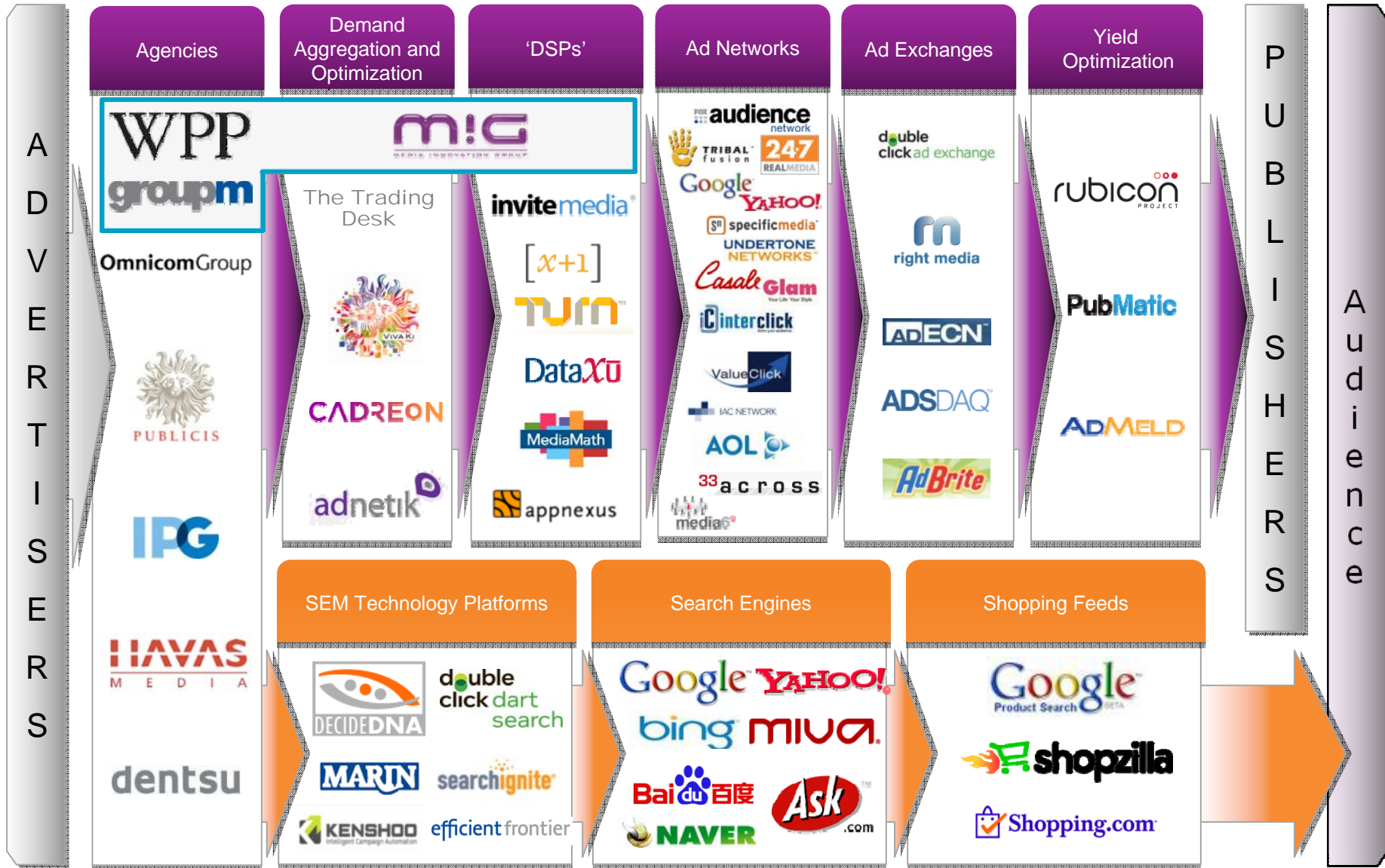


Digital Advertising Technology 101

Brian Lesser, Media Innovation Group

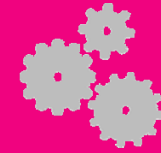
Digital Marketing Ecosystem



Digital Advertising Technologies

	Publisher Ad Serving	Agency Ad Serving	Search Marketing	Web Analytics	Demand-side Platforms (DSPs)
Definition	Maximizes inventory to publishers from advertising	Delivers creative messages and measures performance	Allows advertisers to manage bids and report on results	Measures audience interactions with websites	Aggregates demand and increases performance
Players					
Business Model	Licensing	Licensing	Licensing or % Media Spend	Licensing	Managed Services (% Media)
Outlook	Closest to the publishers is strategically relevant	Commodity technology but integral to the ecosystem	Moving towards Integration with DSPs	Important as a data collection mechanism	New entrant as a result of display efficiencies

