

Digital Ad Book

An overview of digital ad types composed by
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Display/Banner Ads

The first ad unit can be considered one of the most intrusive ad types ever created: Display (Banner) ads. These visual ads take form in various rectangular sizes to squeeze on millions of web pages hoping for a click. It is no surprise that Banner ads make up 30% of all ad units because it has an overwhelming inventory. They appear almost anywhere on a website: Top, bottom, sides, in-between content, and even pop-ups on top of content. Display ads are efficient for generating impressions but severely lack clicks and conversions. The CTR (Click Through Rate) is somewhere around 0.04%, or less than five clicks per ten-thousand impressions. The strongest elements of Display ads are the immediate visibility, extremely low cost (around \$2.50 per 1,000 impressions), and precise targeting. In order to be relevant to the content and specific to the user, this ad unit uses cookies to collect data on users' online visits and engagements. On the other hand, its weaknesses come from bad reputation and poor performance. Banner ads have little to no conversion value, are often associated with fraud/viruses, and have caused people to become "Banner Blind". This term refers to the surplus of Banner ads and user tendencies to scroll past them unnoticed. This ad unit does not have much value in the digital world and more often annoys users than inspires them to convert on a product or service.

Examples



Child whole life insurance

2x the coverage
No increase in premium

Grow-Up[®]
Plan

[Learn More](#)

Gerber Life Insurance Company
Home Office: White Plains, NY 10605

The banner features a light blue background with a white vertical line. On the right side, there is a cartoon illustration of a baby's face peeking over a blue blanket. The text is arranged in a clear, readable layout, with the main offer on the left, the product name in the center, and the call to action and company information on the right.

This is a classic Banner ad. Long rectangular shape placed on the top, bottom, sides, and middle of a web page. It promotes a physical product for sale and may or may not be related to other content on the page. Display ads like this have caused people to become “Banner Blind” and they do not hold much value.

Here, there are two display ads: On top of the page and on the right side of the page. The ad on top is a higher quality banners that has moving components, while the ad on the right side is more traditional with text and a picture.

The screenshot shows the Investopedia website with a navigation bar at the top containing 'Investopedia', 'EDUCATION', 'MARKETS', 'SIMULATOR', 'YOUR MONEY', 'ADVISORS', 'ACADEMY', and search and user icons. A large blue banner ad for Schwab is positioned at the top, featuring the text 'At Schwab, you get:' followed by a large '\$0' and a list of benefits: 'Online Stock, ETF, and Options Commissions', 'A Satisfaction Guarantee', 'Award-Winning Service', and '45 Years of Innovation'. A 'GET THE DETAILS' button is located at the bottom left of the banner. On the right side of the banner, there is a vertical 'Advertisement' label and the Schwab logo with the tagline 'Clear your tomorrow'. Below the banner, the page content includes a breadcrumb 'BUSINESS > MARKETING ESSENTIALS', a 'Business' sidebar with links to 'BUSINESS ESSENTIALS', 'MARKETING ESSENTIALS', 'BUSINESS LEADERS', 'CORPORATE FINANCE & ACCOUNTING', and 'SMALL BUSINESS'. The main article is titled 'Banner Advertising' and is reviewed by Adam Hayes, updated on May 8, 2019. The article text defines banner advertising as a rectangular graphic display used on websites and online media. A Verizon Business Ready advertisement is located on the right side of the page, featuring an iPhone 11 and text: 'Get business ready. When you buy a new iPhone, you get a second one for up to \$900 off.' The Verizon ad includes a 'Buy now' button and a 'Feedback' button at the bottom right.



In Sight 

(Molly Peters)

Scenes from Los Angeles's equestrian oasis, nestled within the suburban sprawl



(Michael Scherer, Kevin Uhrmacher and Kevin Schau/Post)

Who is hoping to challenge Trump for president in 2020?



(Ashlyn Still/Post)

Who has qualified for the December Democratic debate



(The Post)

Just tuning into the 2020 Democratic primary? Start here.

