td>0.10%</td>
</tr>
<tr>
<td>Spain</td>
<td>0.12%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>0.07%</td>
</tr>
<tr>
<td>Australia</td>
<td>0.07%</td>
</tr>
<tr>
<td>China</td>
<td>0.12%</td>
</tr>
<tr>
<td>India</td>
<td>0.18%</td>
</tr>
</tbody>
</table>

Source: DoubleClick for Advertisers, a cross section of regions, January - December 2009
Clickthrough times

Best Day to Click

Best Time to Click

The data in this study is based on Infolinks' platform of over 100,000 websites accruing several billion impressions per month during first quarter of 2013. The Infolinks average CTR was used as the benchmark for all the calculations.
Creative banners
Creative banners
Creative banners
Facebook CTRs

Facebook Ad Performance By Industry

Average Click-Through Rate

<table>
<thead>
<tr>
<th>Industry</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecommunications</td>
<td>0.92%</td>
</tr>
<tr>
<td>Publishing</td>
<td>0.79%</td>
</tr>
<tr>
<td>General Retail</td>
<td>0.50%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>0.44%</td>
</tr>
<tr>
<td>Health And Beauty</td>
<td>0.43%</td>
</tr>
<tr>
<td>Other Online Services</td>
<td>0.39%</td>
</tr>
<tr>
<td>Automotive</td>
<td>0.30%</td>
</tr>
<tr>
<td>Sports</td>
<td>0.29%</td>
</tr>
<tr>
<td>Travel And Leisure</td>
<td>0.25%</td>
</tr>
<tr>
<td>Consumer Packaged Goods</td>
<td>0.26%</td>
</tr>
<tr>
<td>Clothing And Fashion</td>
<td>0.25%</td>
</tr>
<tr>
<td>Finance</td>
<td>0.24%</td>
</tr>
<tr>
<td>Food And Beverage</td>
<td>0.22%</td>
</tr>
<tr>
<td>Technology</td>
<td>0.21%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>0.21%</td>
</tr>
<tr>
<td>Deals</td>
<td>0.17%</td>
</tr>
<tr>
<td>Gaming</td>
<td>0.11%</td>
</tr>
<tr>
<td>Advertising And Consulting</td>
<td>0.07%</td>
</tr>
<tr>
<td>Dating</td>
<td>0.03%</td>
</tr>
</tbody>
</table>

Source: Salesforce-Social.com Facebook Ads Benchmark Report, January - March 2013, Global
Facebook example

This ad features a cat
redsquareagency.com

It has nothing to do with Red Square Agency, but we hope you'll click on it anyway.
Facebook creatives

• Image that speaks to audience
• Also: captures attention
  – Bright colors
  – Happy people
  – Children and pets
  – Funny or odd
• Clear message alongside
• Call to action
Search ads CTR

Google Search CTR

CTR

Ad Position

© 2013 www.AccuraCast.com
Adwords creatives

• What makes you unique
• Include prices, promotions
  – Numbers attract attention
• Call to action (with ! after)
• Keywords in ad headline and text
• Unusual characters ® % + * © ™ &
• Capitalize Every Word
Adwords examples

- We Convert Ideas to Apps - ClickWorkForce.com
  www.clickworkforce.com/Mobile-Apps
  Expert Solutions for iOS & Android Smartphones & Tablets. Contact Now!

- Mobile apps development - Contus.com
  www.contus.com/mobile-apps-development
  More than 1000 Apps Delivered Over 40+ countries. Get your quote!

- Mobile application development - Wikipedia, the free encyclopedia
  en.wikipedia.org/wiki/Mobile_application_development
  Mobile application development is the process by which application software is developed for low-power handheld devices, such as personal digital assistants, ...
  Adobe Integrated Runtime - Appcelerator Titanium - Codename One

- Titanium Mobile Application Development | Appcelerator inc.
  www.appcelerator.com/titanium/
  Create native mobile apps across different mobile devices, as well as hybrid and HTML5, on Appcelerator's open source Titanium development environment.

