



**Making Digital Advertising Work
For You Instead of *Against* You**



Ben Silverstein

Award winning digital media professional with over a decade of experience working in the digital space. Managed hundreds of millions of dollars for local, national, and international brands.

Have taught over 10,000 students in over 130 countries on various eLearning platforms since 2015.

Founded AdCoach in 2018 to provide an eLearning platform dedicated to advertising professionals.



Agenda:

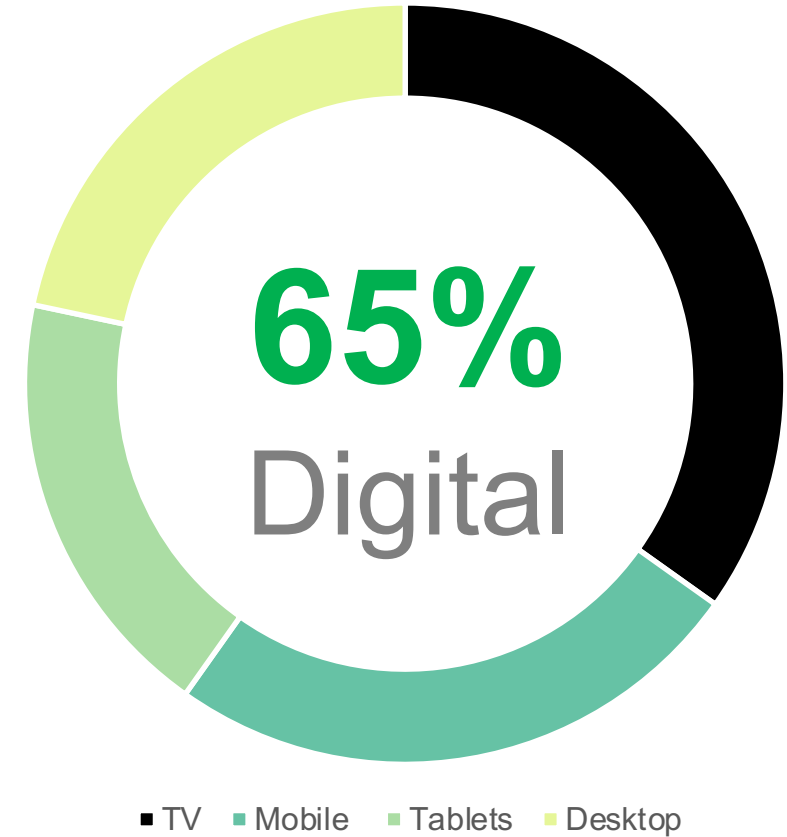
1. Media Consumption Trends
2. How Have Broadcasters Adapted
3. Defining Digital
4. Awareness vs. Direct Response
5. Targeting
6. KPIs + Success Metrics
7. Pricing Options
8. Selling a Solution

Time Spent on Devices: Mobile/Desktop/TV

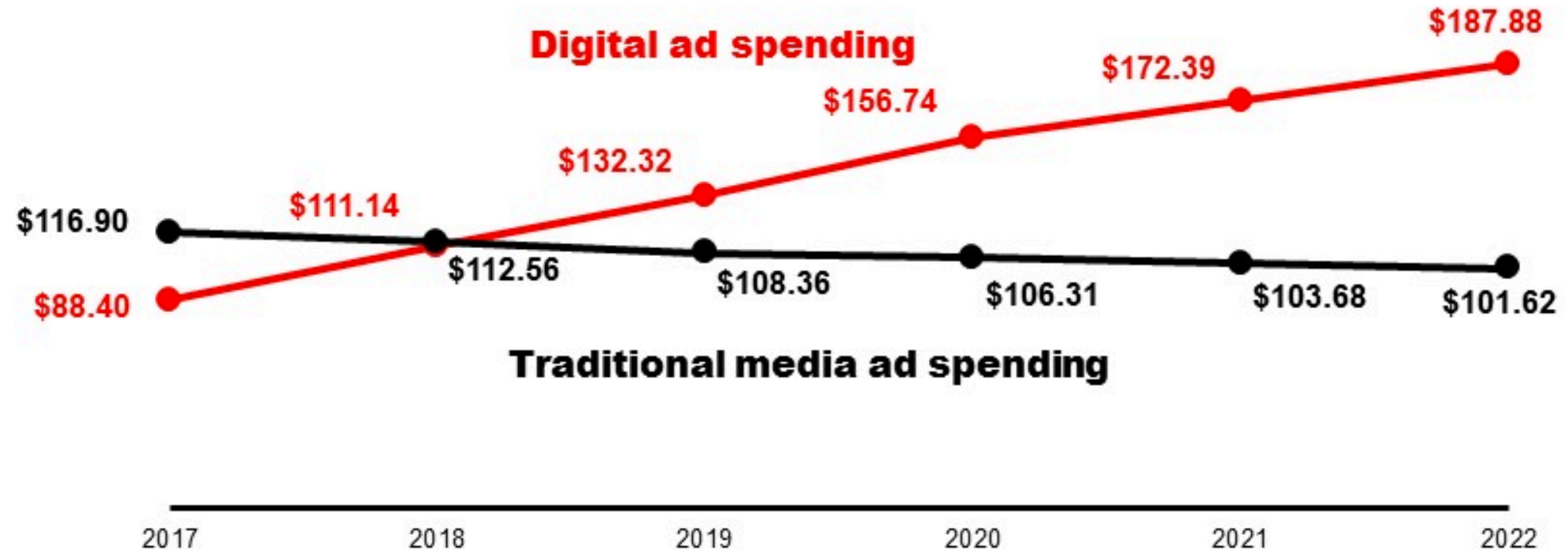
Average Time Spent per Day by US Adult Users of Each Major Medium, 2016-2020

