



Yellow!

Digital display advertising for small business.

Once considered exclusive to big business, display advertising is now a popular way for SMEs to create cut through online. From the basics to best practice, learn all about it here.

eBook

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A beginner's guide to digital display advertising.



You may not realise it, but display ads are everywhere. Remember that image of an oh-so-delicious-looking dish at a local restaurant, an end-of-season sale or a ridiculously good-looking travel destination tucked away on your favourite website? You guessed it: display ad.

Display ads are part and parcel of the internet these days, and, used effectively, are a vital component of any business's marketing ecosystem. And, although you might think that display advertising is reserved for big brands, the reality is you don't need to have a huge budget to see great results.

In this guide, we'll take you through the ins and outs of display advertising – from the basics, to best practice, to measuring success – to help you get started.



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Digital display advertising 101.

Simply put, display ads are the boxes you see on websites that are ads! They can appear at the top of web pages as banners and in side columns, or as larger text billboards and smaller boxes. Unlike text-based ads you might see on Google or other search engines, display advertising includes elements like images, audio and video.

These types of ads appear on sections of the websites that are specifically reserved for paid advertising (we'll talk more about ad types a little later on).

How do display ads work?

Most of Australia's digital advertising inventory across all devices are bought through

ad network providers, which are companies that act as intermediaries between advertisers (i.e. businesses like you) and publishers (i.e. websites, apps, videos and email clients).

One of the biggest providers is Google AdWords, which serves ads across more than two million websites as well as apps, videos and Gmail.

[Yellow Digital Display](#) also functions much like Google AdWords except we use our local media buying power to push digital ads for small businesses to relevant websites, mobile apps and Facebook for much less than other providers.

We handle the entire set-up, ad design and performance monitoring process, which is great for small businesses who don't have a lot of digital know-how but want to be reaching new customers online cost-effectively.

Plus, our media buying power means small businesses have access to a wide network of publishers and can have ads appear on the same websites, apps and so on, as Australia's biggest brands.



Digital display advertising 101.

Display advertising pricing models.

There are three primary ways you can choose to set up and pay for display advertising:

1. Cost per thousand impressions (CPM).

Cost per thousand impressions advertising means you pay per thousand potential customers who view your ad. The “M” in CPM represents the Roman numeral for 1,000.

CPM advertising is usually most effective when you’re confident your ad will get a better click-through rate OR higher click-through rate (such as when you have an unbeatable sale).

2. Cost per click (CPC).

With CPC ads, you only pay when your ad is clicked on. If you’re running an ad to drive



brand awareness or aren’t sure if your ad will get many clicks, CPC is a good starting point.

3. Cost per acquisition/lead (CPA/CPL).

With CPA ads, you only pay for clicks when visitors

complete a specific action after clicking on your ad, such as purchasing a product or signing up for a newsletter.

This is a good option once you’re more familiar with generating and handling customer leads.



Digital display advertising in Australia at a glance.

The Australian online advertising market grew a whopping \$799 million to reach \$7.6 billion in the 2016-17 financial year – an 11.7% increase over the previous financial year.¹

One major driving factor in this growth is the rise of mobile display advertising. In fact, mobile makes up more than half of display