News for mobile app development
- Research reveals widespread mobile app hacking
  ComputerWeekly.com - 4 days ago
  He believes core recommendations for improving mobile application security need to be integrated early in the application development.
Lecture 6

• Introduction
• Ad formats
• Types of targeting
• Price models
• Creatives
• Landing pages
• Web Sudoku
• Buying ads
Every page is a home page

• Visitors have multiple paths to your site
  – Direct entry of URL / site name search
  – Links from other sites
  – Social networks
  – Organic search queries
  – Your advertisements

• Always give some context
  – Plus clear link to home page
## Example entry points

<table>
<thead>
<tr>
<th>Path</th>
<th>Visits</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>/</td>
<td>10,246</td>
<td>38.39%</td>
</tr>
<tr>
<td>/qa/</td>
<td>1,636</td>
<td>6.13%</td>
</tr>
<tr>
<td>/install.php</td>
<td>812</td>
<td>3.04%</td>
</tr>
<tr>
<td>/addons.php</td>
<td>713</td>
<td>2.67%</td>
</tr>
<tr>
<td>/qa/2734/login-a-user-without-password-facebook-how-to</td>
<td>653</td>
<td>2.45%</td>
</tr>
<tr>
<td>/qa/18613/</td>
<td>381</td>
<td>1.43%</td>
</tr>
<tr>
<td>/sites.php</td>
<td>374</td>
<td>1.40%</td>
</tr>
<tr>
<td>/qa/13255/simple-ckeditor-how-to-modify-it-to-be-simple-solution</td>
<td>327</td>
<td>1.23%</td>
</tr>
<tr>
<td>/qa/23643/warning-content-length-10497843-exceeds-8388608-bytes-unknown</td>
<td>272</td>
<td>1.02%</td>
</tr>
<tr>
<td>/wordpress.php</td>
<td>258</td>
<td>0.97%</td>
</tr>
<tr>
<td>/themes.php</td>
<td>238</td>
<td>0.89%</td>
</tr>
<tr>
<td>/qa/26576/theme-responsive-builder-bootstrap-theme-option-panel-updated</td>
<td>196</td>
<td>0.73%</td>
</tr>
<tr>
<td>/qa/activity</td>
<td>186</td>
<td>0.70%</td>
</tr>
<tr>
<td>/versions.php</td>
<td>162</td>
<td>0.61%</td>
</tr>
<tr>
<td>/single-sign-on.php</td>
<td>155</td>
<td>0.58%</td>
</tr>
<tr>
<td>/htaccess.php</td>
<td>126</td>
<td>0.47%</td>
</tr>
<tr>
<td>/plugins.php</td>
<td>103</td>
<td>0.39%</td>
</tr>
<tr>
<td>/qa/2644/automatically-remove-text-formatting</td>
<td>28</td>
<td>0.28%</td>
</tr>
</tbody>
</table>
Landing pages

• Special purpose pages
  – Not in global navigation
  – Intermediate or destination page

• For entry points you control or predict
  – Specific internet searches
  – Clicks on advertisements

• Goal: smooth transition
  – Map the specific to the general
Organic search example

Google search for "free family history"

MyHeritage website search for "free family history"

Welcome to SuperSearch™
Search billions of records on MyHeritage

Name
First and middle name(s) [ ] Last name [ ]
Year of birth
Year [ ]
Place
Place of birth, or residence or other [ ]
Keywords
Examples: carpenter, or "SS Anglia"

Search button
Paid search example

A/B testing you’ll actually use.

Website optimization made easy.

Type in a URL to try it out

Test it Out

Over 6,000 Happy Customers
Banner ad example

GENERATE MORE REVIEWS FOR YOUR PRODUCTS

GENERATE MORE REVIEWS TO INCREASE SALES AND BUILD YOUR COMMUNITY

SIGN UP FOR FREE

Write your review title here:

Write your review here:

Post
Landing page tips

• Consistent words and design
  – Ad → landing page (→ site)
• All home page rules apply
  – One-sentence pitch
  – Call to action
  – Establish credibility
  – 5-second rule
• But: minimal navigation to rest of site
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Core problems

• Ceding control of user experience
  – Weakens brand/message
  – Bad ads and bad sites

• Users don’t like ads
  – Can harm word of mouth

• An effective ad is clicked
  – User gone elsewhere
  – To competitor?
Amazon ads

Sudoku (数独) is the number placing game taking the world by storm - see Wikipedia.

