# Introduction to Display, Native and Video Advertising

Display Ads

Display advertisements are relevant banner ads that are placed on both mobile and desktop versions of websites. These banner ads are highly-targeted, reaching specified locations, demographics and groups with certain online behavioral interests and patterns.

Tip: A full suite of display sizes enables the advertiser to reach the target audience on any device.
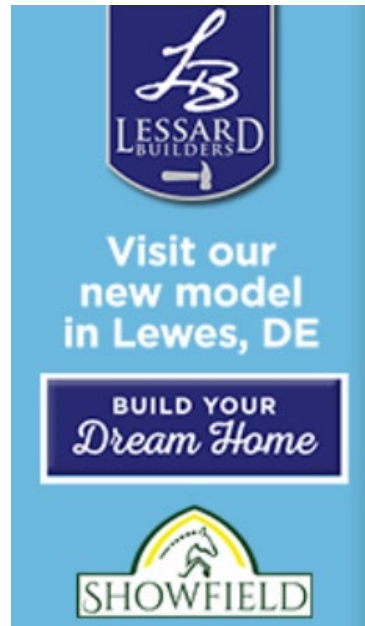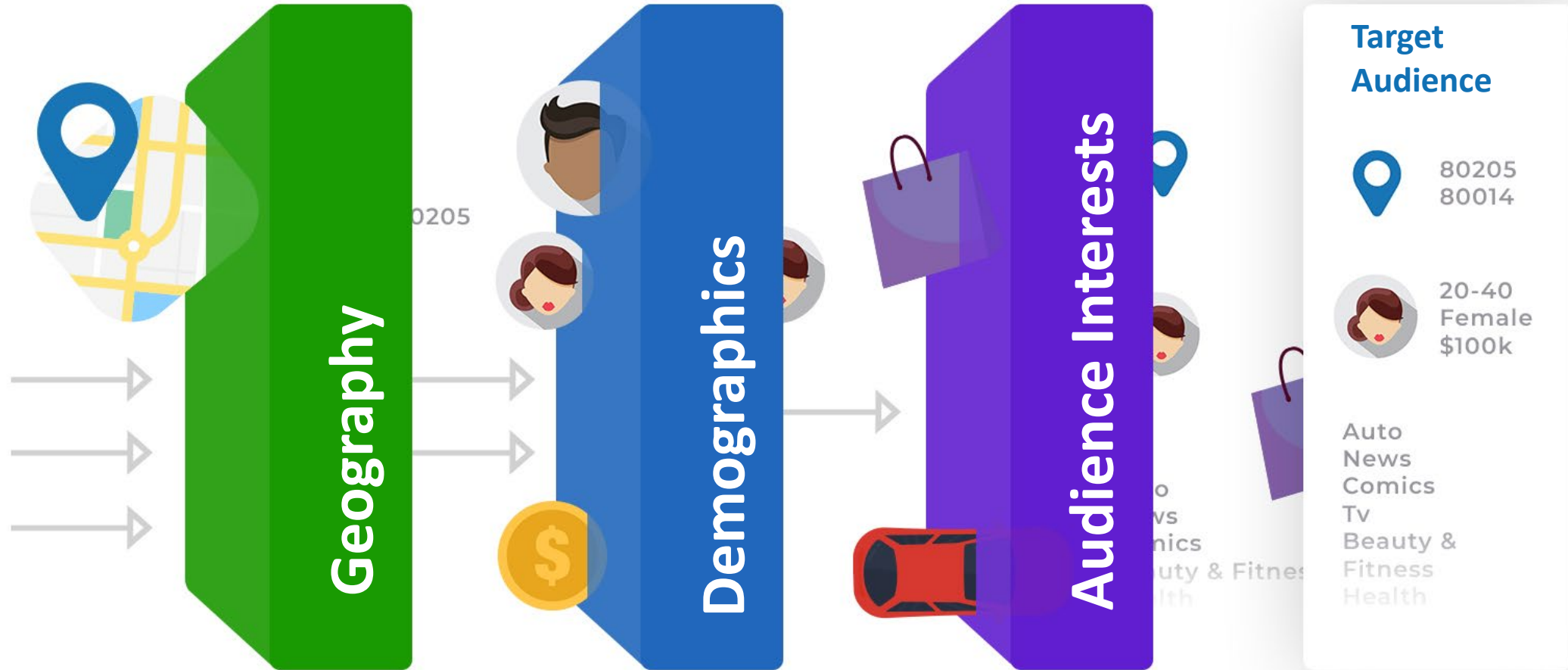
Successfully Planning Display