hrs:mins

	2016	2017	2018	2019	2020
TV*	4:23	4:19	4:14	4:09	4:08
Smartphone	2:37	2:51	3:02	3:10	3:16
Tablet	2:21	2:18	2:15	2:13	2:12
Desktop/laptop**	2:43	2:39	2:38	2:37	2:36
Radio*	1:35	1:33	1:31	1:29	1:28
Print*	0:52	0:50	0:48	0:47	0:46
—Magazines	0:29	0:29	0:28	0:28	0:28
—Newspapers	0:31	0:30	0:29	0:28	0:27



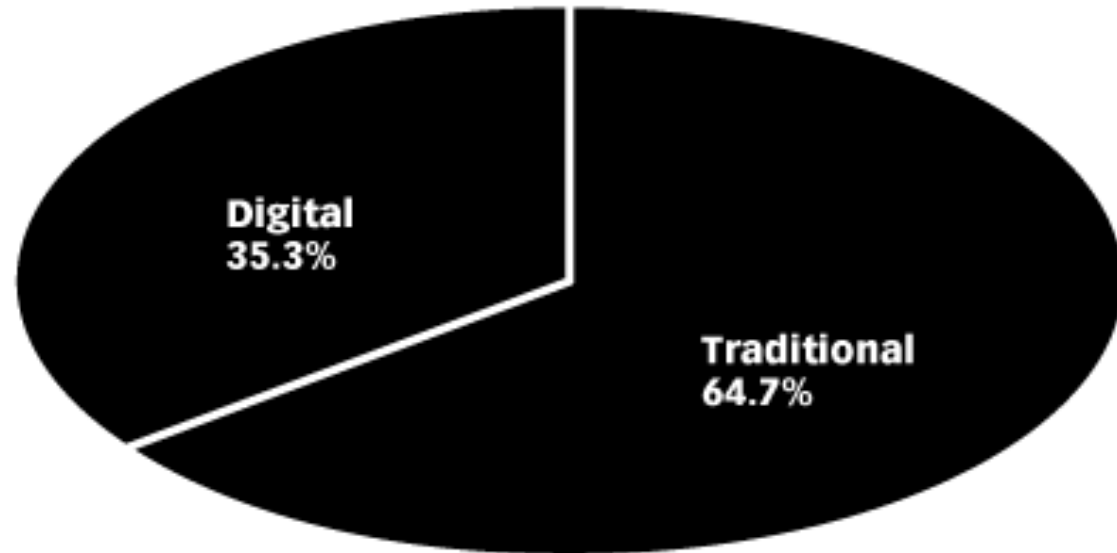
Digital Ad Spend Overtaking Traditional Media



Traditional Media vs. Digital Ad Spending (billions)

US Local Ad Spending Share, Traditional vs. Digital, 2017

% of total



Source: BIA/Kelsey, "US Local Advertising Forecast 2018" as cited in press release, Dec 6, 2017

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www.eMarketer.com

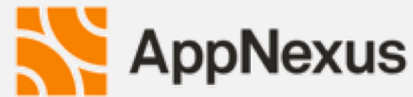
Broadcast Advertising Solutions are still the **most valuable** part of local advertiser's media plans

Broadcast Media Digital Solutions



Defining Digital

Social
Display
Video
Search
OTT



GroundTruth

Social Media

Facebook, Instagram, Twitter, Snapchat, or other social media platforms offer paid advertising.

