

Display vs SEO

What is online display advertising?

Banners

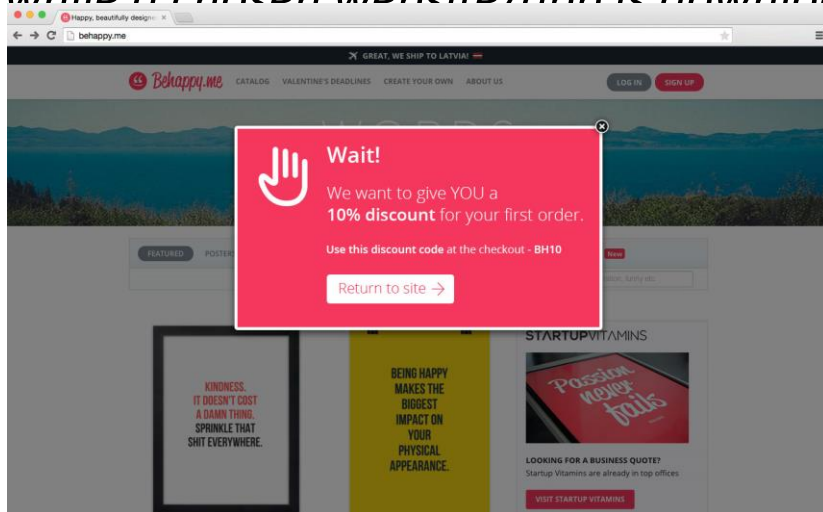
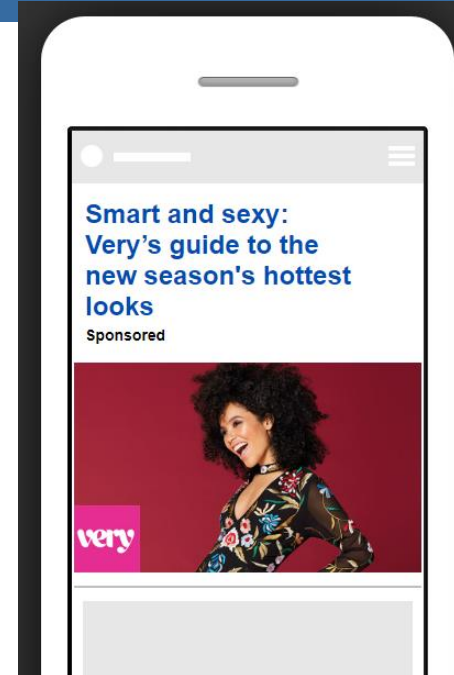
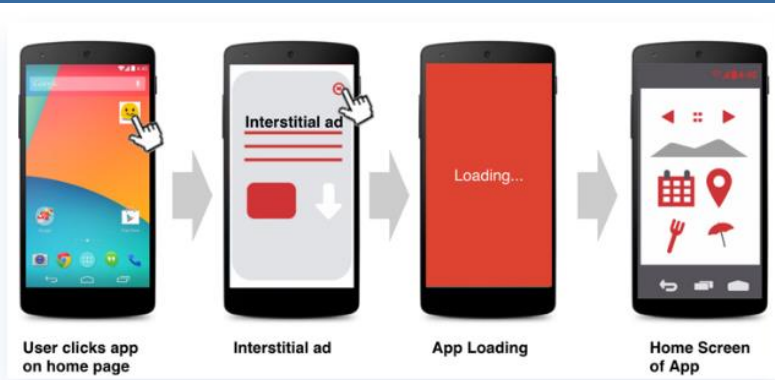
Video

Inline

In app

Pop-up

Interstitial - *an advertisement that appears while a chosen website/app is downloading*



Benefits

Control over where ads appear

Market Message Media

Budget – pay per click/impression/etc

Easy to refine design and message ?

Comprehensive and fast feedback on performance
(metrics and analysis)

Profile

Where do they hang out?

What do they do online?

Demographics

Multiple profiles

e.g. Gym – images

Male / Female

Muscle / Weight / Health

Age

Planning

Aims and objectives

Target audience

Available skills and resources cost (budgets)

Time / Deadlines

Accessibility – visual adverts!

Legal, copyright, ethical – particularly images!

