

Prepared by Tri Nuraini
Jakarta, 22 October 2019

Display Ads



But first... *don't be confused!*

Advertising = Adverts = Ads

Display advertising



- Similar principle with **print-ads** (graphical, uniform size, broadcast)
- Could be in the form of **banner, rich media / video ads** within websites or network
- Common provider: Google (display network & Youtube truvue)
- Mainly good for **brand awareness** and **drive traffic to website**

WATCH THIS: <https://www.youtube.com/watch?v=4T6la20D-T8>

Remember this?

Google Ads serves different types of ads..

There are three basic types of Google Ads:

- **Search Network campaigns** - usually text form, these ads can show on Google Search results pages when someone searches for a product or service that's similar to yours
- **Display Network campaigns** - usually image form, these ads appear on websites or apps that your customers visit
- **Video campaigns** - usually 6 or 15 second videos, these ads show right before or during YouTube content



This is the display ads part of Google.



What is Google Display ads?

WATCH THIS:

<https://www.youtube.com/watch?v=Fa0TNE7uvFY>

Now that you understand the power of Search,
it's time to think about Google Display ads.

Google 

 Subscribe

   0:14 / 8:59

Type of display advertising



- **In-page banner** advertising
- In-page **rich media**
 - **Video ads**
 - **Expandable ads**
 - **Data capture** (e.g. submit email)
 - Live information
 - Mobile ad units
- **In-stream** (video)
 - **Pre-roll , Mid-roll , post-roll**
- **Skippable video**
(within Youtube truvview)

In-page banner (premium)

detikcom

The screenshot displays the detikcom website interface. At the top, there is a search bar with the placeholder text "Cari Berita atau Alamat" and a magnifying glass icon. To the right of the search bar are links for "Daftar detikID" and "Masuk". The main content area features a large in-page banner for "TOYOTA 18TH ASIAN GAMES SPECIAL DEALS (JULY - SEPTEMBER 2018 PERIOD)". The banner includes the Toyota logo, the slogan "LET'S GO BEYOND", and an illustration of athletes in various sports. A red box highlights the banner area. Below the banner, there is a section for "BERITA TERBARU" (Latest News) with several article thumbnails and titles. A red box highlights a specific article titled "Nikmati perjalanan yang Aman dan Nyaman dengan Zurich Click". The article features an image of a suitcase and a person walking. The overall layout is clean and professional, typical of a news website.

Close

TOYOTA LET'S GO BEYOND

ASIAN GAMES 2018 OFFICIAL CAR PARTNER

TOYOTA 18TH ASIAN GAMES SPECIAL DEALS
(JULY - SEPTEMBER 2018 PERIOD)

sebenarnya memang selalu menghormati rivalnya, termasuk menghormati Jokowi. Itulah sebabnya lirik lagu **Sang Alang** yang menyerang Jokowi kemudian dicoret oleh Prabowo.

"Itulah the real Prabowo," kata jubi timses Prabowo-Sandiaga, Andre Rosiade, kepada detikcom, Sabtu (22/9/2018).

Menurutnya, Prabowo tidak suka menyerang orang meski selalu kena fitnah. Dia ingat betul Prabowo tak mau memenuhi permintaan tim suksesnya saat saat debat Pilpres 2014 lampau. Permintaan tim suksesnya saat itu adalah pelepasan serangan ke Jokowi lewat isu penjiwaan aset saat

TAHUN ANGGARAN 2018

Pendaftaran daring pada laman <https://sscn.bkn.go.id> mulai 26 September hingga 10 Oktober 2018.

