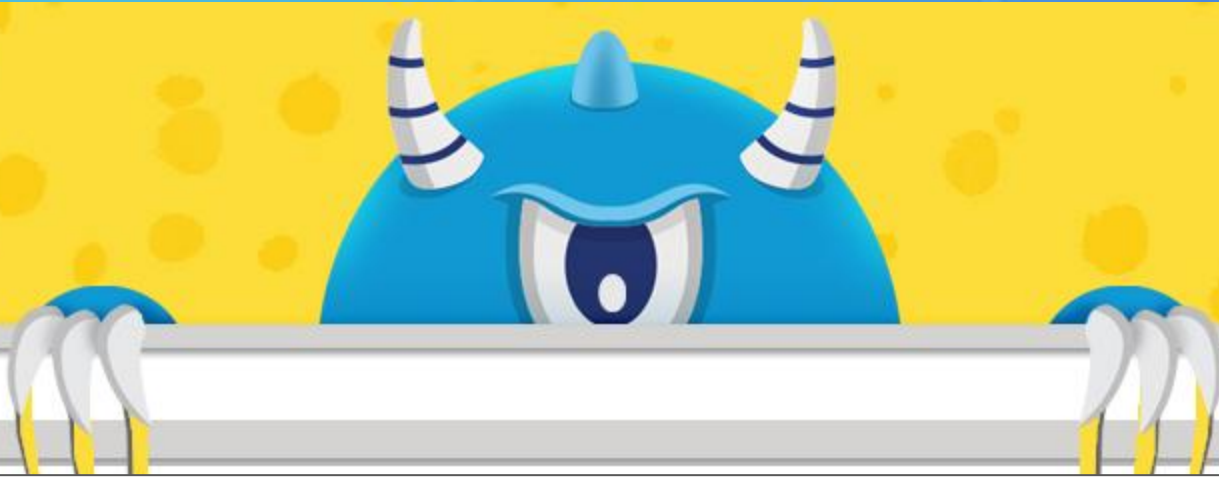


Understanding Targeted Display Advertising



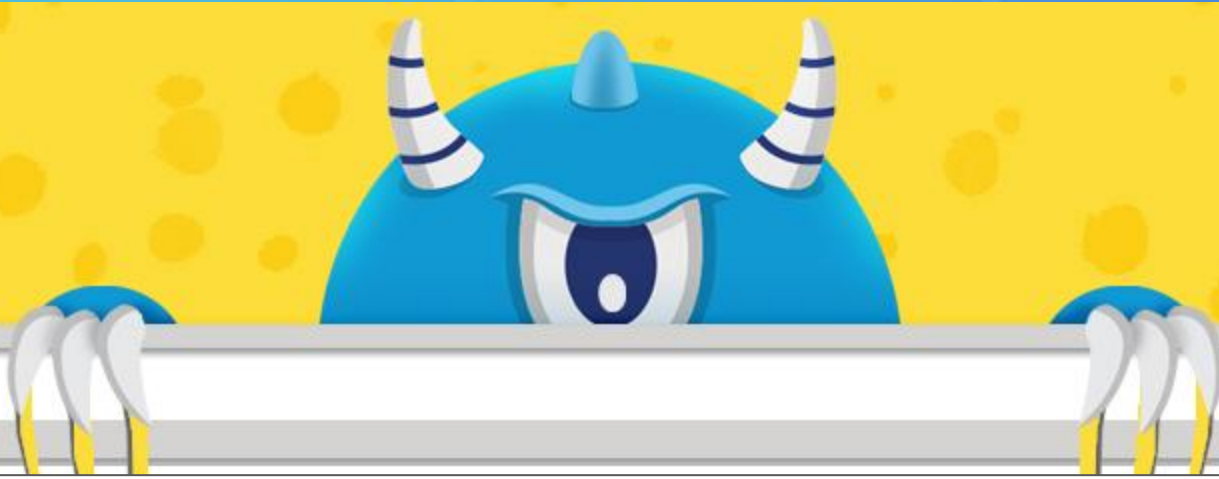
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**Display advertising is one of the best ways to raise awareness of your brand, product or service.**

Types of display ads include:

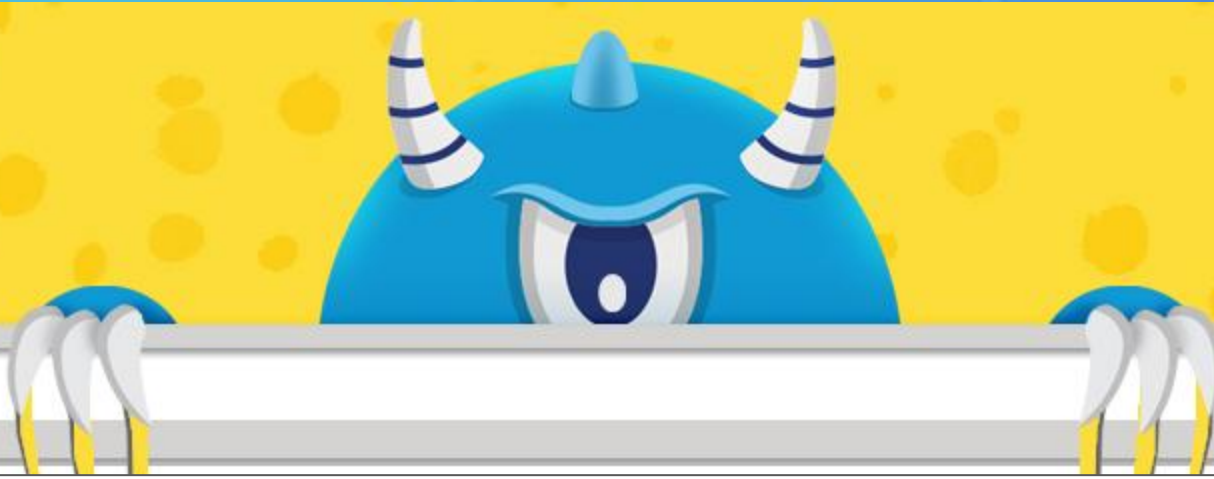
1. Image Ads



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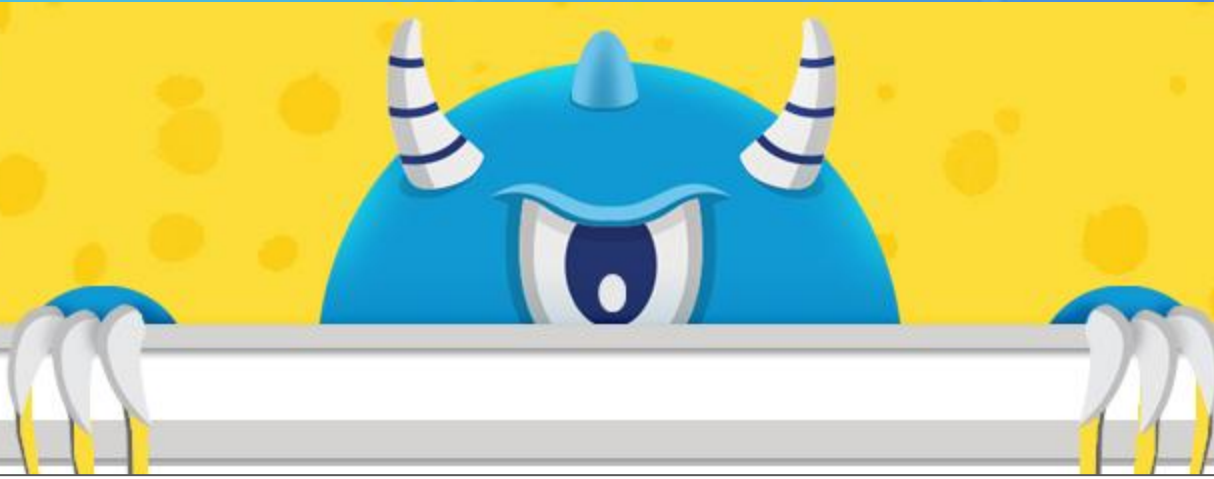
1. Image Ads
2. Responsive ads



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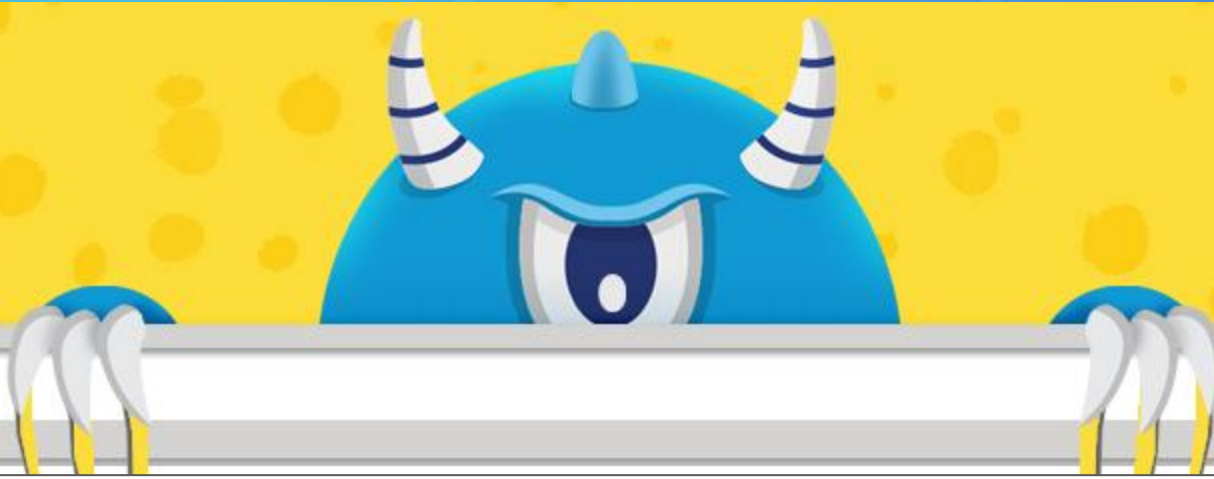
1. Image Ads
2. Responsive ads
3. Geofencing Ads



