DIGITAL AD BOOK

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SEARCH/SEM

Search ads are the largest online ad unit with the majority of the ad unit belonging to Google. In terms of targeting, the advertisements are effective since they can be applied to the long tail theory which works off of niche audiences. When users input their search query, those sponsored links provide a strong reach. These ads do not converge with public relations tactics, search ads are relevant based on keywords. Even though they appear at the top of the search result page, those searched keywords are how the ads are linked. The ad unit is inbound with high conversion rates. Since users are actively searching, those links are more likely to get clicked. In order for the ad unit to maintain effectiveness, there has to be monitoring within the ad campaign.

Search ads will appear at the top of the result page and have a "sponsored" label next to them. The label discloses to users that these are advertisements and not organic links. In terms of search ads being an effective ad unit, it is not just the convenience of the link, but also the landing page. What users have proven to like are easy conversions. If the link is promising a specific offer, then it should lead directly to that when clicked.

*the "sponsored" text above a link is how you can tell if the link is a search ad
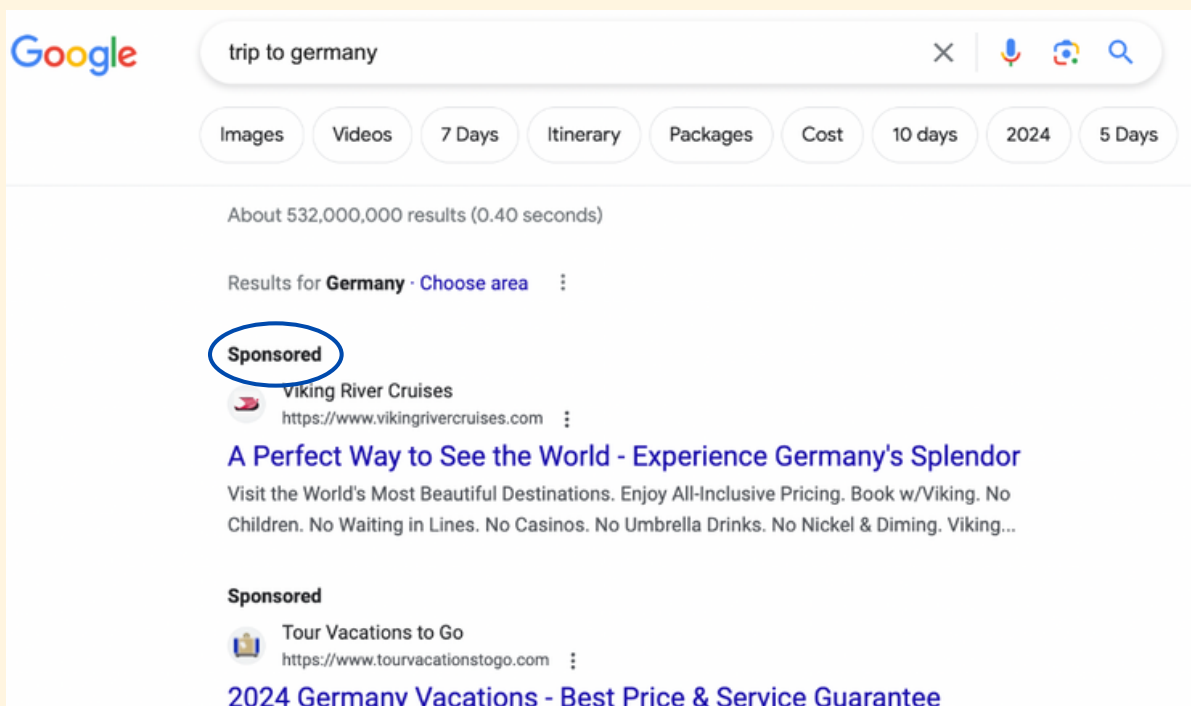
BANNER/DISPLAY

Banner ads are very popular on several websites, but they are most often seen on news sites. In this case, effectiveness depends on the placement of the advertisement. For instance, a billboard ad is the first advertisement that reaches the user, which increases the likelihood of a higher CTR, or clickthrough rate. Banners can be seen as inbound and outbound. Due to the usage of cookies on the internet, some of the banners can be related to what one was looking at previously making those ads inbound. However, some banners may come from brands that are simply trying to push their message in front of users making those advertisments outbound.