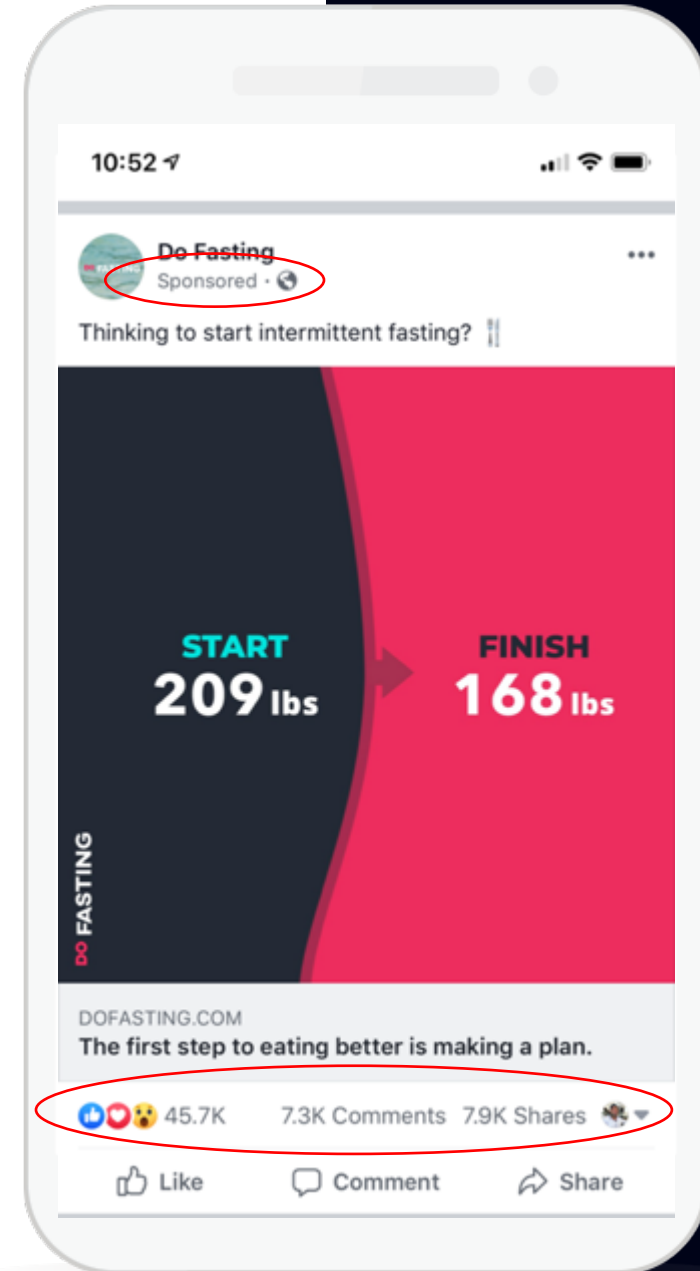
- Ads appears as “Native” content, i.e. They are designed to mimic the feel of the platform itself.
- Facebook is the largest, and they own Instagram. They offer multiple types of buying models.

Pros:

- Scale
- Pricing
- Targeting
- Creative

Cons:

- Often limited to the social platform
- Younger demos spend less time on FB
- Targeting based only on social behavior



Display Advertising

The most common form of ads, also known as “Banner Ads”

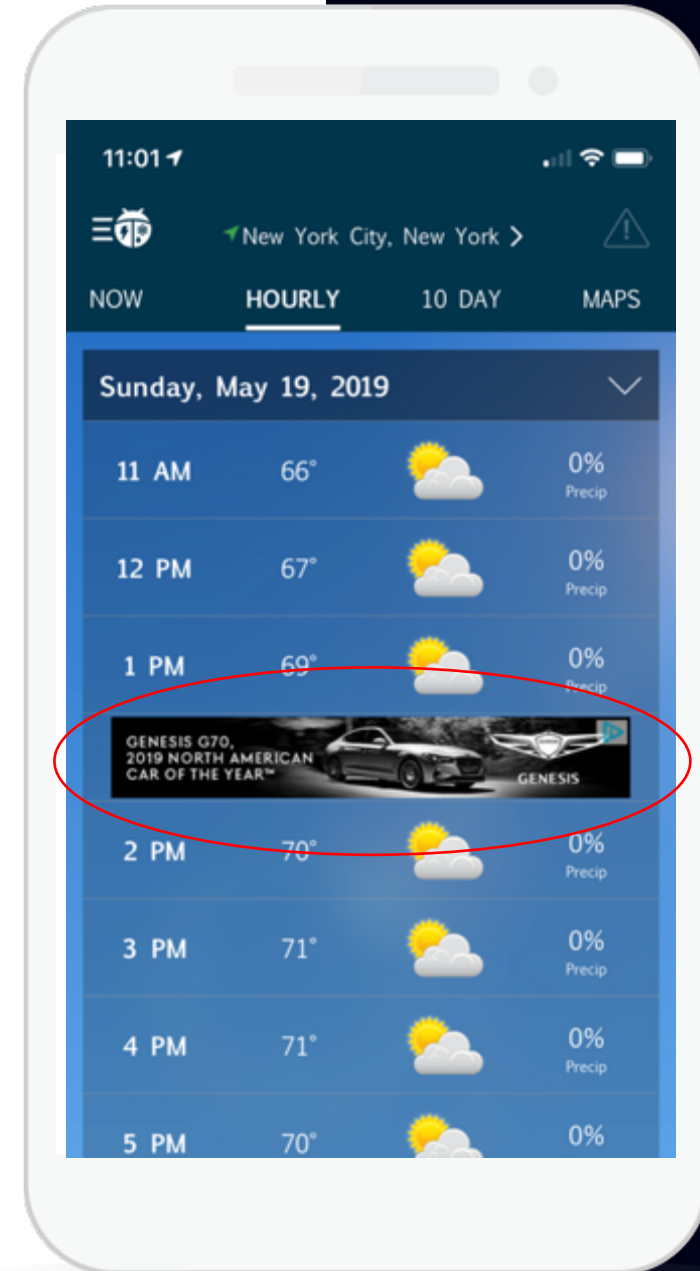
- Different sizes available for desktop and mobile
- Most common ad type for Programmatic Advertising