Search: The ultimate utility



One search box for all questions, many assets for one answer:

Web results
(Paid and organic)

Video results
(Steve Job's Stanford speech)

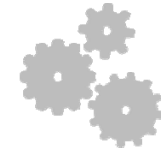
News results
(Articles about Steve and Apple)

News archives

Images



How to buy search

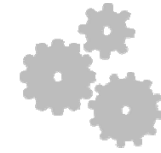


1. Paid search is sold on an auction basis
2. The auction determines the rank you appear in the listings

The image shows a Google search for "new car" with various results. Callouts on the left and right identify specific results by their position:

- Position 1:** We Buy Any Car (www.webuyanycar.com) - Get your free online car valuation now & sell your car today
- Position 2:** Dodge Caliber (www.dodge.co.uk) - Take a test drive to Free Binky Caliber from as little as £11,695
- Position 3:** New Car Discount.com (www.new-car-discount.com) - £64 million of discounted new UK cars sold since 2001- try us now
- Organic:** NEW CAR NET, the UK new car guide - latest news, roadtest reports, ...
- Position 4:** Massively Discounted Cars - Huge savings on new cars, with nationwide delivery at Autobyte!
- Position 5:** New Car - Search by Type or Make. Get Dealer Quotes. Quick & Easy Autos AOL.com
- Etc.:** Available Car Supermarket - 2300 Lowest Priced Used Cars. UK Used Car Retailer Of Year 200...

How Google determines your rank



X



X



=

[Broadband? Think TalkTalk](#)
8mb **Broadband** & Unlimited Calls
Just £5.89. Free Modem Included
TalkTalk.co.uk/Broadband

[Get Free Sky Broadband](#)
Sky Wireless **Broadband** is Free For
Sky TV Customers. Start Saving Now
www.Sky.com/Broadband

[O2 Broadband from £7.50](#)
Unlimited downloads and up to 8Mb
from £7.50 a month. Order today!
www.o2.co.uk/broadband
London

CPC

Cost-per-Click

The right bid strategy
Higher bid usually equals higher ranking

CTR

Clickthru Rate =
Clicks / Impressions

The right ad text:
compelling and relevant

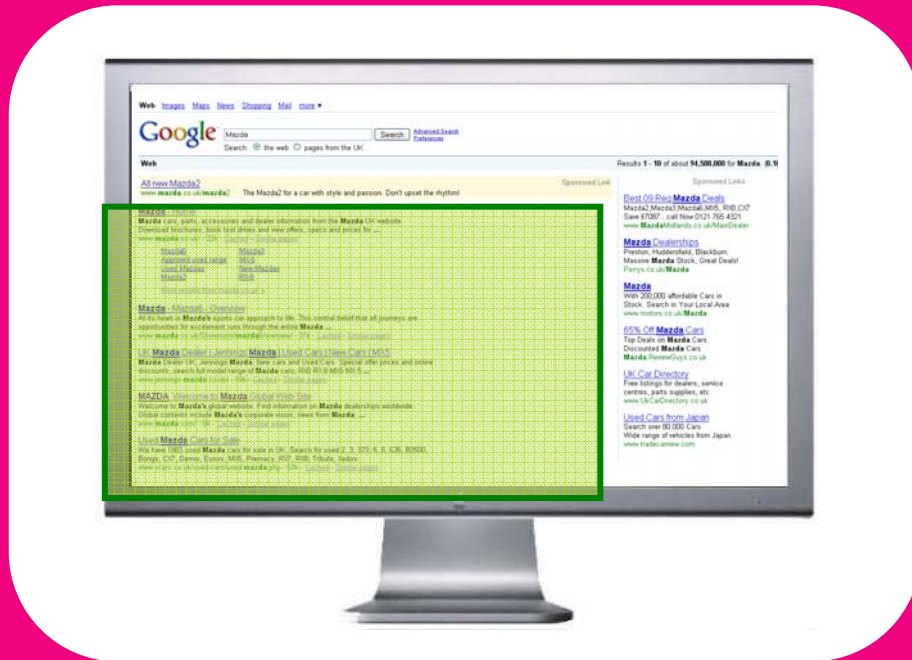
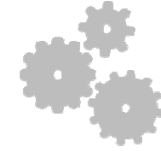
QS

