

Internet Advertising By Method

INTERNET ADVERTISING BY METHOD

Contextual advertising is a form of targeted advertising on advertisements appearing on websites or other media, such as content displayed in mobile phones, where the advertisements are selected and served by automated systems based on the content displayed to the user.

Google AdSense was the first major contextual advertising program. It worked by providing webmasters with JavaScript code that, when inserted into web pages, called up relevant advertisements from the Google inventory of advertisers. The relevance was calculated by a separate Google bot that indexed the content of the page.

Since the advent of AdSense, the Yahoo! Publisher Network, Microsoft adCenter and others have been gearing up to make similar offerings.

Contextual advertising has made a major impact on earnings of many websites. As the ads are more targeted they are more likely to get clicked, thus generating revenue for the owner of the website (and the server of the advertisement). A large part of Google's earnings are from their share of the contextual ads served on the millions of webpages running the AdSense program.

Advertising on a Web site that is targeted to the specific individual who is visiting the Web site. A contextual ad system scans the text of a Web site for keywords and returns ads to the Web page based on what the user is viewing, either through ads placed on the page or pop-up ads. For example, if the user is viewing a site about sports, and the site uses contextual advertising, the user might see ads for sports-related companies, such as memorabilia dealers or ticket sellers. Contextual advertising also is used by search engines to display ads on their search results pages based on what word(s) the users has searched for.

Contextual advertising has attracted some controversy through the use of techniques such as third-party hyperlinking, where a third-party installs software onto a user's computer that interacts with the browser by turning keywords on a Web page into links that lead to advertisers that are paying the Web site to advertise on its pages. A contextual ad is the advertisement that dynamically appears on a Web site.

Agency Roles

There are many agencies that will help brands understand how contextual advertising options affect their advertising plans. There are three main components to online advertising. Creative (what does the ad look like), media planning (where do the ads run) and media buying (how do you pay for the ads). Contextual Advertising replaces the middle component, media planning. Instead of humans choosing placement options, that function is replaced with computers facilitating the placement across thousands of sites.

IntelliTXT is an advertisement platform developed by Vibrant Media, and is an example of keyword advertising. Website authors insert a script into their pages which calls the IntelliTXT platform when a viewer views the page; this script then finds keywords on the page and double underlines them. When holding the mouse over the double underlined link, an advertisement associated with that word will pop up. Advertisers pay to have their ads associated with particular words. "Context" is considered in an attempt to make the ads relevant to the web page hosting IntelliTXT.

The liability of this feature is that it makes pages more difficult to read; scrolling down the page may inadvertently cause delays while random ads flash on and pause before disappearing.

Publishers choose to run IntelliTXT advertising campaigns on their websites to generate advertising revenue. Some publishers choose to offer a help link inside the IntelliTXT ad box that leads to a page that offers to let you turn off IntelliTXT. Note that deactivation requires the use of HTTP cookie technology. If a user deletes or refreshes their cookies the service will be re-activated automatically and ads will continue to appear on the page. Also, many publishers have a short expiration date on the cookies, so they keep coming back after a couple of weeks or less. Also, since the cookie is

Internet Advertising By Method

stored by publisher, it also means that turning off the feature for one publisher has no effect on the other publishers that use these popups.

Cost Per click (CPC) is the amount of money that an advertiser pays search engines and other internet publishers for one click on his ad that brings one visitor to his website.

Ad serving describes the technology and service that places advertisements on web sites. Ad serving technology companies provide software to web sites and advertisers to serve ads, count them, choose the ads that will make the website or advertiser most money, and monitor progress of different advertising campaigns.

Ad server

An ad server is a computer server, specifically a web server that stores advertisements used in online marketing and delivers them to website visitors.

The content of the webserver is constantly updated so that the website or webpage on which the ads are displayed contains new advertisements -- e.g., banners (static images/animations) or text -- when the site or page is visited or refreshed by a user.

In addition, the adserver also performs various other tasks like counting the number of impressions/clicks for an ad campaign and report generation, which helps in determining the ROI for an advertiser on a particular website.

Due to its potentially interfering nature, ad servers are considered by some disruptive, and programs and extensions (see AdBlock) have arisen so that site visitors need not see the server's adverts.

Ad servers come in two flavors: local ad servers and third-party or remote ad servers. Local ad servers are typically run by a single publisher and serve ads to that publisher's domains, allowing fine-grained creative, formatting, and content control by that publisher. Remote ad servers can serve ads across domains owned by multiple publishers. They deliver the ads from one central source so that advertisers and publishers can track the distribution of their online advertisements, and have one location for controlling the rotation and distribution of their advertisements across the web. The local ad server was first developed and introduced by NetGravity in January 1996 for delivering online advertising at major publishing sites such as Yahoo and Pathfinder. The company was founded by Tom Shields and John Danner, and based in San Mateo, California. In 1998, the company went public on NASDAQ (NETG), and was purchased by DoubleClick in 1999.

