AOT DIGITAL WEBINAR SERIES

Digital Display

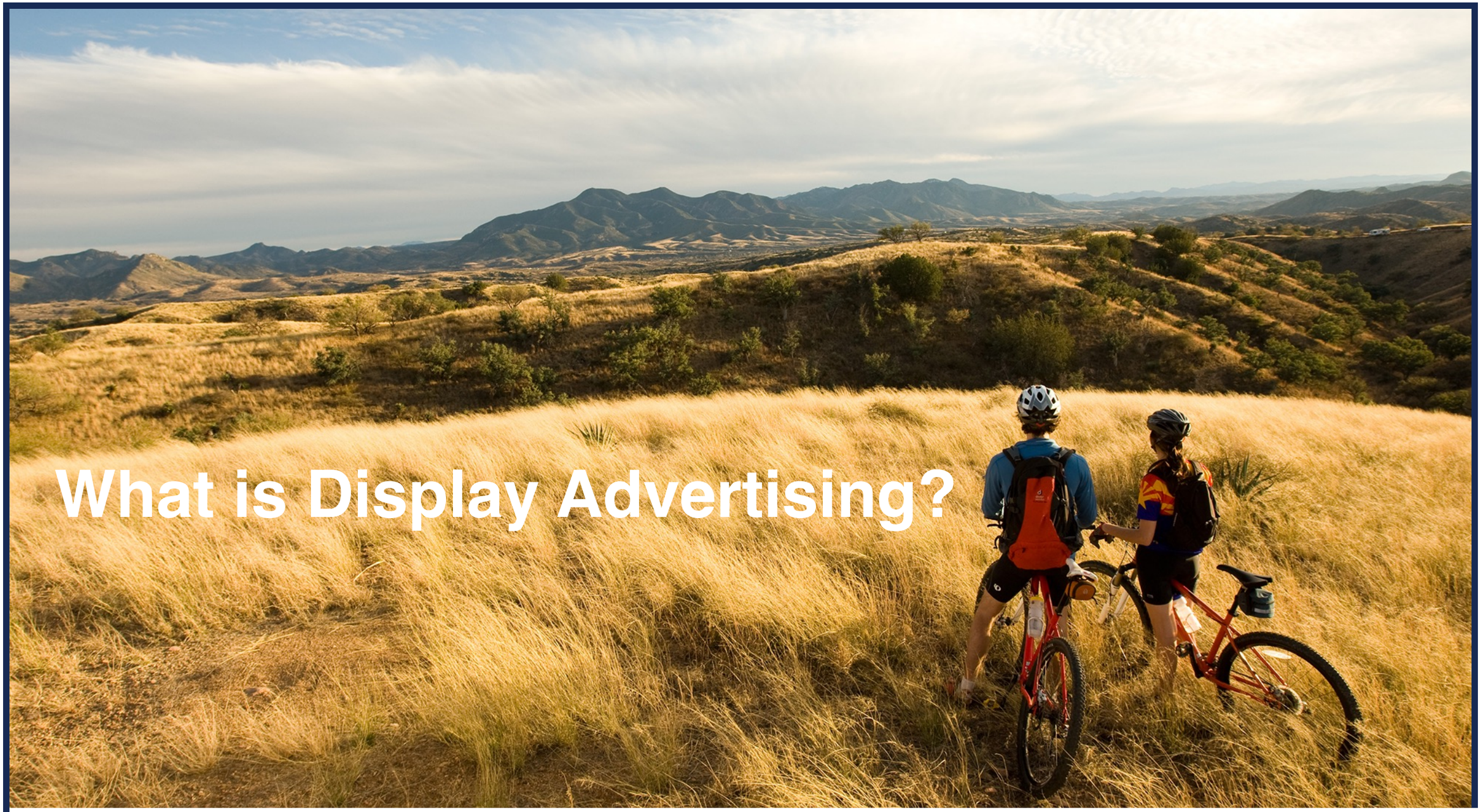
ARIZONA OFFICE OF TOURISM

OMA

Contents:

- What is Display Advertising?
- What makes an effective display ad?
- How to target display advertising
- How to buy display advertising
- How to measure your display ad's success

What is Display Advertising?



