The Q&A Guide to Display Advertising

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The Q&A Guide to Display Advertising

This guide showcases many of the questions clients or buyers may have about programmatic display advertising strategy, commonly bought through DSPs, with comprehensive answers.

Topics are:

- What are the benefits of online display advertising in a media plan?

- What are the elements to make online display advertising an effective form of advertising?

- How do ad servers work with DSPs to show ads?

- How does ad tagging work to measure performance of digital ads?

- How does RTB (Real-time bidding) work in display advertising?

- What are DSPs and how to choose a platform and what to look for?

- What are the pricing and fees associated with DSPs? Should I self-serve or use managed services?

- Why is it hard to track users and serve ads with the new apple IOS?

- With online display advertising, explain 3rd party data targeting, where the data comes from, and how accurate is it when ad targeting?

- How is 1st party data gathered for digital advertising, and how does it compare to 3rd party data

- Explain User IDs and Device Ids as they relate to mobile ad and campaign tracking in advertising

- What is Native Advertising and How Does it work?

- What factors affect CPM in display advertising?

- What are view conversions in display advertising, how are they tracked, and is it an important metric?

What are the benefits of online display advertising in a media plan?

Online display advertising offers several benefits that make it a valuable component of a media plan. These benefits include:

- Reach and targeting: Display advertising allows you to reach a vast audience across different websites, apps, and devices. With advanced targeting options such as demographic, geographic, contextual, and behavioral targeting, you can ensure your ads are shown to the right users, increasing the likelihood of engagement and conversions.

- Brand awareness and visibility: Display ads, especially when placed in high-visibility locations, can help increase brand awareness and recognition among your target audience. They can also help reinforce your brand's message and create a consistent presence across various digital platforms.

- Flexibility and creativity: Display advertising offers a wide range of ad formats, including banner ads, rich media, native ads, and video ads. This flexibility allows you to experiment with different creative approaches and tailor your ads to fit your campaign objectives and audience preferences.

- Real-time performance measurement: Online display advertising provides real-time data on ad performance, allowing you to monitor and optimize your campaigns continuously. Key metrics such as impressions, clicks, and conversions can be tracked and analyzed to make data-driven decisions and improve the effectiveness of your media plan.

- Cost-effectiveness: With pricing models like Cost per Mille (CPM) or Cost per Click (CPC), display advertising can be a cost-effective way to reach a large audience. Additionally, programmatic buying and real-time bidding (RTB) can help optimize your ad spend by serving your ads to the most relevant users at the most efficient price.

- Retargeting capabilities: Display advertising allows for retargeting, where you can serve ads to users who have previously visited your website or interacted with your brand. Retargeting helps keep your brand top of mind and increases the chances of converting users who have shown interest in your products or services.

- Integration with other marketing channels: Display advertising can be integrated with other digital marketing channels, such as search, social media, and email marketing, to create a cohesive and comprehensive marketing strategy.

By incorporating online display advertising into your media plan, you can leverage these benefits to achieve your marketing objectives, reach your target audience, and maximize your campaign's overall effectiveness.

What are the elements to make online display advertising an effective form of advertising?

Online display advertising can be an effective form of advertising when executed strategically. Here are some key elements that contribute to successful display advertising campaigns:

- Targeting: Reach your desired audience by using targeting options such as demographic, geographic, contextual, behavioral, and retargeting. Accurate targeting ensures that your ads are shown to the right users, increasing the likelihood of engagement and conversions.

- Creative design: Compelling ad creatives play a crucial role in capturing users' attention and encouraging them to interact with your ads. Use clear messaging, strong calls-to-action, and visually appealing design elements to make your display ads stand out.

- Ad formats and placements: Choose appropriate ad formats (e.g., banner, native, video, rich media) and placements (e.g., above the fold, in-feed) to enhance visibility and engagement. Test different formats and placements to determine what works best for your campaign.

