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<th><strong>Title</strong></th>
<th>Advertising online : interactive advertising opportunities.</th>
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<tr>
<td><strong>Author(s)</strong></td>
<td>Ryland, Camie.</td>
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ADVERTISING ONLINE

INTERACTIVE ADVERTISING OPPORTUNITIES
ADVERTISING ONLINE

ONLINE PRESENCE:
• RAISING BRAND AWARENESS
• COMMUNICATING PRODUCT ATTRIBUTES
• SELLING PRODUCTS/SERVICES

UNIQUE ADVANTAGE - INTERACTIVITY:
• UNDERSTANDING CUSTOMERS
• TARGETING CAPABILITIES
• PROVIDING INFORMATION

ACCOUNTABILITY:
• MEASUREMENT OF ADS SERVED
• MEASUREMENT OF CLICKTHROUGHS
• POST CLICK ANALYSIS (CPA)

HOWEVER:
• MUST DRIVE AWARENESS OF WEBSITE
• ADVERTISING ONLINE

PURCHASING
DECISION MODEL
• CONSUMER BEHAVIOUR
• AND THE INTERNET
• WANTS AND NEEDS
• INFORMATION SEARCH
• PRODUCT ATTRIBUTE
• PREFERENCES
• PURCHASE
• POST-PURCHASE
• EVALUATION

OBJECTIVES
INTEGRATION
STRATEGY
MEDIA
• BRANDING
• ACQUISITION
CREATIVE
• BANNERS
• BEYOND THE BANNER
EXECUTION
• TARGETING
• OPTIMISATION
DATA MINING & LEARNING
OBJECTIVES/INTEGRATION

• DEFINE THE OBJECTIVES

• DEFINE THE TARGET
  – TARGET DEMOGRAPHICS
  – TARGET COUNTRY/S
  – CORE/SECONDARY TARGETS

• INTEGRATION
  – INTERNET AS PART OF THE TOTAL COMMUNICATIONS STRATEGY

STRATEGY

• BRAND BUILDING
• UNDERSTANDING THE CONSUMER
• BUILDING HIGHER INVOLVEMENT WITH THE BRAND
• TACTICAL PROMOTIONS
• ACQUISITION BASED CAMPAIGNS
• CALL TO ACTION
• DRIVING CLICKTHROUGHS/SALES
STRATEGY

STAGE 1 – COMMENCE CAMPAIGN BROADLY
• MULTIPLE WEBSITES LOCALLY & GLOBALLY
• TAP INTO MULTIPLE UNIQUE USER BASES
• MULTIPLE COMMUNICATION STRATEGIES
• LEARN WHICH WORKS BEST
• MULTIPLE CREATIVES

STAGE 2 – REAL TIME FEEDBACK
• DATA MINING TO INTERPRET REAL TIME RESULTS

STAGE 3 – IMPROVE PERFORMANCE
• OPTIMISE CAMPAIGN IN REAL TIME
• LEARN AND IMPROVE FOR FUTURE CAMPAIGNS

MEDIA STRATEGY

USING A NETWORK

AGENCY

NETWORK

ONE POINT OF CONTACT

ATTRIBUTE ONGOING RESEARCH AND STRATEGY

AGENCY PARTICIPATES, ONE SCHEDULE, ONE CREATIVE, ONE CONSOLIDATED REPORT IN REAL TIME, UP TO THE MINUTE PERFORMANCE REPORTS

AND ENSURES DETAILED DAILY CALLS ON LOCAL TILES

ABILITY TO TARGET LOCALITY WELL IN OVERSEAS SITES

OPTIMISATION ACROSS MULTIPLE SITES
WAYS TO BUY

SITE BY SITE
AFFINITY CHANNELS
RUN OF NETWORK

CPM
CPC
CPA

CONTENT TARGETING
FILTERS: ANY COMBINATION OF:
- COUNTRY OR COMBINATION OF COUNTRIES
- OPERATING SYSTEM
- TIME OF DAY/WEEK
- BROWSER TYPE
- DOMAIN TARGETING
- ISP TARGETING
- DECLARED BEHAVIOURAL PROFILING
- ANONYMOUS BEHAVIOURAL PROFILING