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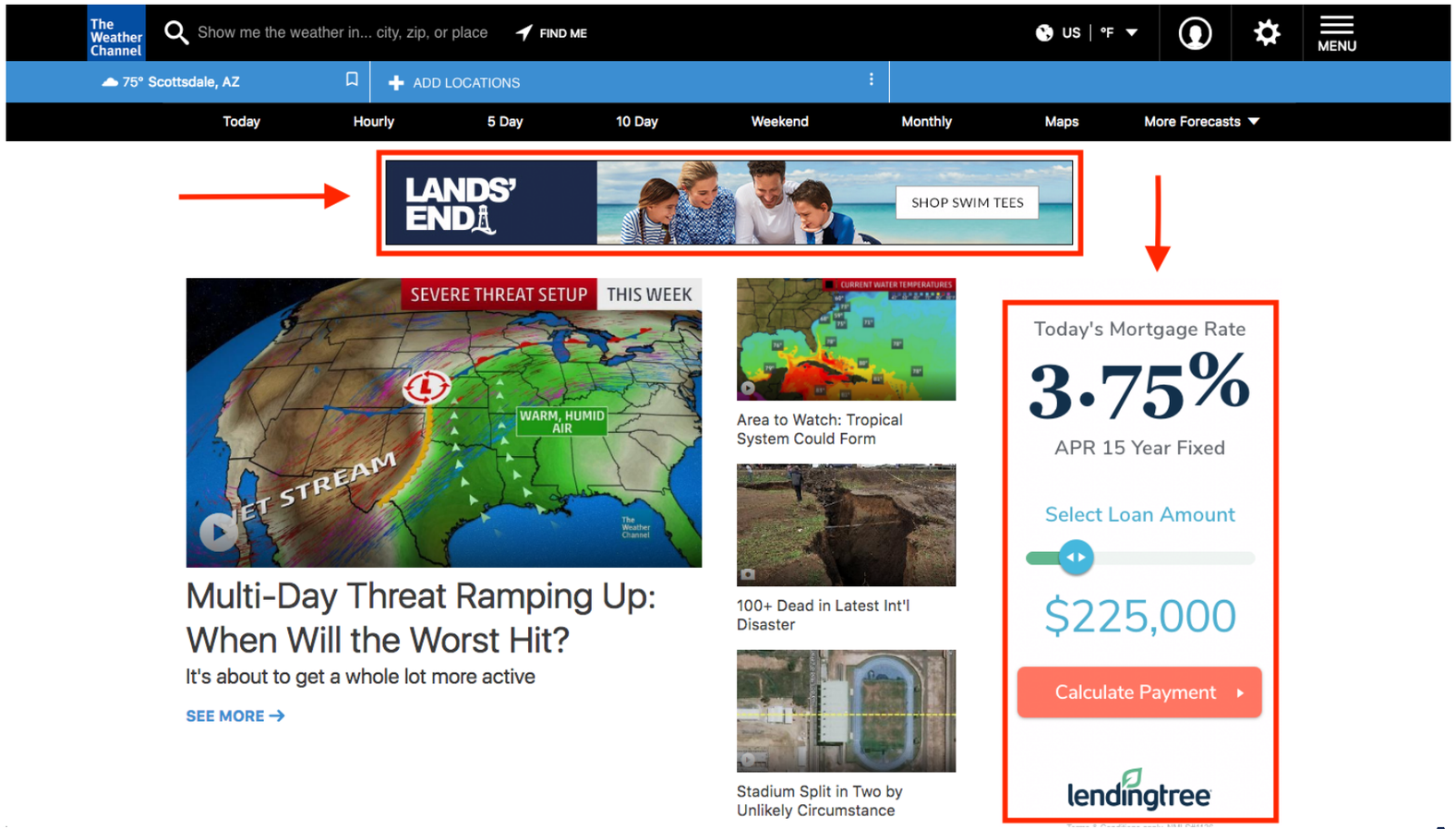
Display Advertising

Display ads, or banner ads, are a form of advertising that allows you to target audiences online in many ways across desktop, mobile and tablet devices



