



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



Ad Targeting

ONLINE ADVERTISING



Which ad targeting option to chose?

- *You can combine more than one targeting option. However, they are not all compatible with each other, nor are they all good for all objectives.*

- 3 ad targeting mechanisms:
 - **Profile data**
 - Social Media (login)
 - Governed by PIPEDA – Canada’s privacy commissioner
 - **IP Address / ISP nodes’ civic address**
 - 80% precision in a 40km² radius
 - 25% precision in a 20km² radius
 - **Cookie**
 - 1st party Cookie
 - 3rd party Cookie
 - Regulated by [Ad Choices](#) – Canada’s privacy commissioner + DAAC

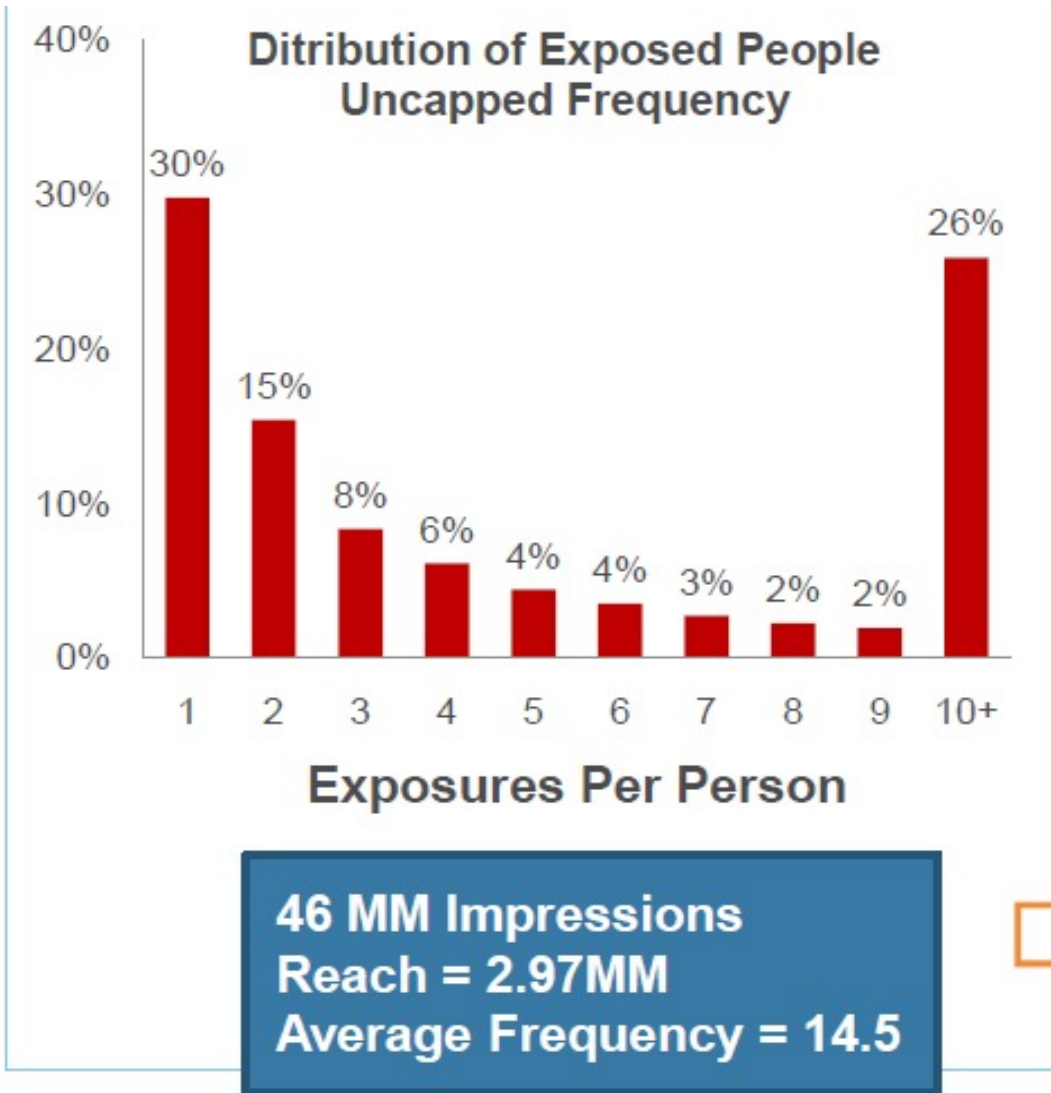
Basic

- Frequency cap
- Contextual
- Daypart
- Geographic
- Demographic
- Keyword
- Negative
- Sequential

