

## 12.S: Online advertising(Summary)

---

Online advertising has two main objectives:

- Branding
- Direct response, engagement and sales.

The Internet allows for highly targeted and highly trackable advertising across a variety of online media. Some ways that advertisers can use the Internet are:

- Banner adverts
- Interstitial banners
- Popups and pop-unders
- Floating adverts
- Wallpaper adverts
- Map adverts.

Ad servers provide trafficking, tracking and reporting solutions to both advertisers and publishers. They allow advertisers to target display adverts based on parameters, including: User profile (location, operating system, browser, connection type)

- Behaviour
- Frequency and sequencing
- Exclusivity
- Context of content.

Technology allows for increased levels of interaction within an advert, and for advertising tailored to engagement media such as online videos and social network applications.

---

This page titled [12.S: Online advertising\(Summary\)](#) is shared under a [CC BY-NC-SA 3.0](#) license and was authored, remixed, and/or curated by [Rob Stokes](#) via [source content](#) that was edited to the style and standards of the LibreTexts platform.