The remote ad server was first developed and introduced by FocaLink Media Services in February 1996 for controlling online advertising or banner ads. The company was founded by Dave Zinman and Jason Strober, and based in Palo Alto, California. In 1998, the company changed its name to AdKnowledge, and was purchased by CMGI in 1999.

Ad server functionality

The typical common functionality of ad servers includes:

- Uploading advertisements and rich media.
- Trafficking ads according to differing business rules.
- Targeting ads to different users, or content.
- Tuning and optimization based on results.
- Reporting impressions, clicks, post-click & post-impression activities, and interaction metrics.

Advanced functionality may include:

- Frequency capping so users only see messages a limited amount of time.

Internet Advertising By Method

- Sequencing ads so users see messages in a specific order (sometimes known as surround sessions).
- Excluding competition so users do not see competitors' ads directly next to one another.
- Displaying ads so an advertiser can own 100% of the inventory on a page (sometimes known as roadblocks).
- Targeting ads to users based on their previous behavior (behavioral marketing or behavioral targeting).

Ad targeting and optimization

One aspect of ad serving technology is automated and semi-automated means of optimizing bid prices, placement, targeting, or other characteristics. Significant methods include:

- Behavioral Targeting - Using a profile of prior behavior on the part of the viewer to determine which ad to show during a given visit. For example, targeting car ads on a portal to a viewer that was known to have visited the automotive section of a general media site.
- Contextual Targeting - Inferring the optimum ad placement from information contained on the page where the ad is being served. For example, placing Mountain Bike ads automatically on a page with a mountain biking article.
- Creative Optimization - Using experimental or predictive methods to explore the optimum creative for a given ad placement and exploiting that determination in further impressions.

Available Ad Servers

- OpenX - An open-source ad-server released under the GPL license.

COMPENSATION methods

Compensation methods (Remuneration), Pricing models and business models used for the different types of internet marketing, including affiliate marketing, contextual advertising, search engine marketing (including vertical comparison shopping search engines and local search engines) and display advertising.

Predominant compensation methods in affiliate marketing

The following models are also referred to as performance based pricing/compensation model, because they only pay if a visitor performs an action that is desired by the advertisers or completes a purchase. Advertisers and publishers share the risk of a visitor that does not convert.

Pay-per-sale (PPS) - (revenue share)

Cost-per-sale (CPS). Advertiser pays the publisher a percentage of the order amount (sale) that was created by a customer who was referred by the publisher. This form of compensation is also referred to as revenue sharing.

Pay-per-lead (PPL)/pay-per-action (PPA)

Cost-per-action or cost-per-acquisition (CPA), cost per lead (CPL). Advertiser pays publisher a commission for every visitor referred by the publisher to the advertiser (web site) and performs a desired action, such as filling out a form, creating an account or signing up for a newsletter. This compensation model is very popular with online services from internet service providers, cell phone providers, banks (loans, mortgages, credit cards) and subscription services.

Special CPA compensation models

Pay-per-call

Internet Advertising By Method

Similar to pay per click, pay per call is a business model for ad listings in search engines and directories that allows publishers to charge local advertisers on a per-call basis for each lead (call) they generate (CPA). Advertiser pays publisher a commission for phone calls received from potential prospects as response to a specific publisher ad.

The term "pay per call" is sometimes confused with click-to-call, the technology that enables the "pay-per-call" business model. Call-tracking technology allows to create a bridge between online and offline advertising. Click-to-call is a service which lets users click a button or link and immediately speak with a customer service representative. The call can either be carried over VoIP, or the customer may request an immediate call back by entering their phone number. One significant benefit to click-to-call providers is that it allows companies to monitor when online visitors change from the website to a phone sales channel.

Pay-per-call is not just restricted to local advertisers. Many of the pay-per-call search engines allows advertisers with a national presence to create ads with local telephone numbers. Pay-per-call advertising is still new and in its infancy, but according to the Kelsey Group, the pay-per-phone-call market is expected to reach US\$3.7 billion by 2010.

Pay-per-install (PPI)

Advertiser pays publisher a commission for every install by a user of usually free applications bundled with adware applications. Users are prompted first if they really want to download and install this software. Pay per install is included in the definition for pay per action (like cost-per-acquisition), but its relationship to how adware is distributed made the use of this term versus pay per action more popular to distinguish it from other CPA offers that pay for software downloads. The term pay per install is being used beyond the download of adware.