- Mobile optimization: Optimize your display ads for mobile devices by using responsive design, mobile-friendly ad formats, and ensuring that your landing pages are mobile-optimized. With the increasing use of mobile devices, mobile optimization is essential for effective display advertising.

- Frequency capping: Limit the number of times a user is shown the same ad within a specified period to prevent ad fatigue and maintain a positive user experience. Frequency capping can help optimize your ad spend and improve the overall effectiveness of your campaign.

- A/B testing: Test different ad creatives, targeting options, and other campaign elements to determine what performs best. Use the insights gained from A/B testing to optimize your campaign and maximize its effectiveness.

- Performance measurement and optimization: Regularly monitor your campaign performance using metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS). Analyze the data to identify areas for improvement and optimize your campaign accordingly.

- Brand safety and viewability: Ensure that your ads are displayed in brand-safe environments and have high viewability rates to protect your brand image and maximize the impact of your display advertising.

- Adherence to privacy regulations: Comply with privacy regulations and user consent management to maintain user trust and ensure the long-term success of your display advertising efforts.

By focusing on these key elements, you can create effective online display advertising campaigns that deliver results and help achieve your marketing objectives.

What are DSPs and how to choose a platform and what to look for?

A Demand-Side Platform (DSP) is a technology platform that allows advertisers and media buyers to purchase and manage digital advertising inventory from multiple ad exchanges, ad networks, and publishers through a single interface. DSPs automate the buying process, enabling advertisers to target specific audiences and optimize their ad campaigns more efficiently.

When choosing a DSP, consider the following factors:

- Targeting capabilities: Look for a DSP that offers a wide range of targeting options, including demographic, geographic, behavioral, and contextual targeting. Advanced targeting features, such as lookalike audiences and retargeting, can help you reach the right users and improve campaign performance.

- Inventory access and reach: A good DSP should provide access to a wide range of publishers and ad exchanges, ensuring that you have a diverse and extensive reach across different websites, apps, and ad formats. This will increase your chances of reaching your target audience and achieving your campaign goals.

- User interface and ease of use: The DSP should have an intuitive and user-friendly interface, making it easy to set up, manage, and optimize your ad campaigns. A platform with a steep learning curve may result in wasted time and resources.

- Reporting and analytics: Robust reporting and analytics capabilities are essential for measuring the performance of your campaigns and making data-driven decisions. Look for a DSP that offers real-time reporting, customizable dashboards, and in-depth insights into your campaign data.

- Integration with other tools: If you are using other marketing tools or platforms, such as a Data Management Platform (DMP) or a Customer Relationship Management (CRM) system, ensure that the DSP you choose can integrate with these tools to facilitate data sharing and streamline your marketing processes.

What are the pricing and fees associated with DSPs? Should I self-serve or use managed services?

Pricing and fees associated with DSPs can vary depending on the platform and the services offered. Common pricing models and fees include:

- CPM (Cost per Mille): The most common pricing model for DSPs is based on the cost per 1,000 impressions. Advertisers pay a predetermined amount for every 1,000 times their ad is displayed.

- Platform fees: Some DSPs charge a platform fee, which is a fixed percentage of the advertiser's total ad spend on the platform. This fee covers the cost of using the technology and features offered by the DSP.

- Data fees: If a DSP offers access to third-party data for targeting purposes, there may be additional data fees associated with using this data in your campaigns.

- Setup fees: Some DSPs may charge a one-time setup fee to onboard new clients and provide initial training and support.

- Minimum spend requirements: Some DSPs have minimum spend requirements, which means advertisers must commit to spending a certain amount on the platform each month or over a specified period.

When deciding between self-serve and managed services, consider the following factors:

- Expertise and resources: Self-serve DSPs require advertisers to have a certain level of expertise in digital advertising and the time and resources to manage their campaigns. If you have a dedicated in-house team or experience in programmatic advertising, self-serve may be a suitable option. However, if you lack the expertise or resources, managed services might be a better choice.