Selengkapnya **Klik Disini**

detikfood

KOMUNITAS Kuliner
ADA DI SINI

BERITA TERBARU

Puting Beliung Sapu Cibarengkok Sukabumi, Puluhan Rumah Rusak
Sabtu 22 September 2018, 17:29 WIB

MRT Jadi Korban Vandalisme, Anies Minta Pengamanan Ditingkatkan
Sabtu 22 September 2018, 17:29 WIB

Koki dan Pegiat Kuliner Di Rameikan Festival

Nikmati perjalanan yang Aman dan Nyaman dengan Zurich Click
[Klik di Sini >>](#)

Google display ads

Example of your image ad at 160x600

Example of your native ad at 480x120

Anywhere USA's Top B2B Webinar Provider

Ad Webinars covering every facet of B2B marketing - Sign up for a free intro webinar ...

Acme Webinar

Visit Site

Example of your image ad at 300x250

Example of your text ad at 300x250

Acme Business Webinars

Webinars covering every facet of B2B marketing - Sign up for a free intro webinar today

Acme Webinar

Example of your image ad at 728x90

Acme Business Webinars

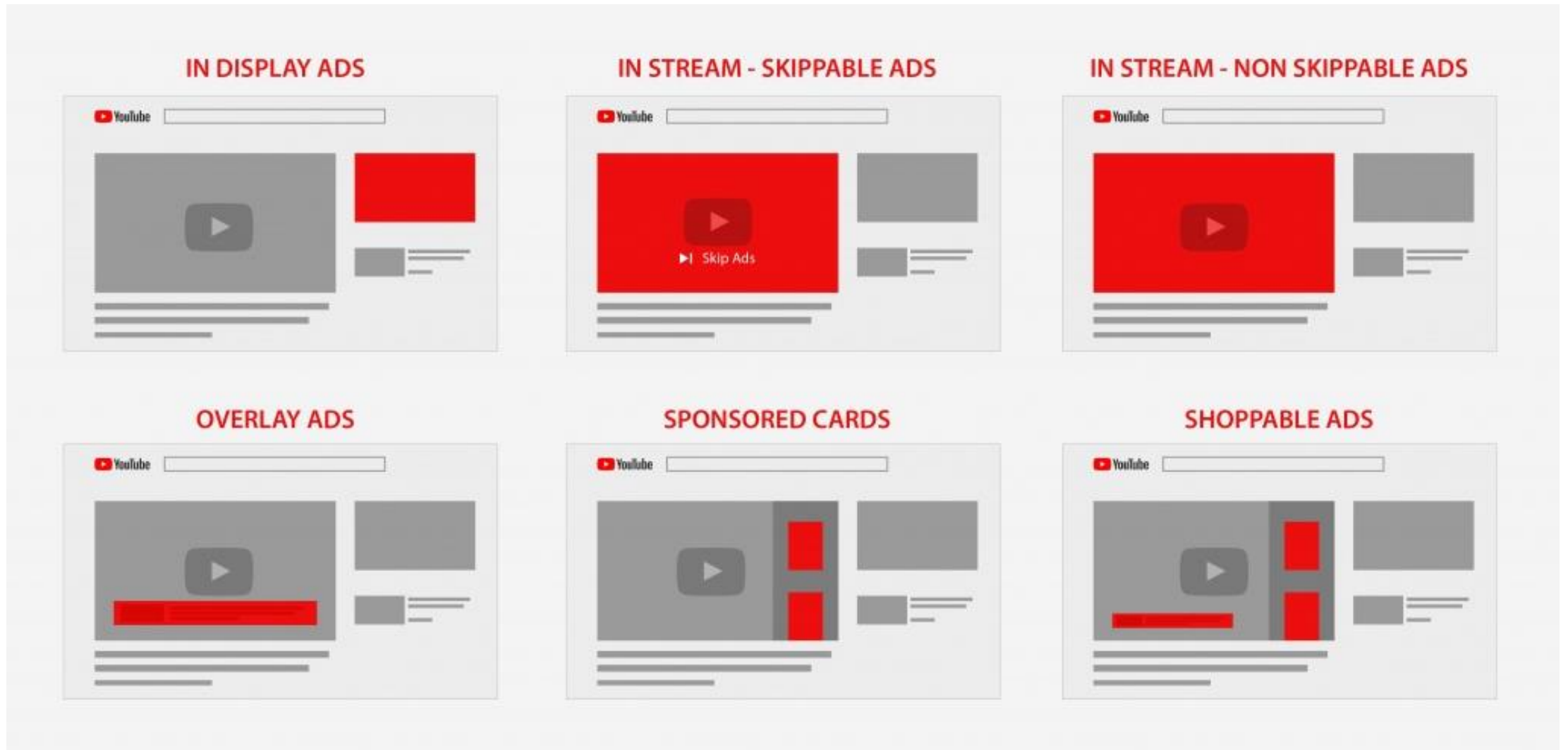
Acme Webinar

Webinars covering every facet of B2B marketing - Sign up for a free intro webinar today

Acme Webinar

Displayed in
websites within
Google network
(tons of websites!)

YouTube Truview



Types of display campaign

Type (objective)	What	Strategy
Awareness	<ul style="list-style-type: none">• Delivers brand message• Goal: to increase brand awareness, product/service benefit	<ul style="list-style-type: none">• Less focus on sales• Increase brand awareness
Direct response prospecting	<ul style="list-style-type: none">• Goal: conversion / gain new customers	<ul style="list-style-type: none">• Focus on sales• Ensure targeting the right customers
Retargeting	<ul style="list-style-type: none">• Goal: to convert non-converting users• Using RSLA (remarketing list for search ads)	<ul style="list-style-type: none">• Increase conversion rate from existing visitors

Programmatic advertising

