

THE DIGITAL ADVERTISING GUIDE 2ND EDITION

WRAP YOUR HEAD AROUND

Online Advertising
Banners Ads & Specs
Search Ads
Social Ads
Native Ads
Mobile Ads
Ad Serving
Online Targeting
Online Metrics
Pricing
Attribution Modeling
More



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INTRODUCTION

Ok, so why did we create The Digital Advertising Guide? Because the reality of today's digital advertising is that it's not digital advertising! It's just advertising. No matter who you are, what your title is or what you are selling, you need to understand digital. Why? Because nearly every campaign has online components and destinations.

So what does that mean for all of us who work in advertising and marketing? It means we all have to be digital marketers in order to be great marketers. We all have to have our heads around the terms, technologies and concepts of the online marketing world. Does this mean you have to be a digital designer, developer or engineer? No! But it does mean you have to be conversant in digital media and marketing and speak with digital designers, developers and engineers. You have to understand what is possible and how to articulate what you want done. And after that, you need to know how to measure success.

So that's why we wrote The Digital Advertising Guide. We wrote it to help everyone become not just better online marketers, but better marketers!

Enjoy!

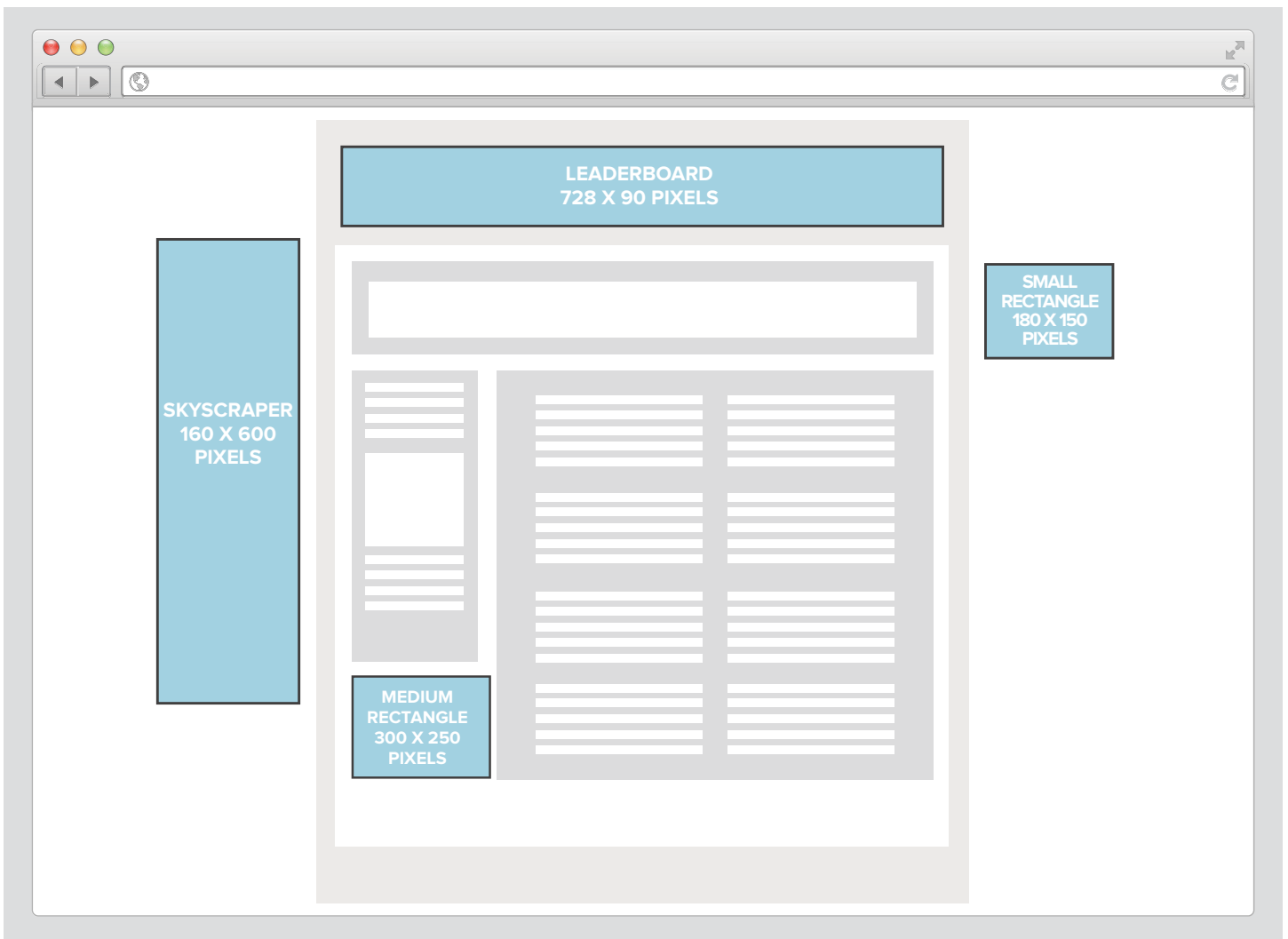
Harry J. Gold
CEO, Overdrive Interactive

DESKTOP / LAPTOP DISPLAY

OVERVIEW

Within the industry, “Display” typically means banner advertising or other forms of graphical imagery and text used to advertise on a web page. Display ads come in a variety of sizes and formats, with consideration to desktop, mobile, and tablet platforms. There are different methods for purchasing, serving, and reporting for this complex and ever-changing medium, which makes it challenging to keep up with the constant innovation and the universe of options.

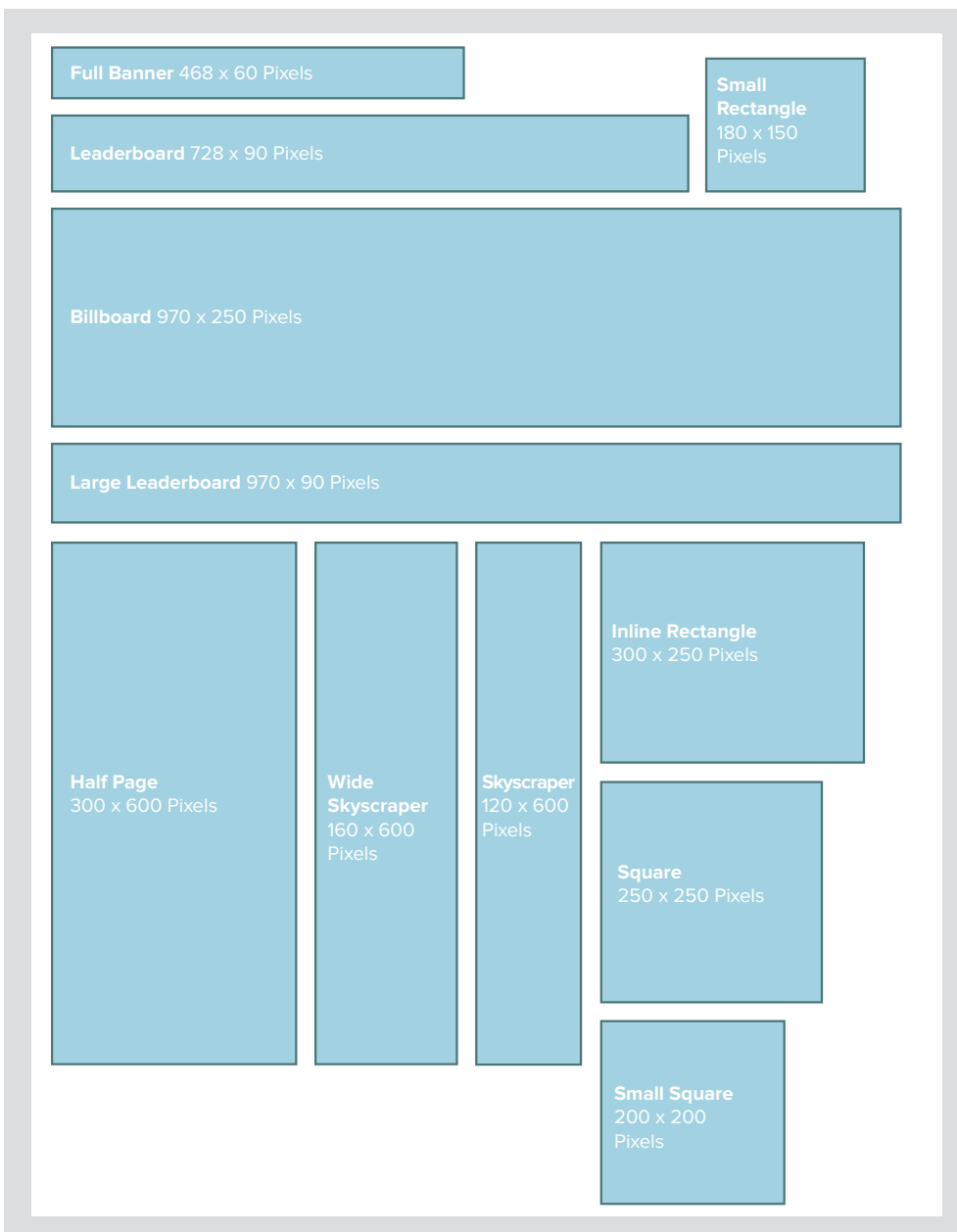
The examples shown below, and on the following page, represent some of the most commonly purchased Display ad units according to the Interactive Advertising Bureau (IAB). Visit <http://www.iab.net> for more information.



SIZES

STANDARD IAB SIZES

Standard banner sizes were defined by the Internet Advertising Bureau (IAB) to enable marketers to simultaneously work with multiple media partners and to allow advertisers to produce one set of banners for all their media partners. Standardization also enables ad networks to serve banners across many websites, since the vast majority of websites voluntarily adhere to these IAB sizes.



The banners above are the most commonly produced and distributed sizes.

Visit <http://www.iab.net> for more information.

EXPANDABLE BANNERS

There are a few expandable banners which the IAB calls “rising stars.” Their interactive nature provides advertisers with a more significant presence on a website than standard banners.

Pushdown

A pushdown is an expandable banner located at the top of a web page that, when rolled over or clicked on, expands downward, covering some of the page content.



When first viewed, the pushdown appears as a small banner—970 x 90 pixels—located at the top of a web page.

① Original Size



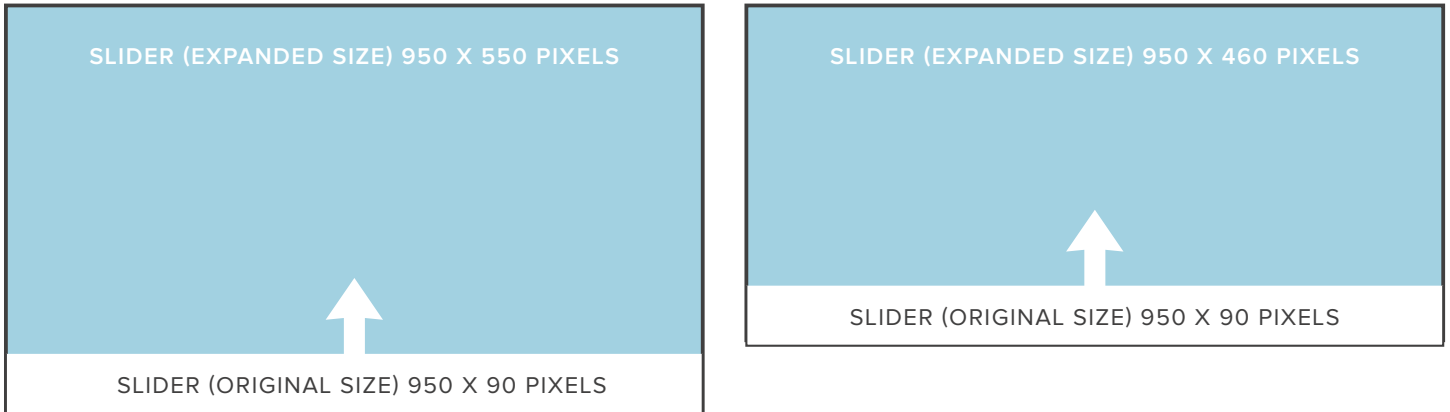
② Expanded Size



Once rolled over or clicked on, the pushdown extends down over some of the content of a page becoming a 970 x 415 pixel banner.

Slider

A slider is an expandable banner located at the bottom of a web page that, when rolled over or clicked on, expands upward, covering some of the page content.



When first viewed, the slider appears as a small banner—only 950 x 90 pixels—located at the bottom of a web page.

1 Original Size



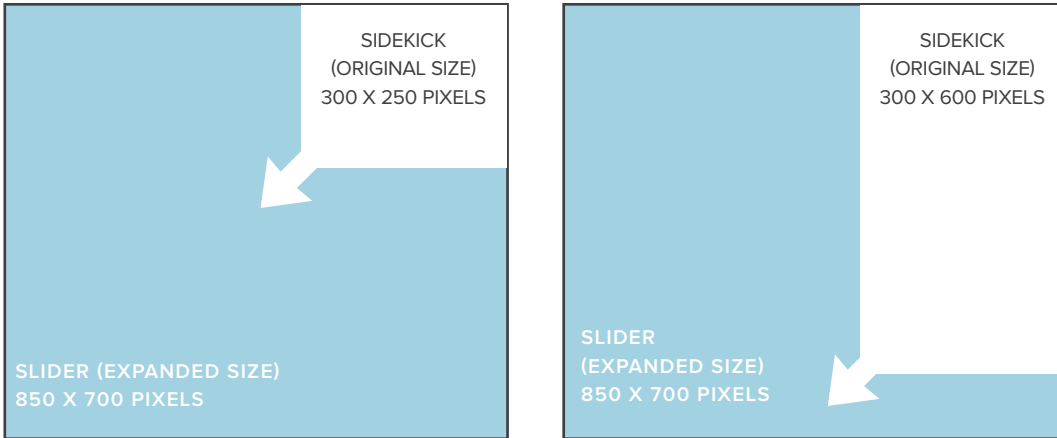
2 Expanded Size



Once rolled over or clicked on, the slider then extends up over some of the content of a page, becoming a 950 x 550 pixel banner.

Sidekick

A sidekick is an expandable medium-size banner located on the right side of a web page that, when rolled over or clicked on, expands outward, covering some of the page content.

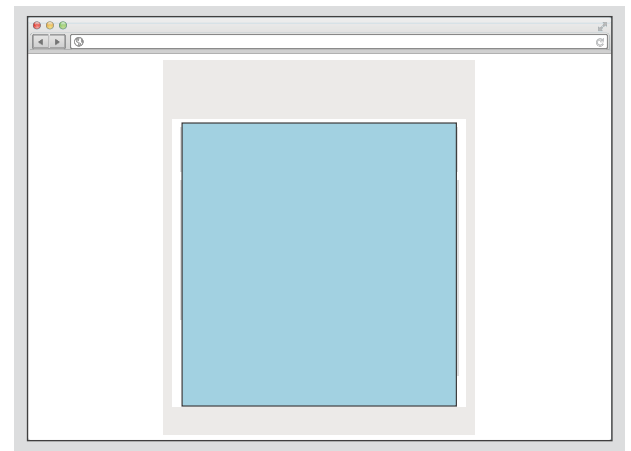


When first viewed, the sidekick appears as a small standard banner, either 300 x 250 pixels or 300 x 600 pixels.

1 Original Size



2 Expanded Size



Once rolled over or clicked on, the sidekick banner extends out, covering some of the page content as it transforms into a 850 x 700 pixel banner.

NON-STANDARD AD UNITS

While the IAB has defined many common banner sizes, there are other popular ad units available. However, because websites set requirements individually, sizes and specifications for these ad units may vary between sites. These units are typically purchased directly from publishers by advertisers, rather than through ad networks.

Skins

Skins, also known as wallpapers, are customizable and interchangeable background graphics for a web page that act as an enhanced branded framework, complementing other ad units on a page. Skins may be clickable, directing users to an external site.

① Without Skin



② With Skin



In this example, the unused sides of a web page are tiled or patterned with a brand's logo.

Rails

Rails are wide skyscraper-style ads that line both the right and left side of a web page, but not the entire background. Rails may be clickable and can direct users to an external site.

① Without Rails



② With Rails

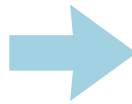


Like with a skin, the unused sides of a web page are filled with long and narrow banners.

Page Overlays

Page overlays are ad units that appear over the content of a web page, rendering the rest of the page inactive until the ad is closed. If a viewer chooses to close the page overlay, the original web page becomes accessible. There is always a “Close” or “X” button, usually in one of the corners, that lets users opt to not engage with the ad. Typically these ads are served when a web page is accessed from an external link. Page overlays should not to be confused with pop-up or pop-under ads.

① Without Page Overlay



② With Page Overlay

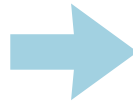


In this example, the page overlay ad appears over the original content of the web page, within the same web browser window. The web page behind the page overlay is greyed out, rendering its content inactive.

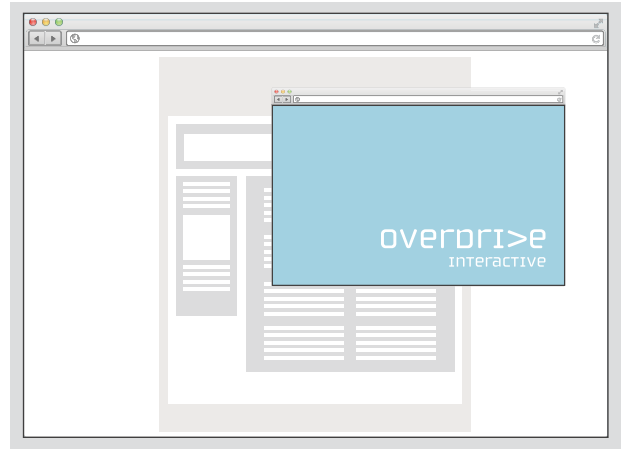
Pop-ups

Pop-ups are ad units that open in a new web browser window, in front of the window being viewed. Pop-ups are often considered impolite, as they are more invasive than other display ad units. In fact, many browsers and applications have developed plug-ins to automatically block these ads from serving.

① Without Pop-up



② With Pop-up



In this example, a pop-up ad has opened in a new web browser window, in front of the web page being viewed.

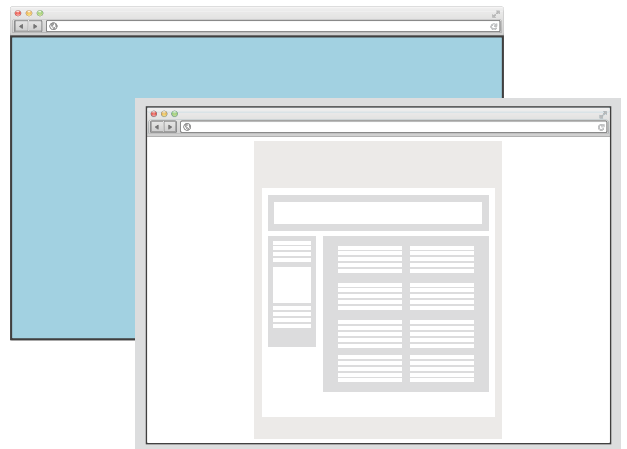
Pop-unders

Pop-unders are ad units that open in a new web browser window, behind the window being viewed. Pop-unders are also considered impolite.

① Without Pop-under



② With Pop-under

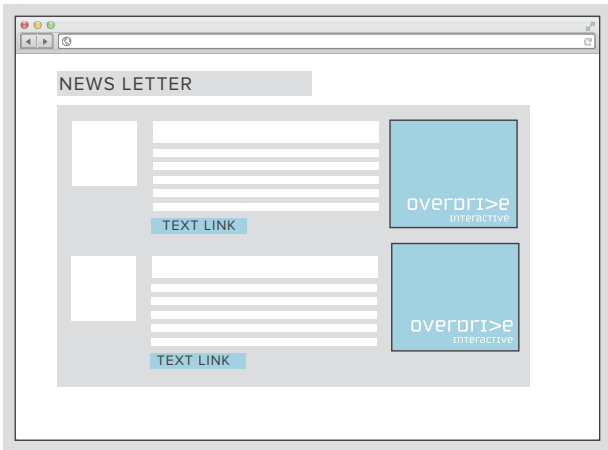


In this example, a pop-under ad has opened in a new web browser window, behind the webpage being viewed. When the window is closed, the user will see the pop-under.

Interstitials

An interstitial is a large-format ad unit, typically the size of a whole web page, that is displayed before a user can see a website's content, or when navigating from one page to another within the same website. It essentially functions as a web page that a user must view before arriving at the destination page.

1 Newsletter with Link



In this example, an individual clicks a text link in an email newsletter to read an article. (Users may also click to a destination website from another site or directly type in a URL.)



2 Interstitial Ad



Before the user reaches the web page, the interstitial is served as a unique page. The user may choose to either click the ad, view the ad in its entirety, or skip the interstitial by clicking the "Close" or "Skip" button, which is usually located on one of the ad's corners.



3 Destination Page

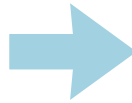


Once the interstitial's ad's animation has ended, or the ad has been closed, the user will be directed to the URL.

Peelbacks

A peelback is an ad unit that unveils itself across the content of a web page when clicked on or rolled over, as if the click was turning a page in a book.

1 Original Size



2 Expanded Size



In this example, the user is teased with a small portion of the peelback's copy and imagery on the upper right-hand corner of the web page. Often, the teaser moves slightly to entice viewers to click or roll over it. When the user does click or roll over the teaser, the web page content peels back, revealing a larger view of the ad behind it.

AD FORMATS

The format of an ad is dictated by the specifications of the website on which it will run and by the purpose of the marketing. The most common formats include standard, Flash or HTML5 animation, and rich media.

STANDARD BANNERS

Standard banners consist of any combination of static or animated imagery and text in a .jpg, .gif, or .png file. This is the most basic format and typically has the lowest file size.

Standard banners click through to a single destination URL without offering any other type of viewer interaction. These are often used as backup banners when a Flash or rich-media banner cannot be viewed. This occurs when the page is viewed on a browser or device that either doesn't support Flash or have the correct plug in installed to view the ad.



Static banners are the simplest forms of banners. Because they are single-frame gifs or jpegs, these ads provide fast load times and universal accessibility.

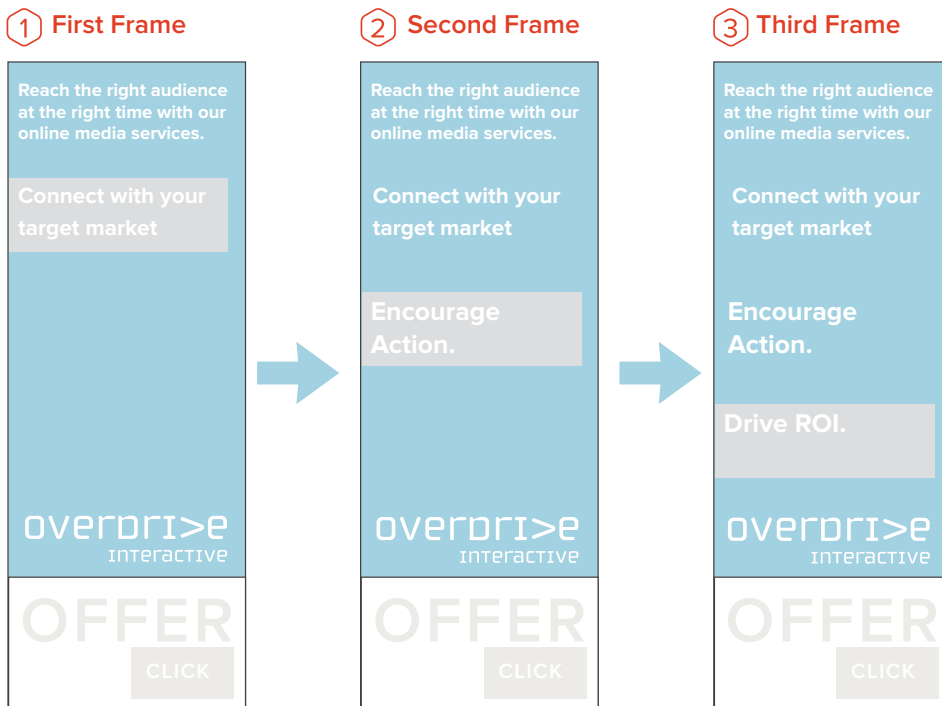
Animated GIF or JPEG Banners

Animated gifs contain multiple frames, or rotations, which create an animation effect. They are looped automatically and typically up to three times.