- Control and customization: Self-serve DSPs offer more control over your campaigns, allowing you to make real-time adjustments and optimize your strategy. Managed services, on the other hand, involve working with a dedicated account manager who takes care of campaign management, which can limit your control and customization options.

- Costs: Managed services typically come with higher fees due to the additional support and expertise provided by the account manager. If you have a limited budget, self-serve DSPs may be a more cost-effective option.

Ultimately, the decision between self-serve and managed services will depend on your specific needs, resources, and budget. It's essential to evaluate the trade-offs and choose the option that best aligns with your business goals and capabilities.

How does RTB (Real-time bidding) work in display advertising?

Real-time bidding (RTB) is a programmatic method for buying and selling display advertising inventory in an auction-based system. It allows advertisers to bid on individual ad impressions in real-time, enabling them to reach their target audience more effectively and efficiently. Here's how RTB works in display advertising:

- Publisher inventory: Publishers make their ad inventory (available ad spaces on websites, apps, etc.) available to sell programmatically through Supply Side Platforms (SSPs) or directly to ad exchanges.

- User visit: When a user visits a website or app with available ad space, the publisher's SSP or ad exchange sends a bid request to multiple Demand Side Platforms (DSPs). The bid request includes information about the user's behavior, demographics, location, and the context of the ad placement.

- Bid evaluation: The DSPs analyze the bid request to determine if it matches the targeting criteria set by their advertisers. If there's a match, the DSP submits a bid on behalf of the advertiser, specifying the maximum price they're willing to pay for the ad impression.

- Auction: The SSP or ad exchange conducts an auction among all the bids received from different DSPs. The highest bidder wins the auction and gets the right to display their ad on the publisher's ad space.

- Ad retrieval and display: Once the auction is over, the winning DSP sends a request to the advertiser's ad server to retrieve the creative assets for the ad. The ad server responds with the appropriate ad creative, which might include images, videos, or interactive elements. The publisher's ad server then receives the creative from the advertiser's ad server and displays the ad to the user in the allocated ad space.

- Reporting and optimization: Both the DSP and ad server track the performance of the ad (e.g., impressions, clicks, conversions) and share this data with the advertiser.

With online display advertising, explain 3rd party data targeting, where the data comes from, and how accurate is it when ad targeting. Part 1

Third-party data targeting in online display advertising refers to the use of data collected by external entities (not the advertiser or the publisher) to target ads to specific audiences. This data is usually aggregated from various sources and provided by data brokers or data management platforms (DMPs). It offers additional insights about users that advertisers may not have access to through their first-party data (data collected directly from their customers or website visitors).

- Where the data comes from: Third-party data comes from a variety of sources, including but not limited to:

- Public records: Data from government sources, such as property records, census data, and voter registration.

- Surveys and panels: Data collected through market research surveys or consumer panels, where users provide information about their demographics, preferences, and behaviors.

- Data partnerships: Data obtained through agreements with other companies or platforms, such as social media networks, e-commerce websites, or loyalty programs.

- Web and app usage: Data collected by tracking cookies or SDKs embedded on websites or apps, capturing information about users' browsing behavior, interests, and interactions across the web.

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With online display advertising, explain 3rd party data targeting, where the data comes from, and how accurate is it when ad targeting, Part 2

How accurate is it for ad targeting?

The accuracy of third-party data can vary depending on several factors:

- Data quality: The accuracy and completeness of third-party data depend on the quality of the sources it is derived from. High-quality data sources can provide valuable insights for ad targeting, while low-quality data can lead to inaccurate targeting and wasted ad spend.

- Data freshness: User preferences, behavior, and circumstances can change over time, so the freshness of the data is crucial for accurate targeting. Regularly updated data sources are more likely to provide accurate and relevant information for ad targeting.