**Display advertising is one of the best ways to raise awareness of your brand, product or service.**

Types of display ads include:

1. Image Ads
2. Responsive ads
3. Geofencing Ads
4. Retargeting (or remarketing) ads

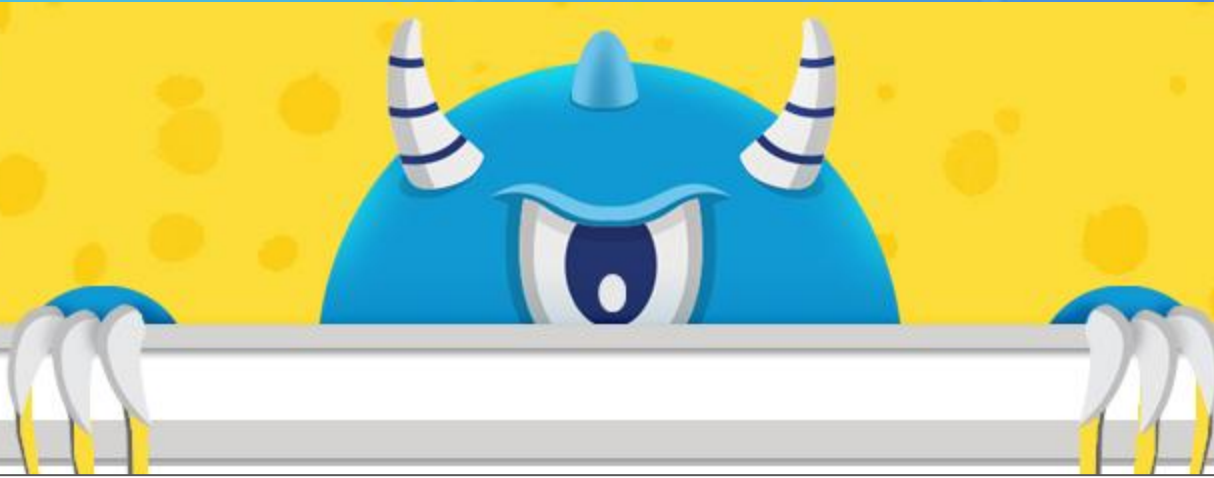


**Display advertising is one of the best ways to raise awareness of your brand, product or service.**

Types of display ads include:

1. Image Ads
2. Responsive ads
3. Geofencing Ads
4. Retargeting (or remarketing) ads
5. Native ads

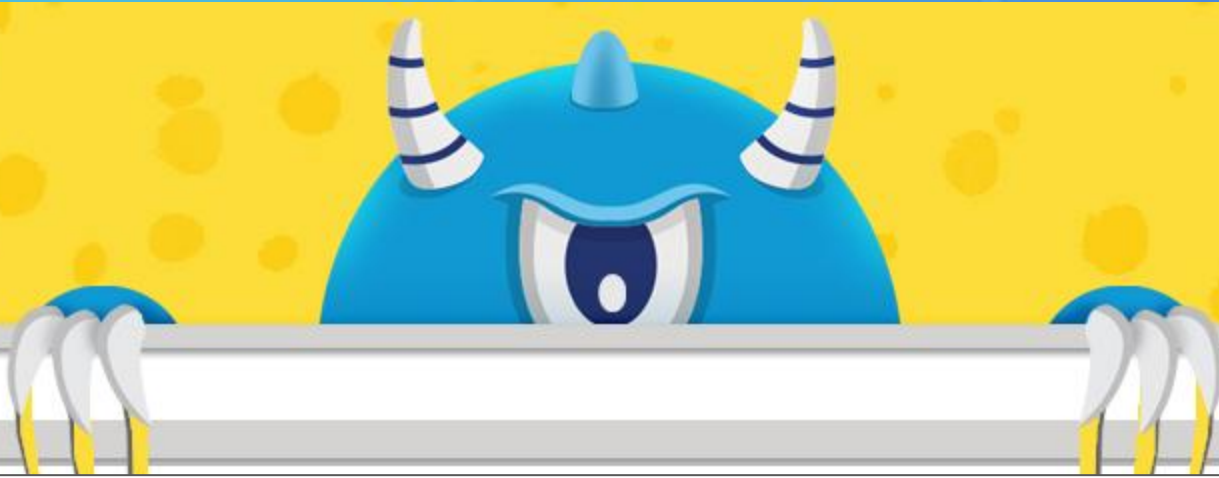




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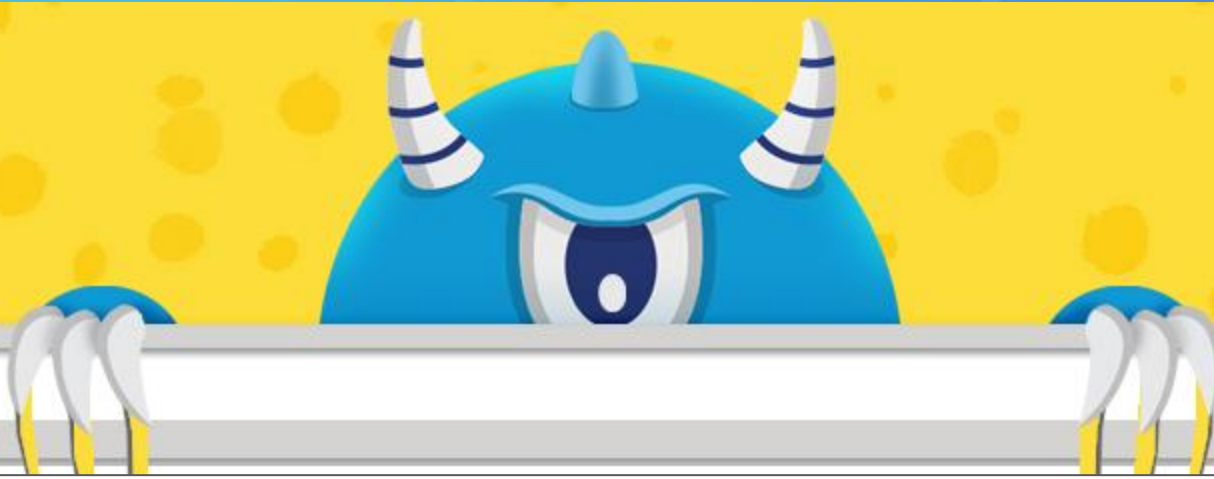
Types of display ads include:

