



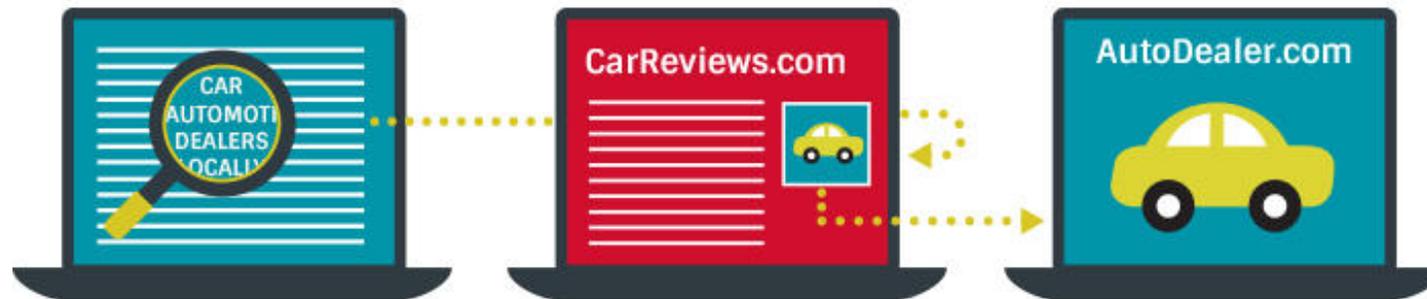
Contextual Advertising

Elizabeth Gray

What is Contextual Advertising?

- ▶ Contextual advertising is advertising on a website that is relevant to the page's content. Automated systems display ads related to the content of your site based on keyword targeting.

WHAT IS KEYWORD CONTEXTUAL TARGETING?



Target users viewing content with keywords that have been designated by the advertiser.

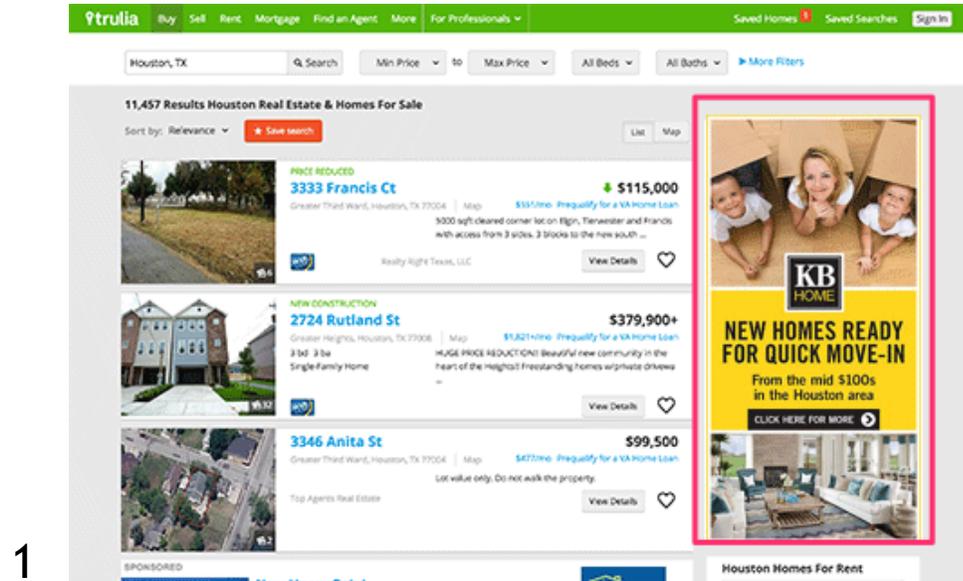
Why is Contextual Advertising Important?

- ▶ Contextual advertising is personalized compared to traditional display. The ads are directly related to the content the consumer is engaging with.
- ▶ It is a cost effective way to generate more sales as well as reach a target market.
- ▶ Tools associated with contextual advertising ensure that you are able to measure the success of a particular ad campaign.

Benefits of Contextual Advertising

- ▶ Contextual advertising is a targeting technique that can be used to ensure that ads are being seen by a relevant audience.
- ▶ A more interested audience means better click-through rates and more conversions. It is a way to improve the performance of your display ads.
- ▶ It is cheaper than conventional methods of advertising - you only pay for the ads that have been clicked by the users, rather than the display of ads on the page.