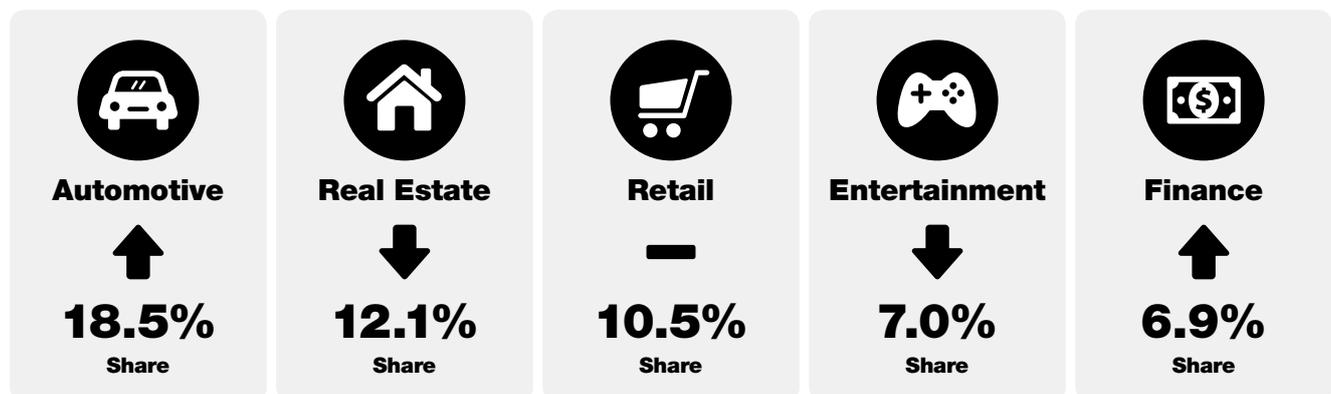
advertising revenue, while video advertising is rapidly increasing its share, up 49% to \$0.9 billion – a third of the total display market.

So, what does that mean for you? Digital is now a well-established and rapidly-growing advertising medium that should be a part of your marketing approach. More specifically, display

advertising isn't just for big players – 45% of small-to-medium-sized businesses in Australia use online advertising.²

It just goes to show that display advertising empowers businesses of all sizes to build a brand online and connect with potential customers through genuinely engaging visual content.

Display advertising by industry.



1. <http://www.business.vic.gov.au/marketing-and-sales/increasing-sales-through-marketing>
 2. <https://www.sensis.com.au/asset/Reports/eBusinessreport/Sensis%20eBusiness%20Report%202017.pdf>



Ad types and sizes.

Basic ad types, sizes, and uses.

Although you probably won't need to design any ads

yourself, it's good to know the basic appearance and sizing of each type of ad so you can visualise where your ad will

sit and how it will look when it goes live. Here's a quick rundown of basic ad types and sizes.

Ad type	Size & use	Text ads	Display ads	Mobile text & display ads
MREC 	300px x 250px Performs well when embedded within an article or at the end of articles. View actual size.	✓	✓	✓
Large rectangle 	336px x 280px Performs well when embedded within text content or at the end of articles. View actual size.	✓	✓	



Ad types and sizes.

Ad type	Size & use	Text ads	Display ads	Mobile text & display ads
Leaderboard 	728px x 90px Performs well if placed above main content, and on forums. View actual size.	✓	✓	
Half page 	300px x 600px One of the fastest growing sizes, which indicates a trend where businesses are preferring more visually impactful ads. View actual size.	✓	✓	
Large mobile banner 	320px x 100px Also known as the “large mobile banner”. Can be used as an alternative to the 300x250. These ads offer advertisers twice the height of standard “mobile leaderboard”. View actual size.			✓



Ad types and sizes.

Other types of ads.

Not all display ads fit into the categories above. Other common formats for both static and video ads include:

Rich media ads.

There are a few types of media ads, but the ones you'll see most frequently are ads that expand as you scroll over

them or pop-up videos that autoplay when a page loads. These types of ads are often used for movie trailers and other video content.

Interstitial ads.

These are full-screen ads that pop up in between actions, like clicking from one page to the next or scrolling to a certain point on a page. Interstitial

ads are commonly used to encourage newsletter sign-ups or other actions on-site.

Overlay ads.

These ads are similar to interstitial ads – both pop up and must be closed manually to see a page's content. However, an overlay is transparent and allows you to see what's behind it.





Best practices.

Great display ads can boost brand awareness, loyalty, promote your products and services, expand your customer base, and, ultimately, sell more. But here's the catch: your ad has to be effective to do any one of those things.

Here are five best practices to keep in mind when you're conceptualising display ads for your business:

1. Be visually engaging but not overwhelming.

When it comes to display advertising, less is more. Avoid the urge to cram as much info as you can into a tiny space; instead use simple, clear messaging and stick to three or fewer colours in your design.