1. Image Ads
2. Responsive ads
3. Geofencing Ads
4. Retargeting (or remarketing) ads
5. Native ads
6. Social ads.



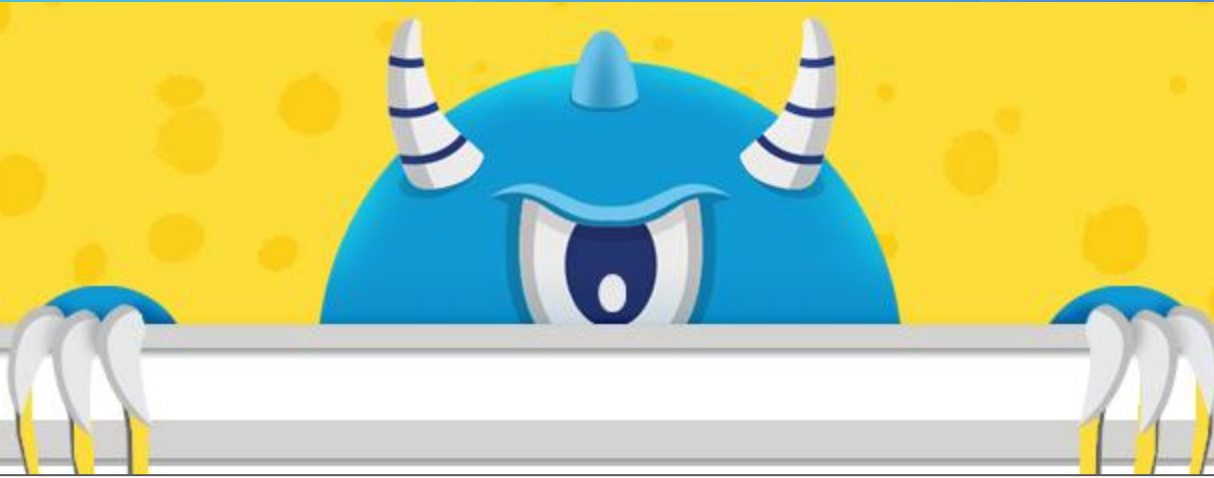
# Display Targeting Options





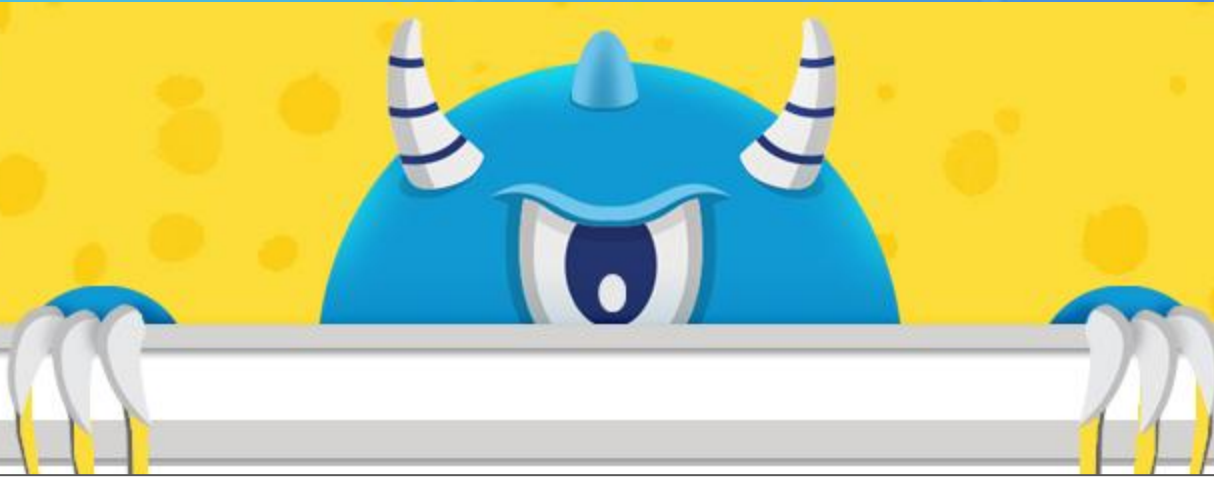
There are also many options for display targeting. Some of the more popular ones are:

- Interest targeting



There are also many options for display targeting. Some of the more popular ones are:

- Interest targeting
- Contextual targeting



There are also many options for display targeting. Some of the more popular ones are:

- Interest targeting
- Contextual targeting
- Topic targeting.

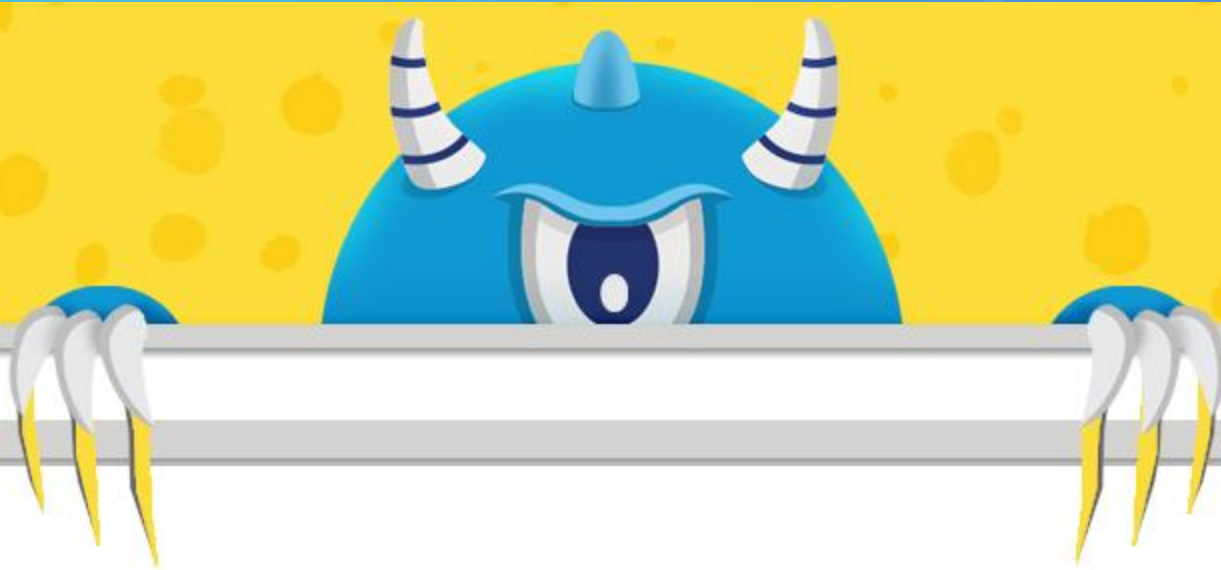
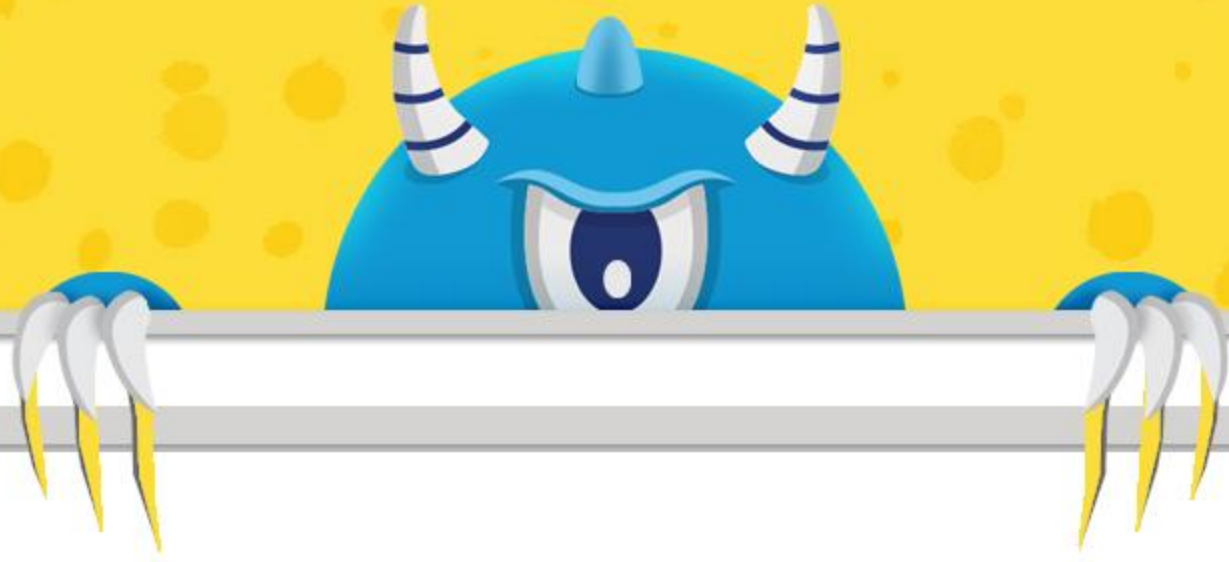


Image Ads



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Chat Box Question: (NO Searching!)



What year was the first display ad?

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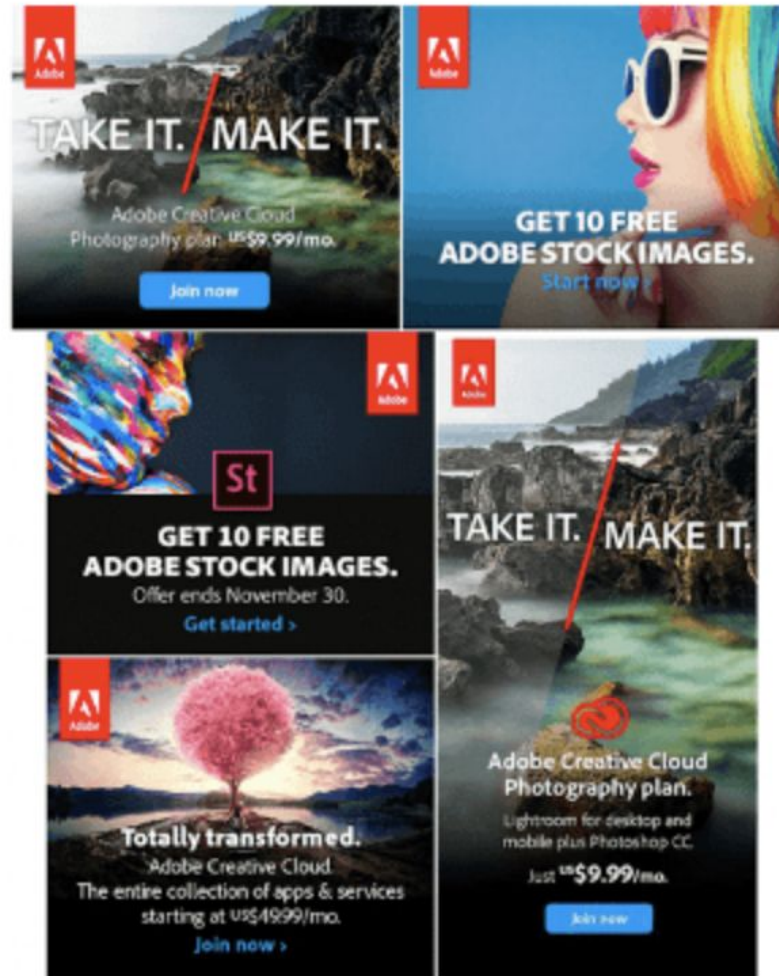
A blue cartoon monster with horns and claws is peeking over the top of a browser window. The monster has a large eye and is looking towards the viewer. The browser window has a grey title bar with red, yellow, and green window control buttons on the left, a search bar in the middle, and refresh, download, and share icons on the right. The background is yellow with a pattern of small yellow circles.