The rules of Sudoku are simple. Enter digits from 1 to 9 into the blank spaces. Every row must contain one of each digit. So must every column, as must every 3x3 square.

Each Sudoku has a unique solution that can be reached logically without guessing.

Play anywhere with a Sudoku book...

We supply customized Sudokus for websites, books, magazines or newspapers.
Direct ad deals

The rules of Sudoku are simple. Enter digits from 1 to 9 into the blank spaces. Every row must contain one of each digit. So must every column, as must every 3x3 square.

Each Sudoku has a unique solution that can be reached logically without guessing.

Play our Sudokus on your mobile phone.
Download Sudoku for your PC or Mac.

Sponsored by TigerDirect.com. Click now to save on memory, hard drives, & more!

Easy Puzzle 3,365,033,084 - Select a puzzle...
AdSense + our own products
Banners on puzzle page

- Bright static banners
- Quiet static banners
- Moving banners
The big break

Congratulations! You solved this Sudoku in 1 minute, 45 seconds!

Find a great getaway
Escape to our finest city hotels
Find our best rates online

How good is my time?  Bring on a new puzzle!  Challenge a friend!
AdSense + new affiliation
Very highly targeted
Where we are today

• Ads are biggest source of revenue
  – ~70% display ads after puzzle
  – ~20% AdSense above puzzle
  – ~10% direct deals

• 3 big display ad networks
  – Monitor performance weekly
  – Rebalance in response
  – Ad quality a constant challenge
Bad ads: Ugly
Bad ads: Offensive
Bad ads: Misleading

Warning!
Spyware detected on your computer!

Install an antivirus or spyware remover to clean your computer

Warning! Win32/Adware.Virtumonde
Detected on your computer

Warning! Win32/PrivacyRemover.M64
Detected on your computer

Please activate your antivirus software to Clean your computer
Bad sites: Spyware
Bad sites: Gambling
Bad sites: Scams

Car Insurance for $19 a month?
Rates so low, you’ll think it’s the 1950’s!
Start Here!

GrandChaos9000 02/20/2012
This site contains in survey scam. 

This site contains in survey scam.
User complaints

“Your advertisement in support of Rick Santorum is enough to cause me to use some other website for this game. I will avoid coming here again!”

“Why do you accept advertising from nomorerack? They are an out and out scam. Read the feedback.”
Ad network filters

Filter out ads that fall into following categories:

- Adult
- Sweepstakes
- Tobacco
- Audio
- Alcohol
- Political
- Violence
- Pop-under
- Dating
- Religious
- Flashing
- Pop-up
- Gambling
- Suggestive
- Warning

Block ads that click-through to the following domains (eg. example.com):

- 2insure4less.com
- 4workonline.com
- 7red.com
- acai.com
- acerno.com
- acerno10.com
- acerno11.com
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AdRoll retargeting network

The Global Leader in Retargeting

AdRoll is the most widely used retargeting platform in the world. We’re trusted by more companies than anyone else.

START YOUR FREE TRIAL
AdRoll: Getting started

Create a New Campaign - Free Trial

Retargeting on the Web
Retarget your customers on websites all across the internet.

Retargeting in News Feed
Retarget your customers in the Facebook News Feed. New Feature!

Retargeting on Facebook
Retarget your customers with Ads on Right Hand Side of Facebook.

Get Started

Enter Dashboard  Set Up AdRoll Pixel
AdRoll: Retargeting pixel

Instructions for placing your SmartPixel

1. Copy your pixel code below
2. Insert the code before the `<body>` tag on all pages on your website (secure & non-secure)
3. Once placed correctly, the light within the footer will change from red to green (it may take up to 24 hours to detect)
AdRoll: Campaign settings

- Campaign Name: Example Campaign
- Weekly Budget: $500.00 (recommendations)
- Schedule: Specific Start/End Date
- Select a Date Range: Jan 1 2014 — Jan 29 2014
- Location: Custom Locations
- Targeting 2 Locations
  - United Kingdom
    - Country
    - Target
  - Australia
    - Country
    - Target
AdRoll: Visitor segments