By incorporating locations, demographics and online behavioral interests, the advertiser can target the most qualified individuals in the audience with their message.

Create a workable budget → **Choose locations, audience interests & demographics** → **Create a compelling call-to-action** → **Maximize reach & frequency** = **Brand awareness**

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Target Audience Selection

For both display, video and native the audience is selected by filters pinpointing the desired geography, demographics and audience interests that are chosen by the advertiser.

Geography

Demographics

Audience Interests

Target Audience

80205
80014

20-40
Female
$100k

Auto
News
Comics
Tv
Beauty &
Fitness
Health

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Retargeting Increases Conversion

Retargeting of devices where the advertisement has appeared is included with all display, native and video ads. The more frequent an advertisement is seen, the more likely the audience is to click on the ad.
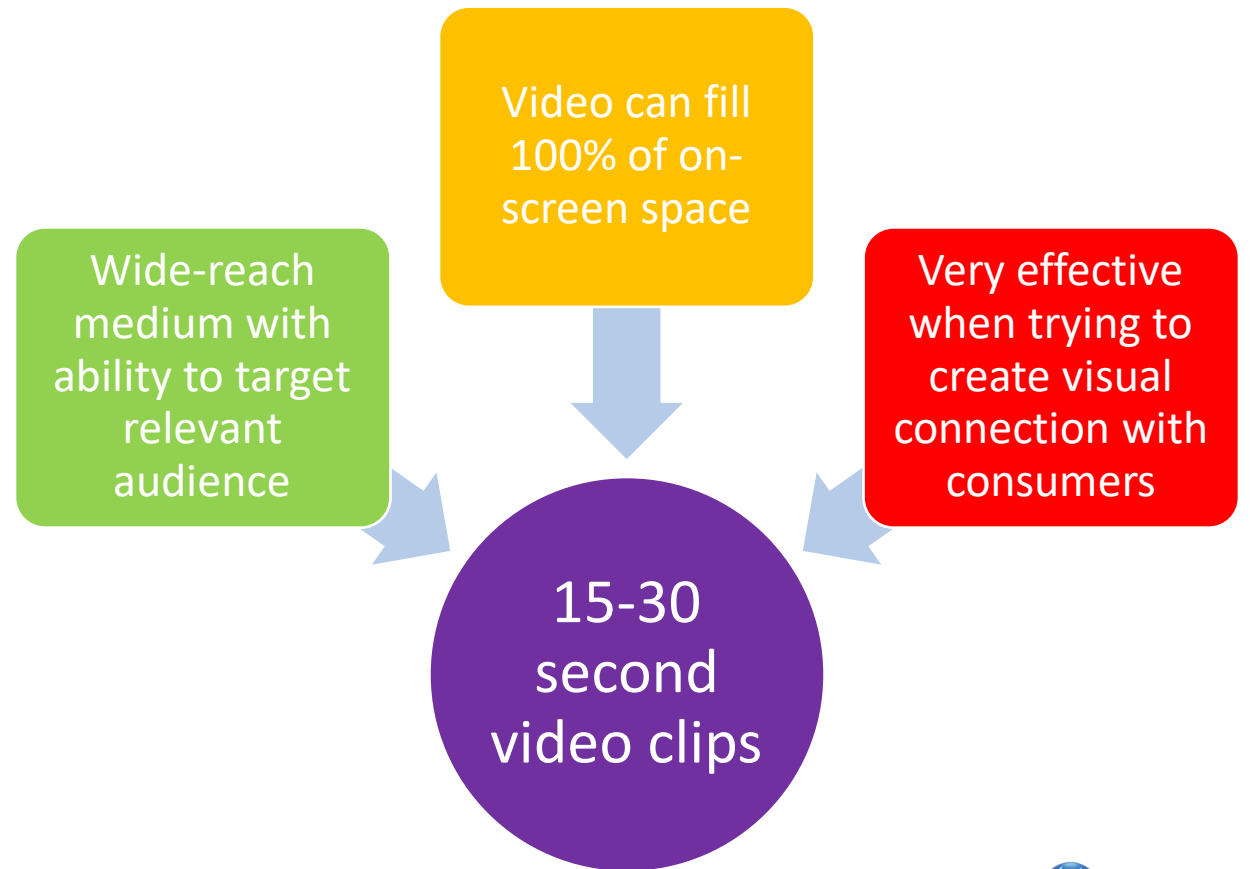
Tip: It is advised that a retargeting frequency of 5-10 times per month is incorporated within a campaign.

