

7- Online advertising

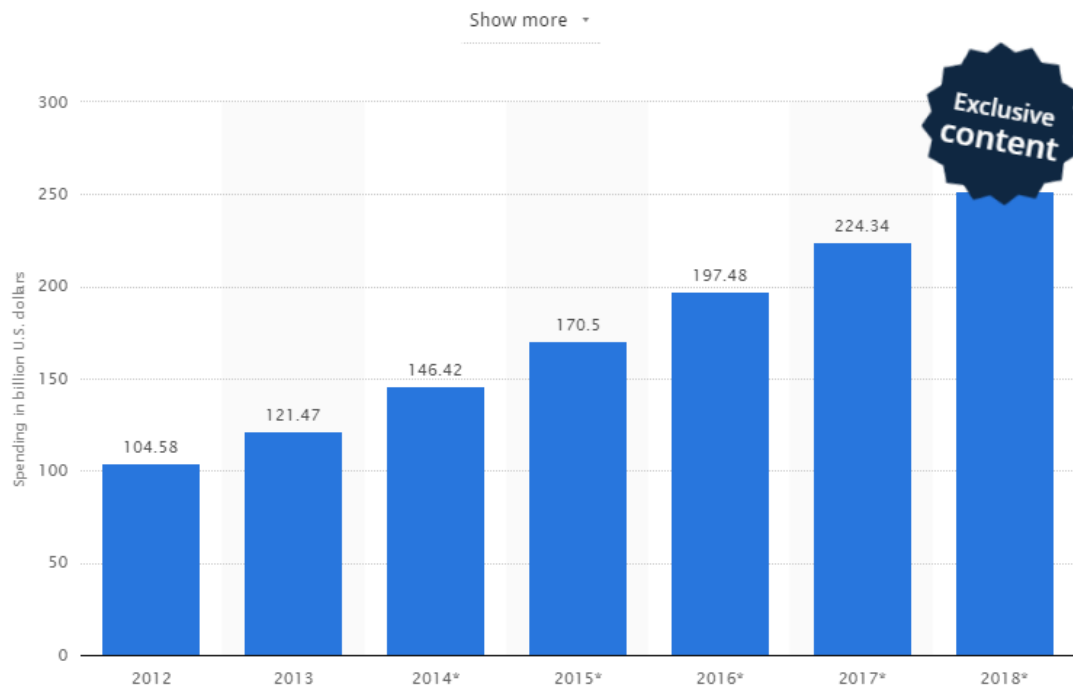
7-1 INTRODUCTION

Online advertising has grown rapidly in the last decade. By 2000, online advertising spending in the United States reached \$8.2 billion dollars (Hollis 2005). These numbers have increased to \$12.7 billion as more people are connected and spend more time online and additional devices (such as mobile phones and televisions) are able to provide further internet connectivity.

The rapid technology development and the rise of new media and communication channels tremendously changed the advertisement business landscape. However, the growing dependency on internet as the ultimate source information and communication, make it a leading advertisement platform. The beginning of online advertising was in 1994 when Hot Wire sold first Banner on the company's own site, and later online advertising evolved to become a key factor in which companies achieve fair returns for their products and services.

Digital advertising spending worldwide from 2012 to 2018 (in billion U.S. dollars)

This statistic contains data on the worldwide digital advertising expenditure in 2012 and 2013 with a forecast until 2018. The source projected that global digital ad spending would reach 252.02 billion U.S. dollars by 2018.



7-2 ONLINE ADVERTISING concept

Online advertising is a type of mass communication which is based on traditional form of advertising but develops its own communication strategies in correlation with the new technical and medium based requirements.

Broadly, online advertising is about delivering advertisements to Internet/online users via Web sites, e-mail, ad-supported software and Internet-enabled smart phones. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

7-3 Internet advertising compared to traditional advertising

Advertising on television, radio, newspapers, billboards **لوحه الاعلانات** or direct mail is based on large exposure **اظهار او ابراز**. Internet advertising, on the other hand, is based on relatively few channels that merge **تندمج** to maximize target customers.

Internet is the world's most powerful media advertising for two main reasons:

- 1- Almost every home has continuous access to the Internet.**
- 2- The Internet has a daily audience that is greater than the sum of the entire audience of traditional media.**
- 3- The possibility of reaching a predefined target audience leverages **رفعت مكانة** the brand, induces the effectiveness of the website's sales, and transfer of information to consumers .**
- 4- Internet advertising helps to market products and services through interactive **تفاعليه** and colorful catalogs and provides audience with current and available information.**
- 5- Internet advertising allows customers to make both local and international purchases.**

Today, there are numerous websites designed to promote sales and to maintain relationships with customers. As opposed to other media tools, a company website can provide more comprehensive information on the product line and can turn directly to the target audience. With this information, the target audience can make the purchasing decision more efficiently.