Quality Score

A well structured landing page with relevant text to ad

Ad Rank

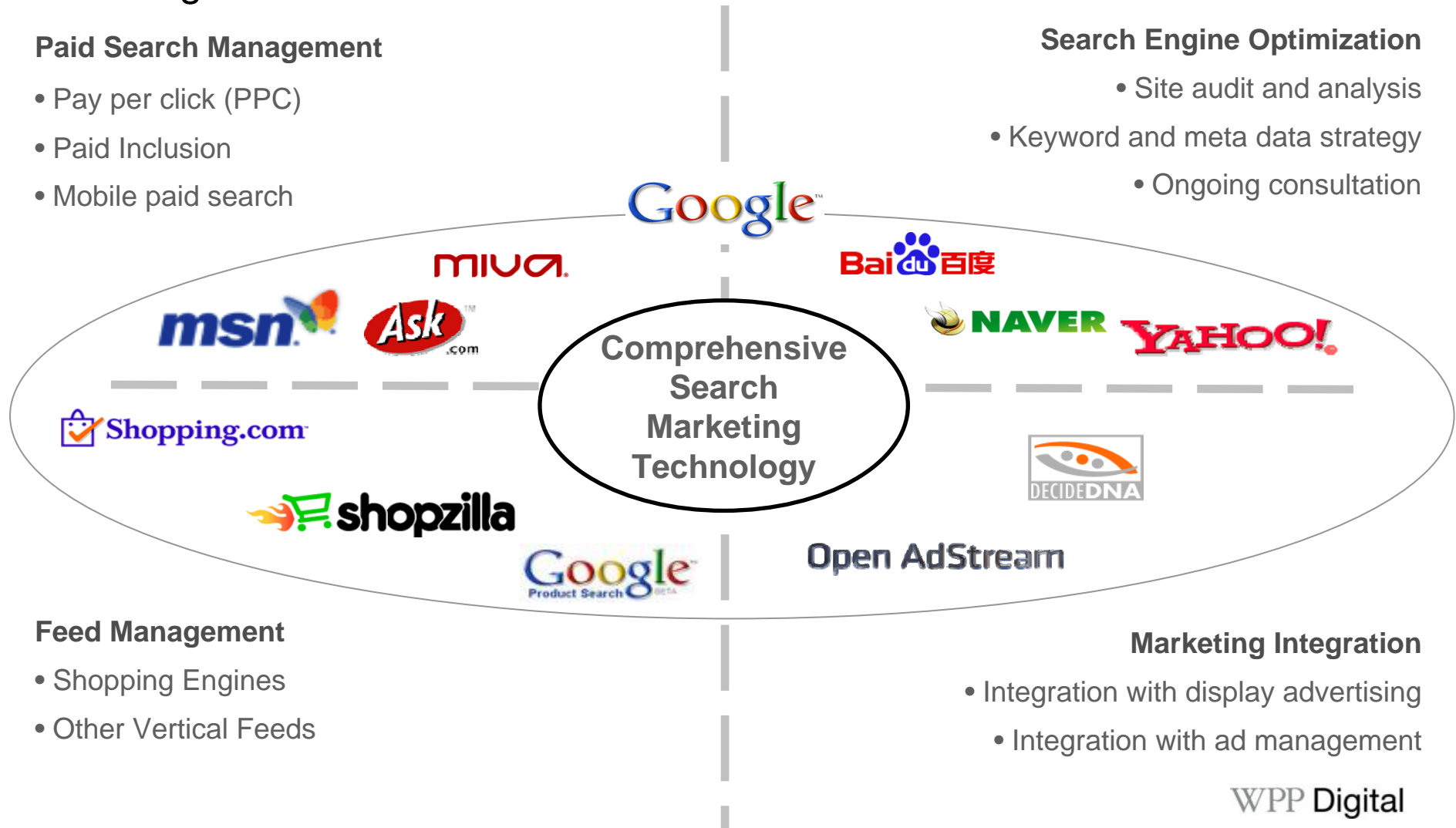
How to get into organic results



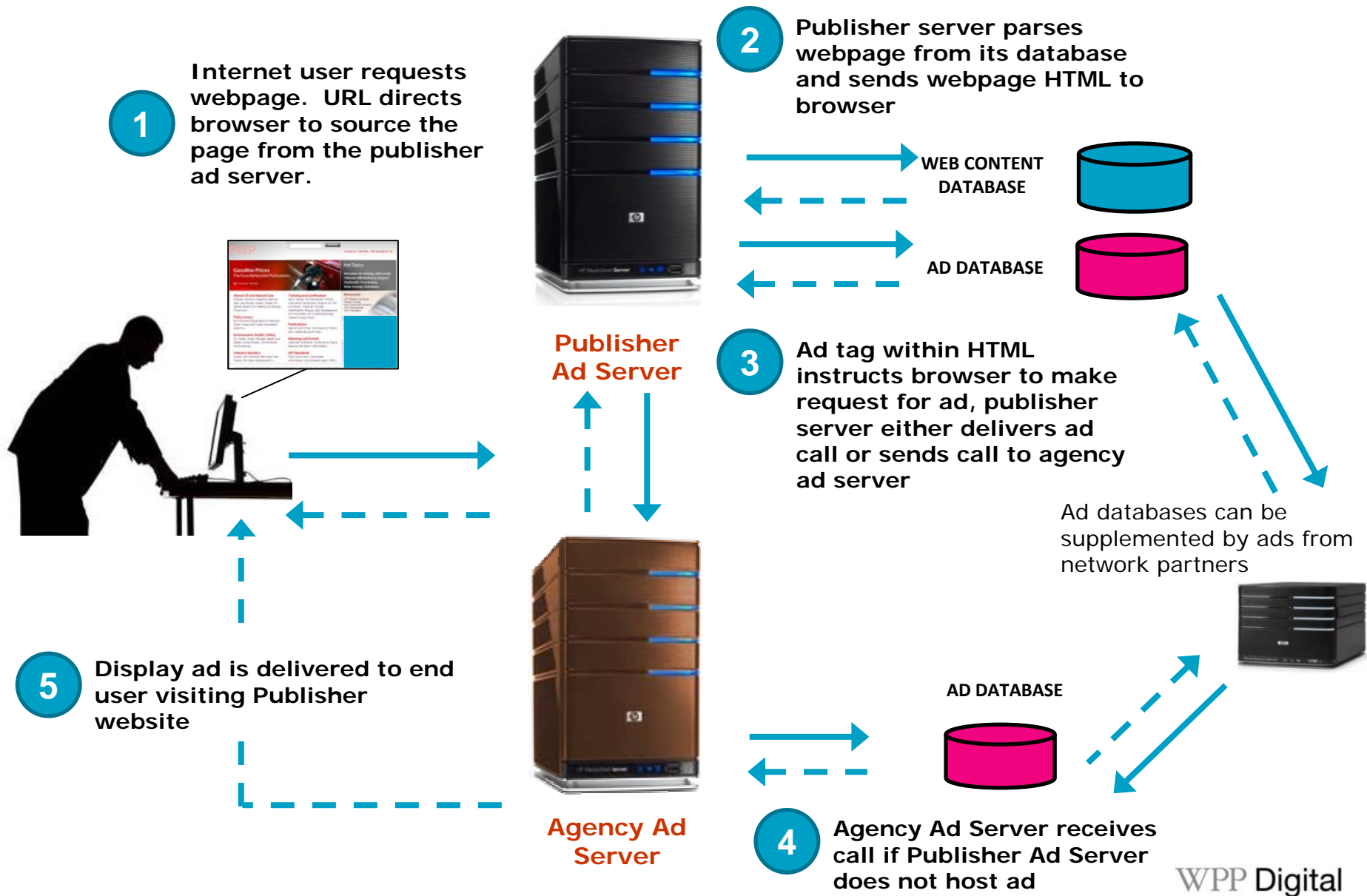
- Un-paid, “natural” listings
- Results are merit based
- Performance is based on a variety of on-the-page & off-the-page factors
- 10 listings per page
- Engines follow links and read text

What is a Search Marketing tool?

- A technology enabling integrated multi-channel online marketing management



How Does Display Advertising Work?



What is a Publisher Ad Server?

- A technology platform enabling publishers to target, deliver and track display advertising messages to users visiting a website



How does it work?