Pros:

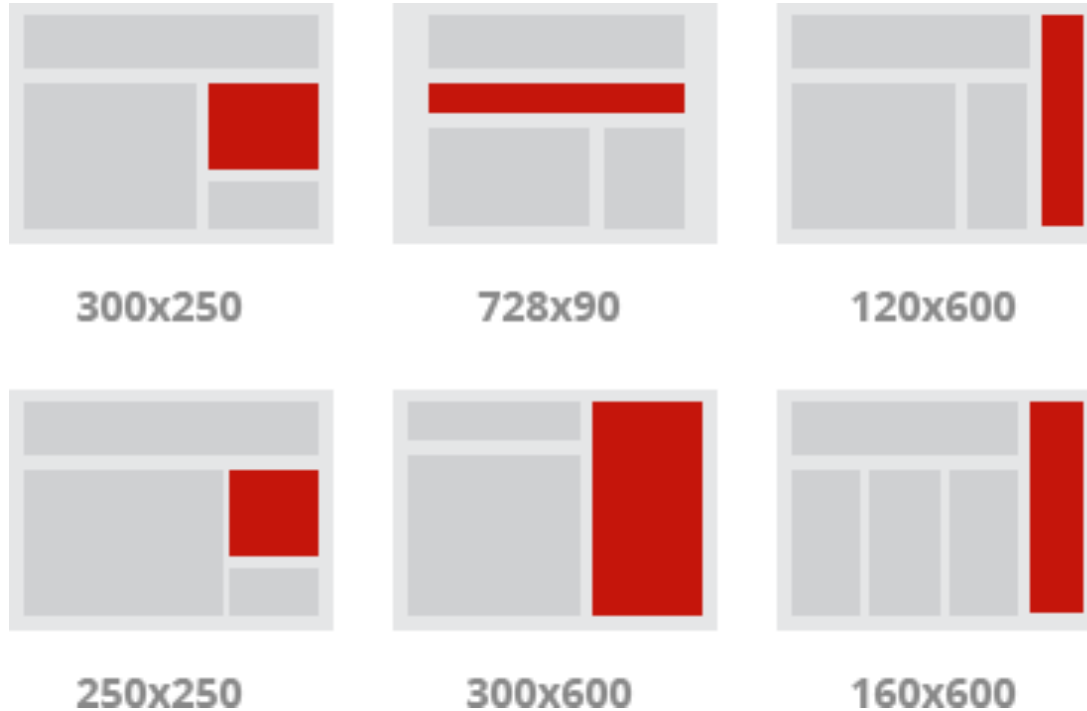
- Scale
- Pricing
- Targeting
- Optimizations

Cons:

- Banner Blindness
- Small Ad Size



Standard Digital Ad Sizes



Sizes are presented in pixels



Video Advertising

Utilize sight, sound, and motion.
Great for awareness and
extending the reach of TV buys.

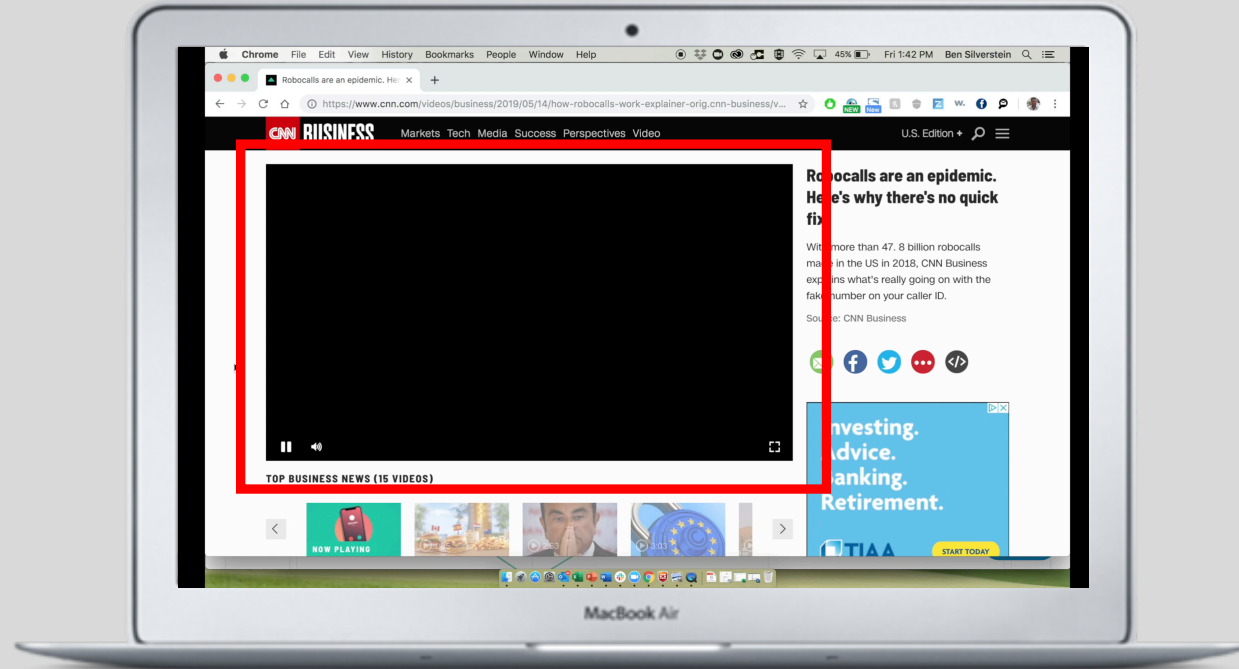
- More than just YouTube
- Pre-Roll is most common
- Mid/Post-Roll also options

