

Online Advertising, Mobile Marketing and Web analytics

Introduction to Online Advertising and its advantages, Paid versus Organic, Pay Per Click (PPC) Model. Basic concepts Cost per Click (CPC), CPM, CTR, CR etc. About Mobile Marketing, Objectives of Mobile Advertising, Creating a Mobile Marketing Strategy, Introduction to SMS Marketing. About Web Analytics, Types of Web Analytics (On-site, Off-site), Importance of Web Analytics [CO5]

Introduction to Online Advertising and its advantages

- *Online advertising is a type of business promotion which uses Internet to deliver marketing messages to attract customers.*
- With the rapid growth of Internet users and Internet technology, a number of businesses started to advertise their products and services online.

Advantages of Online Advertising

- Internet access is easy and affordable. Today, the number of global internet users is almost 3 billion. No other conventional advertising medium can bring such huge audience for your products or services.
- Internet is capable of serving multimedia substance such as audio and video content apart from text and graphics. Multimedia advertisements are highly persuasive.
- Internet by nature is interactive. It can provide a reliable platform for smooth shopping experience for people. The conversion rate is high for compelling advertises.
- No time or demographic constraints on delivering the online advertise.
- Online advertising is promotional as well as informational.
- It brings speedy outcomes.
- It provides effective performance tracking.

Online Advertising - What to Measure?

- **Clicks** – It is the number of times viewer clicks the Ad. It can be taken as viewer's acknowledgement to your Ad. It suggests that the viewer has seen the Ad and wants further information.
- **Impressions** – It is the number of times your Ad is displayed on the web page.
- **Click Through Rate (CTR)** – It is the ratio of Ad clicks to Ad impressions. The higher the CTR, the more relevant your Ad is.
- **Cost Per Click (CPC)** – It is the amount advertiser pays for each click on the Ad. The number of clicks determines the amount of payment. The lower CPC is better.
- **Cost Per Thousand Impressions or Cost Per Mille (CPM)** – It is the amount the advertiser pays for thousand clicks.
- **Return On Investment (ROI)** – It is $(\text{Return} - \text{Investment}) \times 100$. The higher ROI is better.
- **PPC** stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Paid vs Organic

SEO

- Search engine optimization increases so called organic reach. This means that working on search engine optimization you try to increase the number of users who will find your website "naturally", through the search engine.
- The main goal with search engine optimization is to use a set of strategies and tools, while following the best practices and recommendations, in the purpose of improving the position of the website in relation to specific keywords or keyword phrases. It is essential for these keywords to be related to your business, so the selection of keywords is one of the first tasks in the process of search engine optimization. In this case, your goal is to increase the position of your website in the search results, which is based on the keywords you suppose the users would search for.
- For example, if you specialize in renting bikes in Paris, you want to be ranked as higher as possible when someone uses a search engine to look for a bike to rent in Paris. Have in mind that organic results are displayed below the paid results in the SERP.

PPC

- PPC, on the other hand, uses paid reach to help you reach online customers. Although paid search marketing is most often referred to as PPC (pay per click), it actually includes other types of paid marketing, such as CPC (cost per click) and CPM (cost per thousand impressions).
- Paid search engine marketing requires paying for ads that will be displayed in the search engines. In this case, there is no need to look for the ways to improve the position of your website organically, but instead, all you have to do is to set up a campaign through an advertising program. This way, your website will be displayed as the paid result every time a user searches for a certain keyword that is related to the keywords you have provided when creating a campaign.
- For example, if a user looks for bike rentals in Paris, the paid results will appear above all other results. Since these results are ranked at the top of the search results, this increases the chances for users to find your website. Paid results are displayed above the organic results, on the right side in the search result page, and they can also be displayed at the bottom of the search result page.

About Mobile Marketing, Objectives of Mobile Advertising, Creating a Mobile Marketing Strategy

What is mobile marketing?

- Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.
- In recent years, customers have started to shift their attention to mobile.

What is Mobile Advertising?

Objectives of Mobile Advertising.