- Data aggregation and normalization: As third-party data comes from various sources, the process of aggregating, normalizing, and segmenting the data can impact its accuracy. Proper data management and processing techniques are required to ensure the data is usable and effective for ad targeting.

- Privacy regulations and user consent: With increasing privacy regulations and user awareness, the availability and accuracy of third-party data may be impacted by factors such as cookie-blocking or consent management.

In summary, third-party data targeting in online display advertising relies on data collected from various external sources to help advertisers reach specific audience segments. The accuracy of this data depends on factors like data quality, freshness, aggregation, and privacy regulations. While third-party data can be valuable for ad targeting, advertisers should evaluate the quality and relevance of the data sources to ensure accurate and effective targeting.

How is 1st party data gathered for digital advertising?

First-party data is information collected directly by advertisers or publishers from their customers, website visitors, or app users. It includes demographic details, behavioral data, and user preferences, which can be used to create more personalized and targeted advertising experiences.

Here's how first-party data is gathered for digital advertising:

- Website and app analytics: Tools like Google Analytics or Adobe Analytics track user behavior on websites or apps, collecting data on pages visited, time spent, interactions, and other actions.

- Customer Relationship Management (CRM) systems: CRM platforms store and manage customer data, such as contact information, purchase history, and customer support interactions. This data can be used for targeted advertising and retargeting campaigns.

- Online forms and registrations: When users sign up for newsletters, create accounts, or fill out forms on a website, they provide information that can be used for ad targeting, such as email addresses, names, or demographic details.

- Surveys and feedback: Advertisers or publishers may conduct surveys or collect feedback directly from their customers or users, which can provide insights into their preferences, interests, and opinions.

- E-commerce transactions: Online purchases, browsing history, and abandoned carts can provide valuable data about user preferences and purchase intent.

- Social media interactions: Users engaging with a brand on social media platforms can provide insights into their interests, preferences, and behavior

In digital advertising how does 1st party data compare to 3rd party data?

In digital advertising, both 1st party and 3rd party data play essential roles in targeting and personalizing ad campaigns. However, they differ in terms of their sources, accuracy, and privacy implications.

1st party data:

- Source: 1st party data is collected directly from your audience, customers, or users through interactions with your website, app, or other owned properties. This data may include website behavior, purchase history, or customer demographics.

- Accuracy and relevance: As it comes directly from the source, 1st party data is generally more accurate and relevant to your business. It reflects the actual behavior and preferences of your audience, which can lead to more effective targeting and personalization.

- Privacy and compliance: 1st party data is generally considered more compliant with data privacy regulations, as it is collected directly from users who have interacted with your brand. You have more control over the consent and usage of this data, which reduces the risk of privacy violations.

- Cost: Since you collect 1st party data yourself, there are no additional costs for purchasing this data from external providers.

3rd party data:

- Source: 3rd party data is aggregated and sold by data providers or brokers. It is collected from various sources unrelated to your brand, such as websites, apps, surveys, or other data collection methods.

- Accuracy and relevance: The accuracy and relevance of 3rd party data can vary depending on the quality and freshness of the data. Since the data is not collected directly from your audience, it may not always align with their actual behavior or preferences, which can lead to less effective targeting.

- Privacy and compliance: 3rd party data can be more challenging to navigate in terms of privacy and compliance, as it involves data collected and shared by external sources. With the rise of data privacy regulations like GDPR

What is Native Advertising and How does it work?

Native advertising is a form of online advertising in which the ad content is designed to resemble the look, feel, and function of the surrounding editorial content. The primary goal of native advertising is to provide a less intrusive and more engaging user experience by seamlessly blending ads into the content environment.

Native ads can appear in various formats, such as sponsored articles, in-feed ads, promoted social media posts, or content recommendation widgets. They are typically labeled with terms like "Sponsored," "Promoted," or "Ad" to indicate that the content is an advertisement.