FLASH & HTML5 BANNERS

Animation banners are a combination of animated imagery and text, resulting in banners that are more dynamic and exciting than standard banners. Most commonly made with Adobe Flash, there has been an increasing industry migration to HTML5 ads due to Flash's growing compatibility issues across devices and web browsers.



In the example above, the original standard banner was redesigned using Flash to allow different parts of the content to connect through action.

RICH MEDIA BANNERS

Rich media banners provide the most viewer interaction and engagement features, in addition to an increase in encouraged clicks, roll overs, transactions, and other measurable online actions. Their complexity however results in higher ad serving and development costs. The next section explores rich media banners in greater detail.

RICH MEDIA

While most banner advertising drives users to a landing page to complete an action or generate a conversion, rich media banners have an extended range of capabilities and they can engage users even if the user doesn't click through to a separate website. The following is a short list of the many capabilities of a rich media ad:

- + Capturing data
- + Sending Calendar reminders
- + Expanding
- + Delivering coupons
- + Delivering special offers
- + Feeding in data-driven content
- + Housing a game
- + Housing a survey or poll
- + Sending Instant messages or emails
- + Offering content (such as white papers, case studies, etc.) for download
- + Playing a music clip
- + Playing a video
- + Providing e-commerce capabilities
- + Sending an e-card or postcard
- + Showing a gallery of images
- + Showing a live feed
- + Showing movie times
- + Showing nearest retail locations
- + Showing weather forecasts
- + Social sharing
- + Widget sharing
- + Other interactive elements

SAMPLE RICH MEDIA: VIDEOS AND LEAD CAPTURE

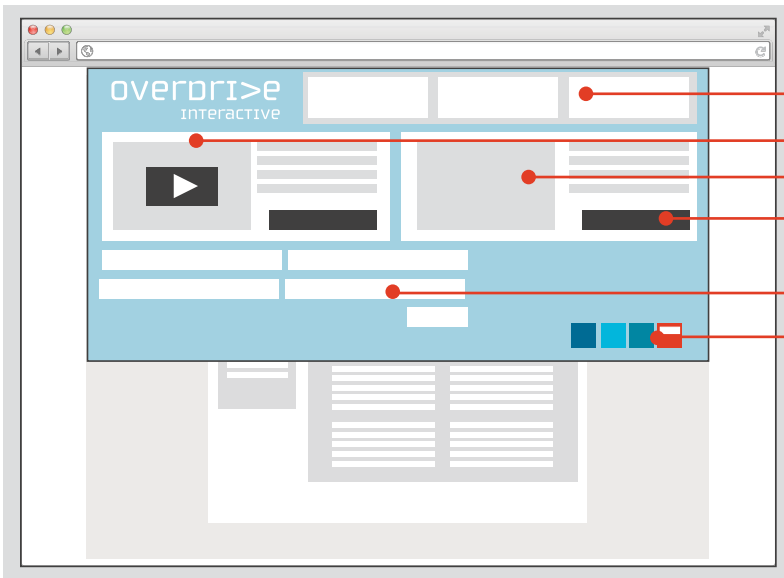
1 Original Size



Sample rich media video banner that will expand down when rolled over.



2 Expanded Size



- Video library
- Featured video
- White paper image and copy
- Download white paper
- Sign-up form
- Sharing chiclets

In this example, the rich media banner initially appears as a standard leaderboard with a selection of videos. Once a user rolls over or clicks on the rich media banner, it expands downward over the content of a web page into a larger banner. The expanded banner now accommodates more content and interactive features, such as a video library and featured videos, an optional white paper download, social sharing chiclets, and a lead-capture form.

Sample Rich Media: Fun Game

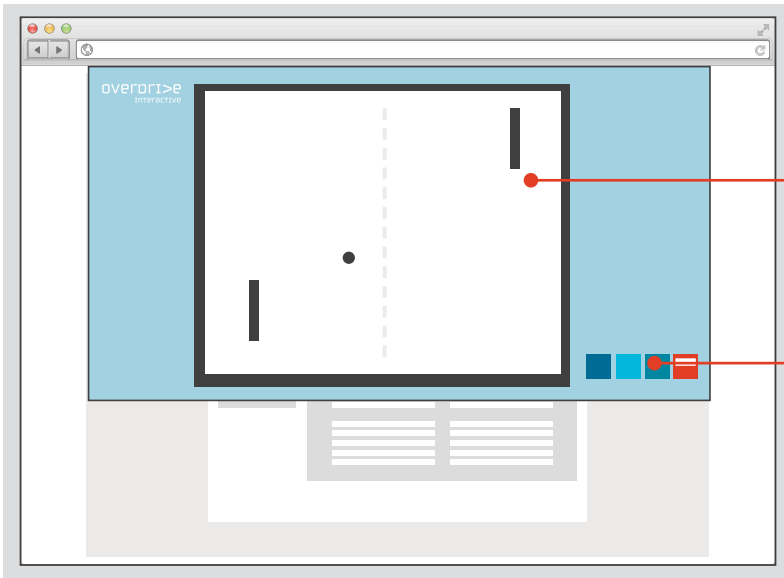
① Original Size



Sample rich media interactive game banner that will expand down when rolled over.



② Expanded Size



Interactive game

Sharing chiclets

In this example, the rich media banner also starts as a standard leaderboard. It then expands downward, over the content of the web page, to accommodate a game and social sharing chiclets.

RICH MEDIA VENDORS

There are several vendors that specialize in providing rich media serving and development tools for marketers to create rich media banners. Popular vendors include:

CONVERSANT	www.conversant.com
FLASHTALKING	www.flashtalking.com
POINTROLL	www.pointroll.com
MEDIAMIND	www.mediamind.com
DOUBLECLICK	www.google.com/doubleclick
MEDIALETS	www.medialets.com
INTERPOLLS	www.interpolls.com
PICTELA	www.pictela.com
CELTRA	www.celtra.com

MEASUREMENT & TRACKING

While standard and Flash / HTML5 banners are able to record delivered impressions and banner clicks, the advanced coding required to build rich media banners also allows for advanced performance tracking.

Specific rich media engagement metrics include, but are not limited to:

- + Time spent with the banner
- + Which parts of the banner were most focused on
- + Number of conversions
- + Number of closes or exits
- + Number of downloads
- + Number of leads captured
- + Number of shares
- + Video/play metrics
- + Survey/polling results

UNIVERSAL AD PACKAGE COMPLIANCE

Publishers who are UAP compliant provide advertisers with at least one of the four UAP sizes (300x250, 728x90, 160x600, or 180x150). By using these sizes, advertisers have the ability to reach the majority of that compliant publisher's audience.

Sample Publishers

Some examples of publishers who are currently Universal Ad Package (UAP) compliant are:

- + YouTube
- + USA Today
- + Cars.com
- + CBS Interactive
- + Martha Stewart
- + LinkedIn
- + Time Inc.
- + Weather.com
- + Pandora
- + Edmunds
- + Reuters Media
- + NAVTEQ

BUYING METHODS

Display ads are typically purchased through three types of media-distribution vendors: publisher direct, ad networks, and ad exchanges.

PUBLISHER DIRECT

A publisher is an individual website or organization that manages and disseminates content for public distribution or sale. Buying inventory directly from publishers allows marketers to negotiate and purchase more premium media real estate, including content-integration opportunities, sponsorships, and other unique offerings. Publishers include websites that focus on specific information such as news, entertainment, or sports.

Sample Publishers

Selecting the appropriate publisher for a campaign will depend on the target audience. For example, marketers interested in reaching women between the ages of 25 and 34 may consider publishers such as:

- + iVillage
- + Daily Candy
- + People
- + Vogue
- + Martha Stewart
- + SheKnows
- + Glamour
- + Women's Health
- + Oprah.com
- + Shape
- + Real Simple
- + Self

Purchasing Publisher Direct Content

Media buyers contact the publisher's sales departments to get proposals and secure ad inventory.

AD NETWORKS

An ad network is an aggregator or broker of advertising inventory for many publishers. Buying inventory from ad networks allows marketers to buy ad space from multiple publishers through a single partner. This method allows for extended reach and lower pricing.

While there are general ad networks that aggregate and broker a variety of publishers, there are also more specialized networks that are specifically tailored to suit various marketing needs. Some of the more specialized networks include:

Vertical

A vertical ad network sells inventory from many sites that fall under a single content umbrella. For example, an ad network may specialize in the information technology (IT) vertical.

Premium

A premium ad network sells inventory only from comScore's list of the top 100 media properties, which have been categorized as the most trafficked and well-known sites across the Internet.

Long-tail

A long-tail ad network sells inventory from comScore's extended list of media properties, which have been categorized as sites that are much smaller and less well-known across the Internet.

Local

A local ad network sells inventory from regional or geographically targeted sites.

Affiliate

An affiliate ad network sells inventory from sites that use a cost-per-action revenue-share model between the advertisers, the publishers, and the network.

Blind

A blind ad network does not share the list of publishers that it purchases inventory from, but may sometimes give examples of publishers.

Transparent

A transparent ad network shares the full list of publishers that it purchases inventory from, and will sometimes let marketers pick and choose which ones they wish to include in their media buy.

Top Ad Networks

The following is a list of the top “buy side” ad networks of 2015, as measured and ranked by comScore.

TOP COMSCORE RANKED PROPERTIES (2015)	UNIQUE VISITORS (1,000'S)	% REACH
GOOGLE AD NETWORK	217,173	93.3
YAHOO AUDIENCE NETWORK	208,332	89.5
CONVERSANT	196,688	84.5
CRITEO	191,643	82.4
RADIUMONE	183,812	79.0
EXPONENTIAL	171,626	73.8
COLLECTIVE DISPLAY	158,266	68.0
RHYTHMONE	147,572	63.4
AMOBEE	140,083	60.2
ADVERTISING.COM	138,260	59.4
GAMUT – NETWORK	133,836	57.5
SOURCEKNOWLEDGE VIDEO NETWORK	129,708	55.7
ROCKET FUEL	115,783	49.8
MEDIA.NET CONTEXTUAL ADS	85,920	36.9
UNDERTONE NETWORKS	64,233	27.6
CHOICESTREAM	61,883	26.6
SPECIFIC MEDIA	59,802	25.7
GUMGUM	57,052	24.5
ADBLADE NETWORK	56,808	24.4
LIN DIGITAL MEDIA	38,299	16.5

Purchasing Ad Network Inventory

Just as when purchasing inventory from publishers, media buyers contact the ad networks’ sales departments to get proposals and to secure ad inventory. However, some ad networks offer a self-service platform that enables a media buyer to log in, select, and purchase media—without having to communicate with the sales department.

AD EXCHANGES

An ad exchange is an open-bid marketplace where premium publishers and ad networks sell their remnant and unsold inventory. Buying inventory from an ad exchange allows marketers to expand their reach beyond what ad networks can offer while still allowing them to buy ad space from multiple publishers through a single partner. Ad exchange inventory is sold at market price through an auction model, also known as real-time bidding (RTB).

Sample Ad Exchanges

Popular ad exchanges include, but are not limited to:

RUBICON	www.rubiconproject.com
ADMELD	www.admeld.com
ADBRITE	www.adbrite.com
PUBMATIC	www.pubmatic.com
RIGHT MEDIA	www.rightmedia.com
DOUBLECLICK	www.google.com/doubleclick
MICROSOFT ADVERTISING	www.advertising.microsoft.com/exchange
BID PLACE	www.bidplace.com
ADAP.TV	www.adap.tv
OPEN X	www.openx.com
LIJIT	www.lijit.com
APPNEXUS	www.appnexus.com
IMPROVE	www.improvedigital.com
PULSEPOINT	www.pulsepoint.com

Purchasing via Ad Exchanges

There are two methods for purchasing media through an ad exchange: a demand-side platform (DSP) or a trading desk.

Demand Side Platforms (DSP)

A demand-side platform is a technology vendor that uses a proprietary algorithm to read, score, and bid on impressions, in real time, for an advertiser within the ad exchanges. DSP vendors include:

IGNITIONONE	www.ignitionone.com
PULSEPOINT	www.pulsepoint.com
ROCKET FUEL	www.rocketfuel.com
NETMINING	www.netmining.com
INFLECTION POINT MEDIA	www.inflectionpointmedia.com
INVITE MEDIA	www.invitemedia.com
TRIGGIT	www.triggitt.com
CONVERSANT	www.conversantmedia.com
APPNEXUS	www.appnexus.com
RADIUM ONE	www.radiumone.com
SIMPLI.FI	www.simpli.fi
NETSHELTER	www.netshelter.com

Trading Desks

Trading desks are an agency's or holding company's department for dealing with DSPs. These agencies and holding companies partner with a DSP to license their algorithm to purchase inventory from the exchanges.

Whether working with a DSP or a trading desk, media buyers either contact the sales departments to secure inventory or use a self-service platform.

TARGETING

There are several ways to reach a desired audience across the Internet, with varied levels of targeting. These levels include run of media, inferred data, and registration data.

Run of Media

Run of media targeting can be the broadest form of targeting available and often does not use any targeting restrictions. All individuals who visit the designated website or network may be served the marketer's banner ad. Run of media targeting is used to build campaign scale because of its wide reach. Run of media is also the least expensive of the targeting methods because of its lack of restrictions.

Inferred Data

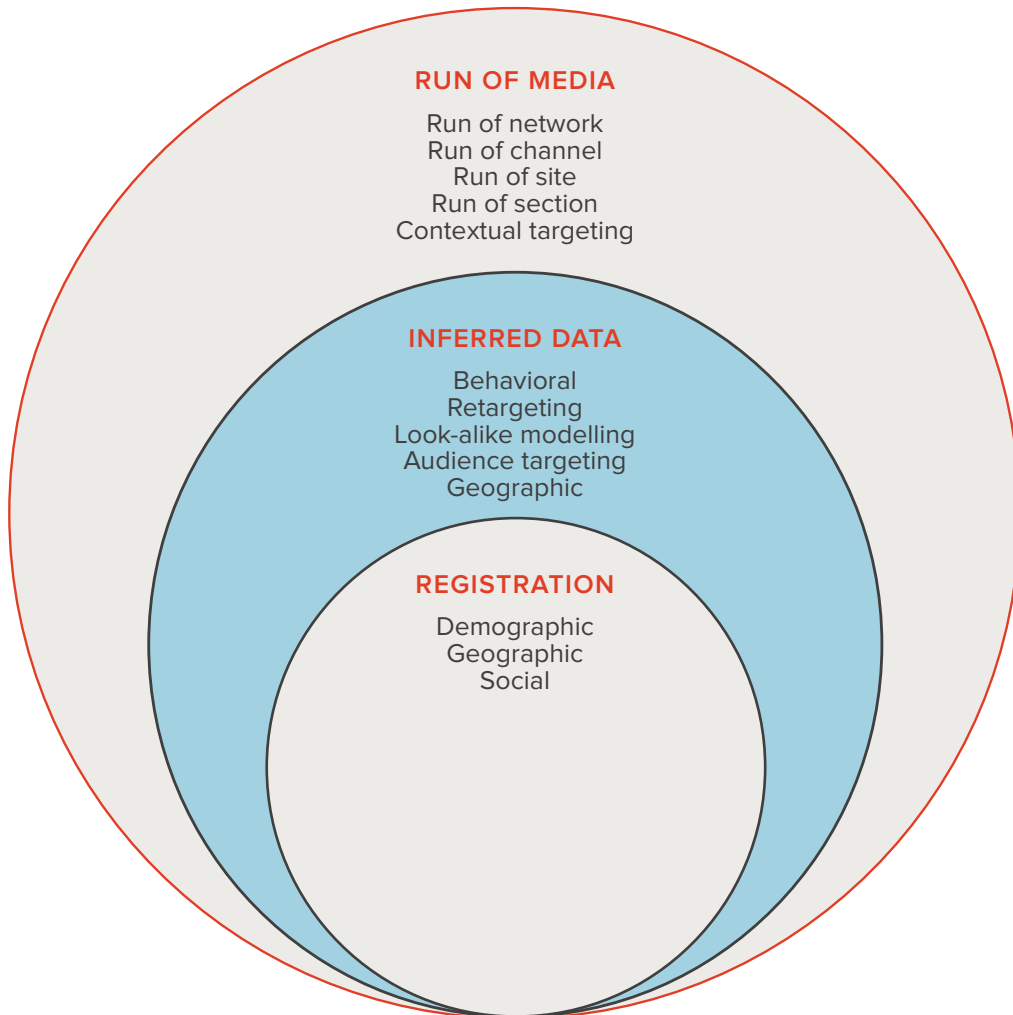
Inferred data targeting lets the marketer target more specifically by using intelligence gleaned from click, cookie, survey, or other deduced information to reach individuals who engage in a desired pattern of online behavior. Websites and networks anonymously track the online behavioral patterns of their visitors and identify the type of consumers that the marketer wants to reach.

Registration/Volunteered Data

Registration or volunteered data offers the most accurate form of targeting available. It uses defined information that is voluntarily given to a website by an individual. When websites require visitors to register before viewing or engaging with their online content, the data is captured and stored for use to later be appended with behaviors and other data they reveal to the site. The website is able to tell when that person logs in and can use the information previously provided to serve an appropriate ad. Common registration or volunteered data points include email address, age, gender and location.

TARGETING TACTICS

The three levels of targeting—run of media, behavioral data, and registration data—are further broken down into various targeting tactics.



RUN OF MEDIA

Run of media is the broadest form of targeting and there are several ways to implement it. Tactics include run of network, run of channel, run of site, run of section and contextual targeting. Typically, run of media targeting is used to align a brand with certain, desirable areas of content.

Run of Network

Run of network targeting is offered by ad networks. It reaches everyone who accesses any website across the entire network. For example, if a marketer purchases a run of network media buy, its banner ads will be served across the thousands of websites that are part of that network.

Run of Channel

Run of channel targeting is also offered by ad networks. In this form of targeting, websites within an ad network are grouped by contextual relevance. This allows a marketer to have its ads served across all the properties within the network that include relevant content. For example, instead of running media across all the sites in a network, a marketer may choose to only run on sports websites, also called the sports channel of the network. Run of channel may also be called content or contextual targeting.

Run of Site Targeting

Run of site targeting is offered by publishers. It reaches everyone who accesses any page on the publisher's website. For example, if a marketer purchases a run of site media buy, its ads will be served on all pages of the site, versus a specific page or section.

Run of Section

Run of section targeting is also offered by publishers. Similar to run of channel targeting, it allows marketers to select desirable content areas, versus having all sections of the website included in the media buy. For example, instead of running across a publisher's entire website, the marketer may choose to only run within the finance section of the site. Run of section may also be called content or contextual targeting.

Contextual Targeting

Contextual targeting allows marketers to target individuals who are viewing web pages containing relevant or desirable content. Websites and networks use algorithms to crawl web pages, find designated keywords, understand the context of the keyword within the web page, then serve the marketer's banner ads if appropriate. For example, if an automobile brand purchases a contextually targeted media buy on a network, the brand will first build out a list of relevant keywords for its ads to show up against. These keywords may stem from search queries and may include words like "2015 model," "best car," or "auto reviews," as well as branded and competitive terms. Once the keyword list is developed, the ad network will run through all the websites in its network to find web pages where the selected keywords appear and show the automobile ads on those web pages, because the content is relevant to the campaign.

INFERRED DATA

Inferred data is information collected about web users based on their online behavior. Its resulting targeting tactics include behavioral targeting, retargeting, look-alike modeling and audience targeting.

Audience Targeting

Audience targeting is a combination of targeting tactics rolled up into one line item within a media buy: behavioral, retargeting, contextual targeting, and demographic and geographic targeting. It is purchased from ad networks or DSPs and used to help marketers meet a specific goal. Instead of manually reallocating funds from one line item to another when optimizing a campaign, audience targeting allows ad networks and DSPs to automatically shift, in real-time, to whichever targeting tactic is driving the most conversions (i.e. clicks, sales, form completions, or downloads).

Behavioral Targeting

Behavioral targeting allows a marketer to target its audience based on their online behavior. Websites and networks analyze the consumers' online habits (clicks, frequency, time spent, and types of websites visited) and serve an ad when someone demonstrates the behaviors that a marketing campaign is looking for. For example, when a marketer purchases a behaviorally targeted media buy on a website that does not have gated content, the website does not know the age, gender nor occupation of an individual who visits its pages. However, it can infer these details by following that individual's browsing habits. If the person reads articles about car reviews and motor shows, basketball games, and finance, plus looks at a market-data section, the website may infer that he is a male auto-enthusiast who works in finance. If the marketer is targeting that audience, its banner ad is served.

Look-alike Modeling

Look-alike modeling allows marketers to target individuals who "look like" their preferred audience. It finds consumers who exhibit similar online patterns to those consumers who have already demonstrated a desired behavior, or who have already generated a conversion on their site. A conversion is a marketing goal, such as a purchase, a completed form, or downloaded content.

Websites and networks first build the data used in behavioral targeting, then use an algorithm to compute how similar an individual's online behavior is to the behaviors of other consumers who have already converted to target that individual appropriately. For example, when a marketer purchases look-alike modeling media on an ad network, the ad network will track individuals who have converted and follow them around the web. With its tracking and algorithm, it may see that sixty percent of conversions are from people who visit sports sites and live in New England. The ad network will then begin targeting other users who visit sports sites and live in New England because it has deduced that this is the look-alike audience.

Retargeting

Retargeting allows marketers to target individuals who have already expressed interest by being exposed to or interacting with the brand. This brand exposure and interaction includes seeing a banner ad, visiting the brand's website, typing a search query, or taking an action on the website (such as placing an item in a shopping cart, but not buying it). Retargeting keeps users in the brand embrace by following them around the Internet with appropriate and custom messaging. For example, when a shoe marketer purchases a retargeted media buy on an ad network, the ad network will track individuals who visit the shoe marketer's pages. If an individual looks at a pair of shoes, but does not buy them, retargeting will be able to reach that person again and serve them a reminder ad featuring the shoes they previously viewed with a compelling offer.



REGISTRATION/VOLUNTEERED DATA

Registration data is the most accurate form of targeting, and it is collected from information provided by users when registering for a website or adding additional information to their website profile. Targeting options include demographic, geographic, and social. While there are many websites and networks that require registration for members, for the purpose of this document, we will use Facebook as an example. However, many other sites have registration gateways for all or some of their content and features. These sites include, but are not limited to Match.com, the Wall Street Journal, Hulu and Twitter.