Pros:

- Awareness
- Utilize same creative as TV buy

Cons:

- Higher Price than display
- May have lower reach than display



Search Advertising


Google

nike shoes


All Shopping Images News Videos More Settings Tools

About 385,000,000 results (0.52 seconds)


See Nike shoes Sponsored




Nike SB Stefan Janoski Max...
\$65.97
Nike
★★★★★ (932)




Comme Des Garçons x Nike ...
\$390.00
farfetch.com



Converse x JW Anderson Run...
\$140.00
Converse
Free shipping



Gucci x Ace embroidered lo...
\$650.00
farfetch.com



Nike Air Force 107 sneakers in...
\$90.00
ASOS
Special offer

Nike® Official Site | Shop Shoes On Nike.com
www.nike.com/
★★★★★ Rating for nike.com: 4.7
From The Street To The Court And The Field. Chase Your Crazy Dreams. Nike.com Offers The Ultimate Selection Of Men's, Women's & Kids Accessories. Lasting Comfort. Iconic Heritage. Classic Design. Cushioned Steps.
New Men's Shoes · New Women's Shoes · Nike Kids' Shoes · New Nike Products Just In
21 Mercer St, New York, NY · (212) 226-5433 · Open today · 12:00 – 7:00 PM

Nike. Just Do It. Nike.com
<https://www.nike.com/>
Nike delivers innovative products, experiences and services to inspire athletes. Free shipping and returns on every order from certain countries with NikePlus.

Men's Shoes & Sneakers. Nike ...
Lifestyle · Baseball · High Top · Men's new shoes · Low Top · ...

Women's
Shop Nike.com for women's shoes, clothing and gear. Check out ...

bing

nike shoes

All Shopping Images Videos Maps News | My saves

Who are you shopping for?
men girls women boys

Nike Official Site | Shop Nike.com | nike.com
www.nike.com/nike/shoes · 6,653,300+ followers on Twitter
Ad · Get The Latest Shoes From The Official Nike Store. Shop Now.
Customization · Instant Checkout · Free Shipping for Members · Scan & Learn
Types: Metcon, Pegasus, Air Force 1, VaporMax, Free, Cortez, Air Max, Huarache...

Nike VaporMax
Latest Innovation in Max Air Revolutionary Cushioning & Support

Nike Pegasus 35
Run With Lightweight Speed & Support. Shop The New Pegasus 35.

Nike Men's New Releases
Shop our Latest Men's Shoes, Gear & Clothing. Available Now at Nike.

Nike Women's New Releases
Shop the Latest Women's Apparel, Shoes, & Gear at Nike.com Today.

The new On Cloud Waterproof | Perform in all conditions
<http://www.on-running.com/waterproof/cloud>
Ad · Non-stop performance whatever the weather with the shoe that's fully waterproof.

Nike Romaleos 3 at Rogue | roguefitness.com
<http://www.roguefitness.com> · Rogue Fitness
Ad · Tackle New PRs With the Romaleos 3 Weightlifting Shoe. Get Yours at Rogue Now!

Nike Shoes | Same-Day Delivery Available | SS19 Collection
<https://www.mrporter.com/nike/shoes>
Ad · Update your closet today. Shop the latest designer shoes at MR PORTER. Shop over 500 of the world's finest luxury designer brands & be dressed for any occasion.
Free Delivery · Grooming · Style Advice · Fast, tracked shipping

See shopping results for nike shoes
<bing.com/shop>

Nike
Corporation

Nike, Inc. is an American multinational corporation that is engaged in the design, development, manufacturing, and worldwide marketing and sales of footwear, apparel, equipment, accessories, and services. The company is headquartered near ...