- In short, is a way to automatically buy and optimize your digital campaigns, rather than buying directly from publishers. <https://www.match2one.com/blog/what-is-programmatic-advertising/>
- Real time assessment for decision making:
 - the website;
 - the specific web page;
 - the context of the article or video it surrounds;
 - the location of the person looking at it;
 - the time of the day, or day of the week;
 - the computer operating system, mobile operating or type of device it is being viewed on
 - the propensity for that advert to be classed as 'in view' based on previous viewability rate of that ad's placement;
 - the type of content the ad is next to (is it dangerous, defamatory or
 - potentially scandalous for the advertiser to place an ad here?).

Planning and targeting display campaign

- Key: delivering **the right message** to **the right audience**
- **Audience targeting**

	What	Example
Audience data	Consider who is the consumers	<ul style="list-style-type: none">• Demographic : age, browsing habit• Behavioral : interest, preference
Contextual targeting	Place ads next to appropriate content	<ul style="list-style-type: none">• Sites• Mobile-apps• Specific content / page in sites
Keyword contextual targeting	Similar with paid search, target specific sites based on search	<ul style="list-style-type: none">• Positive match keyword: air travel, holiday• Negative keyword: plane crash
Others	<ul style="list-style-type: none">• Environmental • Time-based • Geo-based• Device • Modelling audience	

Measurement and Optimization

TRAFFIC METRICS

- Impressions
- Click
- Click-through rate (CTR)
- Cost-per-click (CPC)
- Average position
- Impression share
- Quality score (QS)

CONVERSION METRICS

- Revenue generated
- Margin generated
- Orders
- Leads *or conversion*
- Conversion rate (CVR)
- Average Order Value (AOV)