While banner ads are a good way for a brand to spread information about themselves, there is a low CPM. Users often perceive that banner ads contribute to online clutter, leading to a rise in the adoption of ad-blocking measures in response.

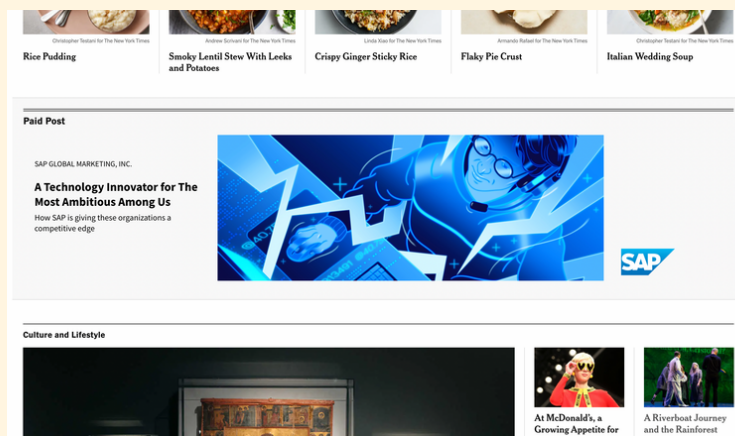*Banners can be placed in several locations. Depending on placement, user interaction can differ.

*The banner is at the top of the page making it the first piece of content the user interacts with.
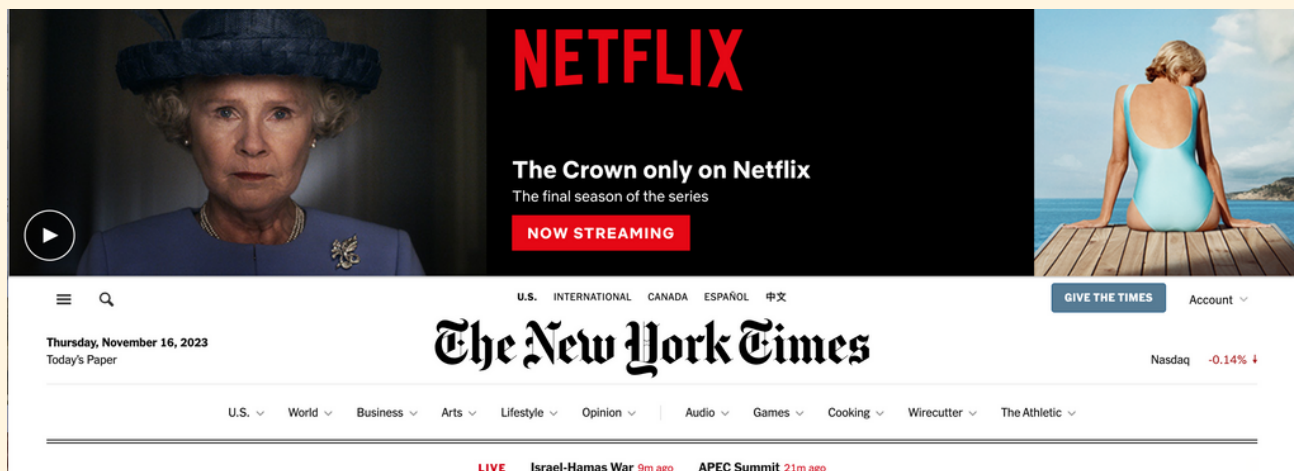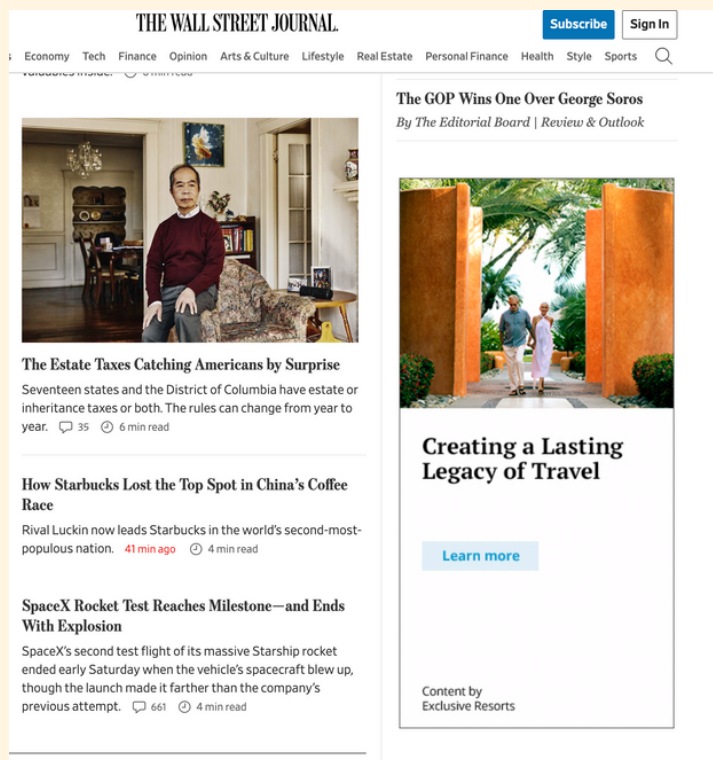
NATIVE