# Display Ads

Banners, square images with text, animations – these are all forms of display ads you have experienced. The [world's first display ad](#) was a banner ad that appeared in 1994. An amazing 44% of people who saw it clicked on it! From the first generation of display ads, a convention developed of using self-contained images with a call-to-action in a variety of square and rectangle sizes.



Traditional Display Ads: These are the ads that are most associated with display advertising, consisting of landscape, square and skyscraper image sizes. These ads are primarily image based with some text and are primarily placed on websites.



- Responsive Display Ads: These are a type of display ad that is based on multiple text headlines, descriptions and images that the ad-platform algorithm uses to place, size, and orient an ad in various combinations. The platform determines the best-performing format for the specified audience.

## Buckwheat de Goldendoodle

Have you ever seen a dog so cute? Buckwheat is a dog that wants to be your friend.



Buckwheat



### Buckwheat de Goldendoodle

Have you ever seen a dog so cute? Buckwheat is a dog that wants to be your friend.

instagram.com



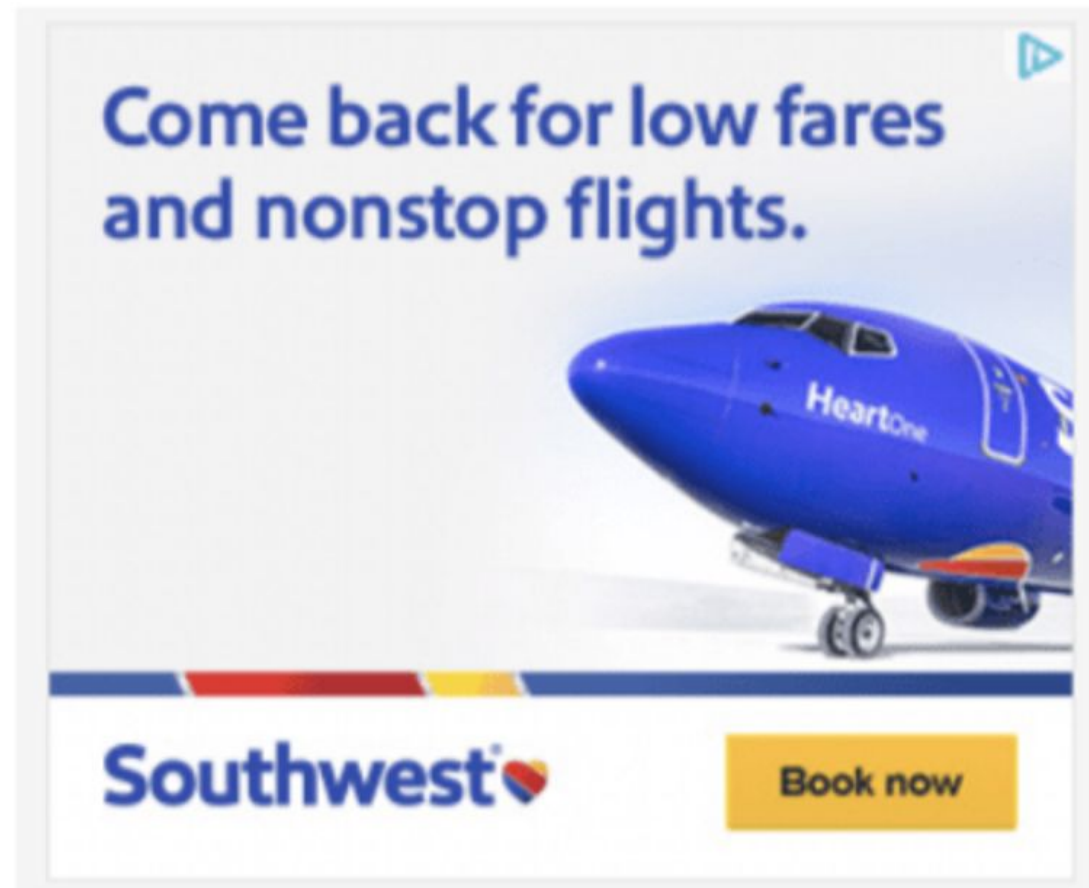
### Buckwheat de Goldendoodle



Have you ever seen a dog so cute? Buckwheat is a dog that wants to be your friend.



- Retargeting Display Ads: Retargeting (or remarketing) is when a display ad is shown to people who have visited your web property – usually a specific page or set of pages – in a specified time frame but not yet completed the desired action. Retargeting display ads are a great vehicle for personalized content.



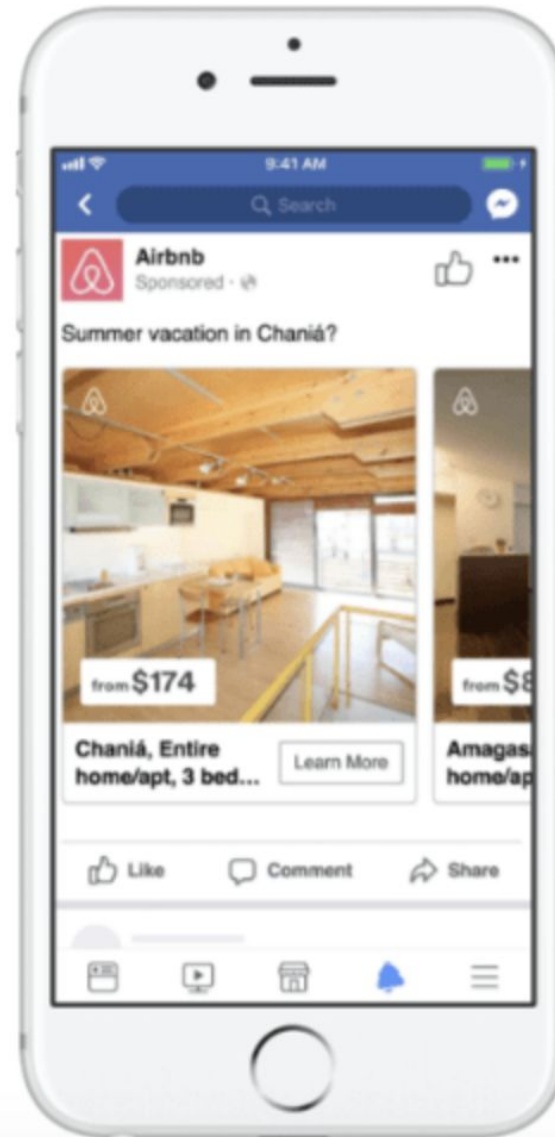


- Native Ads: Native display ads are designed and placed in the same style as the content of the website, email, etc. You see native ads as promoted or recommended content on various sites, but they **usually don't look like ads** at all.