Demographic

Demographic targeting allows marketers to target individuals based on their demographic profiles. Some common demographic data include gender, age, and education level. For example, when a marketer purchases a demographic targeted media buy on a website, it is able to categorize which of its users meet the marketer's specifications for gender, age, and education level, and then serve the ads based on these demographics.

Geographic

Geographic targeting allows marketers to target people based on their location. Geographic data include countries, states, cities, and zip codes. For example, when a marketer purchases a geographically targeted media buy on a website, it is able to identify which of its users are located in a specific location, and then serve the ads based on these geographic selections.

Social

Social targeting allows marketers to target individuals based on their digital social connections and interests. Social connections include friends, fans, followers, connections, contacts, and other forms of social media relationships. For example, a company like Outdoor Center is able to target men based on a specific set of criteria that defines them as adults in New England, who are interested in outdoor sports, and are not already a fan of Outdoor Center's Facebook page.

DEMOGRAPHIC	GEOGRAPHIC	CONNECTIONS	INTERESTS
+ Males, 18+	+ Vermont + New Hampshire + Maine + Massachusetts + Connecticut + Rhode Island	Does not currently like Outdoor Center's Facebook Page	+ Rock Climbing + Hiking + White Water Rafting + Camping + Skiing + Bike Riding

VIDEO

OVERVIEW

Digital video ads are clips that are typically 15, 30 or 60 seconds long. The video ads are either housed in a banner ad or played before, during, or after the viewing of a full-length video. Oftentimes, video ads are accompanied by companion ads to encourage clicks after the video is viewed.

AD FORMATS

Digital video may be used within any of the standard banner sizes, within custom sizes that are specific to individual publishers, and within video players on publishers' websites. Digital video placements may be classified as either in-banner or in-stream.

In-banner

In-banner placements are videos played within a standard banner. These videos may either be user-initiated (click-to-play) or auto-played. Video ads may also be part of rich-media ads.

In-stream

Similar to television commercials, in-stream video ads are auto-played within publishers' digital video content. Some in-stream ads give the viewer an option to skip it or just watch the first several seconds. Others require the viewer to watch it in its entirety before he or she can watch the original video content. Marketers may purchase three types of in-stream placements: pre-roll, mid-roll, or post-roll.

Pre-roll

A pre-roll placement is a video advertisement that is played before a publisher's video is viewed.

Mid-roll

A mid-roll placement is a video advertisement that is played as a commercial break during the viewing of a publisher's video.

Post-roll

A post-roll placement is a video advertisement that is played after the viewing of a publisher's video.

Sample Pre-Roll Video Ad



The above is an example of an in-stream pre-roll video ad. The video ad is being played prior to the start of the original video content selected by the individual. In some cases there is an option to close or skip the pre-roll ad before it completes. After the video ad is closed or viewed in its entirety, the original video content is then played.

COMPLEMENTARY VIDEO AD UNITS

There are other ad units that have been developed to accompany video content so marketers can boost their visibility on a video page and encourage clicks and conversions. These accompanying placements are often purchased as a package or sponsorship and may include one, or a combination, of the following ad units:

Companion Ads

A companion ad is a standard IAB banner that is shown on the same web page while a video is playing.

In-stream Banners

In-stream banners are ads that are inserted within publishers' digital video content.

Overlays

An overlay ad is an image or text ad that is shown layered on top of the video while it is playing.

Skins

Skins are customizable and interchangeable background graphics for a web page or a desktop.

Rails

Rails are wide skyscraper-style ads that line both the right and left side of a web page.

Sample Pre-Roll and Companion Ad



The image above illustrates a pre-roll and a companion ad.

DIGITAL VIDEO VENDORS

A marketer's existing video files may be converted to digital-ready versions for ad placements through the use of rich media vendors. However, there are also video-specific vendors who specialize in selling and supporting video inventory. These digital video vendors include:

BRIGHTROLL	www.brightroll.com
YOUTUBE	www.youtube.com
SAY MEDIA	www.saymedia.com
TUBE MOGUL	www.tubemogul.com
ADVECTION.NET	www.advection.net
BITGRAVITY	www.bitgravity.com
SMARTCLIP	www.smartclip.com
DEFY MEDIA	www.defymedia.com
ADOTUBE	www.adotube.com
SPOTEXCHANGE	www.spotexchange.com
CACHEFLY	www.cachefly.com
HULU	www.hulu.com
VIDEOLOGY	www.videologygroup.com

MOBILE & TABLET

OVERVIEW

Advertising opportunities on mobile and tablet devices include banners on the mobile web, mobile applications, and location-based offers or coupons. The technology for mobile and tablet devices has been advancing at a rapid rate to accommodate virtually any capability that is currently offered in the desktop environment.

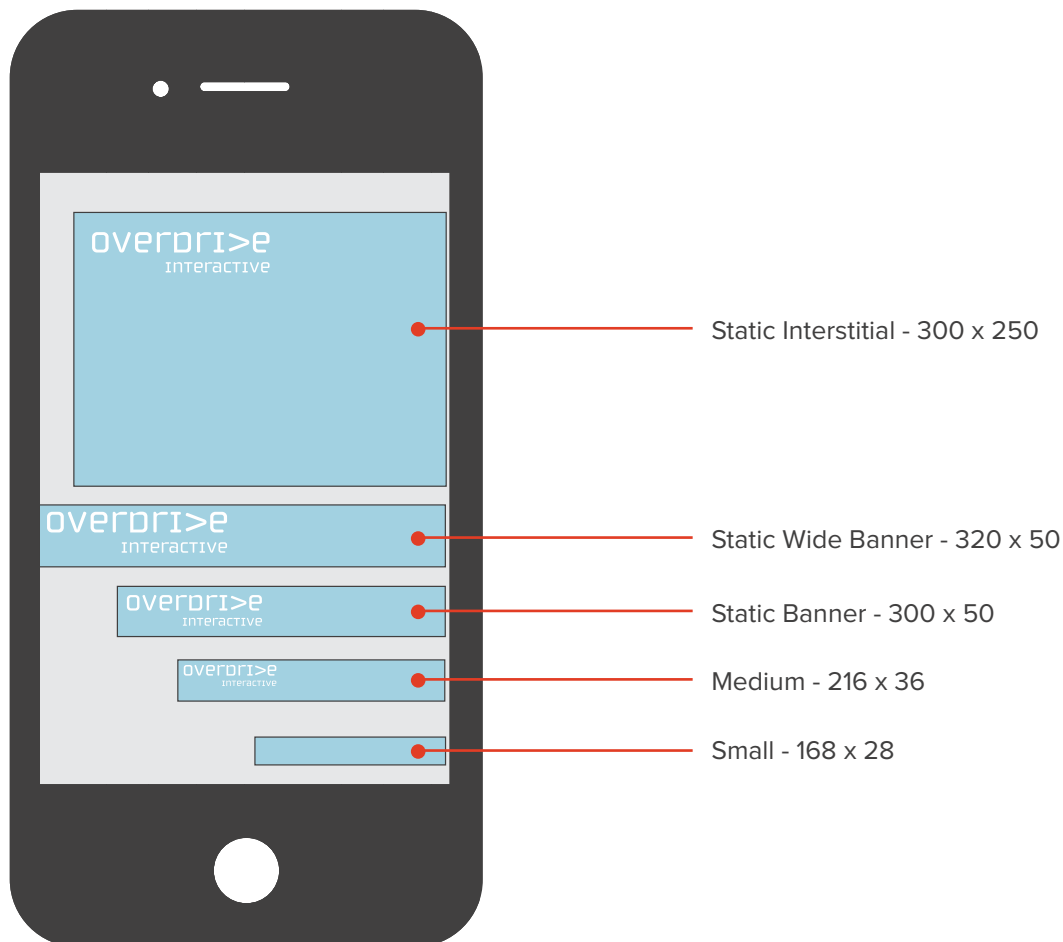


SIZES

MOBILE BANNER SIZES

Mobile ads are specially sized and designed for the compact screen of a smartphone. The ads appear when a user uses an app or visits a mobile site.

The image below shows examples of varying ad sizes that may be viewed on a smartphone.



TABLET BANNER SIZES

All sizes that are regularly available on desktops are also usually available on tablets, since these devices strive to provide a browser experience similar to a desktop.

The image below shows examples of ad sizes that may be viewed on a tablet device.

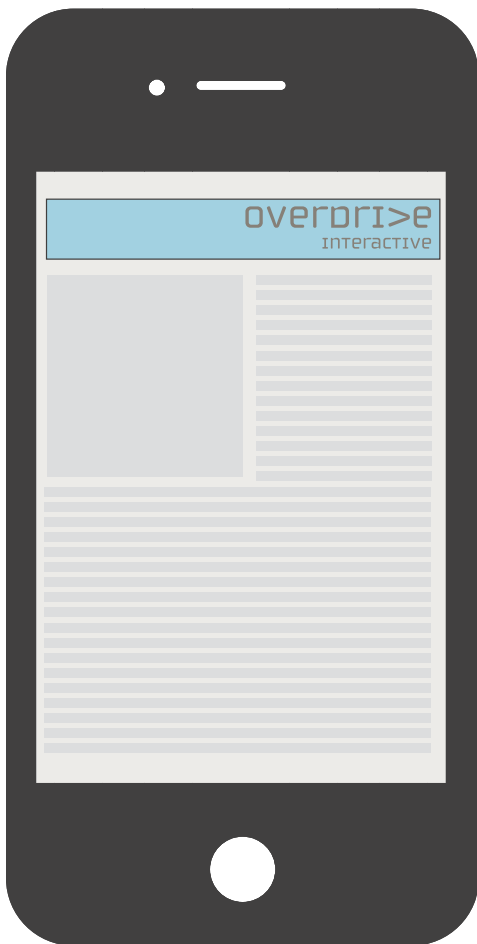


AD FORMATS

Like desktop ads, mobile and tablet ad formats are dictated by website specifications and the marketing goal. The most common types of formats include standard and mobile rich media.

STANDARD

Mobile standard ads are the most basic ad format and the least expensive. Similar to desktop standard ads, mobile and tablet standard ads consist of any combination of static or animated imagery and text in a .jpg, .gif, or .png file.



The image above shows a standard mobile banner, which only has one frame of copy and imagery.

MOBILE RICH MEDIA

Like desktop rich media ads, mobile and tablet rich media ads are designed to deliver virtually any online experience that a website or application can offer – all within the banner ad. While it is the most high-impact format, it also has the largest file size.

Rich Media Example

① Video Library



② Video Sharing



③ Click to Call



The image above shows a mobile rich media ad which is promoting a library of videos. Users interacting with the ad can choose to watch a video, share a video on Facebook, or click to call for more information.

MOBILE RICH MEDIA VENDORS

There are several vendors that specialize in providing development software for marketers to create mobile rich media banners. Popular mobile rich media vendors include:

CELTRA	www.celtra.com
PHLUANT	www.phluent.com
AMBOBEE	www.amobee.com
CRISP MEDIA	www.crispmedia.com
MEDIALETS	www.medialets.com

MEASUREMENT & TRACKING

Similar to the measurement and tracking of desktop rich media ads, the engagement metrics that can be tracked for mobile rich media include:

- + Time spent with the banner
- + Which parts of the banner were most focused on
- + Number of conversions
- + Number of closes or exits
- + Number of downloads
- + Number of leads captured
- + Number of shares
- + Video/play metrics
- + Survey/polling results

BUYING METHODS

Much like desktop ads, mobile ad inventory for websites and applications may be purchased through three types of media-distribution vendors: publisher direct, ad networks, and ad exchanges.

PUBLISHER DIRECT

A publisher is an individual website or organization that manages and disseminates content for public distribution or sale. Buying mobile and tablet inventory directly from publishers allows marketers to negotiate and purchase more premium media real estate, including content integration opportunities, sponsorships, and other unique offerings. Publishers include websites that focus on specific information such as news, entertainment, or sports.

AD NETWORKS

An ad network is an aggregator or broker of advertising inventory for many publishers. Buying mobile and tablet inventory from ad networks allows marketers to buy ad space from multiple publishers through a single partner. This buying method allows for extended reach and lower pricing. Popular mobile ad networks include:

ADMOB	www.admob.com
MILLENNIAL MEDIA	www.millennialmedia.com
BYYD	www.byyd-tech.com
SMAATO	www.smaato.com
INMOBI	www.inmobi.com
AMOBEE	www.amobee.com
ADMODA	www.admoda.com
MOBILEFUSE	www.mobilefuse.com
BUZZCITY	www.buzzcity.com
VELTI	www.velti.com
MOJIVA	www.mojiva.com

AD EXCHANGES

An ad exchange is an open bid marketplace where premium publishers and ad networks sell their remnant and unsold inventory. Buying inventory from an ad exchange allows marketers to expand their reach beyond what ad networks can offer while still allowing them to buy ad space from multiple publishers through a single partner. Ad exchange inventory is sold at market price through an auction model. Popular mobile ad exchanges include:

DATA XU	www.dataxu.com
STRIKEAD	www.strikead.com
DSNR MEDIA GROUP	www.dsnrmg.com
OPERA MEDIA WORKS	www.operamediaworks.com
AXONIX	www.axonix.com

TARGETING

Mobile advertising is best known for its geographic targeting capabilities. However, like desktop advertising, mobile advertising is also able to reach a desired audience using run of media, inferred data, and registration data.

The key difference between mobile targeting and desktop targeting is the ability to target by mobile or tablet device. Because mobile and tablet devices have different ad specs, marketers must consider the specific device they are targeting when creating their ads.

For example, if the banner ad is promoting an iPhone only app, the marketer must ensure that they are only advertising on devices that support their product.

SOCIAL ADS

OVERVIEW

Social media publishers offer many advertising products, from standard banners to interactive polls. Some social ads are also considered native advertising. However, for the purposes of this document, a social ad is any ad that appears on a social media website and encourages a social response or interaction. Social ads are often defined by one or more of the following characteristics:

Social Functionality

Social functionality within ads encourages users to like, share, connect with brands, become a member of a group, or register for a website.

Embedded in Social Content

When an ad is embedded in social content, it appears in an individual's social media feed or on the home page dashboard. This is the type of social ad that is often considered to be native advertising. To learn more, see our Native Ads section, beginning on page 67 of this guide.

Social Targeting

Ads on social media sites may be custom targeted using a unique set of targeting methods because of the wealth of registration data and volunteered data and shared information available about the users.

While most social media platforms offer advertising opportunities, this section will focus on the five most popular social networks: Facebook, Twitter, Instagram, Pinterest, and LinkedIn. These properties offer clear examples of how social media contributes to the display media landscape.



FACEBOOK

Due to the amount of information users share every day, Facebook has a vast collection of registration and volunteered data. As users post content, update their status, navigate Facebook and the web—liking pages, sharing content, and live-streaming their playlists—data is collected and used for niche media targeting.

Facebook does not display or sell standard IAB banner sizes, but instead sells proprietary ad placements including desktop and mobile News Feed ads, Right Rail ads on desktop and Logout screen ads. Facebook ads products are constantly changing and evolving, the ad placements below are current as of October 2015.

FACEBOOK AD FORMATS

Right Rail Ads

Right Rail ads are a combination of text and imagery that appear on the right-hand side of the home page. They may be used to either promote likes for a brand's page or to drive users outside of Facebook to a brand's website.

News Feed Ads

News Feed ads are stories that are shown to users about their friends' interactions with a brand. They are typically displayed directly within the News Feed and used to promote actions such as share, like, or comment. When native ads are served with Facebook, they are found within the news feed.

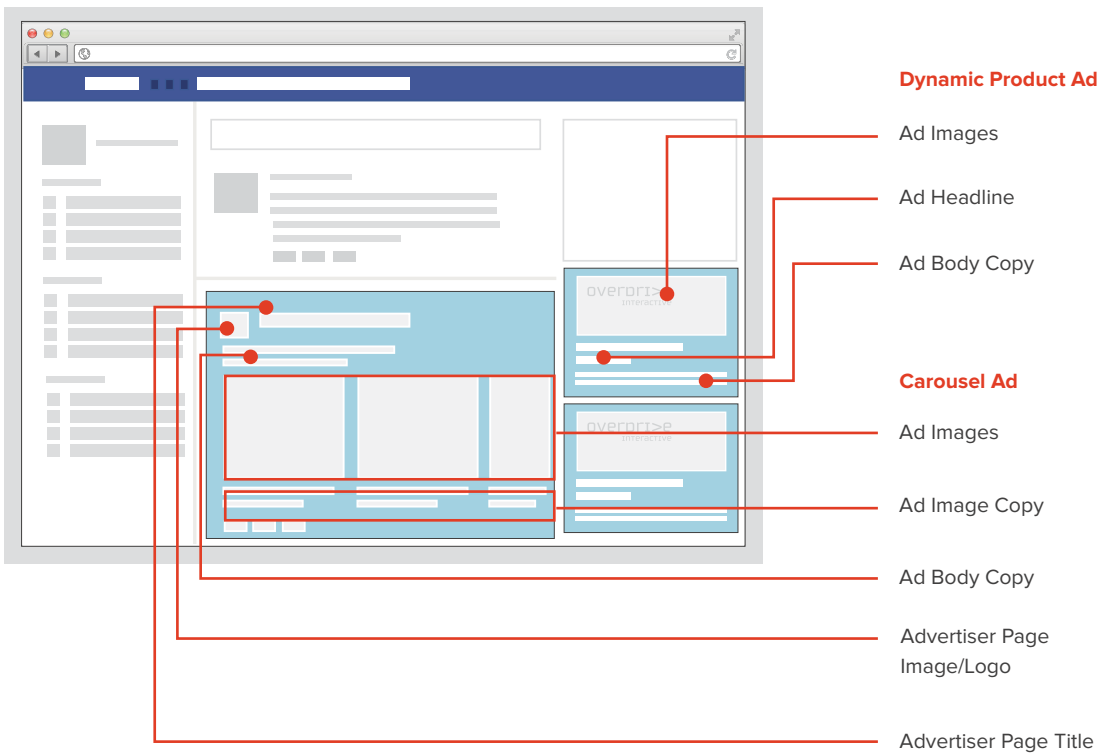
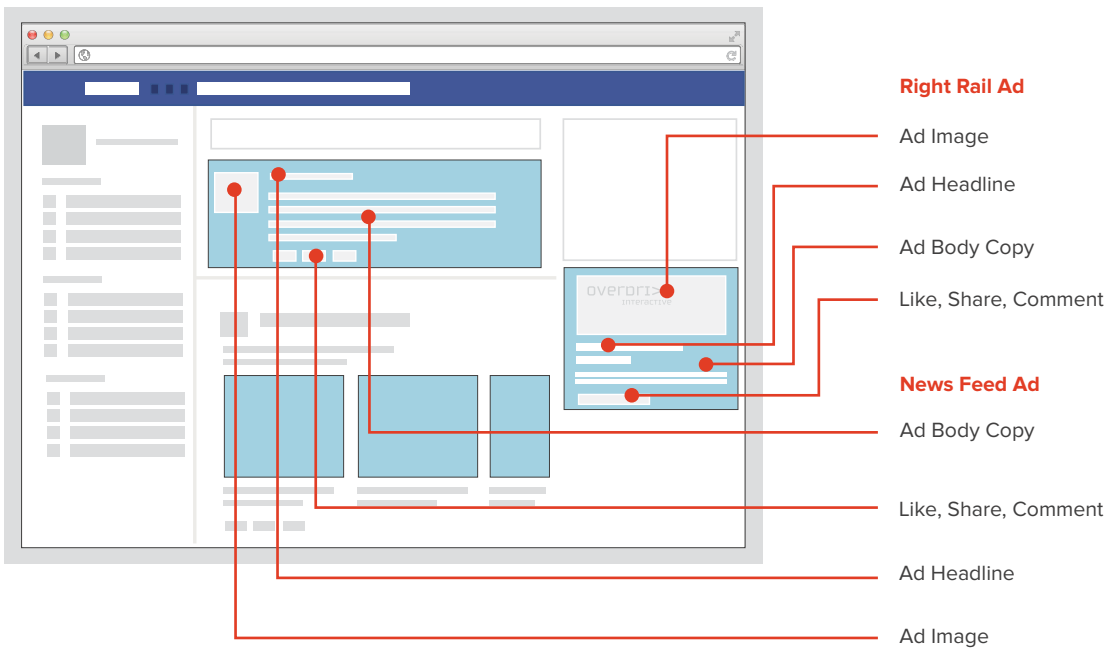
Carousel Ads

Carousel ads are a scrollable group of 3-5 different images or videos combined within a single ad unit. Users view and interact with these ads by swiping in mobile, or clicking arrows within the desktop environment. Located within the news feed, the flexibility of this ad type allows for a variety of different images, headlines, links, and calls to action within one ad unit. Carousel ads can showcase a brand's product catalog, tell a story, or take the audience through a curated experience.

Dynamic Product Ads

Dynamic Product ads are targeted ads that deliver timely and relevant offers personalized based upon a user's behavior with a brand's products or other content on their website or within their app. Best suited to retailers and e-commerce businesses with large product catalogs, these ads are located within the news feed or right column and appear identical to other single or multi-image ads on Facebook.

Facebook Desktop Ad Format Examples



Mobile Ads

Mobile News Feed ads and mobile page ads will be served on m.facebook.com and on native iOS and Android applications.

Facebook Mobile Ad Format Examples



Logout Screen Ads

A logout screen ad is a wide-format banner that is served after a user logs out of his Facebook account. This is Facebook's largest and most expensive ad format, and it is usually sold in a bundle with other ads through a Facebook Marketing Partner. For more information on Facebook Marketing Partners: <https://facebookmarketingpartners.com>



FACEBOOK AD PURCHASE

Objective Based Ad Buying Platform

Responding to marketer feedback, Facebook designed an objective based ad buying platform that tailors ads to specific goals. For example, a brand can create ads specifically tailored to get Facebook likes, website visits, or app installs. As an advertiser, once you've selected your ad type, the Facebook ad campaign builder will create your ad based around your desired objective. While the formatting of the ads themselves will not differ, a News Feed ad will look like other News Feed ads, the ad CTA may change based upon the chosen objective.

