



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ V SEMESTER

UNIT – 2 Interactive content

Topic:Internet Users: Penetration and Kind of Internet Use

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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 websites, interactive display ads can be beneficial for showing online customers the **internal features of a specific product**