<table>
<thead>
<tr>
<th>Type</th>
<th>Segment Name</th>
<th>URL</th>
<th>Total Users</th>
<th>Duration (days)</th>
<th>Target or Exclude</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAQ Readers</td>
<td>/faqs.html</td>
<td>-</td>
<td>-</td>
<td>60</td>
<td>TARGET</td>
<td></td>
</tr>
<tr>
<td>Conversion</td>
<td>Previous-Buyers</td>
<td>/purchase-complete.html</td>
<td>-</td>
<td>30</td>
<td>TARGET</td>
<td></td>
</tr>
<tr>
<td>Blog Readers</td>
<td>/blog/*</td>
<td>-</td>
<td>-</td>
<td>90</td>
<td>TARGET</td>
<td></td>
</tr>
</tbody>
</table>
AdRoll: Add Ads

<table>
<thead>
<tr>
<th>Size</th>
<th>Ad Name</th>
<th>URL</th>
<th>Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>300x250</td>
<td>300x250 ad</td>
<td><a href="http://www.gidgreen.com">http://www.gidgreen.com</a></td>
<td>12/19/2013</td>
</tr>
<tr>
<td>728x90</td>
<td>728x90 ad</td>
<td><a href="http://www.gidgreen.com">http://www.gidgreen.com</a></td>
<td>12/19/2013</td>
</tr>
<tr>
<td>160x600</td>
<td>160x600 ad</td>
<td><a href="http://www.gidgreen.com/somewhere/">http://www.gidgreen.com/somewhere/</a></td>
<td>12/19/2013</td>
</tr>
</tbody>
</table>
AdRoll: Dashboard
Google Adwords

Advertise on Google

Want to grow your business? Put your message in front of potential customers right when they're searching for what you have to offer.

Get started now

For free support call: 1-800-919-9922*
Adwords: campaign type

- **Campaign name**: Search campaign

- **Type**: Standard - Keyword-targeted text ads showing on Google search results

- **Networks**: Google Search Network

Learn more about campaign types
Adwords: location and language

### Locations
Which locations do you want to target (or exclude) in your campaign?
- All countries and territories
- Israel
- Let me choose...

<table>
<thead>
<tr>
<th>Targeted locations</th>
<th>Reach</th>
<th>Remove all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household income, top 10% (US) within New York, United States - custom</td>
<td>--</td>
<td>Remove</td>
</tr>
<tr>
<td>Berlin, Berlin, Germany - city</td>
<td>7,200,000</td>
<td>Remove</td>
</tr>
<tr>
<td>London, England, United Kingdom - city</td>
<td>3,600,000</td>
<td>Remove</td>
</tr>
</tbody>
</table>

Enter a location to target or exclude. [Advanced search]

### Languages
Choose the language of the sites that you'd like your ads to appear on. Be sure to write your ads in the language that you target, since AdWords doesn't translate ads or keywords.
- All languages
- Arabic
- Bulgarian
- Catalan
- Chinese (simplified)
- Chinese (traditional)
- Croatian
- Czech
- Danish
- Dutch
- English [✔]
- Estonian
- Filipino
- Finnish
- French
- German [✔]
- Greek
- Hebrew
- Hindi
- Hungarian
- Indonesian
- Italian
- Japanese
- Korean
- Lithuanian
- Norwegian
- Persian
- Polish
- Portuguese
- Romanian
- Russian
- Serbian
- Slovak
- Slovenian
- Spanish
- Swedish
- Thai
- Turkish
- Ukrainian
- Vietnamese
Adwords: bidding

- **Focus on clicks** - use maximum CPC bids
- **AdWords will set my bids to help maximize clicks within my target budget**
  - CPC bid limit: $0.50
- **Enable Enhanced CPC**
  - Unavailable because conversion tracking isn't set up. Setup conversion tracking.
  - You can change your conversion bid metric to optimize for Conversions (many-per-click) instead.
- **Focus on conversions** (Conversion Optimizer) - use CPA bids
  - Unavailable because conversion tracking isn't set up. Setup conversion tracking.
- **Select a flexible bid strategy**

**Budget**: $20 per day

Actual daily spend may vary.
Adwords: ad extensions

Ad extensions

You can use this optional feature to include relevant business information with your ads. Take a tour