The advertising objectives that brands can choose from are:

Clicks to Website: Send people to company website

Website Conversions*: Increase website conversions

Page Post Engagement: Boost Facebook posts

Page Likes: Promote a page and get page likes

Video Views: Create ads to increase video views

App Installs: Increase installs of app

App Engagement: Increase user engagement within app

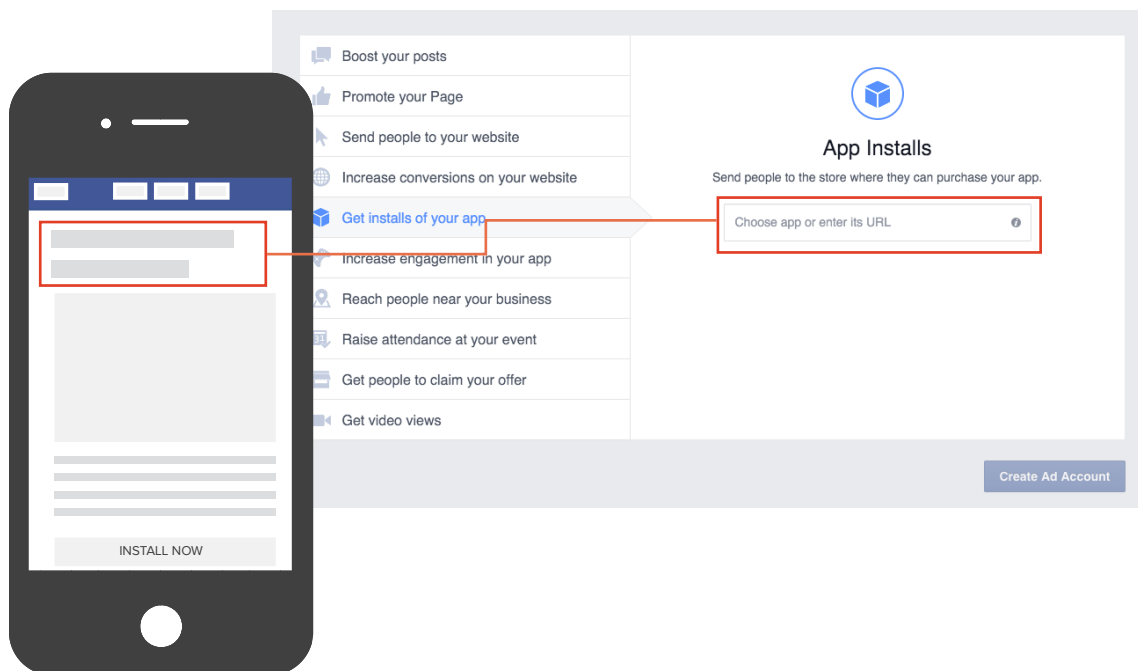
Offer Claims: Create “in store redeemable” offers

Local Awareness: Geo-target people near a business

Event Responses: Increase event attendance

* To increase website conversions, advertisers are required to utilize a website conversion pixel

Visit <https://www.facebook.com/business/a/online-sales/conversion-tracking> for more information.



Above is an example of how using the Facebook campaign objective builder will result in a specific call to action which supports the objective. In this case, and app install objective results in an “Install Now” CTA button linking to the app download within the appropriate app store.

T W I T T E R

Like Facebook, Twitter does not display or sell standard IAB banner sizes. It too offers niche targeting tactics based upon its rich registration and volunteered data, including tweet topics and users followed. Twitter currently sells the following proprietary ad placements: Promoted Accounts, Promoted Tweets, and Promoted Trends, as well as Twitter Card ads. Promoted Ads contain a yellow arrow and the disclosure word “Promoted” to identify them as advertisements. These current ad formats are current as of October 2015.

TWITTER AD FORMATS

Promoted Accounts

Promoted Accounts are used for the purpose of gaining relevant followers. These ads are found in Twitter’s Who to Follow section, located to the left of the timeline, on the desktop and within the Find People screen on mobile.

Promoted Tweets

Promoted Tweets are tweets promoted to a keyword targeted Twitter audience in order to amplify messaging beyond a brand’s current follower base. These ad units appear within a user’s timeline or search results.

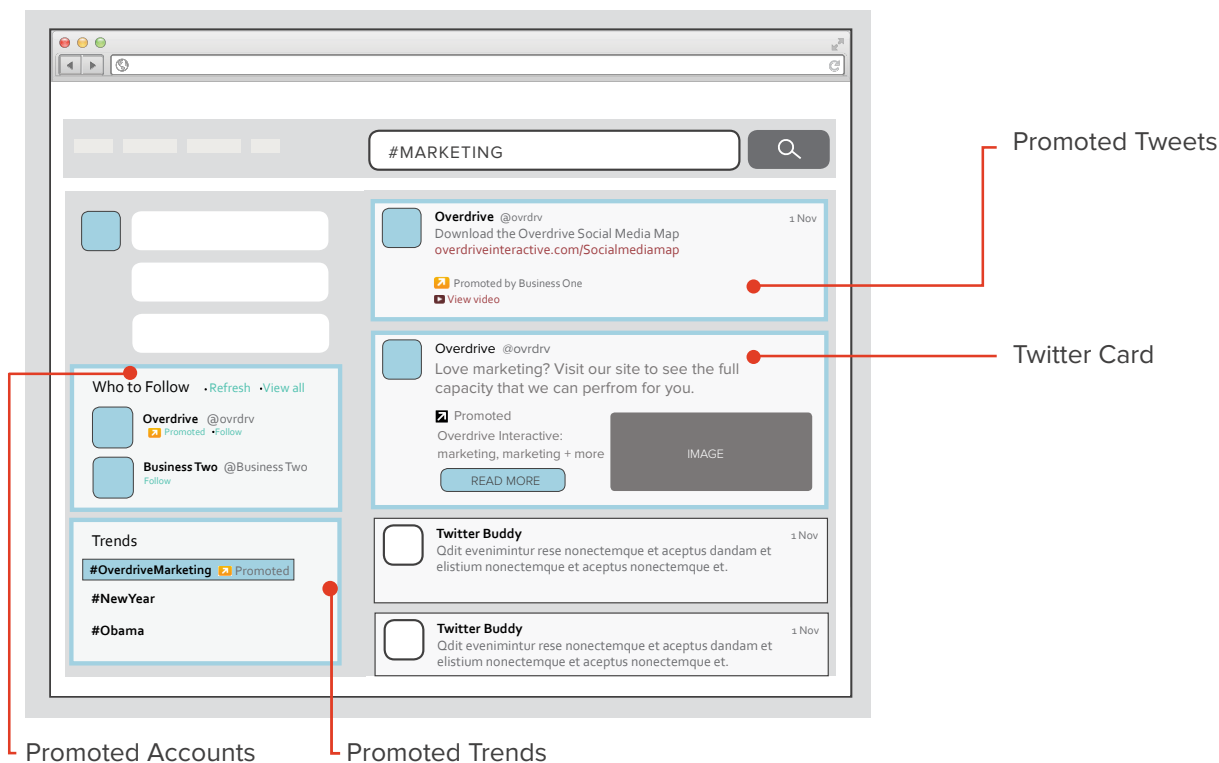
Promoted Trends

Promoted Trends are similar in scale and impact to a home page takeover. They offer a high impact way to build awareness and buzz around a topic. Promoted Trends are exclusive offers made by Twitter. Because Twitter only allows one such advertiser a day, these ads have a high daily cost, however, the potential volume of user views could make this both a cost efficient and effective awareness building ad unit for the right campaign.

Twitter Cards

Twitter Cards allow a company to attach photos, videos, and media to tweets in order to boost the effectiveness of certain objectives, such as product, app download, or lead generation cards. The Twitter Business Solutions Guide has more information on Twitter Cards integration tips and requirements: <https://business.twitter.com/solutions>

Twitter Desktop Ad Format Examples



Twitter Mobile Ad Format Examples

Promoted Tweet

Promoted Account

Promoted Trends

Twitter Card



The above examples show how the different Promoted Ads look within the mobile Twitter App. Please note that all of the ads contain disclosure language that identifies them as ads.

INSTAGRAM

Instagram ads provide brands with an opportunity to target and capture their audience using visually creative content such as short videos or static images. Because Instagram opened their layout restraints, Instagram users now have more control over their creative storytelling with the options of the traditional Instagram square or new wide (landscape) orientation. These layouts are available for both static image and video posts. Additionally, Instagram now offers extended 30 second videos.

All Instagram ad units contain a Sponsored icon on the top right of the post, while the image and carousel ads offer a call to action button below the image. These call to action buttons at the bottom of Instagram ads allow the user to interact with the brand's CTA without leaving the Instagram app. Upon clicking the action button, a mini browser opens within the app, allowing the user to "Shop", "Install", "Learn More", or "Sign Up", the first initial options that Instagram is offering advertisers. Once the action is completed, the user is returned to the spot within their Instagram feed in which they previously left off. Instagram is offering demographic targeting and an API for these button ads.

INSTAGRAM AD FORMATS

Image Ads

Image ads are static image button ads available in either the standard Instagram square format or wide (landscape) format. These button ads offer "Shop", "Install App", "Learn More", or "Sign Up" CTA button integration.

Video Ads

Video ads are immersive ads that are available at lengths up to 30 seconds long and in either the standard Instagram square format or wide (landscape) format.

Carousel Ads

Carousel ads are a series of 3-5 grouped static image button ads available in the standard Instagram square format. These button ads offer "Shop", "Install App", "Learn More", or "Sign Up" CTA button integration. These are scrollable by swipe on mobile or click on desktop.

Instagram Ad Examples

Video Ad - Square



Image Ad - Square

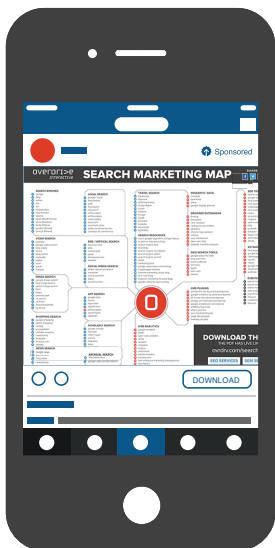


Image Ad - Wide



The examples to the left show how the Instagram Video and Image ads appear when served in the standard square format or the new wide (landscape) format.

Carousel Ad



The example to the left shows how Instagram indicates multiple images with the addition of colored dots under the Carousel ad images.

INSTAGRAM AD PURCHASE

Business Manager Integration

In order to manage these ads, brands can choose to use the Instagram Ads API or Facebook's Power Editor within the Facebook Business Manager. To use the Power Editor, brands must connect their Instagram accounts to their Facebook Business Manager account within the Business Manager settings. This can be done by first navigating to the Business Settings within your brand's Business Manager account and selecting the brand's associated Instagram accounts. A business can then assign Business Manager to post ads to the assigned Instagram accounts via Placement.

PINTEREST

Pinterest's reputation as a powerful revenue builder has U.S. brands lined up for the wide release of two ad units, the Promoted Pin and the Buyable Pin. Similar to other social ads, Pinterest ad units contain disclosure language, identifying the pin as an advertisement with the label "Promoted by" located just under the pin.

PINTEREST AD FORMATS

Promoted Pins

Similar to standard pins, Promoted Pins are standard pins that a brand pays to boost. Based on a brand's marketing goals, these Promoted Pins will be available to support three campaign types, listed below.

The three campaign types available for Promoted Pins are as follows:

Awareness Campaigns

Awareness campaigns will be available with a minimum monthly spend to Fortune 500 advertisers. This premium campaign option gets brands access to top placements, desired audience targets, more creative ad units, and the greatest reach.

Engagement Campaigns

One of the most powerful places to reach people is at that critical moment in their decision making process. Each time a Pinterest user engages with a company's content and messaging through an engagement campaign, the company is able to build brand engagement.

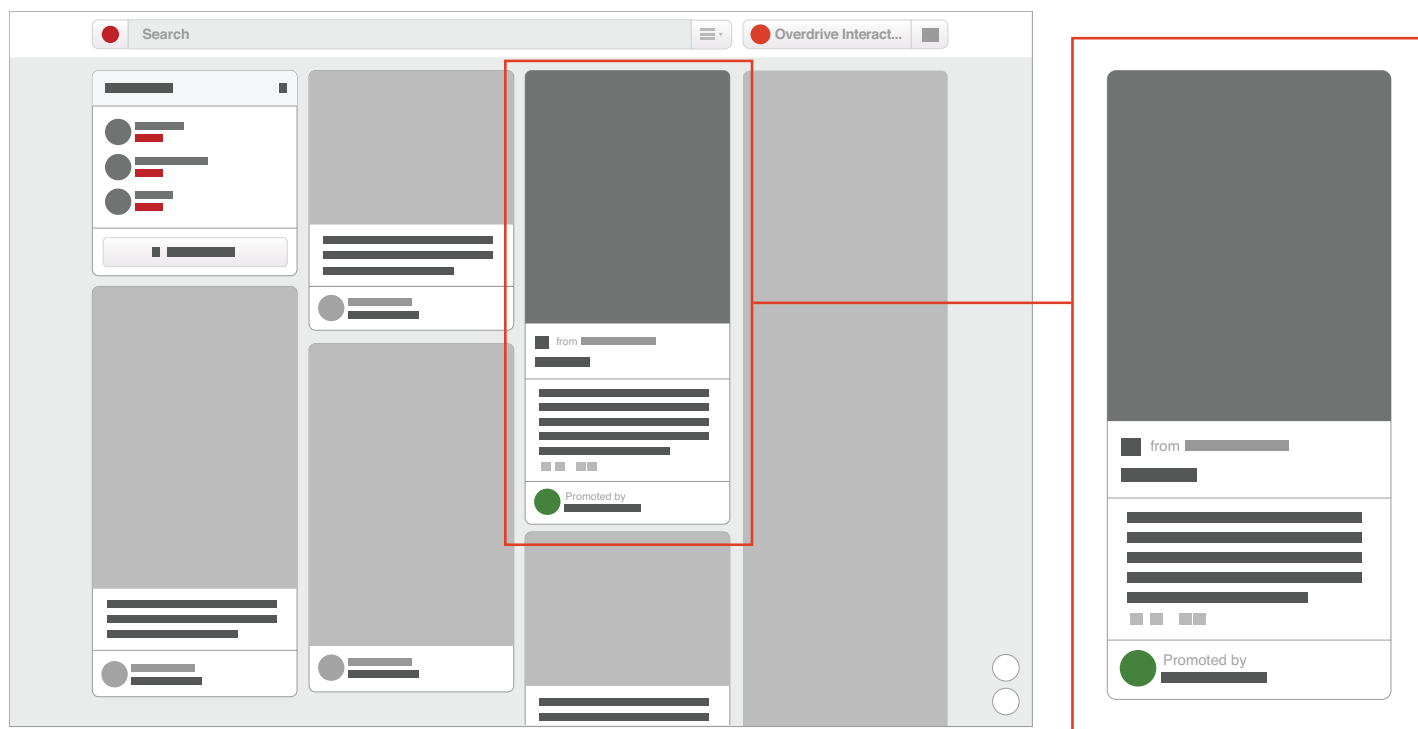
Traffic Campaigns

People eventually leave Pinterest and that's where traffic campaigns come in. These Promoted Pins help drive traffic back to a brand's website or landing page, helping to inform users about how your products, services, and content, are right for them, at a time when they are looking for relevant pins.

Promoted Pins will be initially available on a slow roll out to U.S. businesses only.

For more information or to join the wait list: <https://business.pinterest.com/en/promoted-pins-waitlist>

Pinterest Desktop Ad Examples



The above example shows how a Pinterest Promoted Pin blends into the pins surrounding it. Please note the disclosure language below the pin “Promoted by”.

PINTEREST AD PURCHASE

Cost-per Payment Models and Shopify/Demandware Integrations

Pinterest is offering direct from the app purchase models for advertisers - dependent on campaign type. Engagement campaigns will be supporting Cost-per-Engagement (CPE) ads, allowing advertisers to pay only for specified engagements taken with their pin. The engagements defined by Pinterest are - a closeup, repin, or a click. Traffic Campaigns will be supporting Cost-per-Click (CPC) ads, allowing advertisers to pay only for website or landing page clicks from their pin.

Buyable Pins are currently only available to advertisers selling through Shopify or Demandware. Shopify requires only a simple addition of the Instagram channel within the Shopify site. For those using Demandware, please contact your Demandware customer success manager for integration assistance.

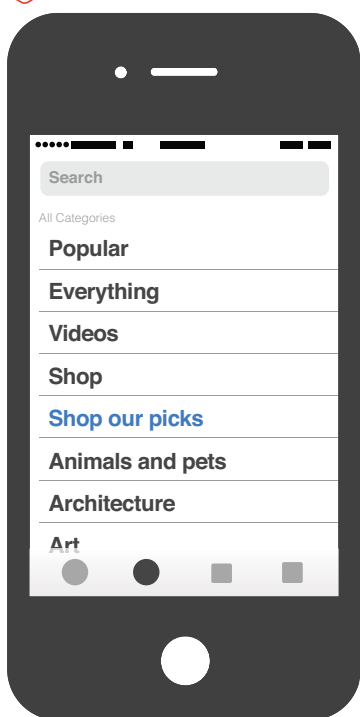
Buyable Pins

Unlike Promoted Pins, Buyable Pins allow Pinterest users to find and buy a brand’s products within the Pinterest platform. At the time of our publishing this guide, this ad unit is limited to a small group of brand partners and U.S. based Shopify and Demandware merchants with Pinterest business accounts. Additionally, Buyable Pins will initially only be available for iOS devices.

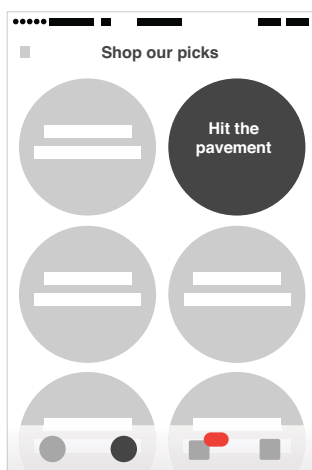
For more information or to join the wait list for Buyable Pins: <https://business.pinterest.com/en/get-list-buyable-pins>

Pinterest Mobile Buyable Pin Ad Example

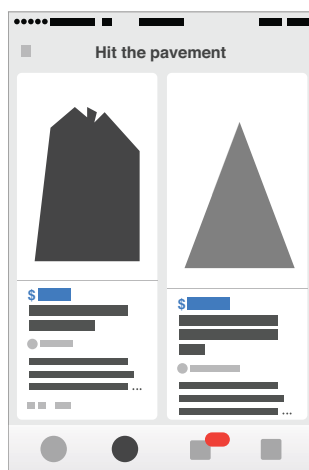
1 Search Menu



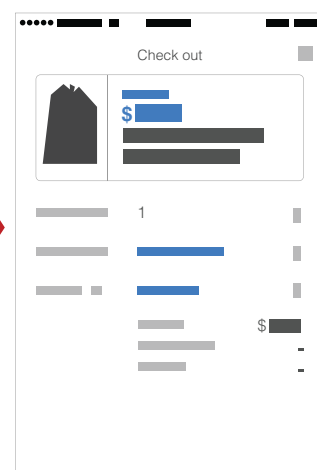
2 Categories



3 Offerings



4 Detail



5 Purchase

The example above demonstrates how a mobile Pinterest user would locate a buyable pin within the search menu under the heading of “Shop our picks”.

From “Shop our picks”, the user is directed to choose from a list of categories.

Once a category is chosen, a list of buyable pins is displayed with image, price, seller, and a description. A user can scroll through these options, clicking upon the pins to learn more.

At the top of the expanded pin is a large “Buy it” CTA. If the user decides they want the item, they can click the “Buy it” button and complete the purchase securely within the Instagram app.

LINKEDIN

LinkedIn is a social media destination that encourages members to build profiles and expand their professional networks. Member's profiles are virtual resumes. Like Facebook, LinkedIn has a vast collection of registration and volunteered data. As users join groups, participate in discussions, update their resumes, and subscribe to company profiles, data is collected and used for media targeting.

LinkedIn sells ad inventory for standard Interactive Advertising Bureau (IAB) banner sizes, as well as non-IAB text ads, sponsored updates, and more. Please see the full list below.

LINKEDIN IAB AD FORMATS

LinkedIn supports the following standard IAB banner sizes: 728x90 leaderboards, 300x250 rectangles, and 120x600 skyscrapers. These banners, which run throughout the site, accommodate standard, Flash, HTML5, and rich media content.

LINKEDIN NON-IAB AD FORMATS

Text Ads

Text ads are lines of copy, paired with a small image, which may direct users to an external website or a LinkedIn page.

Sponsored Updates

Sponsored Updates are targeted ads that allow advertisers to promote organic status updates. These updates appear alongside organic content within the user's news feed. These are often considered a form of native advertising by the IAB.

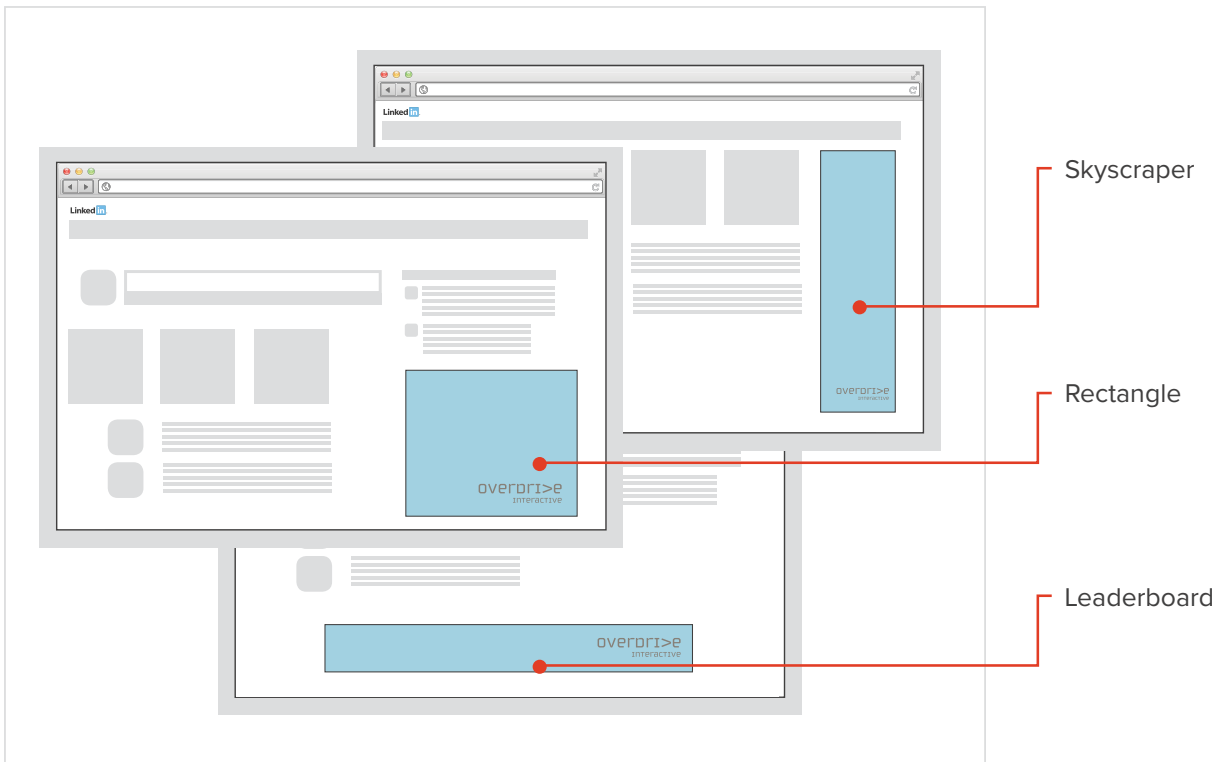
Follow Company Ads

Follow Company ads are 300x250 standard banners used to gain new followers for a company's LinkedIn page.