Competitors

Context

Testing – landing page

Metrics

Market

target audience

Message

design - style and image use
message

location

link destination

Media

Display Ads

Where can they show?

Websites or Apps

Other People's Websites

Google Ads

Facebook / Instagram Ads

Display Networks - Ad server/network

8 tips
for going
paperless
in your small
business.

Read More

DocuSign®

ADVERTISEMENT

Like 16.6M

Thursday, Aug 27th 2020 12PM 17°C 3PM 14°C 5-Day Forecast

ADVERTISEMENT

MailOnline

LOCKDOWN: DAY 157

Home Last updated: 13:10 BST, 27 August 2020

Home News U.S. Sport TV&Showbiz Australia Femail Health Science Money Video Travel DailyMailTV Discounts

Latest headlines World News You mag Event Books Promos Rewards Mail Shop Property Motoring Columnists Coronavirus Login



Covid crisis at Britain's food plants: 75 staff test positive at chicken factory in Norfolk is latest of FORTY outbreaks at processing sites across UK



COVID FOOD PLANT CRISIS

ALERT LOGIC

Protect Your Assets
with the Industry's First
SaaS-Enabled
Managed Detection
and Response Provider

LEARN MORE »





Email us: info@cjweddingfayres.co.uk
Call us: 01495 822483 / 07958 050 171



HIRE A £600 SUIT
FROM **£80**

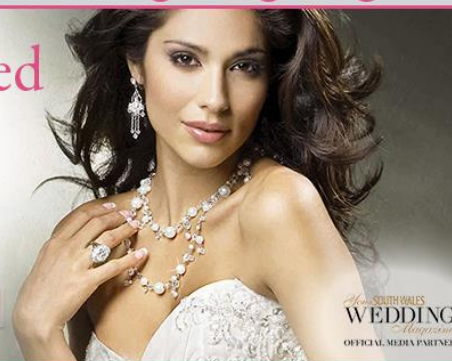
[Home](#)[Brides - Why Attend](#)[Exhibit With Us](#)[Fayre Dates](#)[Directory](#)[News](#)[Contact](#)[Pinterest](#)[Twitter](#)[Facebook](#)

Wedding Fayres Postponed

DUE TO THE CORONAVIRUS OUTBREAK AND GUIDANCE FROM THE GOVERNMENT, A NUMBER OF OUR EVENTS HAVE BEEN POSTPONED/CANCELLED.

PLEASE FOLLOW US ON SOCIAL MEDIA FOR FURTHER UPDATES

[CLICK HERE FOR ALL 2020 WEDDING FAYRES](#)



Welcome to CJ Wedding Fayres & Events

We are specialists in Wedding Fayres with events across South Wales most weekends including Swansea, Newport & Cardiff.

At every wedding fayre:

- **FREE** to attend
- Open between **11am and 3pm** (unless stated on the event listing)
- Goody bag for each bride including the latest edition of Your South Wales Wedding Magazine

[Click here](#) for a full list of weddings fayres in Wales

Our wedding suppliers offer a unique opportunity for visitors to see a wide range of wedding goods and services including:

Wedding Gowns | Formal Hire | Harpists | String Quartets | Magicians | Florists
| Wedding Cars | Wedding Cakes | Favours | Balloons | Chair cover companies
| Chocolate Fountains | ...and lots more

Please click [Fayre Dates](#) for the latest up to date information on all our fayre locations and direct links to our venues and travel information.

Why not pay us a visit, bring as many of your bridal party as you need, and start planning your dream wedding!

[All of our upcoming 2020 Wedding Fayres are now on the website](#)

Wedding Supplier Guide



From Cars to Kilts, Bands to Bouquets. We have a comprehensive list of South Wales Wedding Suppliers.

[Click here to see the directory with 100s of wedding suppliers](#)



Photoboosts

Subscribe and get all the latest wedding news and offers!

What Our Brides Say:

"Very impressed and surprised with the turn out at the Wedding Fayre."

Heather

VIEW ALL
2020
WEDDING

You have 2 questions to answer. | Answer question

- Revise your item
- Sell a similar item

Listing info

Page views: 292
High bidder ID: amber61974 (80★) 100%
Duration: 7 days
Start time: 21 Aug, 2020 09:02:23 BST
Start price: £200.00



Remarkable Tablet with Pen, Spare Nibs, Case Bundle

Condition: Used

Time left: 27m 53s (28 Aug, 2020 09:02:23 BST)

£227.00 3 bids

Enter your max. bid

Submit bid

Watch this item

Click & Collect

Limited time remaining

Posts from United Kingdom

Collection: Click & Collect - Select store at checkout.