Here's how native advertising works:

- Advertiser and publisher collaboration: Advertisers work with publishers or ad networks to create native ad campaigns. They collaborate on content creation, targeting, and distribution to ensure the ad is relevant and fits the context of the publisher's platform.

- Content creation: Advertisers create content that is relevant, informative, or entertaining, aligning with the interests of the target audience and the editorial style of the publisher. The content should provide value to the users while subtly promoting the advertiser's brand or product.

- Targeting and distribution: Native ads are served to users based on targeting criteria such as demographics, interests, and browsing behavior. Advertisers can also use retargeting or lookalike audience targeting to reach users who are more likely to engage with their content.

- Integration with the publisher's platform: Native ads are integrated into the publisher's content environment, taking on the same look and feel as the surrounding editorial content. This seamless integration makes the ad less intrusive and more engaging for users.

- User engagement: Users are more likely to engage with native ads because they resemble the editorial content and provide a less disruptive experience. This can lead to higher click-through rates (CTR), increased brand awareness, and improved conversion rates

How do ad servers work with DSPs to show ads?

Ad servers and Demand Side Platforms (DSPs) work together to display ads on websites, apps, and other digital platforms. Here's a step-by-step breakdown of how they collaborate in the programmatic advertising ecosystem:

- Advertiser setup: An advertiser creates an ad campaign on a DSP, specifying the target audience, ad format, budget, and other parameters. They also upload the creative assets (images, videos, etc.) to their ad server.

- Publisher inventory: Publishers make their ad inventory (available ad spaces on websites, apps, etc.) available to sell programmatically through Supply Side Platforms (SSPs) or directly to ad exchanges.

- Real-time bidding (RTB): When a user visits a website or app with ad space available, the publisher's SSP or ad exchange sends a bid request to multiple DSPs, which includes information about the user's behavior, demographics, and the context of the ad placement.

- Bid evaluation: The DSPs analyze the bid request to determine if it matches the targeting criteria set by their advertisers. If there's a match, the DSP submits a bid on behalf of the advertiser, specifying the maximum price they're willing to pay for the ad impression.

- Auction: The SSP or ad exchange conducts an auction among all the bids received from different DSPs. The highest bidder wins the auction and gets the right to display their ad on the publisher's ad space.

- Ad retrieval: Once the auction is over, the winning DSP sends a request to the advertiser's ad server to retrieve the creative assets for the ad. The ad server responds with the appropriate ad creative, which might include images, videos, or interactive elements.

- Ad display: The publisher's ad server receives the creative from the advertiser's ad server and displays the ad to the user in the allocated ad space.

- Reporting and optimization: Both the DSP and ad server track the performance of the ad (e.g., impressions, clicks, conversions) and share this data with the advertiser. The advertiser can use this information to optimize their campaign, adjusting targeting parameters, bid strategy, or ad creatives to improve performance.

In summary, ad servers and DSPs work together to facilitate the programmatic buying and selling of ad inventory. They help advertisers reach their target audience and display their ads effectively, while also allowing publishers to monetize their ad spaces.

How does ad tagging work to measure performance of digital ads?

Ad tagging is a crucial component of digital advertising that enables advertisers to measure the performance of their ads. Ad tags are small pieces of HTML or JavaScript code that are embedded in the ad creatives or on the publisher's website. These tags enable tracking, measurement, and reporting of various ad metrics. Here's how ad tagging works to measure the performance of digital ads:

- Ad creation: When an advertiser creates an ad, they embed an ad tag in the creative. This tag typically contains a unique identifier that links the ad to a specific campaign or ad group. The ad tag also includes tracking pixels or scripts that enable the collection of performance data.

- Ad serving: When a user visits a website or app with available ad space, the publisher's ad server requests the ad creative from the advertiser's ad server, which in turn delivers the creative along with the embedded ad tag.

