



# M32 Academy

INTRODUCTION TO ONLINE ADVERTISING – PAID MARKETING

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# Answers

## TO YOUR QUESTIONS



*Don't hesitate to contact me with your questions!*

*Mention this course – it's free.*

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# Titan Interactif

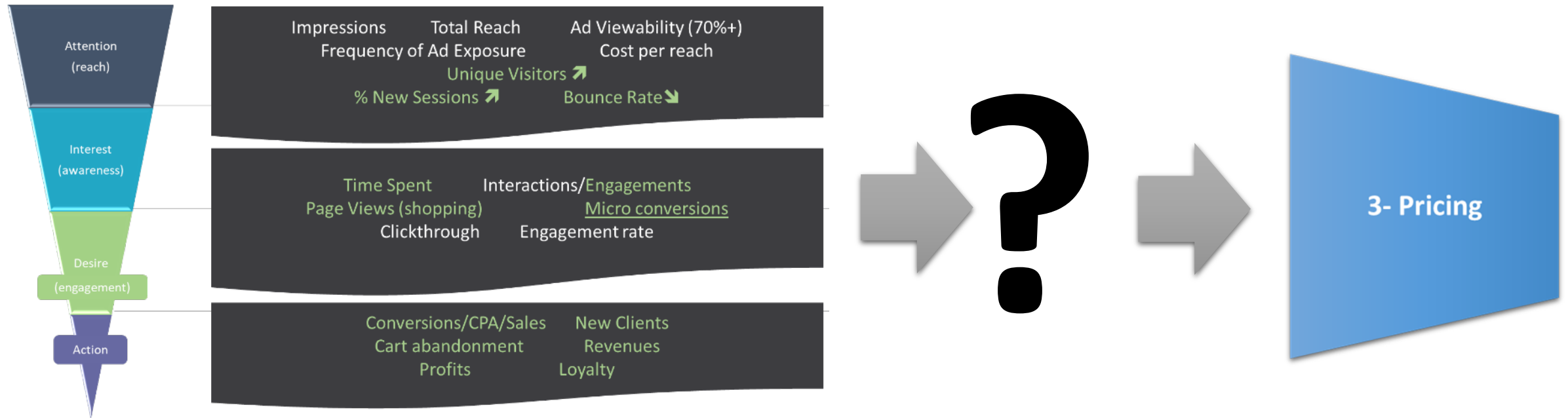


Pricing

# ONLINE ADVERTISING



# Align your KPI to the Pricing Model



*Which pricing model motivates my media partner to optimize performance towards my KPI, my objective?*

- What matters most isn't the pricing of the initial Cost per impression or other, but the resulting Cost per Conversion or Acquisition.

Ad Format

# ONLINE ADVERTISING



Ad formats come in many varieties: display, text, video, large and small, square, horizontal and vertical. Some float while others are integrated in a site's design. Some are static, others are animated, even interactive!

- *Which ad format, which ad size, will best allow you to communicate your message to your target audience at an affordable price?*

# Ad Formats

- Integrated display
- Floating display
- Wallpaper
- Interactive
- Video
  - Pre-roll
  - Integrated
  - Floating
  - Interactive
- Roadblock
- Audio
- Text
- Native

The screenshot displays the CollingwoodToday.ca website interface. At the top, there's a blue navigation bar with the site logo, a 'Join CollingwoodToday+' link, and a sign-in/register option. Below the navigation bar, there's a weather widget showing 3.4°C and a search icon. The main content area is divided into several sections:

- COLLINGWOOD NEWS:** A list of news items with headlines and brief descriptions, such as '10 Wasaga, 3 Collingwood residents among 133 new COVID cases in region today' and 'Science Table: COVID-19 modelling shows situation is worse than it has ever been before'.
- TOP STORY:** A featured article with a video thumbnail showing a press conference. The headline is 'LIVE: Ford expected to announce further COVID restrictions at 4 p.m. press conference'.
- Featured 50/50 Raffle:** An advertisement for the Knights of Columbus raffle, featuring a logo and the text 'Draws June 30 at 11:30pm Estimated jackpot to date: \$7,125 Buy Tickets Online →'.
- SPOTLIGHT:** A small article titled 'How to know when memory problems are a cause for concern' with a thumbnail image of an elderly woman.

