Understanding Targeted Display Advertising
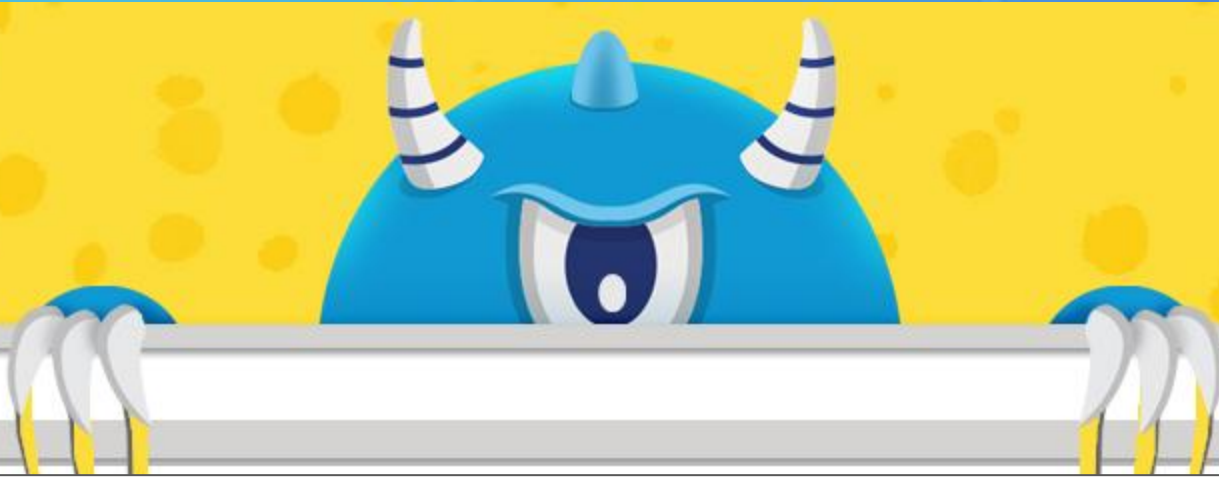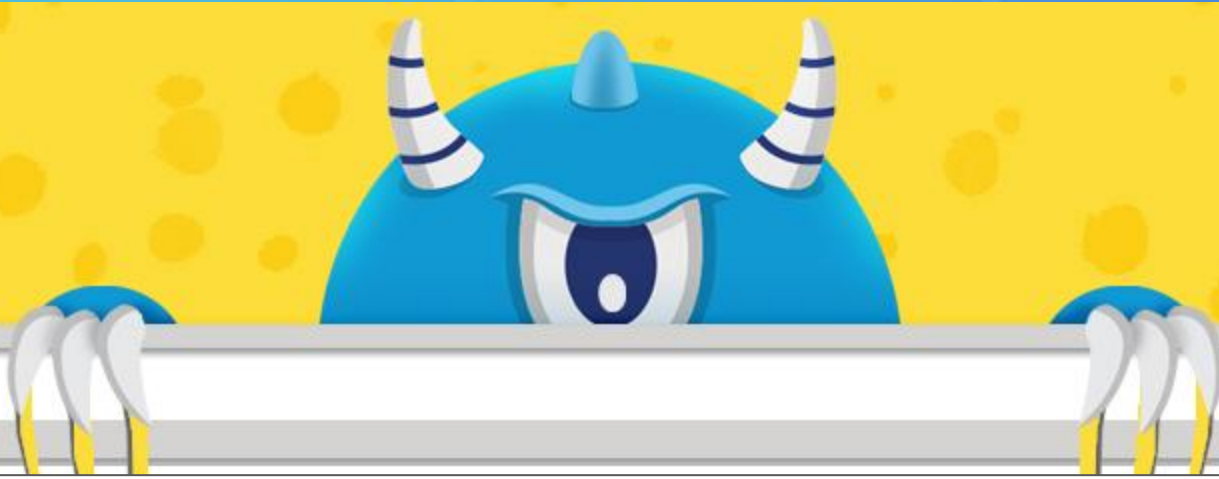
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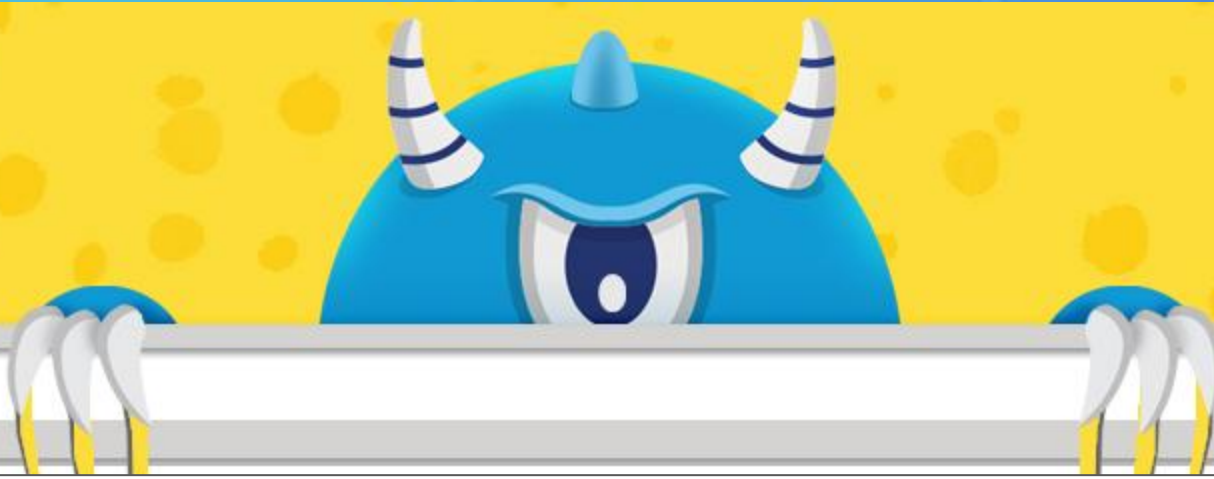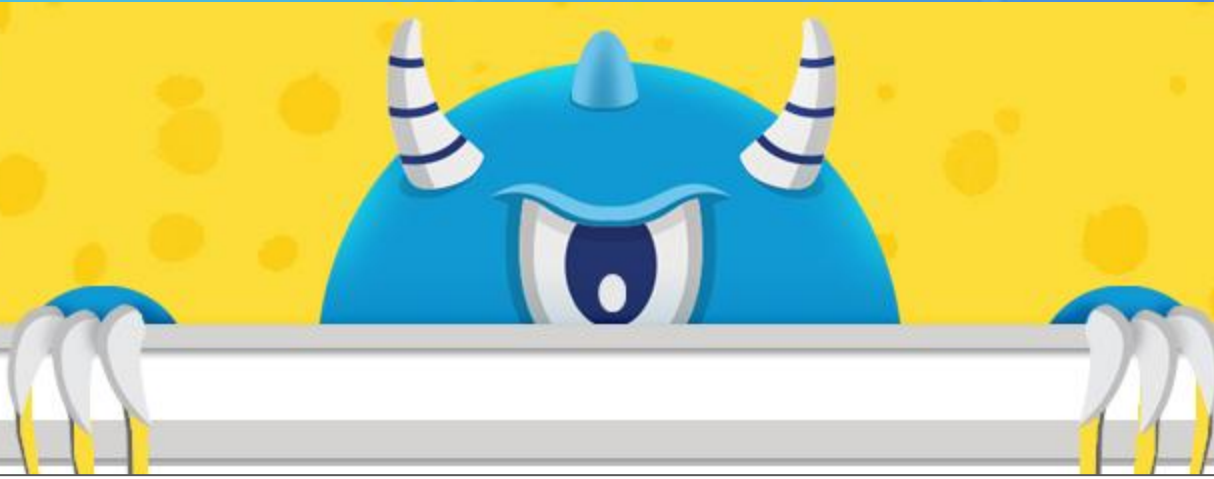
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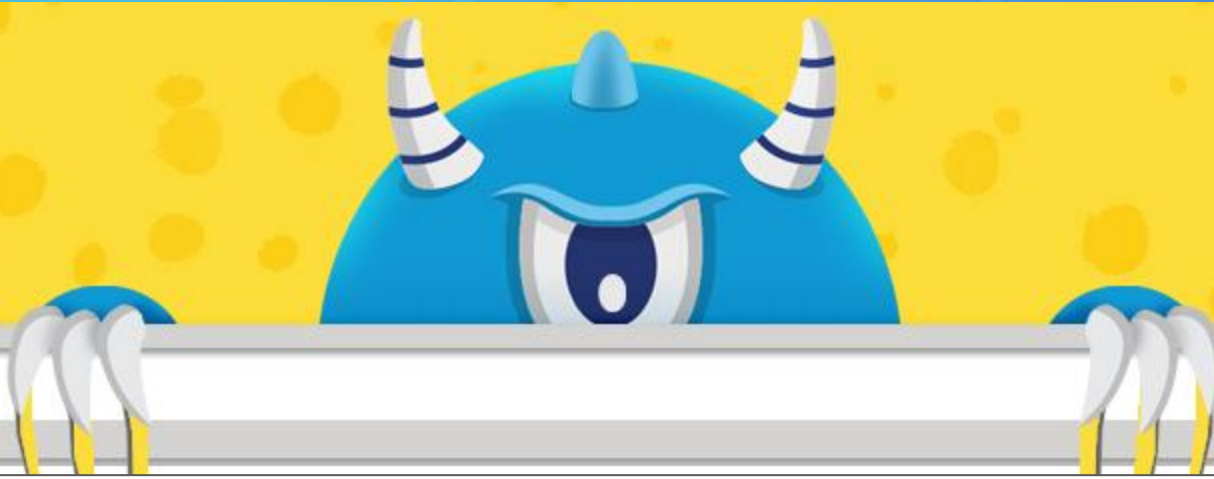
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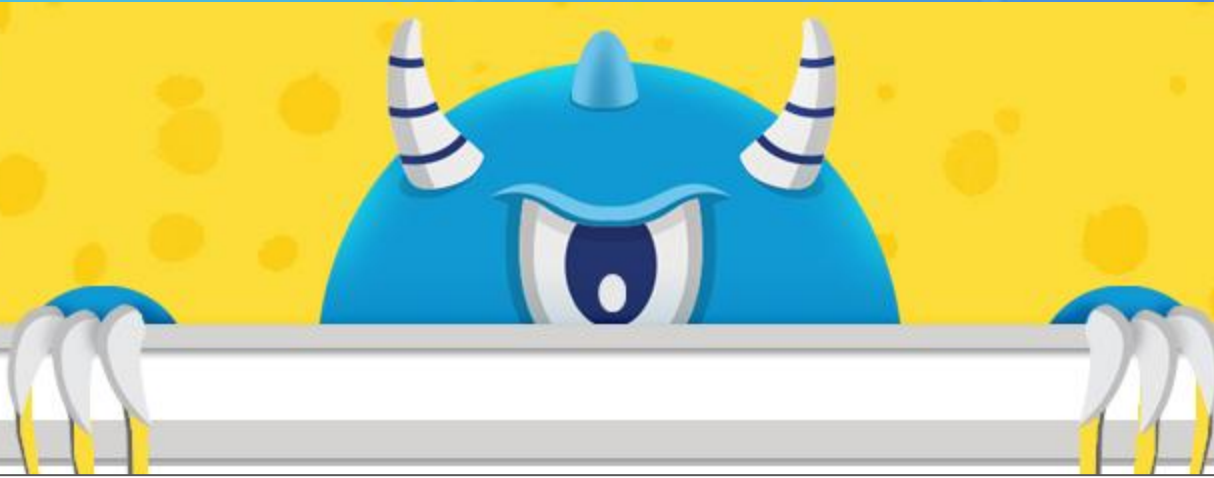3. Geofencing Ads
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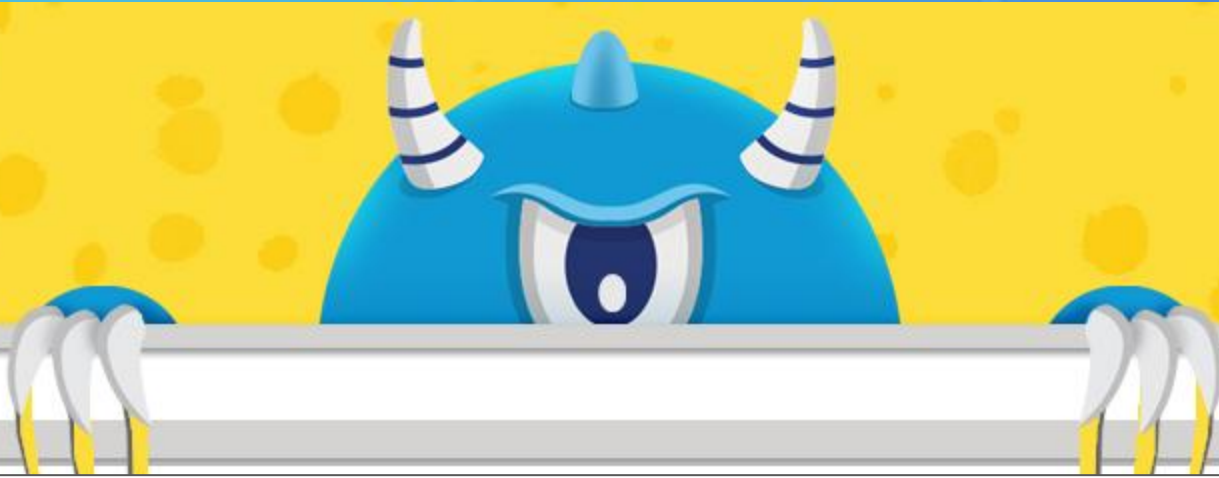5. Native ads