Pricing models in search engine marketing

Pay-per-click (PPC)

Cost-per-click (CPC). Advertiser pays publisher a commission every time a visitor clicks on the advertiser's ad. It is irrelevant (for the compensation) how often an ad is displayed. commission is only due when the ad is clicked. See also click fraud.

Pay per action (PPA)

Cost-per-action (CPA).

Search engines started to experiment with this compensation method in spring 2007.

Pricing modes in display advertising

Pay-per-impession (PPI)

Cost-per-mil (mil/mille/M = Latin/Roman numeral for thousand) impressions. Publisher earns a commission for every 1,000 impressions (page views/displays) of text, banner image or rich media ads.

Pay per action (PPA) or cost per action (CPA)

Cost-per-action (CPA). Used by display advertising as pricing mode as early as 1998. By mid-2007 the CPA/Performance pricing mode (50%) superseded the CPM pricing mode (45%) and became the dominant pricing mode for display advertising.

Shared CPM

Internet Advertising By Method

Shared Cost-per-mil (CPM) is a pricing model in which two or more advertisers share the same ad space for the duration of a single impression (or page view) in order to save CPM costs. Publishers offering a shared CPM pricing model generally offer a discount to compensate for the reduced exposure received by the advertisers that opt to share online ad space in this way. Inspired by the rotating billboards of outdoor advertising, the shared CPM pricing model can be implemented with either refresh scripts (client-side JavaScript) or specialized rich media ad units. Publishers that opt to offer a shared CPM pricing model with their existing ad management platforms must employ additional tracking methods to ensure accurate impression counting and separate click-through tracking for each advertiser that opts to share a particular ad space with one or more other advertisers.

Compensation methods in contextual advertising

Pay-per-click (PPC)

See PPC/CPC in Search engine marketing.

Pay-per-impression (PPI)

See PPI/CPM in Display Advertising

Google AdSense offers this compensation method for its "Advertise on this site" feature that allows advertisers to target specific publisher sites within the Google content network.

Compensation methods grid

There are different names used for the same type of compensation method and some compensation methods are actually special cases for another method. This grid shows alternative names for the individual compensation methods. The "cost per ..." name was used as default.

Cost per xxx

Alternative Terms

And sub-types

Notes

Cost per click (CPC)

Pay per click (PPC)

Pay per click is as much used as CPC

While CPC is being used more when it comes to statistics and analytics, is PPC

Predominant for the use in Pay per click advertising or PPC search engine

Cost per action (CPA)

Pay per action (PPA)

Special Types of CPA (Sub-Types)

Pay per lead (PPL)

Cost per lead (CPL)

Internet Advertising By Method

E.g. Application Form filled out, Email List sign up

Pay per conversion (N/A)

Cost per conversion (N/A)

Pay per acquisition (PPA)

Cost per acquisition (CPA)

Create own paragraph. New Customer, Email List sign up

Pay per call (N/A)

Special type of CPA that requires different tracking than traditional CPA tracking (such as unique phone numbers)

Cost per call (N/A)

Pay per download (N/A)

Create own paragraph.

Cost per download (N/A)

Pay per install (PPI)

Only used if referred to AdWare Downloads

Cost per install

Cost per sale (CPS)

Pay per sale (PPS)

Commission per sale (N/A)

Revenue share

General term for paying a percentage of the earned revenue as commission to the partner

Cost per mille (CPM)

Pay per mille (PPM)

Cost per impression (CPI)

Pay per impression (PPI)

Cost per thousand (CPT)

Internet Advertising By Method

M in CPM stands for Mille, which is the Roman numeral for thousand

Pay per thousand (PPT)

Editorial Related Advertising is associated with the concept of Contextual Advertising but differs in its ability to match advertising to content in a much more specific manner. Where Contextual Advertising is keyword based, Editorial Related Advertising is able to also take in the content of the whole article and match on a conceptual level, rather than simply looking for the existence of pre-selected words. For example, there is no chance that an Auto Mechanic could advertise next to an article about the Detroit Pistons.

This specificity also ensures that:

- Advertisers do not advertise next to defamatory articles (or they can create content that will offer a right of reply)
 - Advertisers do not advertise next to inappropriate content such as obituaries or negative news articles
 - Advertisers can appear next to articles in the general subject area of interest, for example for keywords that are not actually included in the on page text
- Advertisers can supply a number of specifically targeted pages, each with their own message to attract users to their 'micro site'. This 'micro site' is housed within a publication on a searchable vertical directory. Advertisers who are not completely related to the publication will not be considered for the program. This creates a directory resource of related suppliers within the publication's website that is also optimized for search engine traffic.