On the right side of the page, there's a large, interactive advertisement for COVID-19 vaccines. It features the 'Canada' logo and the text 'The COVID-19 vaccines & you'. Below this, there's a form with a text input field containing 'I can provide information about the COVID-19 vaccines.' and a dropdown menu titled 'What are you interested in learning about?' with several options: 'Vaccine development', 'Vaccine safety', 'Vaccine side effects', 'mRNA vaccines', 'Vaccine testing', and 'Other'. At the bottom of the page, there's a 'Member exclusives' section with a 'Collingwood Olive Oil Co.' logo and the text 'Enter for a chance to win a \$50 gift card from Collingwood Olive Oil Co.' and a 'COLUMN: School' label.

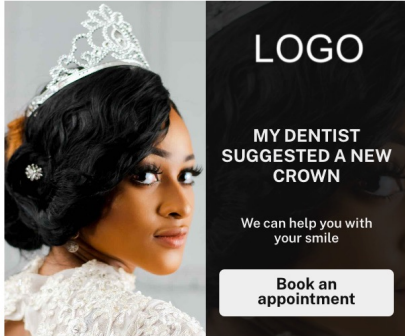
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**Titan Interactif**

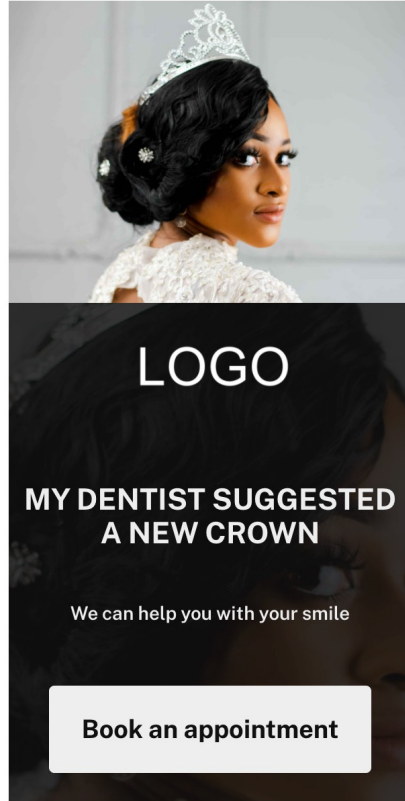


# PLEASE FOCUS ON THESE DISPLAY FORMATS

300x250



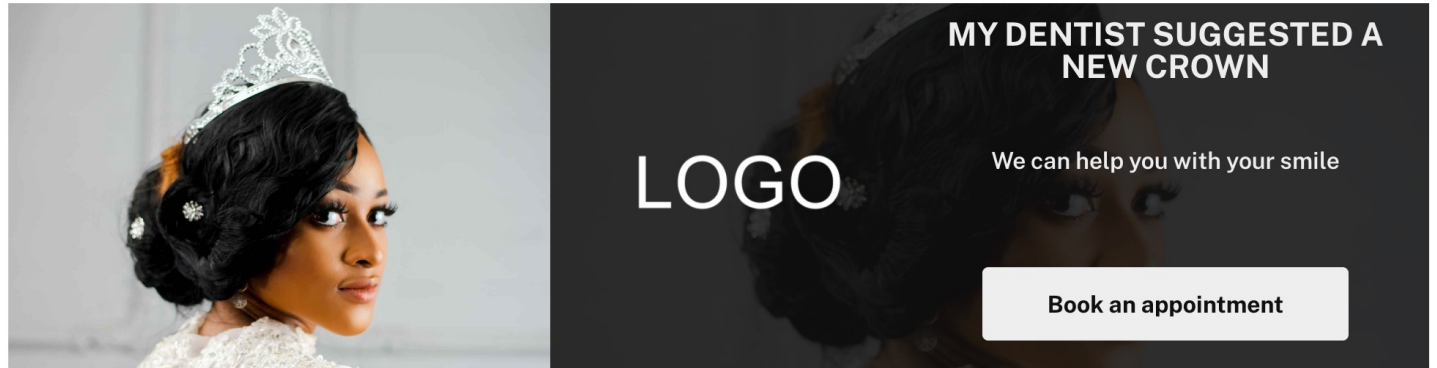
300x600





728x90



970x250



1. Position 
2. Size 
3. Alignment: context or targeting
4. Mobile Adaptability

- #1 & #2 have a huge impact on your ad's viewability

# A Perfect alignment is necessary

1- Campaign Objective

2- Success Metric / KPI

3- Pricing

4- Ad Format

5- Environment

6- Platform

7- Ad Targeting

8- Creative / Message

9- Landing Page

# Thank You!

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