- Ad display: The ad is displayed to the user, and the ad tag's tracking pixels or scripts are activated. These pixels or scripts send information about the ad impression, user interaction, and other data to the advertiser's ad server, third-party tracking platforms, or data management platforms (DMPs).

- Data collection: The ad tag collects various performance metrics, such as impressions (how many times the ad was displayed), clicks (how many times the ad was clicked), viewability (if the ad was visible to the user), and conversions (actions completed by the user after interacting with the ad, such as purchases or sign-ups).

- Cookie tracking: Ad tags can also use cookies to track user behavior across multiple websites or sessions. These cookies help build a profile of the user, which can be used to retarget them with relevant ads or to measure the effectiveness of a campaign across different channels.

- Reporting: The collected data is sent to the advertiser's ad server, third-party tracking platforms, or DMPs for analysis and reporting. Advertisers can access this data through dashboards or reports to evaluate the performance of their campaigns, ad groups, or individual ads.

- Optimization: Based on the performance data, advertisers can make informed decisions to optimize their campaigns. They can adjust targeting parameters, bid strategies, ad creatives, or placements to improve the overall effectiveness of their ads.

In summary, ad tagging plays a critical role in measuring the performance of digital ads by collecting data on various metrics and user interactions. This data allows advertisers to evaluate and optimize their campaigns, ensuring they reach their target audience and achieve their marketing objectives

Explain User IDs and Device IDs as they relate to mobile ad and campaign tracking in advertising

User IDs and Device IDs are essential components in mobile advertising for tracking and measuring the effectiveness of ad campaigns. Both identifiers serve as unique keys to help advertisers and ad platforms recognize individual users or devices, enabling personalized ad targeting, frequency capping, and attribution of user actions. Here's an explanation of User IDs and Device IDs and their roles in mobile ad and campaign tracking:

User IDs: A User ID is a unique identifier assigned to a specific user by an app, publisher, or advertising platform. User IDs can be created and managed by app developers or third-party services like SDKs (Software Development Kits) or log-in providers (e.g., Google or Facebook). User IDs enable advertisers to track user behavior across multiple devices, as long as the user is logged into the app or service on each device.

User IDs are crucial for:

- Cross-device tracking: Since a User ID is tied to an individual user rather than a specific device, it allows advertisers to track user behavior and engagement across multiple devices (e.g., smartphone, tablet, desktop).

- Personalized targeting: User IDs help advertisers create personalized ad experiences by understanding user preferences, behavior, and demographics.

- Attribution: Advertisers can attribute user actions (like app installs, purchases, or sign-ups) to specific campaigns, ad creatives, or channels, enabling accurate measurement and optimization of ad performance.

Device IDs: A Device ID is a unique identifier assigned to a specific device by the device manufacturer or operating system. Examples include Apple's Identifier for Advertisers (IDFA) and Android's Advertising ID (AAID). Device IDs enable advertisers to track user behavior and ad interactions on a particular device.

Device IDs are essential for:

- Personalized targeting: Advertisers can use Device IDs to build user profiles and deliver relevant ads based on their behavior, preferences, and interests.

- Frequency capping: Device IDs help advertisers limit the number of times an ad is shown to a specific device, ensuring a better user experience and preventing ad fatigue.

- Attribution: Advertisers can attribute conversions or other user actions to specific campaigns, ad creatives, or channels by tying those actions to a unique Device ID.

In summary, User IDs and Device IDs are critical identifiers in mobile advertising that enable ad platforms and advertisers to track users and devices, facilitating personalized targeting, frequency capping, and attribution. By utilizing these identifiers, advertisers can optimize their campaigns to reach their target audience and achieve their marketing objectives effectively.

Why is it hard to track users and serve ads with the new Apple IOS?

Apple introduced changes to its privacy policy and user tracking practices with the release of iOS 14.5, which has made it harder for advertisers to track users and serve personalized ads. The key change is the introduction of App Tracking Transparency (ATT), a privacy feature that requires apps to ask for user consent before tracking their activity across apps and websites owned by other companies.