From Our Advertisers 

Content from Blue Cross Blue Shield Association
A new approach to diabetes treatment



Content from Van Metre Homes
Say goodbye to the nursing home model



Content from AT&T Business
Reinventing medicine using augmented reality



ADVERTISEMENT

In this example, the banner ads are clearly identified and grouped on a more organized fashion. They appear more legit than traditional banner ads, but still are rather ineffective at attracting engagement. In the top right corner next to the "Sign In" button, there is a sneak-peak at the next ad unit: Native ads.

Native Ads

Native ads are the result of three elements coming together: Advertising, Journalism, and Public Relations. These ads are found in content feeds, product feeds, and social feeds, and are created to assimilate to the platform on which they are being displayed to appear organic. They do not interrupt the flow of user experience and are often placed in between text paragraphs and other convenient locations. Native ads rely on design to appear natural amongst content on a certain platform. This includes color schemes, text font, ad size, and many other factors. As opposed to display ads, which may seem similar, they are considered “Inbound”, since they are ads that users actually want to consume. The targeting potential of Native ads is immense because of the social media activity data available to advertisers. Also, they are effectively used for retargeting by placing user-specific desired products in a natural environment. The strengths of this ad unit are that it has a high impression value, an immersive ad experience, and a much higher conversion rate than display ads due to its inbound features. Although advertisers will be paying a premium digital price, Native ads are generally worth paying more for. The only obvious weakness of this unit is that it is costly for advertisers. With the ability to track data like other ad units and produce much better results than Display ads, Native ads are the winning choice for advertisers.

Examples

The screenshot shows the Forbes website's navigation bar with categories like Billionaires, Innovation, Leadership, Money, Business, Small Business, Lifestyle, Lists, Advisor, Featured, Breaking, and More. Below the navigation bar, there are two article teasers. The first is titled "When Being Selfish Creates a Win-Win" by Rajshree Agarwal. The second is titled "Deloitte's Global Millennial Survey: Exploring A 'Generation Disrupted'" by Michele Parmelee. Below these teasers is a large advertisement for Hilton Hotels. The ad features the text "Raising The Bar For Business Travel" and "Craft cocktails steps from your room." with a call-to-action button "Explore Our Hotels". The ad is styled to match the website's blue and white color scheme and is placed between content categories. Below the ad, there is a section header "Innovation →".

This is an advertisement from Hilton Hotels that appears on the Forbes homepage and is executed in a number of ways. First, a commercial video constantly plays at the very top of the page. As the user scrolls down to view content, the blue banner seen at the top of this picture follows. The third component consists of a rectangular display ad placed between content categories (as seen in the picture). The ads create an environment around the content so that they seem in their natural place. They also mimic the colors and designs of the Forbes site with blue color and similar borders. These kinds of display ads are much more effective than the banner ads seen previously.

On the far right side of this Business Insider web page, there lies another typical form of Native advertising. It contains click-baiting text like “Here’s what will happen when Queen Elizabeth II dies”. The grouping of articles is titled “Videos You May Like” in attempts to seem more friendly to the user. They are made by Taboola, a major display ad company. These types of native ads tend to get a bit more engagement than standard banner ads because they are not selling a product and appear tailored to the user.

The screenshot shows the Business Insider website interface. At the top, the logo "BUSINESS INSIDER" is on the left, and navigation links for "TECH", "FINANCE", "POLITICS", "STRATEGY", "LIFE", "BI PRIME", "INTELLIGENCE", and "ALL" are in the center. On the right, there are links for "Log In" and "Subscribe".

The main article is titled "An anonymous Microsoft engineer appears to have written a chilling account of how Big Oil might use tech to track its workers' every move" and is dated "1 hour ago". It features a large portrait of a man with glasses.

Below the main article, there are two smaller article teasers: "RETAIL 2 hours ago" and "MARKETS 29 minutes ago".

On the right side, there is a "VIDEOS YOU MAY LIKE" section by Taboola. It contains four video thumbnails with titles: "everywhere else" with a "SEE CARD DETAILS" button, "Here's what will happen when Queen Elizabeth II dies", "38 incredible pools to swim in before you die", "Psychologists debunk 25 mental-health myths", and "Why Apple products are so expensive".