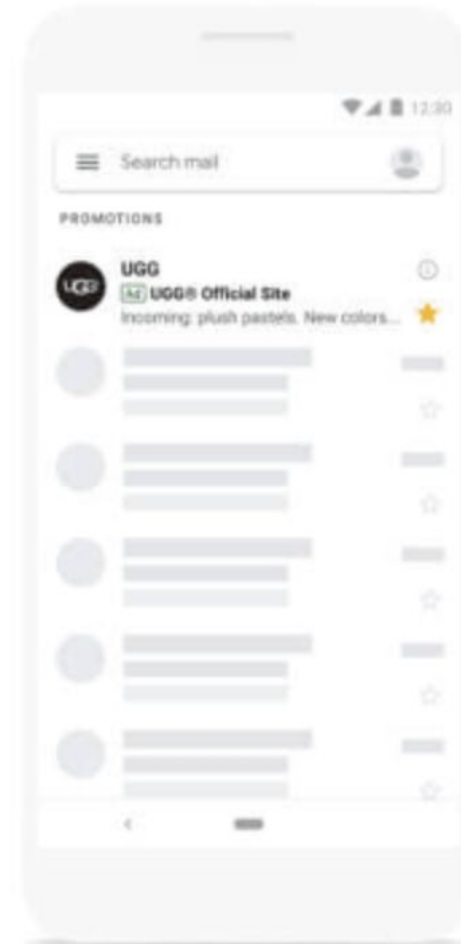
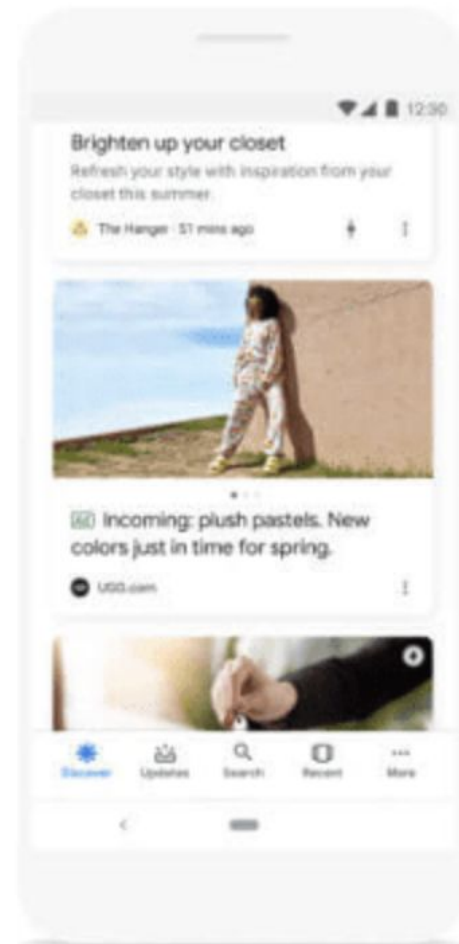
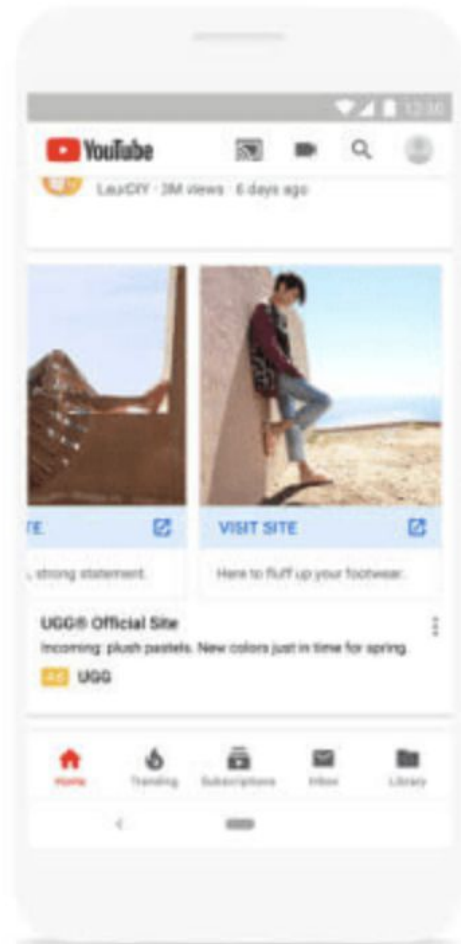
The screenshot shows the Entrepreneur website homepage. At the top, there is a navigation bar with the Entrepreneur logo, links for VIDEO, PODCASTS, START A BUSINESS, SUBSCRIBE, and SHOP, and a promotional banner for 'SCALE YOUR BUSINESS' with a 'REGISTER NOW' button. Below the navigation bar, there are several content blocks:

- NEWS AND TRENDS:** An article titled 'How Mark Zuckerberg and Tim Cook and More Are Reacting to Separation of Children and Parents At U.S. Border' by Entrepreneur Staff, 3 min read. It features a photo of Mark Zuckerberg.
- SMALL BUSINESS:** A promotional card for 'SMALL BUSINESS' with a 'CALL TODAY 877-BUY-DELL' and a 'LEARN MORE' button. It features a photo of a woman and a laptop.
- SPONSORED CONTENT:** A red-bordered box containing an article titled 'Attract More Customers' by PayPal for Business. The text says: 'Trying to grow an online business? These 3 tips will help do the trick.'
- EMAIL:** An article titled '10 Tips for Writing Emails That Will Get You Tangible Results' by Susan Ganelis, 5 min read.
- TRANSPARENCY:** An article titled 'If No One is Engaging With Your Marketing, You Should Do This' by Luis Congdon, 6 min read.
- ON THE RISE:** A list of trending articles, including '30 Successful Entrepreneurs Tamed the Shocks That Changed Their Lives' by Sara Zupari, '12 Science-Backed Ways to Make Yourself Smarter' by Steve Leachman, 'New Research Shows Bitcoin's Network Was a Scam' by Peter Hays, and 'A Day in the Life of Jan Gosh, the Female Billionaire Behind the Multibillion-Dollar Company Band-Aid' by Steve Leachman.

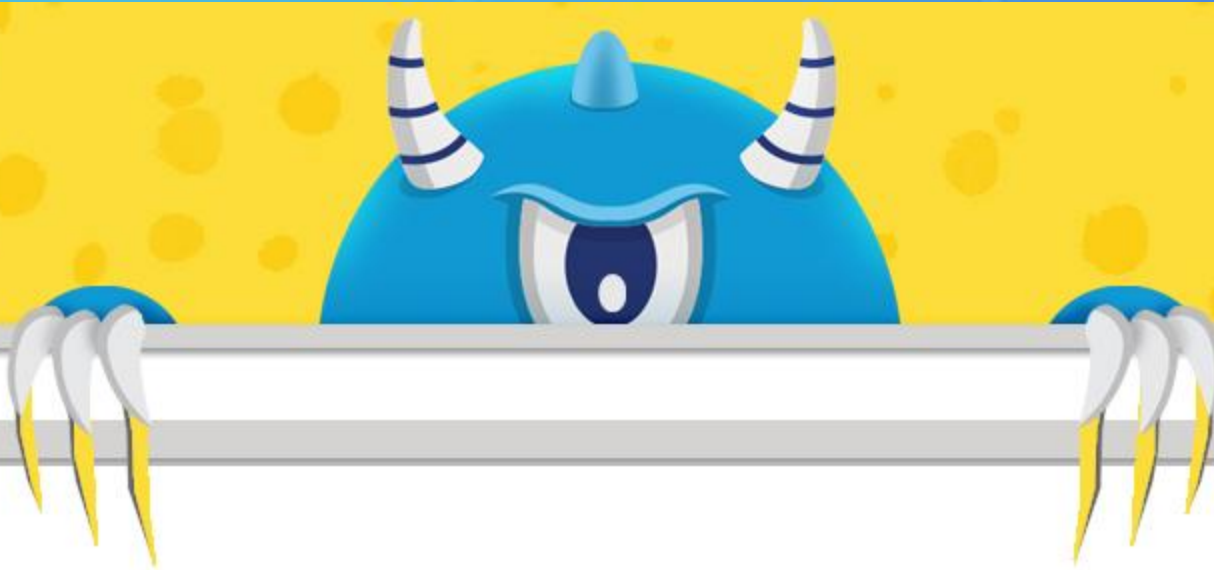
- **Social Ads:** These are ads you see on social networks such as Facebook and LinkedIn. Like responsive display ads, they are a combination of text and images with a CTA.



- Discovery Ads: Discovery ads are a form of native ads that use machine learning to showcase image assets in the most appropriate format for the user. Discovery ads appear on YouTube search results, Watch Next, Gmail social and promotion tabs, and the Google Discover results.







# What is Geofencing Advertising?

Geofencing advertising, sometimes referred to as geofencing marketing, is the application of a virtual boundary around a location, in which certain rules are applied when a mobile device enters or leaves. The size of a geofence can be modified, but most often the shape is a standard radius.

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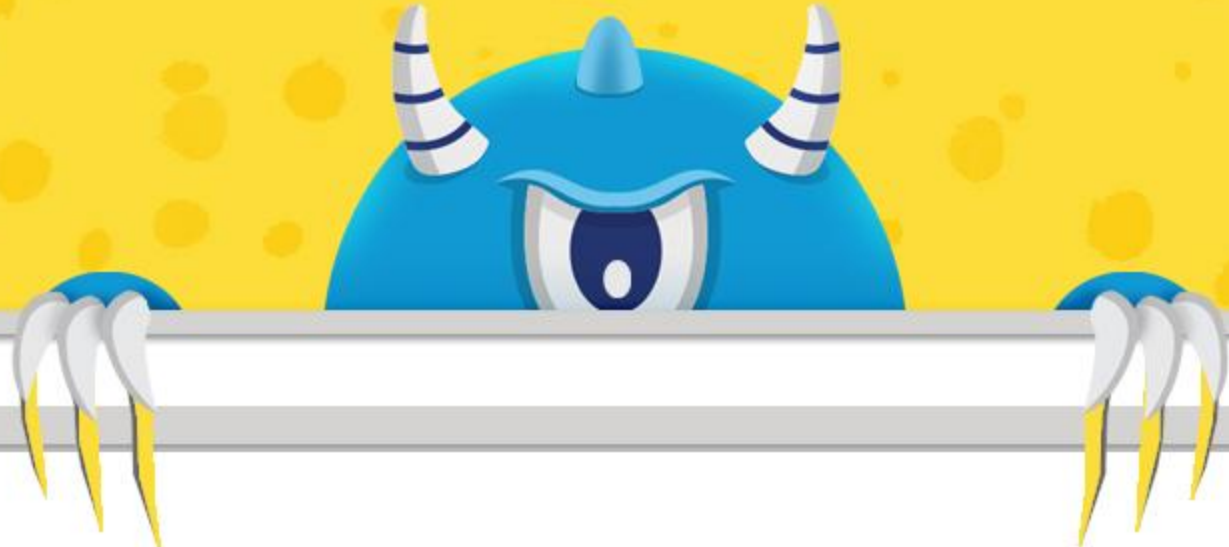


# Custom Proposals

How To Decide On What Digital Products To Recommend?



