



Using banner display advertising as part of your marketing strategy.

Quick Tips:

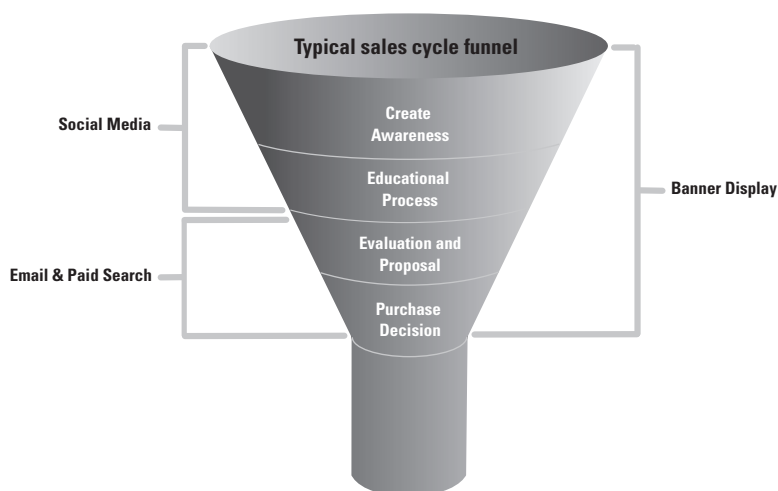
- Make online banners a key component in an integrated promotional effort
- Use display to drive traffic to specific landing pages for sales conversion
- Display ads in vertical trade publications will help more accurately position your company and products
- Online display advertising can provide a mechanism for building trust, brand awareness and credibility

Why consider banner advertising?

Highly targeted on line banner display advertising is an effective way to reach the largest possible audience within a specific target market. Display advertising continuously works to help gain brand recognition, build trust and increase top-of-mind awareness - even with those site visitors who are not immediately ready to commit to a sale. The illustration below shows how display banner advertising (unlike search, social & email) can contribute to success in each step in the buying cycle.

Great banner advertising can:

- Increase visits to your web site landing page with specific conversion expectations
- Improve the likelihood that prospects will include your brand in their search query
- Increase credibility, trust and "comfort"
- Deliver a level of scalability that is difficult to match with other vehicles
- Increase the likelihood that potential customers will gain familiarity with your brand and participate in the next steps of the sales process
- Compensate for poor search results
- Accomplishes more than search, social, or email individually



Evaluation

To best way to evaluate your online display advertising requires tracking your metrics. Measure actual leads from your banner ad (post-click sales conversions), then add to this your post-impression conversions. A post-impression conversion is where the site visitor views an ad - *does not click at that moment* - but returns to your site to convert later. The banner campaign contributed to both immediate conversion and increased downstream pipeline potential.

Results

- Display ads can increase conversions by 30%
- Search & display combined increases recall by up to 6%
- Display ads increase brand recommendation up to 10%

Sources: "What Americans Do Online" - NielsenWire, Aug. 2010 • "How Online Advertising Works" - comScore, 2008 • "Searching for The Magic Formula" - iMedia Connection Blog - 2011 • "The 5-Minute Display Advertising Primer" - Bizo, 2012.