Hover ad

Hover ads are a special type of pop-up ads created using Dynamic HTML, JavaScript and similar web browser technologies. Because they do not scroll with the web page, they appear to "hover" over the page, usually obscuring the content.

Keyword advertising refers to any advertising that is linked to specific words or phrases. Common forms of keyword advertising are known by many other terms including pay per click (PPC) and cost per action (CPA). There are multiple variations each starting with "pay per" or "cost per" such as pay per action (PPA), pay per cost (PPC), cost per mille (CPM).

It is believed that Yahoo! pioneered the keyword advertising buy. In 1996, Chip Royce, marketing manager for InterZine Productions of Boca Raton, Florida, approached Yahoo!'s sales agent (Flycast Communications) seeking more effective, targeted advertising within Yahoo!'s search results. Yahoo! obliged placing targeted ad banners when the keyword "Golf" was searched by Yahoo! users. Yahoo! later turned this opportunity into a formal marketing program for its entire customer base and promoted this in a July 1996 article in the now defunct 'Internet World' magazine.

Google AdWords is the most well-known form of keyword advertising. Google displays search ads specifically targeted to the word(s) typed into a search box. These keyword targeted ads also appear on content sites based on Google's system's interpretation of the subject matter on each page of the site. This is known as contextual advertising. Other search engines offering keyword advertising include Yahoo! Search Marketing, Microsoft AdCenter, Looksmart, Miva (FindWhat and e-Spotting are now part of Miva), and many others.

A less common type of keyword advertising hyper-links individual words within the text of a page to small pop-ups displayed by mouseover. Advertising of this type is offered by Kontera, Vibrant Media, and LinkWorth. Kontera's version is named ContentLink, Vibrant Media's version is called IntelliTXT and LinkWorth's version is called LinkWords. They refer to their product as in-text placement. Advertisers choosing to test this type will want to exercise moderation to increase Internet user acceptance.

Pixel advertising, popularized by The Million Dollar Homepage is another type of keyword advertising. In pixel advertising, graphic advertising space is sold on a site. Often advertisers are charged per pixel, with a minimum of 10 by 10 pixel blocks. With keyword advertising, advertisers buy a text link on an advertising site. When the advertising space is sold

Internet Advertising By Method

out, a "word cloud" is formed, with an apparently random group of words, each linking to another internet site. Two of the first keyword advertising sites were 500words.com and awordsworth1000pictures.com, which were launched in mid-2006.

Keyword advertising is based on a principle of search engine optimization, which states that the anchor text of incoming hyperlinks to a site will cause search engines to associate the site with that term and improve the site's search engine ranking for that keyword.

Paid inclusion is a search engine marketing product where the search engine company charges fees related to inclusion of websites in their search index. Paid inclusion products are provided by most search engine companies, the most notable exception being Google.

The fee structure is both a filter against superfluous submissions and a revenue generator. Typically, the fee covers an annual subscription for one webpage, which will automatically be catalogued on a regular basis. A per-click fee may also apply. Each search engine is different. Some sites allow only paid inclusion, although these have had little success. More frequently, many search engines, like Yahoo!, mix paid inclusion (per-page and per-click fee) with results from web crawling. Others, like Google (and as of 2006, Ask.com), do not let webmasters pay to be in their search engine listing (advertisements are shown separately and labeled as such).

Some detractors of paid inclusion allege that it causes searches to return results based more on the economic standing of the interests of a web site, and less on the relevancy of that site to end-users.

Often the line between pay per click advertising and paid inclusion is debatable. Some have lobbied for any paid listings to be labeled as an advertisement, while defenders insist they are not actually ads since the webmasters do not control the content of the listing, its ranking, or even whether it is shown to any users. Another advantage of paid inclusion is that it allows site owners to specify particular schedules for crawling pages. In the general case, one has no control as to when their page will be crawled or added to a search engine index. Paid inclusion proves to be particularly useful for cases where pages are dynamically generated and frequently modified.

Paid inclusion is a search engine marketing method in itself, but also a tool of search engine optimization, since experts and firms can test out different approaches to improving ranking, and see the results often within a couple of days, instead of waiting weeks or months. Knowledge gained this way can be used to optimize other web pages, without paying the search engine company.

Pay for Performance Advertising, or PPP, is a term used in Internet marketing to define a popular pricing model whereby a marketing agency will receive a bounty from an advertiser for each new lead or new customer obtained for the advertiser through the agency's online marketing efforts. The agency creates advertising campaigns and promotions to convert the maximum number of new leads or customers and gets paid for its work only when a new lead or a new customer is passed on to the advertiser.