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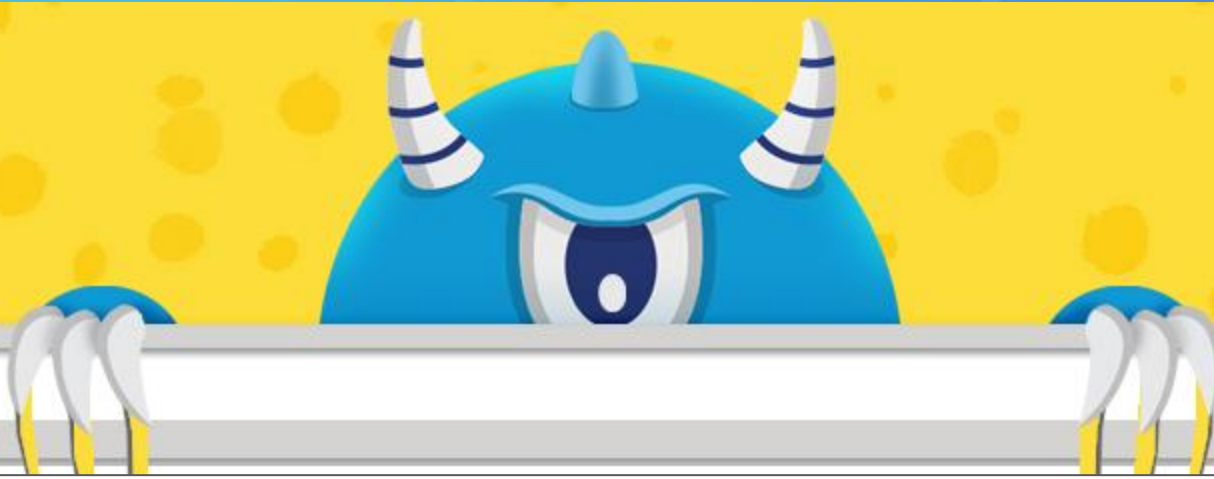
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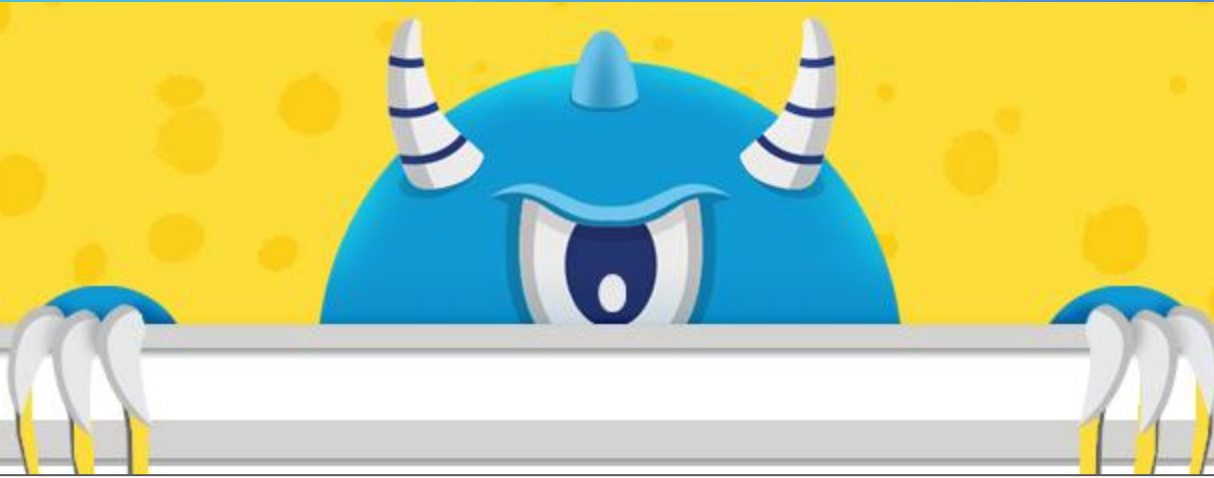5. Native ads
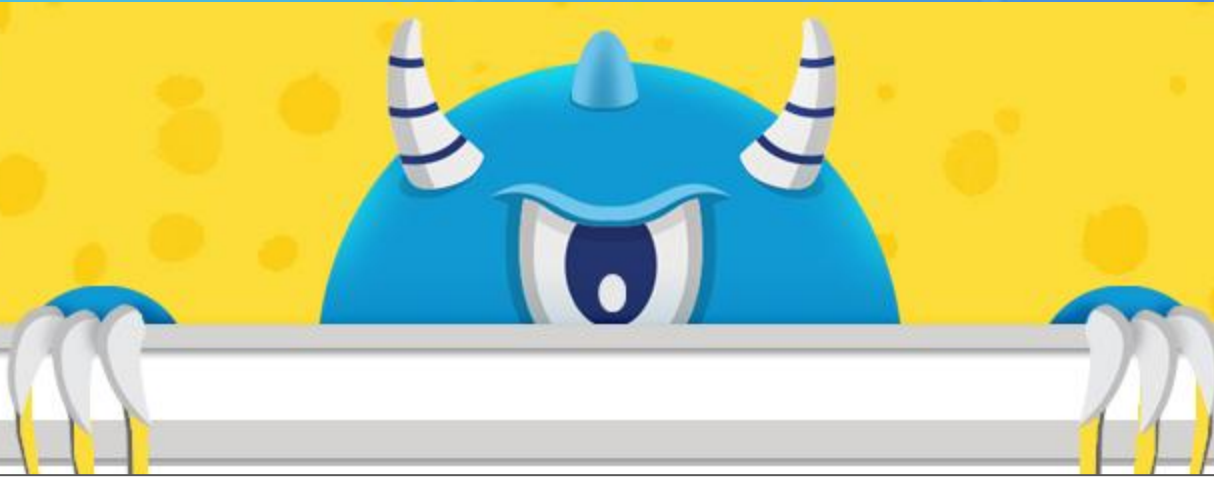6. Social ads.