Whether it be at home, at the office or around town, retargeting keeps the ad in front of the targeted user no matter where they are viewing their screen.
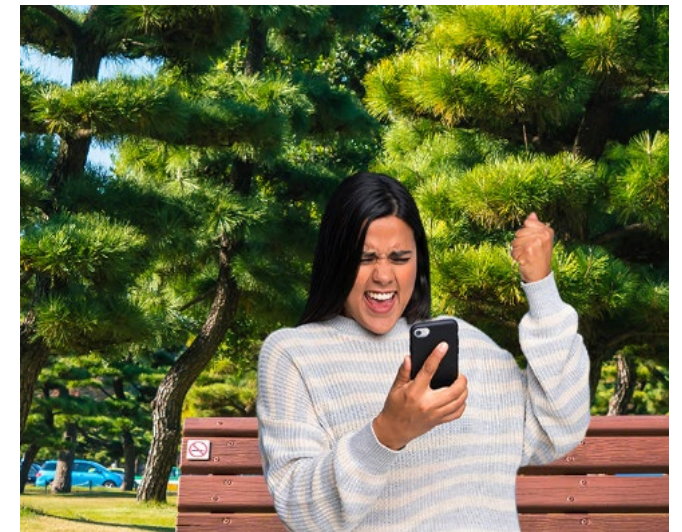
Video

Video advertisements are 15-30 second commercials that play before, during and after video content on websites that are viewable on desktop and mobile devices.

Video can fill 100% of on-screen space

Wide-reach medium with ability to target relevant audience

Very effective when trying to create visual connection with consumers

15-30 second video clips

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Successfully Planning Video Advertising

> Add professionally created, high-quality video to the campaign.

> Align the message with corresponding digital campaigns to build continuity.

> Use purpose-driven video that is specifically produced to convey the campaign's message.

> Captivate the audience: Make sure the visuals and the script both take advantage of the opportunity to speak directly to the target audience while giving them a real-life look at what is being highlighted in the campaign.
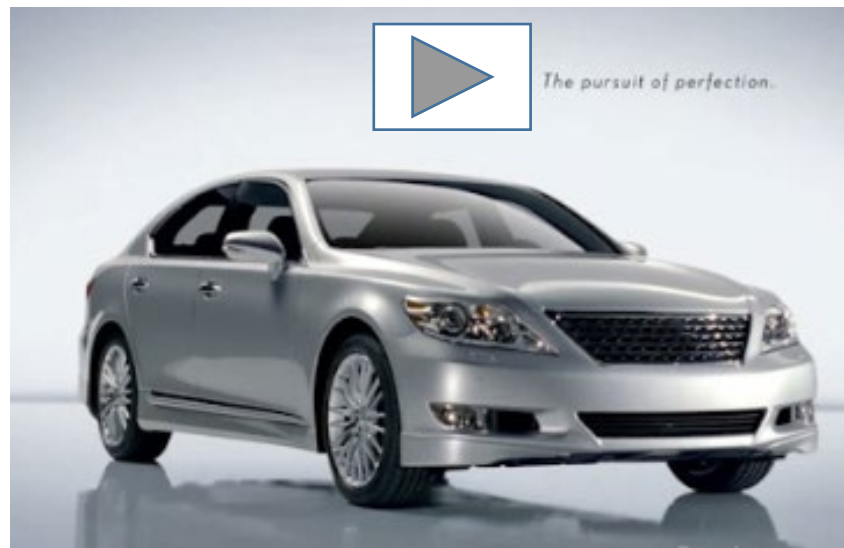
Native Advertising