PPP advertising became popular with the advent of the World Wide Web that allows real time measurement of an advertising campaign's ROI (return on investment). It has reversed the traditional value proposition of advertising whereby an advertiser is required to pay for the creative work of the advertising agency and the media first regardless of the return on investment of the campaign. In the PPP model, the onus is on the agency to create a performing ad campaign that converts into good leads or customers if the agency wants to receive payments from its client. In contrast with traditional advertising pricing models, the advertiser pays the agency only after having collected the revenues from its customers' purchase orders and not before.

Pay for Performance needs not to be confused with pay per click (or PPC), which is a pricing model on the Web in which the advertiser pays when an Internet user clicks on its advertisement and visits its site. PPP is generally risk-free to an advertiser whereas in a PPC campaign the advertiser takes the risk of the conversion rate between a click, a visit and an actual lead or sale.

Internet Advertising By Method

Pay per click

Pay per click (PPC) is an advertising model used on search engines, advertising networks, and content websites/blogs, where advertisers only pay when a user actually clicks on an ad to visit the advertiser's website. Advertisers bid on keywords they predict their target market will use as search terms when they are looking for a product or service. When a user types a keyword query matching the advertiser's keyword list, or views a page with relevant content, the advertiser's ad may be shown. These ads are called a "Sponsored link" or "sponsored ads" and appear next to or above the "natural" or organic results on search engine results pages, or anywhere a webmaster/blogger chooses on a content page.

Pay per click ads may also appear on content network websites. In this case, ad networks such as Google AdSense and Yahoo! Publisher Network attempt to provide ads that are relevant to the content of the page where they appear, and no search function is involved.

While many companies exist in this space, Google AdWords, Yahoo! Search Marketing, and Microsoft adCenter are the largest network operators as of 2007. Minimum prices per click, often referred to as Costs Per Click (CPC), vary depending on the search engine, with some as low as \$0.01. Very popular search terms can cost much more on popular engines. Arguably this advertising model may be open to abuse through click fraud, although Google and other search engines have implemented automated systems to guard against this.

Click-through rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a web page by the number of times the ad was delivered (impressions). For example, if your banner ad was delivered 100 times (impressions delivered) and one person clicked on it (clicks recorded), then the resulting CTR would be 1 percent.

Banner ad click-through rates have fallen over time, often measuring significantly less than 1 percent. By selecting an appropriate advertising site with high affinity (e.g. a movie magazine for a movie advertisement), the same banner can achieve a substantially higher click-through rate. Personalized ads, unusual formats, and more obtrusive ads typically have higher click-through rates than standard banner ads.

CTR is most commonly defined as number of clicks divided by number of impressions and generally not in terms of number of persons who clicked. This is an important difference because if one person clicks 10 times on the same advertisement instead of once then the CTR would increase in the earlier definition but would stay the same in term of latter definition.

Search Advertising

In Internet Marketing, Search Advertising is a method of placing online advertisements on Web pages. Search advertisements can be placed on Web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content.

Search advertisements are targeted to match key search terms (called keywords) entered on search engines. This targeting ability has contributed to the attractiveness of search advertising for ad buyers. Consumers will often use a search engine to identify and compare purchasing options immediately before making a purchasing decision. The opportunity to present consumers with advertisements tailored to their immediate buying interests encourages consumers to click on search ads instead of unpaid search results, which are often less relevant. Unpaid search results are also called organic results.

Origins

It's believed that Yahoo! first introduced a stand-alone search advertising advertising buy. In 1996, Chip Royce, marketing manager for InterZine Productions of Boca Raton, Florida, approached Yahoo!'s sales agent (Flycast

Internet Advertising By Method

Communications) seeking more effective, targeted advertising within Yahoo!'s search results. Yahoo! obliged placing targeted ad banners when the keyword "Golf" was searched by Yahoo! users. Yahoo! later turned this opportunity into a formal marketing program for its entire customer base and promoted this in a July 1996 article in the now defunct 'Internet World' magazine.

Keywords

Search advertising is sold and delivered on the basis of keywords. The user of a search engine enters keywords to make queries. A keyword may consist of more than one word, with three words usually serving as a practical limit for advertisers.

Search engines conduct running auctions to sell ads according to bids received for keywords. The keyword "home mortgage refinancing" is more expensive than one that is in less demand, such as "used bicycle tires."

Search engines build indexes of Web pages based on the content that they recognize on each page. When the publisher of a Web page arranges with a search engine firm to have ads served up on that page, the search engine applies their indexing technology to associate the content of that page with keywords. Those keywords are then fed into the same auctioning system that is used by advertisers to buy ads on both search engine results pages. Google refers to this process as contextual advertising Contextual advertising.