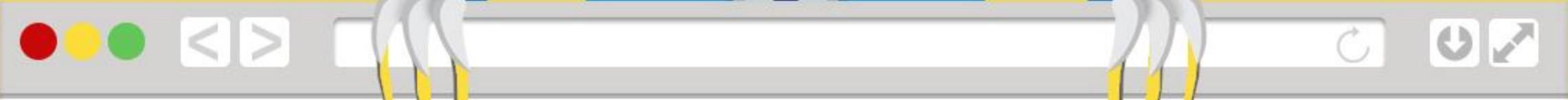
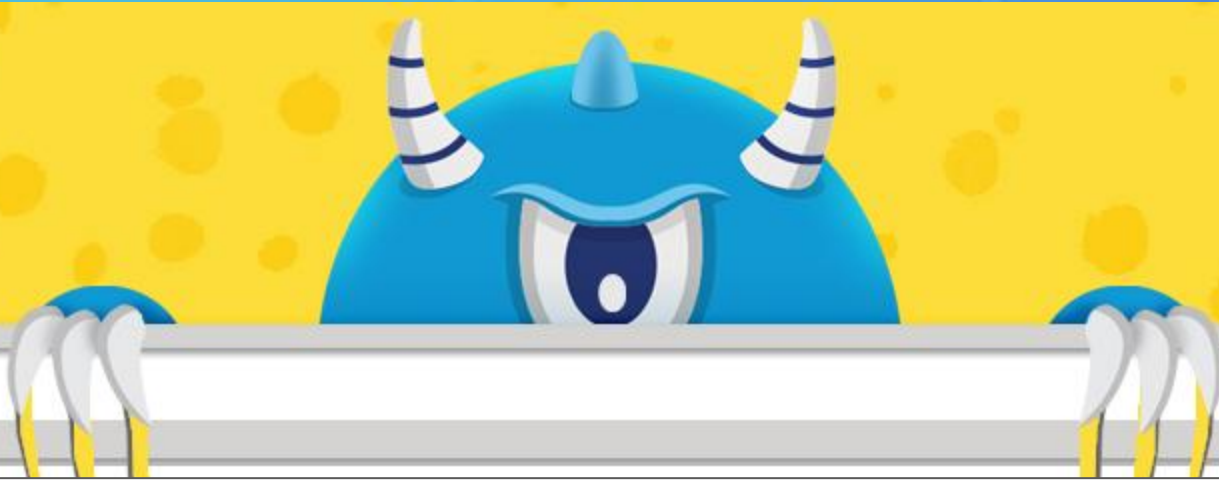
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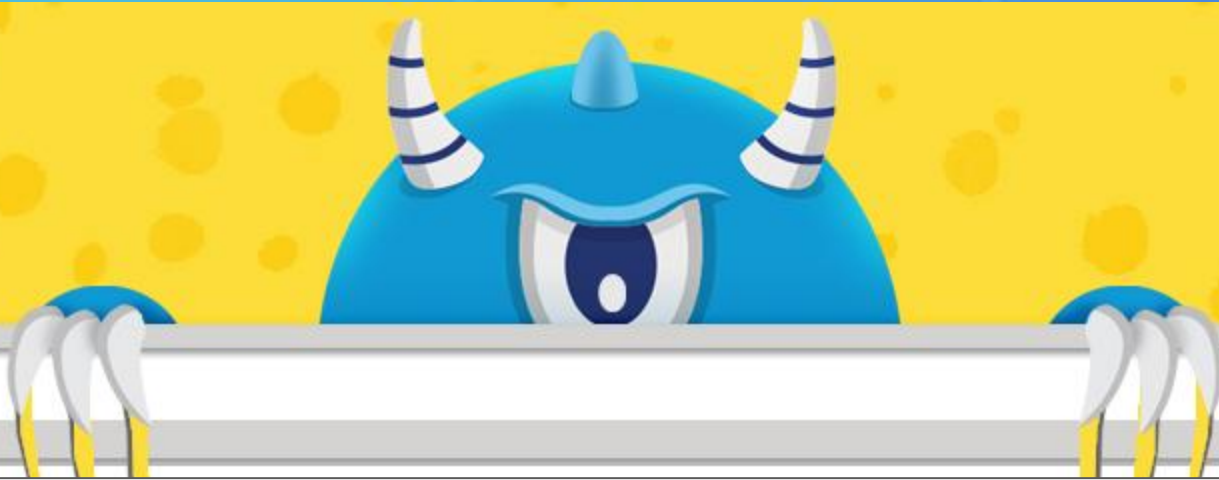
Leading Up To The Proposal: Ask The Right Questions



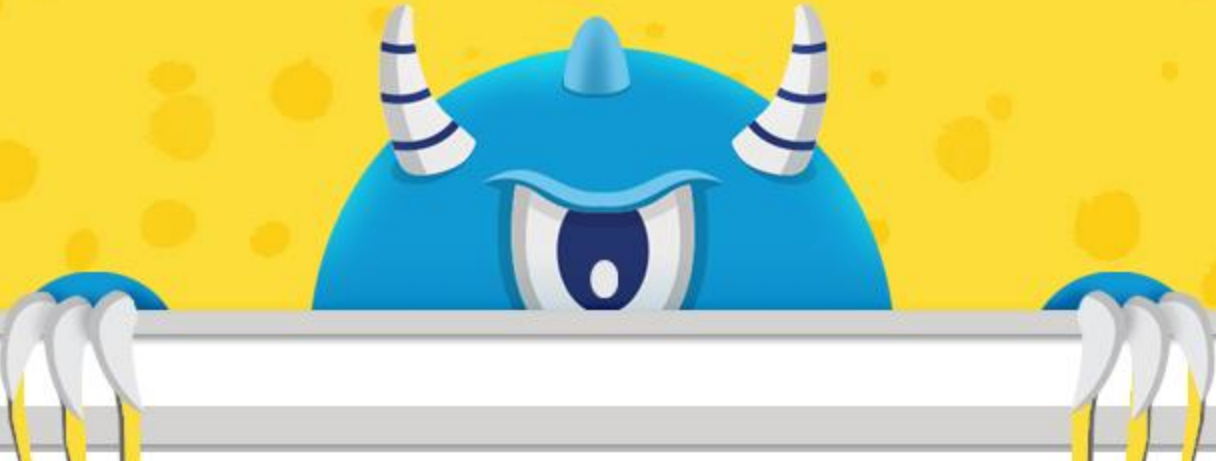
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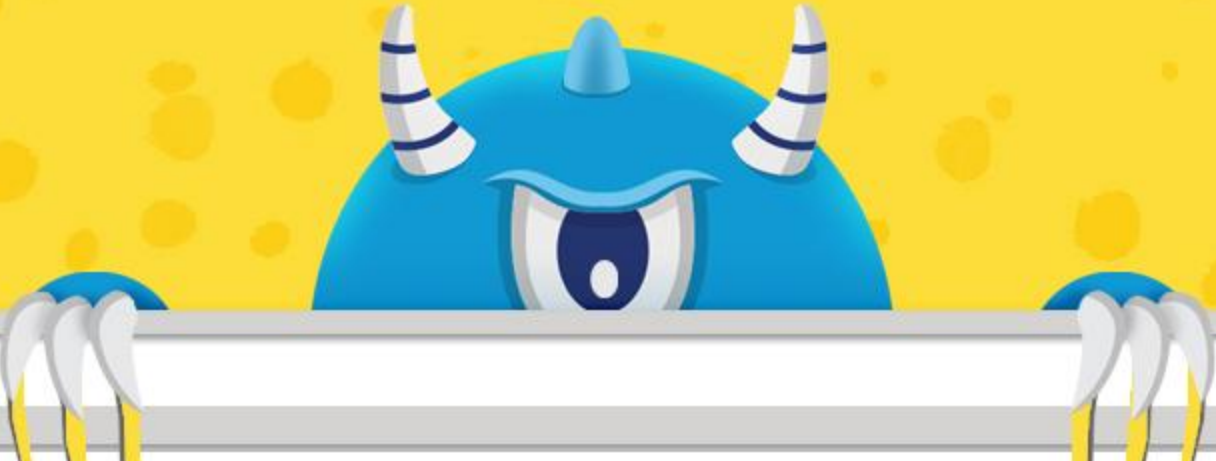
- What are your goals for this project/our cooperation?