Postage: Free Economy Delivery | See details

Item location: Swansea, United Kingdom

Posts to: United Kingdom See exclusions

Delivery: Estimated by Sat. 5 Sep.

Payments: PayPal Mastercard VISA Maestro American Express



Get your free quote for professional installation

Returns: No returns accepted | See details

Shop with confidence



eBay Money Back Guarantee

Get the item you ordered or your money back. Learn more

Seller information

benpwheeler2012 (117 ★)

100% Positive Feedback

Contact seller

See other items

Argos

Credit plans available, with the Argos Card

Shop now

Kitchen Cupboard Paint | See all →

Because you searched: kitchen cupboard handles



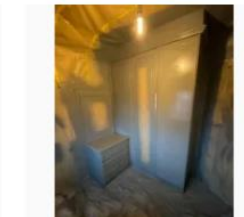
£0.99



£13.99



£19.99



£1.00



£19.77



£13.95

Sponsored

zendium

Strengthen your mouth's natural defences

Get 10% off + free delivery

Shop Now →



Sleepdown

NEW TERM, NEW BEDDING ?

Shop from our new Plain Dye Collection

Free U.K. Shipping on all orders

SHOP NOW

Boys Trousers | See all →

Because you searched: boys joggers



£7.99



£4.00



£6.00



£1.60



£3.00



£2.50

Help

?

✓





Search for anything

All Categories ▾

Search

Advanced

ebay advertising

Make an impression with eBay...

...and benefit from superior data solutions that connect your brand with your perfect audience, whoever they may be.



Influence the Shopper Journey

eBay Advertising solutions are based on actual, not inferred shopping behaviours, so advertisers can connect with consumers who have a greater propensity to purchase.

Make your Advertising Work Harder

Introducing eBay Advanced Targeting – over 25 audience segments based on real-time shopping behaviour.

Watch Video →

Latest Ad Formats and Technical Specifications

Download Here →



Get In Touch

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advertisinguk@ebay.com

Programmatic:

Sylvie Walker (eBay Advertising)
+44 (0) 208 605 3270
sywalker@ebay.com

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[Community](#)
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Featured Categories



Latest Jobs on Gumtree



Farming Jobs



Home and Garden



Flats to Rent



WHAT MOBILE
AWARDS 2019 TO 2020
Trustpilot ★★★★★

Sell your Tech with the
UK's Number 1 Recycler.
 Why wouldn't you?

[Sell Now](#)



Discover more



2010 BMW X6 3LT DIESEL

£10,500



3x Bedrooms (1x En-suite) in a shared household (Brazilian)

£500 pcm



Open as normal Dry stored Scaffold Boards GRADE A...

£1



Hall Table

£45

Have a car to sell, why not sell it with Gumtree?

 **Sell your car for FREE**
 Selling a car is free for private sellers

 **Sell my car**



Search Facebook



Ben Wheeler



COVID-19 Information Centre



Pages
8 new



Friends



Messenger



Marketplace



Videos
1 new video



See more

Your shortcuts



84

8 comments 16 shares

Like

Comment

Share



Digital River

Sponsored · ⚙️



Grow faster with our risk-free global ecommerce platform! Sell digital software, services and subscriptions. Learn more now.



MyCommerce®

A Digital River Company

25 Years of Trusted Expertise



Est. in
244
Countries



MYCOMMERCE.COM

Simplified Global Ecommerce

MyCommerce offers a self-service SaaS ecommerce platform to support soft...