- *It is a form of business promotion on Internet-enabled mobile devices such as smartphones, e-books, and tablets to deliver marketing Advertisements.*

Objectives of Mobile Advertising

- Increasing the brand awareness.
- Promoting business with good Ads across all mobile phone models, network technologies, and data bandwidths.
- Providing support for specific engagements.
- Driving sales of the product or service.

Advantages of Mobile Advertising

- Mobile advertising provides an opportunity to connect with the people on-the-go and at a personal level.
- It helps to achieve your objective of winning new customers and earning conversions.
- It helps to fulfill your business branding goals.
- It can deliver intended impact by posting engaging and interactive Ads on the mobile Internet and Apps.

Mobile Advertising Units

1. Mobile Web Banner Ad

- It is a universal colored graphics Ad unit displayed on a Mobile website. It is a still image or an animation intended for use in mass-market campaigns. It must be allowed to click by the viewers and can be placed in any location on a mobile-friendly website.
- The recommended formats for these Ads are – GIF, PNG, or JPEG formats for still images and GIF format for animated images.

2. Rich Media Mobile (RMMA) Ad

- It is a supplement Ad unit defined by the two-stages – display and activation. In display, an RMMA Ad resides in a usual Ad space of an application or website and calls for action in form of a banner or similar Ad unit. The RMMA features are activated only when the viewer clicks or swipes on the displayed banner.

Mobile Advertising Units

3. WAP 1.0 Banner Ad

- It is a supplement monochrome, still graphics Ad unit for Ads that target older mobile phones which do not support graphics. It can be followed by a Text Tagline Ad to emphasize the clickable character in the Ad unit.

4. Text Tagline Ad

- It is an Ad unit that displays only text. Text links may be used below a Mobile Web Banner Ad. It also can be used for older mobile phones which do not provide support for graphics. At times the publishers also prefer to use them over graphical ads on mobile websites. Mobile screen width has no effect on text tagline sizes.

Mobile Advertising Units

5. Text Messaging (SMS) Ad

- The Short Message Service (SMS) allows communication between mobile phones by exchanging short text messages limited to 160 characters. Short Messages can be exchanged among all operating networks on every mobile phone in the world. Thus it creates a vast market for SMS-based advertising.
- SMS supports messages exchanged among mobile users as well as among mobile users and machines, such as a PC, application, or server.
- It is a text-only medium. The font size is entirely controlled by the mobile phone and is not under the control of advertiser or publisher.
- Length of Ad lies between 20 to 90 characters.
- Ad is inserted by publisher only at the end of the SMS content.

Mobile Advertising Units

6. Multimedia Messaging Service (MMS) Ad

- The advertising opportunity using MMS is significant. MMS is a rich media messaging service that allows mobile users to exchange the messages or media with images, audio, video, and text. MMS Ads can be of various types such as Short Text Ads, Audio Ads, Video Ads, Banner Ads, etc.
- This media resides on the user's mobile phone once received, hence Wi-Fi or data connection is not required to access the Ad content again.
- The MMS image Ads come in JPEG and PNG formats for still images and in GIF format for animated ones. They come in varied sizes such as Small, Medium, Large, extra Large, double extra Large.
- The recommended video formats are 3GP and 3G2.
- They must not exceed 100KB file size.

Mobile Advertising Units

7. Mobile Video Ad

- These Ads are played as video on the mobile. The advertisers need to follow the recommendation for Mobile Video content as given –
- Landscape aspect Ratios should be 4:3, 16:9, and 11:9.
- File formats should be – WMV, AVI, MOV, MPEG2, .3GP
- Audio quality should be – 16bit 44Khz stereo.
- Video quality should be – 250kbps, 20-30 frames per second.
- Avoid using fast-moving videos.
- Avoid rapid scene changes.
- Avoid using small font for advertising messages.
- Avoid dark shots.