Advertisers can choose whether to buy ads on search result pages, published content pages, or both.

Search Advertising Metrics

Search advertising activities can be measured in five ways:

CPM: Cost per thousand viewers was the original method used for pricing online advertisements. CPM remains the most common method for pricing banner ads.

CTR: Click-through rates measure the number of times an ad is clicked as a percentage of views of the Web page on which the ad appears. Banner ads have CTRs that are generally 0.5 percent or less. In comparison, individual search engine ads can have CTRs of 10 percent, even though they appear alongside organic search results and competing paid search advertisements.

CPA: Cost per action quantifies costs for completing specified activities such as attracting a new customer or making a sale. Affiliate networks [Affiliate networks] operate on a CPA basis. CPA systems function most effectively when sales cycles are short and easily tracked. Longer sales cycles rely on exposure to multiple types of ads to create brand awareness and purchasing interest before a sale is made. Longer sales cycles and sales requiring multiple customer contacts can be difficult to track, leading to a reluctance by publishers to participate in CPA programs beyond initial lead generation.

CPC: Cost per contact tracks the cost of interacting with a client or potential client. In traditional marketing, CPC is viewed as a one-way process of reaching target audiences through means such as direct mail, radio ads and television ads. Search advertising provides opportunities for two-way contacts through web-based chat, Internet-based calls, call-back requests or mailing list signups.

TM: Total minutes is a metric being used by Nielsen/NetRatings to measure total time spent on a Web page rather than the number of Web page views. On July 10, 2007, Nielsen announced that they would be relying on TM as their primary metric for measuring Web page popularity, due to changes in the way Web pages provide content through audio and video streaming and by refreshing the same page without totally reloading it. Page refreshes are one aspect of Rich Internet Applications [Rich Internet Applications] (RIA). RIA technologies include AJAX (Asynchronous JavaScript and XML) and Microsoft Silverlight.

Internet Advertising By Method

Methodological questions regarding the use of total minutes for search advertising include how to account for Internet users that keep several browser windows open simultaneously, or who simply leave one window open unattended for long periods of time. Another question involves tracking total minutes on HTML pages that are stateless and do therefore do not generate server-side data on the length of time that they are viewed.

Campaign Management

Search engine advertisements are purchased on the basis of keywords. Ad buyers engage in running actions for keywords, with popular keywords costing several dollars per click through.

Search engines use algorithms to determine the position of ads according to click through rates. Ads with poor click through rates can be pushed down to the bottom of the first page of search results or onto subsequent pages. Even though advertisers are only paying for click throughs, the algorithms assigning ad positions based on ad popularity provide incentives for optimizing keyword selection and other cost control measures. Without cost control measures, it is possible for ad buyers to spend twenty five to fifty percent of their ad budget ineffectively.

Cost control measures can include:

- Campaigns can begin slowly, so as to test the effectiveness of keywords and ad texts. It can take three months of testing before a campaign is ready to scale up. Beginning campaigns can spend US\$20-\$40 per day, whereas major campaigns can exceed US\$1000 per day. Multiple campaigns can be run alongside each other.
- Negative keywords can be used to exclude search queries that do not relate to the ads to be shown. A seller of replacement windows for buildings, for example, could use the negative keywords 'software' or 'programs' to avoid their ads appearing in response to search queries for information about Microsoft Windows software.
- Word order within keyword combinations can have an effect on click through rates. Word order in buying ads according to keywords can be controlled through the use of quotation marks. Continuing the above example from the perspective of a seller of replacement windows, the keyword "replacement window" may have a higher click through rate than "windows replacement" or for related keyword combinations where syntax is not specified and that could be associated with Microsoft Windows software rather than windows for buildings.
- Broad search means that an ad is served up in response to any search query that contains the keyword, regardless of any other words that may have been used in the search query. Eliminating broad search can be helpful in cases where there are a large number of potential keywords or where the advertiser seeks to keep ad spending at a minimum. A replacement window company located in Trenton, New Jersey could eliminate broad search in favor of location-specific keywords such as "replacement windows Trenton" and other locations within their market area. Each search engine has its own procedures for controlling broad search options for individual keywords.
- It takes time to identify and select potential keywords. Rather than bidding on a small number of popular keywords, advertisers can expand their keyword lists to more than 200 and seek to include keywords that their competitors are not utilizing. Keywords that are less sought after are cheaper. To identify keyword options, enter 'keyword tool' into a search engine.
- Search advertising campaigns can produce immediate results--but they often need immediate attention. Poorly performing ads need to be pulled, keyword lists adjusted, and bid amounts modified to prevent over-spending. Search advertising campaigns that are set up and allowed to run on autopilot can produce less return on investment than campaigns that are monitored more than once a week.

