

A Review Paper on Digital Advertising

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ABSTRACT- Despite the constantly increasing spending on digital advertising, the efficiency of the ecosystem's operating is becoming more apparent. This is because just a tiny portion of the money spent by businesses on different kinds of digital advertising yields the desired outcomes. In today's corporate world, the term "digital marketing" is a buzzword. Because of its cost efficiency, digital advertising, which is a small portion of it, has become the most frequently discussed and worked on. Communication between the customer and the seller has taken on a completely new meaning in the internet era. As more individuals become computer aware, the internet is developing as a powerful advertising medium. The purpose of this article is to explain the efficacy of digital advertising in terms of generating awareness, interest, and preference, as well as giving product information and encouraging purchase. The most popular ad formats is also explained. Consumers consider digital advertising to be helpful and interesting, according to the research.

KEYWORDS- Advertisements, Customer, Digital, Information, Product.

I. INTRODUCTION

The internet has evolved into a powerful networking tool. Its expansion draws marketers' attention as a more appealing avenue for pursuing customers. Customers are attracted to this promotional method because it utilizes the Internet and the World Wide Web to convey marketing messages. Consumers may immediately click on advertisements and engage with vendors for questions, more information, and even making orders, which distinguishes Internet advertising from traditional advertising. Internet advertising also allows marketers to target their consumers more accurately and carefully. Contextual advertisements on searching engines returns pages, banner ads, blogging, social media network advertisements, flash ads, and online classified advertising are just a few examples of online advertising. An ad server is responsible for the delivery of several of these kinds of advertisements. Internet advertising has grown rapidly and is projected to consume a significant portion of advertisers' media expenditures. Versatility, better demographics, targeted messaging, and a broad and flexible reach are all advantages of online advertising.

Budget-friendly Tracking and measurement in great detail and, last but not least, inventiveness. The purpose of this study is to assess the efficacy of internet advertising[1]. The transactional paradigm in which business-to-business marketers work is changing as a result of the Internet. Companies that use conventional transactional procedures outperform business-to-business marketers that take advantage of the operational efficiency and effectiveness that comes with using the Internet in transactions. For both big and small businesses, sales is the most important activity for earning money[2].

Within the constantly changing media environment, digital advertising is poised to become a major contender. There are worries today that advertising tactics based on conventional media formats and experiences may need to be reconsidered in the digital market. 21 in-depth interviews with organizations representing major players in the digital advertising industry were performed to get insight into how online advertising tactics may need to be modified. A shift toward permission-based advertising, greater degrees of customised ads, more three-screen advertising campaigns, increasing levels of interaction, and the creation of performance-based metrics were highlighted as five important developments relevant to marketers. Nine proposals are proposed in the context of these developments for the successful design and management of digital advertising campaigns[3].

Because price, negotiation, and acceptance agreements, as well as agreements on payment methods agreed upon by both sides, are all included in this area, sales is the ultimate objective of marketing activity. "Marketing is a collection of procedures and an organizational role for generating, conveying, and providing value to consumers, as well as maintaining customer relationships in ways that benefit the company and its stakeholders." Users of online business are being more influenced by social media. The growing popularity of social media sites such as Facebook and Twitter has given rise to a new kind of e-commerce delivery platform known as social commerce. Social media platforms like Twitter and Facebook allow for the development of virtual consumer environments in which online communities grow around particular businesses, brands, or goods. Taking a step back, social media has opened up new avenues for consumers to participate in social interactions via the

internet. Figure 1 shows the evolution of digital advertisings[4].



Figure 1: The above figure shows the evolution of Digital Advertisings [Adscholars].

Despite its humble origins, retail e-commerce has seen rapid development since its debut[5]. The growth of e-commerce at the retail level is directly related to and stimulated by digital advertising. Its market arose roughly simultaneously with that of B2C e-commerce, and its development patterns were almost similar. This is because just a tiny portion of the money spent on different kinds of digital advertising by businesses yields the desired outcomes[6]. This is mostly because a significant portion of the system's resources is sucked out via different kinds of fraud and the ad fraud ecosystem. Simultaneously, for many years, a phenomena known as ad blocking has further hampered the efficiency of the digital advertising ecosystem and harmed the ROI of advertisers[7].

