

The Benefits of Web Advertising

Online advertising offers a unique combination of scalability, cost-effectiveness, desirable demographics, highly targeted marketing, a rapidly growing audience and unmatched tracking capabilities. Ad banners combine the benefits of broadcast, print, and direct mail advertising, making them a great tool both for branding and for driving transactions.

Here are more details about these benefits and other things Web advertising can offer:

1. **Scalability.** Like television commercials, it doesn't cost very much to increase the reach of an online ad campaign. There's no need to print additional copies of a magazine or to create and send direct mail pieces. Expanding the size of your ad campaign can be as easy as sending an email or clicking on a Web page.
2. **Hot demographics.** The online community is more affluent, better educated, younger and more willing to spend money than the population at large — even as more and more people go online.
3. **Targeted messages.** Unlike broadcast and print media, the Internet allows advertisers to target exactly who will see their ads and in what context. Web publications serve every conceivable audience, from the mass market to obscure niche groups, making it easier for advertisers to find a receptive market for their products and services.
4. **Broad and flexible reach.** While the Net can't yet match television's market penetration, the size of the online audience is growing very quickly. More importantly, because you buy online ads by the impression, you can buy as much or as little of that audience as you desire.
5. **Deep content.** Unlike commercials or print ads, a Web ad banner is only the beginning of the process. While your banner might present only your branding message, interested prospects can always click on it to go directly to your Web site. Once there, they can access as much material about your company and products as you care to present.
6. **Cost-effective.** Partly because you pay only for exactly what you're getting, online advertising can be extremely competitive with other forms of advertising. If you buy 1,000 ad impressions, for example, you know that exactly 1,000 people will see your ad. In addition, changing economic conditions have forced many Web sites to reduce the cost of online advertising, making it more affordable than ever.
7. **Detailed tracking and measurement.** Compared to online advertising, traditional media advertising is like shooting in the dark. Many Web sites allow advertisers to gather detailed information on who saw an ad, when, in what context, how many times and so on. Better yet, you get this information instantly, allowing you to adjust your ad campaign and make it even more effective.
8. **The ability to extend the transaction.** Traditionally, advertising was a one-way mechanism. Apart from techniques like toll-free numbers pitched in infomercials and mail-in coupons inserted into print publications, there was no way for customers to act on the information in the ad. On the Web, though, interested customers can click, learn more and actually buy on the spot. There's simply nothing more powerful.
9. **New online ad technologies.** The old-fashioned, static banner ad is giving way to a new generation of ads that use animation, video and even built-in e-commerce capabilities. These ads can deliver more information to customers and make it easier for them to learn about your company's products.