The image shows a screenshot of the GQ website. At the top left is the GQ logo, and at the top right is the text "INTERNATIONAL | STUDENTS & EDUCATORS". The main content area features a large headline: "Get 1 Year of GQ for \$15". Below this is the sub-headline "Plus Free Swag!". To the right, there is a photograph of a man in a suit, likely a GQ cover star. In the center, a white pop-up window with a black border and a close button (X) in the top right corner is displayed. The pop-up contains the GQ logo, the text "Special Offer", and "Get one year of GQ for only \$15 + free swag". Below this, it says "Subscribe in the next" followed by a countdown timer showing "04 : 51" with "M" and "S" underneath. At the bottom of the pop-up, there is a black button with the text "UNLOCK MY SPECIAL OFFER" and a link that says "NO THANKS". In the background, partially obscured by the pop-up, is a section titled "One-Year Subscription" with the text "1 Year of GQ + weekender duffle" and a "Learn More" link. To the right of the pop-up, there is a section for "Best Stuff Box" with a price tag of "\$49.99".

This example displays a unique type of native ad that is common amongst subscription based business but unconventional in form. Here, GQ is advertising for themselves, offering a special package if the user subscribes in a certain time frame. Although it is a pop-up, it seems natural because it is a self-advertisement. Native ads like these are extremely effective and can generate a high conversion rate.

Paid Search Ads

Paid Search ads are the financial basis for Google and most other search engines. When someone searches for keywords on Google, the first items to show up on the SERP (Search Engine Result Page) are paid ads. They often go unnoticed by the average user, making them extremely effective for clicks and conversions. On Google, paid ads appear based on the max cost-per-click, the quality score, context of the search, and a few other factors. They look basically the same as organic results besides a small ad box placed before the meta-description. They are the ideal inbound ad unit and only appear when their content is searched for. The advantages of paid search ads are substantial: They target pre-aware customers, respond to niche searches, provide detailed analytics, and generate a high CTR and conversion rate. The click through rate of this unit across all industries on Google is 3.17%. Likewise, the conversion rate is 3.75%. However, the strong performance of these ads comes with a cost.

Paid Search Ads

Google ads can be expensive in more competitive fields like legal (average \$6.75 Cost Per Click) and consumer services (average \$6.40 Cost Per Click). Because ad rank is greatly influenced by max cost per click (the max amount the advertiser is willing to pay), some companies have been known to bid hundreds of dollars per click. However, there are multiple components that make up an ad's rank, so heavy bidding does not always guarantee a top spot. The competition for many categories on Google is intense, making advertisers work hard to get to the top of the page. Unlike Banner ads, these impressions are valuable because they are being sought out by the consumer. If an ad shows up at the top of a search, a ready-to-convert user is more likely to click on it. Paid search ads are a must for businesses looking to thrive in the digital world. They allow niche searchers to find a product or service instantly and make convenient conversions. Organic Search (a search on Google) is the largest traffic channel of most websites, usually accounting for 50% of a site's total traffic. Although more expensive, this unit produces relevant content and incredible engagement results.

Examples

The image shows a Google search results page for the query "winter coats". The search bar at the top contains the text "winter coats" and a magnifying glass icon. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "News", "Maps", "More", "Settings", and "Tools". The search results are displayed in a grid format. On the left side, there are four organic search results, each with a title, a URL, a star rating, and a brief description. On the right side, there is a "Sponsored" section titled "See Winter Coats & Jackets" which displays a grid of product images with their respective prices and ratings. At the bottom right, there is a "More on Google" link.

