



**SNS COLLEGE OF  
TECHNOLOGY**  
**(An Autonomous Institution)**  
**COIMBATORE- 641 035**



**Department of Computer Science and Engineering**  
**19CSO404 – Fundamentals of Digital Marketing**

**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.

**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.



### 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.



## 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.



#### 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-ups usually appear on a website as a small, square box that motivates users to take a specific action.