Here are some reasons why it is hard to track users and serve ads with the new Apple iOS:

- User consent requirement: The ATT framework requires apps to display a prompt asking users for permission to track their activity for advertising purposes. Many users may choose to deny this permission, making it difficult for advertisers to collect the data needed to serve personalized ads.

- Limited access to IDFA: The Identifier for Advertisers (IDFA) is a unique device identifier used by advertisers to track user behavior and serve targeted ads on iOS devices. With the implementation of the ATT framework, access to IDFA is granted only if the user provides explicit consent. As a result, the availability of IDFAs has significantly reduced, limiting the ability of advertisers to track users and serve personalized ads.

- Impact on attribution and measurement: The reduced availability of IDFAs and user tracking data makes it more challenging for advertisers to attribute conversions, such as app installs or in-app purchases, to specific campaigns or ad creatives. This impacts the accuracy of measurement and makes it harder to optimize campaigns based on performance data.

- Shift to alternative tracking methods: As a response to the ATT framework, the advertising industry is exploring alternative tracking and attribution methods, such as Apple's SKAdNetwork and other privacy-centric solutions. However, these alternatives may not be as robust or accurate as traditional tracking methods, and they may take time to be widely adopted and optimized.

- Increased reliance on contextual targeting: With limited user tracking data available, advertisers may need to rely more on contextual targeting, which focuses on the content and context of the website or app where the ad is being served, rather than user behavior. While contextual targeting can still be effective, it may not deliver the same level of personalization as user-based targeting.

In summary, the new privacy features introduced by Apple, particularly the App Tracking Transparency framework, have made it harder for advertisers to track users and serve personalized ads on iOS devices. This has led to challenges in attribution, measurement, and targeting, and has pushed the industry to explore alternative tracking and targeting solutions.

What are view conversions in display advertising, how are they tracked, and is it an important metric?

View-through conversions (also known as view conversions) in display advertising are conversions that occur when a user sees an ad but does not click on it, and later completes the desired action (such as making a purchase or signing up for a newsletter). These conversions are attributed to the ad exposure, even though the user did not directly interact with the ad.

View-through conversions are tracked using tracking pixels or cookies. Here's how the process works:

- Ad impression: A user is served an ad on a website or app. Even though they don't click on it, the ad is registered as an impression.

- Tracking pixel: The ad creative contains a tracking pixel (a small, transparent 1x1 image) that is loaded when the ad is displayed. The pixel sends information to the advertiser's ad server or a third-party tracking platform, which stores a cookie in the user's browser with an identifier associated with the ad impression.

- Conversion: The user later visits the advertiser's website and completes the desired action (e.g., making a purchase). The website contains a conversion tracking pixel that communicates with the advertiser's ad server or tracking platform.

- Attribution: The tracking platform checks for the presence of a cookie in the user's browser, and if it finds one that matches the stored identifier, it attributes the conversion to the ad exposure, registering it as a view-through conversion.

View-through conversions are an important metric for several reasons:

- Measuring ad effectiveness: View-through conversions help advertisers understand the overall effectiveness of their display advertising campaigns. This metric shows that the ad made an impact on the user, even if they didn't click on it.

- Brand awareness: Display ads often serve as a means of building brand awareness and driving user engagement. View-through conversions help measure the success of these branding efforts by capturing the influence of the ad on the user's decision-making process.

- Holistic attribution: Relying solely on click-based metrics (such as click-through conversions) can lead to an incomplete understanding of the ad campaign's performance. View-through conversions provide a more comprehensive picture by accounting for users who convert after merely seeing the ad.

In summary, view-through conversions are an essential metric in display advertising, providing valuable insights into ad effectiveness, brand awareness, and user engagement. They help advertisers measure and optimize their campaigns, ensuring they reach their target audience and achieve their marketing objectives.

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