

INLS 210-96

Electronic Business for  
Information Professionals



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Internet Advertising

May 31



# Today's Readings

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- U.S. Federal Trade Commission - [Advertising and Marketing on the Internet: The Rules of the Road](#)
- BusinessWeek - [Dot.Com TV Ads: The Good, the Bad, and the Left-Us-Clueless](#)
- Business 2.0 – [Whither the Banner](#)
- Internetnews.com – [Psst! Banner Ads Work](#)



# Internet Ad Terms

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- Ad views
- Banner
- Clicks
- Click ratio
- Cookie
- CPM
- Effective frequency
- Hit
- Impression
- Reach



# Advantages of Internet Ads

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- Ads can be accessed by Web servers 24 hours a day, 7 days a week
- Can deliver targeted messages
- Low cost of distribution
- Ads can be updated, supplemented, and changed
- Interactive & Multimedia
- Responses to ads can be traced immediately



# Disadvantages of Internet Ads

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- No standard measurements
- Difficult to measure the size of the market
- Small audience
- Software exists to disable banner ads



# Banner Advertising

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- Most common form of Internet advertising
- Small file size = quick download
- Catch attention with graphics – text directs action
- Keyword and random banner ads
- Swapping, Exchanges, Paid



# How Banner Ads Work

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- User requests a page from content site
- Content site requests an ad to insert in page
- Ad is inserted in the page
- Ad is downloaded to the user's browser
- Ad is displayed on the user's screen
- Ad is viewed by the user



# Business 2.0

## Case for Banners

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- 22 billion banner ads ran in 1998 = \$784 million
- Banner ads accounted for 96% of what consumers remember about an advertiser online
- Recall rate 12%
- August 1999
  - 1,600 companies running 13,000 unique ads



# Business 2.0

## Case Against Banners

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- 99% of all banners do not get clicked
- 49% of Internet users never look at banners
- Projections for revenues to drop
- Developing brand recognition takes about 27 exposures to a banner ad
- 81% of Web ad space goes unsold
- 16% of advertisers are satisfied with current audience measurement procedures



# Other Internet Ad Formats

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- Splash Screen
- Leasing
- URL
- E-mail
- Chat rooms



# Internet Ad Design Tips

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- Colorful
- Incorporate movement
- Conversational tone
- Provide valuable information
- Emphasize differences from competition
- Coordinated with offline advertising
- Ads for items should take viewer to order form
- Placement – lower right hand corner near scroll bar



# Advertising That Works

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- Keep it simple, stupid
- Sell the benefits
- Spice it up with sex
- Use celebrities
- Use color
- Keep their attention
- Avoid ambiguity
- Heighten the contrast
- Use children and animals
- Make it readable



# Drivers of Web Page Satisfaction

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- Page-Loading Speed
- Content
- Navigation Efficiency
- Security and Privacy
- Consumer Focus



# Measuring Effectiveness

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- Exposure
- Click-Through
- Interactivity
- Purchase
- Visits
- Unique Users
- Fixed Fees
- Auctions



# Analyzing Web Traffic

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- Audit Bureau of Circulation
  - White Paper - How to Tell Whether Your Online Ad has been Served per the Guideline
  - White Paper - How Interactive Ads are Delivered and Measurement Implication



# Monitoring Traffic Flow

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- PC Magazine
  - Know Your Site
  - Summary of Features
- Webtrends



# Tomorrow's Readings

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- HotWired.com - [The Foundations of Web Design \(All 5 Lessons\)](#)
- InformationWeek Online - [Usability on the Web isn't a Luxury](#)
- ZDNN Developer
  - [Shoppers of the Web Unite: User Experience and Ecommerce](#) (All 6 sections)
  - [What is Usability?](#)
- Creative Good - [Building a Great Customer Experience](#) (download PDF White paper)