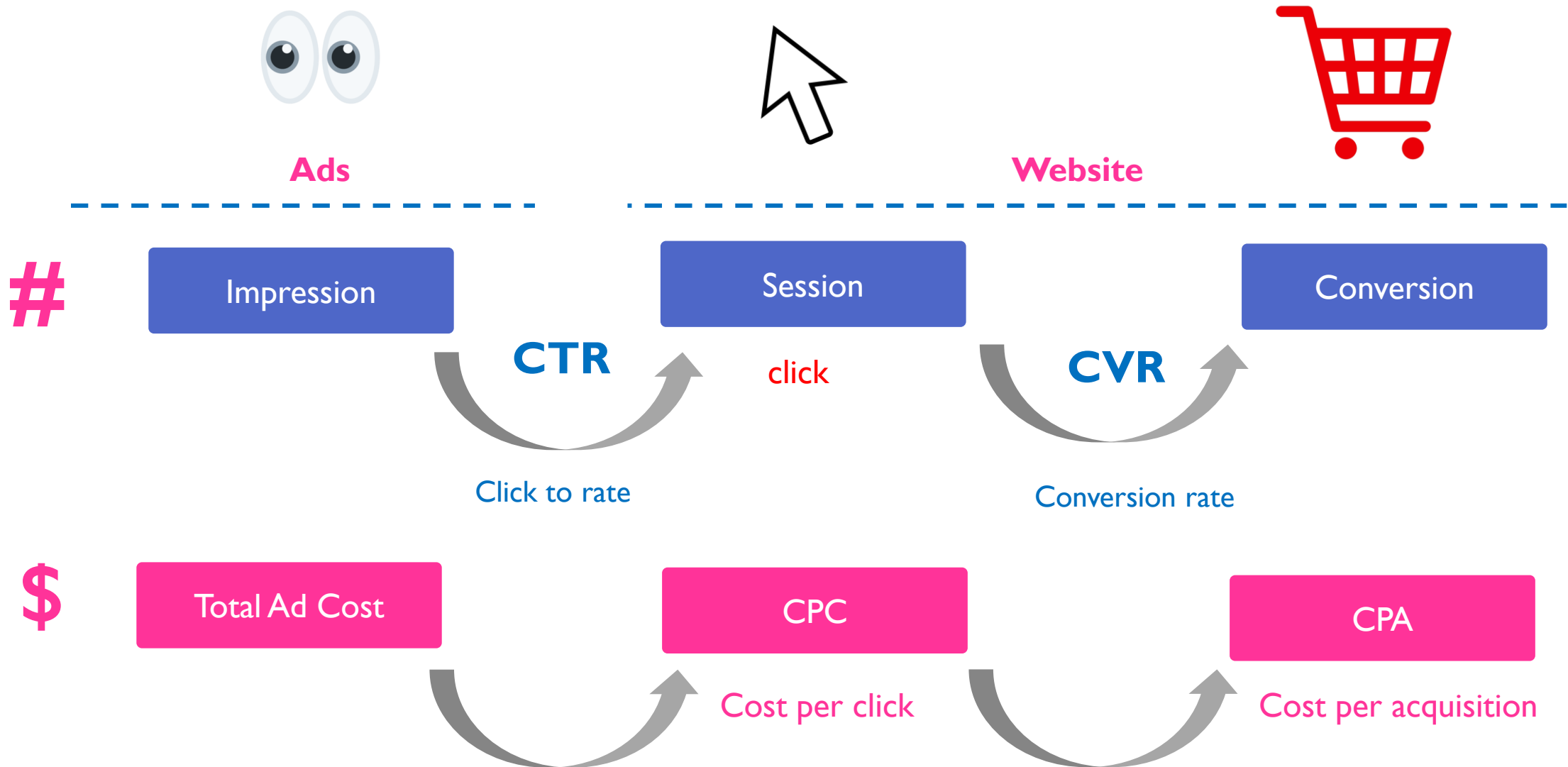
EFFICIENCY METRICS

- Return on investments (ROI)
- Cost per leads / order / acquisition (CPL/CPO/CPA)
- Lifetime value (LTV)