Official site Wikipedia Twitter Facebook LinkedIn

Stock price: **NKE** (NYSE) 84.57 ▲ +0.29 (0.34%)
May 17, 7:53 PM EDT · Market Closed


Customer service: 1 (800) 805-6453
Representative: Chat online with a representative

Founded: Jan 25, 1964
Headquarters: Beaverton, OR
CEO: Mark Parker (Since 2009)


See nike shoes




Nike - Men - Air Tailwind 79 ...
\$90.00
StuLeBon.com



Nike - Men - VaporMax ...
\$210.00
StuLeBon.com



Nike - Men - Air Pegasus ...
\$101.00
StuLeBon.com



Nike - Air VaporMax ...
\$345.00
Farfetch

OTT – Over The Top

Delivers an experience similar to linear TV

- Popular among content producers
- Utilizes FEP (Full Episode Players)

Pros:

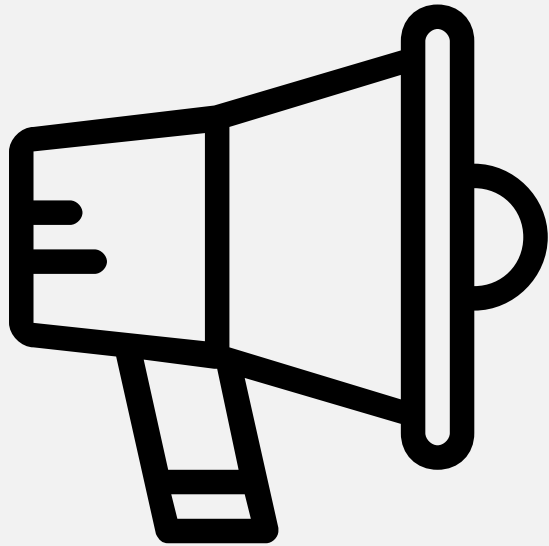
- Awareness
- Targeting
- Offers TV-Like experience

Cons:

- Highest Price Point
- No clickable extensions
- Measured on delivery only

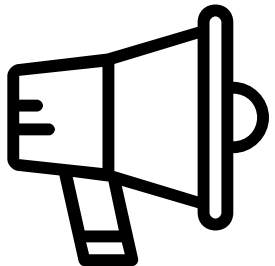


Awareness vs. Direct Response



Awareness

- Let people know about a product or business
- Focus on reaching a large amount of people with a simple message
- Reporting:
 - Impressions/Reach



Direct Response

- Want users to take an action
 - Visit a website
 - Call a number
 - Visit a retail location
 - Lead-gen
 - Other
- Reporting:
 - CTR/CPC/Traffic/etc.

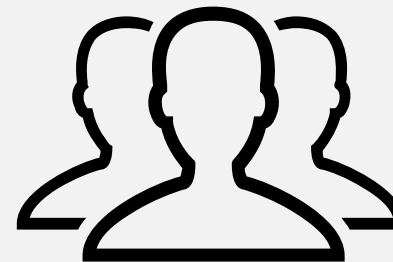


Awareness vs. DR Creative Examples



Targeting Options

Behavioral
Contextual
Demographic
Location



Behavioral, Contextual, Demographic

Targeting based on information obtained from 1st party or 3rd party data such as cookies or registration data, as well as website information.

Behavioral

Targeting users based on their online behavior, such as the sites they visit, terms they search for, or what they like on social media.



Contextual

Targeting based on the content of the sites. Example, running on ESPN to target sports fans.



Demographic

Targeting users based on age, gender, HHI, occupation, or location.



Location Targeting



GPS

Used on mobile devices to locate a user to within 3 meters of their current position.



IP – Internet Protocol

Used on desktop to identify an individual computer and where that computer is located based on their Internet Service Provider.