2. Avoid being too interruptive.

There's a big difference between being eye-catching

and annoying. As you probably know from first-hand experience, getting stuck on ads that won't let you do what you want to on a website is likely to give you a negative impression of the advertiser and lead you to avoid clicking on the ad. With that in mind, stick to tried-and-tested basic ad types unless you're confident you have an exceptional offer that customers won't mind being interrupted for.

3. Link to dedicated landing pages.

If you have a special offer or product launch coming up, consider creating a dedicated landing page on your website and linking to that page from your display ads. This helps ensure people who click on your ad get the information they need immediately without having to navigate your website.

4. Have a creative call-to-action.

Gone are the days when good-old directives like "Buy now!" were satisfactory for ads. In a digital environment where people are being served ads all day long, it's important to stand out with a personalised message that intrigues the user and creates a sense of urgency. For example, if you're running a special offer, your call-to-action might look something like "Get your 25% off voucher today only".

5. Test, test, test.

Finally, there's no magic formula for the perfect display ad, and one that has ho-hum results for another business might be highly effective for yours. While it's always wise to follow the best practices above, don't be afraid to try different approaches and see what works best over time.



Effective display ad examples.

Here are some examples of businesses that have put display ad best practices into, well, practice (with great results).

Catchy messaging.

Eye-catching but doesn't interrupt the main page content.

Cohesive design across all ad sizes.

The collage illustrates various ad formats for Mission brand naan bread. The central ad is a large banner with a search bar and the text "Search our collection of over 10,000 recipes". Below it, the text "THE DAILY BITE" is visible. To the left and right are vertical ads with the slogan "MISSION MINI IN SIZE - BIG ON FLAVOUR" and images of naan bread. At the bottom, there are smaller ads, including one with a glass of beer and another with the slogan "MISSION MINI IN SIZE - BIG ON FLAVOUR".



Effective display ad examples.

Enticing image.

Engaging tagline.

Simple but effective colour scheme.

The screenshot shows a news website interface with the following elements:

- Navigation:** 9NEWS logo, location: SYDNEY, and menu items: National, Local, Just in, World, Videos, Live, Today Show, ACA, 60 Minutes, 26°.
- Top Ad:** A large ad for Booking.com featuring a vibrant image of a tropical resort pool. The tagline "Pay when you stay" is prominently displayed in blue. A blue "Book now" button is at the bottom right. A "CLOSE X" button is in the top right corner.
- Second Row:** A "9NEWS SPECIAL ROYAL LOVE STORIES" banner with a "WATCH NOW" button, and another Booking.com ad showing "1.4 Million Hotels".
- Third Row:** Two smaller video-style ads and another Booking.com ad showing "1.4M hotels".



Effective display ad examples.

Testimonial lends credibility.

Simple colour scheme.

Clear call to action.

The screenshot shows a webpage layout. At the top, a blue advertisement for PagerDuty features a testimonial: "Having PagerDuty in place is a huge win for IT operations teams." attributed to Peter Kozmicki, Manager of Hosting Operations Support at IBM. The ad includes the PagerDuty logo and a "LEARN MORE" button. Below the ad, the main content area is divided into a left sidebar and a main article section. The sidebar contains navigation links like "Startups", "Apps", "Gadgets", "Events", "Videos", "Crunchbase", and "More", along with a search bar and a list of tags including "Artificial Intelligence", "FB 2018", "TechCrunch Tel Aviv", and "TC Sessions: Robotics 2018". The main article section features a video player for "Teaching robots through trial and error" by Brian Heater, with a play button overlay. To the right of the video are three article snippets: "Telegram's billion-dollar ICO has become a mess" by Jon Russell and Mike Butcher, "Instagram quietly launches payments for commerce" by Josh Constine, and "You should change your Twitter password right now" by Taylor Hatmaker. Below these is another snippet: "Amazon halts Seattle expansion over city tax proposal" by Brian Heater. The video player at the bottom shows a progress bar at 00:01 and a total duration of 01:58.



Pinpointing your target audience.

Growing your customer base is all about reaching out to the right people and the same goes for your digital display campaigns. Before you dive in though, it's important to understand what defines the "right people" for your business. Here's how to do just that.