Native ads fit the environment that they are placed in so that their content looks to be a part of everything else on the website. The important aspect of this type of camouflage is that the content needs to be compatible with the other content on the page and the audience, if the content does not align, it will seem out of place. This ad unit does not necessarily need to be a call to action, rather this can be an effort to bring more awareness to a brand. This content thrives on trust, so being on an editorial site can help give the content a more trustworthy appearance.

The effectiveness of these ads depends on relevance and user experience. Some native ads just promote regular content that is likely to be seen in other ad units, But, there are some native ads that work to provide an experience that may not initially come across as an advertisement. These ads are typically seen on there own compared to being grouped with several other ad content.
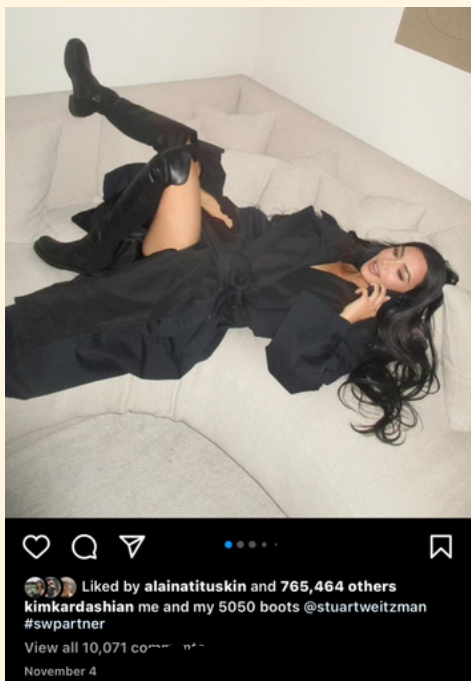

The ad unit can converge with public relation tactics, especially sense some of these ads showcase a brand's values. Maintaining a positive appearance in these ads are going to aid in having good relationships with stakeholders. In terms of how the ads are reaching users, there are both inbound and outbound approaches used. While some of the content can be valuable and sought out, other types of ads are there only to promote a message.

*On more authoritative news sites, native ads provide a unique experience using the site's content studio. This is what allows the content to be considered inbound.