KPIs & Success Metrics

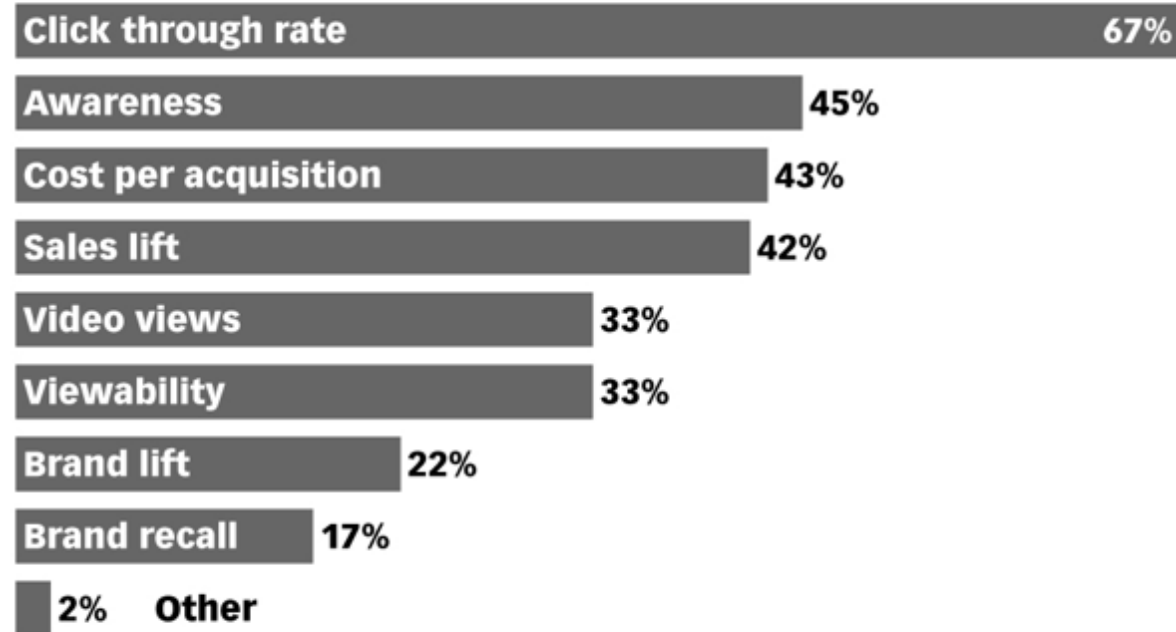
Cost Per Click
Website Traffic
Sales
Lead-Gen
In-Store Foot Traffic
Other?



What Are Your Options?

Metrics that US Marketers Use to Measure Success of Their Ad Campaigns, May 2018

% of respondents



Source: Lotame, "The New State of Audience Data: Accuracy Matters," July 18, 2018

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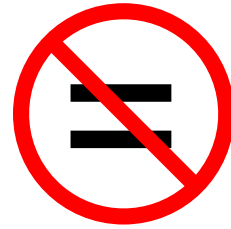
www.eMarketer.com

Most small advertisers will default to “clicks” as a KPI because it’s what they know, but it might not be the best option.

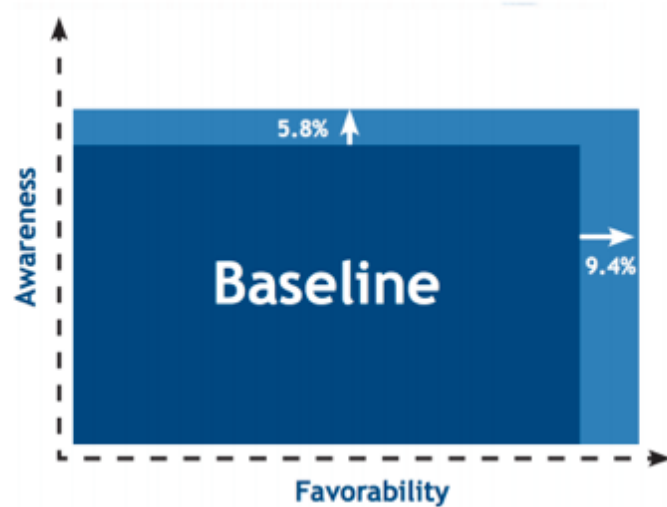
Add value to your client by explain their different options.

What Should I Tell Clients?

Clicks



Greater
Brand
Awareness



Strategy: Programmatic Display Banners to drive awareness of car brand

Results: Car Company used Programmatic Display to promote a new truck and saw a **9.4% incremental lift in brand favorability** attributed to display banners.



Strategy: Run video on social platforms to promote new messaging for Hyatt

- **9-point lift** in awareness of “The World of Hyatt” messaging
- **10-point increase** in ad recall for “The World of Hyatt” videos

Common Digital KPIs

CTR (Click Through Rate)

Total Clicks/Total Impressions
X 100

CPA (Cost Per Action)

Total Spend/Total Actions

CPC (Cost Per Click)

Total Spend/Total Clicks

Sales

Sales on client website

Impressions/Reach

1 Impression = 1 Time an ad is served

Reach = How many unique devices were served an ad

Foot Traffic

How many devices were served an ad and then went into a physical location (mobile)

What is the Client's Business Objective?



Client: Local Auto Dealer

Business Objective: Sell more cars

How to Achieve: On lot visits

KPI: Foot Traffic



Client: Professional Services

Business Objective: New Clients

How to Achieve: Lead-Gen

KPI: Website Traffic/Lead-Gen



Client: Local Gov. Agency

Business Objective: Awareness

How to Achieve: High reach

KPI: Impressions & Unique Reach

Selling Digital (Pricing Models)