- Location  Extend my ads with location information
- Sitelinks  Extend my ads with links to sections of my site
- Call      Extend my ads with a phone number
- Social    Increase the social relevance of my ads by associating them with my Google+ Page
Adwords: phone integration

- New phone number
  - Phone number: United States, 555 212 1234
  - Show my ad with:
    - Google forwarding phone number and use call reporting
      - By selecting this, you agree to the Google Voice Terms of Service and Privacy Policy.
      - My own phone number (don't use call reporting)
  - Show the following links:
    - Both my website and the phone number
    - Just the phone number
  - Report phone call conversions
    - Count calls as phone call conversions when they last longer than 60 seconds
    - Improved call conversion reporting: Mobile call conversions are now available in regular conversion reports and work with Conversion Optimizer.
    - Learn more
  - Device preference: Mobile
  - Start/end dates, scheduling

- Save  Cancel
Adwords: create ad

To get started, write your first ad below. Remember, you can always create more ads later. Learn how to write a great text ad

- **Headline**: World's Greatest Widgets
- **Description line 1**: Need Widgets? We Have 100,000+
- **Description line 2**: on Sale. 40% off. Next Day Shipping!
- **Display URL**: Widgets-R-Us.com/
- **Destination URL**: http://www.widgets-r-us.com/
Adwords: keyword matching

<table>
<thead>
<tr>
<th>Match type</th>
<th>Special symbol</th>
<th>Example keyword</th>
<th>Ads may show on searches that</th>
<th>Example searches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad match</td>
<td>none</td>
<td>women's hats</td>
<td>include misspellings, synonyms, related searches, and other relevant variations</td>
<td>buy ladies hats</td>
</tr>
<tr>
<td>Broad match modifier</td>
<td>+keyword</td>
<td>+women's +hats</td>
<td>contain the modified term (or close variations, but not synonyms), in any order</td>
<td>woman's hats</td>
</tr>
<tr>
<td>Phrase match</td>
<td>&quot;keyword&quot;</td>
<td>&quot;women's hats&quot;</td>
<td>are a phrase, and close variations of that phrase</td>
<td>buy women's hats</td>
</tr>
<tr>
<td>Exact match</td>
<td>[keyword]</td>
<td>[women's hats]</td>
<td>are an exact term and close variations of that exact term</td>
<td>women's hats</td>
</tr>
<tr>
<td>Negative match</td>
<td>-keyword</td>
<td>-women</td>
<td>are searches without the term</td>
<td>baseball hats</td>
</tr>
</tbody>
</table>
Adwords: keyword planner

<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>widgets</td>
<td>27,100</td>
<td>Low</td>
<td>$0.40</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>widgets for websites</td>
<td>860</td>
<td>Medium</td>
<td>$2.62</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>free widgets</td>
<td>1,000</td>
<td>Medium</td>
<td>$1.32</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>dashboard widgets</td>
<td>1,300</td>
<td>Low</td>
<td>$3.15</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>weather widget</td>
<td>5,400</td>
<td>Medium</td>
<td>$0.41</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>website widgets</td>
<td>880</td>
<td>Medium</td>
<td>$3.44</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>weather widgets</td>
<td>880</td>
<td>Medium</td>
<td>$0.88</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>desktop widgets</td>
<td>1,300</td>
<td>Low</td>
<td>$2.04</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>what are widgets</td>
<td>2,400</td>
<td>Low</td>
<td>$0.05</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>calendar widget</td>
<td>1,300</td>
<td>Medium</td>
<td>$1.82</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>html widgets</td>
<td>720</td>
<td>Low</td>
<td>$2.85</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>
Adwords: reports