Display Targeting Options

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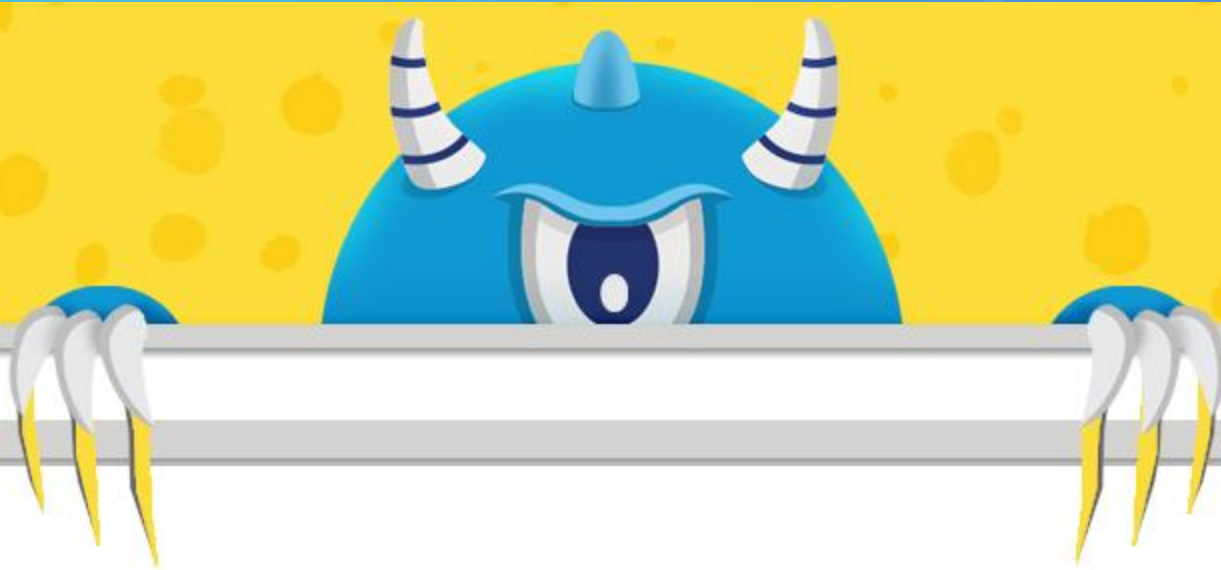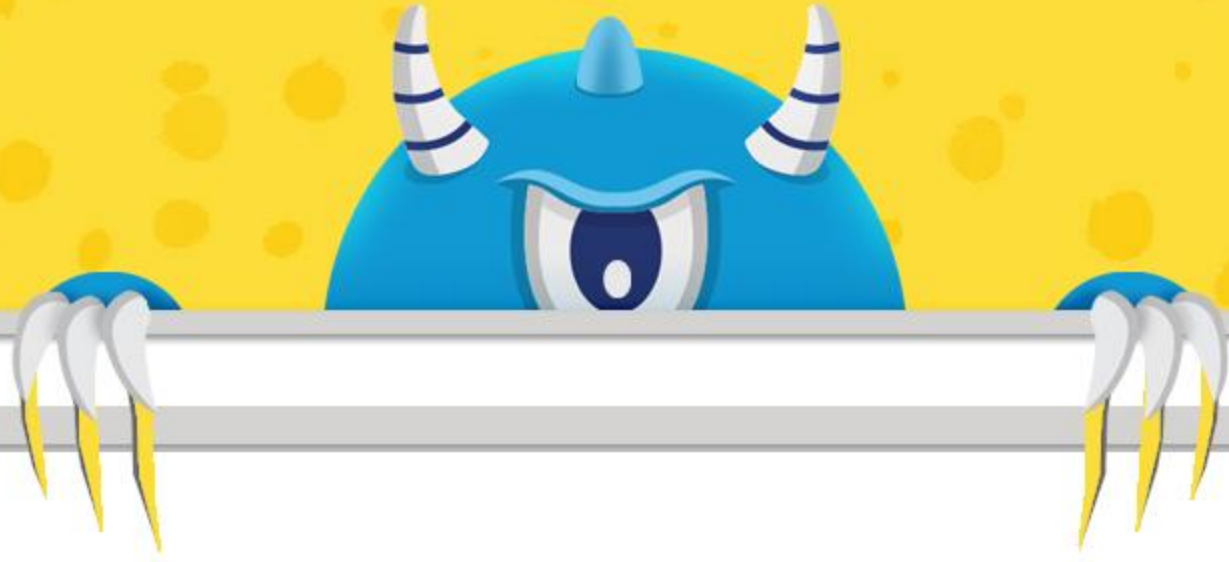- Contextual targeting
- Topic targeting.

Image Ads

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Chat Box Question: (NO Searching!)

What year was the first display ad?