Google

winter coats

All Shopping Images News Maps More Settings Tools

About 2,320,000,000 results (0.69 seconds)

Winter Coats at JCPenney® | Save 25% off + Free Shipping
[www.jcpenny.com/](#) (888) 773-8138
Save on Winter Coats at JCPenney®. Free Shipping Every Day at JCPenney®. Up to 50% off Pants. Free Shipping to Stores. Earn Rewards Points. Up to 60% off Sweaters. Up to 60% off Sleepwear. Save With Coupons. Shop Best Sellers. Brands: Nike, Adidas, Puma, Lee, Jockey.
📍 220 Golf Mill Ctr, Niles, IL - Open today - 10:00 AM - 9:00 PM







Nordstrom Rack Up to 70% Off | Shop New Arrivals in Coats
[www.nordstromrack.com/](#)
★★★★★ Rating for nordstromrack.com: 4.5 - Order accuracy: 95-100%
Up to 70% Off on Coats! Shop New Arrivals + Free Shipping On Orders +\$49.
📍 9625 Skokie Blvd, Skokie, IL - Open today - 10:00 AM - 9:00 PM

Lands' End® Winter Coats | 50% Off Full-Price Styles
[www.landsend.com/Coats](#)
Lands' End: The Warmest Place on Earth. Shop Pre-Black Friday Sale for 50% Off Full-Price.

Shop Winter Coats | Coats For Every Occasion | ModCloth.com
[www.modcloth.com/](#)
From Cozy Wool To Chic Crops, We've Got A Coat With Your Name On It! In Sizes XXS-4X.

Winter Coats & Jackets for the Whole Family | Burlington | Free ...
[https://www.burlington.com/winter-coats-58413](#)

See Winter Coats & Jackets Sponsored

 Eddie Bauer Men's Super... \$174.50 Eddie Bauer 31% price drop	 Expedition Down Winter ... \$87.97 Lands' End Free shipping	 The North Face Men's Arrow... \$149.25 The North Face ★★★★★ (101)
 Carhartt Bartlett Jacket Carhar... \$119.99 Carhartt ★★★★★ (70)	 OROS Orion Parka \$350.00 Oros Free shipping	 Carhartt Quick Duck Sawtoot... \$199.99 Carhartt ★★★★★ (185)

→ More on Google

The first paid search example shows a standard SERP for a consumer product search. The first results on the page are paid search ads linked to a landing page where a conversion can be made. They contain titles, urls, meta-descriptions, locations, contact info, hours of operation, and extensions. On the right side of the page, images of products are shown that link to the product purchase page when clicked on. These are also ads as identified by the "Sponsored" tag in the top right corner.



mesothelioma lawyers chicago



All

News

Images

Videos

Shopping

More

Settings

Tools

About 306,000 results (0.53 seconds)

Top Rated Mesothelioma Lawyers - Free Legal Consultation

[Ad](#) www.swmwlaw.com/Mesothelioma/Law

Experienced In Asbestos And Lung Cancer Cases, Our Legal Team Will Fight For You.
Experienced Attorneys. Contact Us. Caring & Helpful. We Come To You. Personal Attention.

Rights and Legal Options

You Need Experienced Attorneys That
Take Time To Understand Your Case

Free Consultation

Don't Hesistate, Contact Us Anytime
Talk To An Experienced Attorney

Mesothelioma Claims Center | No Need To File A Lawsuit

[Ad](#) www.mesotheliomaclaimscenter.info/ [\(866\) 447-4974](tel:(866)447-4974)

Submit A Claim Today To Get The Money You Deserve. Free Legal Consultation.

You Don't Have To Sue | Asbestos Trust Money Is There.

[Ad](#) www.nationalmesotheliomaclaims.com/ [\(855\) 305-0223](tel:(855)305-0223)

The National Mesothelioma Claims Center: Gateway to the \$30B Asbestos Trust Fund