Note: Ad targeting options in white are not addressed in this course as they are mostly available to professional advertising buyers (advertising agencies and such)

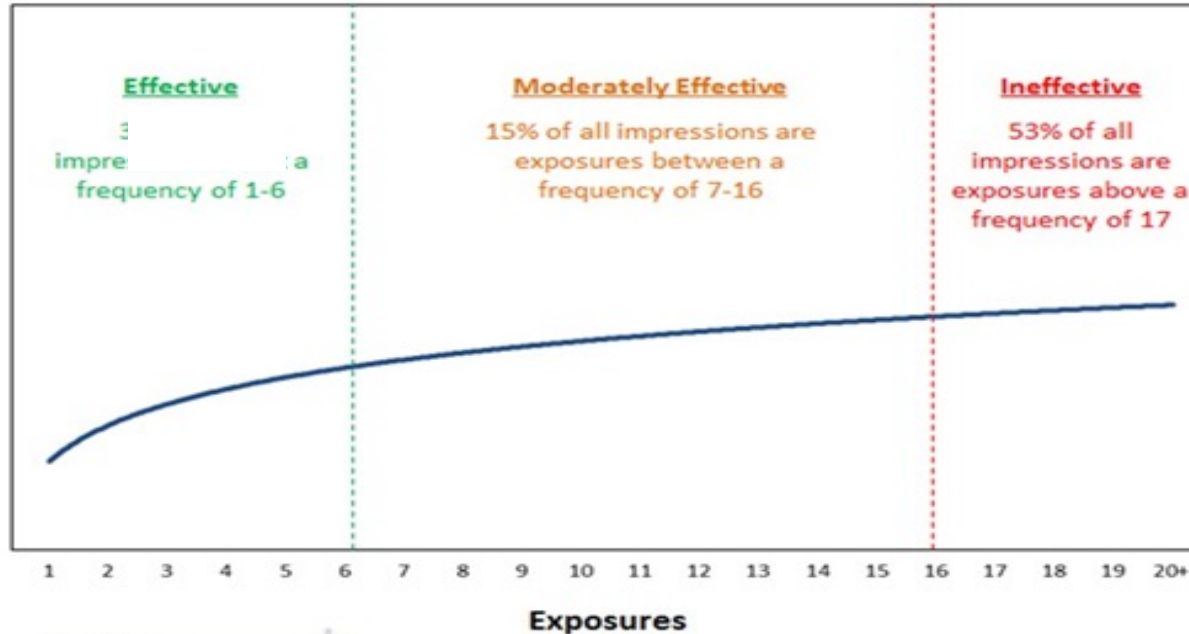
- Allows controlling the frequency of ad exposure to any one individual to:
 - Limit media waste
 - Build reach
 - Ensure a message was seen enough times to be understood
 - Deliver a sequence of different ads in a particular order
 - Avoid spamming users with extraordinary/intrusive ads

Without vs with Frequency Cap



The Right Frequency Cap

Brand Metric Increases vs. Frequency



insightexpress
discover tomorrow, today™

Source: InsightExpress: InsightNorms & Media Insights

Awareness Objective

- 1-6x per creative/lifetime = not enough
- 7-16x per creative/lifetime = ideal frequency for optimal efficacy
- = Frequency of 1-2 daily will generate 14-16 frequency over 28 days
- 17x+ per creative/lifetime = media waste

Direct Response Objective

- Short-term promotion/sale:
 - 1-4x per creative/lifetime, 1-2x per day maximum
- 52-week ongoing campaign:
 - If retargeted, many times a day has proven generating more sales
 - If simply highly targeted, 1x/day is enough