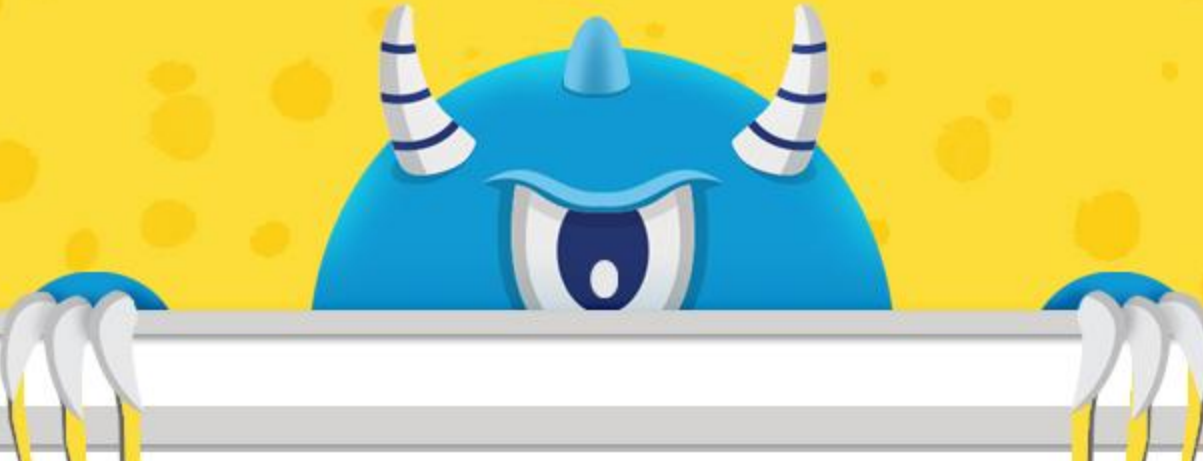


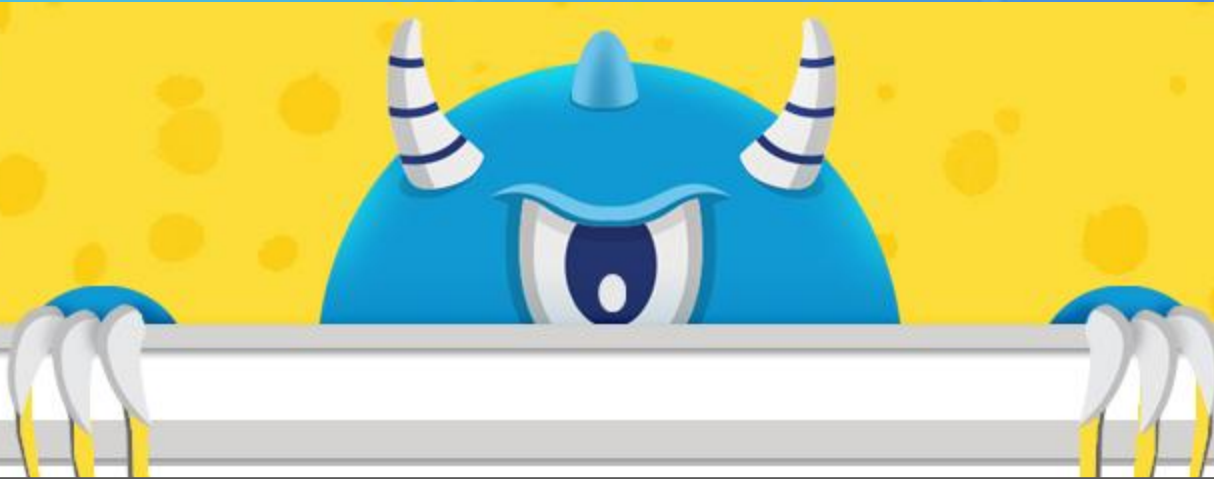
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- 
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- What are your goals for this project/our cooperation?
  - What is your definition of (project or marketing) success?
  - What key difference do you want your audience to know about your business when comparing you against competitors?

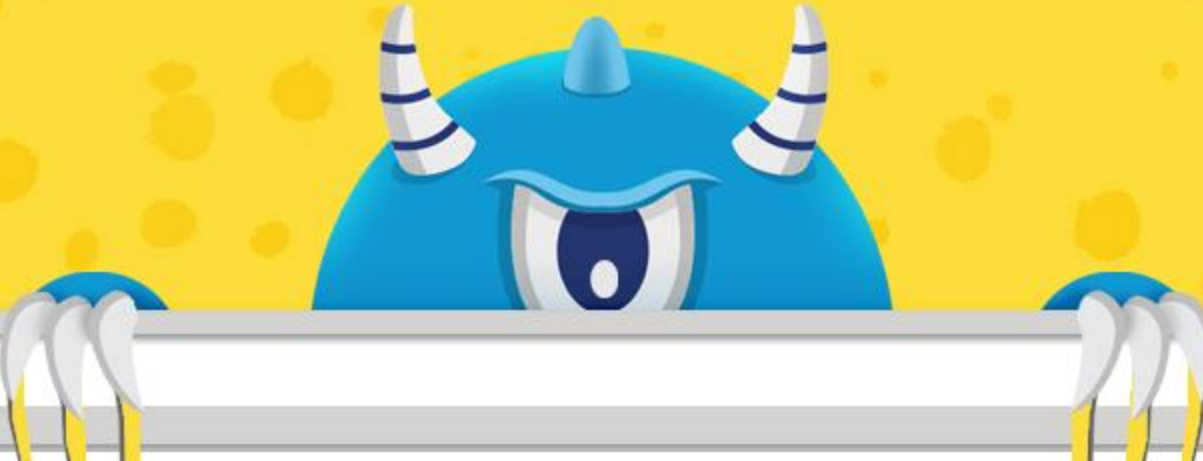


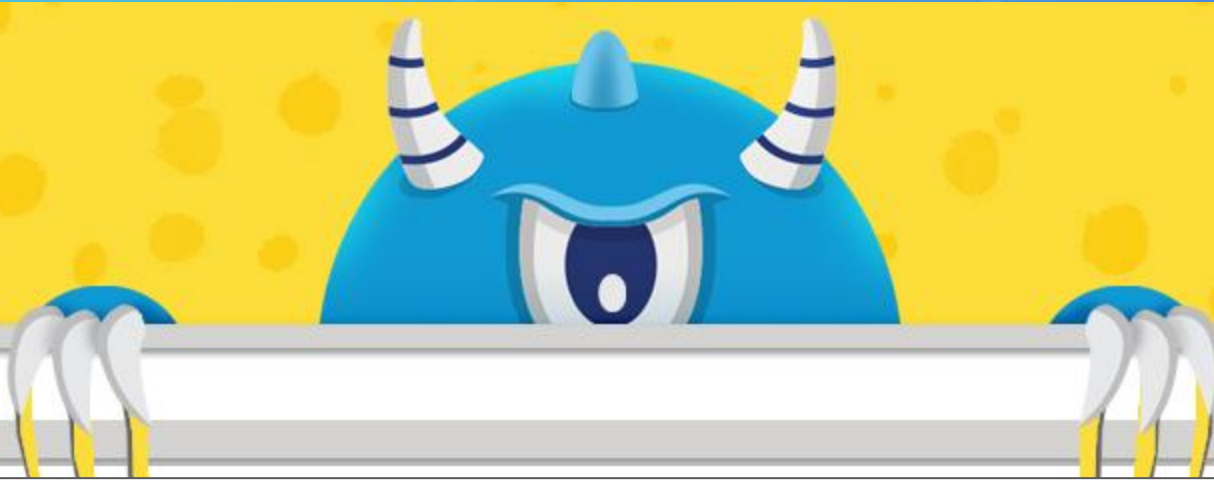
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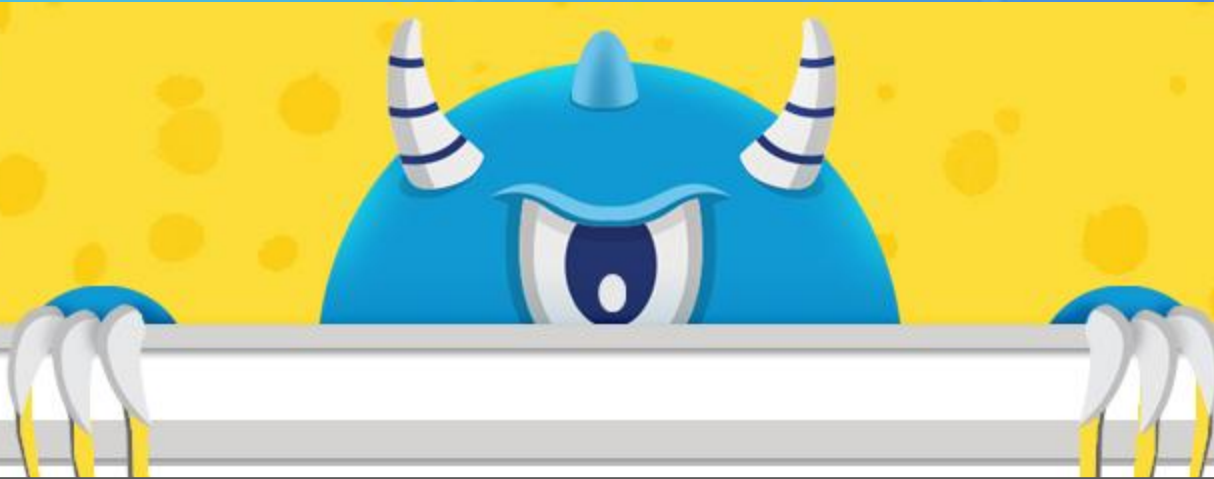


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  - What actions do you typically want your audience to take after seeing your content?