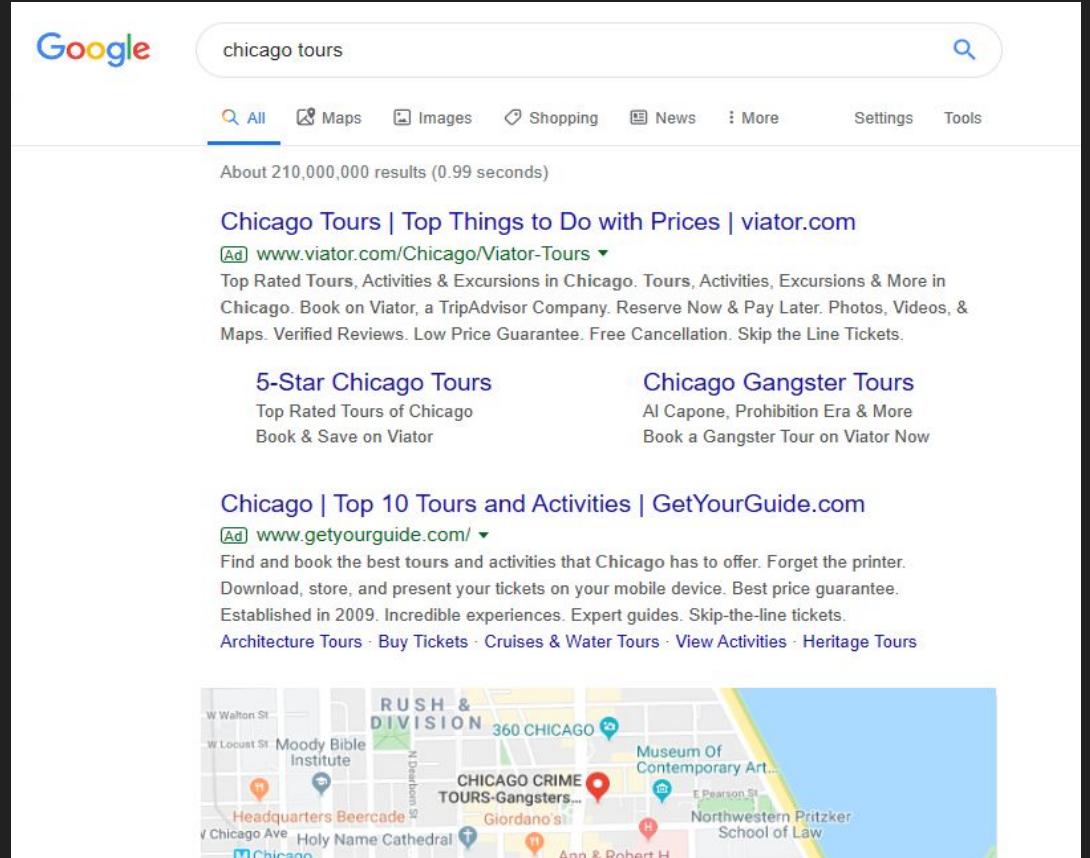
What is Mesothelioma Cancer? - Free Mesothelioma Package

[Ad](#) www.mesotheliomagroup.com/Mesothelioma/WhatIsIt [\(888\) 740-7579](tel:(888)740-7579)

Learn About Types, Causes, Who's at Risk, Diagnosis, Stages, Treatment Options & Prognosis

This Google SERP contains ads for a desired service. These ads tend to have a more costly CPC since the value of a conversion is extremely high. In these results we see the same elements as the product results in the previous example. The use of extensions is effective in these types of ads to make the user experience as easy as possible. In the first result, a user can either click for information on legal rights or immediately start a consultation. They provide the user with exactly what they are looking for.

Here we have another example of ads for a public service. Like in the previous example, this search is based on a specific location. Often, ads will appear on the Google map displayed on the SERP page, which take another form of paid search ads. These are helpful for showing users exact locations of the requested services, which leads to a high CTR and conversion rate.



The image shows a Google search results page for the query "chicago tours". At the top, the Google logo is on the left, and the search bar contains "chicago tours" with a magnifying glass icon on the right. Below the search bar, navigation links for "All", "Maps", "Images", "Shopping", "News", "More", "Settings", and "Tools" are visible. The search results indicate "About 210,000,000 results (0.99 seconds)".