7-4 Advantages and disadvantages of online advertising

- 1- Online advertising is more attractive to consumers because advertisers focus them to match the customers' interests. In addition, online advertisement can appear simultaneously in a number of variations including a video, sound clip, text and a combination thereof. من تلك المصادر.
- 2- Another advantage is that some online advertising is less annoying than usual advertising. Television and radio commercials may interfere with the consumer and come in a non-controlled and unexpected way.
- 3- Online advertising is more acceptable because surfers الباحثين على النت have the ability to control the time when, the place where and the amount of information that can be derived from the site.
- 4- From the advertiser's point of view, everything is dynamic. The content and the details can be changed immediately and no waiting for a new edition.
- 5- Internet advertising is cheaper than other media
- 6- Marketers can achieve an advertise to a targeted audience at a low-cost and to locate groups of consumers who share the same interests.
- 7- Interactivity of the Internet is another significant factor, in that it allows users to express their reaction to the ad by a mere مجرد click.

7-5 Disadvantages

On the other hand, the Internet has quite a few disadvantages.

- 1- The most prominent **المسيطر** disadvantage is probably the lack of user privacy. Many marketers track users' activities online and send marketing messages that relate to their interests despite the users' wishes.
- 2- There are many types of online advertisements, such as pop-up ads (commonly perceived to be rather annoying). The users' original activity is disrupted and they are forced to watch unwanted advertisements. This may cause unwanted results such as taking the consumers' negative attitude towards the ad and transferring that frustration **امل خيبة** to the company .
- 3- The confusion **التباس وارتباك** that may result from the complexity of online advertisements; as those often consist of a long text, photos, music and video.
- 4- In addition to the disadvantages that were presented, Internet users still believe that the Internet is used to achieve goals, tasks and information, so they avoid looking at Internet advertisements broadly.

7-6 online advertisement-Types

1- Floating ad

A floating ad is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and disappears after a specific time period (typically 5-30 seconds). The most basic floating ads simply appear over the Web page, either full screen or in a

smaller rectangular window. They may or may not provide a means of escape, such as a close button. **More sophisticated versions can come in any shape or size and include sound, animation, and interactive components.**

2- Expanding ads

These are ads that expand when users click on them. The ads do not expand just from mousing over hyperlinks, which is a technique used by some other advertisers.

They often take a long time to download, which in turn can negatively impact the visitor's experience on that page. Polite ad formats were developed to address this challenge by enabling advertisers to serve larger file formats without disturbing the load time for the rest of the images on the page. A polite ad format is loaded in two phases: Phase One: The initial load is a compact image or SWF file that is smaller in size, so there is no delay in loading other contents on the page. This could be the first few frames of the ad. Phase Two: The main load is the full version of the ad. The full ad can have a larger file size. It is loaded only after the whole web page has finished loading into the visitor's browser.

3- Wallpaper ads

An ad which changes the background of the page being viewed.

4- Trick Banner

A banner ad that attempts to trick people into clicking, often by imitating an operating system message.

5-Pop-up

A new window which opens in front of the current one, displaying an advertisement, or entire webpage .

6-Pop-under

Similar to a Pop-Up except that the window is loaded or sent behind the current window so that the user does not see it until they close one or more active windows.

7-7 Create an effective online ads

As with any marketing communications online advertising needs to be driven by a set of advertising objectives. The following are possible communication goals that an organization may want to achieve through its communications:

- Build brand loyalty
- Increase website traffic
- Generate sales
- Build a social media following
- Improve customer convenience

7-7-1 Define Target Audience

An organization must know who its target audience is, in terms of their age, gender, income level, etc. Also, their likes and dislikes, preferences, expectations, demands from a product and perception about the organization .

7-7-2 Select Target Rich Websites مهمة

Now the organization knows who their target audience is and what they need to say, it's time to find out where their customers are. What sites do they frequent and how will the organization get its ad displayed on those sites .

7-7-3 Choose Ad Placement and Sizes مهمة

Where an ad is displayed on a website depends on the website, the ad size, and the budget. Ads placed "above the fold" (ads that can be seen without scrolling down) will get a higher click-through-rate (CTR). But in reality, it all depends on the site, the content, and the visitor.

<http://www.euroasiapub.org/ijrfm/feb2013/3.pdf>

http://www.ajbmr.com/articlepdf/AJBMR_16_15_1.pdf