As a result, real social media advertisements are becoming increasingly successful in online purchasing, since consumers cannot block a product ad that they believe is not objectionable; nevertheless, consumers will give the ad more value if it provides something relevant to them. One of the first advertising networks that does not conflict with Google AdWords users. Google Adwords is a well-known ad platform that is trusted since it may be targeted depending on what a user is looking for. With the volume of information that platforms gather about its users, it is feasible to categorize advertisements at a finer level, allowing the most relevant material to be sent to the right people at the right time[8].

A. Elements Influencing the Digital Advertising Market

The digital advertising ecosystem has grown in lockstep with the e-commerce retail industry. The first AT&T advertisement banner debuted on the website hotwired.com in October 1994. Although, as with retail Internet shopping, businesses' expenditure on this type of advertising was initially modest, it was clear that it was

expanding at a rapid pace from the start. Internet advertising expenditures were just USD 0.267 billion in 1996, rising to USD 8.087 billion in 2000. The so-called dotcom bubble burst in 2000, causing a three-year crash in the market, and it was not until 2004 when Internet advertising expenditures, at USD 9.626 billion, exceeded those of 2000[9].

The Internet entered the Web 2.0 era in the following years, with rapidly growing social media that were increasingly utilized for commercial reasons. Therefore, worldwide expenditure on online advertising surpassed USD 66 billion in 2010, and is projected to reach over USD 273 billion by 2020. Simultaneously, in recent years, the increasing use of mobile devices—particularly smartphones for Internet access and on-line shopping has become a significant element influencing the dynamics of digital advertising expenditure. Because of this trend, businesses are allocating growing amounts of money to digital and mobile advertising. Spending is expected to exceed USD 195 billion in 2019, with a 430 percent increase in the dynamics of growth between 2013 and 2019. It is also worth noting that, in the United States, mobile advertising income accounted for 50.52 percent of overall digital advertising revenue in 2016. Figure 2 shows the Cost of digital advertising in the globe from 2010 to 2020 and Figure 3 shows the worldwide ad spending on mobile internet.

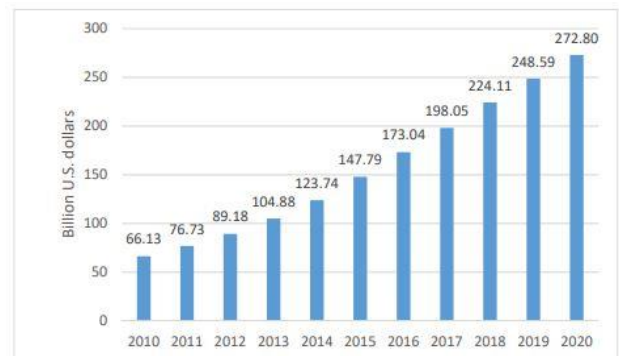


Figure 2: The above figure shows the Cost of digital advertising in the globe from 2010 to 2020[10].

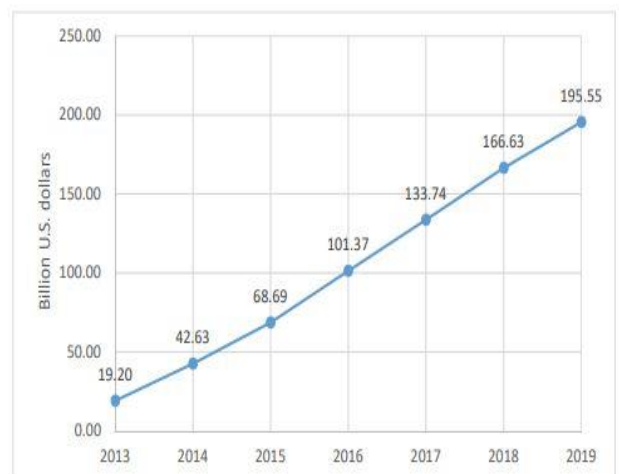


Figure 3: The above figure shows the Worldwide Ad Spending on Mobile Internet[10].