Spamvertising is the practice of sending E-mail spam, advertising a website. In this case, it is a portmanteau of the words "spam" and "advertising".

It also refers to vandalizing wikis, blogs and online forums with hyperlinks in order to get a higher search engine ranking for the vandal's website. Spamvertisers insert links to their websites (typically, sites purporting to sell some commercial product) and add keywords of common or related searches. The apparent goal is that a search engine will find the vandalized page full of links and improve the popularity rating of the pages to which they link. This is typically done by automated editing programs which look for editable text fields in web forms and automatically fill them in with web links. The links typically lead to pills, porn and poker sites.

Internet Advertising By Method

Most legitimate website providers do not tolerate this practice, and will delete any site that has been spamadvertised.

This practice has led to many editable online resources employing anti-spam countermeasures, including the use of captchas to prevent automated editing.

Pop-up ads or popups are a form of online advertising on the World Wide Web intended to attract web traffic or capture email addresses. It works when certain web sites open a new web browser window to display advertisements. The pop-up window containing an advertisement is usually generated by JavaScript, but can be generated by other means as well.

A variation on the pop-up window is the pop-under advertisement, which opens a new browser window hidden under the active window. Pop-up windows do not interrupt the user immediately and are not seen until the covering window is closed, making it more difficult to determine which web site opened them.

Pop-up blocking

Opera was the first major browser to incorporate tools to block pop-up ads; the Mozilla browser later improved on this by blocking only pop-ups generated as the page loads. In the early 2000s, all major web browsers except Internet Explorer allowed the user to block unwanted pop-ups almost completely. In 2004, Microsoft released Windows XP SP2, which added pop-up blocking to Internet Explorer.

Most modern browsers come with pop-up blocking tools; third-party tools tend to include other features such as ad filtering.

Blocking of legitimate "pop-ups"

- Many websites use pop-ups to display information without disrupting the page currently open. For example, if you were to fill in a form on a web page and needed extra guidance, a pop-up would give you extra information without losing any information already entered into the form. Most pop-up blockers will allow this kind of pop-up, however, some will reload the page, losing any information that was entered.
- Some web based installers such as that used by McAfee use a pop-up to install software.
- On many internet browsers, holding down the ctrl key while clicking a link will allow it to bypass the popup filter.

Circumventing pop-up blockers

Advertisers continually seek ways to circumvent such restrictions. For example, some pop-up ads are generated using Adobe Flash. Since pop-up blockers only blocked the JavaScript method, the Flash method would bypass the pop-up blocker.

A combination of a banner ad and a popup window is the "hover ad", which uses DHTML to appear in front of the browser screen. With the use of JavaScript, an advertisement can be superimposed over a webpage in a transparent layer. This advertisement can appear as almost anything the author of the advertisement wants. For example, an advertisement can contain a Adobe Flash animation linking to the advertiser's site. An advertisement can also look like a regular window. Because the advertisement is a part of the web page, it can be blocked with third-party ad blockers such as Adblock or by using custom style sheets. DHTML ads can be very CPU intensive, sometimes bogging down older computers to the point of unusability.

Pop-under ads

Pop-under ads are similar to pop-up ads, but the ad window appears hidden behind the main browser window rather than superimposed in front of it. As pop-up ads became widespread, many users learned to immediately close the popup ads that appeared over a site without looking at them. Pop-under ads do not immediately impede a user's ability to view the

Internet Advertising By Method

site content, and thus usually remain unnoticed until the main browser window is closed, leaving the user's attention free for the advertisement.

Pop-up generators

A popup generator is a computer application used to design, produce, store, install and maintain popup advertisements. Popup generators vary from simple ones that generate blockable old-style annoying popups, to complex and sophisticated applications, used to develop feature rich popup ads and hover ad windows.

Pop-up dismissal

Users of websites and web applications routinely experience unwanted pop up ads through the course of their normal interaction with a web browser. Ordinarily users respond by dismissing the pop-up through the "close" or "cancel" feature of the window hosting the pop-up. Because this is a typical response, some authors of pop-up advertising depend on this, and create on-screen buttons or controls that look similar to a "close" or "cancel" option. When the user chooses one of these "simulated cancel" options, however, the button performs an unexpected or unauthorized action (such as opening a new pop-up, or running unauthorized commands on the user's system).

Because the technologies for web development and design allow an author to draw any kind of "simulated" cancel option imaginable, some users refuse to click on or interact with any item inside a pop-up window whatsoever.

