Web advertising

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servit

open source solutions

Why to advertise?

- A company buys advertising for one of two reasons:

  - Branding - the advertiser simply wants to impress itself on your consciousness.

  - Direct sales - the advertiser wants you to:

    – Click on the ad

    – Call an 800 number

    – Drive immediately to the store

History of Web advertising

- In the beginning, "advertising" on the Internet meant "banner ads" -- ads you see at the top of almost all Web pages today

History of Web advertising

- In 1998 or so, banner advertising was a profitable business. Popular sites like Yahoo could charge $30, $50, even $100 per thousand impressions to run banner ads on their pages.

- At some point, advertisers came to the conclusion that banner ads were not as effective as full-page magazine ads or 30-second TV commercials.

- Thousands of sites had a million or more page impressions available per month → rates began to plummet.

History of Web advertising

- Banner ads, relative to a magazine ad or a TV ad, are small and easily ignored.

- Direct sales advertisers came to feel that the response rate for banner ads is low. For most banner ads, the industry average seems to hover between 2 and 5 clicks per 1,000 impressions.

- Out of 100 clicks, perhaps one person will actually do the desired thing (buy something, download something, etc.).

History of Web advertising

- Today you can buy banner ads from thousands of Web sites or brokers for 50 cents per thousand impressions

- It is possible for some Web sites to charge more than 50 cents per 1,000 impressions. For example, the top 100 or so Web sites can charge a premium because of their size.

- In order to increase effectiveness of web advertising, industry experimented with many different advertising formats.

Sidebar Ad

- A sidebar ad is similar to a banner ad, but it is vertically oriented rather than horizontally.

- A typical sidebar ad has a click-through rate of 1 percent (10 clicks per 1,000 impressions)

- Advertisers will typically pay $1.00 to $1.50 per 1,000 run-of-site impressions for sidebar ad placement.

Small ad

- Sites don't get paid much for smaller ads
- Click-through rates are low. But by putting 10 ads on the page, it can add up to $2 per 1,000 page impressions.
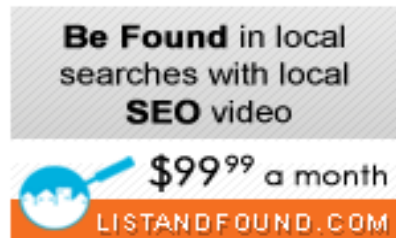
Pop up Ad

- Annoy many users because they clutter up the desktop and take time to close.

- Much more effective than banner ads

- Average 30 clicks per thousand impressions.

- Typically, a pop-up ad will pay the Web site four to 10 times more than a banner ad. That is why you see so many pop-up ads on the Web today.

Floating ad

- Example

Floating ad

- These are ads that appear when you first go to a Web page, and they "float" or "fly" over the page for anywhere from 5 to 30 seconds.

- While they are on the screen, they obscure your view of the page you are trying to read, and they often block mouse input as well.

- The high click-through rate means that advertisers will pay a lot more for a floating ad -- anywhere from $3 to $30 per 1,000 impressions depending on the advertiser and the ad.

Unicast ad

Unicast ad

- A Unicast ad is basically a TV commercial that runs in a pop-up window.

- The ads can last anywhere from 10 to 30 seconds.

- 5-percent click-through rate (50 clicks per 1,000 impressions of the ad) is not uncommon.

- Because Unicast ads have branding power and because people click on them, $30 per 1,000 impressions is a common rate paid to Web sites.

How Bad Can It Get?

- You can combine all those types of ads on your Web site.

- A Web site can make between $40 and $50 per 1,000 impressions if every page were loaded with all kinds of ads.

- But overadvertising tends to turn readers off.