Look at your current customer base.

One of the surest ways to understand future customers is to look at the customers you already have. What type of people use your business and what do they come to you for? Analytical data – be it from email subscriptions, Google Analytics, sales data, market research or anything else – is invaluable in defining what your target market looks like based on age, gender, location, preferences and interests.

Create an audience persona.

Once you've got a good grasp on your general customer base, put together a comprehensive description of your target customer.

Creating a detailed profile of the exact person you're targeting will give you a clear goal when making decisions about who to target with your display ads.

Include as many details as possible, such as the following:

- Age
- Gender
- Job
- Hobbies
- Location
- Marital status

Identify your audience's motivations and problems.

As you build up a profile for your typical customer, it's time to get inside their head and begin to outline their motivations. This is important because it'll allow you to build an advertising approach that engages your specific audience and offers solutions to their problems.

For example, if your target audience is new mums, they'll probably be looking for ways to save time and cut down on their workload. Knowing this, you could create a display ad with the message "Get two hours back in every day", or something similar that relates to your business and solves a customer problem.



Targeting options.

Depending on which provider you choose to run your display ads with, you'll be given a series of options for targeting different audiences based on your typical types of customers.



Typically, these targeting options fall into the following categories:

- **Interest targeting** – As you might expect, this involves targeting by interest (let's say "sausage rolls" for the sake of this tasty example).
- **Keyword targeting** – If you target the keyword "sausage rolls", your ad provider might serve your ad on the same page as an article about how to make the world's best sausage rolls.
- **Placement targeting** – You could choose to target people by the sites they visit, such as sausagerolls.com.au.
- **Demographic targeting** – An advertiser can also target by age, gender, marital status, parental status, etc.
- **Audience targeting** – You can also target custom audiences based on who has already visited your website (known as 'remarketing' audiences).

Working with an Australian provider who can assist with display ad set-up and targeting is a good idea because

they'll have an in-depth understanding of the local market and how to connect you with your ideal audience.



Measuring the success of your ads.

Refining and improving on your display ads means knowing when they're performing well!

This comes down to setting goals for your ads, tracking your KPIs (key performance indicators) and ultimately, measuring your success.

Goals & KPIs.

First thing's first: What are you trying to achieve with your display ads? Is it building awareness about your business? Getting new customers to buy your product or service? Reconnecting with old customers who may want to engage your business again? Understanding your objectives is key to crafting ads that serve a purpose.

Once you have a good idea of your ad goals, you can start measuring your success by a number of metrics:

- **New site visitors** – The number of new visitors who came to your site after you run an ad. This KPI helps you understand how successful your ads are at building brand recognition and overall site traffic.
- **Engagement** – Metrics such as the time spent on your site, or the number of pages viewed per user is a good indicator of the quality of new traffic to your site, i.e., how likely they are to engage your business.
- **Number of conversions** – A “conversion” is anything that tells you a person is moving from initial awareness of your business towards being a customer. You can define a conversion however you like, but some common indicators include email sign-ups and account creation.
- **Cost-per-acquisition** – This is calculated by the total amount you spend on your display campaigns divided by the total number of new customers or sales you've made as a result.

Keep in mind that if you have a provider helping you with your display campaigns, you won't have to worry too much about the metrics above. For example, Yellow tracks and refines ad campaign performance for businesses like you, so you don't have to.



In a nutshell.

Now that you've got your head wrapped around all things digital display, we hope you feel more confident exploring your options for growing your business online.

Combining your knowledge with the technical and marketing expertise of a small business focused provider will ensure you get the best results for your business and budget.

To wrap up, follow these steps and you'll be well on your way to digital display success:

- Define your target audience.
- Set goals for your ads.
- Choose a display ad pricing model that suits your goals.
- Test different variations to find out what works best for your business.



- Stick to best practices for ad design and messaging.
- Measure your ongoing success against your goals.
- Work with a digital professional who understands small and medium business's needs.