CPM
CPC
CPA
Other



Common Pricing Models

CPM (Cost-per-Thousand) = $(\text{Cost} \div \text{Imps}) \times 1,000$

$\text{Cost} = \text{CPM} \times (\text{Imps} \div 1,000)$

$\text{Imps} = (\text{Cost} \div \text{CPM}) \times 1,000$

eCPM (effective CPM) = $(\text{Cost} \div \text{Served Imps}) \times 1,000$

CPC (Cost-per-Click) = $\text{Cost} \div \text{Clicks}$

$\text{Cost} = \text{Clicks} \times \text{CPC}$

$\text{Imps} = \text{Cost} \div \text{CPC}$

CPA (Cost-per-Action) = $\text{Cost} \div \text{Actions}$

$\text{Cost} = \text{Actions} \times \text{CPA}$

$\text{Actions} = \text{Cost} \div \text{CPA}$



Bring It All Home

Become The 'Go-To' Media Pro



Local broadcasters should be a client's expert in all things media



Ask what your client's are doing outside of you to better understand their business

$$1 + 1 = 3$$

Add value to your clients by doing more than just selling TV or Radio

Where To Start A Conversation?

1

What Do You
Want To Say?

2

Who Do You Want
To Say It To?

3

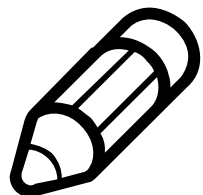
How Do You Want
To Say It?

1

What Do You Want To Say?



“I want to tell people that we have a sale on cars for President’s Day.”



This is a Direct Response message targeting people in market for a car.

Follow-Ups Question:

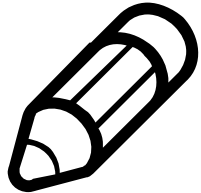
1. What is the action (get people on to your lot, get phone calls, led-gen, or other)?
2. The sale is President’s Day but how long before/after will the message run?

2

Who Do You Want To Say It To?



“I want to tell everyone within 20 miles of my location because that is where my customer base lives.”



Location targeting is important, but we may want to reduce waste by using a digital targeting tactic to find those in-market for a car.

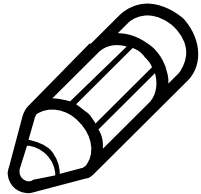
Follow-Ups Question:

1. Are there certain age groups that you know are most likely to purchase from you?
2. Do you have any competitors you want to conquest?
3. What else do you know about your customer other than they live within 20 miles of your location?

How Do You Want To Say It?



“I plan to create a :15 and :30 radio spot.”



Audio units will be available, but they didn't mention display. Display would be good for expanding reach and digital targeting.

Follow-Ups Question:

1. Do you the capability to create a display banner unit?
If not, can you offer creative services?
2. What will the Call To Action be on the creative? Visit now, call us, visit website?

What Do We Know?

1

This will be a direct response campaign with a defined time frame around President's Day Weekend

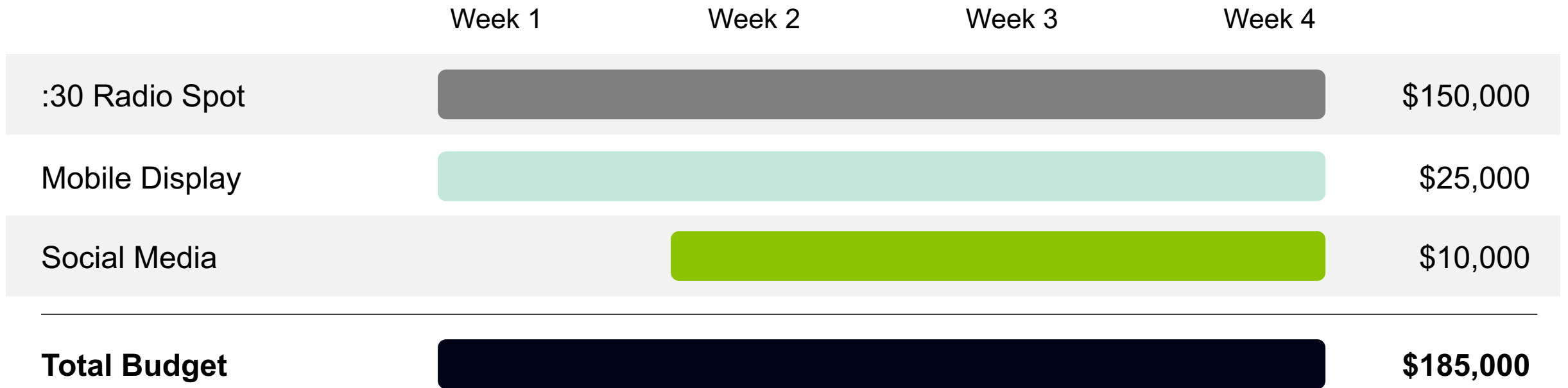
2

Location Targeting will be important, but other Behavioral and/or Demographic targets should be used to further target our audience

3

Audio will be available, but if we can get or create a display ad we can utilize further digital targeting tactics with a clear CTA

Building The Media Plan



Advantages:

- Digital units strategically flighted to maximize effectiveness
- If you want to reallocate funds from one media to another mid-flight, that can easily be done
- **23% Increase** in total spend by adding digital elements



AdCoach
— eLearning for Advertising Professionals



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