DISPLAY

A powerful way to promote brand awareness and visibility.

Since 1994, display marketing has placed digital billboards of all sizes on websites, social media platforms, apps, and other internet-connected devices.

Today, this advertising approach has evolved into an automated and hyper-targeted way to deliver inventory to audiences across the globe.

Display Advertising Media Types

Static - A branded image and text that links to a landing page. Thanks to automation, these ads can be easily customized for highly targeted audiences.

Rich Media - A banner area that features video, audio, or other interactive elements. Interactive elements might include: multiple clickable areas, areas that expand when clicked, movable elements, or forms.

Beyond Standard Banners

Modern display marketing uses AI, machine learning, and real-time bidding (RTB) to help automate ad creation, spend, and delivery. Once a bid is won, it is served as either a standard banner, native ad, or interstitial.

Native Ads - Display advertising that reproduces the look and feel of the platform that they are delivered in. These are less intrusive than other banner-type display ads because they do not interrupt the flow of content consumption as dramatically.

Interstitials - Full-page display advertising that is served after an action is taken on a site or app, but before new content is shown.

IAB Standards

The Interactive Advertising Bureau is an organization that researches and builds standards. They recommend that all display ads are:

- **Light** - Small file sizes and quick loading ensures visibility.

- **Encrypted** - Data is kept secure.

- **AdChoices Supported** - This gives audiences control over how their information is used in advertising.

- **Non-Intrusive** - Should minimally impact the flow of information and the user's experience.

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Display Campaign Best Practices

📢 Know when to use Display.

Display is best for brand awareness, brand recall, promoting sales or discounts, and remarketing.

👥 Craft a campaign around targeting.

Create varied and well-catered creative easily with display advertising. Hyper-target your audience, then speak to them directly with tailored copy and imagery.

🌐 Reach your targeted audience.

Hone your audience by including geo-targeting by zip code, DMA, county, city, state, and country while layering in specific data segments (behavioral/contextual) to target your campaign for your most accurate audience.

📺 Clear creative captures attention.

Designs should have minimal clutter, a clear visual hierarchy, engaging copy, and a non-generic CTA.

🖥 Stay consistent with the experience.

Branding and design should be consistent between the ad creative and the landing page. Ensure the landing page is responsive and easy to read on mobile.

🖥 Retarget your audience.

Retargeted ads perform well because audiences have previous interest and engagement with your brand.

Standard and Large Format Banner Sizes

- Standard Sizes:
  300x250, 320x50, 160x600, 728x90, 300x600, 970x250

- Large Format Sizes:
  320x480, 480x320, 1024x768, 768x1024

- Static Display Ad File Types:
  JPG, PNG, GIF, HTML5

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