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Paper No. 19
ADVERTISING ONLINE

INTERACTIVE ADVERTISING OPPORTUNITIES
ADVERTISING ONLINE

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

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

• 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
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 Graph](chart.png)

- Click Rate by Frequency
- 0.30%
- 0.25%
- 0.20%
- 0.15%
- 0.10%
- 0.05%
- 0.00%

Frequency

1 2 3 4 5
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

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