Good Examples of Contextual Advertising:



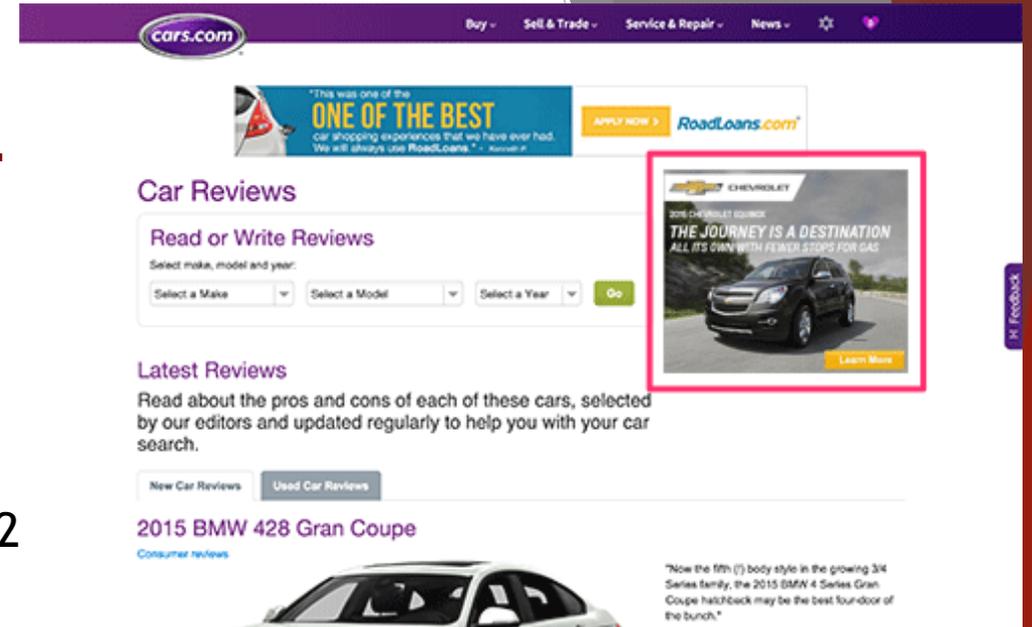
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1: A homebuilder advertises homes on Trulia, a real estate listing site.

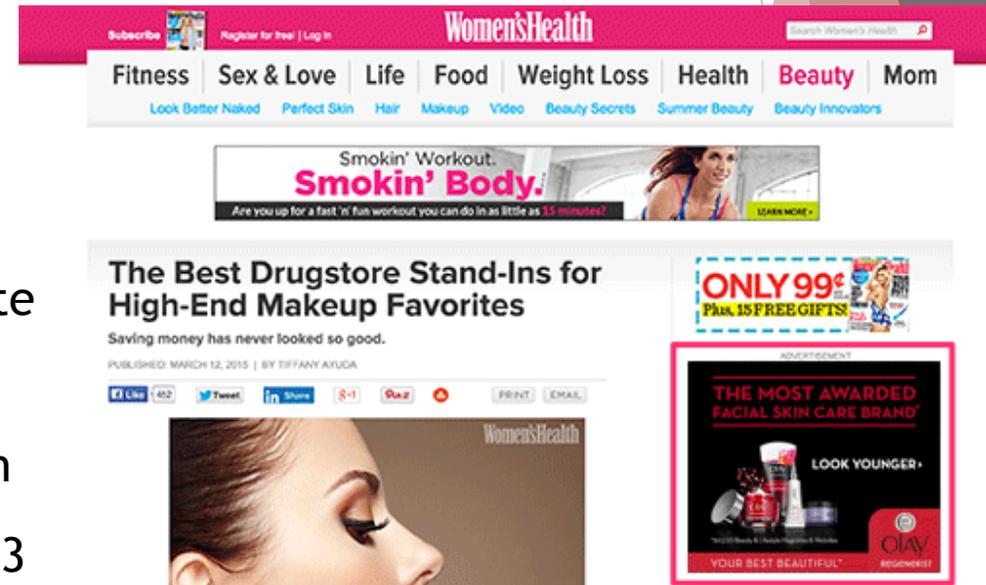
2: Chevy advertises the new Equinox on cars.com.

3: Olay advertises the brand through Women's Health on an article about the best drugstore beauty favorites.

