

ADVERTISING.NET

AD



Engagement

Through

Innovation

Advanced Programmatic Display- Powered by Magellan

Dismissing the myths of display advertising and delivering real results for the education industry.

Challenge

How many times have you heard the “banner is dead”? And the stats support it:

- The average click-thru rate of across all display formats and placements is 0.05%.
- A study disclosed that only 2.7% of the participants believed that ads on sites were relevant.
- 53% of the users don't click banner ads because they do not trust them.

1705 ads are served to the usual Internet user per month, yet only.....

7%of all Internet users account for.....

84% of the clicks.

With such statistics, why invest in display advertising?

Because with Advertising.net we take an uncommon, data driven approach in order to turn what is usually a brand building product into a conversion based machine. Here's how....

Advertising.net Solution

Audience Insights

Target a refined audience in order to ensure that your message is viewed by the right person, at the right time, on the right device, every time.

View-through Discovery

Observe how an ad influenced a user to take action and visit your website even when they didn't click on the ad.

Conversion Diagnosis

Monitor the actions users take after they visit after they visit your website and utilize that data to optimize and improve your campaign.

Combined with Advertising.net's

Magellan Optimization Platform:

- Makes use of a proprietary performance-based optimization algorithm that maximizes your budget actively across your campaign.
 - Searches efficiencies in the bidding process that translates to more conversions at a much lower cost.
 - Focuses on the performance metrics that matter to your business.
- Brings a “low-funnel” characteristic to what is usually considered a “high-funnel” product.

Retail Case Study

An appliance store with 40 locations in multiple states selected Advertising.net to help accomplish their goals of driving in-store traffic and increasing awareness about products in the market.

Recommended Solution:

- Advanced programmatic display campaign - powered by Magellan
- Intensive audience learning and retargeting effort
- Cross-device targeting to connect with potential customers on the device of their preference

Results

Check out how a focus on audiences, conversions, and ROI can produce real results.