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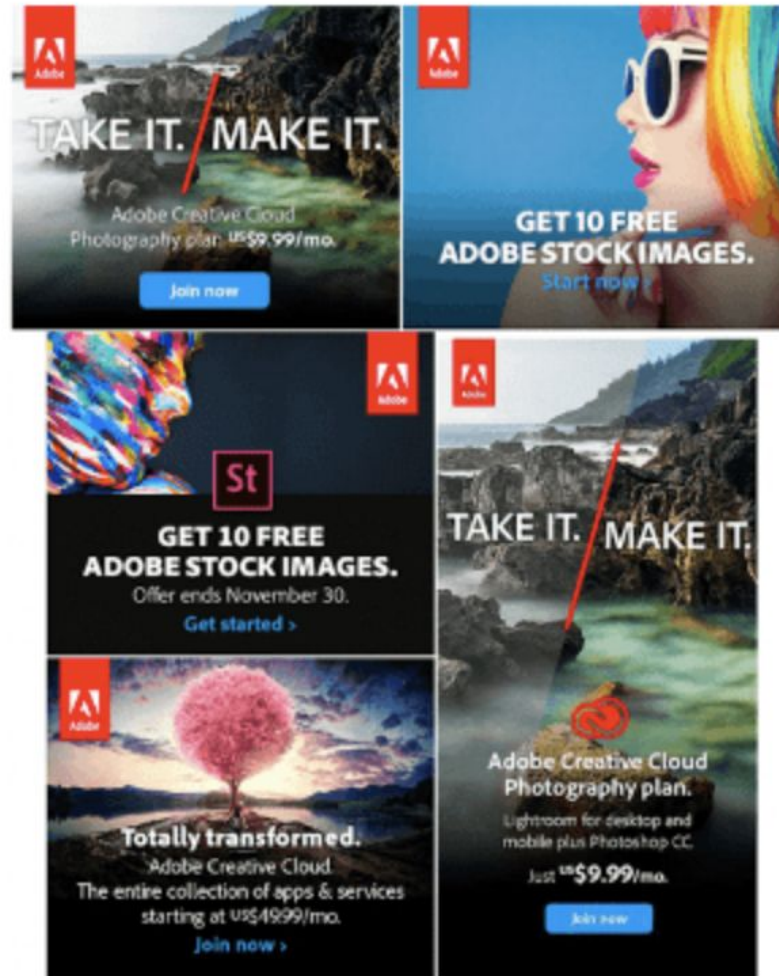
- Responsive Display Ads: These are a type of display ad that is based on multiple text headlines, descriptions and images that the ad-platform algorithm uses to place, size, and orient an ad in various combinations. The platform determines the best-performing format for the specified audience.

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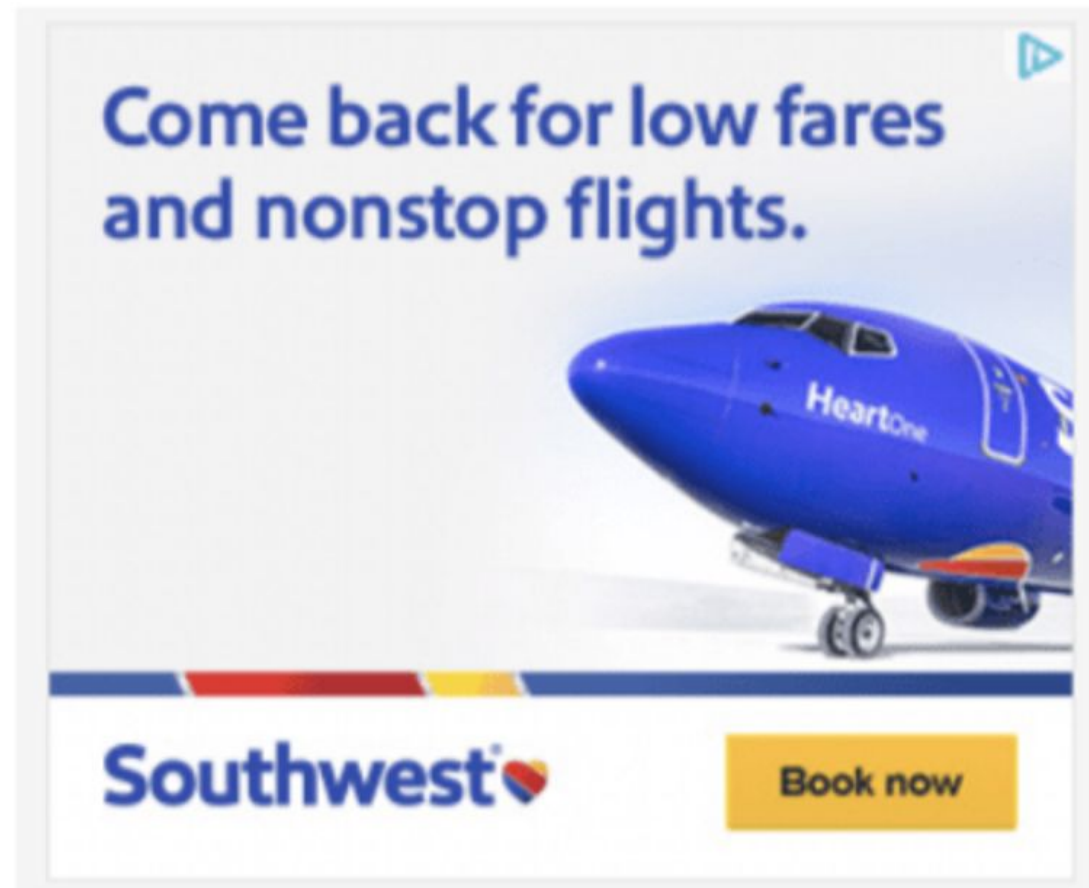
- Native Ads: Native display ads are designed and placed in the same style as the content of the website, email, etc. You see native ads as promoted or recommended content on various sites, but they **usually don't look like ads** at all.

