



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: Digital Metrics, Types of Display Ads

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DIGITAL METRICS



- **Digital Marketing Metrics and KPIs** are values that marketing teams use to measure and track the performance of a digital marketing campaign.
- Digital marketing teams use a number of platforms and tools to promote their product or service offering, and tracking the results can be time-consuming and challenging.

Click-Through Rate(CTR): ONE OF THE DIGITAL METRICS

- CTR is the number of clicks that your ad receives divided by the number of times your ad is shown:

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions}} * 100$$

Clicks
number of people who clicked the ad

Impressions
number of people who saw the ad



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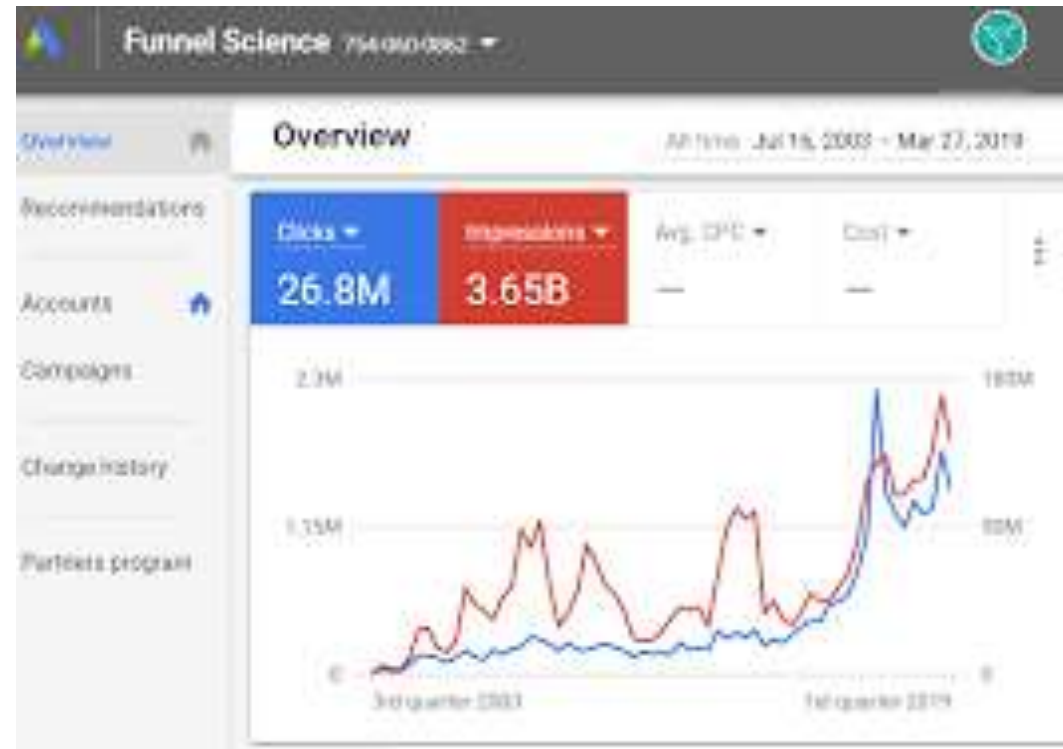


AD IMPRESSIONS:

- **An Ad impression is recorded whenever an ad is displayed on the user's screen through your website.**
- **It is simply the number of times an ad is displayed.**
- **Eg. If you visit a website and an ad loads, it is considered as one ad website.**
- **Display ads are run on many digital media platforms such as Facebook, LinkedIn, Twitter and the search engines**



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Types of Display ads

- In digital marketing, display ads encompass a broad range of visual applications that businesses and brands use to attract audiences to websites, social media pages and other digital channels and encourage those audiences to take specific actions.
- Most display ads comprise a mixture of text, graphics and images or video components.
- Typically, businesses and brands use display ads as part of a larger digital marketing strategy to increase market reach and boost sales



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1. Banner ads

- Banner ads are one of the most common types of display ads that you can find across a variety of online platforms, including business and news websites, blogs, social media channels and online forums
- Banner ads often come in traditional shapes and sizes, where marketers can apply banners in landscape, skyscraper and square sizes.
- Traditionally, banner ads display a combination of text and images to gain audiences' attention.



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Landscape banner ads





2. Native ads

- Native display ads fit into the content of the web page, website or email naturally
- Audiences relate the ads to the content or brand itself.
- Links that lead to other pages of a website, recommended content, sponsored search results and promoted social media posts are several examples of native display ads.



3. Animations

- Display ads that feature animations can use components of video, audio and text to gain readers' attention and are effective for promoting brand messages, products and services.
- These elements also give you the ability to use animated display ads as long-form advertisements that explore complex or deep explanations about a specific product, service, process or challenge.
- Additionally, animated ads can be shareable, giving audiences more motivation to spread a branded message or offer.
- Animated display ads can also result in higher audience engagement, which can help solidify a brand's connection to its target market.



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4. Pop-up displays

- Pop-up display ads use a pop-up content feature most commonly on websites to encourage users to learn about offerings, sign up for services or purchase products from a business or brand.
- Pop-ups usually appear on a website as a small, square box that motivates users to take a specific action.