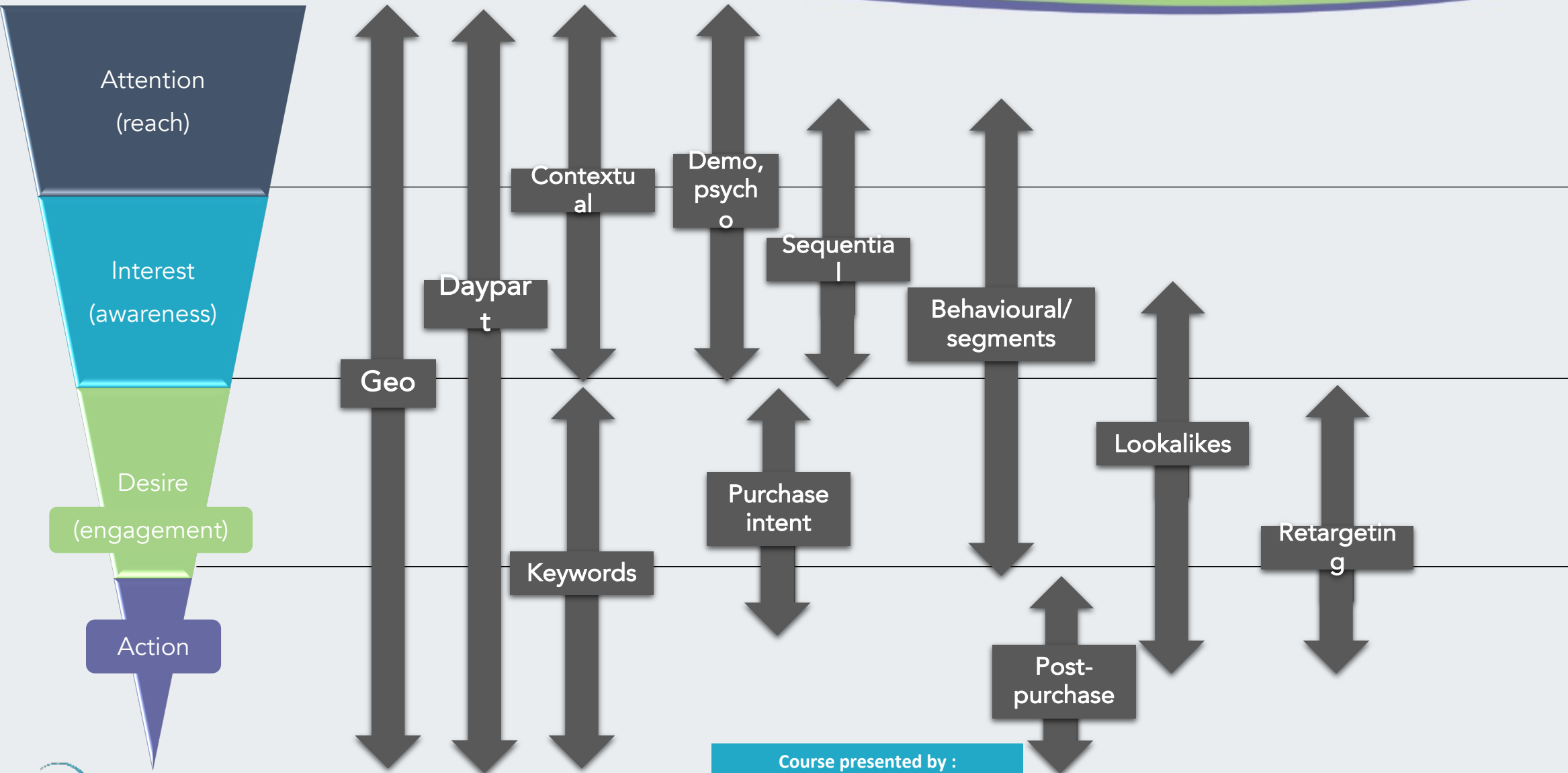
Sources: <https://www.insightexpress.com/company/media-room/press-releases/insightexpress-introduces-new-media-accountability-platform-for-audience-measurement>
<http://insightexpress.com/blog/post/marc-ryan/2013/12/18/online-media's-nemesis-is-frequency>

- Ad placement based on:
 - Your demo profile aligned with a publisher's viewers
 - Relevance of content to your product/service/message
 - Geographic location for local advertisers
- Basically, it constitutes environments and contents best aligned with your audience.
- Particularly important if you have a limited budget – i.e. *make the environment work for you.*

- Normal geotargeting
 - With the IP address: country, province, telephone regional code, city, postal code.
 - Intuitive (strictly local sites)
- Problems with geotargeting:
 - Dynamic IP addresses (they get bounced around, a lot)
 - It's targeting people where they physically are when exposed to the ad, not necessarily their home or place of work.
 - Businesses with multiple offices in many cities.
- Degree of precision
 - 80% precision in a 40km² radius
 - 25% precision in a 20km² radius

- Contextual targeting, *but out of context*.
- Also known as *Interest-based advertising / interest segments*.
- Allows identifying users (anonymously) based on their online behaviours with a set of rules & definitions to tag them and later retarget the user elsewhere on the site/network (1st party cookie).
 - It isn't important to know "who" the individual is, but that they exhibit an interest/intention-based behaviour.
- Ad performance increases with relevance.

Ad Targeting Options By Objective



Course presented by :

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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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