



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 2 DISPLAY ADVERTISING

Topic: CONCEPT OF DISPLAY ADVERTISING

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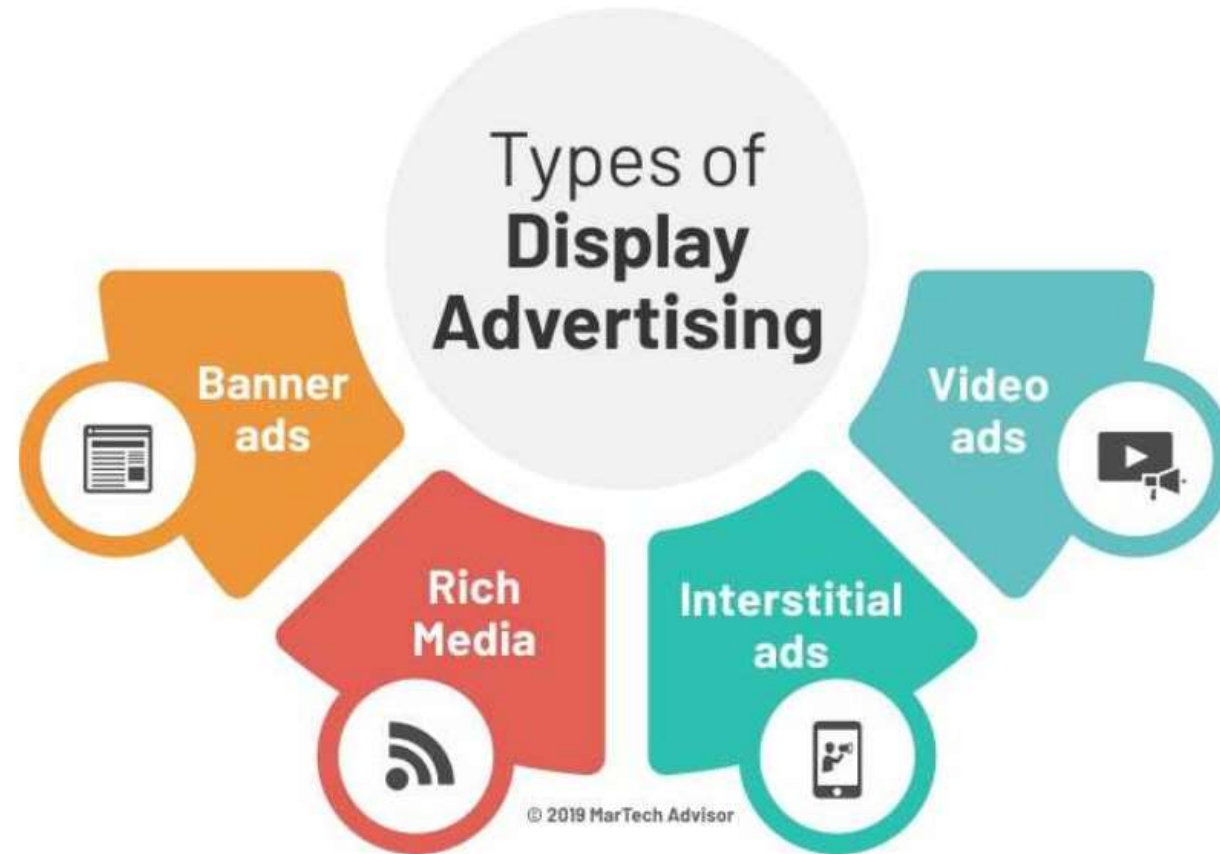
CONCEPT OF DISPLAY ADVERTISING



- **Display Ads.** A type of online advertisement that **combines text, images, and a URL that links** to a website where a customer can learn more about or buy products.
- There are many ad formats. These ads can be static with an image or animated with multiple images, video, or changing text (also called rich media ads)
- The main purpose of display advertising is **to deliver general advertisements and brand messages to site visitors**



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Types of Display Advertising



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PRINT MEDIA

- Print media is the most traditional mode of communication
- The metric for measuring reach in print media – **circulation or number of readers.**

PrintMedia

Nobody reads ads. People read what interests them. Sometimes it's an ad.

hindustantimes THE TIMES OF INDIA
दैनिक जागरण DelhiTimes नवभारत टाइम्स NBT
अमर उजाला दैनिक भास्कर हिन्दुस्तान

TEXT CLASSIFIEDS DISPLAY CLASSIFIEDS DISPLAY ADS

The image displays a collection of newspaper logos including Hindustan Times, The Times of India, Dainik Jagran, Delhi Times, Nav Bharat Times (NBT), Amar Ujala, Dainik Bhaskar, and Hindustan. Below the logos are three categories of advertising: Text Classifieds, Display Classifieds, and Display Ads, each with a representative sample of the ad format.



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Television:





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- Television Advertising has **video content** and **has better engagement than the print media.**
- TV advertising displays greater success with **key performance indicators (KPIs)** than any media source.
- According to recent data, adults spend **13 times** as many minutes watching video on television than through the internet, **and 23 times** as much as on their mobile devices.
- The metric for measuring TV is **number of viewers.**



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DIGITAL:

- Digital advertising refers to marketing through online channels, such as websites, streaming content, and more. Digital ads span media formats, including text, image, audio, and video.
- The metric for measuring reach in digital is **unique users and page views**.



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Unique Users:

- Unique users are distinct individual users who visit your site.
- This number is tracked based on either the cookie ID of the browser or the IP address of user's device.

Page views:

- Whenever an individual visits a new page on your website, it is considered a page view.
- Eg: yahoo website opening . Initially **Page view count will be 0 and Unique visitors count =0**

