

CHAPTER OVERVIEW

12: Engage - Online advertising

Learning Objectives

In this chapter, you will learn:

- The various business objectives you can meet with online advertising.
- All about the various ad formats, payment models and ad types available.
- How and where to publish your adverts.
- How to run an online advertising campaign step by step.

[12.1: Introduction](#)

[12.2: Key terms and concepts](#)

[12.3: Objectives](#)

[12.4: The key differentiator](#)

[12.5: Types of display adverts](#)

[12.6: Payment Models for Display Advertising](#)

[12.7: Implementing online advertising](#)

[12.8: The future of online advertising](#)

[12.9: Advantages and challenges](#)

[12.10: Measuring success](#)

[12.11: Case study - Post-It and Proximity Russia](#)

[12.12: The bigger picture](#)

[12.13: References](#)

[12.14: Getting your ads online](#)

[12.15: Targeting and optimising](#)

[12.16: Tracking](#)

[12.E: Online advertising\(Exercises\)](#)

[12.S: Online advertising\(Summary\)](#)

This page titled [12: Engage - Online advertising](#) 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.