13.2 Display Ads

What classifies a display ad?

There is a lot of information out there about what display ads are, and they tend to vary a little

bit, but they do all agree that it is a paid online advertisement. While there are a variety of ad

types including different sizes or goals, I think MailChimp states it best when describing display

ads as a combination of "text, images, and a URL that links to a website where a customer can

learn more about or buy products" (Display Ads, n.d.). The images and text can be static or

dynamic in the ads, and some might even include audio, but the focus is on attracting attention to

help increase awareness of a product, service, or promotion.

What are some of the different types of display ads that exist? How do they work?

The types of ads that exist varies based on who you ask, and it is critical that you stay up to date

with advertising best practices because not all ads are created or viewed equally. Most marketing

articles declare that there are 4 different types of display ads, but according to Directive

Consulting, there are "8 types of display ads you need to know in 2021" (Bui, n.d.).

They provide a more exhaustive list that are current with today's online world. These types

include static/standard banner ads, animated ads, interactive ads, video ads, expandable ads,

lightbox ads, interstitial ads, and 360-degree video ads. Not every business is going to use all

these types of ads, but it is important to use a variety of different ads in your advertising

campaigns to help overcome the banner blindness of users. These ad types can be divided into

categories such as static ads, video ads, rich media, interstitial ads, and overlay ads. Each serve different purposes and impact the user differently.

For example, static or standard banner ads today are like the ones introduced in 1994, they are simple with a single image and text without anything extra like audio or video. Unfortunately, these have the least engagement and poorest click-through-rate. Animations and video naturally have higher engagement because they more readily capture the attention of the user. Interactive ads are ones that offer immediate interaction with the viewer due to the embedded features that make them playable like mobile video games, have the user fill out forms or take a poll to access additional information, etc.

Expandable ads are rich media ads that expand after a trigger from the user on the page. They are considered disruptive to the user experience, especially ones that trigger when the page finishes loading, but light box ads are a subset of expandable ads. These ads expand to fill the screen in a more immersive type setting when the user hovers over the ad block for a set amount of time. Interstitial ads are popular because of mobile technology and while they are full screen ads, they only occur at natural transition points such as between levels on a mobile game. Finally, 360-degree video ads are stemmed from the popularity of virtual reality immersion experiences and pull the most engagement from the user.

How can you distinguish a display ad from all the other types of ads out there (search engine marketing, native advertising, video ads, pay per click, etc.)?

You can determine if an ad is a display ad by its purpose or goal. Display ads are audience or content based and target specific people one websites. Search ads are the result of a search for something and are directly related to that search. Display ads can be disruptive to the user experience and typically found in the same ad blocks throughout the website, but native ads are more subtle and are embedded in the natural content of the website making them harder to identify as ads. It is important to note that display ads are typically used to increase brand awareness and familiarity where PPC type ads are intended to drive immediate conversion results.

Works Cited

Bui, B. (n.d.). *8 Types of Display Ads You Need to Know in 2021*. Retrieved December 7, 2021, from Directive: https://directiveconsulting.com/blog/types-of-display-ads-you-need-to-know/

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