

# Types of Display ads

- In digital marketing, display ads encompass a broad range of visual applications that businesses and brands use to attract audiences to websites, social media pages and other digital channels and encourage those audiences to take specific actions.
- Most display ads comprise a mixture of text, graphics and images or video components.
- Typically, businesses and brands use display ads as part of a larger digital marketing strategy to increase market reach and boost sales.

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## **1. Banner ads**

- Banner ads are one of the most common types of display ads that you can find across a variety of online platforms, including business and news websites, blogs, social media channels and online forums
- Banner ads often come in traditional shapes and sizes, where marketers can apply banners in landscape, skyscraper and square sizes.
- Traditionally, banner ads display a combination of text and images to gain audiences' attention.

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# Landscape banner ads



## 2. Native ads

- Native display ads fit into the content of the web page, website or email naturally
- Audiences relate the ads to the content or brand itself.
- Links that lead to other pages of a website, recommended content, sponsored search results and promoted social media posts are several examples of native display ads.

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# 3. Animations

- Display ads that feature animations can use components of video, audio and text to gain readers' attention and are effective for promoting brand messages, products and services.
- These elements also give you the ability to use animated display ads as long-form advertisements that explore complex or deep explanations about a specific product, service, process or challenge.
- Additionally, animated ads can be shareable, giving audiences more motivation to spread a branded message or offer.
- Animated display ads can also result in higher audience engagement, which can help solidify a brand's connection to its target market.

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## 4. Pop-up displays

- Pop-up display ads use a pop-up content feature most commonly on websites to encourage users to learn about offerings, sign up for services or purchase products from a business or brand.

- Pop-up ads are small, square boxes that most commonly appear on the right side of a page.



# Interactive content

- Display ads with interactive features combine multiple elements to engage with online audiences.
- Text headlines, images, graphics and other embedded features within interactive display ads allow audiences to engage with the advertisement.

- On web showing **specific**



- beneficial for **features of a**