



# Display Advertising



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## **About the Tutorial**

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Display advertising is a well-planned technique used to increase the volume of sales. This is a highly sophisticated technique that can be creative, productive, effective, rewarding, as well as challenging.

This tutorial is designed to provide a basic overview of the theoretical as well as practical aspects of display advertising.

## **Audience**

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This tutorial is largely meant for students who would like to make a career in advertising. However, it will also be useful for professionals who promote their goods and services through various online channels.

## **Prerequisites**

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As such there are no prerequisites for this tutorial. Almost anyone with a preliminary knowledge of advertising can use this tutorial.

## **Copyright & Disclaimer**

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# 1. DISPLAY ADVERTISING – INTRODUCTION

Many small and big industries, in the recent years, have reported magic growth figures in their businesses. There might be plenty of reasons why they could achieve such phenomenal growth rates, but **display advertisement** has played a critical role in it.

Display advertisement is a very effective and potential medium to enough to promote your business and get more visibility.

## **What is Online Display Advertisement?**

Online Display Advertisement is one of the techniques to advertise products and/or services using Internet as a medium. In such advertisements, promotional messages are normally displayed on related websites, social media websites, and/or search engine page results.

These messages consist of a brief information (as texts) about the products, logos, and images. You can use either a simple jpg image or an elaborate animated flash template for your display ad.

The two common ways to buy display advertisement are: Pay per Click (PPC) and Cost per Impression (CPI).

### **Pay per Click (PPC)**

PPC is one of the internet advertising techniques used to direct traffic to websites. For this service, advertisers pay to the publisher (who publishes advertisement on his website/s) only when an ad is clicked by the visitors. This is the cost spent to get an advertisement clicked, so this is also known as **cost per click**.



## Cost per Impression (CPI)

CPI is similar to PPC, but the difference in this case is that the advertiser pays when an ad is displayed. So, it is the cost incurred against each potential customer who clicks and views an ad. CPM is another term, which means **cost per thousand impression**. In this case, the advertiser pays for the thousand potential customers who click and view the ad.

$$\frac{\text{COST}}{\text{Impressions/1,000}} = \text{CPM}$$

## Why Online Display Advertising?

Online display advertising provides greater visibility over other advertising media. Starting from cost-cutting to increasing the customer base, it has many effective features.

- **Wide Coverage** – Where other channels of advertising focus on a particular level of the market funnel, display advertising influences the consumers of every level of the marketing funnel. The objective of display advertising is to provide awareness, education, and proposal to a potential audience.

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