

Online Advertising

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Online Advertising

In 2007, online advertising spending is estimated to be **\$19.5 billion** in the US. (eMarketer).

Advertisers will spend **\$7.5 billion** to reach all Western Europeans in 2007 (Phillips, 2007).

Growth

Online advertising growth in the United States is forecast at 18-19 %.

European online advertising growth is estimated at 25% per year (Stone, 2007).

Online Advertising for 2010

PriceWaterhouseCoopers (2006) estimates:

\$25.5 Billion in the United States

\$14.9 Billion in (EMEA) Europe, the Middle East
and Africa

\$9.9 Billion in the Asia Pacific

\$812 million in Canada

\$512 million in Latin America

Online Advertising Spending per User in Select Countries in Western Europe, 2006, 2007 & 2010 (US \$)

UK



France



Spain



Germany



Italy



■ 2006

■ 2007

■ 2010

Note: Based on online ad spending figures from PricewaterhouseCoopers/Wilkofsky Gruen Associates, June 2006
Source: eMarketer, December 2006

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www.eMarketer.com

IMPACT of Online Advertising

The economic impact of online advertising is documented in a report by Patti Freeman Evans of Jupiter Research. She forecasts U.S. online sales will be \$116 billion in 2007.

Offline sales influenced by online research should reach **\$1 trillion by 2011** (Dawley, 2007).

Types of Online Advertising

ONLINE AD SPENDING

Data from eMarketer, which benchmarks projections against Interactive Advertising Bureau/PricewaterhouseCoopers data, for which the last full year measured was 2005. Dollars in billions.

FORMAT	PROJECTED 2006	AS % TOTAL
Paid search	\$6.47	41.5
Rich media	1.79	11.5
Classified	2.73	17.5
Display ads	2.89	18.5
Sponsorships	0.62	4.0
Referrals	0.78	5.0
E-mail	0.16	1.0
Slotting fees	0.16	1.0
Total	15.60	100.0

Search Advertising

Based on the keywords typed by the user. The costs of keywords can vary greatly depending on the demand for the term, the nature of the target market and the placement of the ad.

Las *palabras clave* son lo que los usuarios buscan en Google.

APPLE

Su *anuncio* aparece junto a los resultados de búsqueda más importantes.

Enlaces patrocinados [El Apple Store en España](#)

www.apple.com/es/store Compra los nuevos productos **Apple** Envío gratis en pedidos desde €100

TOP BIDS FOR SELECT PAID SEARCH TERMS ON YAHOO

Source: eMarketer using Yahoo Search Marketing (formerly Overture) to identify high bids for the top five positions as of Jan. 23, 2006 at 2:30pm EST.

TERM	TOP BIDS BY POSITION				
	NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
Hotel	\$2.00	\$1.30	\$1.29	\$1.20	\$1.13
Car rental	1.50	1.50	1.50	1.49	1.25
Computer	8.50	2.01	2.00	1.01	1.00
Bicycle	0.39	0.38	0.28	0.20	0.18
Automobile	0.98	0.98	0.97	0.97	0.96
Viagra	1.69	1.68	1.50	0.89	0.88
Sopranos	0.88	0.62	0.17	0.11	0.11
Subaru Forester	1.02	1.02	1.01	1.00	1.00
Real estate San Francisco	2.27	2.16	2.15	2.12	2.11
Starbucks	0.30	0.21	0.20	0.16	0.14

¿Por qué elegir Advertising.com?

- **Los mejores resultados al precio óptimo.**

Nuestra tecnología exclusiva, AdLearn for Search, ajusta automáticamente las pujas para que reflejen las conversiones esperadas a través de actualizaciones automáticas cada hora en función del momento del día y del análisis en tiempo real del mercado.

¿Por qué elegir Advertising.com?

- **Gestión simplificada de búsqueda.** - Nuestro equipo de expertos en Marketing de búsqueda te ayudan recomendándote una lista exhaustiva de palabras claves, títulos y descripciones para tu campaña publicitaria. Te ayudamos a hacer más sencilla la gestión de tu campaña en motores de búsqueda.

¿Por qué elegir Advertising.com?

- **Cobertura web maximizada.** Garantizamos el mejor posicionamiento de tu marca mediante nuestras relaciones con Google, Overture, Miva, Yahoo!, AOL, MSN, FindWhat, AskJeeves, Lycos y muchos más. Nuestra tecnología de optimización de pujas Adsearch determina el posicionamiento más eficientes en función del rendimiento individual de cada uno de los Buscadores.

Worldwide Search Numbers

Banc of America Analyst Brian Pitz in December 2006 revealed worldwide search query share.

Google - 65.4%

Yahoo!'s- 19.5%

Microsoft's - 7.9%

Contextual Advertising

Uses the context of an page, article or story a user is reading and matches the context with the associated product or service

Someone reading articles on a new cars might receive ads related to BMW, Honda, car dealers or car review books.

Behavioral Targeting

“*Behavioral targeting*” is a technology that recognizes when web-site visitors are seeking a particular product or service and then serves an ad relevant to their search – at a later date – on another, unrelated page (Oser, 2004 p.4).”