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Campaign Name</th>
<th>Budget</th>
<th>Status</th>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos.</th>
<th>Conv. (1-click)</th>
<th>Cost / conv (1-click)</th>
<th>Conv. rate (1-click)</th>
<th>View-through conv.</th>
<th>Labels</th>
<th>Est. total conv.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Network only</td>
<td>Web Sudoku Books</td>
<td>$10.00/day</td>
<td>Paused</td>
<td>408</td>
<td>27,167</td>
<td>1.50%</td>
<td>$0.16</td>
<td>$66.58</td>
<td>4.6</td>
<td>1</td>
<td>$66.58</td>
<td>0.25%</td>
<td>0</td>
<td>--</td>
<td>2</td>
</tr>
<tr>
<td>Search Network only</td>
<td>Sig Software</td>
<td>$5.00/day</td>
<td>Paused</td>
<td>191,068</td>
<td>55,311,039</td>
<td>0.35%</td>
<td>$0.05</td>
<td>$268.64</td>
<td>3.9</td>
<td>159</td>
<td>$47.43</td>
<td>0.11%</td>
<td>0</td>
<td>--</td>
<td>38</td>
</tr>
<tr>
<td>Search Network only</td>
<td>Carbon Catalog</td>
<td>$5.00/day</td>
<td>Paused</td>
<td>7,588</td>
<td>1,682,831</td>
<td>0.45%</td>
<td>$0.08</td>
<td>$628.61</td>
<td>5.5</td>
<td>0</td>
<td>$0.00</td>
<td>0.00%</td>
<td>0</td>
<td>--</td>
<td>0</td>
</tr>
<tr>
<td>Search Network only</td>
<td>eb</td>
<td>$5.00/day</td>
<td>Paused</td>
<td>15</td>
<td>1,292</td>
<td>1.16%</td>
<td>$0.38</td>
<td>$5.72</td>
<td>4.2</td>
<td>0</td>
<td>$0.00</td>
<td>0.00%</td>
<td>0</td>
<td>--</td>
<td>0</td>
</tr>
<tr>
<td>Search Network only</td>
<td>Web Sudoku Deluxe</td>
<td>$2.00/day</td>
<td>Paused</td>
<td>66,305</td>
<td>3,016,708</td>
<td>2.20%</td>
<td>$0.09</td>
<td>$155.92</td>
<td>2.4</td>
<td>171</td>
<td>$35.99</td>
<td>0.26%</td>
<td>0</td>
<td>--</td>
<td>208</td>
</tr>
<tr>
<td>Search Network only</td>
<td>Web Sudoku Misspellings</td>
<td>$2.00/day</td>
<td>Paused</td>
<td>14,927</td>
<td>861,496</td>
<td>1.73%</td>
<td>$0.08</td>
<td>$120.04</td>
<td>3.9</td>
<td>21</td>
<td>$57.35</td>
<td>0.14%</td>
<td>0</td>
<td>--</td>
<td>25</td>
</tr>
<tr>
<td>Search Network only</td>
<td>Think Write</td>
<td>$1.00/day</td>
<td>Paused</td>
<td>729</td>
<td>47,520</td>
<td>1.53%</td>
<td>$0.08</td>
<td>$81.76</td>
<td>5.2</td>
<td>0</td>
<td>$0.00</td>
<td>0.00%</td>
<td>0</td>
<td>--</td>
<td>0</td>
</tr>
<tr>
<td>Total - all but deleted campaigns</td>
<td></td>
<td></td>
<td></td>
<td>281,040</td>
<td>60,948,053</td>
<td>0.46%</td>
<td>$0.06</td>
<td>$17,796.27</td>
<td>3.9</td>
<td>352</td>
<td>$44.49</td>
<td>0.15%</td>
<td>0</td>
<td>273</td>
<td></td>
</tr>
<tr>
<td>Total - Search</td>
<td></td>
<td></td>
<td></td>
<td>213,534</td>
<td>13,739,507</td>
<td>1.55%</td>
<td>$0.07</td>
<td>$14,178.49</td>
<td>2.8</td>
<td>321</td>
<td>$37.67</td>
<td>0.19%</td>
<td>0</td>
<td>264</td>
<td></td>
</tr>
<tr>
<td>Total - Display Network</td>
<td></td>
<td></td>
<td></td>
<td>67,506</td>
<td>47,208,546</td>
<td>0.14%</td>
<td>$0.05</td>
<td>$3,617.78</td>
<td>4.2</td>
<td>31</td>
<td>$115.10</td>
<td>0.05%</td>
<td>0</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Total - all campaigns</td>
<td></td>
<td></td>
<td></td>
<td>281,040</td>
<td>60,948,053</td>
<td>0.46%</td>
<td>$0.06</td>
<td>$17,796.27</td>
<td>3.9</td>
<td>352</td>
<td>$44.49</td>
<td>0.15%</td>
<td>0</td>
<td>273</td>
<td></td>
</tr>
</tbody>
</table>
Facebook ads

Advertise on Facebook
Over 1 billion people. We’ll help you reach the right ones.