Learn More

4

1 comment 1 share

Like

Comment

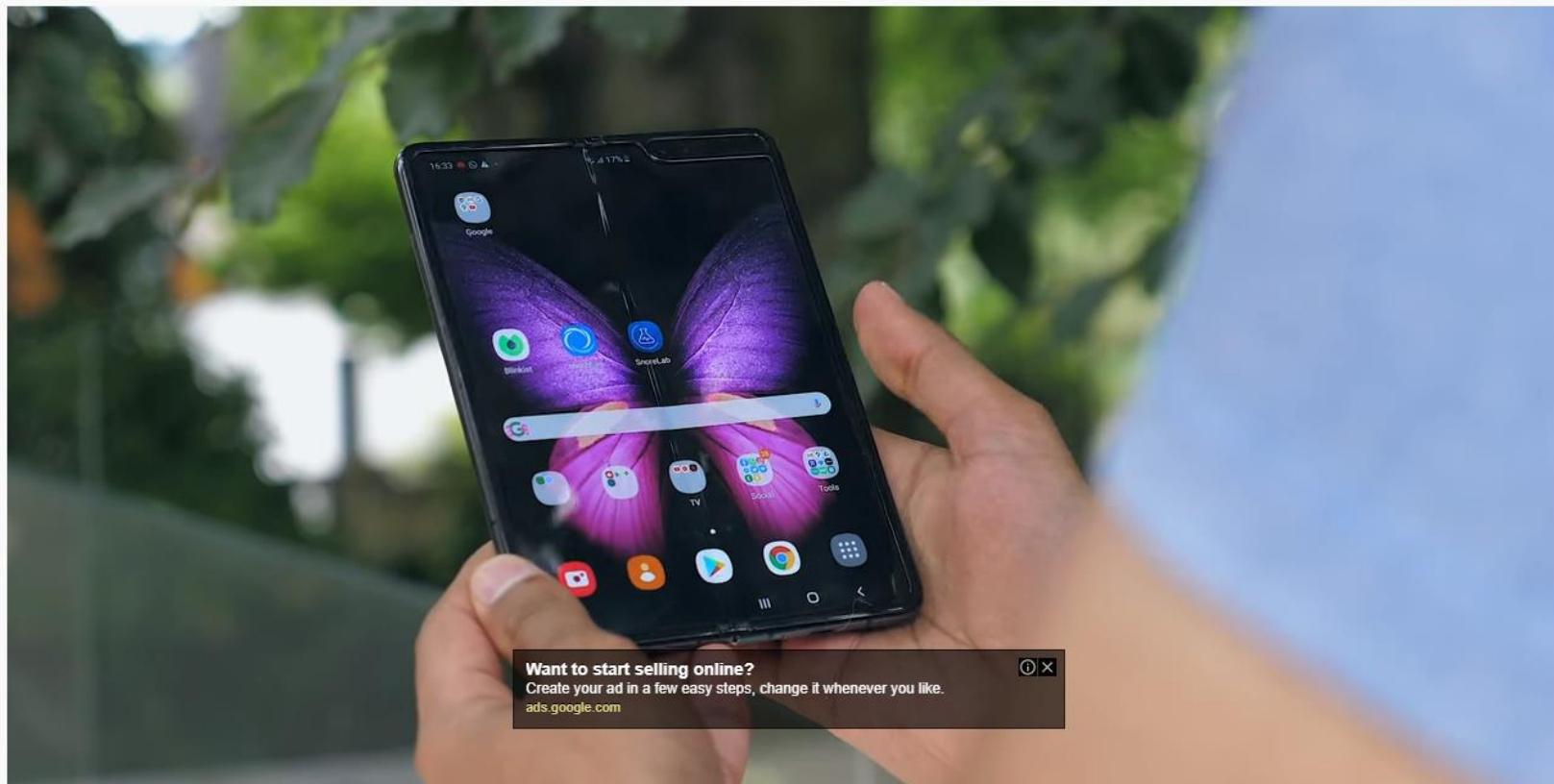
Share





YouTube GB

Search



Up next

AUTOPLAY ☒



Can a Cheap 2020 Smartphone beat a 2018 Flagship?

Mrwhosetheboss ✓

2.3M views • 1 month ago



See Why 1050 Agencies Love Us

UK based managed hosting

Ad nimbushosting.co.uk

VISIT SITE



The Apple Master Plan.

Mrwhosetheboss ✓

2.2M views • 1 month ago



I bought every Galaxy Note ever.

Mrwhosetheboss ✓

297K views • 2 hours ago

New



iPhone 11 Pro Review: 6 Months Later!