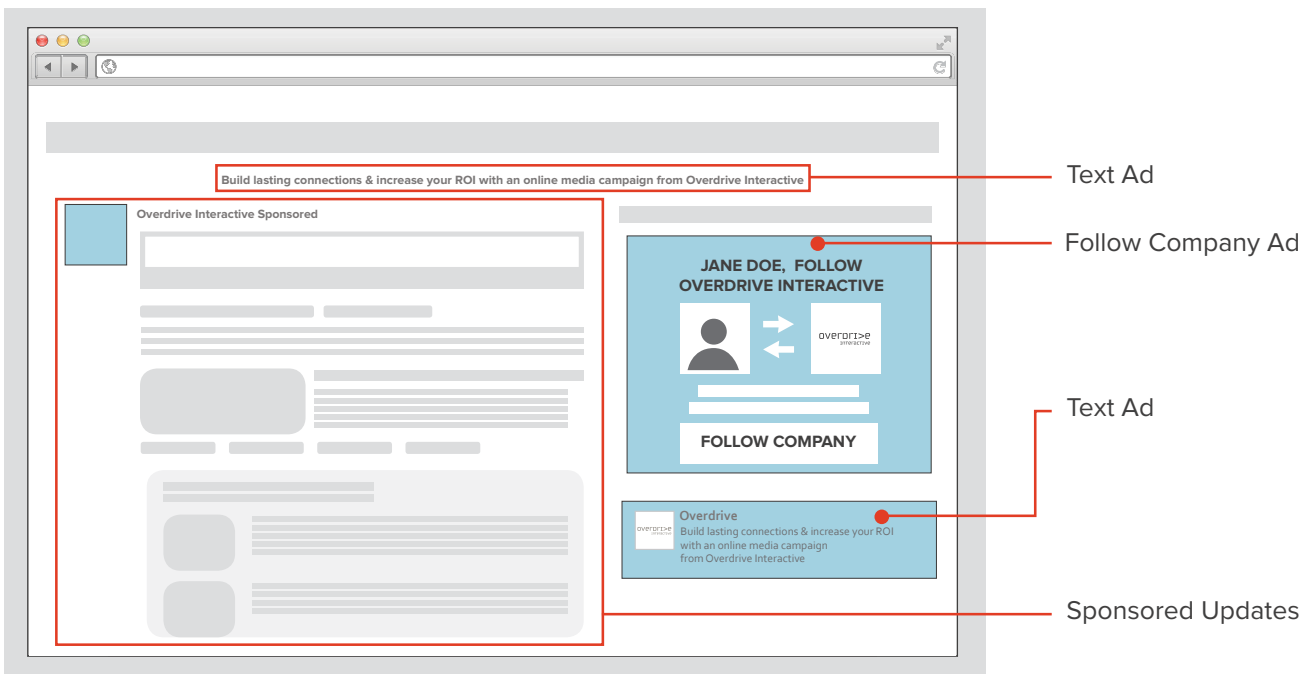
Sponsored InMail Messages

Sponsored InMail Messages are exclusive ads that are highly targeted and delivered at the top of the inbox of those targeted LinkedIn Members. Because LinkedIn users only receive one Sponsored InMail Message per 60 days, these ads offer an advertiser a high opportunity for impact.

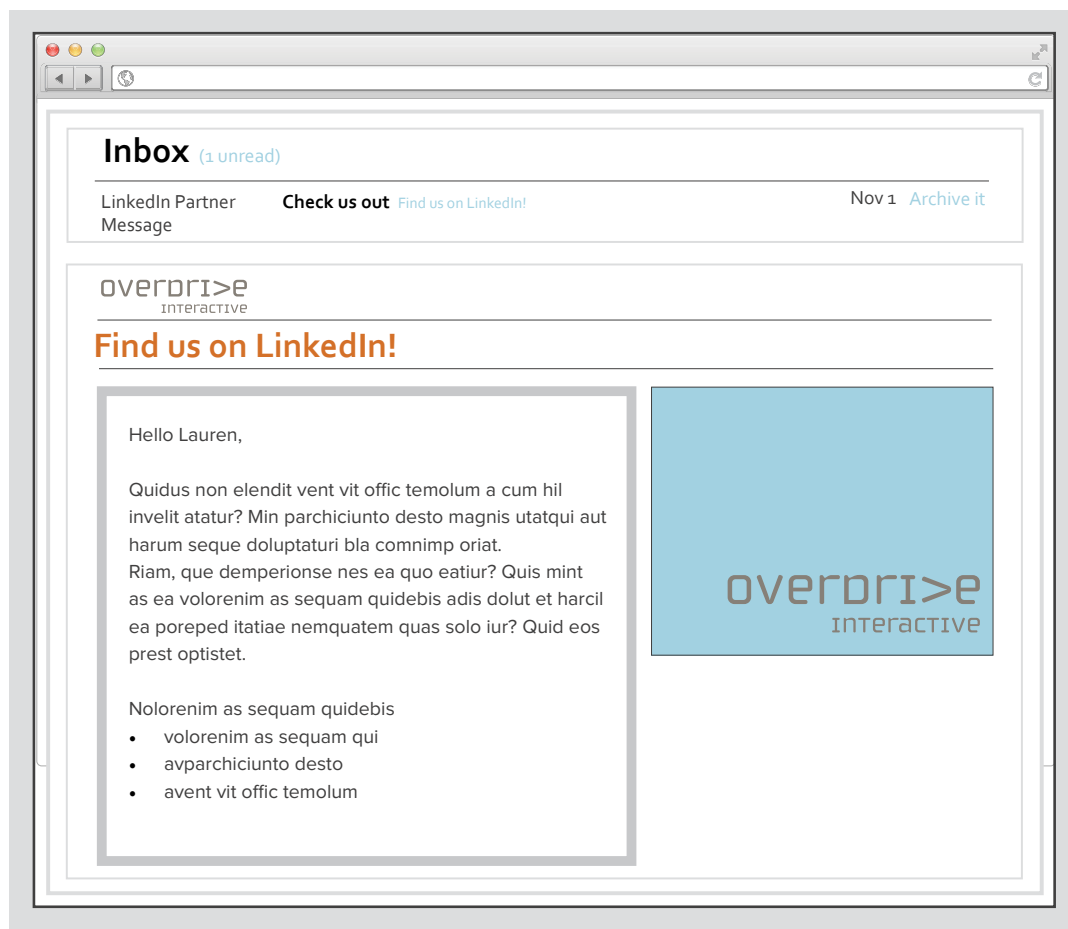
Standard IAB Ad Examples



Non-Standard IAB Ad Examples



Sponsored InMail Example



LINKEDIN AD PURCHASE

LinkedIn offers a self-serve ad buying platform for their basic text ads. The payment models offered are Cost-per-Impression (CPI) ads and Cost-per-Click (CPC) ads, allowing advertisers flexibility in setting and managing their advertising spend. Sponsored InMail Messages and Sponsored Updates are available within the marketing solutions platform on LinkedIn, information is below.

For more information on purchasing LinkedIn text ads:

<https://www.linkedin.com/ads/>

For more information on purchasing sponsored ads on LinkedIn:

<https://business.linkedin.com/marketing-solutions/products/sponsored-inmail?>

NATIVE ADS

OVERVIEW

Native Advertising is a form of paid media that positions the ad as a seamless continuation of the user experience respective to the platform it is placed within. Some of the most obvious examples are sponsored posts, articles, and content. Native ads are similar to what we used to call “advertorials” in print.

The Interactive Advertising Bureau (IAB) defines the following ad units as the most recognized in native advertising:

- | | | |
|--|---------------------------------|---------------|
| + In-Feed (see also Social Ads) | + Promoted Listings | + End-of-Post |
| + Paid Search (see also Paid Search Ads) | + In-Ad (with native elements) | + In-App |
| + Recommendation Widgets | + Custom / “Can’t be Contained” | + In-Article |

WHAT MAKES NATIVE ADVERTISING DIFFERENT

Native advertising has undeniable power within the industry. With so many forms, as shown above, it has an ability to significantly out perform display ads. Because native blends in so effortlessly within its surroundings it achieves the following rather easily:

Capturing Attention

Consumers view native ads 53% more often than display ads. *

Increased Shareability

Of consumers viewing ads, 32% share native ads versus only 19% for display ads. *

While native ads appear in many different forms and ad units, they commonly share two defining traits:

1. Less Disruptive

Native ads share an aspiration to be less disruptive than traditional ads, blending naturally into the experience of the site that an ad is placed within and matching the look of the content surrounding it.

2. Disclosure Language

Native ads typically contain some sort of disclosure language in order to identify themselves as an ad. This is currently shown in the forms of the words “promoted” or “sponsored” appearing in or around the ad.

Except in noted cases, all native ad units commonly contain the following disclosure language near the ad:

- + “Advertisement” or “AD”
- + “Promoted” or “Promoted by [brand name]”
- + “Recommended by [brand name]”
- + “Sponsored” or “Sponsored by [brand name]” or “Sponsored Content”
- + “Presented by [brand name]” AND “Featured Partner” tag
- + “Suggested Post” AND “Sponsored” tag
- + “Elsewhere from around the web” or “From around the web”
- + “You might [also] like” or “You may have missed” or “Recommended for you”

* Source <https://www.sharethrough.com/resources/native-ads-vs-display-ads>

NATIVE AD FORMATS

In-Feed

In-feed native ads appear in one of the following four ways:

Endemic Ad

These ads are in story form, appearing to match the surrounding stories within that page in both topic and layout. These ads link to a page within a site similar to any editorial story, and the ad has been sold with a guaranteed placement, ensuring the buyer knows exactly what content is surrounding the native ad.

LinkedIn In-Feed Ad

This promotional ad is also known as a LinkedIn Sponsored Update. For more information about LinkedIn ads and an example of this ad, please see page 64 within the Social Ads section of this guide.

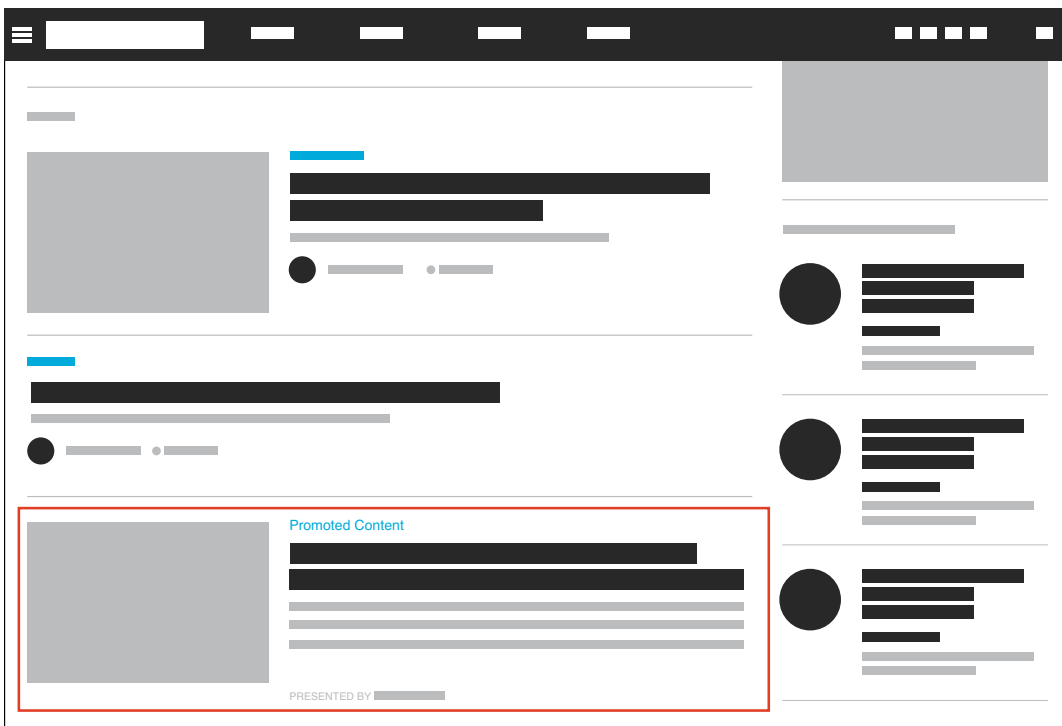
Gmail In-Feed Ad

This promotional ad sits at the top of the Gmail inbox feed and links offsite to an advertiser's website or landing page.

Story Form In-Feed Ad

Unlike other ads in this section, this ad unit does not permit off site linkage and does not offer placement guarantee.

Native Advertising Endemic & Story Form In-Feed Example



Native Advertising Gmail In-Feed Example

The screenshot shows a Gmail inbox with the following content:

Sender	Subject	Time
Digital Advertising.. Ad	Learn about Digital Advertising - Overdrive wants to sent you the guide to digital marketing.Click the ad for more info	
Allston Tacos Ad	Come on down for free Taco Tuesday - This week ONLY! Buy a beer at this local establishment and we'll give you a taco.	
Behance	You Have 6 New Followers, 1 New Project Comment and Lots More Attention for Your ... - If you are having tro	11:51 pm
DesignCrowd	New design jobs posted on DesignCrowd - Check out our 67 logo, 4 website and 48 other design projects poste	10:33 pm
Behance	You Have 6 New Followers, 1 New Project Comment and Lots More Attention for Your Work o... - If you are having tro	11:51 pm
99designs	A winner chosen - "GogoCar.com needs a new website design" - Hi M3rt jppopick has chosen a winner in the co	11:51 pm
itü sözlük	geçen haftanın en beğenilen girileri	11:51 pm
idemama.com	Proje Daveti - kadircan21 tarafından 550 TL ödüllü rodem mühendislik.. projesine davet edildiniz.Merhaba projem	11:51 pm
GOBOTI.COM	Bayram Haftasının Sonuna Kadar Tüm Tişört ve Sweatshirtler İlk Gün Fiyatıyla Satışta. - Üyelik Bilgileriniz Paylaş İzinsi	11:51 pm
Twitter for Business	Get new customers ahead of the holidays! - Quickly grow your community of loyal followers View email in your	11:51 pm
Gmail Team	Customize Gmail with colors and themes - To spice up your inbox with colors and themes, check out the Themes t	11:51 pm
Google Analytics	Tips: Get regular updates on your site's performance - Save time and stay on top of your website's performance by	11:51 pm
adwords-noreply	Google AdWords ile İşe Koyulmak - Google'dan Merhaba, Tebrikler! AdWords için başarıyla kaydoldunuz! Müşteri k	11:51 pm
eBay	Welcome to eBay! - Hi Mertcan Esmegül, Thanks for creating your new eBay account. You can start browsing, bidd	11:51 pm
Yemeksepeti.com	Yemeksepeti Sipariş Onay 629138652 - Siparişiniz bize ulaşmıştır. Teşekkür ederiz. Siparişinizle veya yemeksepeti.	11:51 pm

At the bottom of the inbox, there is a status bar showing: 0.32 GB (2%) of 15 GB used, ©2013 be.net/m3rt - Terms & Privacy, and Last account activity: 38 minutes ago.

The above example shows the placement of a native Gmail in-feed ad. Please note the bolded call out stating "Ad".

Paid Search and Promoted Listings

Paid Search and Promoted Listings appear above organic search results within search engines and apps such as Yelp. Please see our Paid Search section beginning on page 77 for examples of Paid Search listings.

Widget and Recommendation Ads

Recommendation & Widget ads are outside linking ads that are integrated into the main body of the publisher's page, however they do not mimic the look of the editorial content feed or offer advertisers guaranteed placement.

Widget ads commonly contain a combination of disclosure language or cues, including "Suggestions", sponsor identification, and third party identification, such as "Recommended by Outbrain" or "Sponsored content by Taboola"

End of Post Ads

These appear as recommended further reading or viewing after the main content or article on a publisher's site. These most often use the "Recommended by" or "From around" or "From our partners" disclosure language.

In-App Ads

In-App units offer seamless integration for advertisers seeking to target specific mobile users. While they flow with their surrounding content, their disclosure language is prominently displayed either above or below the ad unit.

In-Ad (Native Elements)

In-Ad units are composed of standard IAB units layered with native ad elements, such as combining a contextually-relevant editorial-like piece of content with native ad disclosure.

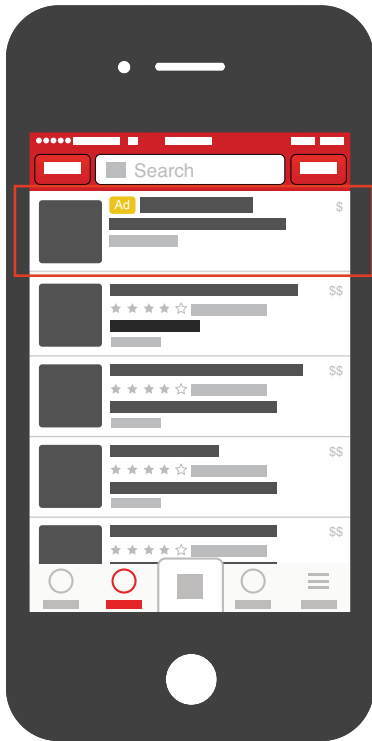
Custom / "Can't be Contained"

This is the most unique of the native ad units as it is one in which the advertisement is native, but by design or use, it cannot be contained to one of the other formats. Custom native ads are able to take the form of function of a site's actual visual design and truly become part of the content and infrastructure of that page.

In-Article Ads

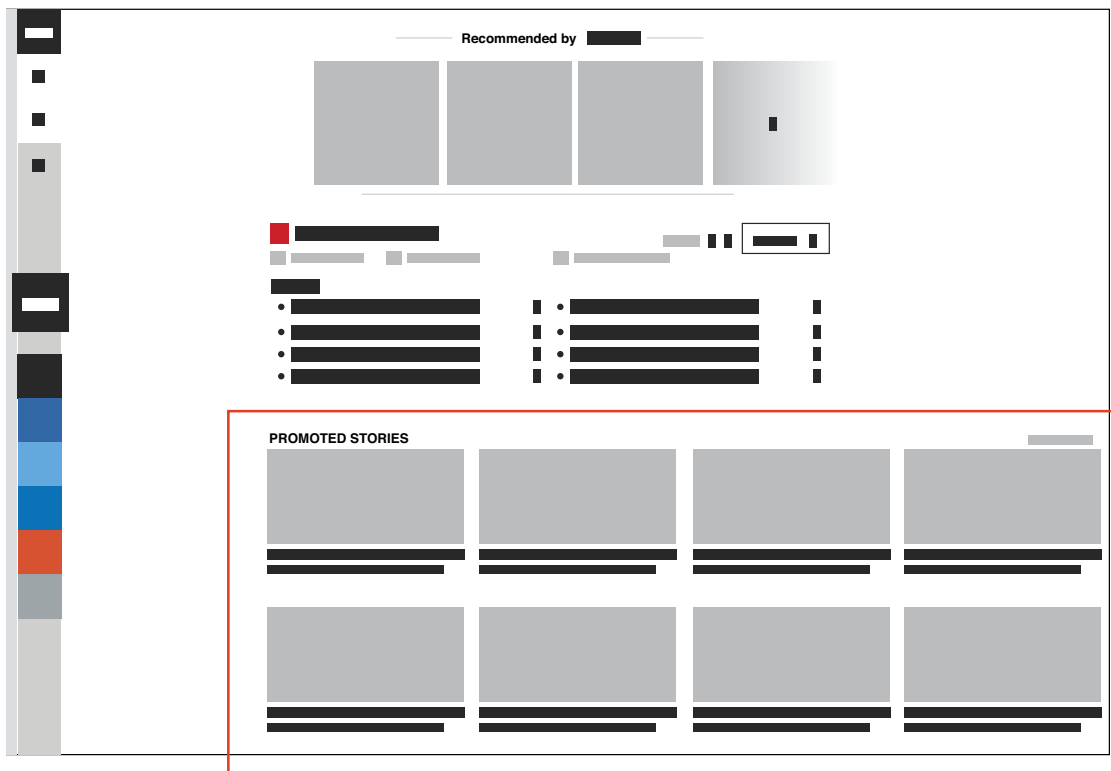
The In-Article ad unit is the original form of native advertising. Originally known as an "advertorial", this is the perfect example of how an ad can look and feel like an organic piece of the publisher's site.

Native Advertising Promoted Listings Example

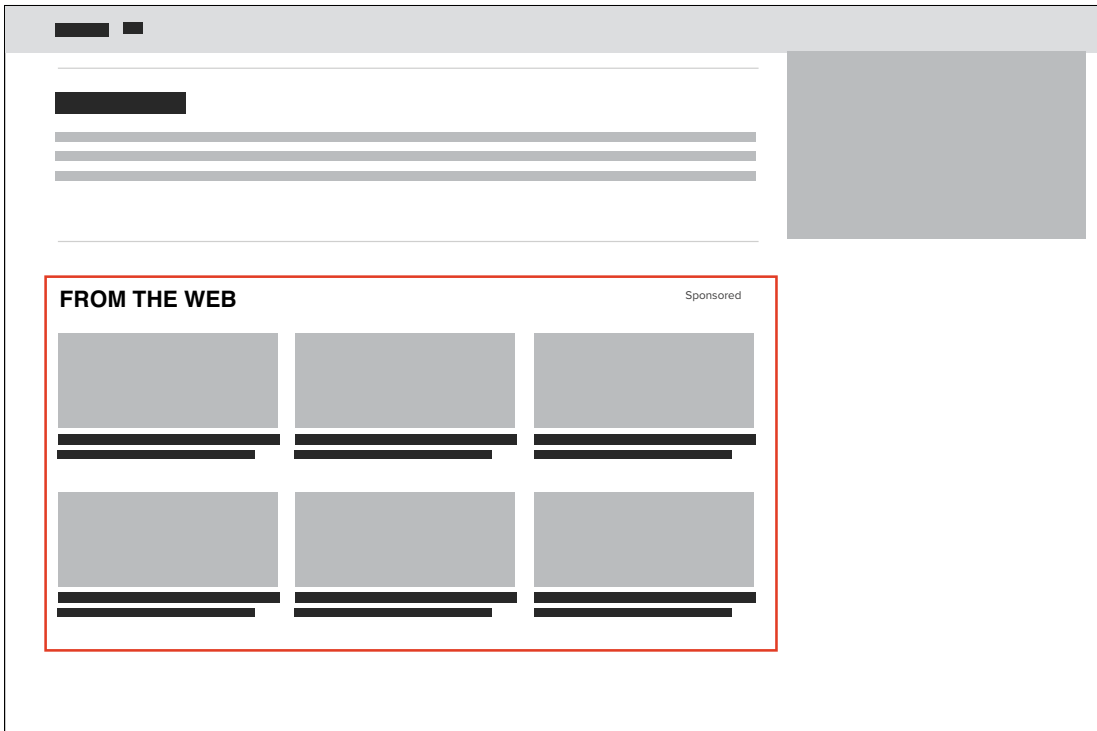


Promoted listings are commonly seen in the top of search results within apps such as Yelp. This graphic is an example of one such search.

Native Advertising Widget and Recommendation Example



Native Advertising End-of-Post Example



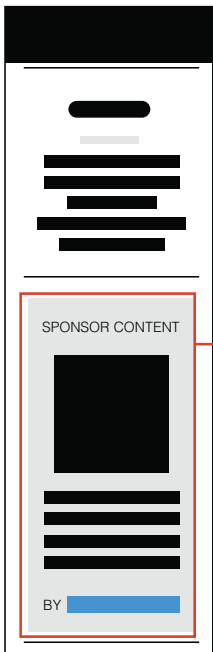
Native Advertising In-App Example



These In-App examples show how the ads can blend into the content surrounding it.

Please note the use of "Sponsored" to denote this as an ad.

Native Advertising In-Ad (Native Elements) Example



This example illustrates how a native ad can take the form of a universal IAB format, in this case - a wide skyscraper.

Native Advertising Custom / “Can’t be Contained” Example



In the example above, the design of the ad was built into the infrastructure of the site, becoming a seamless part of the visual design of the site.

Native Advertising In-Article Example



This was the original native ad, what were once called advertorials. As the example above shows, the ad looks exactly as all other articles within the site, however it is sponsored editorial content and discloses that with the use of “Promoted Content” and “Presented by”.

NATIVE ADVERTISING PLATFORMS

There are numerous ways to manage the creation, purchase, and reporting on the performance of native ad units.