- Publishers....
 - Want visitors to see only relevant, interesting ads
 - Want to manage ad inventory effectively, maximize advertising revenue and minimize operational costs
 - Do not want to make changes to websites every time a new advertiser is added, a campaign removed, or an advertisement deactivated
 - Do not want to deal with software installation, security patches, new version upgrades every few months, or the routine of ad operations

Publisher Ad Server Handles all of it!

What is an Agency Ad Server?

- A technology platform enabling agencies to manage, deliver and track display advertising message creatives that publishers deliver to users visiting websites



How does it work?

Agency....

- Wants to display and track ads on a variety of sites and
- Wants to show tangible successful campaign results to clients
- Does not have time or resources to constantly manage the campaign, and all of the sites involved
- Wants to run on a variety of validated sites, but doesn't need to be on any specific sites

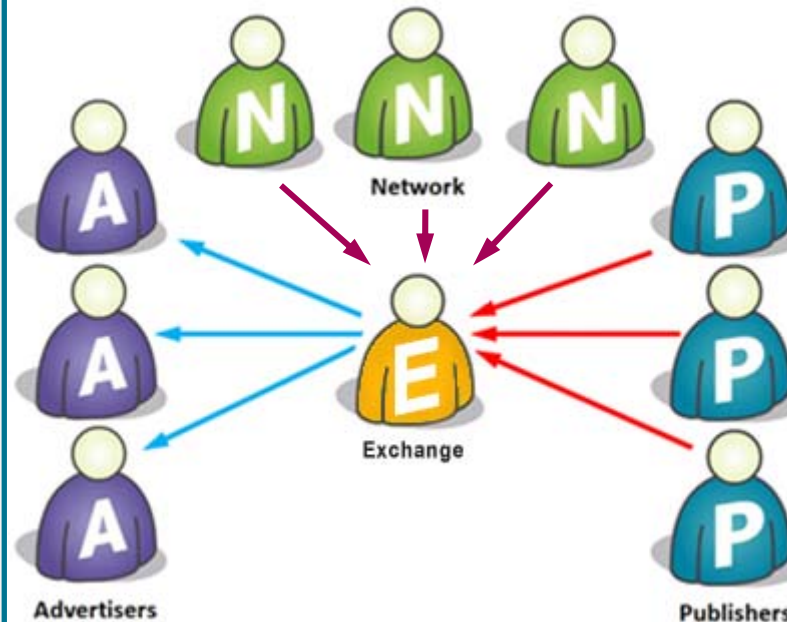
Agency Ad Server manages all of it!

What is an Ad Exchange?

- A technology platform for buying and selling online ad impressions

Benefits for Buyers

- Immediate access to inventory that meets campaign goals
- Increased ROI through:
 - Advanced targeting
 - Defined bids and budgets
 - Frequency caps on inventory purchases