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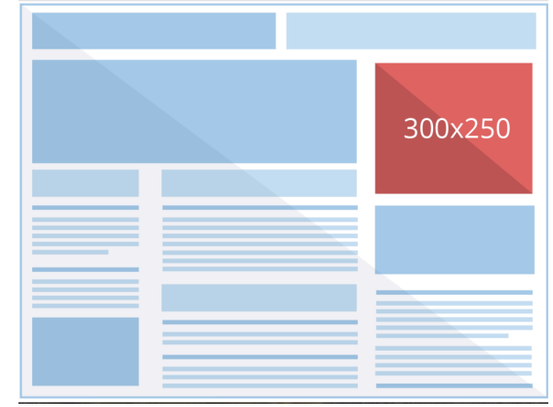
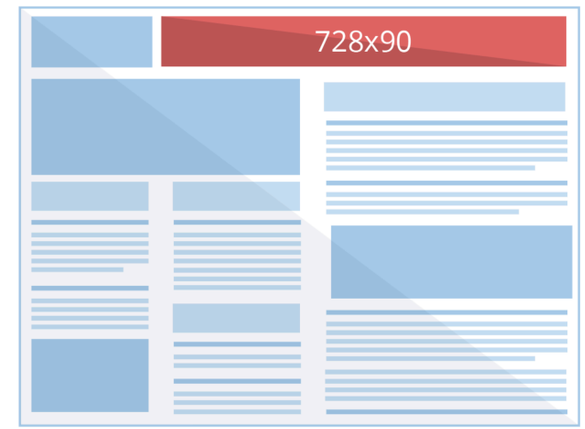
Standard Display Banner Sizes

300x250
728x90
160x600
300x600
300x50
320x50





What makes an effective display ad?

What makes an effective display ad?

Display Ads are often used to build awareness of a product, destination or service

Display Ads also aid in increasing search volume

Simple Design

- Use clean designs that attract the eye but aren't obnoxious
- Ex: Graphics, different sized fonts, complementary colors, and a catchy message
- Make sure to include a strong call to action (CTA)

