

WHAT IS DISPLAY ADVERTISING?

A predominately visual form of online marketing, display advertising uses various forms of graphic, audio and video to convey a brand's message. These forms, among others, include banner ads, rich media (expandable), overlays, interstitials and more.

For the most part, in search marketing, common use of display is seen through the Google Display Network (GDN) and through programmatic or real time bidding (RTB). In both cases, the advertiser provides third party websites with creatives that are then displayed in set blocks (defined in the below sizes by the Internet Advertising Bureau [IAB]) on the site:



COMMON BANNER SIZES IN PIXELS



Display advertising, [if research from Zenith is to be believed](#) could represent more than 50% of online ad spend by 2019, having eclipsed standard search ad spend in 2014. While social media display is increasing, Google Display Network is the predominate option for display ads to date – and with good reason.

This cheat sheet will refer to the most common types of display advertising (GDN and RTB) unless otherwise stated.

WHY USE DISPLAY ADVERTISING?

There are numerous reasons to use display that cover the standard gamut of marketing techniques to reach each stage of a funnel, or journey or whichever metaphor a brand may wish to use, but the following are some of the main ones.

To begin with, display advertising allows you access to consumers you may otherwise have no way to reach – with Google’s Display Network reaching a reported 92% of all internet users. When combined with targeting options, your opportunity to reach your specific, desired audience with your message is massively increased versus search ads.

These targeting methods include:

- **Contextual targeting** – this allows you to target ads at a keyword level, based on the contextual theme of the sites.
- **Placement targeting** – this offers the opportunity, if you know which sites your consumers already visit, to nominate sites on which your ads will show.
- **Remarketing** – this gives you the chance to win back the heart of past visitors with tailored display ads for those consumers who have visited previously.
- **Interest categories** – this enables you to pitch at your consumers’ interests– whether sport, drama, travel or numerous other possibilities.
- **Topic targeting** – this is much the same as interests, only the options refer to the sites rather than their audience – so that a sport ‘topic’ would be a sport oriented site.
- **Geographic and Language targeting** – Looking to reach English speakers specifically? Or French speakers in London? You can personalise ads by language and location.
- **Demographic targeting** – this shows your ads to preselected audiences based on their age and gender.

One in five consumers exposed to a business’s display ads perform related searches and one in three visit their website.

Source: Online Publishers Association

The typical combined search and display campaign gets 22% greater conversions compared to search-only campaigns.

Source: ComScore

WHY USE DISPLAY ADVERTISING?

In addition to the targeting options, there is the visual nature of many of the ads themselves (some sites accept only text, so having text options is recommended, but not imperative). Not only are you able to go where your consumers are, you can make an impression and increase brand awareness with great creatives which will stick in consumer's minds when it comes time to purchase.

In addition to this, there is the opportunity that display advertising represents as a branding exercise – while able to potentially generate the same number of impressions as television or billboards, the price differentiation between traditional and digital is enormous when you consider that payment remains 'per click' for display.

Remarketing can engage shopping cart abandoners. Studies show remarketing drives 51% higher conversions and 28% lower cost per acquisition.

Source: Google



5 TIPS FOR DISPLAY AD SUCCESS

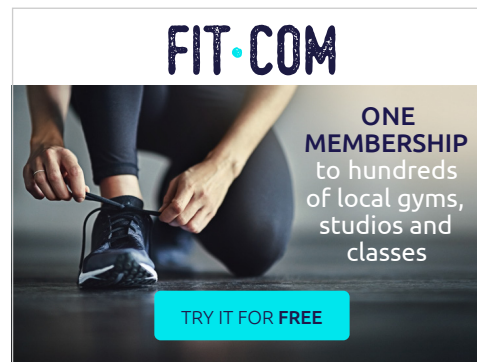
1. Copy

Ad copy for display ads should be clear and concise – even for the text iterations – but for images and animations, try to keep the copy to [fewer than 10 words](#), write actionable CTAs with up front value and try to avoid clichés like ‘buy now’ – the internet has advanced a lot in the last twenty years, while call to actions (CTAs) have not – by writing punchy, original CTAs you can gain an advantage over your competition early on.