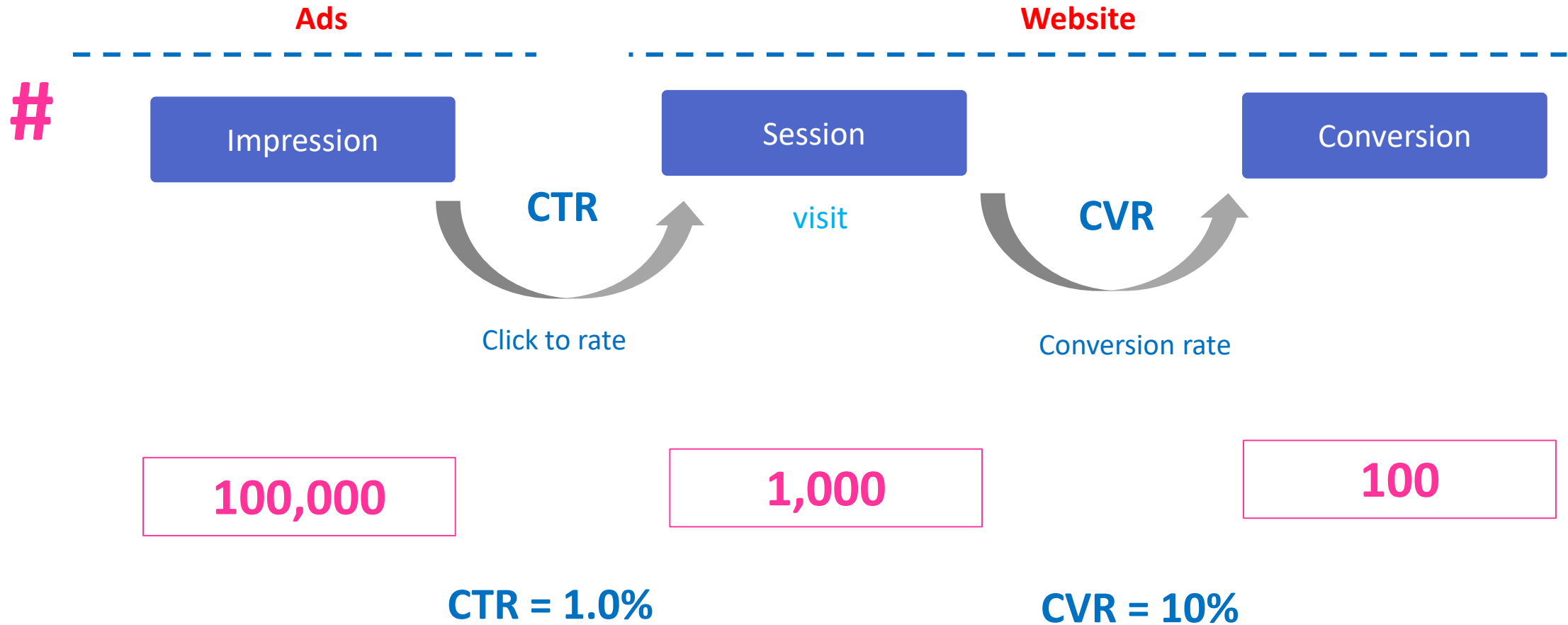
Common measurement for display ads

- Post-impression / post-view events
- Post-click actions (or CTR)
- Search uplift
- **Increase in site traffic**
- Brand uplift / recall surveys
- Click-through rate (CTR)
- **Engagement**
- Return on ads spend (ROAS or ROI)
- **Video completion rate**
- **Video – cost per completed view**

