

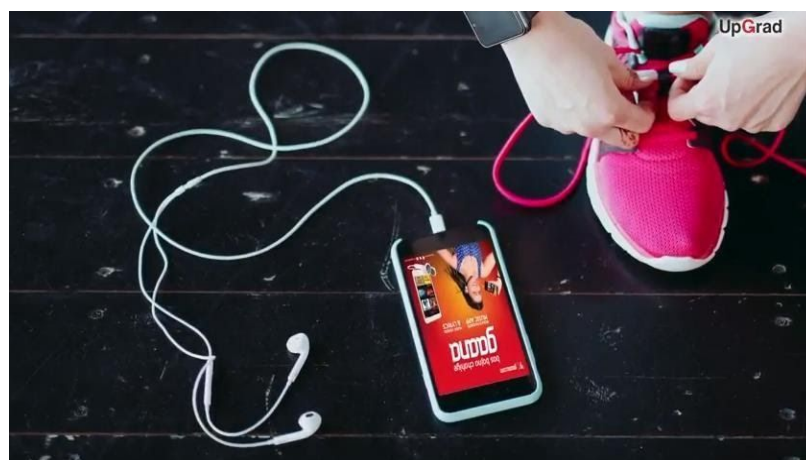
Transcription

Future of Display Advertising

Identify the significance of Banner Blindness , Moment Based Marketing



The future of display advertising is really interesting to envision with technology and data analytics playing a key role in the journey ahead. In today's world, it is not just about consumer targeting on the basis of demographics, age, gender. Now, with smartphones in everyone's hand, the challenge for marketers is to reach the user at the right time in the right context.



For example, if you regularly go out in the morning for a jog, you take your smartphone along. At this time, there could be an ad from some music company to download and play fresh morning music. Now, this is contextual based display advertising.

However, an overwhelming push of these ads makes the user to ignore the ads completely. Let's learn more about all of these in this session.

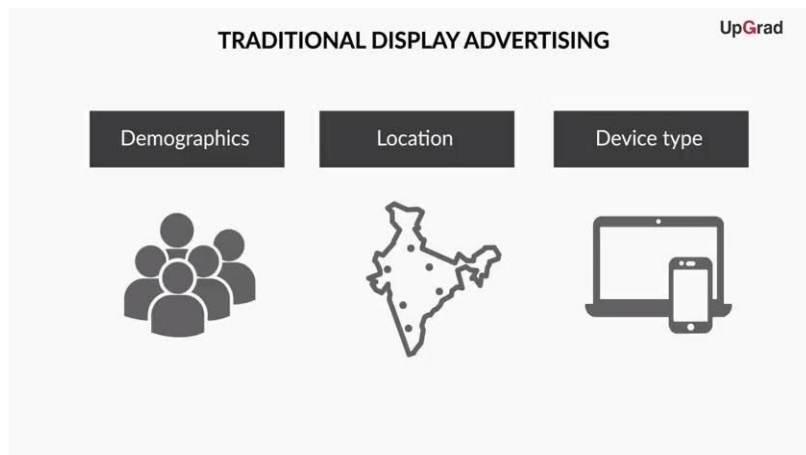


When a user is bombarded with a lot of ads, there comes a point when the visitors start ignoring all these ads and they continue with the main content. This concept is called as banner blindness.



To give you a perspective, when the very first banner ad was launched on the Internet, it had a CTR of 44%, however if you look at the current CTR, it stands at a penny 0.1%. This led to low revenue for publishers as all the CPC, CPM and CPA based campaigns went for a toss. So, as a digital marketer, you need to be very cautious about the fact that you do not end up overdoing it.

Now, let's head straight into knowing what's the next big thing in display advertising - moments-based marketing.



Traditional display advertising relies on marketers targeting and pushing ads to consumers. Marketers satisfy their targeting criteria - demographics, location, device type etc. But that still doesn't give marketers real insight into what I, an individual consumer, want. As consumers, we have different wants and needs at different times. It's all about context.



For instance, data shows that consumers are more receptive to leisure related messages just before bedtime or while watching TV after dinner. The morning commute is about catching up on news and information. Consumers who take the metro to work like to watch videos.

Layer this information with what you know about a specific consumer, and you can start seeing magic. Did a certain consumer just buy her first car, have a baby. Has she searched for vacation-related information recently? Mobile advertising works wonders here, with it's richness of data.



Moments-based marketing helps marketers provide the right message not just to the right consumer, but also at the right time.



Irrespective of what consumers are searching for, relevant ads must reach them at the right time. Unfortunately, there is a long list of steps that need to be followed for this. For example, the ads need to be created and the bid structure needs to be finalised, before the ad comes to life. So, how do we automate this?



Automatic targeting helps optimise your targeting across the network. Through these smart display campaigns, you can reach your target consumers at around the same cost automatically. You can think of this as a simple, high-impact add-on that supports your targeting efforts. It automates your bidding, targeting, and the ad creation process.

I hope you understood how a user starts ignoring ads when there is a stream of ads shown to him. How, the scope of display advertising has moved from conventional targeting to automatic targeting, keeping the context in mind and showing the right ads at the right time. And how every process is automated.

Summary: Future of Display Advertising



SUMMARY UpGrad

Future of Display Advertising

1. Banner blindness: User starts ignoring ads when ads are shown a lot
2. Moment based marketing: Ad shown are contextual
3. Automatic targeting: Helps optimise targeting across network

So, let's recapitulate whatever we learnt in this session. Firstly, you understood the concept of banner blindness, where the user starts ignoring the ads, whenever there is too much of ads. Hence, every ad effort falls flat. Then, we moved on with moment-based marketing, where every ad shown to the customers is contextual in nature, depending on the time, day, lifestyle etc. Along with that, we also understood automatic targeting which helps optimize targeting across the network.

It is indeed a high-impact add-on that supports your targeting efforts. So, this brings us to the end of this module. Hope you enjoyed display advertising as much as I did. Now, go out and test the same in the market.

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