Overview

Step 1: Build your Facebook Page
Everything on Facebook starts with your Page. Create a Page. It’s a simple, free way to communicate with customers.

Step 2: Connect with people
Get people to like your Page. Create several ads and target based on location, demographics and interests.

Step 3: Engage your audience
Post quality updates and promote your posts with ads to engage your customers and their friends. Start now.
Facebook: objectives

Advertise on Facebook

What kind of results do you want for your ads?

- Page Post Engagement
- Page Likes
- Clicks to Website
- Website Conversions
- App Installs
- App Engagement
- Event Responses
- Offer Claims
Facebook: website and images

What kind of results do you want for your ads?

Clicks to Website

http://www.question2answer.org

Select images:

- Use up to 6 different images to create more ads in your campaign at no extra cost.
- Recommended image size for News Feed: 600 pixels x 315 pixels
Facebook: news feed

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Cloudlook

or Turn Off News Feed Ads

Headline

Question2Answer - Free

Text

A Q&A site helps your online community to share knowledge.

Show Advanced Options

Cloudlook
A Q&A site helps your online community to share knowledge.

Question2Answer - Free
www.question2answer.org

a few seconds ago
Facebook: right column

Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Cloudlook

Turn Off News Feed Ads

Headline

Question2Answer - Free

Text

A Q&A site helps your online community to share knowledge.

Q&A site helps your online community to share knowledge.

Q&A site helps your online community to share knowledge.
Facebook: audience

Location:
- United Kingdom
- Country
- State/Province
- City

Age:
- 21 - 40

Gender:
- All
- Men
- Women

Interest:
- Internet forum: 26,165,941 people
- Business and industry > Online
  - Web design: 12,221,305 people
  - Web development: 4,550,054 people

Potential Audience:
- 122,000 people
- Who live in the United Kingdom
- Who live in London or Edinburgh
- Exactly between the ages of 21 and 40 inclusive
- Who like Internet forum, Web design or Web development

Suggested Bid:
- $1.41 – $2.71 ILS
Facebook: audience

Languages:
- English (All)
- German

Enter a language...

Education:
- Anyone
- In High School
- In College
- College Grad

(Optional) Enter a college...

Computer Science
Computer Engineering
Business Studies

(Optional) Enter a field of study...

Workplaces:
- Google

Enter the name of a workplace...
Facebook: more targeting

- Custom Categories
  - Owners of Old Computers
- Events
  - Has birthday in 1 week
  - New Job
  - New Serious Relationship
  - Recently Moved
- Family Status
Facebook: more targeting

More Categories

Search categories

Market

Hispanic (US)

Mobile Device Owners

Smartphone/Tablet Owners (All)
Mobile Device Owners (All)
Feature Phone Owners (All)

Android Owners

Apple iOS Owners
Facebook: budget

Campaign and Budget

Name: Website Clicks - GB - 21-40

Budget:
- Per day: $10.00
- Up to $310.00 over 31 days

Schedule:
- Run my campaign continuously starting today
- Set a start and end date

Start: 1/1/2014 5:00 AM
End: 1/31/2014 5:00 AM (Asia/Jerusalem)

Bidding and Pricing

Bidding:
- Bid for clicks

Pricing:
- Bid for clicks
- Bid for impressions
- Manually set your maximum bid for clicks (CPC)
  - $0.70 max. bid per click
Facebook: reporting

- Campaign Reach: 21,491
- Frequency: 21.6
- Social Reach: 0
- Actions: 257
- Clicks: 1,238
- CTR: 0.267%
- Spent: $235.22

Targeting:
- This ad targets 334,380 users:
  - who live in one of the countries: United States or Canada
  - age exactly 18 and older
  - who are connected to Facebook Marketing Solutions

Performance:
- Actions: 257
  - Page Post Likes: 
  - Comments on Page Posts: 
  - Page Post Shares: 

See full actions report.