*When native ads are grouped together, they still maintain the appearance of the page but they lack that special experience and just lead to standard content.
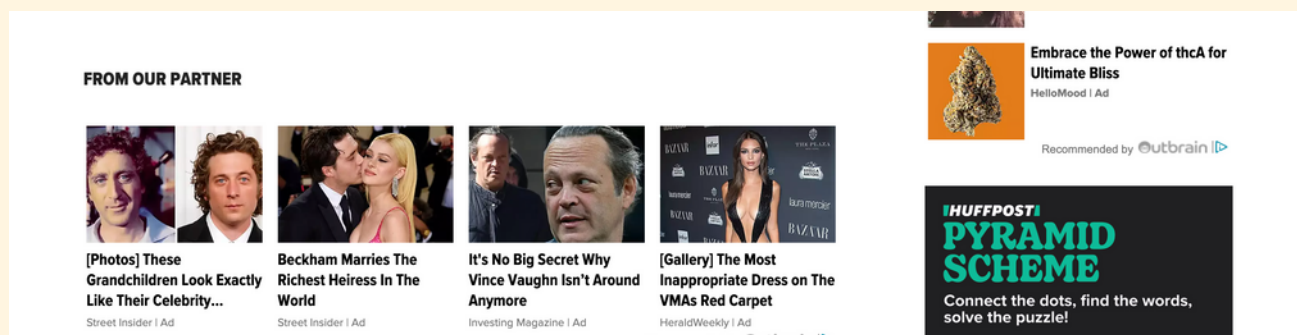
INFLUENCER

Influencer ads is one of the ad units that is growing with the internet. It is based on the engagement influencers have with their followers. When looking for an individual to use for this ad unit, there are four things that ensure the content will reach the public effectively; relevence, authority, reach, and accessibility. This ad unit is more inbound rather than outbound since the influencer's followers are already used to the brands associated with the influencer. These types of ads are considered a public relations tactic. Having a strong spokesperson who can carry out the brand's values and reach more stakeholders make influencers a popular ad unit choice.

These ads can be effective for both reach and frequency, depending on the goals of the campaign. Collaborating with a macro-influencer with a large following can help increase brand awareness while working with micro-influencers for multiple posts can enhance frequency and engagement.


*In this ad, there is a larger emphasis on the text that goes over the video attached to the social media post. This influencer is a micro-influencer, so it is more logical for there to be more explanation compared to having striking visual content.

*Here, the influencer is using the picture to sell the product rather than explain what makes the product something others should buy. Since the user is a macro-influencer, the content can be more focused on showing off instead of talking about how much she loves the product.

SOCIAL

The popularity of social media platforms has brought with it growth in the social ad unit. Social media platforms use algorithms to show users content they might like, that same process is also used for ads found on the platform. While the targeting may not always be correct, they have good outbound tactics. Another strength found within social ads is the sharing component. Platforms like Instagram and TikTok allow users to share the ads they receive with other users while Facebook encourages commenting on the advertisements. All of this generates high CPM and reach.