Closed Platforms

Closed platforms are when brands are both creating and promoting ads and content within the same closed platform. Examples include Promoted Tweets on Twitter, Sponsored Stories on Facebook, and TrueView video ads in YouTube. Large publishers, such as The Washington Post, have recently begun introducing their own native ad closed platforms.

Open Platforms

When promoting a singular piece of branded content across multiple platforms, within native ad formats, an advertiser is using an open platform. Unlike closed platforms, the branded asset lives outside the platform.

Hybrid Platforms

These platforms offer dual functionality. A publisher often installs a private marketplace, but continues to allow advertisers from other platforms the option to bid on the same inventory of ads, either through direct sales or programmatically through Real-Time Bidding (RTB).

NATIVE ADVERTISING PLATFORM VENDORS

The list below shows a small selection of native advertising platforms that help brands to target the relevant media outlets with their branded content.

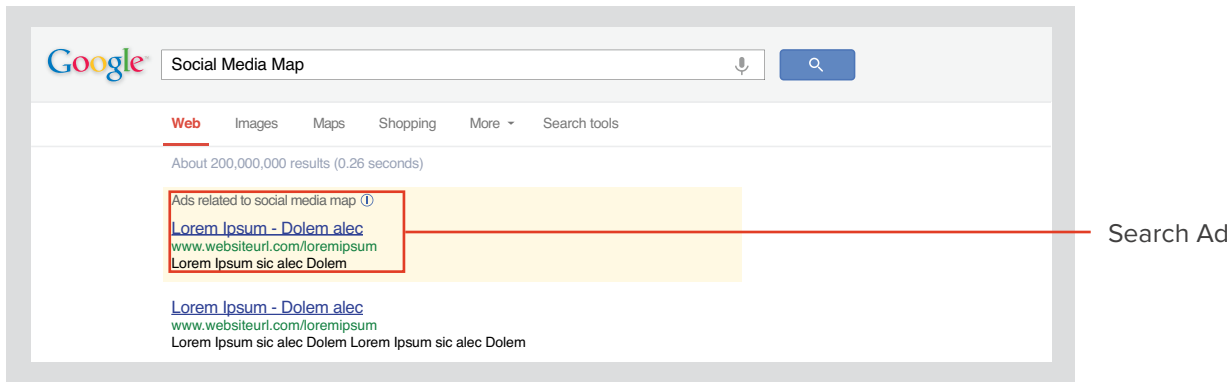
NATIVE ADVERTISING PLATFORM	URL
OUTBRAIN (RECOMMENDATION WIDGETS)	www.outbrain.com
TABOOLA (VIDEO RECOMMENDATION & WIDGETS)	www.taboola.com
SHARETHROUGH (IN-FEED AD EXCHANGE)	www.sharethrough.com
ADSNATIVE (IN-FEED AND IN-AD)	www.adsnative.com
TRIPLELIFT (RESPONSIVE CROSS-DEVICE AD EXCHANGE)	www.triplelift.com
NATIVO	www.nativo.net
INSTINCTIVE (CONTENT SYNDICATION)	www.instinctive.com

PAID SEARCH ADS

PAID SEARCH ADS

Paid Search Ads

Search ads are text-based ads that typically appear withing Google, Bing or Yahoo! search results. They are used to place a brand’s message at the critical moment when a consumer is actively looking for a particular brand or solution via keyword search.



Paid search ads have a character limit for each line of the ad. Different search engines have different character lengths, but, in general, there are four lines that you can influence.

	EXAMPLE AD	MAX LENGTH (MOST LANGUAGES)	MAX LENGTH (DOUBLE-WIDTH * LANGUAGES)
HEADLINE	EXAMPLE WEBSITE	25 CHARACTERS	12 CHARACTERS
DESCRIPTION LINE 1	DESCRIPTION LINE 1	35 CHARACTERS	17 CHARACTERS
DESCRIPTION LINE 2	DESCRIPTION LINE 1	35 CHARACTERS	17 CHARACTERS
DISPLAY URL	DESCRIPTION LINE 1	35 CHARACTERS	17 CHARACTERS

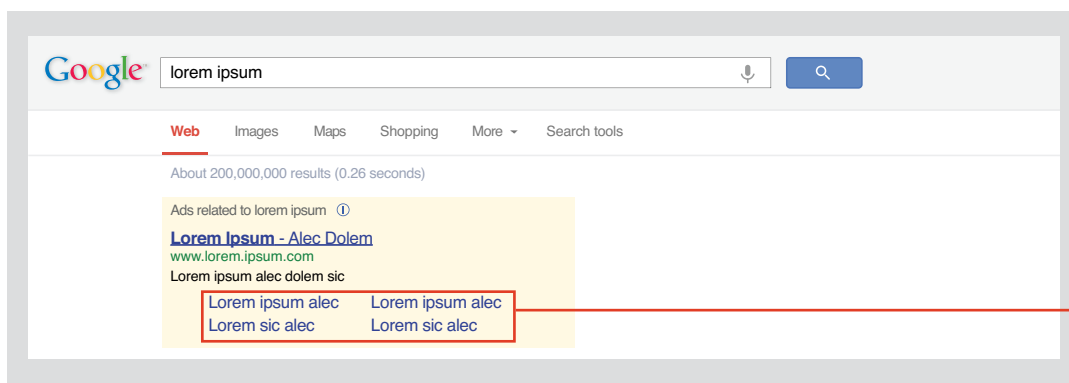
* DOUBLE WIDTH LANGUAGES ARE LANGUAGES THAT USE DOUBLE -WIDTH CHARACTERS, LIKE CHINESE, JAPANESE AND KOREAN

AD EXTENSIONS

Ad extensions are features that may be appended to the end of a search ad, which allow a brand to promote certain information upfront such as an address, phone number, links to other pages of a website, or a special offer. Different extensions may come and go as the search engines update, test and enhance features. Typically, there is no additional cost to apply ad extensions, but click charges may apply when they are utilized by a user.

Sitelinks Ad Extensions

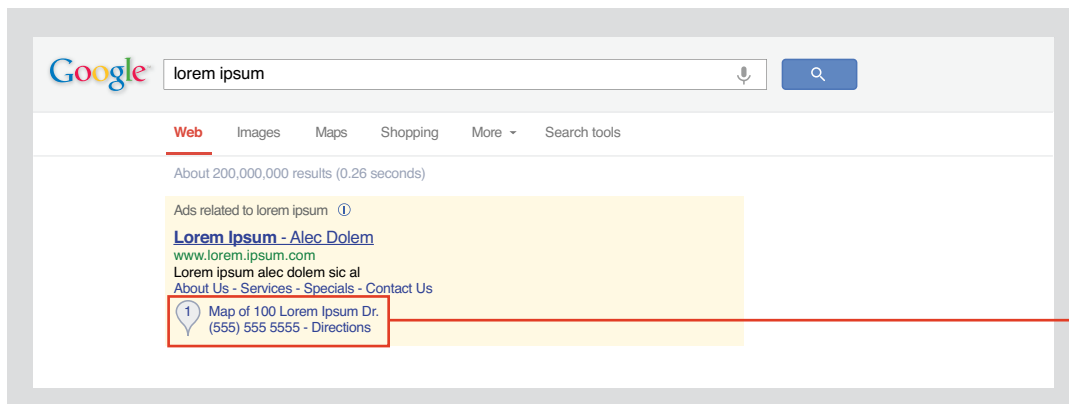
Sitelinks ad extensions are search ads that have up to four URLs appended to the end. They are used to drive consumers directly to deeper pages of a website.



Sitelinks Ad Extension

Location Ad Extensions

Location ad extensions are search ads that have an address and phone number appended to the end, underneath the URL. They are typically used to drive consumers offline and into a nearby store.

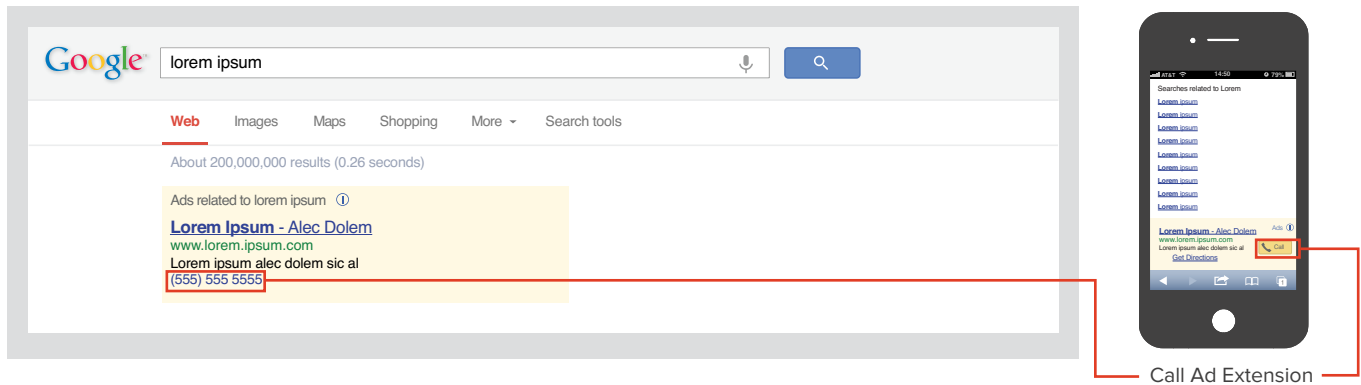


Location Ad Extension

In the example above, a location ad extension appears below the search ad, following a Google search query.

Call Ad Extensions

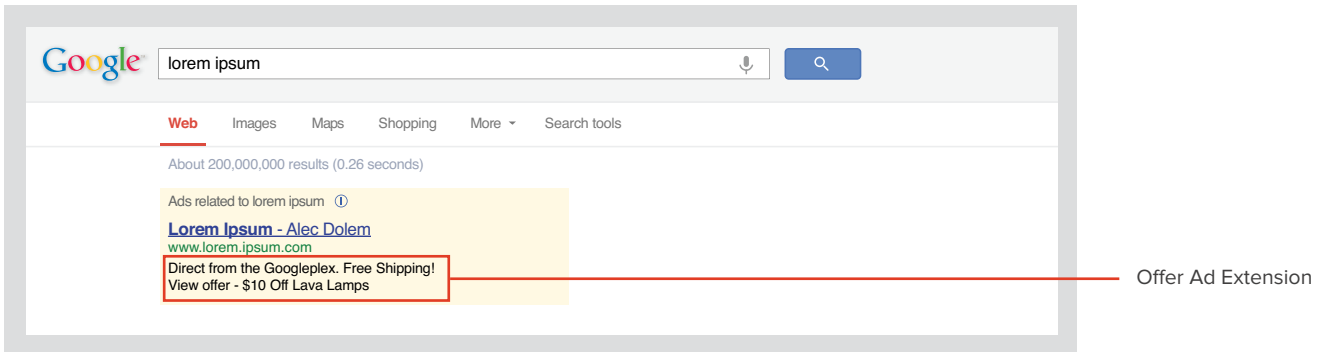
Call ad extensions are search ads that drive consumers to call a brand directly. Similar to location ad extensions, a phone number is appended to the end, underneath the URL, when served on a desktop (or laptop) device. When served on a mobile device, a click to call button is appended to the end instead.



In the example above, a call ad extension appears below the search ad, following a Google search query on a mobile device.

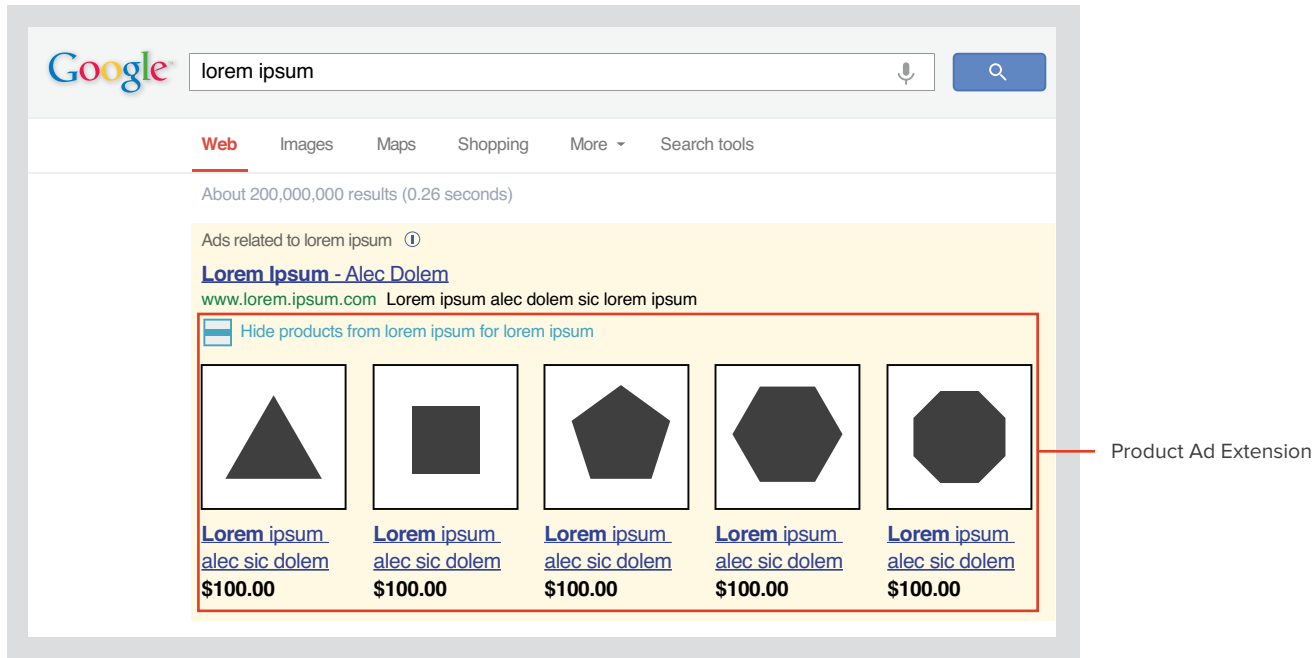
Offer Ad Extensions

Offer ad extensions are search ads that have a discount offer or coupon appended to the end, underneath the URL. They are typically used to drive consumers offline and into a nearby store.



Product Listings Ads (PLA)

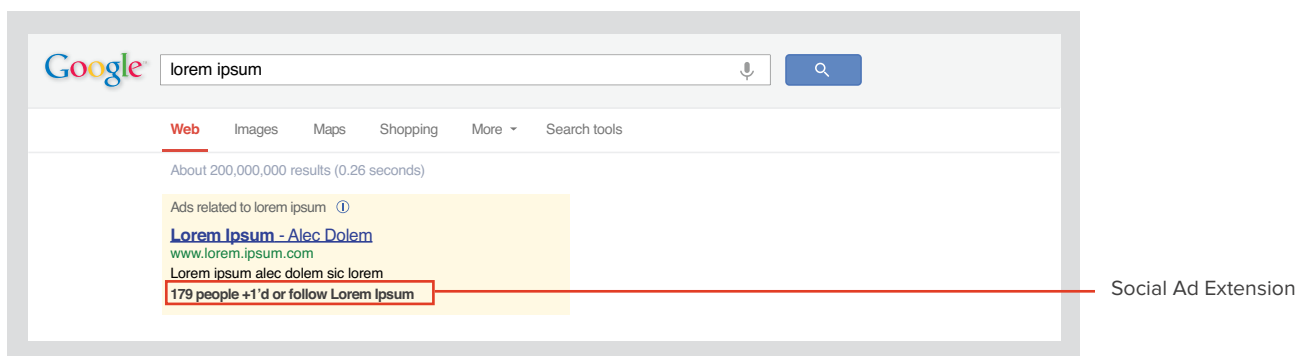
Product listing ads (PLA) are search ads that have featured products appended to the end, underneath the URL. They are used to highlight products that are already listed under a brand’s Google Merchant Center (GMC) account. Since the products featured are specific to the GMC, an advertiser must have an active AdWords and GMC account and be conducting ecommerce on its site. These ad extensions may appear with images of the products or as simple text-based lists.



In the example above, a PLA with images appears below the the search ad, following a Google search query.

Social Ad Extensions

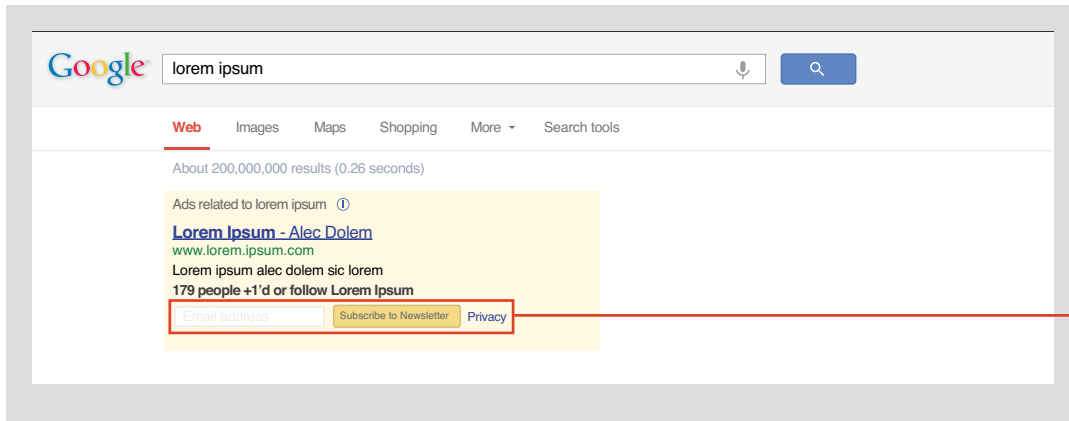
Social ad extensions are search ads that have the number of people that have followed the brand or +1'd in Google+ appended to the end, underneath the URL. Clicking the +1 link adds another fan count to the brand’s Google+ page.



In the example above, a social ad extension appears below the search ad, following a Google search query.

Communication Ad Extensions

Communication ad extensions are search ads that have a one-step form appended to the end, underneath the URL. They allow consumers to sign up for alerts, updates and offers directly at the ad level, without being directed away from their original search query. The form data is captured by Google and delivered directly to the brand. Available entries for the form are email, zip code or name and are followed by a “Privacy” link to inform consumers that their information will be shared with the brand.

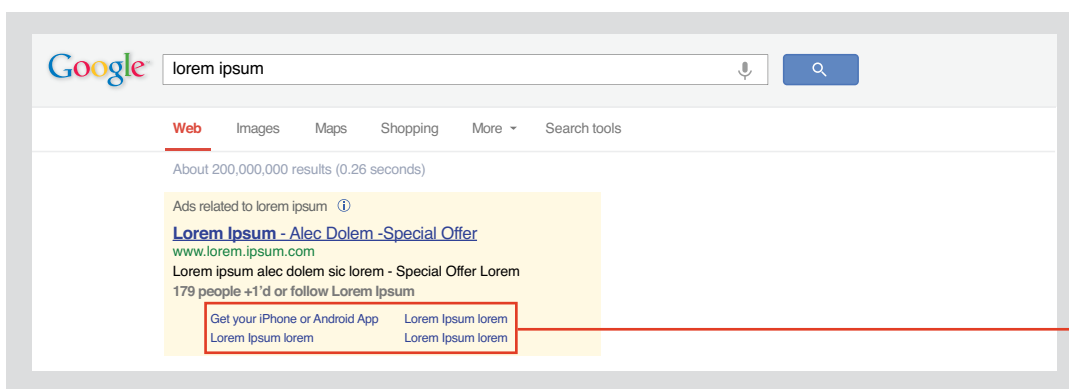


Communication Ad Extension

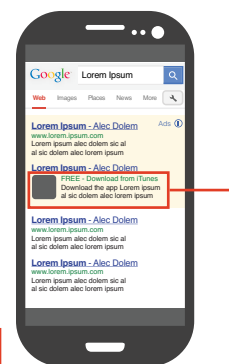
In the example above, a communication ad extension, which requests consumers sign up for a newsletter, has been appended to the search ad.

App Ad Extensions

App ad extensions are search ads that have a promotional call-out for a mobile or tablet app, which are appended to the end, underneath the URL. New users are sent directly to the app store to download the app, while existing users may be sent to a specific page within the app to complete a conversion.



App Ad Extension



PAID SEARCH AD PURCHASE

Google: AdWords, Bing Ads, or Yahoo: Search Ads. Search ads are purchased on a real-time auction bid on a cost-per-click (CPC) basis. The cost of the click is determined by the competitiveness and relevancy to the user, based on the particular search term being purchased in the key word auction marketplace. Typically, there is no additional cost to apply ad extensions, but click charges may apply when they are utilized by a user.

Most search ads are sold on a CPC / PPC basis, but some advertising options may also be sold on a cost-per-mille (CPM) basis. Mille is latin for thousand and CPM is also known as cost-per-impression or cost per thousand impressions.

OTHER MEDIA

OVERVIEW

Other types of digital media include whitepaper syndication programs, virtual conferences, sponsored webinars, emails, newsletter sponsorships, text ads, and text links. These formats are most commonly used for business-to-business (B2B) lead-generation campaigns, but business-to-consumer (B2C) campaigns can also benefit from these placements.

WHITEPAPER AND CONTENT SYNDICATION

Whitepaper syndication networks are media organizations that consolidate various marketing assets such as whitepapers, case studies, podcasts, webinars, and videos into content libraries. These assets are then pushed out to other sites, or are promoted on their own properties within the network. These networks act as huge content and whitepaper databases that power the whitepaper libraries of other sites.

Marketers and media buyers use whitepaper syndication to generate leads. A whitepaper syndication program is typically used by technology companies seeking a B2B audience. The whitepaper syndication network or website will often guarantee a certain number of qualified leads, so leads can be purchased on a cost-per-lead (CPL) basis. The leads get more expensive as the buyer requests more targeting selections, called lead filters, which may include geography, industry, job title or level, and company size. The network or website captures lead data from interested individuals who wish to download the marketer's promoted asset. Afterward, all qualified leads are sent to the marketer until the lead guarantee is met.

Sample Whitepaper Syndication Networks

Below are examples of whitepaper syndication networks for a tech B2B campaign:

MADISON LOGIC	www.madisonlogic.com
CBS INTERACTIVE	www.cbsinteractive.com
EMEDIA	www.emedia.com
TECH TARGET	www.techtarget.com
IDG CONNECT	www.idgconnect.com
IDG TECH NETWORK	www.idgtechnetwork.com
ZIFF DAVIS ENTERPRISE	www.ziffdavisenterprise.com
TOOLBOX	www.toolbox.com

HOW WHITEPAPER SYNDICATION WORKS



VIRTUAL CONFERENCES

Much like at live conferences, in a virtual conference, marketers can build a virtual booth for their brand or organization. Virtual booths include branding collateral such as booth design and banners, as well as takeaways like whitepapers, case studies, and videos.

Virtual conferences may include a presentation by a company representative, which is then followed by a real-time question-and-answer session to better engage with the participants. Participants are also offered the option to download various assets. Marketers typically receive leads from the virtual conference organizers as they capture lead information from conference attendees.

Virtual conferences are used for both lead-generation and brand-awareness campaigns and are usually purchased at a flat rate or as a package deal.