Mobile Advertising Units

8. Mobile App Ads

- These Ads are launched by the publishers alongside the host mobile application. To minimize user's frustration about loading the App, publishers should display these Ads before launching or after exiting of the application. It is recommended that –
- Mobile users are notified that they will be leaving App environment to experience the Ad.
- If Ads need to be displayed during the use of App, they publishers should use banners to avoid switching the user away from the application domain.
- Publishers need to prevent the user's right to cancel the Ad and return to the App.

Mobile Advertising Units

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About Web Analytics, Types of
Web Analytics (On-site, Off-site),
Importance of Web Analytics

What is Web Analytics?

- Web Analytics or Online Analytics refers to the analysis of quantifiable and measureable data of your website with the aim of understanding and optimizing the web usage.
- Web analytics focuses on various issues. For example,
 - Detailed comparison of visitor data, and Affiliate or referral data.
 - Website navigation patterns.
 - The amount of traffic your website received over a specified period of time.
 - Search engine data.
- Web analytics improves online experience for your customers and elevates your business prospects. There are various Web Analytics tools available in the market. For example, Google Analytics, Kissmetrics, Optimizely, etc.

Types of Web Analytics

- **On-site** – It measures the users' behaviour once it is on the website. For example, measurement of your website performance.
- **Off-site** – It is the measurement and analysis irrespective of whether you own or maintain a website. For example, measurement of visibility, comments, potential audience, etc.

Metrics of Web Analytics

- There are three basic metrics of web analytics:

1. Count

- It is most basic metric of measurement. It is represented as a whole number or a fraction. For example,
- Number of visitors = 12999, Number of likes = 3060, etc.
- Total sales of merchandise = \$54,396.18.

2. Ratio

- It is typically a count divided by some other count. For example, Page views per visit.

3. Key Performance Indicator (KPI)

- It depends upon the business type and strategy. KPI varies from one business to another.

Micro and macro Level Data Insights

Micro Level Analysis

- It pertains to an individual or a small group of individuals.
- For example, number of times job application submitted, number of times print this page was clicked, etc.

Macro Level Analysis

- It is concerned with the primary business objectives with huge groups of people such as communities, nation, etc.
- For example, number of conversions in a particular demographic.

Web Analysis - What to Measure?

Engagement Rate

- It shows how long a person stays on your web page. What all pages he surf. To make your web pages more engaging, include informative content, visuals, fonts and bullets.

Bounce Rate

- If a person leaves your website within a span of 30 sec, it is considered as a bounce. The rate at which users spin back is called the bounce rate.
- To minimize bounce rate include related posts, clear call-to-action and backlinks in your webpages.

Web Analysis - What to Measure?

Dashboards

- Dashboard is single page view of information important to user. You can create your own dashboards keeping in mind your requirements. You may keep only frequently viewed data on dashboard.

Event Tracking

- Event tracking allows you to track other activities on your website. For example, you can track downloads and sign-ups through event tracking.

Traffic Source

- You can overview traffic sources. You can even filter it further. Figuring out the key areas can help you learn about the area of improvement.

Web Analysis - What to Measure?

Annotations

- It allows you to view a traffic report for past time. You can click on graph and type in to save it for future study.

Visitor Flow

- It gives you a clear picture of pages visited and the sequence of the same. Understanding users' path may help you in re-navigation in order to give customer a hassle-free navigation.

Content

- It gives you insight about website's content section. You can see how each page is doing, website loading speed, etc.

Web Analysis - What to Measure?

Conversions

- Analytics lets you track goals and path used to achieve these goals. You can get details regarding, product performances, purchase amount, and mode of billing.
- Web Analytics offer you more than this. All you need is to analyze things minutely and keep patience.

Page Load Time

- More is the load time, the more is bounce rate. Tracking page load time is equally important.

Behavior

- Behavior lets you know page views and time spent on website. You can find out how customer behaves once he is on your website.