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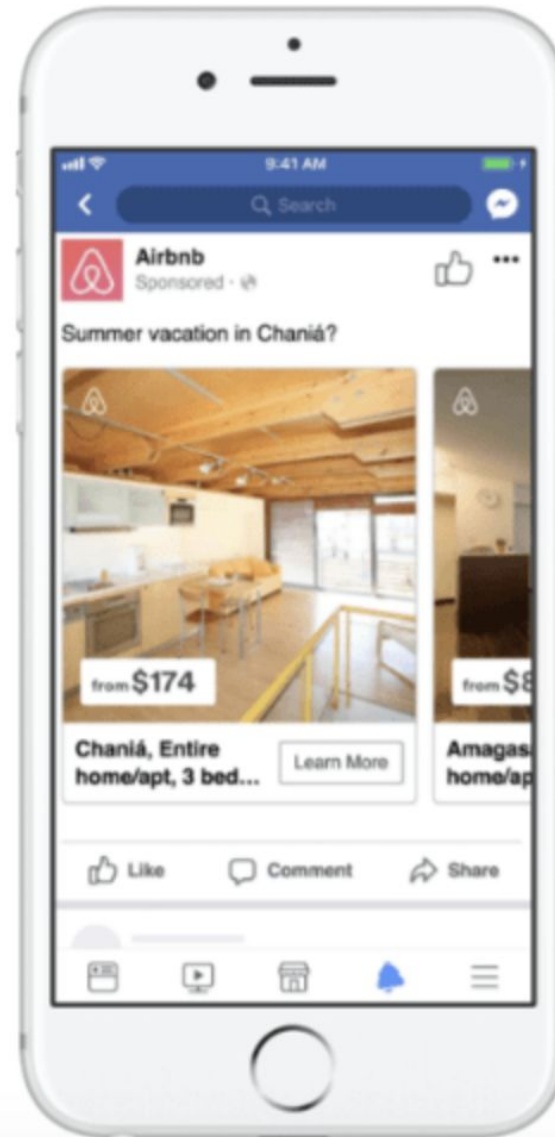
- Discovery Ads: Discovery ads are a form of native ads that use machine learning to showcase image assets in the most appropriate format for the user. Discovery ads appear on YouTube search results, Watch Next, Gmail social and promotion tabs, and the Google Discover results.
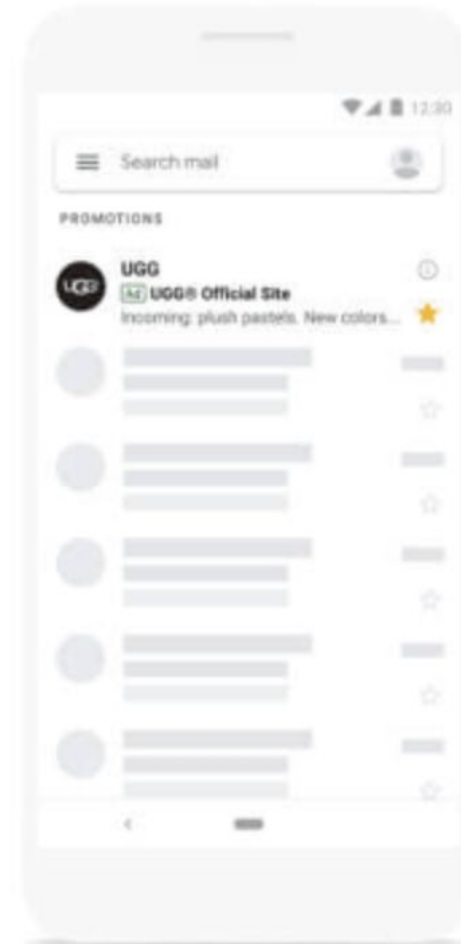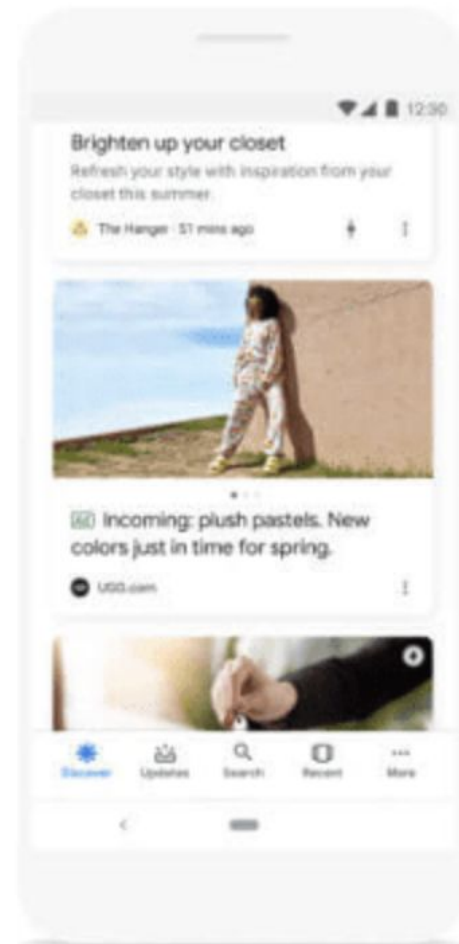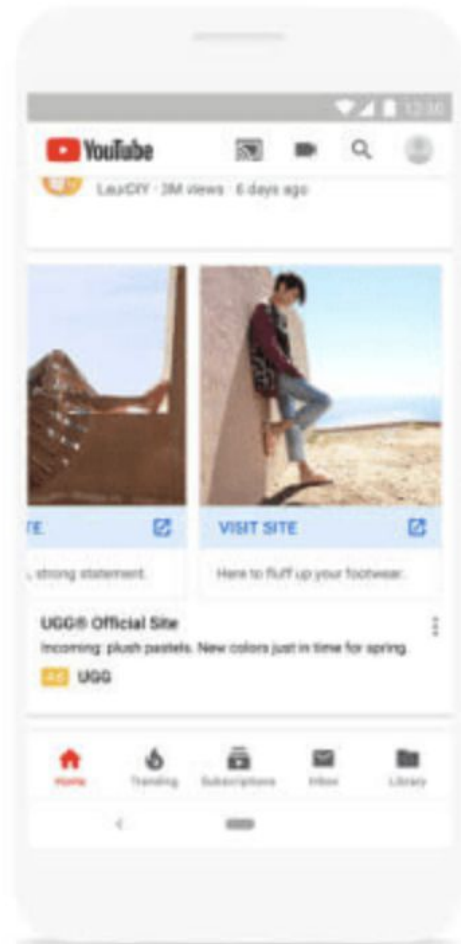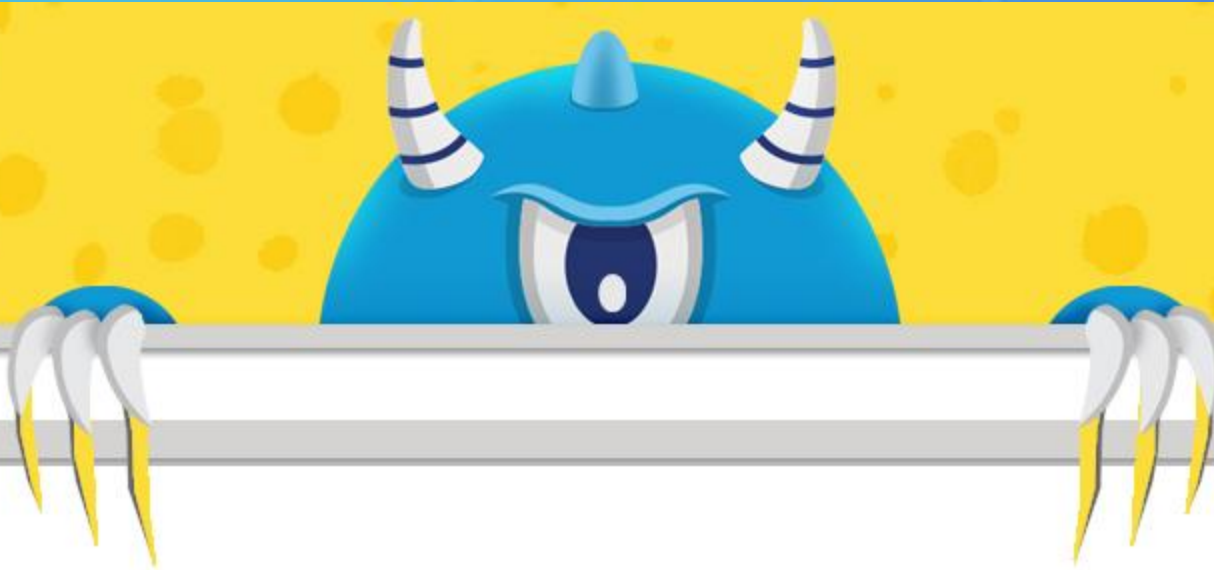
What is Geofencing Advertising?

