



# **SNS COLLEGE OF TECHNOLOGY**

**Coimbatore-37.**

**An Autonomous Institution**



**COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS**

**III YEAR/ V SEMESTER**

**UNIT – 2 DISPLAY ADVERTISING**

**Topic: Internet Users: Penetration and Kind of Internet Use**

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## TARGETING IN DM

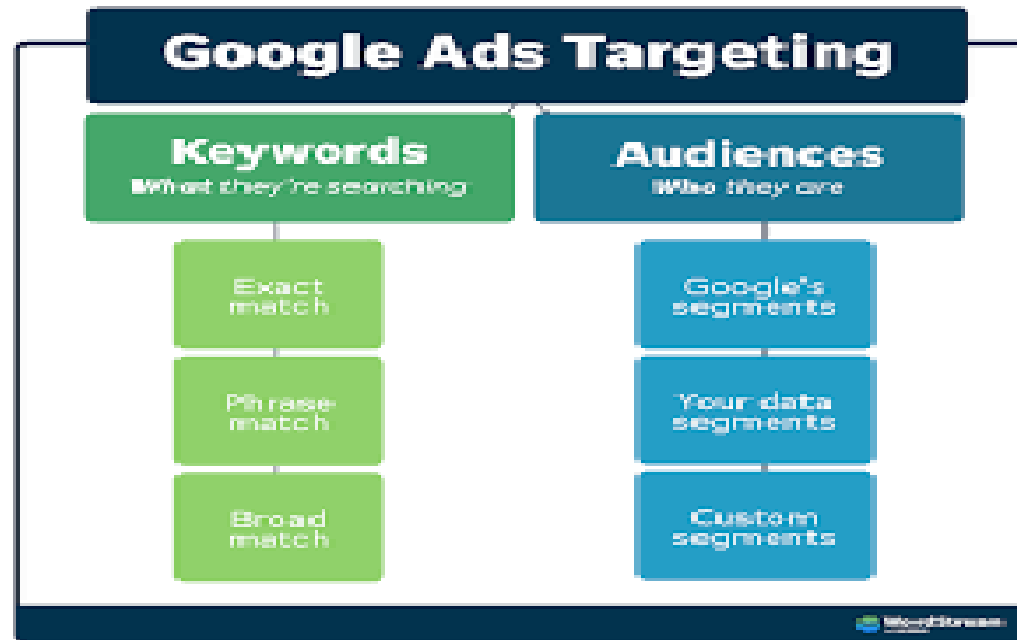
- As the word implies “**Targeted digital marketing**” is a strategic means digital marketers use to specifically target ads or content to a set of audience based on specific demographic, psychographic and/or geographic to gain more relevant traffic.
- This is done either by digital or online advertising through Pay per click (PPC) Ads, CPM by banner or text advertising.
- It also involves creating content that is specifically meant for a set of a targeted audience either by means of search engines or social media to gain traffic.



# SPECIFIC METHODS IN TARGET MARETING

## CONTENT TARGETING:

- Content targeting is an ad-serving process in Google and Yahoo that displays keyword-triggered ads related to the content or subject (context) of the website a user is viewing.





# PLACEMENT TARGETING

- Placement targeting is used when you have **clear idea about the activity of your audience on the web.**
- Eg If you are selling cars, as part of the placement targeting, you could choose to advertise in automobile websites such as Autocar India.





# REMARKETING

- Once a visitor visits your website and views a product, **the visitor is tracked**. Later if the visitor leaves your site and visits any other site on the network they are tracked and shown a relevant ad about your product on the other site.
- E.g. Flipcart , amazon





# Types of remarketing

## Focusing on bringing back users for conversions:

- If the company has a **low-traffic website**, it can get away with very general remarketing audience that targets all users.
- For **high traffic website**, marketers could create different remarketing audiences based on specific pages that users have visited.

## Focusing on upselling current customer:

- One can remarket to users who have successfully checked out and purchased your products. **For e.g. If the user bought laptop then, complementary products such as Laptop bags can be promoted.**

## Focusing on Informing and retaining customers:

- Doing remarketing campaign with content such as **use cases or testimonials** can make your customers engage and build more trust in your business.  
**Interaction between user and the customer.**



# Few practices marketer could follow to remarket ads are:

## Stick to products that the users are already interested in:

- Marketers should attempt to make the user go back to their site and make the purchase.
- For e.g **when a customer spends time over a product**, it shows that they have developed a liking for it. (Amazon shopping site)





## **Infuse urgency in marketing:**

- Marketers can successfully perform actions using ad customizers that insert countdowns in the ad campaigns and more use of phrases such as **“LAST MINUTE DEALS”**

## **Push customers to complete the check-out process:**

- Statistics show that 88% of the buyers have abandoned their online carts before completing a transaction.
- **Remarketing ads can be used to encourage the users to complete their checkout process.**



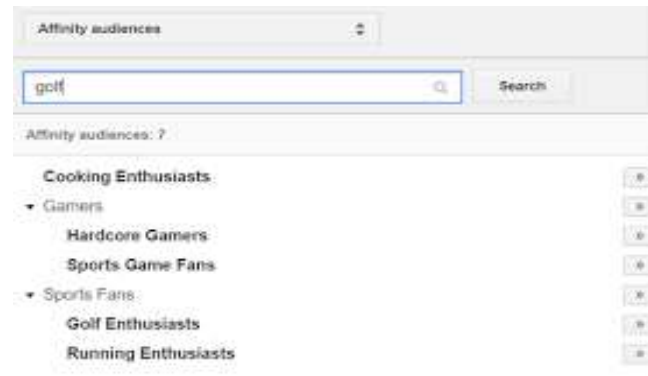


## Interest categories:

- One can reach out to audience based on their specific interests.

**Affinity Audience:** Reach users based on what they're passionate about and their habits and interests.

E.g. Music lovers , pet lovers ,social media enthusiasts.





# CUSTOM INTENT TARGETING

- Custom intent audiences are a **Google Ads feature that allow businesses to control who sees their ads, based on users' previous activity online.**
- In practice, this gives you the chance to reach people who are already searching for the product or service your business offers.