2. Branding

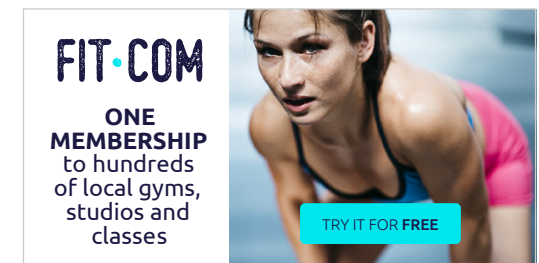
While it may be tempting to vary the imagery used in your ads, try to treat display advertising as a brand awareness exercise – remember to feature your logo, maintain your brand’s tone, colours and language and ensure that consistency across channels is maintained. If you want to be at the forefront of a consumer’s mind when they come to purchase, your ads should always bring your brand to mind. Treat display as a kind of billboard campaign and ensure that whenever a consumer sees one of your ads whether on or off line, they instantly think of you.



3. Images and animation

You want your ads to be the best possible reflection of your brand – and that means only using the highest quality images and imagery. Make sure there is no blurring or other degradation of the images through resizing, that there are high quality fall back images or GIFs for animation and that you are not tempted to use irrelevant imagery in an effort to improve your click through rate.

As for animation, the length is important – you may spend all the time you want creating epic animations, but the chances are slim that more than the first 15 seconds will be viewed by the vast majority of consumers – so make your point quickly, at the start of the animation.



5 TIPS FOR DISPLAY AD SUCCESS

4. Relevancy

With all the possible targeting options available, there is no excuse to put out any but the most relevant ads for each placement. So, while you have to represent your brand consistently, there is little point choosing the travel topic and using images of pets, or the sports interest and evoking images of popular soap operas – unless there is some distinct and measurable crossover, try to remain relevant to the targets you have selected.

In addition to this, you also need to ensure that the ad is relevant to the goods or services you are offering – ensuring the copy is not in any way misleading, that the image is relevant to the product and that, importantly, the ad leads to the right landing page.



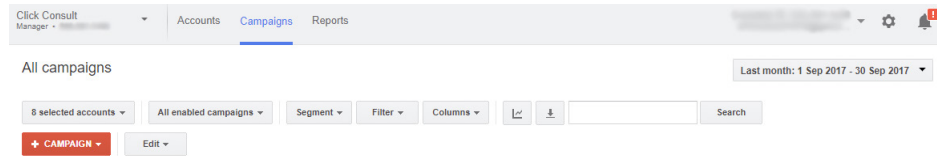
5. Follow the rules

The main thing to remember (if you want consumers to see your ads in the first place) is to ensure you follow the rules – and these include:

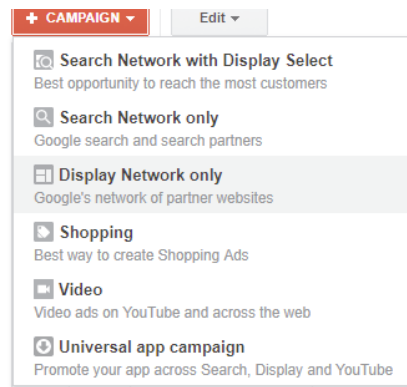
- **Ensuring your ad is distinguishable from normal webpage content** – using borders where possible, not trying to duplicate the layout of the page the ad will be placed on.
- **Avoid simulating computer responses (notifications, pop ups etcetera)** – not only are these incredibly annoying, and therefore unlikely to win you any consumers, they are also in breach of most rules and regulations surrounding display ads.
- **Make sure it looks like an ad** – you're unlikely to fool anyone by pretending otherwise (and those you do won't thank you for it), so don't even try.