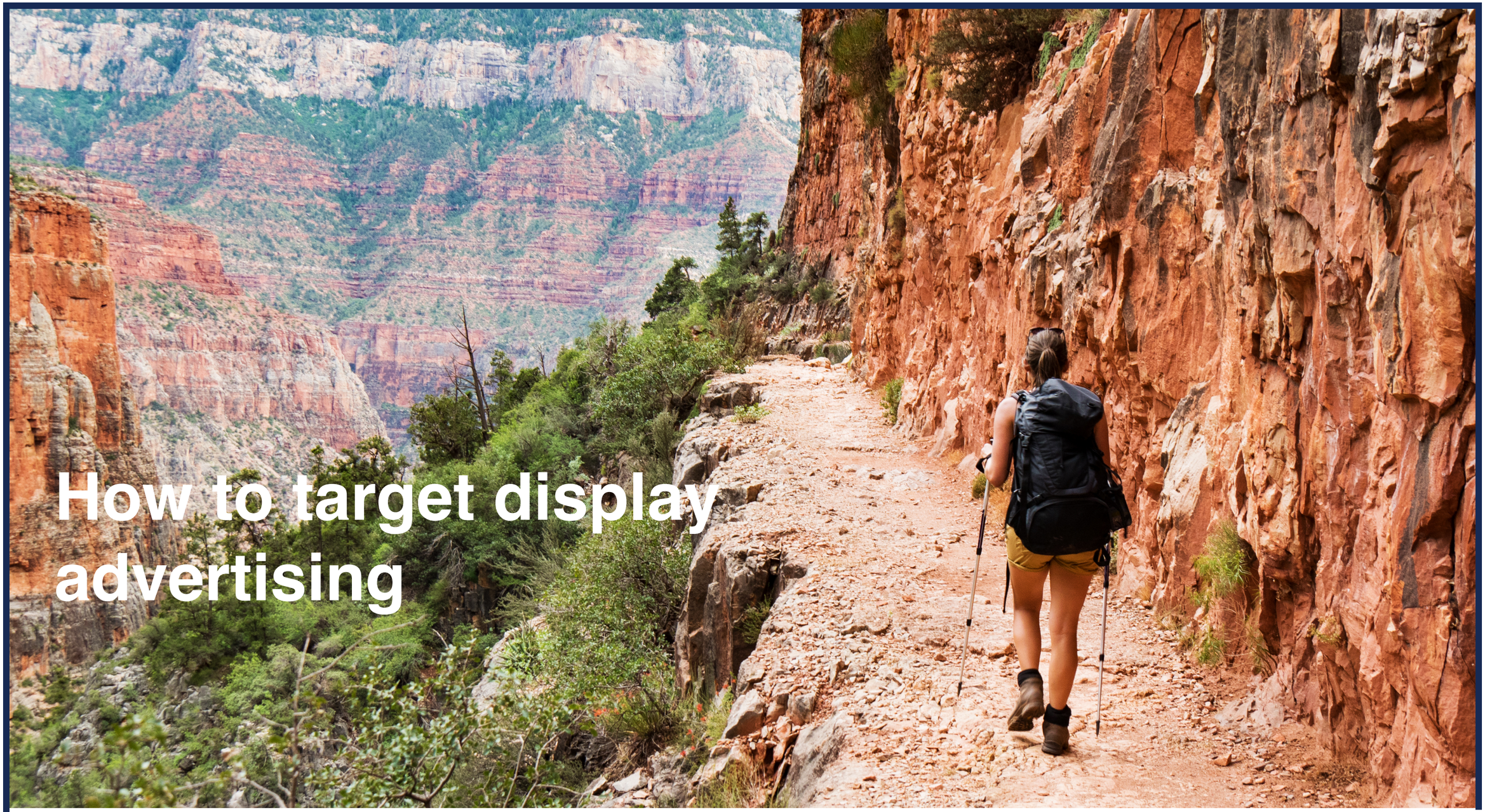
Clear Information

- Make it easy for users to identify your brand as soon as they see the ad

Display Ad Landing Pages

- Make sure the landing page your ad directs to is specific to the ad displayed

How to target display advertising



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Targeting

Behavioral Targeting

- Targets audiences whose online activity matches your audience profile. This includes websites they view, products they research, what they purchase and social engagement.

Geo-targeting and Geo-fencing

- Targets specific audiences based on their location
- Can be as wide or narrow as you want (country, state, city, etc)

Contextual Targeting

- Advertisement is related to content on the site or a means to identify your core audience based on the content they are consuming when they go online

Targeting

Retargeting

- Targets audiences that have already visited your website and shown interest in your brand

Prospecting

- Creates a new target audience using multiple tactics (behavioral, contextual, etc.)

Lookalike Targeting

- Uses current audience data to create similar audiences to target

How to buy display advertising

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Buying Models

- **CPM:** Cost per 1,000 impressions
  - One of the most common ways of buying digital media
  - Pay every time your ad is loaded on a page or in an app

- **CPC:** Cost per click
  - Pay every time someone clicks on your ad

- **CPL:** Cost per Lead
  - Pay every time a lead form is completed and submitted

- **CPA:** Cost per action/acquisition
  - Pay every time a purchase is made

How to buy display advertising

Buying Direct

- Buying ad space on a specific website directly from the business (ex. AZCentral.com
- You know exactly where your ads will show
- Costs are usually higher than a network buy
- More custom opportunities

Network Buy

- Buying through a 3rd Party, like Google Display Network (GDN)
- This is an easy way to purchase ad space on multiple websites through one media buy
- Scale is larger and costs are typically lower than buying direct
- Targets your audience vs. the site

Programmatic Buy

- Automates network buying process to increase efficiencies and lower costs
- Allows advertisers to hone in on the audience and can also layer in day-parting and other parameters to focus on the most quality audience

Brand Safety

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Brand Safety Measures

White listing/Black listing

- Approving/removing a list of sites you want to advertise on

Brand Safety Tools

DV DoubleVerify

MOAT

comScore

whiteops

Integral Ad Science

How to measure your display ads success

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Measuring your ad's success

What is the objective/goal of your advertising efforts?

Common Success Metrics:

Impressions: how many times your ad is loaded on a page that is being viewed by a user

Clicks: how many times a user clicks through the ad

Click Thru Rate (CTR) = (clicks/impressions) x 100

Website sessions: How many people are coming to my site from paid efforts?

Time on site: How long are people engaging with the content on my site?

Form requests/downloads (travel guides, itineraries): Number of form fills or downloads on the site