E-Commerce
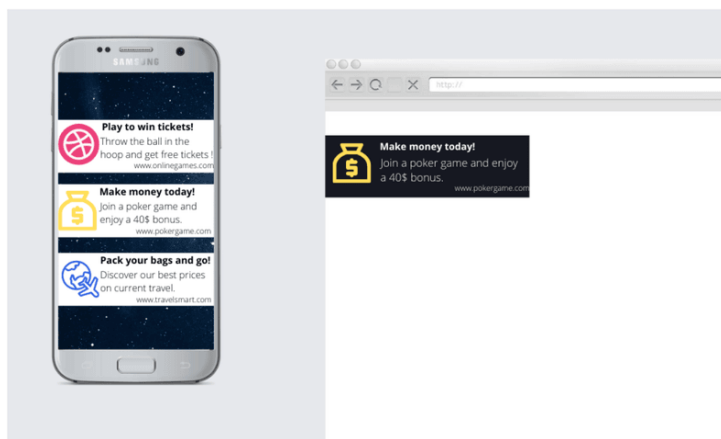
➡ E-commerce refers to the commercial transactions conducted electronically on the Internet.

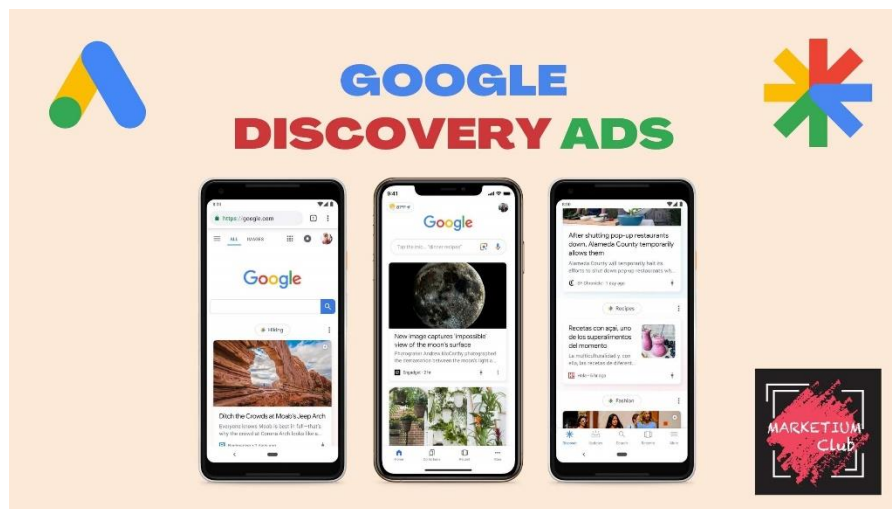How Amazon and Flipcart can be used by the marketers for different types of Advertising

PUSH ADS:

➡ Push ads are a type of native ad format.

➡ Push ads/push traffic/push notification advertising is essentially 3 different expressions to talk about the same concept. It's a form of ads that are sent directly to the mobile or desktop of your potential and willful customer.

Discoverable Ads:

Discovery ads **help you reach people who are ready to discover and engage with your brand**. Discovery ads are displayed automatically on YouTube Home and Watch Next feeds, Discover, and the Gmail Promotions and Social tabs using a single campaign.

➥ Brand advertising is **a form of advertising used to establish awareness for a brand, a product or a service in order to strengthen identity and increase customer loyalty**. It can employ all common advertising techniques, like social media advertising or search engine advertising.