



Complete Overview of the Role of **Display Advertising in Online Marketing**

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Agenda

complete overview of the role of display advertising in online marketing



- To provide a complete overview of display advertising and benefits of implementation
- To analyze the various formats of display advertising along with recent trends
- To understand the various targeting strategies to implement display advertising in marketing and sales
- To understand the buying option and buying models of display advertising
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Table of contents

For complete overview of the role of display advertising in online marketing

01

Overview of display advertising

- › Introduction to display advertising and its format
- › Key facts and figures of display advertising statistics
- › YOY change in display advertising spending trends
- › Major benefits of implementing display advertising

02

Need of display advertising in digital marketing activities

03

Major challenges of display advertising

- › Major challenges of display advertising for marketers with solutions
- › Display advertising constraints for marketers with reasons

04

Recent Trends of online display advertising forms

05

Format of display ads

- › Types of display advertising formats
- › Most popular display advertising forms with dimensions
- › Conventional sizes of google display advertisings

06

Types of display advertising

- › Overview of native ads with major facts and figures
- › Overview of paid search advertising and its components
- › Difference between display ads search ads and native ads
- › Programmatic display advertising
 - Overview of programmatic display advertising
 - Key statistics of programmatic display advertising
 - Classification of programmatic display advertising
 - Workflow process model of programmatic RTB approach
 - Workflow process model of programmatic direct approach
 - 5 step process to run programmatic display advertising campaign
- › Comparative analysis of native and display advertising
- › Overview of google display advertising and its types

07

Buying model of display advertising

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Table of contents

For complete overview of the role of display advertising in online marketing cont...

08

Buying option for display advertising

- › Options for advertisers to purchase display advertising
- › Online display advertising options with costing model

09

Bidding process model of display advertising

- › Framework model of display ads header bidding process
- › Framework model of display ad marketplace process

10

Strategy

- › Display advertising targeting strategy models
- › Display advertising strategy aligned with sales funnel

11

Implementation

- › Action plan for display advertising campaign
- › Best practice to run successful display advertising

12

Dashboards

- › Dashboard to measure display advertising campaigns performance
- › Dashboard to evaluate display advertising source conversion and cost

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