Native advertisements are display ads formatted to blend in with surrounding content and located within the content feed in order to not disrupt the user experience.
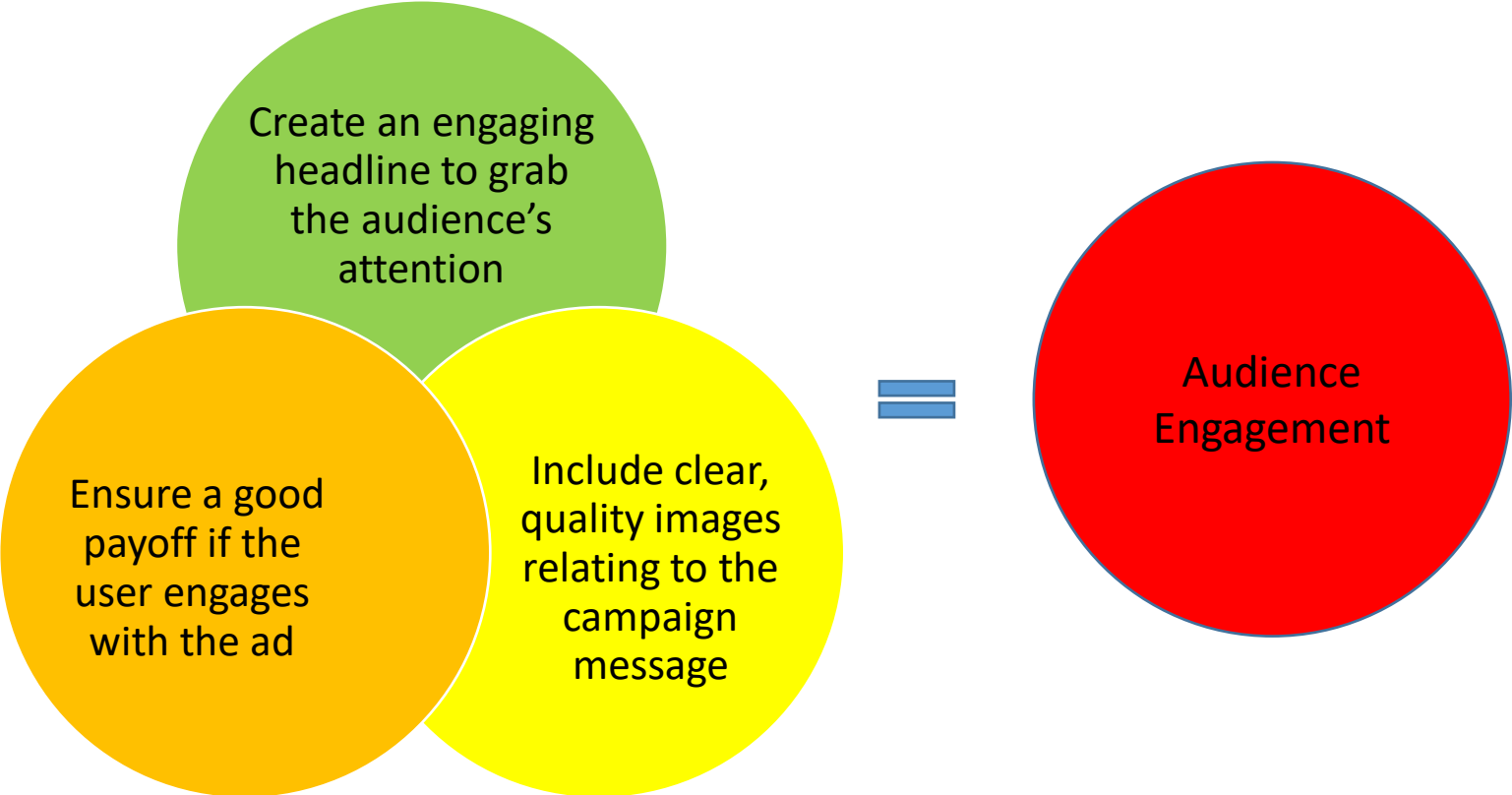
Successfully Planning Native Advertising