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 radiu

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Custom Proposals

How To Decide On What Digital Products To Recommend?
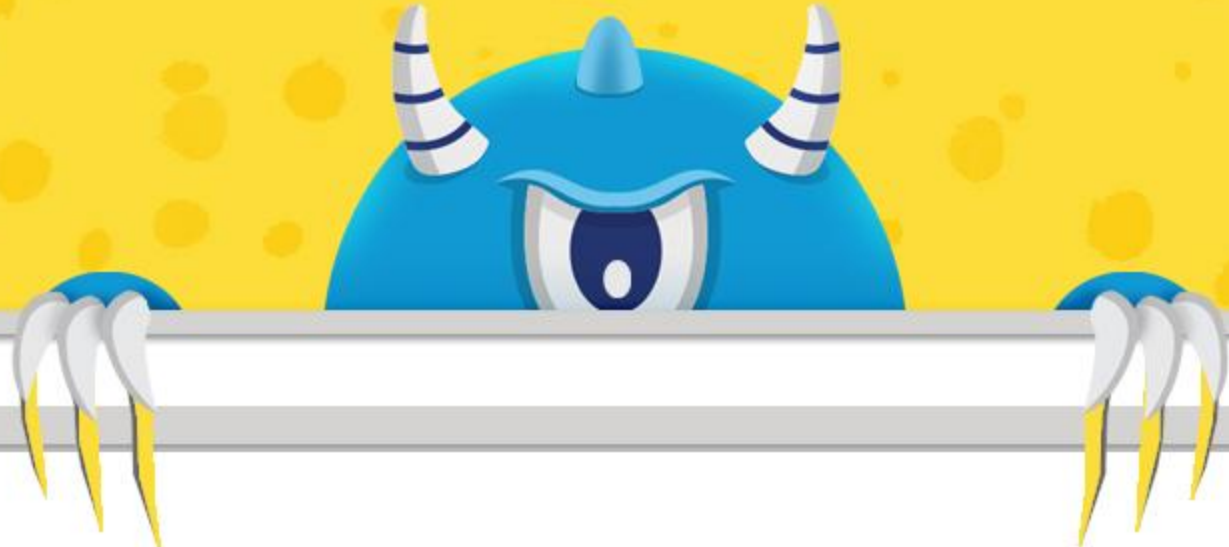
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Leading Up To The Proposal: Ask The Right Questions
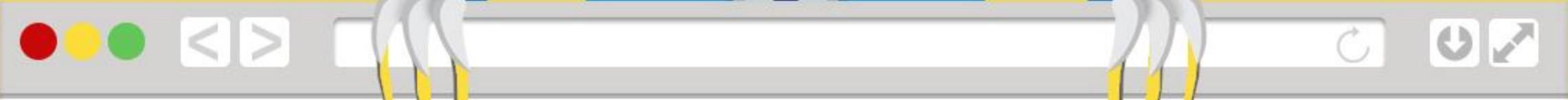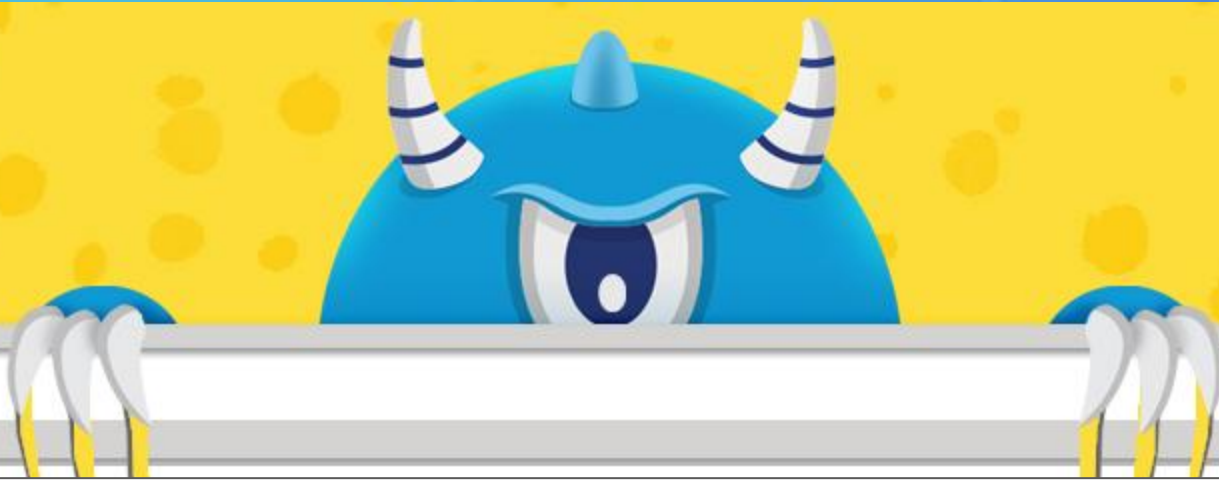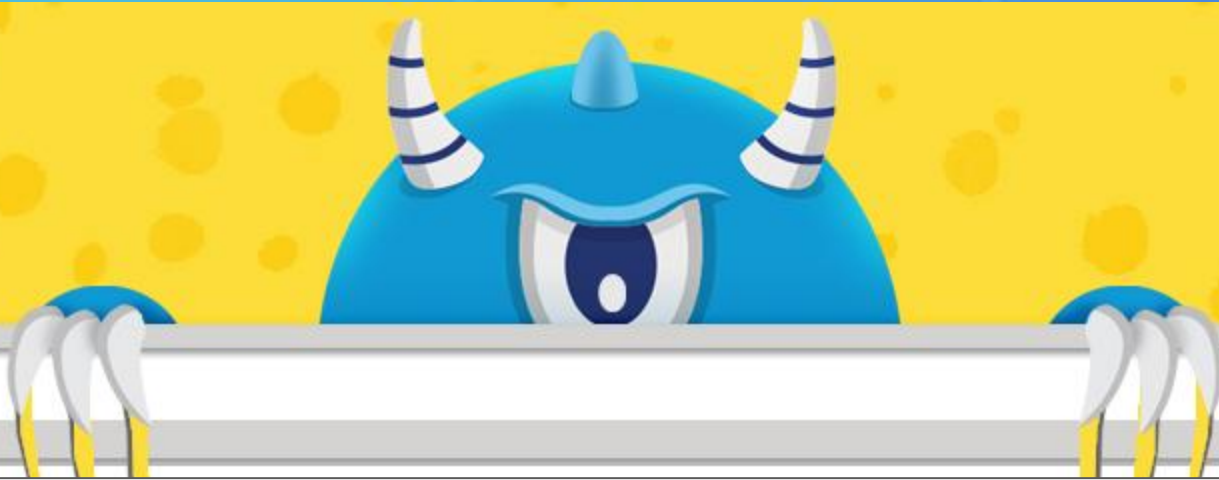