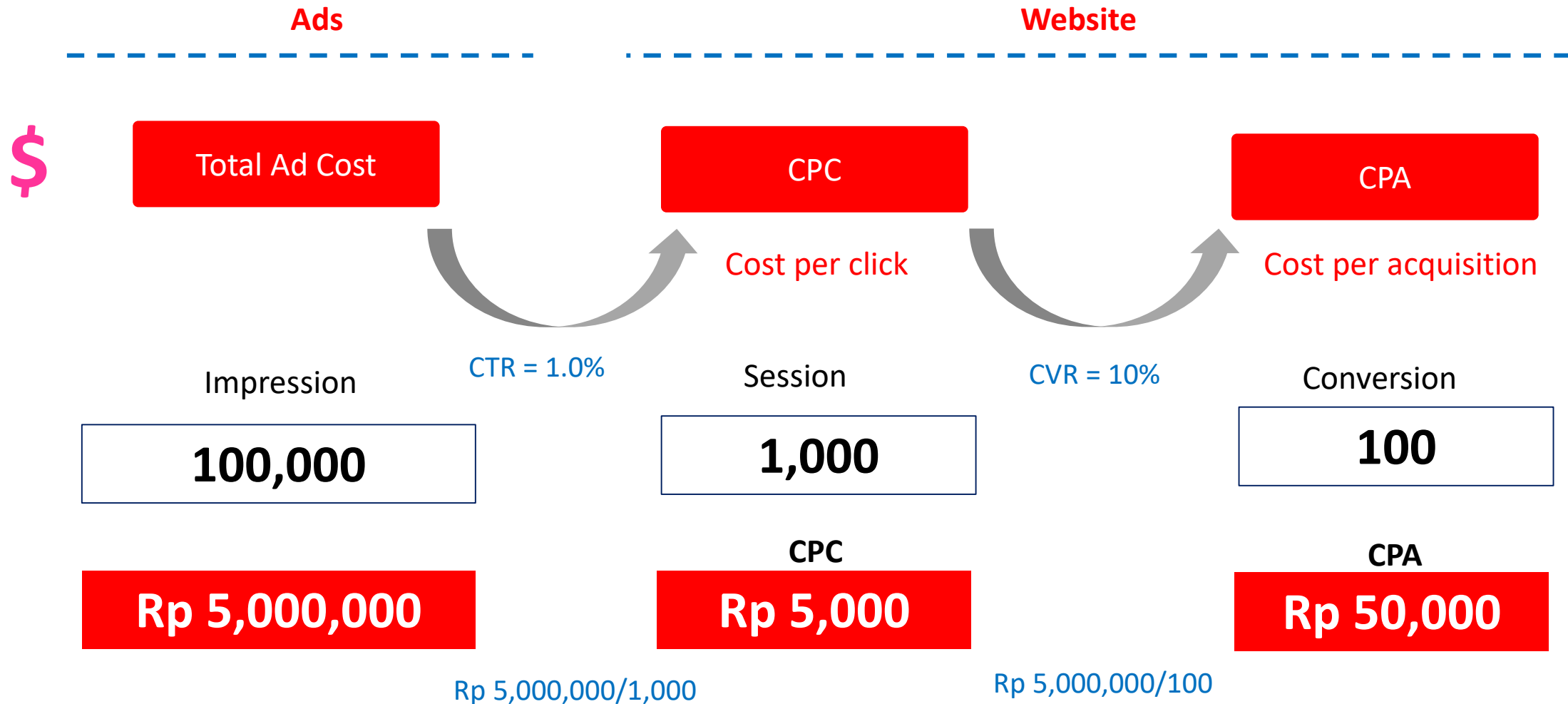
Measurement for online Ads



Measurement for online Ads



Measurement for online Ads



Key terms

- **Pop-up:** a display advert that pops up in front of what you are viewing.
- **CPM:** a cost-per-thousand price (CPM = 'cost per mille').
- **Impression:** when an advert is shown.
- **Assets:** the creative files used for the advert.
- **Ad server:** databases that help to co-ordinate and manage campaigns.
- **Programmatic:** a method of automated bidding.
- **Retargeting:** targeting a user again based on previous behaviours.

Homework (group of 4)



1. Go to **YouTube!**
2. Check one of the ads running
3. Answer this:
 - Summarize - what is the brand about?
 - What type of (video) ads does it use?
 - What is the key message of the ads?
 - Who is the target audience?
 - What is the objective of the ads? Is it for awareness or conversion?
4. Don't forget to capture (screenshot) the ads in your report!
5. Send your report to my email no later **than Friday, 27 March 2020 at 12.30 pm.**

Stay healthy everyone!