Since native ads are incorporated into content and do not interrupt it, they tend to carry stronger click and engagement rates compared to other forms of display ads.


Create an engaging headline to grab the audience's attention

Ensure a good payoff if the user engages with the ad

Include clear, quality images relating to the campaign message

= Audience Engagement

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Approach	Display, Native & Video
Where ads are served	Websites (desktop, tablet and mobile)
How websites are chosen	Premium websites in line with the target audience
Devices	Desktops, laptops, phones and tablets
Geographic targeting	Zip codes and regions
Demographic targeting	Gender, age, household income, education and parenting
Behavioral & contextual targeting (audience interests)	900+ (client chooses 3-15)
Retargeting	Yes
Campaign measure	Reach and frequency
Minimums	Frequency of 5-10 per month
Analytic components	Campaign map, impressions, clicks, CTR, engagements, view throughs, creative performance A/B comparison, impressions by location, impressions by day, digital lift (90+ days), site list and live ad screenshots

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Key Takeaways: Display, Native & Video

- Display excels at consistently reaching the core audience of the most qualified customers.

- Since native ads blend into surrounding content and do not interrupt it, they often carry higher click and engagement rates.

- Video is a great value for advertisers who want to reach their audience in a more engaging space.

These three tactics of advertising can be very effective when the target audience can be defined by location, demographics and interests.
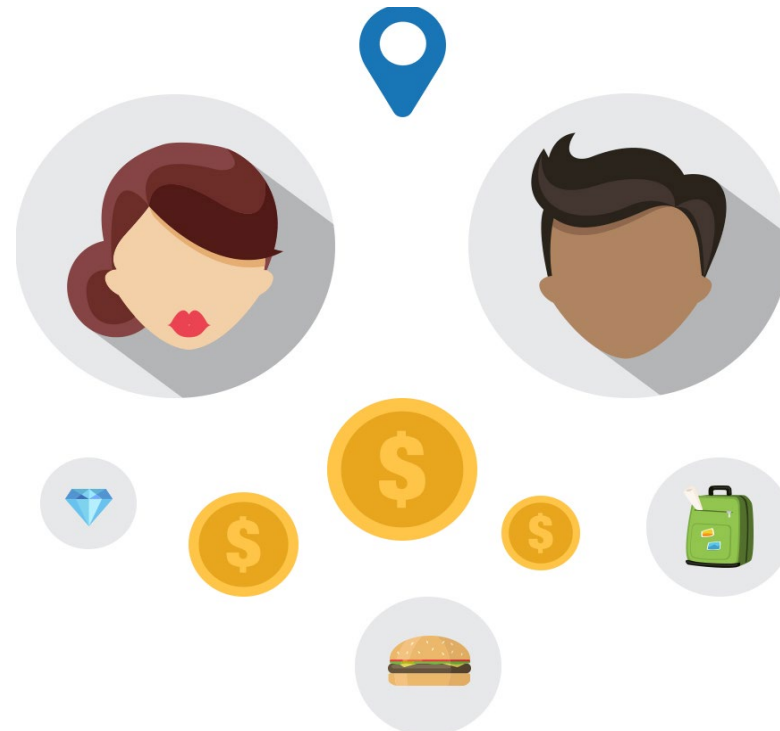
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Thank you
for your time today.

If you have any questions, please don't hesitate to email us at:

help@marketron.com

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