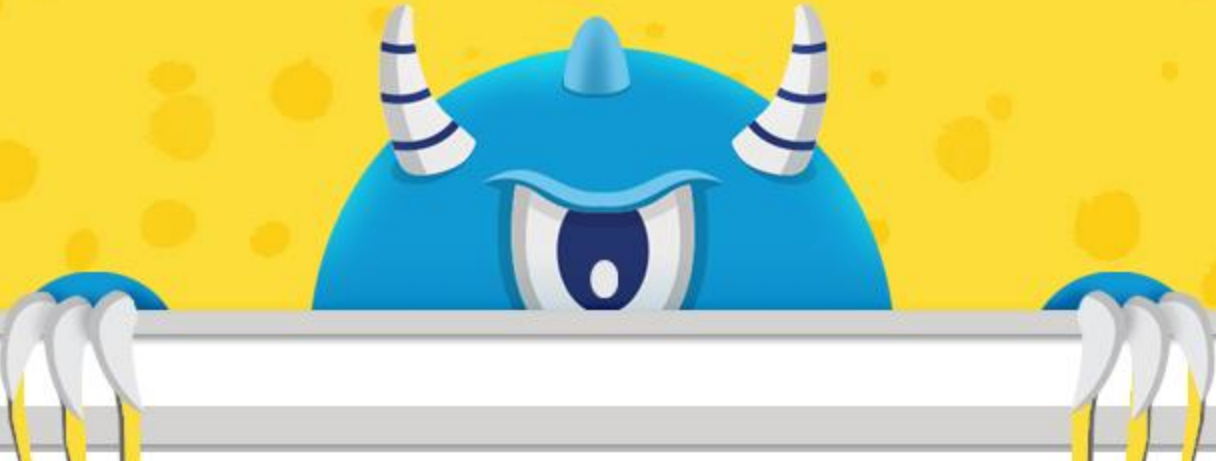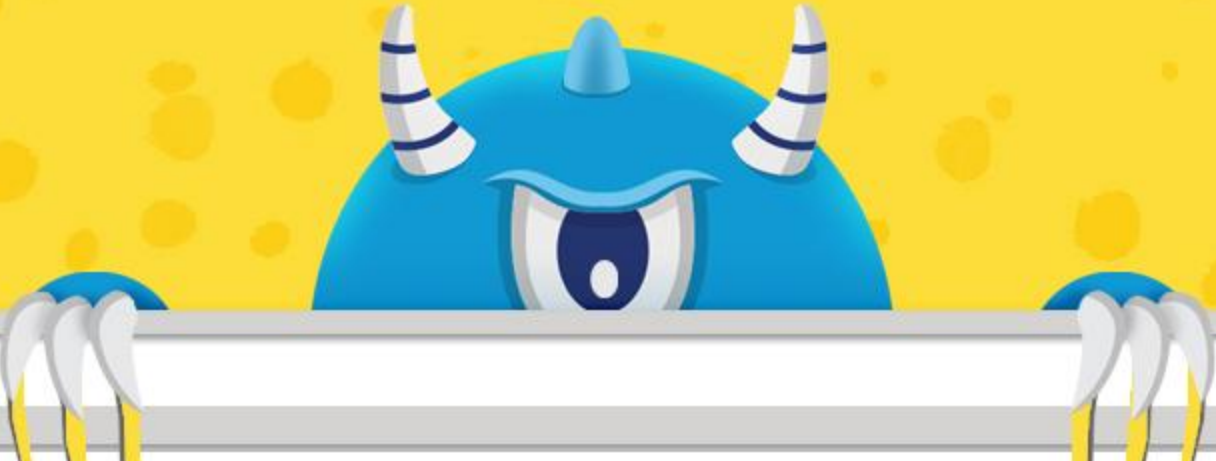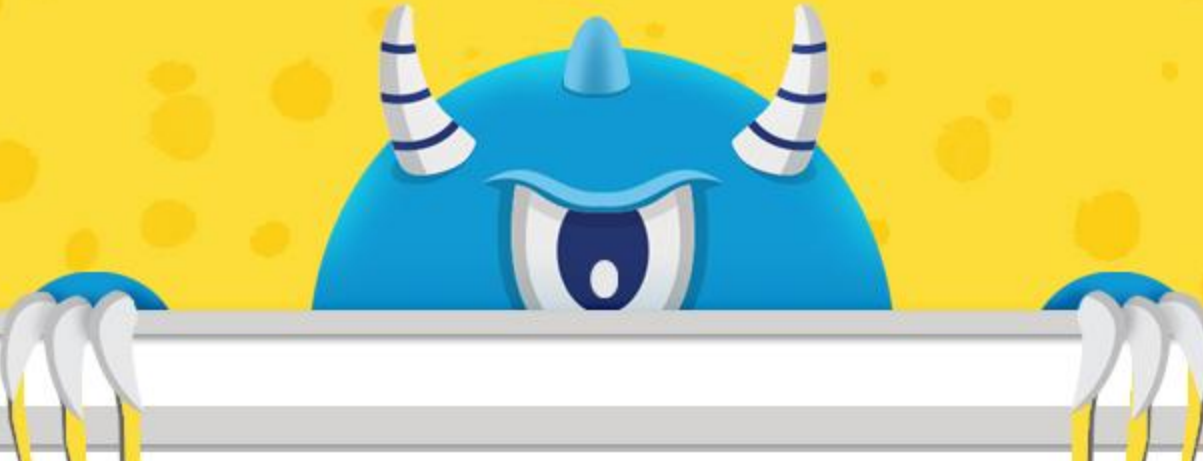
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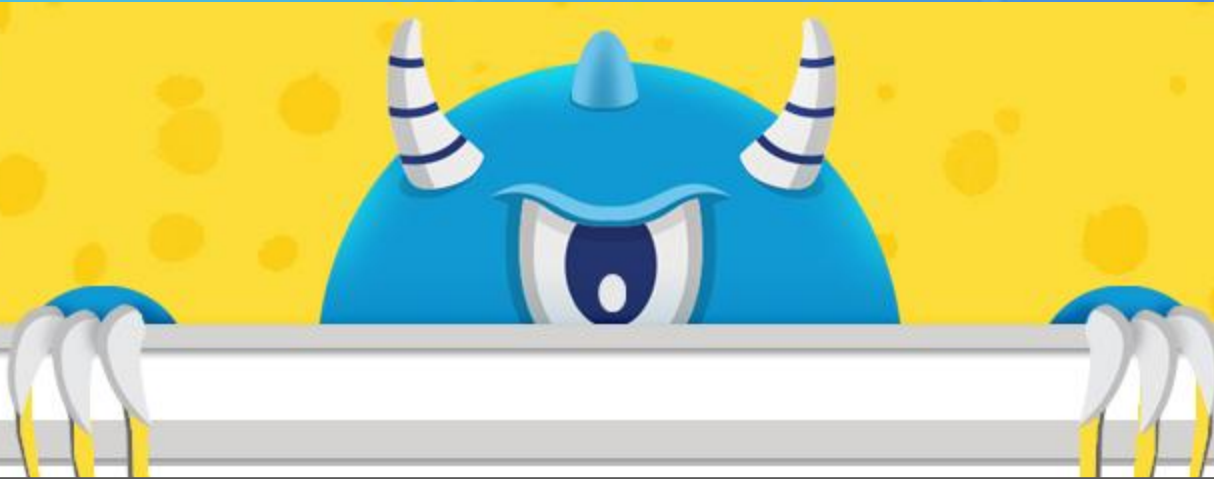- What is your definition of project success?
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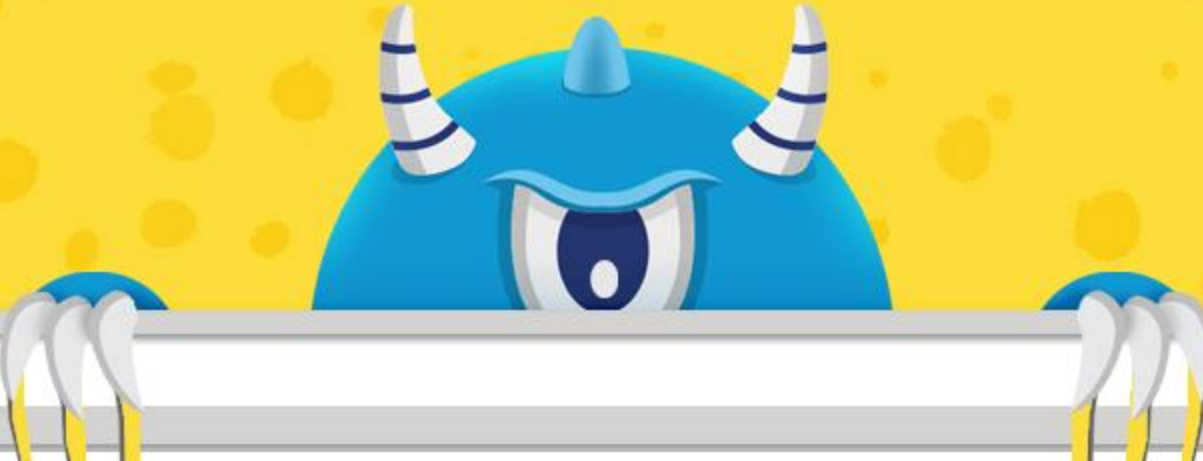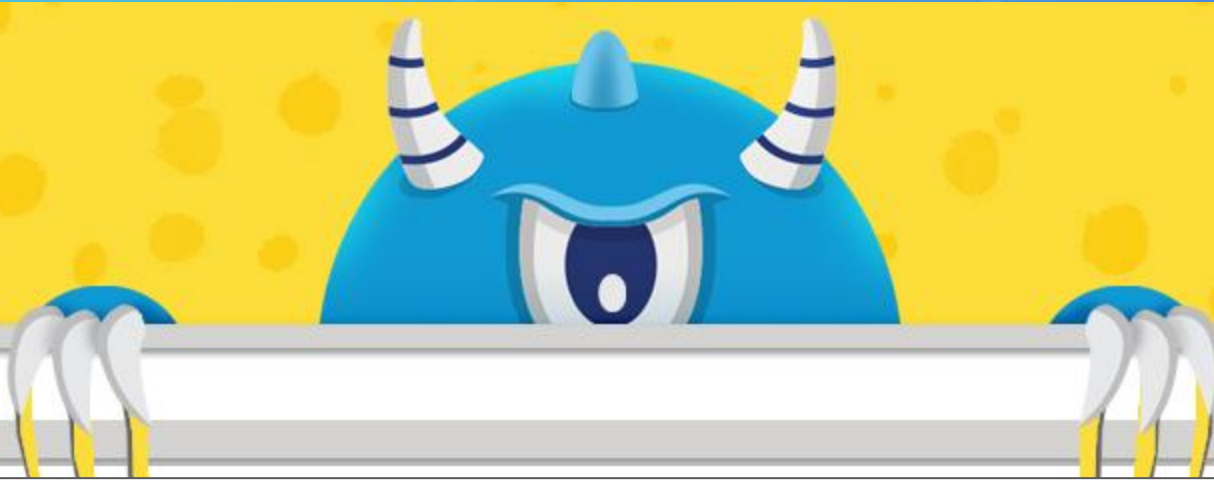- What type of relationship do you have with your audience?