NAVIGATION BAR

PRIMARY CONTENT

PAGE FOOTER
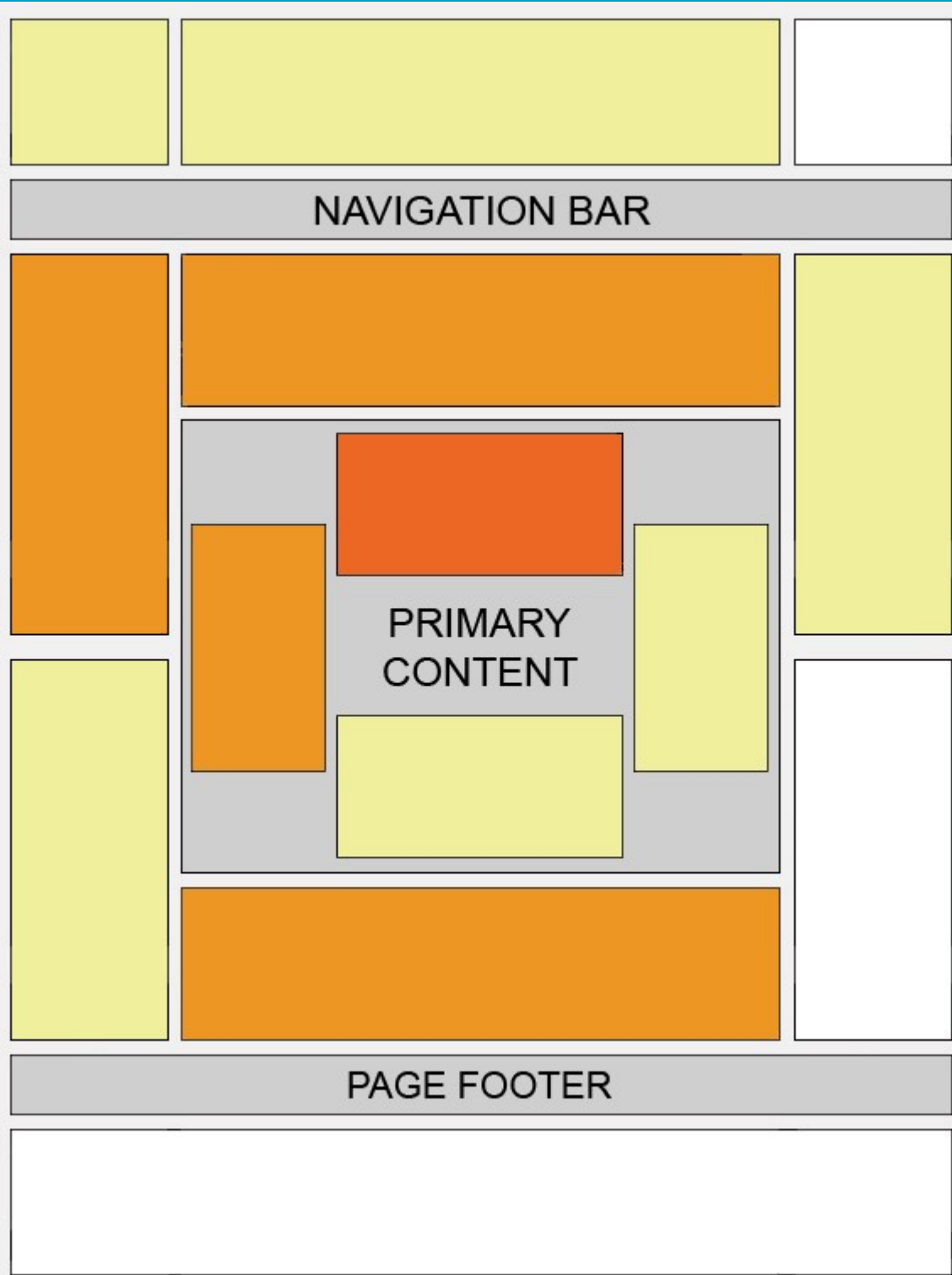
How can I earn some money?

- You can put advertisements on your web site and get paid either per impression or per number of clicks.

- Many PPC providers exist, Google AdSense, RevenuePilot.com and BidWeiser.com are the three largest network advertisement operators

Google AdSense

- AdSense is used by website owners who wish to make money by displaying ads on their websites.