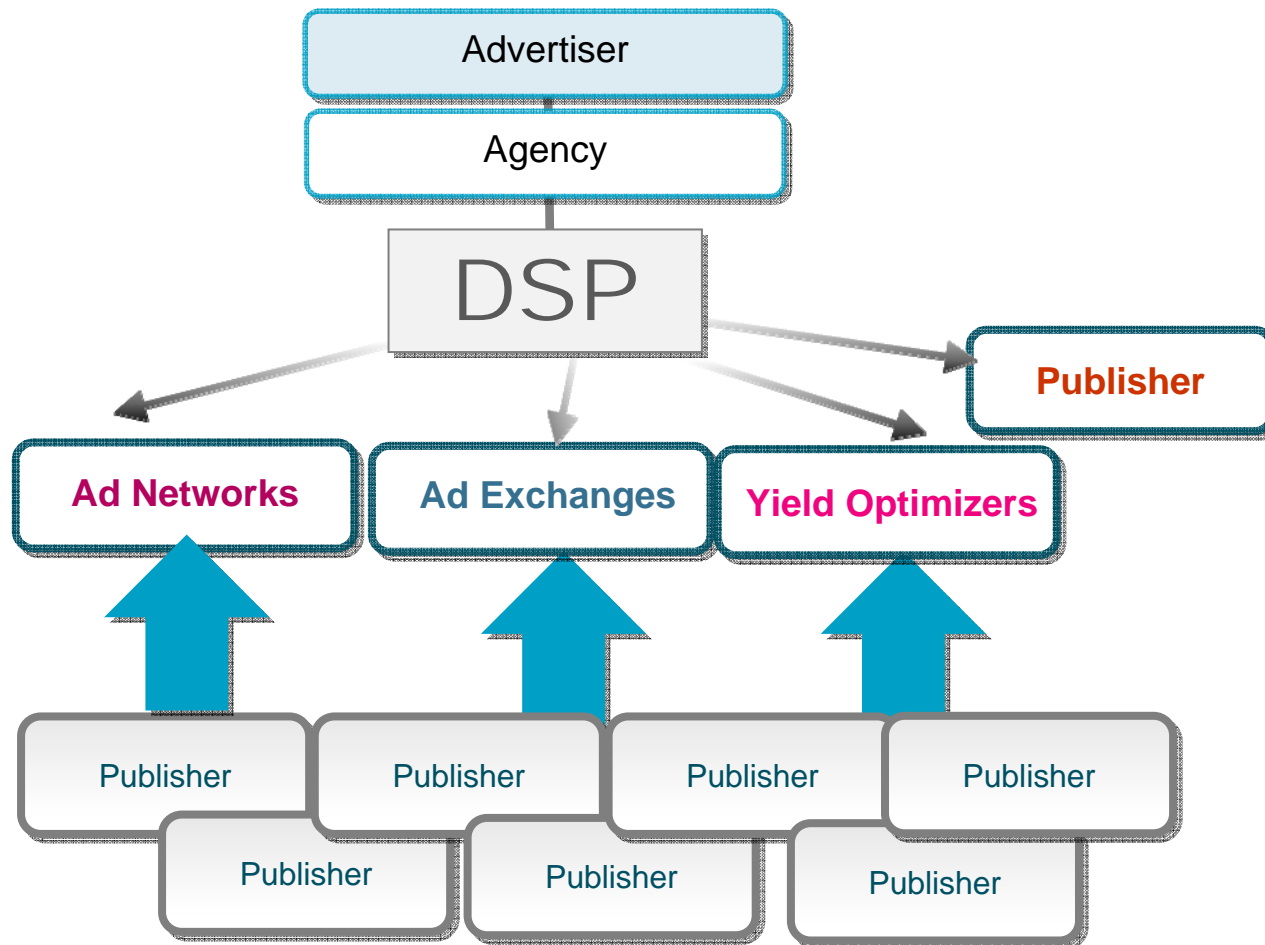


Benefits for Sellers (Publishers)

- Manage yield more effectively
- Capture additional revenue and increase overall yield on their inventory
- Maintain control of inventory

What is a Demand Side Platform (DSP)?

- A DSP is a technology platform that enables agencies and advertisers to buy media across real-time bidded inventory sources



Real-time bidding allows advertisers to:

- Buy per impression
- Target using key advertiser data points
- Map to ROI goals
- Eliminate waste like never before

