STEP-BY-STEP GUIDE TO DISPLAY ADVERTISING
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INTRODUCTION

With increased social media usage, online advertising is shifting from search to display. Google even defaults its PPC ads to show on affiliate websites as display campaigns. The digital advertising spend by agencies has now surpassed TV spend.

Yet so many companies that are not doing digital are still confused and hesitant to spend money. We hope this step-by-step guide will demystify the process.
WHAT IS DISPLAY ADVERTISING?

[Dis • play] [ad • ver • ti • sing]

Noun
Definition: The programmatic placement of ads on publisher websites. Also a part of a broader category called Internet marketing.
HOW IT WORKS

1. YOU DECIDE TO ADVERTISE
2. SET UP CAMPAIGN
3. SERVE ADS ONLINE TO TARGET AUDIENCE
4. MONITOR RESULTS
5. ADJUST CAMPAIGN TO OPTIMIZE PERFORMANCE
6. INCREASE LEAD GENERATION AND REVENUE
One of the most important parts of advertising is reaching your target audience. In display advertising, there are two ways to reach your target audience: context-based targeting and audience-based targeting.

Context-based targeting works by reaching your target audience while they are doing a specific thing. For example, advertisers can specifically target sports fans by showing ads on ESPN, a network only sports fans are likely to watch. Audience-based targeting serves ads to a specific audience, regardless of what they are doing. For example, audience-based ads might show while a sports fan is shopping on Ebay.

Both methods are effective because they reach the right people at the right time.
TIME FRAME

To make your display advertising campaign successful you have to consider the time frame. Display advertising best practices suggest that campaigns should run for at least 30 days. On average, campaigns run 30 to 90 days and involve many moving parts. Throughout the campaign there will be optimization: the adjustment of certain bids, audiences, strategies and even your ad itself. The setup alone can sometimes take the most time, but working with an agency can help cut that down to around a week. Imagine what your resources are and how you’ll set up your project.
BUDGET

How much should your campaign cost? When setting a budget, you’ll need to take into account the minimum monthly campaign cost of a DSP (demand side platform). Some of the leading DSPs require a commitment of $150,000+ per month. On the other hand, agencies can start as low as $5,000.
Once you’ve narrowed down your audience, time frame and budget, it’s time to start your ad work. As the first thing your target audience sees, your ad must be compelling and relevant enough to make them click. Creative ads that speak personally to your target audience are essential. In a best case scenario, we recommend multiple creatives for each campaign.

Offer your ads in enough sizes and formats to allow for multi-channel, multi-device viewing. At the minimum, you’ll need one creative in five different sizes.

**EXAMPLE SIZES:**
160x600px, 180x150px, 300x250px, 300x600px, 782x90px.

**EXAMPLE OF CREATIVE TYPES:**
Video, static ad, GIF, JPG, PNG, iFrame, HTML, etc.
CREATIVE EXAMPLES

STAND OUT. ADVERTISE ONLINE.

WHAT HAPPENS WHEN YOU DON’T ADVERTISE?

NOTHING.

YOUR AD

WHAT HAPPENS WHEN YOU DON’T ADVERTISE?

NOTHING.

DO SOMETHING WITH STIRISTA

Get started with STIRISTA
LANDING PAGE

Once your audience has clicked your ad, they’ll be directed to a landing page where they will decide if they’re interested in what you’re offering. Whether you are using the campaign for lead generation or sales, this page needs to be easy to read, easy to navigate and have very clear calls-to-action. Consider offering an incentive (gift card, free download). Limit the number of fields to fill out to 3. Make your page responsive and mobile-friendly as many visitors will access it from their phones. The more user-friendly you make your landing page, the higher your conversion rate will be.
To start your display campaign:
1. Either buy a target market list, or you use your own database.
2. Onboard your data to convert your email address to cookies in accordance with privacy laws.
3. Find a DSP to work with.
4. Set up your campaign strategies.
5. Set bids and budgets for your campaign(s).
6. Choose your target audience.
7. Create a landing page.
8. Create compelling ads that will make your audience click.
9. Set up tracking and conversion pixels.
10. Optimize your campaign for the best CPM and CTR rates possible (daily, weekly, monthly).

RESULT: You generate leads or revenue.
WORKING WITH AN AGENCY

The nature of display advertising is complex. That is why agencies have emerged to simplify the process. Usually, an agency will expect you to:

1. Provide creative ads that will make your audience click.
2. Provide a landing page.
3. The agency usually handles the rest of the setup. In fact, some agencies are one-stop shops, handling the whole process.

RESULT: You generate leads or revenue.
CONCLUSION

The world of display advertising has a lot to offer. There is a reason it has become a leader of marketing budgets and continues to grow. The process can be complicated, and there is a lot that goes into starting a campaign. That is why agencies are offering services that cover most of the work, simplify the process and let you be as involved as you want to be. To learn more about display advertising or how to get started with your campaign visit http://www.stirista.com/digital/.
GLOSSARY OF KEY TERMS

C
CPM: Cost per thousand impressions, often the basis for campaign charges
Creative: Your actual ad—the image and words presented to your target audience
CTR: Click-through rate, the number of times someone clicks your ad compared to the number of impressions

D
Display Advertising: The programmatic placement of ads on publisher websites. Also a part of a broader category called Internet marketing
DSP: Demand side platform, a company that sells programmatic advertising space

M
Mobile user-friendly: Optimized to be easily viewable, accessible and actionable on a mobile device
Monthly spend: How much you’ll actually spend in one month on your campaign

L
Landing page: The page to which your audience is directed after clicking your ad. Also called a destination URL

P
PPC: Pay per click. For PPC ads, you pay when someone clicks, not per impression

R
ROI: Return on investment