ONLINE ADVERTISING

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ABSTRACT

An internet broadcast model is what many major advertisers have been waiting for. They want to make Internet advertising more like television advertising. Actually, they want to make it better than TV advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction will drive brand attitudes. The important trend is that web advertising is moving away from the banner and marketers are experimenting with new forms such as games and interactive product demonstrations in such new forms as pop-up windows, daughter windows and side frames. Feedback is one the strengths of Internet sites, and an effective site captures information from visitors in a systematic way that can be used in strategic planning. It is a type of real-time research. Copy testing methods are beginning to be developed to evaluate a site's ability to motivate click-through behavior.

KEY WORDS: *Locatability, pop up, Floating Ads, Trick Banner.*

INTRODUCTION

Online advertising is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in email.

Savvy advertisers are increasingly making use of this forum for reaching consumers, for a number of reasons:

- It's relatively inexpensive
- It reaches a wide audience
- It can be tracked to measure success (or failure)
- It can be personalized for a target audience

Indeed, online advertising is only growing in scope, as new avenues for marketers pop up (think ads delivered through text message or marketing messages delivered to users in a certain area, known as geo-targeting). But, while some of the ads are less common or just gaining traction, there are plenty that we're exposed to multiple times every day. Let's take a look at some of the most popular types of online advertising.

STRATEGY OF ONLINE ADVERTISING

An advertising strategy is a plan to reach and persuade a customer to buy a product or a service. The basic elements of the plan are 1) the product itself and

its advantages, 2) the customer and his or her characteristics, 3) the relative advantages of alternative routes whereby the customer can be informed of the product, and 4) the optimization of resulting choices given budgetary constraints. In effect this means that aims must be clear, the environment must be understood, the means must be ranked, and choices must be made based on available resources. Effective product assessment, market definition, media analysis, and budgetary choices result in an optimum plan—never the perfect plan because resources are always limited.

EVOLUTION OF ONLINE ADVERTISING

Since the debut of banner ads placed on web sites such as those in Hot Wired in 1994, it took some time for academic and industry researchers to study this new online advertising medium. It was until 1996 that the first research article on online advertising was published a refereed scholarly advertising journal: Berthon, Pitt & Watson's (1996) article on evaluating the World Wide Web as an advertising medium published in the Journal of Advertising Research. Their seminal article uses the metaphor of an electronic trade show and a virtual flea market for a Web site and suggest five advantages of online advertising: 1) Awareness efficiency, 2) locatability, 3) contact efficiency, 4) conversion efficiency and 5) retention efficiency. Corresponding to these advantages, the researchers propose to use number of surfers, number of hits, number of aware surfers, number of active visitors, purchases and repurchases as advertising success metrics.

TYPES OF ONLINE ADVERTISEMENT

- **Floating ads:**

A floating ad is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive 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.

- **Expanding ads:**

These are ads that expand when users click on them. The ads do not expand just from moussing 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, or a teaser.

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.

- **Wallpaper ads:**

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

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

b. Pop-up: A new window which opens in front of the current one, displaying an advertisement, or entire webpage.

c. 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.

BENEFITS OF ONLINE ADVERTISING

Online advertising, however, is much less expensive and reaches a much wider audience and will probably give you more profit than traditional advertising. It has a lot of advantages that traditional advertising haven't even dreamed about. This new form of advertising gives such wide possibilities, that it makes your head spin: video advertising, advertising on social networks, mobile advertising, e-mail advertising, banner advertising, Google Search advertising and a lot more.

These are the benefits of online advertising:

1. Less Expensive: A main benefit of online advertising is that it has a much affordable price when compared with the traditional advertising costs. On the internet, you can advertise at a way more inexpensive cost for a much wider audience.

2. Wider Geographical Reach: Online advertising gives your campaigns global coverage, which helps your online campaigns reach more audiences. This will definitely help you achieve superior results via your online advertising strategy.

3. No Rigorous Payment: This is another appealing benefit of online advertising. In traditional advertising you have to pay the full amount of money to the advertising agency, no matter the results. In online advertising however, you have to pay only for the qualified clicks, leads or impressions.

4. Easy Result Measurement: The fact that it's so easy to measure makes online advertising more appealing than the traditional advertising methods. You can find a lot of effective analytics tools in order to measure

online advertising results, which helps you know what to do and what not to do in your following campaigns.

5. More Targeted Audiences: In comparison with traditional advertising, online advertising helps you to easily reach the targeted audience, which leads to your campaign's success.

6. Speed: Online advertising is faster than any of the offline advertising activities and you can start sending out your online ads to a wider audience, the moment you start your advertising campaign. So if you have a large targeted audience online at the time of triggering your online advertisements, then your ad will be served to majority of the audience in no time.

7. Informative: In online advertising, the advertiser is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising campaigns are composed of a clickable link to a specific landing page, where users get more information about the product mentioned in the ad.

8. Better ROI: Since online advertising is mainly focused on performance based payment, you ROI is sure to be far better when compared with offline advertising. You can also easily track and analyze the performance of your online advertisements and adjust them so as to improve your ROI.

9. Easy Audience Engagement: Most of the online advertisement platform makes is easy for the audience to engage with your ads or products. As an advertiser we would be able to get more feedback from the audience and thereby improve the quality of our ads going forward.

10. Better Branding: Any form of advertising helps in improving the branding and online advertising stands a notch high in improving the branding of your company, service or product. If your digital advertising campaign is well planned, you have the chances of getting your brand name spread virally over a larger audience.

DISADVANTAGES OF ONLINE ADVERTISING

The biggest disadvantage of advertising on the Internet is that your marketing materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes, or even to slander or mock your company. This is not the case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically. Another disadvantage is the fact that the Internet-advertising gold rush has begun to introduce ad clutter to the Web. Web users are so inundated with banner ads and spam email that they have begun to ignore internet advertising just as much as ads on traditional media. Effects of online advertising on customer's

online advertising techniques such as banners, pop-ups, and pop-under are quite. This is surprising because traditional media like television commercials has been long been criticized as being intrusive and the leader in advertising annoyance. However, researched indicated that online consumers are more goals oriented and judge online advertisements even more harshly than those in other media. The negative perception that users develop towards intrusive ads leads them to not return to that website. A Jupiter Research survey showed that 69% of users consider pop-ups annoying, and, further, 23% said they would not return to the site simple .With users needing instant gratification not being able to complete their goals while online is starting to diminish their feelings towards advertisements, company's brands and website environments. Abernethy describes intrusive online ads to being a television viewer who cannot leave the room or change the channel during a commercial, the user are deterred and feel helpless because there is little they can do to escape these ads other than interrupt their task, scroll past ads, or close the pop-up/pop-under windows.

CONCLUSION

The findings suggest that ads do have significant effects on retention of the on-line experience. The mere existence of ads decreases retention of both site and ad content. Pop-up ads reduce a person's retention of both site and ad content more severely than in-line ads. Also, advertising content that is non-congruent with the site's content seems to lead to greater effort in reconciling the differing content, and ultimately greater memory of both the website and the ad.

In addition, introducing different ad types and locations could demonstrate differential impacts on users. For example, varying the size and location of ads and controlling for all other factors could isolate whether retention can be explained more by size or location. Finally, other cultures can be examined to see if there are systematic differences that apply to other Countries.

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