“Web analytics” Provides Insight Into Consumer Interactions with Sites

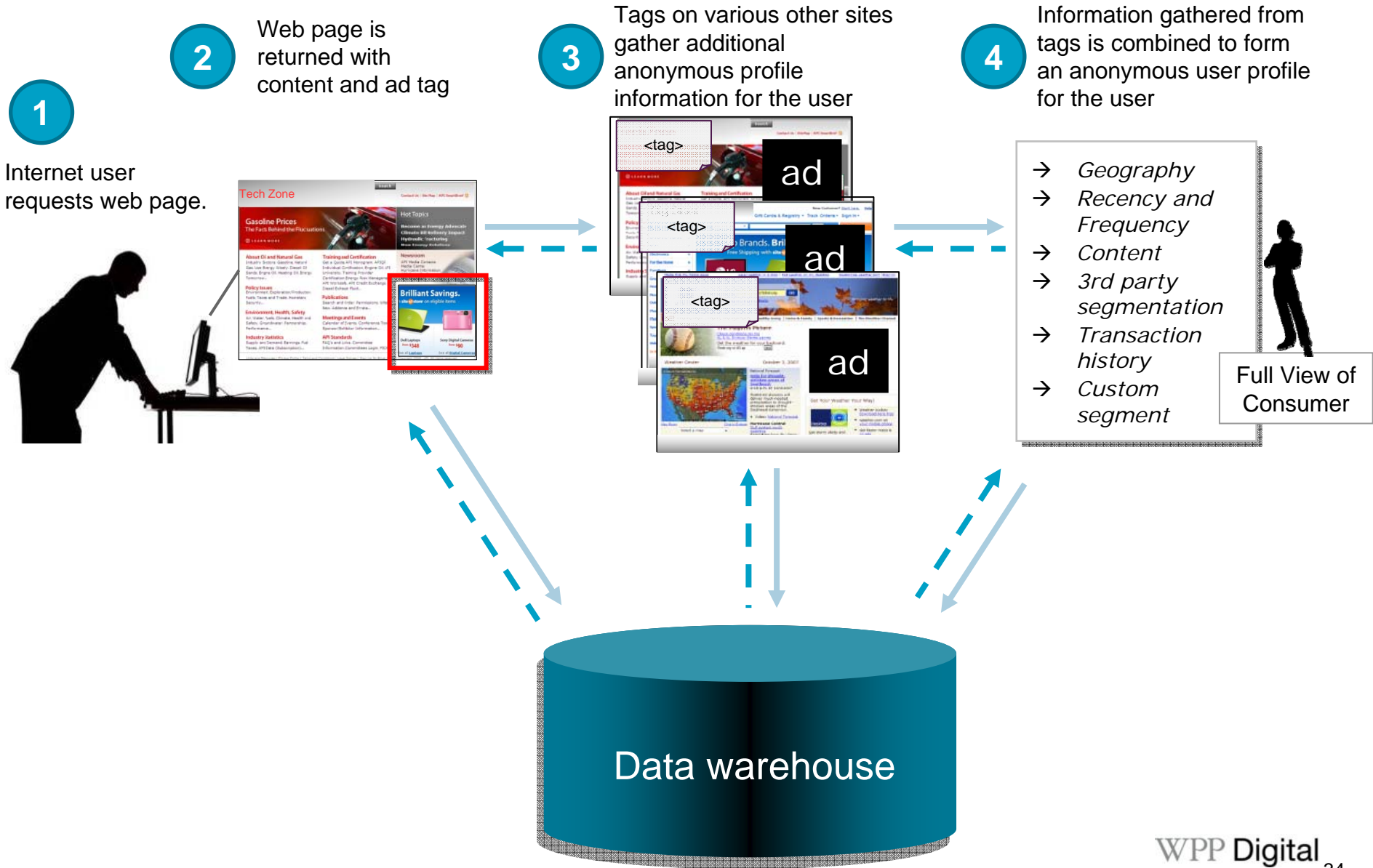
The image is a collage of various web pages and a central code block. The pages include:

- at&t**: Residential Offerings in Your Area, New or Existing Customers, Existing Customers.
- HSBC**: The world's local bank, Personal, Business, HSBC Premier, HSBC Plus, Current accounts, Savings, Investments, Credit Cards, Loans, Mortgages, Insurance, International.
- Deutsche Post**: Business mail, Advertising by mail, Private mail, Products A-Z, Shop, About us.
- GlaxoSmithKline (gsk)**: GSK worldwide, United States, Hong Kong, GSK worldwide, Our products (Consumer brands, Prescription medicines, Vaccines).
- Volkswagen**: SEDANS, COMPACTS, WAGONS/MINIVANS/SUVS, And they want it to hug the curves., CC SPECIAL OFFERS.
- Cadbury**: performance driven values led, Share price, Public information related to the recent approach by Kraft Foods Inc., Site tools, Find out more about Cadbury, Fairtrade Cadbury Dairy Milk goes global, Open Innovation.
- Latest phones**: Nokia N97, Free from €35 a month, More details, View all phones.
- Price plans**: View Pay monthly price plans, View Pay as you go price plans, Upgrading your phone, Business plans, Call charges (Going abroad, Pay monthly call charges, Pay as you go call charges).
- Internet access**: On your laptop, On your phone, At home, Get fast reliable internet access, Get more from your mobile (Facebook, email, music and a whole lot more, More about Mobile services).
- Help and support**: Your questions answered, Troubleshooting, Your phone or device, eForum - ask a question.
- Business Centre**: Business products & services, Mobile working, Visit the business shop, Manage your business account.
- My account**: Check and pay bills, top up your phone and sign up for new services, Manage your bills, TopUp, Manage Vodafone Family.