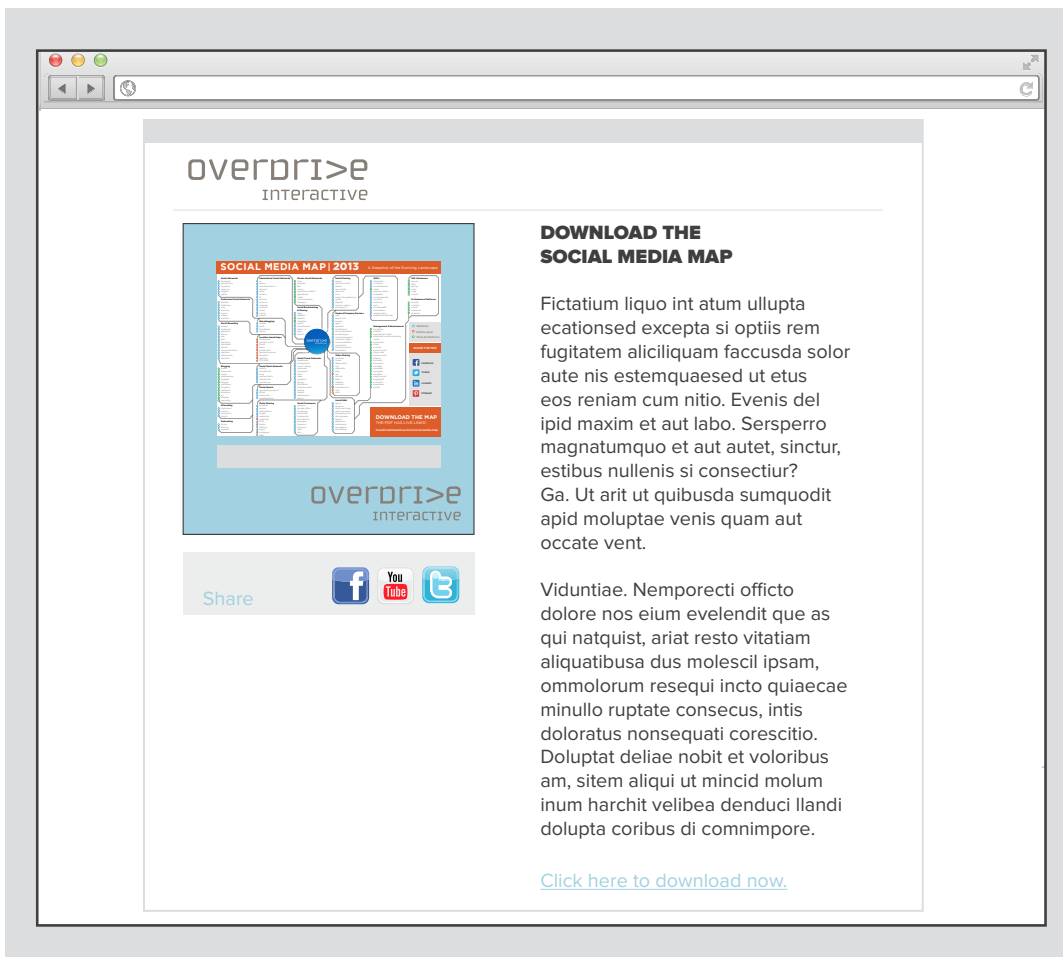


In the example above, an Overdrive virtual conference is being held to promote all of the agency's capabilities. A conference attendee may click to watch the video or review the content pages that are listed along the right-hand side of the screen. The attendee may also chat with a live representative during the conference.

DEDICATED EMAILS

A dedicated email is a custom email that is sent to a publisher's list of subscribers. Each dedicated email is entirely devoted to a single marketer. It allows marketers to reach a specific target audience by leveraging a website subscriber base. Dedicated emails contain direct calls to action and multiple links to a landing page.

Dedicated emails are used for longevity in the digital space as they typically remain in the user's inbox for some time, and they can be re-read and forwarded. They are usually purchased at a flat rate or on a per-send basis.

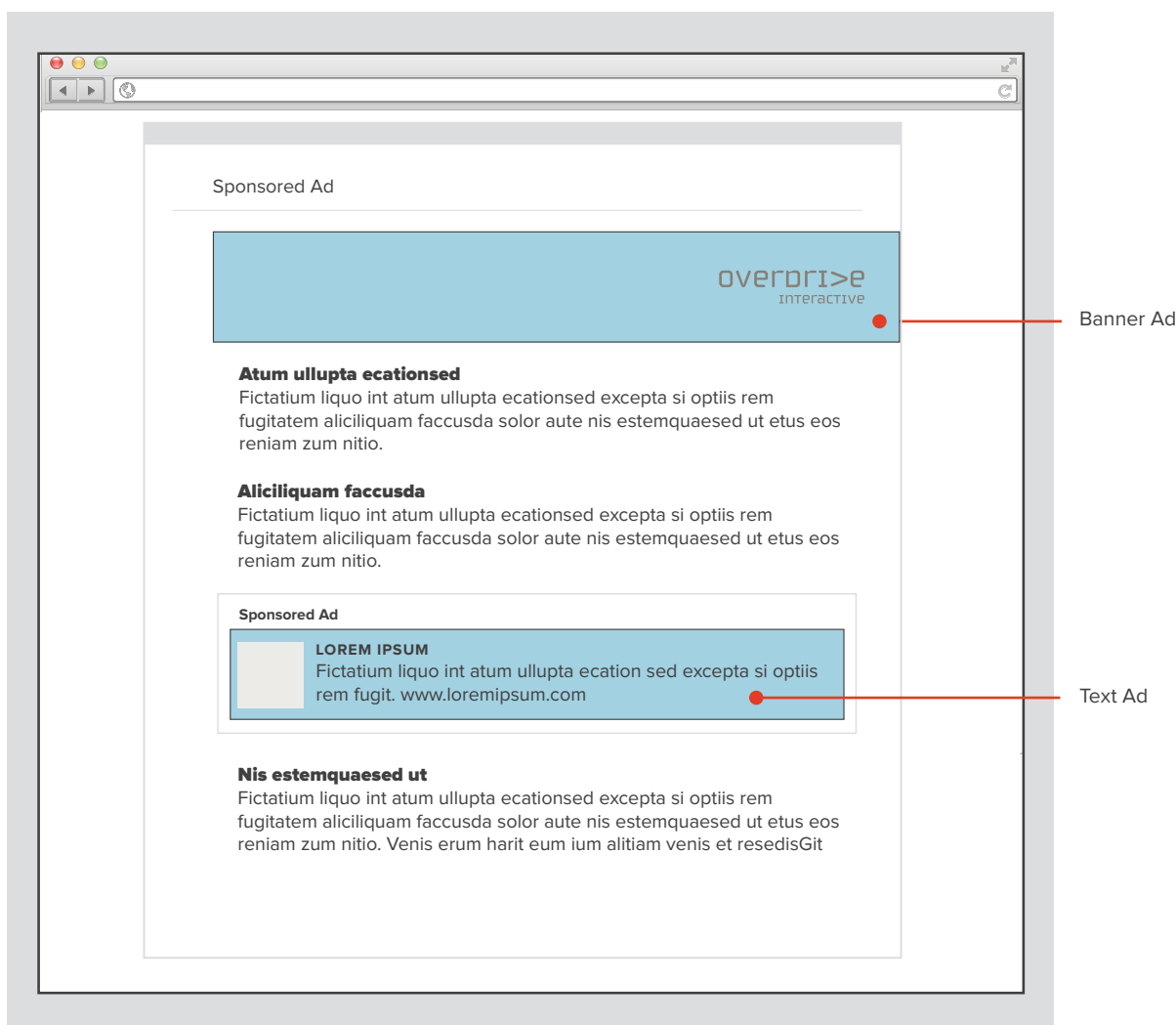


In the example above, the Overdrive Interactive dedicated email would be sent out to a publisher's list of subscribers.

NEWSLETTER SPONSORSHIPS

A newsletter sponsorship is an ad placement in a publisher’s newsletter, which is sent out to its subscribers. Newsletter sponsorships allow a marketer to align its ads with a specific topic and reach a targeted audience. Ad placements for a newsletter sponsorship include banner ads, text ads, text links, and logo inclusions.

Like dedicated emails, newsletter sponsorships also offer longevity and are usually purchased at a flat rate or on a per-send basis.

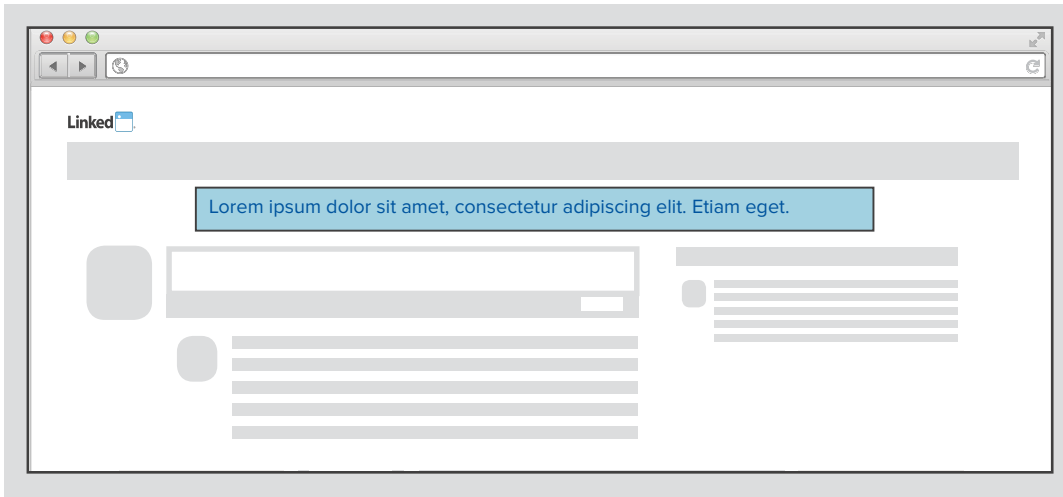


In the example above, an Overdrive Interactive banner is inserted into a publisher’s newsletter to gain exposure among its subscribers.

TEXT ADS

Text Link Ads

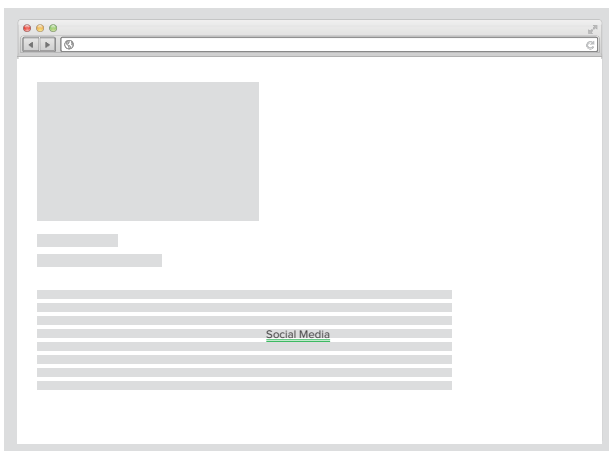
Text links are all text ads that appear on the peripherals of websites or as a placement within a newsletter sponsorship.



In the example above, a text link appears at the top of the page on LinkedIn.

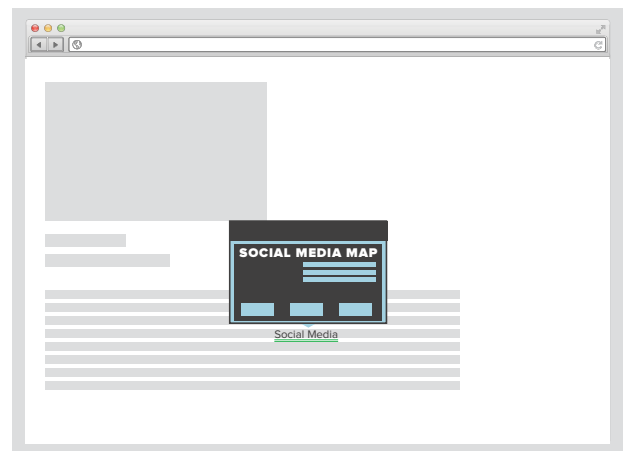
Vibrant Media or Kontera’s in-text ads may also be considered text ads. These ads appear over the content of a webpage when an individual rolls over a word that has been double-underlined in green.

1 Before Rollover



In this example, Overdrive Interactive has designed a campaign to promote its social media map. It has built a targeted keyword list of relevant terms it would like Vibrant or Kontera to find and target, which includes the term “social media.” Since social media is being discussed in the article, the term has been double-underlined in green to signify that a user may roll over it to see an ad.

2 After Rollover



Upon hovering over the keyword “social media,” Overdrive Interactive’s ad promoting its social media map appears as a pop-up window, over the content of the webpage.

PRICING MODELS

OVERVIEW

The cost of inventory is determined through six main pricing models: fixed-rates, cost-per-click (CPC), cost-per-thousand impressions (CPM), cost-per-action (CPA), cost-per-sale (CPS), or real-time-bidding (RTB).

PRICING MODELS



PRICING MODEL	FORMULA	USE
FIXED-RATE	Spend is a hard cost set by the vendor	Fixed rates are often used for sponsorships, content syndication, and other premium media placements.
CPM: COST-PER-THOUSAND IMPRESSIONS	$\text{Cost} = \text{impressions} \times \text{CPM rate} / 1,000$	The standard pricing model, CPM may be used across media channels for easy comparison.
CPC: COST-PER-CLICK	$\text{Cost} = \text{clicks} \times \text{CPC rate}$	CPC allows a brand to receive as many impressions as necessary in order to fulfill a desired click-response goal.
CPA: COST-PER-ACTION	$\text{Cost} = \text{actions} \times \text{CPA rate}$	CPA allows a brand to receive as many impressions as necessary in order to fulfill a desired acquisition goal (leads, orders, actions, etc.)
CPS: COST-PER-SALE	$\text{Cost} = \text{sales} \times \text{CPS rate}$	CPS allows a brand to receive as many impressions as necessary in order to fulfill a desired sales goal.
RTB: REAL TIME BIDDING	Cost fluctuates with competitive bids	RTB enables a brand to pay market value per impression or click, gaining maximum control over the price of media.

AD SERVING

OVERVIEW

Advertising agencies typically use a third-party ad server to manage their media. Those who do not use ad servers either have their own proprietary serving method or use manual processes, requiring that they send assets directly to the individual media vendors. Due to the nature of working with individual media vendors, performance reporting for the manual process is much more time intensive than for the other methods.

AD SERVER

An ad server is a technology platform that allows for the management and tracking of all digital campaigns. Popular ad server vendors include, but are not limited to:

ADREADY	www.adready.com
ZEDO	www.zedo.com
CONVERSANT	www.conversantmedia.com
BRIGHTCOVE	www.brightcove.com
ADVERTISING.COM	www.advertising.com
DOUBLECLICK	www.google.com/doubleclick
POINTROLL	www.pointroll.com
HIRO	www.hiromedia.com
ATLAS	www.atlassolutions.com
OPEN X	www.openx.com

AD SERVER MEDIA MANAGEMENT

Ad servers allow media managers to set up campaigns, make changes, and react in real time to campaign performance. Through an ad server, media managers are able to control which sites, media placements, or creative materials are active, paused, or scheduled. They can manage different creative rotations within a given placement and specify different landing pages for each. This is all managed and consolidated on the back end—without having to contact each property individually to make each change.

HOW AD SERVERS WORK



* Ads served through an ad server may either be banners, dedicated emails, text links or text ads.

ROI & OPTIMIZATION

ROI & OPTIMIZATION

AD SERVER REPORTING

Ad servers provide extensive tracking data, which media managers rely on to optimize campaigns. Metrics such as spend, impressions served, clicks, visits to landing pages, and conversions are collected by the ad server and delivered as raw data or pre-formatted reports.

The optimization process occurs when media managers use tracking data to make real-time changes to digital campaigns. Ad servers offer media dashboards and reports that include information such as topline reports, detailed reports, and creative reports.

Sample Topline Report

Site Name	Impressions	Clicks	Click Rate	CPM	CPC	Media Cost	Actions	Cost-per-action	Conversion Rate
Site 1	728,795	1,650	0.23%	\$5.37	\$2.37	\$3,915.74	243	\$16.11	14.73%
Site 2	875,165	1,706	0.19%	\$8.00	\$4.10	\$7,000.00	303	\$23.10	17.76%
Site 3	3,960,676	4,276	0.11%	\$2.59	\$2.40	\$10,275.00	2,272	\$4.52	53.13%
Site 4	1,601,545	2,844	0.18%	\$5.48	\$3.09	\$8,774.39	1,843	\$4.76	64.80%
Network 1	691,220	1,193	0.17%	\$7.58	\$4.39	\$5,242.47	613	\$8.55	51.39%
Network 2	1,888,323	1,830	0.10%	\$4.18	\$4.32	\$7,900.00	446	\$17.71	24.37%
Network 3	10,188,102	3,866	0.04%	\$3.42	\$9.00	\$34,800.00	1,340	\$25.97	34.66%
Campaign Total/Avg	19,993,826	17,365	0.09%	\$3.91	\$4.49	\$77,907.60	7,060	\$11.04	40.66%

Topline reports provide a bird's-eye view of media campaigns. These reports show site-level activity and are often used to check in on active campaigns to ensure that everything is running smoothly or quickly spot media that is not performing. The ease of compiling topline reports during a campaign also facilitates rapid adjustments to optimize the campaign.

Sample Detailed Report

Site Name	Placement Name	Impressions	Clicks	Click Rate	CPM	CPC	Media Cost	Actions	Cost-per-action	Conversion Rate
Site 1	Placement A	56,809	301	0.53%	\$0.00	\$0.00	\$0.00	34	\$0.00	11.30%
Site 1	Placement B	57,189	347	0.61%	\$0.00	\$0.00	\$0.00	27	\$0.00	7.78%
Site 1	Placement C	119,048	260	0.22%	\$5.04	\$2.31	\$600.00	48	\$12.50	18.46%
Site 1	Placement D	264,468	393	0.15%	\$8.00	\$5.38	\$2,115.74	67	\$31.58	17.05%
Site 1	Placement E	122,911	209	0.17%	\$4.88	\$2.87	\$600.00	44	\$13.64	21.05%
Site 1	Placement F	108,370	140	0.13%	\$5.54	\$4.29	\$600.00	23	\$26.09	16.43%
Site 1 Totals/Avg		728,795	1,650	0.23%	\$5.37	\$2.37	\$3,915.74	243	\$16.11	14.73%
Site 2	Placement A	500,075	1,031	0.21%	\$8.00	\$3.88	\$4,000.00	230	\$17.39	22.31%
Site 2	Placement B	375,090	675	0.18%	\$8.00	\$4.44	\$3,000.00	73	\$41.10	10.81%
Site 2 Totals/Avg		875,165	1,706	0.19%	\$8.00	\$4.10	\$7,000.00	303	\$23.10	17.76%
Site 3	Placement A	474,349	585	0.12%	\$8.54	\$6.92	\$4,050.00	333	\$12.16	56.92%
Site 3	Placement B	769,540	779	0.10%	\$3.41	\$3.37	\$2,625.00	324	\$8.10	41.59%
Site 3	Placement C	1,465,440	1,385	0.10%	\$2.46	\$2.36	\$3,600.00	929	\$3.88	60.84%
Site 3	Placement D	1,251,347	1,385	0.11%	\$0.00	\$0.00	\$0.00	686	\$0.00	49.53%
Site 3 Totals/Avg		3,960,679	4,276	0.11%	\$2.59	\$2.40	\$10,275.00	2,272	\$4.52	53.13%
Site 4	Placement A	93,899	252	0.27%	\$4.26	\$1.59	\$400.00	133	\$3.01	52.78%
Site 4	Placement B	1,160,426	1,896	0.16%	\$5.00	\$3.06	\$5,800.00	1,437	\$4.04	75.79%
Site 4	Placement C	275,298	564	0.20%	\$7.00	\$3.42	\$1,927.09	238	\$8.10	42.20%
Site 4	Placement D	71,922	132	0.18%	\$9.00	\$4.90	\$647.30	35	\$18.49	26.52%
Site 4 Totals/Avg		1,601,545	2,844	0.18%	\$5.48	\$3.09	\$8,774.39	1,843	\$4.76	64.80%
Network 1	Placement A	121,694	386	0.32%	\$7.95	\$2.51	\$967.47	104	\$9.30	26.94%
Network 1	Placement B	286,884	412	0.14%	\$7.93	\$5.52	\$2,275.00	226	\$10.07	54.85%
Network 1	Placement C	282,642	395	0.14%	\$7.08	\$5.06	\$2,000.00	283	\$7.07	71.65%
Network 1 Totals/Avg		691,220	1,193	0.17%	\$7.08	\$4.39	\$5,242.47	613	\$8.55	51.38%
Network 2	Placement A	1,223,822	1,127	0.09%	\$3.68	\$3.99	\$4,500.00	228	\$19.47	20.23%
Network 2	Placement B	664,501	703	0.11%	\$5.12	\$4.84	\$3,400.00	218	\$15.60	31.01%
Network 2 Totals/Avg		1,888,323	1,830	0.10%	\$4.18	\$4.32	\$7,900.00	446	\$17.71	24.37%
Network 3	Placement A	113,353	49	0.04%	\$0.00	\$0.00	\$0.00	41	\$0.00	83.67%
Network 3	Placement B	154,929	58	0.04%	\$0.00	\$0.00	\$0.00	38	\$0.00	65.52%
Network 3	Placement C	5,126,317	1,282	0.03%	\$3.39	\$13.57	\$17,400.00	721	\$24.13	56.24%
Network 3	Placement D	4,793,503	2,477	0.05%	\$3.63	\$7.02	\$17,400.00	540	\$32.22	21.80%
Network 3 Total Avg		10,188,102	3,866	0.04%	\$3.42	\$9.00	\$34,800.00	1,340	\$32.22	34.66%
Campaign Total/Avg		19,993,826	17,365	0.09%	\$3.91	\$4.49	\$77,907.60	7,060	\$11.04	40.66%

Detailed reports outline campaign performance by property and by placement. They are often provided on a weekly or monthly basis to accurately interpret trends in the data. Placements with poor conversion rates or inflated CPAs can be paused to shift media funds toward better-performing placements. In the sample report above, Placement B on Site 2 would be canceled due to its poor conversion rate, while Placement B on Site 4 would receive additional funds since it has a much stronger conversion rate. This reallocation process is what online marketers refer to as “optimization.”

Creative and Ad Unit Reports

Serving banner creative via an ad server also enables marketers to generate reports with accurate campaign metrics for each creative. This allows marketers to accurately assess the performance of various messages and offers. The same can be said for placement size and a host of other elements.

Creative Concept	Impressions	Clicks	Click Rate	CPM	CPC	Media Cost	Actions	Cost-per-action	Conversion Rate
Creative A	9,966,332	8,738	0.09%	\$3.91	\$4.46	\$38,994.02	3,370	\$11.57	39%
Creative B	9,967,494	8,627	0.09%	\$3.90	\$4.51	\$38,913.58	4,891	\$7.96	57%
Campaign Total/Avg	19,993,826	17,365	0.09%	\$3.91	\$4.49	\$77,907.60	7,060	\$11.04	40.66%

In the sample report above, creative concept B has a significantly higher conversion rate as well as a lower cost-per-action. Therefore, the media manager should reallocate more impressions to Concept B.