Social ads are tied to public relations tactics. With the reach being outbound, it is key for the brand to look good in the advertisement. It is important to note that users are more likely to engage with ads that feel genuine and align with the overall tone and style of the brand. Brands need to ensure that their advertisements resonate with the audience and don't come across as intrusive or disconnected from the platform's user experience.
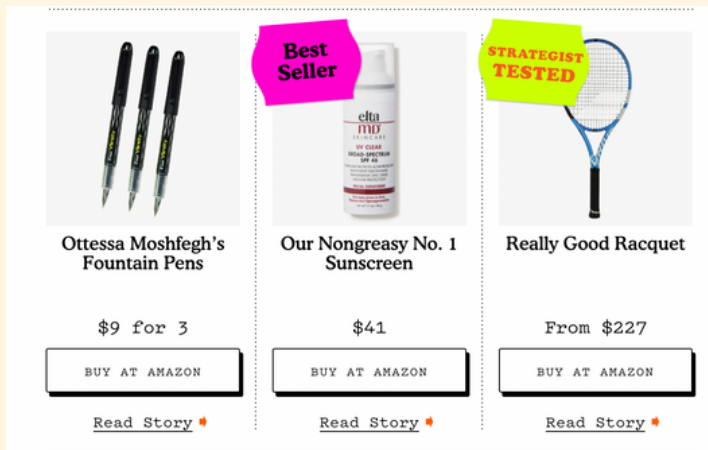
*Advertisements can appear all over social media platforms. Since they use algorithms to try and get an effective reach, there is a lot of frequency towards users.
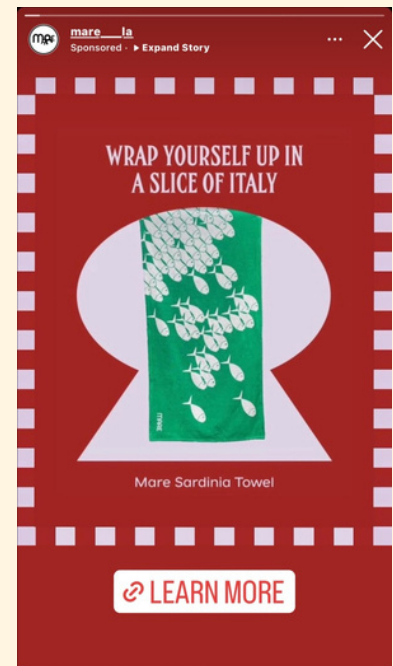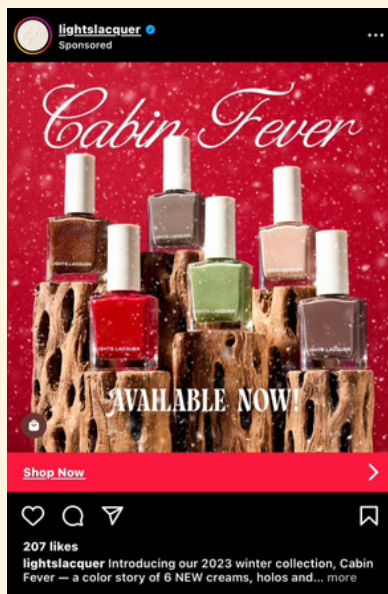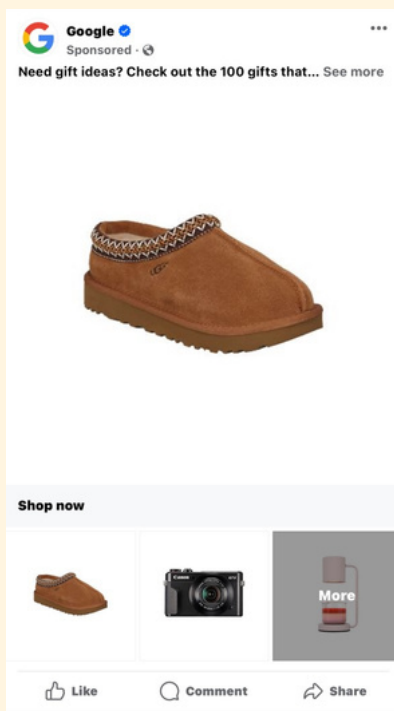
AFFILIATE

Affiliate ads work to promote another brand's products, however, the promoter also benefits. When someone uses a link in the promotion to purchase said product, the promoter receives a commission. These types of ads usually come up on blog posts or on magazine sites. The link is embedded in text that says something along the lines of "You can purchase it here."

When a user clicks that link, the user goes through an affiliate program site before reaching the landing page of the product. This type of advertising is popular among news outlets, magazines, and influencers. It allows the brand to monetize their content in a more benefical way to themselves.

Most magazines and news outlets feature a recommendation portion of content. On these types of pages, links are done more directly. Seen here, the links are boxed in allowing for a user-friendly experience.

The ads can also appear within text; it is common for the embedded link to be used in place of certain words. Shown here, rather than having each link lined up with their related product, like the ones above, the name of the product is the link. Both types of ads work the same by being connected to an affiliate program that gives the promoter a commission.

The affiliate ad unit performs very well, especially since it is an inbound unit. People are looking through the site with links because they know the content there is relates to what they want.