The central code block is SiteCatalyst code version: H.2. Copyright 1997-2005 Omniture, Inc. More info available at http://www.omniture.com. It contains JavaScript code for tracking page interactions and conversion variables.

```
<!-- SiteCatalyst code version: H.2.
Copyright 1997-2005 Omniture, Inc. More info available at
http://www.omniture.com -->
<script language="JavaScript" src="..code_directory/s_code.js"></script>
<script language="JavaScript"><!--
/* You may give each page an identifying name, server, and channel on
the next lines. */
s.pageName=""
s.server=""
s.channel=""
s.pageType=""
s.prop1=""
s.prop2=""
s.prop3=""
/* Conversion Variables */
s.campaign=""
s.state=""
s.zip=""
s.events=""
s.products=""
s.purchaseID=""
s.eVar1=""
s.eVar2=""
s.eVar3=""
/* Hierarchy Variables */
s.hier1=""
/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
var s_code=s.t();if(s_code)document.write(s_code)---></script>
<!-- End SiteCatalyst code version: H.2. -->
```

How do Web Analytics work?

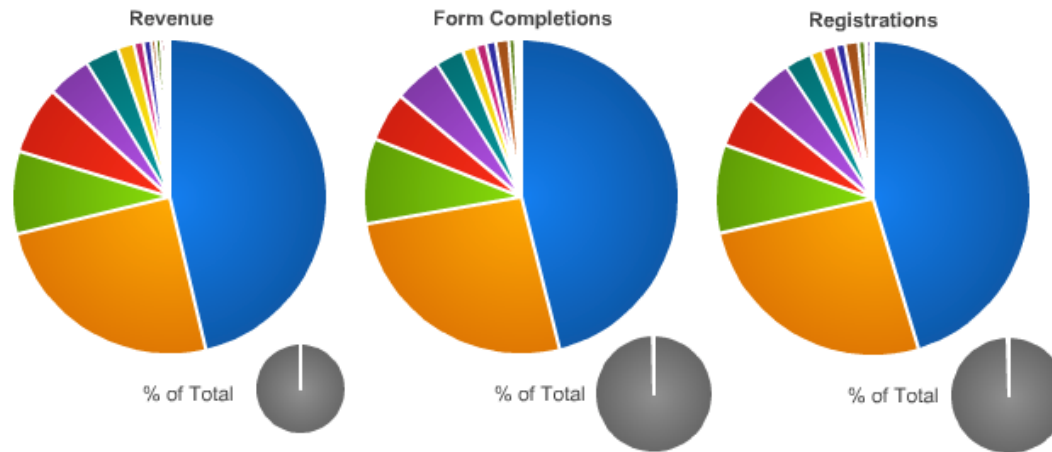


Sample Reports

KPI's, by Traffic Source

Legend

- This Month's Holiday Sale
 - Employee appreciation sale
 - Buy Another Computer!
 - Geeky video game blowout
 - Earth Day promotion
 - Liquidation!
 - You can always use a 4th computer
 - "Dude, you're getting a Mac"
 - "Dude, you're getting a Canon"
 - Electronics Promotions
 - Buy a mouse get 7 free!
 - ""Speak Like a Pirate Day"" promotion"
 - "Dude, you're getting a Samsung"
 - Computer Case are Cool!
 - This Month's Specials
- Selected ■ Total







Campaigns (classification)	Revenue ▼ ⓘ	Form Completions ⓘ	Registrations ⓘ
1. This Month's Holiday Sale	\$263,406 46.3%	637 45.9%	2,095 45.1%
2. Employee appreciation sale	\$141,681 24.9%	362 26.1%	1,210 26.0%
3. Buy Another Computer!	\$48,500 8.5%	121 8.7%	421 9.1%
4. Geeky video game blowout	\$39,517 6.9%	70 5.0%	244 5.3%
5. Earth Day promotion	\$25,759 4.5%	68 4.9%	225 4.8%
6. Liquidation!	\$19,825 3.5%	41 3.0%	128 2.8%
7. You can always use a 4th computer	\$9,549 1.7%	19 1.4%	60 1.3%
8. "Dude, you're getting a Mac"	\$5,484 1.0%	15 1.1%	64 1.4%
9. "Dude, you're getting a Canon"	\$4,700 0.8%	14 1.0%	44 0.9%
10. Electronics Promotions	\$2,819 0.5%	18 1.3%	64 1.4%

24/7 Real Media & MIG

- Market leading, multi-channel comprehensive digital marketing platform



Search Marketing	Ad Serving	Demand Side Platforms	Web Analytics
 <ul style="list-style-type: none"> • Market leading multi-channel comprehensive search marketing platform 	 <ul style="list-style-type: none"> • Industry's most robust publisher ad management platform 	 <ul style="list-style-type: none"> • Industry leading media buying and management tool 	 <ul style="list-style-type: none"> • Unique partnership for integration of advertising and analytics data