The first search result is an advertisement for Viator.com, titled "Chicago Tours | Top Things to Do with Prices | viator.com". The ad includes a link to "www.viator.com/Chicago/Viator-Tours" and a description: "Top Rated Tours, Activities & Excursions in Chicago. Tours, Activities, Excursions & More in Chicago. Book on Viator, a TripAdvisor Company. Reserve Now & Pay Later. Photos, Videos, & Maps. Verified Reviews. Low Price Guarantee. Free Cancellation. Skip the Line Tickets." Below this are two sub-ads: "5-Star Chicago Tours" (Top Rated Tours of Chicago, Book & Save on Viator) and "Chicago Gangster Tours" (Al Capone, Prohibition Era & More, Book a Gangster Tour on Viator Now).

The second search result is an advertisement for GetYourGuide.com, titled "Chicago | Top 10 Tours and Activities | GetYourGuide.com". The ad includes a link to "www.getyourguide.com/" and a description: "Find and book the best tours and activities that Chicago has to offer. Forget the printer. Download, store, and present your tickets on your mobile device. Best price guarantee. Established in 2009. Incredible experiences. Expert guides. Skip-the-line tickets." Below this are links for "Architecture Tours", "Buy Tickets", "Cruises & Water Tours", "View Activities", and "Heritage Tours".

At the bottom of the page, a map of Chicago is displayed, showing the area around the "RUSH & DIVISION" intersection. The map includes several location markers: "Moody Bible Institute", "CHICAGO CRIME TOURS-Gangsters...", "Headquarters Beercade", "Holy Name Cathedral", "Giordano's", "Ann & Robert H.", "Museum Of Contemporary Art...", and "Northwestern Pritzker School of Law".

Influencer Advertising

A more recent addition to the digital ad unit family, influencers have been on the rise with the increasing growth of social networks. Influencers are people with massive followings on social platforms that post content promoting certain brands. They have become an impactful resource for all kinds of companies and have introduced a personal feel to digital advertising. Instead of engaging with advertisements from companies, consumers can interact with people they follow during the decision-making process. Seeing an influencer using a product or service in their personal lives sparks trust in consumers and makes clicks and conversions more likely. This form of inbound marketing has allowed niche markets to thrive on social media. The strong points of influencers are the wide reach to niche audiences, brand social presence, high click through and conversions, and the chance to go viral. In contrast, some weaknesses include high costs, influencer credibility, and brand association. Depending on the popularity of the influencer, a single ad could cost into the thousands of dollars. But for credible influencers, the expense may be worth it. However, if a brand partners with an influencer who falls out of the public eye, it could damage its reputation. After all, influencers are just people who can easily make mistakes that can be seen by millions of people. Therefore, brands must be particular in whom they chose to represent their mission and promote their products. This ad unit is a powerful resource for brands looking to establish social awareness as long as the chosen influencer is relevant and trustworthy.

Examples

The first example is one of Instagram's most notorious influencer types: Fitness influencers. These people promote health products and services, athletic clothing, and many other items. Posts of influencers wearing the clothes and using the products attract the most attention and engagement from consumers because they aspire to be like the influencer. These are paid partnerships, as identified by the "Paid partnership with womensbest" stamp above the picture. Influencers tag the accounts of their partners and write photo captions about the brand and product, as we will see in the next two examples.





Posts



makeupbymario



8,629 likes

makeupbymario Heading into the busiest time of year with my @ollynutrition #ultimatebeautykit collection 🥰 Have you guys tried them yet? They are the best! #ollysponsored

View all 106 comments

derekkblasberg I need more of the Sleep! (Obviously, I don't need more Beauty)



ollynutrition 🤝💕🤝



The second example is a common type of influencer post where the person simply posts a picture of the product they are promoting. Here we see the brief caption containing a call to action by asking if users have tried the product. The partnered brand account is tagged in the caption and a hashtag is used at the end. These posts attract a lot of interaction (as seen by the likes and comments) and are very helpful for spreading brand awareness.

Although many influencers are people who post sponsored ads for a living, some are well known people in other careers who will only post certain ads. This is a prime example. Bryce Harper is a professional baseball player who is very well known across the U.S. He captioned this post with a long text about what the product means to him and why he promotes it. He discusses his long term partnership and trust in the brand. This has a powerful effect on consumers because the ad has a genuine aura around it. People are more likely to engage and convert because there is a deeper connection than a regular paid advertisement.