SETTING UP A GDN CAMPAIGN

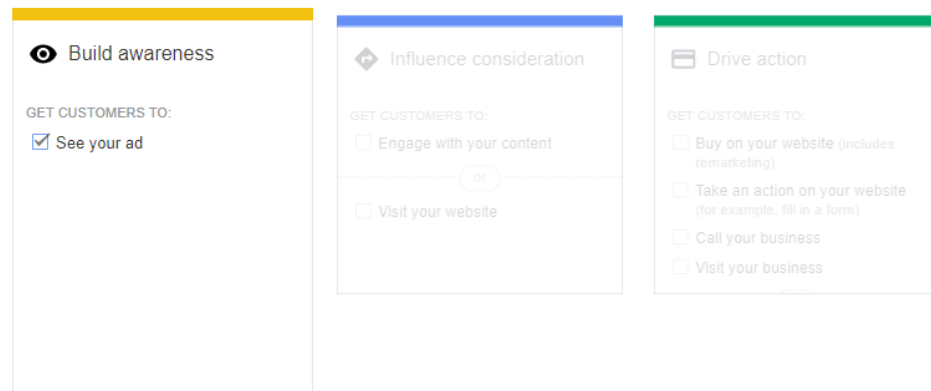
In your AdWords account, you will first need to select 'Campaigns', then add a new campaign.



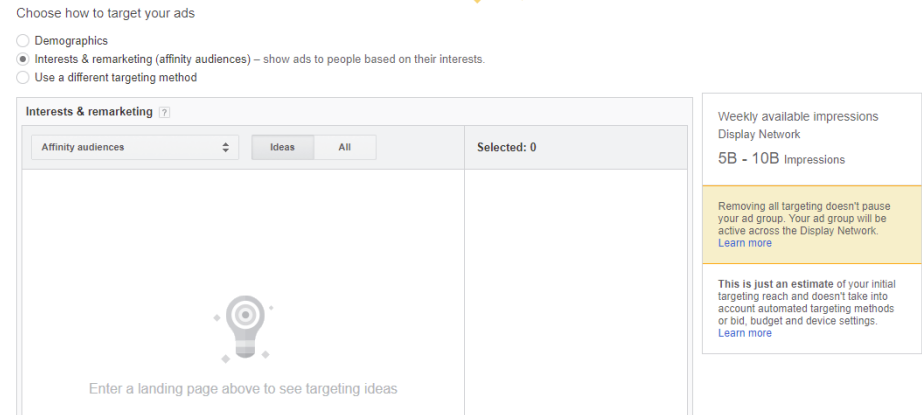
Then you will need to select the 'Display Network Only' option.



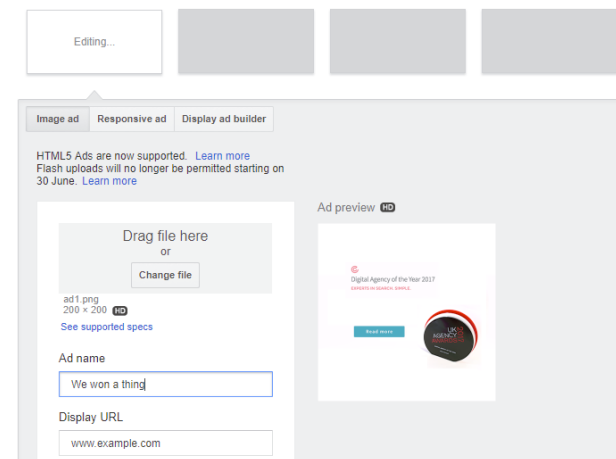
Following this, you will need to select your desired 'Marketing objective' – whether that is to 'Build awareness', 'Influence consideration' or to 'Drive action', you will need to check one of the boxes or (for access to all available features and options – if you'd like complete control, select 'no marketing objective'). Once you've selected your aim, you can name it, select territories, languages, bid strategy etcetera, then save and continue.

