**Digital Marketing: Strategy & Tactics**

**Chapter 6: Display Advertising – Advanced Topics and Trends**

**MULTIPLE CHOICE**

1. What is “rich media”?

|  |  |
| --- | --- |
| a. | The more expensive ads on a given web page |
| b. | Affluent audience targeting |
| c. | Using technology to target ads better |
| d. | Any ad using sound, motion, video, or interactivity in the creative |

**ANS:** D

**Notes:** These are all elements that improve performance by grabbing audience attention better. Usually, the creation and technology to deploy cost more as well.

1. Why do people use ad blockers?

|  |  |
| --- | --- |
| a. | Pages load faster |
| b. | Privacy—don’t want to be tracked |
| c. | Security concerns |
| d. | All of the above |

**ANS:** D

**Notes:** These are all reasons stated by users of ad blocking software.

1. What is the standard length of a YouTube video ad?

|  |  |
| --- | --- |
| a. | 30 seconds, just like TV. |
| b. | There is no standard length. |
| c. | 15 seconds, but it can vary. |
| d. | The video is the ad. |

**ANS:** C

**Notes:** While it can vary, for short-form video the standard is 15 seconds, otherwise the payoff isn’t worth it for the consumer.

1. What is a YouTube “trueview” ad?

|  |  |
| --- | --- |
| a. | You only pay if the video is watched to a specific time |
| b. | When the ad is guaranteed to be seen by a real person |
| c. | A premium you can pay to make sure you get the right audience |
| d. | A way to block certain viewers |

**ANS:** A

**Notes:** YouTube has a payment method that allows an advertiser to only pay if a viewer doesn’t skip the ad.

1. What is RTB?

|  |  |
| --- | --- |
| a. | Regular type bidding |
| b. | Real time bidding |
| c. | Registered to bid (on an exchange) |
| d. | R |

**ANS:** B

**Notes:** Bidding at auctions in real time requires computers—humans can’t be fast enough.

1. What is “polite” with respect to a display ad?

|  |  |
| --- | --- |
| a. | An ad that does not use foul language or adult imagery in its creative |
| b. | An ad that is not overly intrusive |
| c. | An ad that provides control over a video or sound rather than auto plays |
| d. | B and C |

**ANS:** D

**Notes:** While intrusiveness does often work for ads, it’s possible use “polite” ads and still be effective at getting the message across.

1. What is something that can be optimized for display ads being deployed in a campaign?

|  |  |
| --- | --- |
| a. | Frequency shown |
| b. | Creative execution |
| c. | Media mix |
| d. | All of the above |

**ANS:** D

**Notes:** Digital display can optimize on the ads that work with a particular audience, on a media property by media property basis.

**SHORT ANSWER**

1. Discuss the pros and cons of ad blockers for users and publishers.

**ANS:** While ad blockers can make the experience better for users, publishers need the ad revenue to produce their content. Advanced answers may discuss the balance between high ad loads and annoying as with low quality content.

**Notes:** The benefits to users are personal but could eliminate the content they seek if ads go away!

1. Discuss “native advertising” and why it works, and some of its challenges.

**ANS:** Native ads are seamlessly woven into the context of the experience, often custom content in the editorial voice of the property, often unique so high-priced, ads can be misleading and mistaken for editorial, harder to block. Advanced answers will note that “native” can be custom content or simply less interruptive and more natural, like Twitter ads which appear almost seamlessly in the feed.

**Notes:** Native ads are often mistaken for editorial or not recognized as or labeled as ads which may inflate their effectiveness.

1. Explain why RTB needs programmatic to work.

**ANS:** Humans can’t possibly bid in real time auctions taking place in less than a second; programmatic rules are a necessity. RTB and programmatic are linked because real time auctions require machines.

**Notes:** Humans set the rules to buy audiences that meet certain criteria rather than media properties.