

A wide-angle photograph of the Grand Canyon at sunset. The warm, golden light of the setting sun illuminates the layered rock formations, creating a dramatic play of light and shadow. The canyon's vastness is emphasized by the receding layers of cliffs and plateaus into the distance. Sparse desert vegetation is visible on the canyon's rim and in some of the lower, more sheltered areas.

AOT DIGITAL WEBINAR SERIES

# Digital Display

# 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?

# 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

The Weather Channel

Search Show me the weather in... city, zip, or place FIND ME

US °F

Profile

Settings

Menu

75° Scottsdale, AZ

ADD LOCATIONS

Today

Hourly

5 Day

10 Day


Weekend

Monthly

Maps


More Forecasts

LANDS' END




SHOP SWIM TEES

SEVERE THREAT SETUP THIS WEEK




Multi-Day Threat Ramping Up: When Will the Worst Hit?  
It's about to get a whole lot more active  
[SEE MORE →](#)


CURRENT WATER TEMPERATURES



Area to Watch: Tropical System Could Form



100+ Dead in Latest Int'l Disaster



Stadium Split in Two by Unlikely Circumstance

Today's Mortgage Rate


3.75%

APR 15 Year Fixed

Select Loan Amount

\$225,000

Calculate Payment



# Standard Display Banner Sizes

300x250

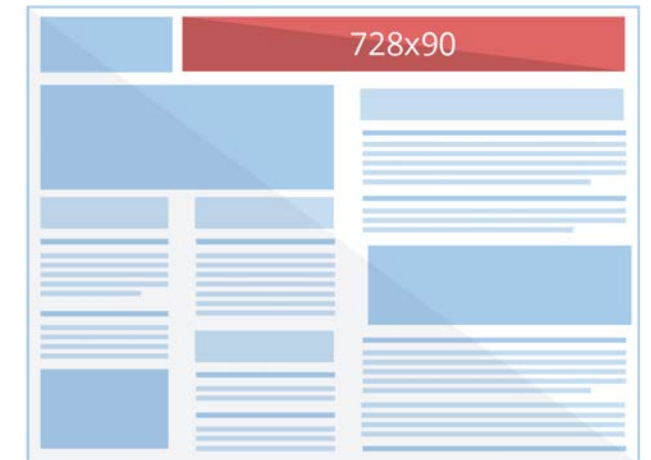
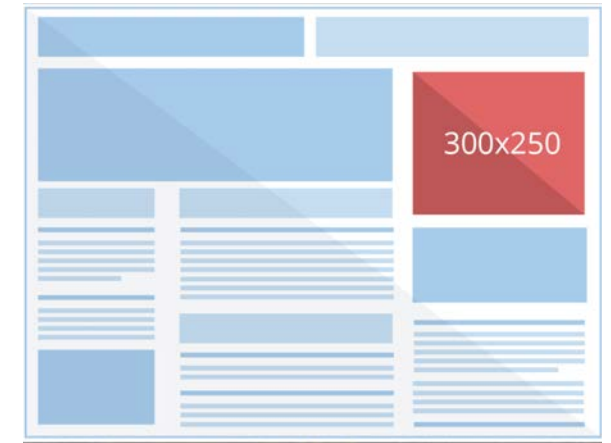
728x90

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

# 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

# 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](http://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

A person with a backpack stands on a rocky ledge, looking out over a vast canyon landscape. The scene is bathed in warm, golden light, suggesting sunrise or sunset. The canyon walls are layered with red rock, and the valley floor is covered in green vegetation. The text "Brand Safety" is overlaid in white on the left side of the image.

# Brand Safety

# Brand Safety Measures

## White listing/Black listing

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

## Brand Safety Tools





# How to measure your display ads success

# 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