Marques Brownlee ✓

3M views • 3 months ago

Retargeting

Target people that have already interacted with you

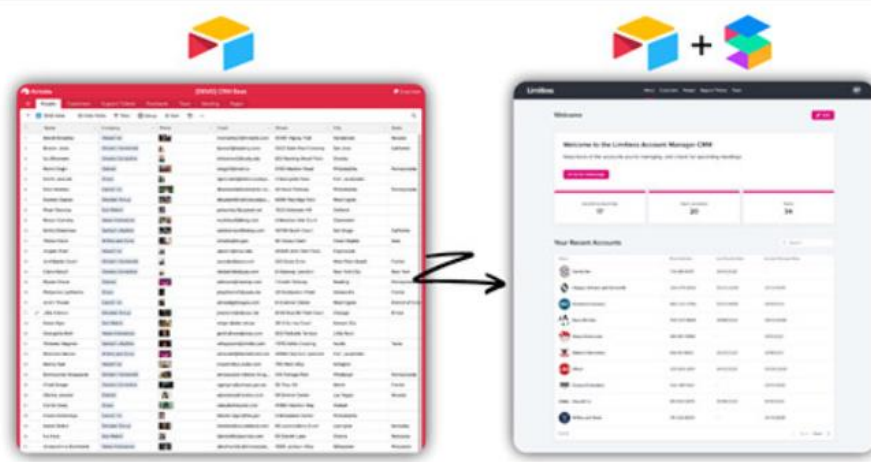
Someone finds you on search

Goes to your website, doesn't buy

You show them adverts, highly targeted, on other websites via Google Display and on Facebook/Instagram

Stacker
Sponsored · 🌐

Airtable users: At last, a customizable portal for your Airtable database. Stacker's beautiful UI allows your customers and team members to interact with only the data they need to see. All powered by your existing database.



GET.STACKER.APP

Turn Your Airtable Into An App
Easily manage users and permissions

108 41 comments 7 shares

Like Comment Share

Let's look at Google

Select the goal that would make this campaign successful for you



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



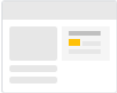
App promotion



Create a campaign without a goal's guidance

Select a campaign type

Display



Run different kinds of ads across the web

Video



Reach and engage viewers on YouTube and across the web

CONTINUE

CANCEL

Type: Display Goal: Brand awareness and reach 

Campaign name Brand awareness and reach-Display-15 

Locations Select locations to target 

☐ All countries and territories

☒ United Kingdom

☐ Enter another location

 [Location options](#)

Languages Select the languages your customers speak 

 Start typing or select a language

English 

Bidding What do you want to focus on? 

Viewable impressions 

Recommended for your campaign goal

 This campaign will use the **Viewable CPM** bid strategy to help you get the most impressions for your bid

[Or, select a bid strategy directly \(not recommended\)](#)

Budget Enter the average you want to spend each day

For the month, you won't pay more than your daily budget times the

Weekly estimates

 Your estimated performance

Estimates aren't available because Manual CPM is not supported yet for automated targeting

[Leave feedback](#)

Budget

Enter the average you want to spend each day
£

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend more or less than your daily budget. [Learn more](#)

Ad rotation

☒ Optimise: Prefer best performing ads

☐ Do not optimise: Rotate ads indefinitely

☐ Optimise for conversions (Not supported)

☐ Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Ad schedule

All days

▼

00:00

to

00:00

[ADD](#)

Based on account time zone: (GMT+01:00) United Kingdom Time
Saving this removes the settings that you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

Start and end dates

Start date

27 Aug 2020

▼

End date

☒ None

☐ Select a date

▼

Your ads will continue to run unless you specify an end date.

Content exclusions

DL-MA: Mature audiences, Content not yet labelled

▼

Additional settings

Create your ad group

For more accurate targeting, organise each ad group around a specific theme or message

Weekly estimates

✓ Your estimated performance

Estimates aren't available because Manual CPM is not supported yet for automated targeting

[Leave feedback](#)

1 Create your campaign 2 Confirmation

Targeting

Reach the right people for this campaign. For the best results, automated targeting is on by default.

Manual

Using manual targeting may not give you the best results. Switch to automated and potentially improve campaign performance up to 20%

People: Who you want to reach
Define your Audiences, Demographics or both

Audiences

Select audiences to define who should see your ads. You can create new audiences in Audience Manager.