engage demo
CAMPAIGN MANAGEMENT

FOR ACQUISITION BASED ADS THE CLICKTHROUGH % CAN BE IMPROVED AS CAMPAIGN PROGRESSES

- OPTIMISATION BETWEEN SITES: CHANNEL BUY
  - FOCUS ON THOSE SITES WITH HIGHER CLICKTHROUGH
  - ELIMINATE NON PERFORMING SITES
- OPTIMISATION BY TIME: TIME OF DAY/DAY OF WEEK
  - FOCUS ON TIMES/DAYS WITH HIGHER CLICKTHROUGHS
  - ELIMINATE NON PERFORMING TIMES/DAYS
- OPTIMISATION BY CREATIVE: MULTIPLE CREATIVES
  - DROP OUT THOSE NON-PERFORMING CREATIVES
  - REPLACE CREATIVES AS CLICK % BEGIN TO DECLINE
- SET FREQUENCY CAPS
  - ELIMINATE WASTAGE – INCREASE REACH

FREQUENCY CAPPING

Click Rate by Frequency

<table>
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<tr>
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<th>Click Rate</th>
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<tbody>
<tr>
<td>1</td>
<td>0.30%</td>
</tr>
<tr>
<td>2</td>
<td>0.25%</td>
</tr>
<tr>
<td>3</td>
<td>0.20%</td>
</tr>
<tr>
<td>4</td>
<td>0.15%</td>
</tr>
<tr>
<td>5</td>
<td>0.10%</td>
</tr>
<tr>
<td>6</td>
<td>0.05%</td>
</tr>
<tr>
<td>7</td>
<td>0.00%</td>
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METRIX & MEASUREMENT

TRADITIONAL MEASUREMENT TECHNIQUES
• CLICKTHROUGH %:
  – PERCENTAGE OF USERS THAT VIEW THE AD AND CLICK
• COST PER CLICK:
  – PAY PER CLICK (AVERAGE APPROX US$.5 PER CLICK)

POST CLICK ANALYSIS
• COST PER ACTION:
  – SIMILAR TO AFFILIATE PROGRAMS
• COST PER CUSTOMER ACQUISITION:
  – POST CLICK ANALYSIS TOOLS TO DETERMINE ORIGIN AND COST OF CUSTOMERS

ONLINE MECHANISMS

BANNER ADVERTISING
  • DRIVES AND DELIVERS THE TARGET AUDIENCE TO YOUR DESIRED LOCATION - ONLINE OR 'BRICK AND MORTAR'

BEYOND THE BANNER INITIATIVES
  • CAPITALIZES ON THE LEVEL OF INTERACTIVITY THE INTERNET PROVIDES

A MIX BETWEEN BANNER AND 'BEYOND THE BANNER' INTERNET ADVERTISING SOLUTIONS IS ADVISABLE INITIALLY
ONLINE MECHANISMS

BANNER ADVERTISING

- BRANDING ADS
- ACQUISITION ADS
  - CALL TO ACTION
- RICH MEDIA BANNERS
  - FLASH, SHOCK, ENLIVEN etc
  - EXPERIMENTAL BANNERS
- LOCAL TARGET/OVERSEAS SITES
  - 1st FRAME CRITICAL
- CONTROL BANNERS

ONLINE MECHANISMS

BEYOND THE BANNER INITIATIVES
CAPITALIZES ON THE LEVEL OF INTERACTIVITY
THE INTERNET PROVIDES:

- THE ABILITY TO CREATE A CUSTOMER DATABASE FOR FURTHER PROMOTIONS AND LOYALTY PROGRAMS
- CREATE TWO-WAY DIALOGUE WITH THE CUSTOMER, ALLOWING FEEDBACK ABOUT THE PRODUCT AND CUSTOMER INTERESTS
- A PLATFORM FOR REGULAR CONTACT WITH CUSTOMERS ie. VIA A CHAT ROOM WITH THE ABILITY TO POSITION BRAND MESSAGES
BEYOND THE BANNER
EXAMPLES

- Chat Rooms
- Robot Operated Chat Rooms
- Customized Cursors
- Screensavers
- Email Cards for Customer Referrals
- Sponsored Content
- Keyword Searches
- Sponsorship of Sections of Sites
- Printable Vouchers
- Competitions
- Micro Sites
- TVC's on Streaming A/V
- Online Games
- Free Web Mail
- Polls, Sweepstakes
- Email Marketing
- SMS Messaging Sponsorship
- Text Links

LEARNING

- Learning is Critical
  - Which Media?
  - What Creatives?
  - What Strategies?
- Broad Initial Strategy
- Optimisation
- More Focused for Future Campaigns