- Google offers two types of ads: text and image

- Text advertisements are short, consisting of one title line and two content text lines.

- Image ads can be one of several different Interactive Advertising Bureau (IAB) standard sizes.

Google AdSense

- Revenues are made as: *Impression-count x Click-though-rate x Cost-per-click*

- Google uses its Internet search technology to serve advertisements based on website content, the user's geographical location, and other factors.

- It automatically determines the subject of pages and displays relevant ads based on the advertisers' keyword lists.

Google AdSense

- AdSense publishers may select channels to help direct Google's ad placements on their pages.

- Advertisements are less intrusive than most banners, and the content of the advertisements is often relevant to the website.

- More info on www.google.com/adsense

Google AdWords

- Those wanting to advertise with Google's targeted advertisement system may enroll through AdWords.

- The source of all AdSense income is the AdWords program.

- AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for both text and image ads.

- It has a complex pricing model based on a Vickrey second price auction.

Tips to improve revenue

- A number of factors come into play when AdSense tries to determine what the page is about:

- URL of the page

- Page title

- Anchor text of links

- Keywords that appear most frequently within the page

Tips to improve revenue

- Ads placed near rich content and navigational aids usually do well because users are focused on those areas of a page.

- On pages where users are focused on reading an article, ads placed directly below the end of the content tend to perform very well.

- Top 3 formats are the 336×280; the 300×250 medium rectangle; and then the 160×600 wide skyscraper (sidebar ad).

Tips to improve revenue

- You can put up to 3 AdSense units on a page.

- For short articles, CTR is best when ads are placed just above the content.

- For long articles, CTR improves if ads are placed somewhere in middle of the content.

- Large rectangle 336×280 is the best paying Adsense format.

Things not to do

- Never click your own adsense ads !!!

- Never change the Adsense code.

- Do not run competitive contextual text ad or search services on the same site.

- Do not mask ad elements.

- Avoid excessive advertising and keyword stuffing.

Other Web Advertisers

- If you are interested in getting some money out of your website then check these links:

- http://www.globalinteractive.com

- http://www.bidvertiser.com

- http://www.miva.com

- http://www.exitjunction.com

- https://chitika.com

Advertising in Drupal

- Modules for advertisements:
- Advertisement
- AdSense
- OpenX

Ads module

- Supports Text and Image ads

- Flash ad supported via ad_flash module

- Ads can easily be displayed in themes, blocks, or embedded in site content.

- The module records comprehensive statistics about when and how often ads are viewed and clicked, including a plug-in module for generating graphical time-based reports (Report module)

Ads module

- Ads can be assigned to multiple owners, each of which can be assigned their own set of permissions.

- An externally maintained ad_geoip plug-in module provides support for geotargeting ads

- An ad_notify plug-in for scheduling automatic email notifications

- An ad_remote plug-in for hosting ads on remote (non-Drupal) websites

Types of ads

- Create advertisements by visiting 'create content' on your website and choosing 'X_advertisement' as the content type in where X can be:

- Text

- Image

- Flash

Text ads

- Text ads are very simple, requiring that you fill out only 3 fields of information.

- Destination URL where you want people to be redirected when they click on your text ad.

- The header that links to the Destination URL.

- Finally, you need to specify the body of your ad.

Image ads

- Image ads depend on the drupal core Upload module for managing the actual images.

- We need to specify the Destination URL where you want people to be redirected when they click on your image ad.

- Second, we can optionally enter Mouseover text.

- Finally, you need to scroll down to the File attachements and upload the image.

Ad groups

- Ads can be organized into groups.

- When displaying ads, you typically tell the ad module to display ads from a certain group and then the ad module randomly selects an active ad from the specified group.

- Each ad can be a member of any number of groups.

Ad status

- **Pending state** is one that has recently been uploaded and is waiting to be approved by a privileged user.

- **Approved state** is one that has been approved by a privileged user but is not actively being displayed, the ad could be waiting on an autoactivation event.