Edit targeted audiencesDONE

SEARCHIDEAS (35)BROWSE

None selectedCLEAR ALL

Try "transportation modes"

Select one or more audiences to target.

Recently selected audiences (4)

In-market audiencesCRM Solutions

In-market audiencesAdvertising & Marketing Services

In-market audiencesBusiness Technology

In-market audiencesBusiness Services

Demographics

Reach people based on age, gender, parental status or household income

Weekly estimates

Available impressions
Based on your targeting and settings but not your budget or bid
Impressions
10B+

Your estimated performance
To see estimated performance, enter the following settings:
• Bid
• Budget

Leave feedback

People: Who you want to reach
Define your Audiences, Demographics or both

Audiences

Select audiences to define who should see your ads. You can create new audiences in [Audience Manager](#).
?

Edit targeted audiences

DONE

SEARCH

IDEAS (35)

BROWSE

None selected

CLEAR ALL

Who they are
(Detailed demographics)



What their interests and habits are
(Affinity)



What they're actively researching or planning
(In-market and life events)



How they've interacted with your business
(Remarketing and similar audiences)



Your custom audiences
(Custom audiences)



Select one or more audiences to target.

Choose 15 images and 5 logos to use in your ad ?

SCAN WEBSITE

UPLOAD

STOCK IMAGES

RECENTLY USED

YOUR ASSETS (0)

Scan your website for images and logos. Only images and logos that meet our requirements will appear ?

Q copperbaydigital.co.uk

By adding an image, you confirm that you own all legal rights to the image and have permission to share the image with Google for use on your behalf in advertising or for other commercial purposes.

CANCEL SAVE

New responsive display ad

Final URL
copperbaydigital.co.uk

Images and logos
Add at least one landscape image and at least one square image



Videos
Optional, but up to five

+ VIDEOS

Headlines (up to 5)

My Headline 1 13 / 30
Headline 0 / 30

+ HEADLINE

Long headline

Long Headline Again 19 / 90

Descriptions (up to 5)

Ad Description 14 / 90
Description 0 / 90

+ DESCRIPTION

Business Name

My Business

Ad strength Leave feedback



Average

Tie your brand to your ad by adding a 1:1 logo

- Images
- Headlines View ideas
- Descriptions View ideas

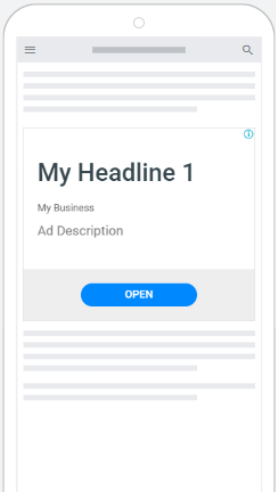
Preview

WEBSITES AND APPS

GOOGLE PROPERTIES

Key ad formats

Example of your text ad at 300x250



Weekly estimates

Available impressions
Based on your targeting and settings but not your budget or bid
Impressions
2.9B
-10B+ since last update

Your estimated performance
To see estimated performance, enter the following settings:
• Bid
• Budget

Leave feedback

Let's look at Facebook

Create new audience Use saved audience ▼

Custom Audiences Create new ▼

Exclude

Locations

Location:

- United Kingdom

Age

18 - 65+

Gender

All genders

Detailed targeting

All demographics, interests and behaviours

Detailed targeting expansion:

- Off

Languages

All languages

Show more options ▼

Save This Audience

Audience definition



Your audience selection is fairly broad.

Potential reach: 43,000,000 people ⓘ

Estimated daily results

Reach ⓘ

3.6K-10K

Leads ⓘ

2-12

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Ad creative

Select the media, text and destination for your ad. You can also customise your media and text for each placement. [Learn More](#)

Media

 Add media ▼

Create slideshow

Create video

Primary text

Tell people what your ad is about

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Display link · Optional

Enter the link that you want to show on your ad

Call to action

Sign Up ▼

Review 1 error

Create a form for your Lead Generation campaign. (#1892023)