Paid Social Media Ads

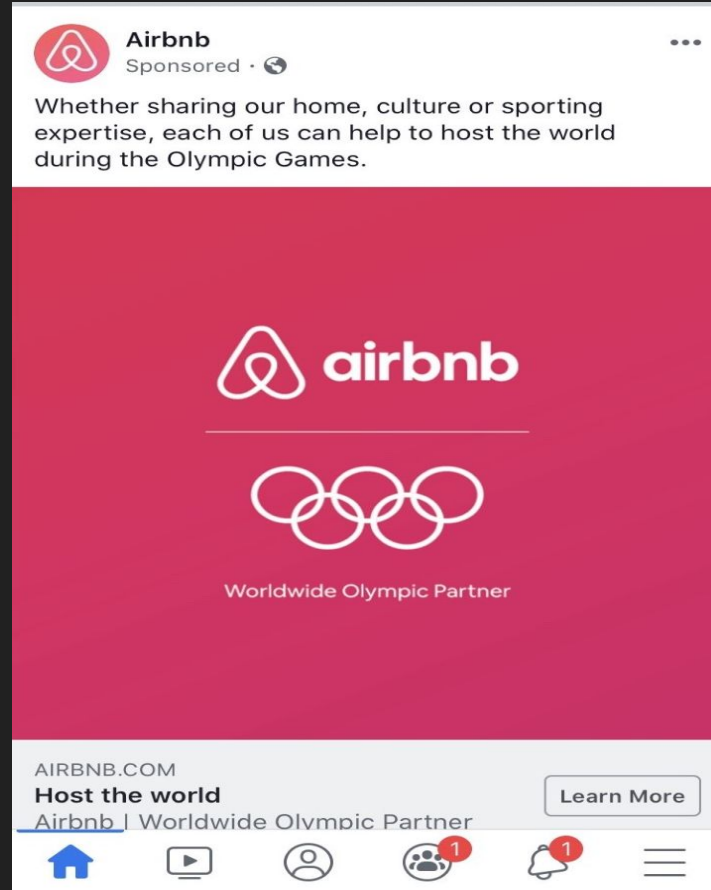
Social media platforms have evolved into advertising engines. On the majority of platforms (Facebook, Instagram, LinkedIn, Snapchat, etc...) users with business profiles can pay for a post to become an advertisement. These ads will appear in the selected target's feed, looking like natural content but identified by an "advertisement" or "sponsored post" tag. Social media ads can cover a wide range of content depending on the platform being used. Advertisers prefer visual ads on platforms because they have stopping power in a feed, but an ad could be all text too. Any type of post that can be made on a platform can be turned into an advertisement. This ad unit can be extremely effective if used correctly. Its audience segmentation is exceptional. platforms like Facebook can identify the location, gender, age, relationships, family, physical appearance, education, work, and many more aspects of each individual user's life. These platforms hold detailed social graphs of their users which results in precise targeting for ads. To take it a step further, the Facebook Pixel can be used on a brand's website to collect data on a visitors' online activity, which is a game-changer for remarketing and retargeting. It is no coincidence that products and services people search online appear later in their social feeds.

Paid Social Media Ads

With a plethora of personal information and ability to track online activity, Facebook can create “lookalike audiences”. This means that Facebook will find new profiles based on the current ad audience, almost cloning the target and maximizing the ad reach. In addition, social ads are inexpensive and will guarantee a high number of impressions. Facebook is based on a bidding system, as is Instagram, but one can normally expect to pay a CPC of under \$1. More importantly, they are key drivers for ad engagement; with a simple like or comment a message can stick in the mind of a consumer. Since the targeting is so precise, this form of inbound marketing produces a relatively high conversion rate because people do not mind consuming these ads. Social ads are powerful tools for targeting, reach, and engagement, but can often get overlooked in social feeds. People usually stop to view a post for a few seconds, so if the ad does not stand out it can easily be lost in the feed. Also, they are not ideal for desktop users, and need to be designed to attract mobile users who spend a high frequency of small time-intervals on platforms. Social ads are an impactful resource for advertising and should be used to gain reach and establish a social presence. They can easily find their way into a niche consumer’s feed and receive ample engagement from the target audience. This ad unit continues to develop its performance with new features for advertisers to optimize ads. Lastly, they provide in-depth analytics about post-performance allowing advertisers to build high-performing advertisements.