Importance of Web Analytics

- 1. Access to Accurate Data to Understand the Traffic**
- 2. Helps you to Understand Website Audience**
- 3. Understand Return on Investment(ROI)**
- 4. Improve SEO**
- 5. Improve PPC Performance**
- 6. Identify Pain Points**
- 7. Optimise Conversion Funnel**
- 8. Data Reporting**

1. Access to Accurate Data to Understand the Traffic

- Web Analytics is all about data and reporting data but not all data is useful. Google Analytics provides valuable data which can be used to discover hidden trends and insights thus it is very important for a business.
- However, this data alone can also mislead a business if irrelevant data is not filtered out. Google Analytics filter helps in refining the data and provide you with data that is important and relevant for your business.

2. Helps you to Understand Website Audience

- A website that does not provide its visitors good user experience can not think of getting business using it. In order to improve user experience, we must understand a website audience, devices they use, the language they speak etc.
- Web Analytics provides this data to business through its reports and thus help them understand their audience and develop strategies to improve their user experience when they visit the website. For example:
- **a. Technology Report:** Provide data about which technology, browser and OS and network being used by a visitor.
- **b. Behaviour Report:** Provide data about how a visitor is engaging with the website and their behaviour on the site.
- **c. Demographic Report:** Provide data to understand and better know the audience of the site.

3. Understand Return on Investment

- Web Analytics help in knowing ROI by tracking the performance of social media campaigns, email campaigns, ad campaigns etc.
- By default, Google Analytics tracks only traffic from 3 mediums that are organic, referral and direct. In order to track the performance of traffic from other sources and mediums link tagging is used.
- This help in understanding the performance of campaigns and source and mediums used for the campaigns. By using this data, we can know the ROI from campaigns and optimise them to improve it.

4. Improve SEO

- Another important benefit of using Web Analytics is that it helps in improving SEO for the site. It Helps in identifying issues like slow loading, browser or OS issues.
- Landing pages that are getting most of the organic traffic for the site.
- Metrics like bounce rates, landing page report, exit page report etc can also be used to measure the quality of pages. Google Analytics can also help in identifying new opportunities.
- For example: Identifying keywords for which you have a good position but poor CTR. Using this insight, a business can improve the content for that keyword and thus improve CTR.
- In order to get access to this data, one must link Google Analytics with Google Search Console.

5. Improve PPC Performance

- Another important benefit of using Web Analytics is that it helps in optimising the performance of Google ads by providing the enhanced remarketing capability, import of goals, analytics remarketing audience and ecommerce transactions directly into Google Ads account.
- It can also help to track the behaviour of the customer on the website after an ad click or impression in order to use these features, one must link Google Analytics with Google Ads.

6. Identify Pain Points

- When it comes to providing great user experience all the pain areas of the website must be rectified and Web Analytics helps a business in identifying them.
- Reports like exit page reports, site speed report, device, browser and OS report etc.
- These reports help in identifying the pain area of the website and thus help in rectifying them to improve the user experience of the visitors.

7. Optimise Conversion Funnel

- Using Web Analytics, we can set a number of goals which are important for the business these can be signing up for the newsletter, buying a product, register for a demo of product etc.
- While creating a goal we write down each and every step that a user must take to successfully complete goal on the site.
- Google Analytics through funnel visualization helps in identifying how many visitors who enter the funnel gets successfully converted(Complete the goal).
- This helps a business to identify at which point of the funnel the customers are getting dropped out.
- Using this data, a business can identify any issues that might be present on the site or particular pages of the site that are leading to drop out of customers from the funnel and thus solve these issues so that maximum number of customers in the funnel is successfully converted.

8. Data Reporting

- Refining and optimization of data are necessary before its use. Using Web Analytics, a business can not only refine the data but helps in the visual representation of this data so that it can be easily understood.
- Google Analytics has a variety of viewing options like:
 - **a. Data View:** Tabular representation of data
 - **b. Percentage View:** Representation of data as a pie graph
 - **c. Performance View:** Bar graph representation of data.
 - **d. Comparison View:** It allows to see whether each metric in the table is performing above or below average.
 - **e. Pivot View:** Creates a pivot table.
- Besides this Google Analytics allows creating custom reports a report that can be customized based upon needs.