3



2



Bad Examples of Contextual Advertising:

Mar. 26, 2010 Updated: 4:40 PM

37° Mostly cloudy
Weather | Traffic

boston.com

The Boston Globe
Get home delivery

HOME TODAY'S GLOBE NEWS YOUR TOWN BUSINESS SPORTS LIFESTYLE A&E THINGS TO DO TRAVEL CARS JOBS REAL ESTATE

HOT TOPICS Munch Madness Community Voices **NEWS** Caritas Christi The Angle **NEWS**

INSIDE REAL ESTATE: Homes Rentals Open houses

FEATURED PROPERTY
Thinking of selling your home...
Win up to \$50K worth of home updates.
Contests ends April 15, 2010.
SELL BY DESIGN CONTEST [Win up to \\$50K worth of home updates. Contest ends April 15, 2010. bostondesigncontest.com](#)

Beckett to start on Opening Day
The Red Sox have a staff of aces, but Josh Beckett will get the call against the Yankees on April 4.

- PHOTOS Bill Brett's party scene
- NAMES Siobhan Magnus talks about 'Idol'
- 4-time champ Cheruyot to skip Marathon
- Ebert plans new movie review show
- Wellesley miffed at 'Mr. Freshman' contest
- Nordstrom opens to crowds in Braintree
- Gamers descend on Hub | Photos

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Gamers descend on Hub | Photos

Salute to Nurses
Click here to nominate your nurse today!

BOOK A MAINE WINTER GETAWAY TODAY!
Maine
There's More To Maine

Sports » Teams & blogs ▾

CHRISTOPHER L. GASPER
Who know what you'll get from Bruins, Celtics

Riley guilty of first-degree murder of daughter, 4
Michael Riley was convicted in the '06 death of Rebecca Riley from an overdose of a psychotropic drug he and his wife nicknamed "happy medicine." (Globe, 3:40 p.m.)

GLOBE MAGAZINE PREVIEW
Sunshine sale
A few options for early spring escapes.
Caribbean travel guide
Snow today, sunny skies ahead

GEAR UP FOR THE TIGERS 2010 MLB Season \$4.99 3-Day Delivery

FASTBALL Fanatics

THINGS TO DO »

Today 26 Prev Next

Tomorrow 27

Boston website announcing the Red Sox's pitching rotation for the season, but an ad for the Tigers appears.

Gardening KNOW HOW

Home Gardens Houseplants Problems Lawn Care Composting Gardening Help

Search for something specific...

Home Ornamental Gardens Bulbs Daffodils

Daffodil Planting Care Tips: How To Plant Daffodils In Your Garden

By Heather Rhoades

Daffodils are a lovely addition to the spring garden. These easy to care for flowers will add bright spots of sunshine that will return year after year. The trick is to plant them properly. Let's take a look at how to plant daffodil bulbs.

How to Plant Daffodil Bulbs

If you live in [USDA zones](#) 4 to 6, the best time to plant daffodils is as soon as they are available in September and early October.

When growing daffodils, they should be planted in groups of ten or more. All you do is make a loose circle with about seven bulbs and put three in the middle.

For aesthetic reasons, you don't want to mix different colors within a bulb of uniform color. This effort will be