On the World Wide Web, interstitials are web pages that are displayed before an expected content page, often to display advertisements or confirm the user's age. The concept of interstitial advertising was first launched in 1997 by Typo.net founders Timothy L. Kay and Robert Hoffer, who called it "the first World Wide Web URL spellchecker."

Some people take issue with this form of online advertising. Less controversial uses of interstitial pages include introducing another page or site before directing the user to proceed; or alerting the user that the next page requires a login, or has some other requirement which the user should know about before proceeding. Sparingly and prudently used, interstitial pages can avoid confusion and aid usability.

Meaning of interstitial

Look up interstitial in Wiktionary, the free dictionary. In this context, interstitial is used in the sense of "in between". The interstitial web page sits between a referenced page and the page which references it—hence it is in between two pages. This is distinct from a page which simply links directly to another, in that the interstitial page serves only to provide extra information to a user during the act of navigating from one page to the next.

A web banner or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. The advertisement is constructed from an image (GIF, JPEG, PNG), JavaScript program or multimedia object employing technologies such as Silverlight, Java, Shockwave or Flash, often employing animation or sound to maximize presence. Images are usually in a high-aspect ratio shape (i.e. either wide and short, or tall and narrow) hence the reference to banners. These images are usually placed on web pages that have interesting content, such as a newspaper article or an opinion piece.

Typical web banner, sized 468×60 pixels.

The web banner is displayed when a web page that references the banner is loaded into a web browser. This event is known as an "impression". When the viewer clicks on the banner, the viewer is directed to the website advertised in the banner. This event is known as a "click through". In many cases, banners are delivered by a central ad server.

When the advertiser scans their logfiles and detects that a web user has visited the advertiser's site from the content site

Internet Advertising By Method

by clicking on the banner ad, the advertiser sends the content provider some small amount of money (usually around five to ten US cents). This payback system is often how the content provider is able to pay for the Internet access to supply the content in the first place.

Web banners function the same way as traditional advertisements are intended to function: notifying consumers of the product or service and presenting reasons why the consumer should choose the product in question, although web banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted to the viewer's interests.

Many web surfers regard these advertisements as highly annoying because they distract from a web page's actual content or waste bandwidth. (Of course, the purpose of the banner ad is to attract attention and many advertisers try to get attention to the advert by making them annoying. Without attracting attention it would provide no revenue for the advertiser or for the content provider.) Newer web browsers often include options to disable pop-ups or block images from selected websites. Another way of avoiding banners is to use a proxy server that blocks them, such as Privoxy.

History

The first clickable web ad (which later came to be known by the term "banner ad") was sold by Global Network Navigator (GNN) in 1993 to a law firm. GNN was the first commercially supported web publication and one of the very first web sites ever.

HotWired was the first web site to sell banner ads in large quantities to a wide range of major corporate advertisers. Andrew Anker was HotWired's first CEO. Rick Boyce, a former media buyer with San Francisco advertising agency Hal Riney & Partners, spearheaded the sales effort for the company. HotWired coined the term "banner ad" and was the first company to provide click through rate reports to its customers. The first web banner sold by HotWired was paid for by AT&T, and was put online on October 25, 1994.

Another source also credits Hotwired and October 1994, but has Coors' "Zima" campaign as the first web banner. In May of 1994, an early Internet commercialization pioneer, who mentored Boyce in his transition from traditional to online advertising, first introduced the concept of a clickable/trackable ad. He stated that he believed that only a direct response model—in which the return on investment of individual ads was measured—would prove sustainable over the long run for online advertising.

In spite of this prediction, banner ads were valued and sold based on the number of impressions they generated. This approach to banner ad sales proved successful and provided the economic foundation for the web industry from the period of 1994 to 2000 until the market for banner ads "crashed" and there was a radical revaluation of their value. The new online advertising model that emerged in the early years of the 21st century, introduced by GoTo.com (later Overture, then Yahoo and mass marketed by Google's AdWords program), closely resembled the pioneer's 1994 projection.

Standard sizes

Ad sizes have been standardized to some extent; they are:

Rectangular and pop-up ads

Width by height (in pixels)

Large rectangle

Internet Advertising By Method

336 by 280

Medium rectangle

300 by 250

Square pop-up

250 by 250

Vertical rectangle

240 by 400

Rectangle

180 by 150

Banner and button ads

Leaderboard

728 by 90

Full banner

468 by 60

Half banner

234 by 60

Button 1

120 by 90

Button 2

120 by 60

Micro bar

88 by 31

Micro button

80 by 15

Vertical banner

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120 by 240

Square button

125 by 125

"Skyscraper" ads

Skyscraper

120 by 600

Wide skyscraper

160 by 600

Half-page