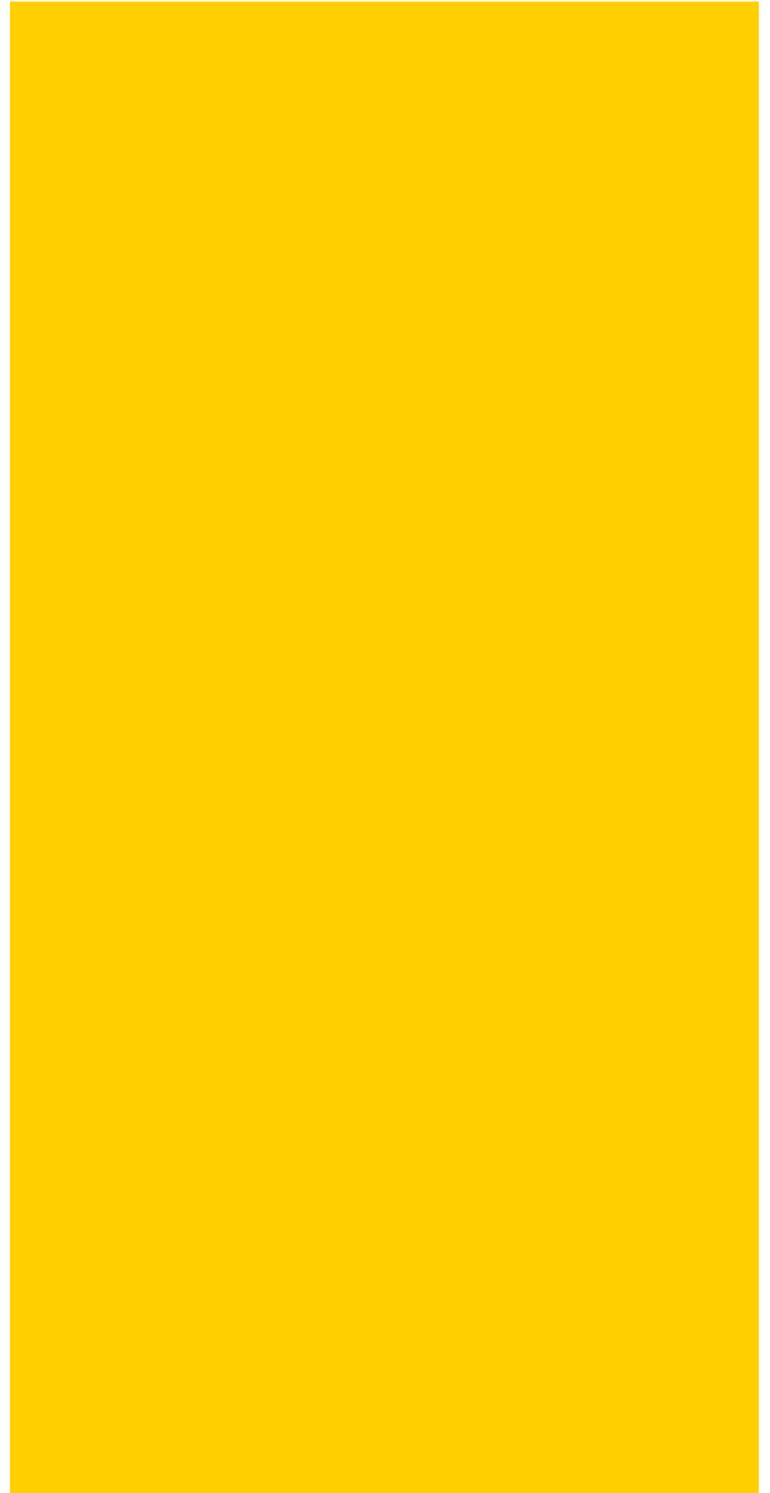
Click through to see how Yellow's buying power, along with an expert team, allows you to create an affordable [digital display package](#) that features on a range of popular sites. Or talk to us on [132 489](#).

Digital display ads actual sizes.

MREC: 300px x 250px



Half page: 300px x 600px



Large rectangle: 336px x 280px



Leaderboard: 728px x 90px



Large mobile banner: 320px x 100px