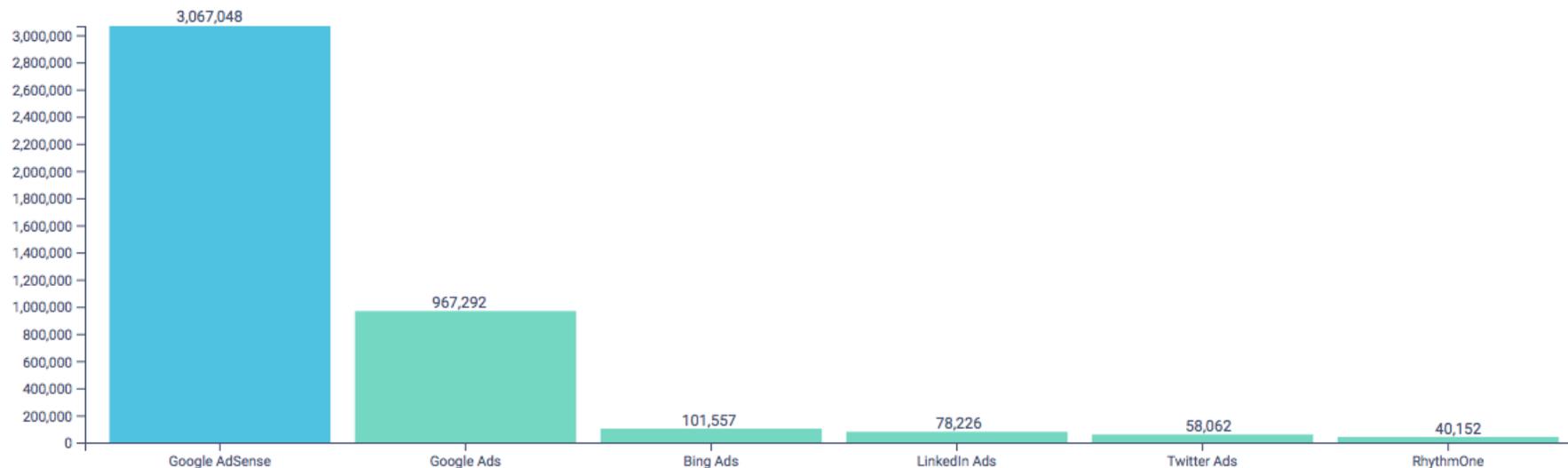
shop for SUN!
DAILY DEALS 70% OFF

SHOP

Placement of a clothing website on a gardening and outdoor website - no correlation between the product and the location.

Google AdSense for Contextual Advertising

- ▶ According to Datanyze Universe, Google AdSense is ranked #1 out of 134 Advertising Networks technologies.
- ▶ AdSense uses a contextual targeting system to serve ads. This means that the ad-serving algorithm processes your content and delivers ads that are best matched to it.
- ▶ It generates revenue based on clicks or impressions.



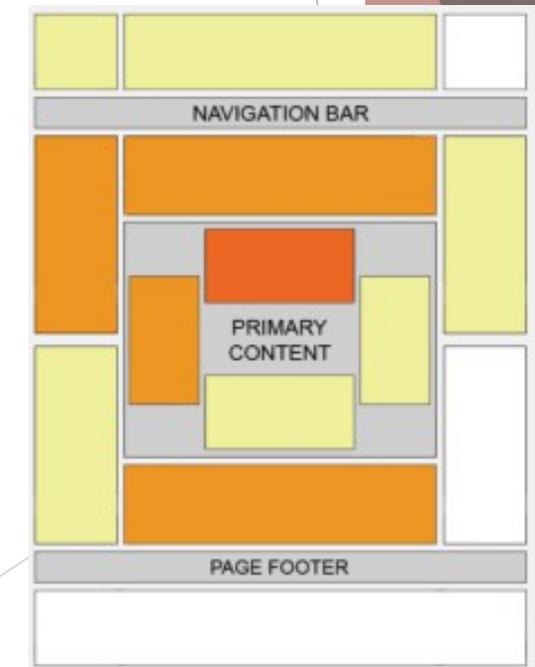
Google AdSense: How It Works

- ▶ Step 1: Select the ad style that works best for you.
 - ▶ Google offers many different options for the style of the advertisement. Choose the advertisement style that best fits your message.
- ▶ Step 2: Determine where you want the ads to appear.
 - ▶ Use the Heat Map in order to put the advertisement in the best location.
- ▶ Step 3: Place the advertisements on the most appropriate platforms.
 - ▶ Choose websites and locations that are appropriate to your message. Avoid placing the advertisements in locations that don't relate to the content.
- ▶ Step 4: Generate revenue through Google.
 - ▶ Google handles the process of billing networks. When the ads are seen or clicked, you will automatically earn revenue. Google pays once you've accrued a minimum amount.

Tips for Google AdSense

From adpushup_blog

- ▶ Determine the best ad size for your website location
 - ▶ The best three sizes for targeting desktop traffic are: 728 x 90, 336 x 280, and 300 x 250.
 - ▶ 320 x 50 and 300 x 250 are best for targeting mobile traffic.
- ▶ Follow AdSense Heat Map
 - ▶ Dark red areas show the best areas for your ads, followed by orange areas and yellow areas.
- ▶ Experiment with the A/B Testing Feature
 - ▶ Allows you to test text-only versus text-and-image ads over a specific period of time to optimize the ad for best results.
 - ▶ Allows you to edit the colors of text or the size of the ad to measure results while the ad is live.



Sources

- ▶ <https://martechseries.com/mts-insights/guest-authors/context-king-rise-contextual-advertising-2018/>
- ▶ <https://www.adpushup.com/blog/7-quick-tips-optimizing-adsense-campaign/>
- ▶ <http://www.grouphits.com/contextual-targeting/>
- ▶ <https://blog.adbeat.com/how-to-choose-publishers-advertising-campaigns/>