- **Active state** is being actively displayed.

- **Offline state** is approved but is currently not being displayed.

Ad status

- **Unpublished state** means that the ad node was unpublished so the ad is not any longer being displayed.

- **Expired state** is no longer being displayed.

- **Denied state** means it was not approved by the site administrator.

Displaying ads

- There are many ways to display ads

- Simplest way is to enable one of the automatically generated ad blocks.

- Use the ad_embed module to automatically embed ads within your site content.

- Display ads from within the PHP of your theme or another module.

Ad blocks

- Ad module automatically generates on ad block for every ad group.

- "Administer >> Site building >> Blocks"

- Block named "ad group: default" displays a random ad from all active ads in the default group.

- You can configure the block to display more than one ad at a time by clicking the 'configure' on the block administration page.

Embedded ads

- We must enable the ad_embed module
- "Administer >> Content Management >> Ads >> Settings >> Embedded ads"
- In your content, check the box next to "Replace ad bracket tags"
- This will cause the ad_embed module to replace embedded [[ad]] or <!--ad--> tags respectively.

Displaying ads from PHP

- To display an ad from within PHP code, make a call to the ad() function.

- You can optionally specify an ad group, the number of ads to display, and several other options.

- Display one random ad from all ads:

- <?php print ad(); ?>

Displaying ads from PHP

- Display two ads from all ads that have not been assigned to any group

- <?php print ad(0, 2); ?>

- First parameter specifies the ad group to display ads from (zero is no group).

- Second parameter specifies the number of ads to display at one time.

Displaying ads from PHP

- Randomly display an ad from a specific group of nids:

- <?php print ad(NULL, 1, array('nids' => '69,76')); ?>

- Third parameter is an array that tells the ad module to randomly display either ad 69 or ad 76.

Theming ads

- All ads are wrapped in the following tags:

- <div class="advertisement" id="group-#"></div>

- Each ad group gets a unique id.

- .advertisement {

-         padding: 5px;

-         border: dashed;

-         background-color: #ffd;

-       }

Advertising in Drupal

- Modules for advertisements:

- Advertisement

- AdSense

- OpenX

AdSense module

- Provides Web site owners to earn revenue from visitors by displaying ads from Google's AdSense service, or Google's SiteSearch on their sites.

- To use this module, you need to select one of the Adsense Client ID selection modules and configure it.

- You must have a Google AdSense account before using this module.

AdSense module

- Ads can be displayed in pre-defined blocks, in custom blocks, in content or in any phptemplate based theme.

- More settings in ...admin/settings/adsense

- The site administrator will not see ads displayed as long as they are logged in. This is by design, in order not to skew the page views, and to not accidentally click on ads (against Google's policy). Log out to see the ads.

Displaying AdSense

- Block Ads

- Ads in blocks can be restricted to certain pages, for example, you do not want them to display in node/*/edit and node/add/* pages because the Javascript based WYSIWYG editor is messed up by Google's Adsense code.

- Content Area Ads

- Displaying ads in the content area requires that you change the theme and place calls to the function where you want them.

Displaying AdSense

- Go to Administer -> Blocks → Add a block

- Paste the AdSense code from your account (1st time only).

- Make sure that the type is PHP. If you do not see a type PHP, then add it in the Input Format.

- Click on "Save"

- Now you have created the block, you need to enable it and position it.

Displaying AdSense

- Since the Administration pages are not visible to your visitors, it does not make sense to display ads on them.

- Also we don't want to display ads on the node/add page, edit and the outline pages.

- So, in the "Path" box, enter the following regular expression:

- <^(?!admin|node/add|node/\d+/edit| node/\d+/outline)>

Advertising in Drupal

- Modules for advertisements:
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Open X

- Show ads from OpenX server

- OpenX server is open source ad server that will allow you to catalog and display advertisers, just like Google, Yahoo or Microsoft.

- Another module OpenX Manager allows us to control OpenX Server directly from our Drupal website.