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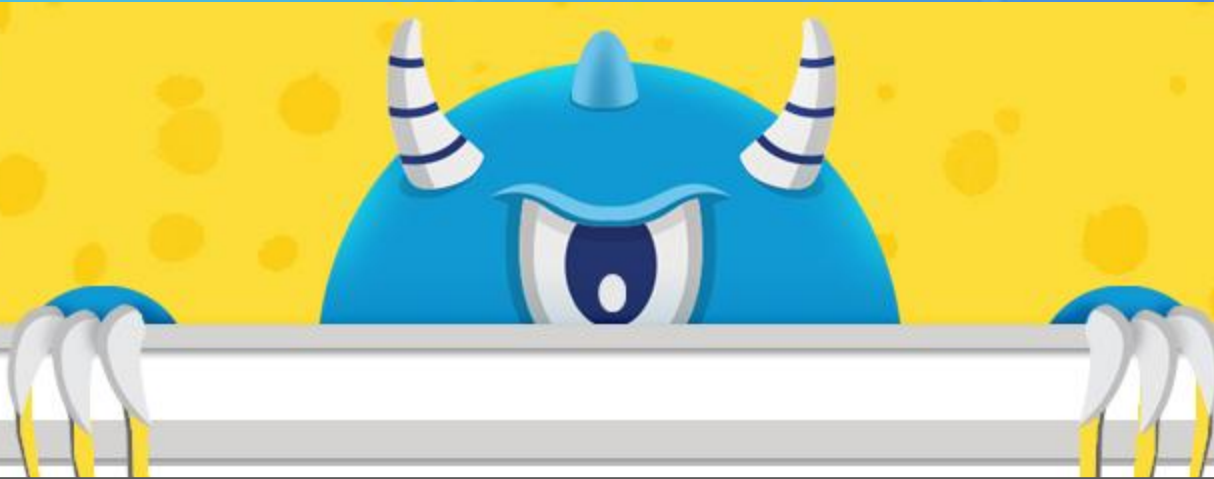- How do people currently find your company on the internet?
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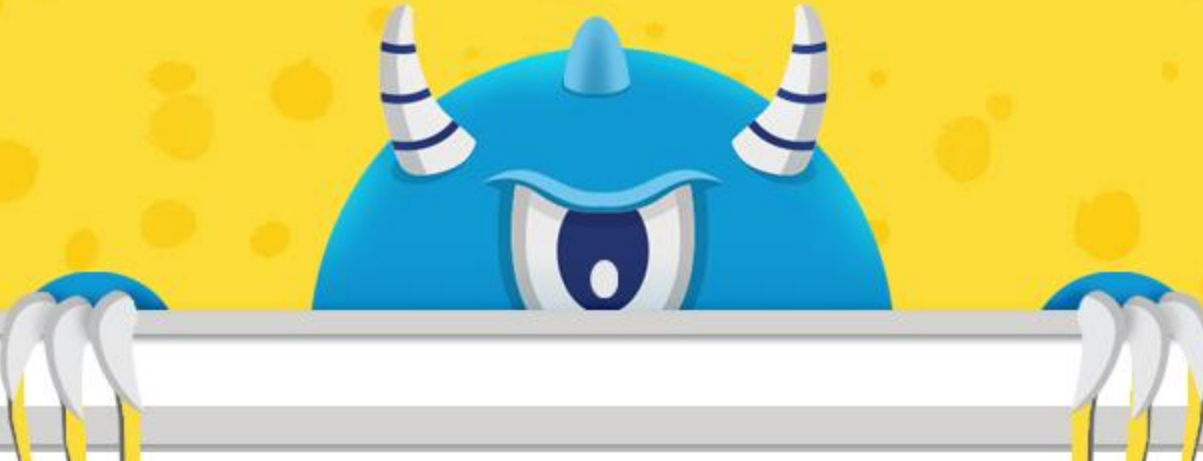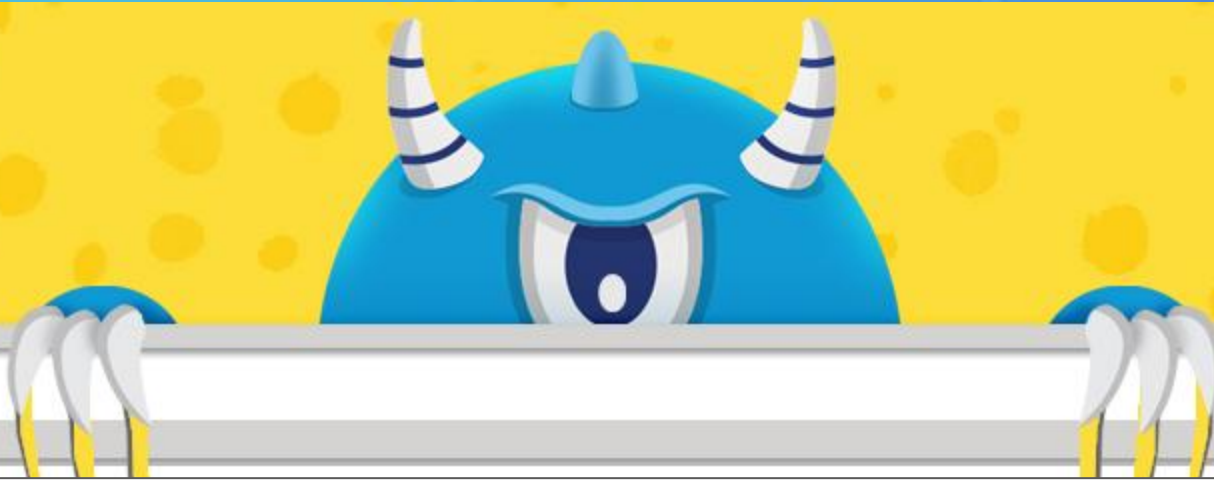- What actions do you typically want your audience to take after seeing your content?
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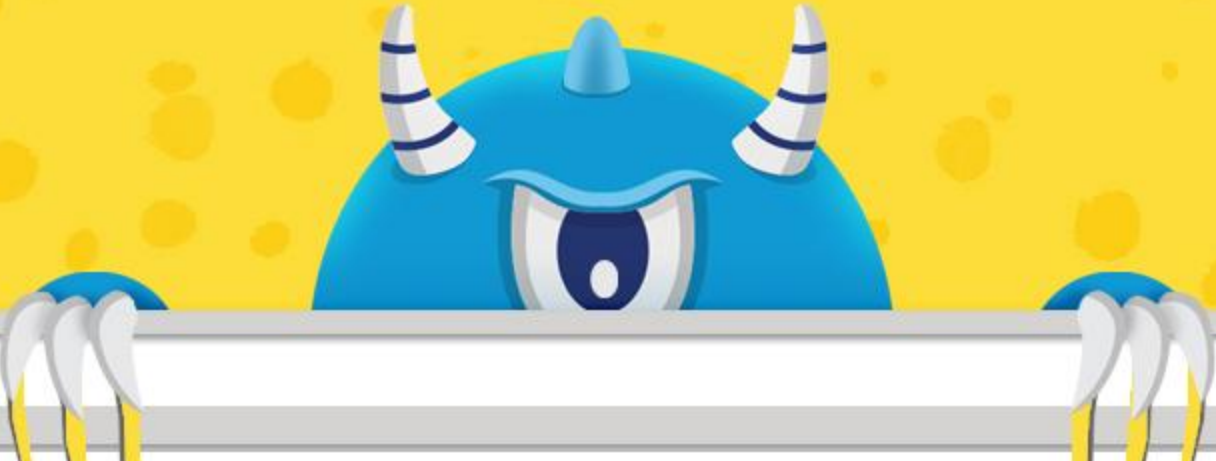- What is your budget for this project?
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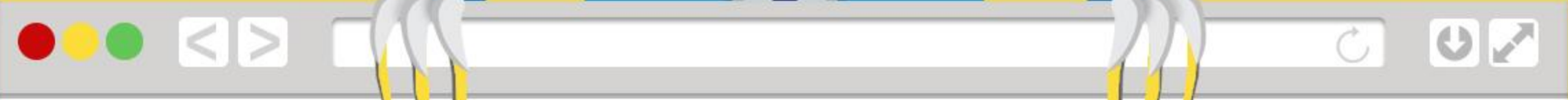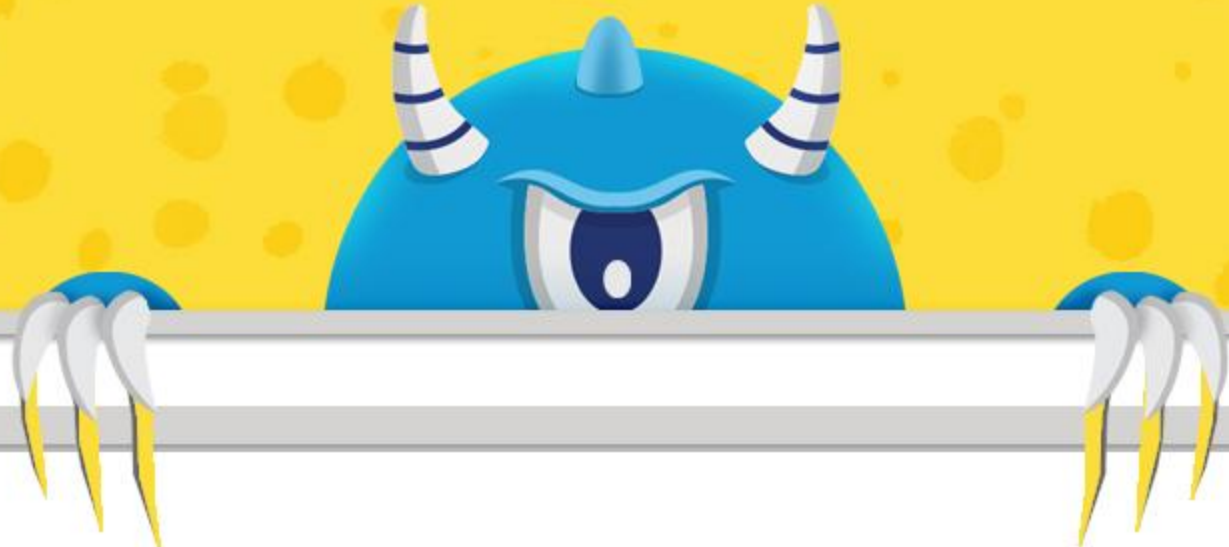
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- Is there anything else we should know?

Introducing: The Recommendation Engine

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LIVE LOOK -