El **Behavioral Targeting** es un sistema publicitario incipiente que sirve los anuncios publicitarios basándose en la navegación previa de los usuarios en un portal o web determinado. Es un sistema que se basa en ofrecer a los anunciantes audiencias relevantes y no solo contenidos relevantes en donde insertar su publicidad.

<http://blogs.sawebos.com/index.php/marketing-y-publicidad/2007/02/12/que-es-behavioral-targeting>

Rich Media

“...allow advertisers to take traditional media assets like video, audio, animation, and photos, and combine them into a multimedia branding experience that streams from an ad server to the client machine (Koegel, 2003).”

Rich Media

“Innovar en marketing online nunca ha sido tan fácil, ahora que MSN acepta creatividades Rich Media de los mejores proveedores de estas soluciones: **PointRoll, Viewpoint, Doubleclick, Eyeblander, y Atlas** ”

<http://advertising.microsoft.com/espana/Advertise/default.aspx?pageid=183>

Rich media technologies include:

Flash

Unicast

Eyeblaster

EyeWonder

PointRoll.

Classified Advertising

Moving from traditional print newspapers to online formats.

Recruitment, real estate and automotive are the major types of classified ads

Monster, Career Builder and Hot Jobs are the top ranked recruitment sites

Craigslist

online company in the classified online market.

EUR350 Habitation Libre y de buena localizacion

Reply to: see below

Date: 2007-02-21, 4:54PM CET

Se busca companer@ para compartir piso con tres chicas. Habitación pequeña pero piso amable con mucha luz, salón enorme. 1 min ir andando al metro canal y muy cerca de Ciudad Universitaria y Metropolitano.

Preguntar por Patricia, Lauren o Nagore: 91 535 52 871

Display Ads or Banner Ads

Online advertisers ran 257.7 billion **display ads** in December 2006 according to [Nielsen//NetRatings AdRelevance](#)

Display Ads or Banner Ads- www.247realmedia.es

Más de 1.400 web sites en todo el mundo que confían en nosotros para servir más de 200 billones de banners al mes ... Entre nuestros clientes se incluyen: Grupo Prisa, CMXXI, Grupo Recoletos, Lanetro, eDreams, Cyberclick, Agencia EFE...

Yahoo's e-mail service drew 36.4% of ads and MSN Hotmail captured 6.4% of ads. Financial services marketers had 29% of the online display ads Web media resented 17% , Retail goods and services had 16% of impressions, telecoms had for 13%, and public services had 6% (December 2006 according to [Nielsen//NetRatings](#) AdRelevance).

Email Advertising

- 1) opt-in or permission based email. For example when you sign up for a newsletter or other information from a company or organization.
- 2) spam- studies estimate as much as 90% of email sent is spam.

Social Network Advertising

MySpace, Facebook, Bebo

eMarketer estimates that worldwide social network ad spending will reach \$1.1 billion in 2007. By 2010, spending is expected to rise to \$2.8 billion.



User Generated Content (UGC).

User generated content appeared in the 2007 Superbowl and in advertising around the world.

Video Advertising – YouTube



Live the Flavor - Doritos Crash the Super Bowl

00:30 CAST YOUR VOTE on
crashthesuperbowl.com

Tags: doritos crash the su
per bowl cast your vote

Added: 2 months ago in

Category: From: Views:

65,163 206 ratings

Podcast Advertising

\$400 million by 2011.

¿Qué es un podcast?

Podcasting es la *sindicación* de archivos de sonido, normalmente MP3, con un sistema RSS, que permite suscribirse y descargarlos de forma automática y periódica.

<http://www.podcastellano.com/podcasting>

In-Game Advertising

CEO of Double Fusion Jonathan Epstein predicts seven years from now the in-game advertising will be worth between 5 and 10 billion (FierceGameBiz, 2006).”

Mobile Advertising

Banners, games, coupons, text messages, audio or video are used for mobile ads.

It is estimated that it will reach \$720 million in 2007 (Burns, 2007).

Google uses AdWORDS

“We use the Quality Score to set minimum bids for keywords based on keyword clickthrough rate (CTR), ad text relevance, the historical performance of the keyword on Google, and the user experience on the ad's landing page. Keywords with a higher Quality Score are rewarded with a lower minimum bid, so it costs less for those ads to be eligible for display (Google, Feb. 2007).”

Google Blogs use AdSense

Obtenga más ingresos de su sitio web al tiempo que ofrece a los visitantes una experiencia más gratificante. AdSense™ de Google publica automáticamente anuncios de texto y anuncios gráficos orientados de forma precisa en función de su sitio y el contenido de éste, tan apropiados que sus usuarios los encontrarán útiles. Además, si incorpora AdSense para búsqueda a su sitio, también publicará anuncios orientados en las páginas de resultados de la búsqueda.

You can advertise on your blog!

Advertising on Blog list

"\$780 million was distributed over those roughly 3 million blogs" by Google AdSense

<http://help.blogger.com/bin/answer.py?answer=42281>

How do I put AdSense on my blog?

Adding AdSense to your blog is easy. Go to the Template tab in Blogger and you'll see an "AdSense ads" tab below it:



Google Quality Score =
keyword's CTR
ad text relevance
keyword relevance
landing page relevance

Yahoo's New Advertising System- Project Panama

click-through rate up

The week ending February 11 saw a 5-percent increase, while the week ending February 18 showed a 9-percent jump (ComScore).

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