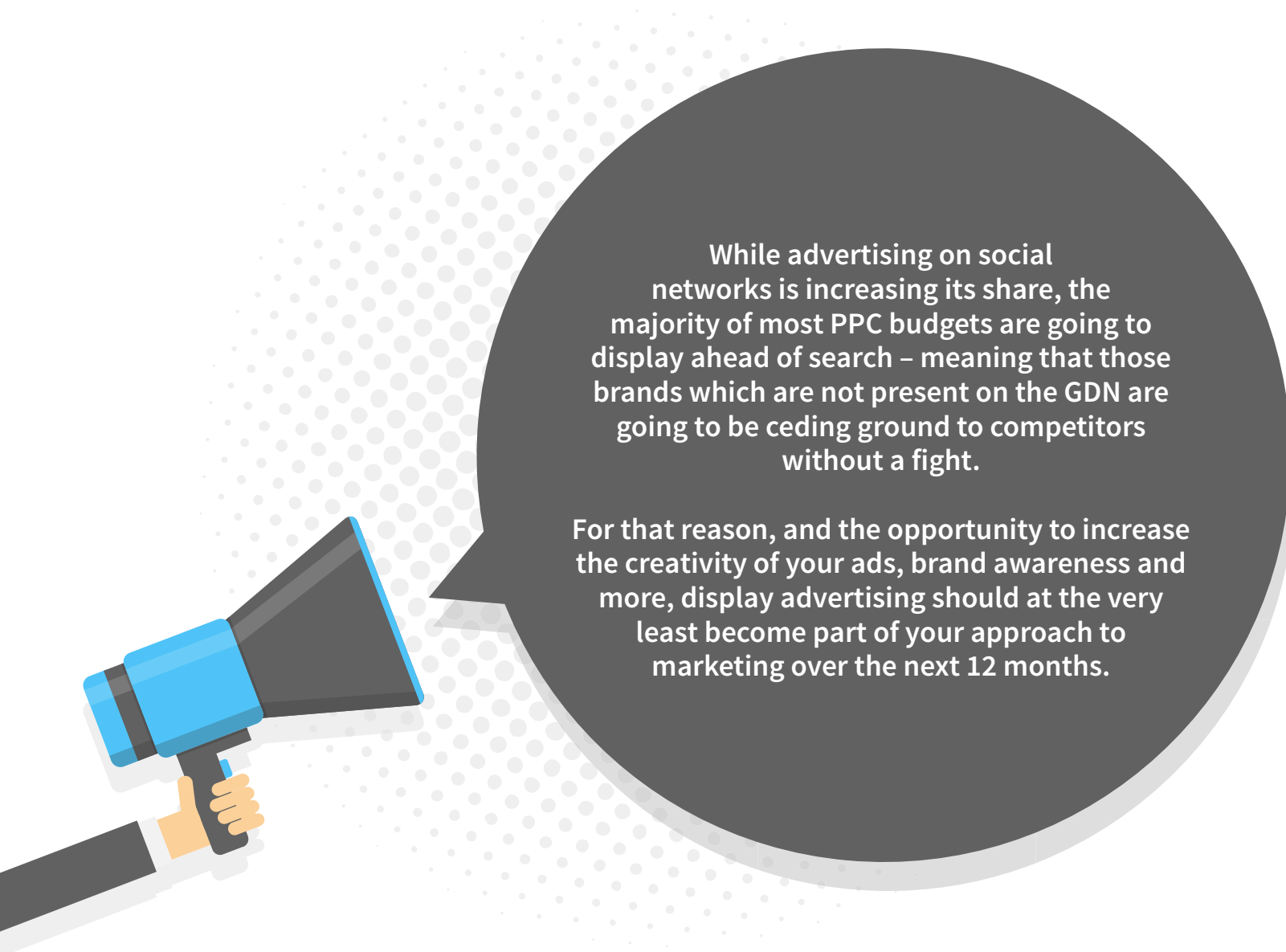


The next step is to select how to target your ads (as listed above) from the 'demographic', 'interests & remarketing' or 'use a different targeting method' check boxes



You'll then get to create your ads, uploading your images, setting your display URL, device preference and more, before proceeding to confirm the ads and your account information. For more step by step information on selecting your ad groups, target and bid, you can check out [Google's guide](#).





While advertising on social networks is increasing its share, the majority of most PPC budgets are going to display ahead of search – meaning that those brands which are not present on the GDN are going to be ceding ground to competitors without a fight.

For that reason, and the opportunity to increase the creativity of your ads, brand awareness and more, display advertising should at the very least become part of your approach to marketing over the next 12 months.

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Best Digital Agency in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

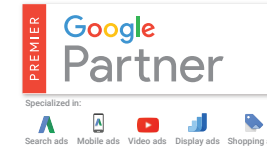
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

OUR ACCREDITATIONS



Accredited Professional



OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX**™ rank **TRAX**™ feed **TRAX**™ link **TRAX**™ pro **TRAX**™