Creative Concept	Impressions	Clicks	Click Rate	CPM	CPC	Media Cost	Actions	Cost-per-action	Conversion Rate
160 x 600	1,791,740	2,088	0.12%	\$2.57	\$2.20	\$4,600.00	1,151	\$4.00	55.12%
300 x 250	7,801,331	6,821	0.09%	\$4.50	\$5.15	\$35,123.87	1,965	\$17.87	28.81%
300 x 250	1,655,721	2,291	0.14%	\$5.17	\$3.80	\$8,708.55	606	\$14.37	26.45%
728 x 90	8,655,034	6,165	0.07%	\$3.41	\$4.78	\$29,475.19	3,338	\$8.83	54.14%
Campaign Total/Avg	19,993,826	17,365	0.09%	\$3.91	\$4.49	\$77,907.60	7,060	\$11.04	40.66%

In the sample report above, the leaderboard (728x90) and the skyscraper (160x600) generated the highest conversion rates and the lowest cost-per-action. Therefore, the media manager should reallocate more impressions to these better-performing sizes to enhance campaign performance.

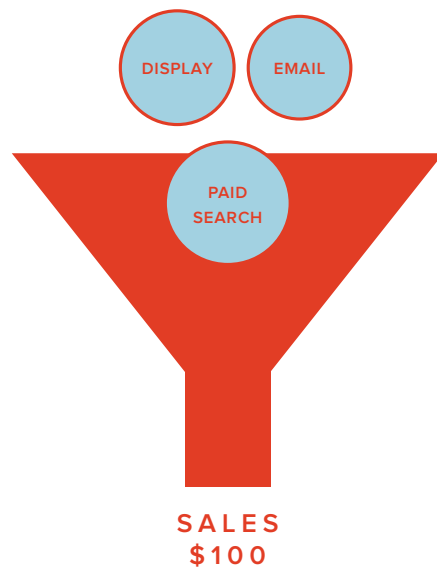
ATTRIBUTION MODELING

OVERVIEW

Attribution modeling is a reporting model that allows marketers to understand a consumer's path to conversion. It shows how each media channel, vendor, and targeting tactic contributes to driving a consumer through the conversion funnel to apportion media ROI by the percentage of credit that is deserved. The different types of attribution modeling include lower funnel, full funnel, and cross channel.

LOWER-FUNNEL ATTRIBUTION

Lower-funnel attribution, also known as click-based attribution, studies the last click that drove a conversion, but it does not take into account the assisting clicks along the way. This model provides a strong sense of how well click-based media are working because it looks at the customer's last touch point (i.e. click) before conversion. However, lower-funnel attribution does not always provide a strong case for display media, which relies heavily on viewing metrics (i.e. impressions).



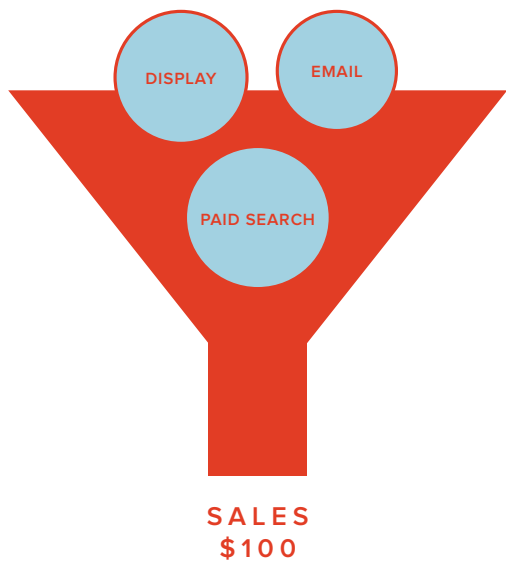
MEDIA CHANNEL	ATTRIBUTION OF SALES
PAID SEARCH	\$100
DISPLAY	\$0
EMAIL	\$0

In the example above, the last media channel that the consumer interacted with before converting was paid search (this was done by clicking on a paid search ad after a search query). Therefore, paid search gets the full credit for the conversion.

FULL-FUNNEL ATTRIBUTION

Unlike lower-funnel attribution, full-funnel attribution incorporates impressions and assisted clicks in a conversion. It looks at the full path to conversion and does not just focus on the last touch point (i.e. click).

With full-funnel attribution, credit may be given to a media tactic that may not have delivered a high volume of direct click conversions, but delivered a measurable impact on branding and sales during the purchase consideration phase.



MEDIA CHANNEL	ATTRIBUTION OF SALES
PAID SEARCH	\$50
DISPLAY	\$30
EMAIL	\$20

In the example above, a marketer is using paid search, email and display for a campaign. Looking at the full path to conversion, the last media channel the consumer interacted with before converting was paid search (this was done by clicking on a paid search ad after a search query). However, the consumer has also seen a display banner and read an email prior to the search query. Therefore, while paid search gets the majority of the credit for the conversion, display and email will get partial credit for assisting the conversion.

CROSS-CHANNEL ATTRIBUTION

Like full-funnel attribution, cross-channel attribution does not just focus on the last touch point (i.e. click). It looks at all the media channels and considers the full path to conversion. Cross-channel attribution helps marketers understand the level of spend each channel should get in order to drive the best results. By building out a model, a marketer is able to apply different budget scenarios to better understand the outcome of all its marketing efforts and plan accordingly.

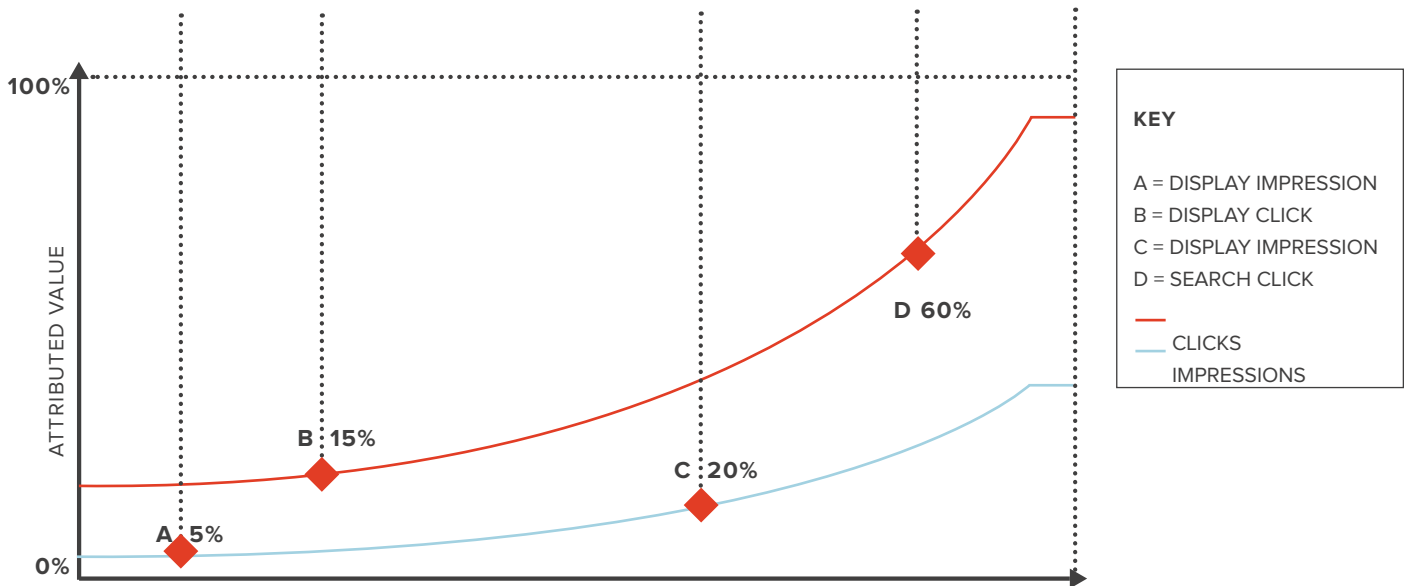
Other media channels may include print, direct response, radio, television, and out-of-home advertising. If lift is seen by an offline channel, ROI may be apportioned and credited based on the level of lift.



MEDIA CHANNEL	ATTRIBUTION OF SALES
PAID SEARCH	\$50
EMAIL	\$15
DISPLAY	\$10
TV	\$20
OUT-OF-HOME	\$5

In the example above, a marketer is using paid search, email, display, television, and out-of-home for a campaign. The last media channel that the consumer interacted with before converting was paid search (this was done by clicking on a paid search ad after a search query). However, the consumer has also seen a television commercial, an out-of-home billboard, a display banner, and read an email prior to the search query. Therefore, while paid search gets the majority of the credit for the conversion, television, out-of-home, display and email will also get partial credit for assisting the conversion.

ATTRIBUTION REPORTING



In the graph above, every media touch-point along a consumer's path to conversion has been given a partial value based on its contribution towards the sale: $A + B + C + D = 100\%$. Though an individual may have converted directly from a search click, he was influenced to convert by first seeing a banner (A) and clicking on it (B), then seeing another banner (C). Since the first banner impression seen was the farthest away from the conversion action, it has been given the lowest weight. The search click, which ultimately drove the conversion, has been given the most weight.

MEDIA GLOSSARY

GLOSSARY

A

AD DISPLAY/ AD DELIVERY:

When an ad is successfully displayed on a digital screen.

AD DOWNLOAD:

When a server successfully delivers the ad onto the user's browser. Ads can be requested, but aborted or abandoned before actually being downloaded to the browser.

AD EXCHANGE:

An open, bid marketplace where premium publishers and ad networks sell their remnant/unsold inventory to advertisers.

AD EXTENSIONS:

Ad extensions are features that may be appended to the end of a search ad, which allow a brand to promote certain information upfront such as an address, phone number, links to other pages of a website, or a special offer.

AD NETWORK:

An aggregator or broker of advertising inventory for many different publishers.

AD RECALL:

A measure of a consumer's likeliness to remember a brand.

AD REQUEST:

The request a browser makes for the ad to be sent from the ad server.

AD SERVER:

A technology platform that allows for the coding, management and tracking of all digital campaigns.

AD SERVING:

The delivery of an ad by a server to a user's computer.

AFFILIATE MARKETING:

A cost-per-action revenue share model between advertisers, publishers and the network.

AFFINITY MARKETING:

Advertising a brand to consumers based on their established buying history.

APP AD EXTENSIONS:

Search ads that have a promotional call-out for a mobile or tablet app, which are appended to the end, underneath the URL.

ATTRIBUTION:

A reporting model that allows marketers to understand a consumer's path to conversion and apply ROI to multiple channels or touch-points.

AUDIENCE TARGETING:

A combination of contextual, demographic, geographic, behavioral and retargeting tactics.

B

BANNER:

A common form of digital advertising that utilizes a graphic image, or other media object, to promote a brand on a website.

BEHAVIORAL TARGETING:

Following consumers' online habits (clicks, frequency and time spent), a brand's message is delivered when a visitor demonstrates the desired behaviors associated with the brand.

BILLBOARD:

A 970x250 pixel banner.

BLIND AD NETWORK:

An ad network that does not share the list of publishers it works with.

C

CALL AD EXTENSION:

Search ads that drive consumers to call a brand directly. When served on a desktop or laptop, a phone number is provided, and when served on a mobile device, a click-to-call button is provided.

CHANNEL:

Avenues that are used to make products available.

CLICKS:

A measure of actions taken on a link, whereby a consumer is directed from one page or ad to another.

CLICKTHROUGH RATE:

The ratio of clicks on an ad to the number of impressions served.

COMMUNICATION AD EXTENSION:

Search ads that have a one-step form appended to the end, underneath the URL. They allow consumers to sign up for alerts, updates and offers directly at the ad level, without being directed away from their original search query.

COMPANION AD:

A banner or ad that is shown on the same webpage while a video is playing.

CONNECT RATE:

The ratio of visits to a landing page versus clicks on a banner.

CONTAINER TAG:

A snippet of web code added to a webpage, which enables actions such as visits, conversions and purchase information to be recorded. It also contains functionality to piggyback other snippets of web code.

CONTENT INTEGRATION:

Advertising woven into a publisher's editorial content.

CONTENT SYNDICATION:

A method where a brand's assets (whitepapers, webinars or videos) are dispersed through a network of websites. To access the brand's assets, prospective consumers complete a gated registration form. The registration data is then sent to the brand as a lead.

CONTEXTUAL TARGETING:

Delivers the brand message on webpages containing content that is specified by the advertiser as relevant or desirable.

CONVERSIONS:

The number of consumers that responded to a campaign's call to action. Conversions are typically form completions or other high value engagements.

CONVERSION PIXEL:

A tracking pixel embedded into sites to track visitor actions and conversions.

CONVERSION RATE:

The ratio of conversions recorded versus visits to the landing page.

COOKIE:

A small program code that is stored on a browser to track web history, saved passwords and links.

COST-PER-ACTION (CPA):

The cost for each recorded action. An action may be a lead, sale, conversion, or any other metric agreed upon.

COST-PER-CLICK (CPC):

The cost for each recorded click.

COST-PER-CONVERSION:

The cost for each conversion recorded.

COST-PER-SALE:

The cost for each recorded sale.

COST-PER-THOUSAND IMPRESSIONS (CPM):

The price to purchase 1,000 impressions. It is the standard pricing model used across media channels.

D**DEDICATED EMAIL:**

A custom email that is sent to a publisher's list of subscribers on behalf of a brand.

DEDUPLICATED AUDIENCE:

The number of unique individuals that visit a webpage, or see a brand's message, within a specified timeframe.

DEMAND SIDE PLATFORM (DSP):

A technology platform that automatically reads, scores then bids on impressions in real time for an advertiser within the exchanges.

DEMOGRAPHIC TARGETING:

Using registration data, survey data or third party data, an ad is delivered to target individuals based on their demographic profiles. Some common demographic data include gender, age, and education level.

DISPLAY:

A common form of digital advertising that utilizes a graphic image, or other media object, to promote a brand on a website. Banner advertising is now referred to as display.

E**EXPANDABLE BANNER:**

Banners, that when click upon or hovered over by a mouse, expand to a larger size.

F**FIXED RATE:**

A hard cost set by a vendor, often used for sponsorships, content syndication, and other premium media placements.

FLOATING ADS:

Banners that appear over the content of a webpage.

FREQUENCY:

The number of times an ad is delivered to a unique browser, and hopefully a consumer, within a given timeframe.

FREQUENCY CAP:

Restrictions placed on the number of times an ad is delivered to a unique browser, and hopefully, a consumer.

FULL BANNER:

A 468x60 pixel banner.

G**GEO-TARGETING:**

An ad targeted based on a user's specific location

GRAPHIC INTERCHANGE FORMAT (GIF):

Any combination of static or animated imagery created in a .gif format.

H**HALF PAGE BANNER:**

A 300x600 pixel banner.

HOST:

Also known as a server, a host is a computer which distributes files that are shared across a LAN, WAN or the Internet.

I**IAB RISING STARS:**

A collection of newly popular media placements, recognized by the IAB, that have been given standardized specifications for media vendors to follow.

INTERACTIVE ADVERTISING BUREAU (IAB):

A non-profit digital advertising trade association. See iab.net for more details.

IMPRESSION:

The number of times a brand's ad is served on a webpage.

IN-BANNER VIDEOS:

Videos that play within a standard banner.

INFERRED DATA:

Data gleaned from click, cookie, survey or other inferred information.

INSERTION ORDER:

A legally binding sales agreement between a brand and a media vendor for the purchase of media space.

IN-STREAM:

Ads that are auto-played within publishers' digital video content.

INTERSTITIAL ADS:

Ads that serve before a webpage loads.

IP ADDRESS:

An internet protocol numerical address that is assigned to each computer in order to track its usage and location.



KEY PERFORMANCE INDICATORS:

The metrics used to gauge a digital campaign's success.



LARGE RECTANGLE:

A 336x280 pixel banner.

LEADERBOARD:

A 728x90 pixel banner.

LEAD GENERATION:

The generation of consumer inquiry requests for a specific product or asset.

LOCAL AD NETWORK:

An aggregator and broker of regional websites.

LOCATION AD EXTENSION:

Search ads that have an address and phone number appended to the end, underneath the URL. They are typically used to drive consumers offline and into a nearby store.

LOOK-ALIKE MODELING:

Finds consumers that display similar behavioral patterns across the Internet as those that have converted for the brand already.

LONG TAIL AD NETWORK:

An ad network focused on aggregating and brokering content from comScore's extended list of media properties – sites that are much smaller and less known across the Internet.



MEDIUM RECTANGLE:

A 300x250 pixel banner.

MICROSITES:

A subpage of a webpage, that stands alone from the rest of the website.

MID-ROLL:

An ad that is delivered mid-stream of an online video, similar to a TV commercial break.

MOBILE ADVERTISING:

Advertising displayed on a mobile device.



NATIVE ADVERTISING:

A form of digital advertising that blends into the form and function of a publisher's website or app.

NEWS FEED:

A list of real-time updates on a user's Facebook homepage from friends and pages followed.

NEWSLETTER SPONSORSHIP:

An ad placement within a publisher's newsletter that is sent out to its subscribers. Ad placement include banner ads and text ads.



OFFER AD EXTENSION:

Search ads that have a discount offer or coupon appended to the end, underneath the URL.

OVERLAYS:

Banners that appear over the content of a webpage.



PAGE VIEW:

A measure that counts when a webpage is fully loaded.

PEELBACKS:

Rich media ads that when clicked upon or rolled over, unveil themselves across the content of a page, as if the click was turning a page in a book.

PENCIL:

Also known as a portrait ad, is a 970x90 pixel banner.

PIXEL:

A single picture element (1x1 units) used for image display. It is also enables third party tracking code.

POP-UPS:

Ad units that open in a new web browser window, in front of the window being viewed.

POP-UNDERS:

Ad units that open in a new web browser window, behind the window being viewed.

POST-ROLL:

An ad that is delivered after viewing an online video.

PORTRAIT:

Also known as a pencil ad, is a 970x90 pixel banner.

PREMIUM AD NETWORK:

An ad network focused on aggregating and brokering content from comScore's list of the top 100 media properties – most trafficked and well known sites across the Internet.

PRE-ROLL:

An ad is delivered prior to the streaming of an online video.

PRODUCT AD EXTENSION:

Search ads that have featured products appended to the end, underneath the URL. They are used to highlight specific products.

PROFILING:

The tracking of consumers' demographic and psychographic information in order to build a profile of that consumer.

PUBLISHER:

An individual or organization that prepares, issues, and disseminates content for public distribution or sale via one or more media (IAB, 2012)

PUSHDOWN:

An expandable banner located at the top of a webpage that expands downward, over the content of the page, when rolled over or clicked.

**RAILS:**

Skyscraper style ads that line both the right and left side of a webpage.

RATE CARD:

An outline of a media vendor's placements, products and their associated costs.

REACH:

The count of unique users that have visited a webpage within a given timeframe, or a percentage of an audience.

REAL-TIME:

Data that is tracked and delivered immediately, without any delays.

REAL-TIME BIDDING (RTB):

Bids for impressions or clicks that happen immediately, without any delays.

RE-DIRECT:

A URL or a page that instantly and automatically directs a user to another page.

RECTANGLE:

A 180x150 pixel banner.

REFERRAL URL:

The webpage that a user was visiting prior to reaching their current page.

REGISTRATION DATA:

User defined information that is voluntarily given to a website.

REPEAT VISITOR:

A unique visitor that has gone to a website two or more times during a specified timeframe.

RETARGETING:

Sometimes referred to as remarketing, retargeting re-delivers the brand's message to consumers that have already been exposed to the brand— seen an ad, visited the brand's website, or engaged.

RETURN VISITS:

The average number of times a unique user returns to a website within a specific timeframe.

RICH MEDIA:

Banners that are advanced coded to do one or more of the following things: expand, play a video, house a survey, feed in content, be re-posted, house a game, dynamically adapt, capture data, animate and more.

ROADBLOCK:

A premium 100% share-of-voice takeover of all banners on a webpage.

RUN OF NETWORK:

No defined targeting restrictions, reaches everyone across an ad network.

RUN OF SITE:

No defined targeting restrictions, reaches everyone across a website.

RSS/ RSS READERS:

Really Simple Syndication – a process for publishing content on the Internet by transferring it from one location to another.

**SEARCH ADS:**

Text ads that commonly appear within Google, Bing or Yahoo search results. They are used to place a brand's message at the critical moment when a consumer is actively looking for a particular brand or solution via keyword search.

SEARCH ENGINE MARKETING (SEM):

A form of internet marketing, where marketers pay to promote and rank ads or webpages within search engines like Google or Bing.

SEARCH ENGINE OPTIMIZATION (SEO):

Non-paid strategies and tactical approaches used to increase a website's rank within search engines like Google or Bing.

SELLER AD EXTENSION:

Search ads that have consumer review ratings appended directly after the title, above the body copy.

SERVER:

Also known as a host, a server is a computer which distributes files that are shared across a LAN, WAN or the Internet.

SHARE OF VOICE:

The percentage of ad impressions a brand receives compared to others.

SIDEKICK:

A 300x250 pixel banner that expands into an 850x700 pixel banner when clicked upon or rolled over.

SITELINKS AD EXTENSION:

Search ads that have up to four URLs appended to the end.

SKINS:

Customizable and interchangeable background graphics for a browser, webpage or desktop.

SKYSCRAPER:

A 160x600 pixel banner. May also be a 120x600 pixel banner.

SLIDER:

A 90x500 pixel banner that expands into a 950x550 pixel banner when clicked upon or rolled over.

SMALL RECTANGLE:

A 180x150 pixel banner.

SOCIAL AD EXTENSION:

Search ads that have the number of people that have followed the brand or +1'd in Google+ appended to the end, underneath the URL.

SOCIAL TARGETING:

Ads are delivered to individuals, or like individuals, based on their digital social connections and profiles.

SPIDER:

A program, often called a bot (short for robot), that automatically crawls across the web reading and gathering content for websites and search engines.

SPONSORSHIP:

Custom content and/or experiences on a webpage, which are specifically created for a brand's promotional message.

SPONSOR:

A relationship between a brand and a publisher, by which a specific portion of a website is co-promoted.

STANDARD BANNER:

Any combination of static or animated imagery and text that are housed within a .jpg or .gif file.

**TARGET AUDIENCE:**

The intended audience for a brand's ad, typically defined by a combination of demographic and/or psychographic information.

TEXT ADS:

Text only ads, that usually have a title, body copy and clickthrough URL.

TEXTLINKS:

Single-line text ads, or simple text on a webpage.

THROUGHPUT:

The number of data requests handled within a given timeframe. Throughput is used to measure a website's server performance.

TIME SPENT:

The amount of time a visitor spends on a webpage.

TRADING DESK:

An agency's or holding company's department for dealing with DSPs. These agencies and holding companies partner with a DSP to license their algorithm to purchase inventory from the exchanges.

TRAFFIC:

The flow of visitors to a website.

TRANSPARENT:

Ad networks that share the fill list of publishers they work with.

**UNIQUE USER/VISITOR:**

A unique individual that has visited a webpage, or accessed content such as a brand's ad or email.

USER REGISTRATION:

User defined information, voluntarily given to a website.

**VERTICAL NETWORK:**

An ad network of websites that fall under a single content category.

VIEW:

The number of times a brand's ad is seen.

VIEW THROUGH:

A metric used in Display to measure the number of indirect visits or actions that occur as a result of an ad being viewed, but not clicked.

VIRAL MARKETING:

Any advertising that is picked up and passed along from one consumer to another via email, social sharing or word of mouth.

VIRTUAL CONFERENCE:

Virtual presentations, which usually include real-time question and answer sessions afterwards.

VISIT:

The total number of times a browser views a webpage.



WHITEPAPER LIBRARY:

A searchable collection of whitepapers that are grouped by content and often gated by a registration form.

WHITEPAPER SYNDICATION:

The dissemination and promotion of whitepapers.



YIELD:

The ratio of a conversion metric (click or other action taken) versus the volume of impressions delivered.

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