Examples


The first paid social ad we will look at comes from Facebook. The ad appears as a normal post in the home page Facebook feed and is similar in design to all other posts. It provides an ad and link to the Airbnb website. These types of posts do not interrupt the user experience and are generally well received by users.




A screenshot of a Facebook post from Airbnb, marked as 'Sponsored'. The post features a large pink graphic with the Airbnb logo and the Olympic rings, with the text 'Worldwide Olympic Partner'. Below the graphic is a 'Learn More' button and a link to 'Airbnb | Worldwide Olympic Partner'. The bottom of the image shows the Facebook navigation bar with icons for home, video, profile, friends (with a notification), and notifications (with a notification).

Airbnb
Sponsored · 🌐

Whether sharing our home, culture or sporting expertise, each of us can help to host the world during the Olympic Games.

 **airbnb**



Worldwide Olympic Partner

AIRBNB.COM
Host the world [Learn More](#)

[Airbnb | Worldwide Olympic Partner](#)

Home Video Profile Friends 1 Notifications 1



The image shows a screenshot of an Instagram post. At the top, the Instagram logo is centered, with a camera icon on the left and a profile icon with a red notification dot on the right. Below the header, the user name 'interscope' is displayed in a bold, sans-serif font, with the word 'Sponsored' underneath it. To the right of the name is a three-dot menu icon. The main content of the post is a photograph of Selena Gomez sitting on a patterned rug in a recording studio. She is wearing a bright yellow-green hoodie and white pants, and is holding a small, colorful object. Professional studio equipment, including microphones on stands and a boom arm, is visible around her. Below the photograph is a dark red banner with the text 'Shop Now' on the left and a right-pointing chevron icon on the right. Underneath the banner are icons for likes (heart), comments (speech bubble), shares (paper plane), and a bookmark icon. Below these icons, the text '86 likes' is shown. The caption reads: 'interscope Pre-order Selena's upcoming album and shop exclusive merch in her official store now.' At the bottom of the screen is the Instagram navigation bar, which includes icons for home, search, post creation, activity, and profile.

Instagram

interscope
Sponsored

Shop Now

86 likes

interscope Pre-order Selena's upcoming album and shop exclusive merch in her official store now.

The second paid social ad is found on Instagram, which is owned by Facebook. The visual ad is similar to the Facebook ad: eye-catching, designed like organic content, and provides a link to the product being promoted. It appears in the middle of the user's feed and feels natural in place, like a native ad. Therefore, it is efficient at producing clicks and conversions.

Unlike the Facebook and Instagram ads, this paid Twitter ad has more of a balance between visual content and text. It maintains the importance of content-specific platforms. An ad designed with this balance of text and visuals would likely not be as successful on Instagram or Facebook. Meanwhile, It still holds the core components of paid social ads: a mention of the advertisers social account, a link to the product or service website, and a clear disclosure that it is an ad.



UrAvgConsumer ✓ @UrAvgConsumer ▾

These Bose headphones are a bomb gift for those people on your list who need solid noise cancellation + crazy comfort. @BestBuy has gift ideas for everyone on your list this holiday bby.me/judner2 #Ad



🗨️ 288 🔄 321 ❤️ 8,560 📤

🚩 Promoted by Best Buy

♥️ madeline liked



Sam @RohloffSam · 11h ▾

My brothers phone and moms phone are connected and I went to FaceTime Jake with my sleep mask on my head but instead I was greeted then roasted by a room full of second graders on FaceTime..

🗨️ 2 🔄 1 ❤️ 17 📤

