



VIDEO SEMANTICS



INTERNET ADVERTISING

AN INTRODUCTION

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GEN Z

For the young generation, internet advertising is the ultimate marketing machine. It is the most effective and efficient way to promote and deliver marketing messages to attract targeted customers. There are endless ways to peak the interest of the consumer and entice new ones to buy into the products or services being advertised. Let's explore the different types, approaches, providers, advantages and disadvantages of internet advertising.

A FLAVOR FOR EVERYONE

One of the rules of advertising, and marketing in general, is to keep the customer's interest by providing new and exciting ways to promote the product or service. There is no one way that appeals to everybody, which is why there are many different forms of internet ads. There are the standard frame and side bar ads, which usually appear at the top and side of the webpage, that don't move or change and are meant to catch the consumer's eye as they read through page. Another common form is the pop-up ad, which opens a new window or link to another website in front of the original page. Many people find this to be the most bothersome method yet it is still nonetheless very effective. There are many other ways to relay information to potential customers including but not limited to floating ads that move across the screen, mobile ads that get sent to cell phones, expanding ads and video ads.

REACH THE AUDIENCE

Now that we have touched base with the different types of ads, let's focus on how the providers approach and target the right potential customers to maximize the advertisement's effectiveness. One way to do so is geo-targeting, in this method software determines the location of the visitor and delivers content based on the relative area. Niche marketing is similar but focuses on products and services which are tailor-made for a specific group of consumers and delivered directly to them. Semantic advertising, on the other hand, analyzes and interprets the main subject of the page

**IN 4 YEARS
ONLINE
VIDEO ADS
WILL REACH
14.5% OF
ONLINE AD
SPENDING**

then populates it with targeted advertisements which increase the likelihood the viewer will be interested in the ad. Behavioral targeting, social network advertising and appealing to specific interests are a few more methods utilized by providers to reach their target consumers.

WHO'S WHO

Demand for internet advertisements has skyrocketed in the past decade due to the ever present desire companies have to expand. As with any other demand, there those who rise to fill and profit off that need. In the competitive world of internet advertising some of the heavy hitters in the industry include, Doubleclick and Adwords by Google, Netmark, Increase Visibility, Bright Roll and 1SEO. Advertising agencies are there to help companies with ad planning, pay per click advertising, interactive online advertising, search engine optimization, e-mail promotions, website design, development and much more in some cases. The exponential growth and usage of the internet attracts the attention of advertisers as a more productive source to bring in consumers.

DEMAND

Recent research by eMarketer has shown that paid search and banner ads will garner nearly 71% of all US online ad spending in 2012. Their share will drop to 64.6% in 2016, as spending on digital video ads accelerates. Video ads currently account for 7.9% of spending—in four years their share will increase to 14.5%. According to Kiplinger Letters online video advertising is growing at a rate twice as fast as all other online advertising. By 2017, online video ads will account for nearly three times as much, over \$9 billion annually exponential growth.

2 SIDES OF A COIN

As with most things, there are advantages and disadvantages that inherently come with internet advertising. Cost is a great advantage, it is relatively inexpensive and ads reach a wider array of people when compared to other traditional marketing mediums. Almost all the information from internet advertising can be gathered, measured, and tested to determine which ads are more appealing and how many people are viewing them. The negative implications include concerns about the anonymity and privacy of the consumer and malware being downloaded unethically by certain companies.

TO READ MORE

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