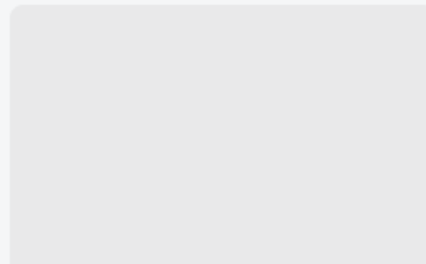
Create lead form

☒ Preview on

8 placements



Facebook
Feeds



Copper Bay Digital
Sponsored · 

FB.ME
fb.me

SIGN UP



Like

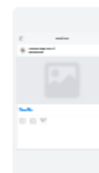
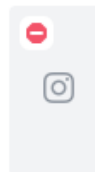


Comment

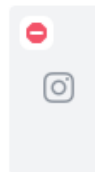
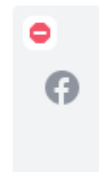


Share

Feeds



Stories



Making Banner Ads

Source Image

copyright

Design Software

Photoshop

Online Tools

promo.com

bannersnack.com

Platform's own tools

Determine IAB size

www.iab.com

Interactive Advertising Bureau



www.iab.com/newadportfolio

Fixed Size Ad Specifications

The following fixed size ad units are recommended as part of the new ad portfolio. These have been recommended based on Attitudes and Usage Study to determine which of the ad units, contribute to the majority of revenue and are sufficient to advertise across multiple screen sizes.

Ad unit Name	Fixed Size (px)*	Max. K-Weight (kB)	
		Initial Load	Subload
Billboard	970x250	250	500
Smartphone Banner	300x50 or 320x50	50	100
Leaderboard	728x90	150	300
Super Leaderboard/ Pushdown	970x90	200	400
Portrait	300x1050	250	500
Skyscraper	160x600	150	300
Medium Rectangle	300x250	150	300
20x60	120x60	50	100
Mobile Phone Interstitial	640x1136 or 750x1334 or 1080x1920	300	600
Feature Phone Small Banner	120x20	5	N/A
Feature Phone Medium Banner	168x28	5	N/A
Feature Phone Large Banner	216x36	5	N/A

Ad Design

Message (headline, brand)

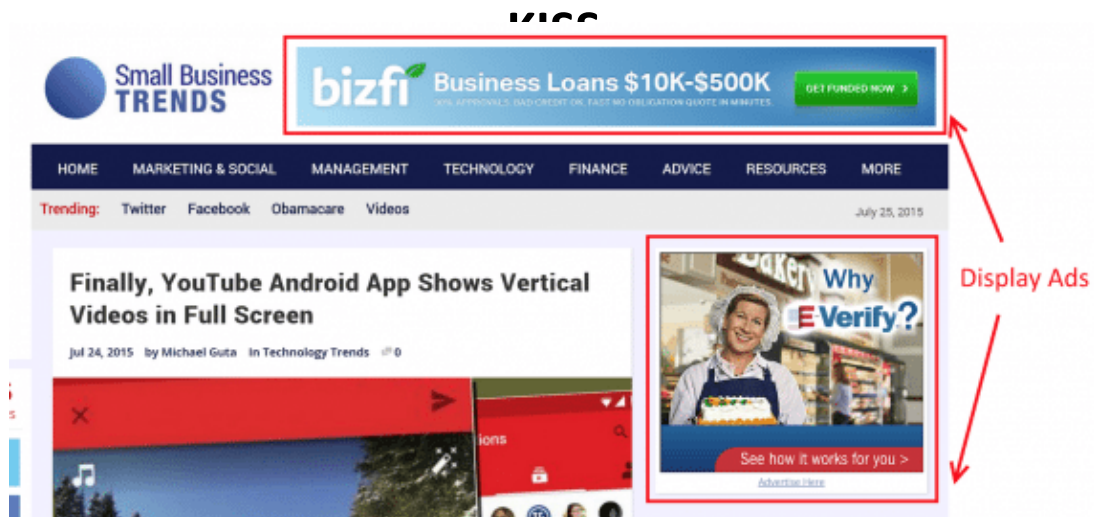
Image (creating, acquisition, editing)

Use of animation

Layout

Links

Alt tag text – accessibility



Reports

Statistics

Metrics

click through rates (CTR)

cost per click (CPC)

cost per acquisition (CPA)

cost per mille (CPM) – per thousand

cost per impression (CPI)

Monitor and adjust plan

Work to agreed targets

Refine ads as required

Analyse data

Liaison with others

Platform tools

Google

Facebook

Google Analytics