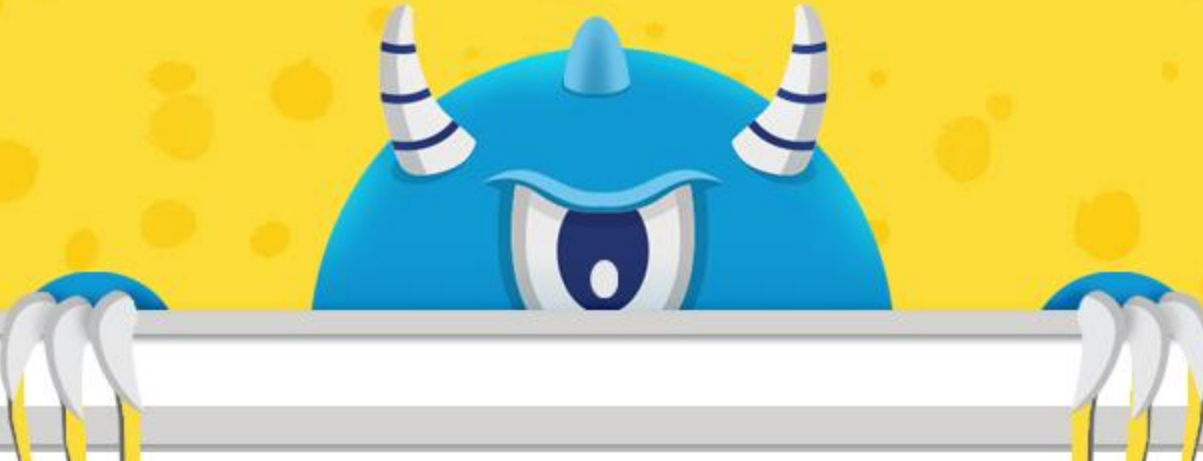


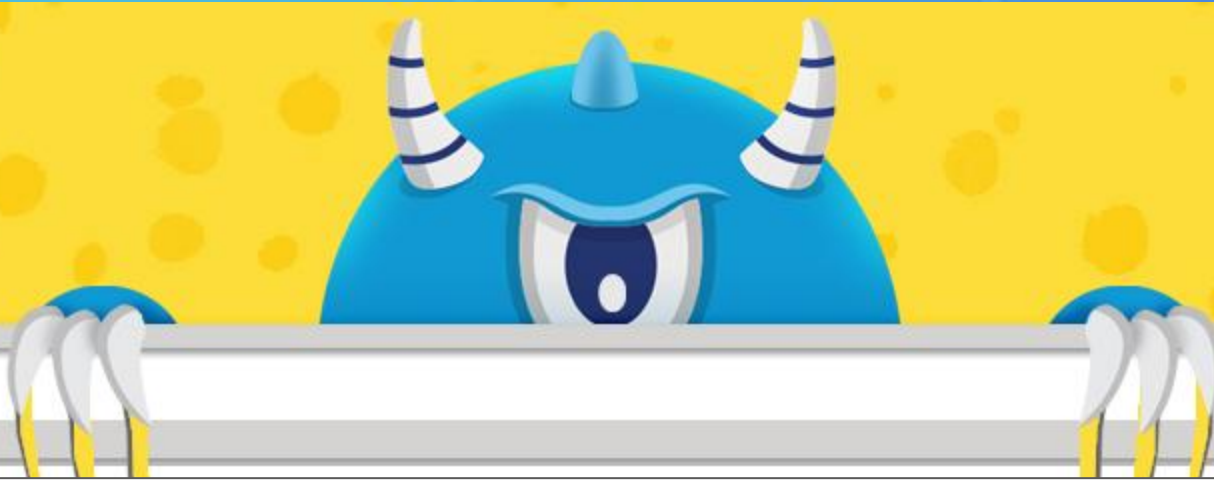
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- What is your budget for this project?



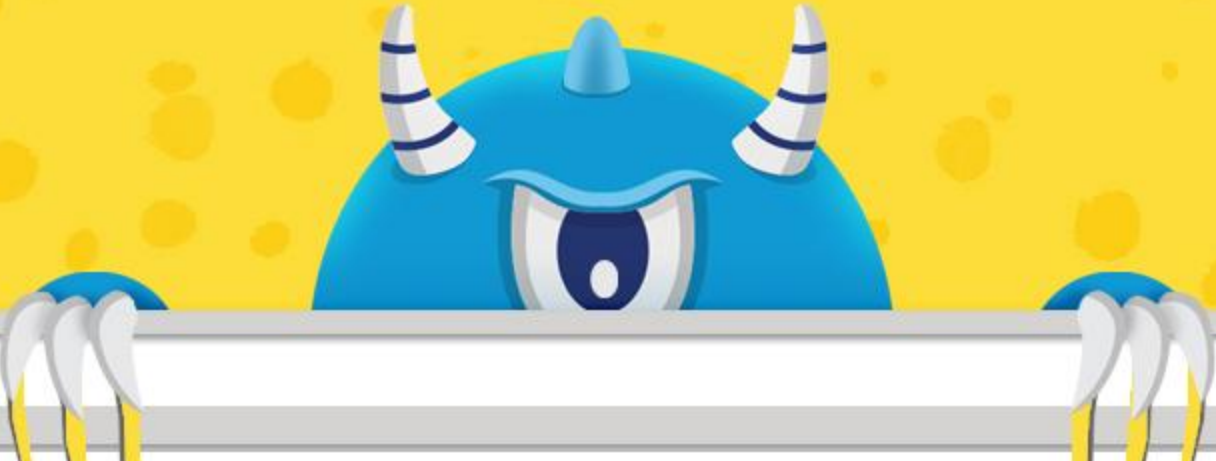
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- What is your budget for this project?
- What marketing metrics do you currently track?



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- What marketing metrics do you currently track?
- What is your timeline/deadline for the delivery of the project?
- In regards to your experience with digital marketing, what do you think has worked for you in the past and what hasn't?

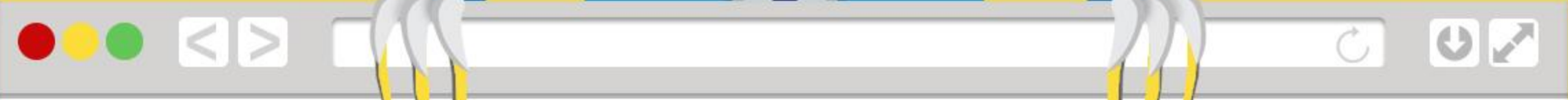
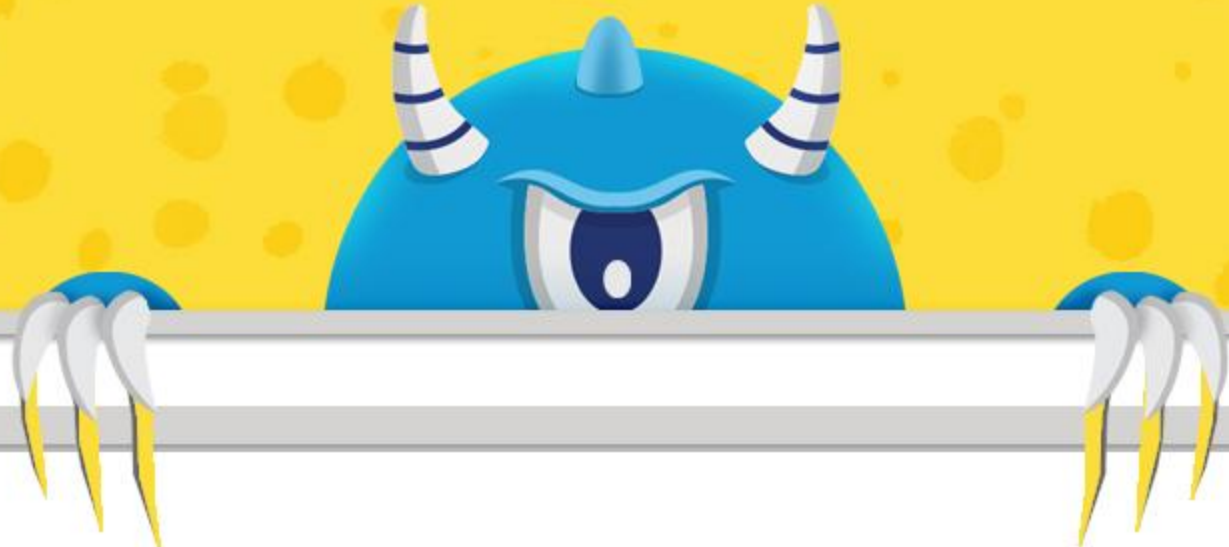
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  - In regards to your experience with digital marketing, what do you think has worked for you in the past and what hasn't?
  - Is there anything else we should know?



Introducing: The Recommendation Engine



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