This is owing to the fact that the fraud ecosystem consumes a large portion of their resources. Fake websites, bots that imitate website visitors (false visitors/bots), fake accounts on social media sites like Facebook and Twitter, and other components are among them.

B. Valuable Advertisements

Because digital advertisement is always about how information is delivered, take advantage of chances to provide customers with more value than just a sales pitch. It does not have to be a sales-oriented or coercive advertising. Use sponsored channel media to market your content, with the purpose of providing material more quickly to fulfil your objectives. As a result, your advertisements will be far more valuable to your viewers in terms of marketing your product brand. When I use Google to look for a guesthouse, I will see a number of businesses attempting to advertise their services as an example of how the Google AdWords platform can generate digital advertising. However, how can I know which provider is ideal for me if I haven't utilized their service yet? That is where per click based advertising content (PPC) comes in. If the ad is at the top of the page, it indicates that it has received the most attention, and it will indicate which service to choose.

C. Precise Aim

One of the benefits of digital advertising over traditional advertising is the targeting possibilities offered. Here are some instances of businesses that utilize targeting to ensure that their advertisements provide value by providing relevant information to prospective consumers.

D. Facebook

Rather of posting each user, traveloka will target individuals whose information is generated from how frequently they take vacations.

E. Twitter

Twitter may also be used as a paid advertising platform to promote consumer-friendly content. With its advertisements, Twitter provides four primary targeting options:

- Follower: tailor your advertising to individuals who are fans of certain persons.
- Keywords: find individuals who talk about a certain subject.

Twitter makes advantage of their own capabilities to target individuals who are likely to click on the presented information. Twitter recognizes that everyone who visits the website is interested in advertising, even if they do not encourage it, and they target people with relevant information.

II. DISCUSSION

The author has discussed about the digital advertising the ads and the informative news. The internet has progressed into a strong tool for networking. Its growth has attracted the attention of marketers as a more attractive means of

chasing consumers. The goal of this research was to find out what problems digital marketers face from the perspectives of stakeholders in the digital advertising business. According to the results, advertising techniques for digital advertising will need to be significantly altered in comparison to conventional media tactics. This article is useful for academics because it explains how stakeholders interpret and control consumer behavior on digital media. The existing literature has made passing references to these different developments in the digital advertising industry, but has mostly overlooked how they may affect marketers. Customers are drawn to this marketing strategy because it makes use of the Internet and the World Wide Web to deliver marketing messages. Internet advertising also enables marketers to more precisely and precisely target their customers. Online advertising includes contextual adverts on search engine results pages, banner ads, blogging, social media network commercials, flash ads, and online classified advertising, to name a few. An ad server handles the distribution of many of these types of ads. Internet advertising is expected to absorb a substantial part of marketers' media budgets in the near future. Online advertising offers versatility, better demographics, customized message, and a wide and flexible reach. Cost-effective Extensive tracking and measurement and, last but not least, ingenuity. The goal of this research is to determine the effectiveness of online advertising.

III. CONCLUSION

The operation and growth of the digital advertising ecosystem has necessitated dealing with a variety of problems, including spam, ad fraud, and cyber security concerns, since its beginnings. Another new phenomenon, ad blocking, has been added to the list. It has grown into a major issue in a short period, and its scope is growing as it penetrates the realm of mobile devices and spreads inside it.

Regarding the first point, as has been demonstrated, as e-commerce grows, so does investment in digital advertising, which means that it will grow even more in the coming years. As a result, it appears that, in order to mitigate the effects of ad-blocking, entities in the digital advertising ecosystem, particularly publishers, should concentrate on the other two factors that have contributed to the emergence of this phenomenon. The main issue appears to be reducing as much as possible the types of advertising that are aggressive and annoying to the user. The Digital Advertising Alliance and the Coalition for Better Ads have already taken some steps in this direction, as evidenced by their activities. Their success, however, will be determined by the publishers' refusal to use forms of advertising that are aggressive and burdensome to users. The mismatch between the advertisements displayed to the user and the user's interests is a significant problem, as the research also shows. However, while technically this is a simple problem to solve, it is a difficult one to solve in general.

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