



Digital advertising 101: Optimizing your local and programmatic ad inventories



Thursday, February 14th, 2019

TN TownNews

Today's agenda

- An digital advertising overview, including commonly used terms
- Generating revenue from local and programmatic ad sales
- eCPM—the key metric for revenue growth
- Tips for packaging and pricing digital ad inventory



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that are being assembled. The scene is brightly lit, and the focus is on the collaborative effort of fitting the pieces together.

Industry information and guidelines

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What is digital advertising?

Also called “Internet Advertising” or “Internet Marketing.” When businesses leverage internet technologies to deliver promotional advertisements to consumers.

—*Webopedia.com*



Speak digital advertising like a pro

Local advertising

Broadly used to describe digital advertising that is directly sold by the publisher

Programmatic ads

Automated bidding by ad networks in real time for the opportunity to show an ad

IAB Ad Sizes

[IAB standards and creative guidelines](#) for standard ad sizes across publishers (728x90, 300x250, 160x600, etc.)

CPM: Cost Per Thousand impressions

Standard way of buying digital ads

eCPM: Effective Cost Per Thousand impressions

Calculated by dividing total earnings by total number of impressions in thousands

CPC: Cost Per Click

CPA: Cost Per Acquisition

For example, subscribing to a newsletter or a percentage of the total of an online sale

RPM: Revenue per thousand pages

Inclusive of all revenue earned -- ads, widgets, paid content, surveys, quizzes, subscriptions, metering, etc.

SOV: Share of Voice

Weight or percentage of available advertising inventory given to an advertiser in relation to other advertisers. Primarily used for unique sponsorships or in one or two ad positions for a short-term campaign.

Rich Media

Ads that include advanced features like video, audio or other elements designed to involve the user

ROI: Return on Investment

Measured according to the advertiser's campaign goals vs. costs

Metrics that matter

Impressions

Counted when an ad creative is downloaded to the user's device and has begun to load.

Viewability

Metric that measures impressions seen by users.

Viewable impressions

Counted when 50% of the ad is in the viewport for at least one second.

Fill Rate

Percentage of total ad impressions that generated revenue.

Sell-thru Rate

Percentage of total ad impressions sold locally.

Viewability Rate

Percentage of ads which count as being viewed.

Advertisers are buying viewable ad placements, rather than above-the-fold (ATF).

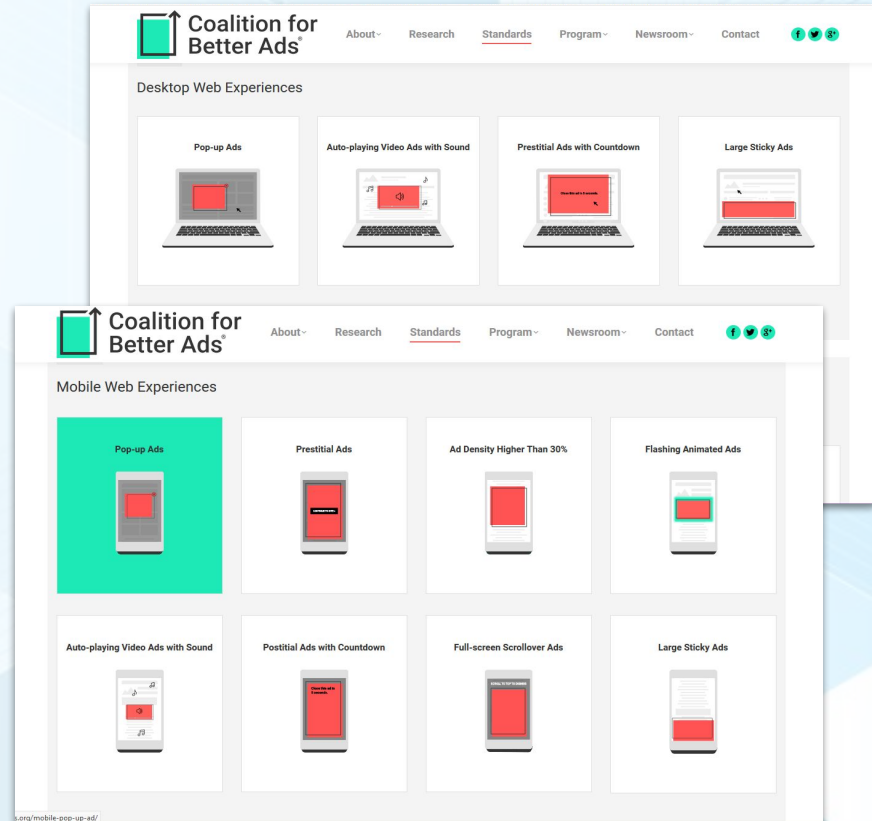
Complete viewability reporting available to publishers using Google Ad Manager 360.



Better Ad Standards

Guidelines for what constitutes an engaging user experience and optimal viewability for advertisers

www.betterads.org/standards/



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that are being assembled. The scene is brightly lit, and the focus is on the collaborative effort of putting the pieces together.


Generating revenue

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More than banner ads!

- Paid recommendations, widgets
- Subscription and metering
- Surveys, contests, quizzes
- Events and sponsorships
- Photo and merchandise sales
- Display and video ads



"The only security of all is in a free press."
- Thomas Jefferson

**For only \$2.49 per week unlimited digital access,
We'll donate \$10 to the Local Police Department**

For more than 126 years, we have been dedicated to shining a light on the issues that affect, engage, benefit and empower our local community.

[Subscribe Now >](#)

4 remaining of 5 [Private.](#)

Welcome! We hope that you enjoy our free content.

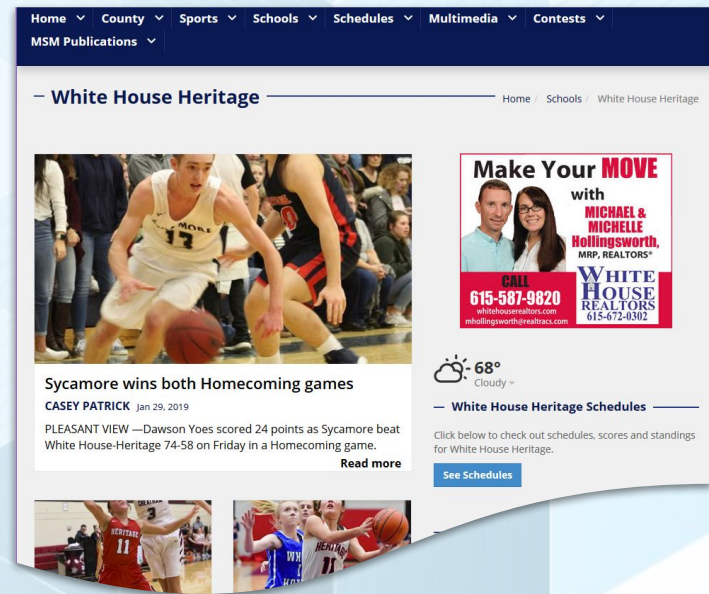


Photo galleries sponsored by:

**Premier Bank
Rochester**
MEMBER FDIC

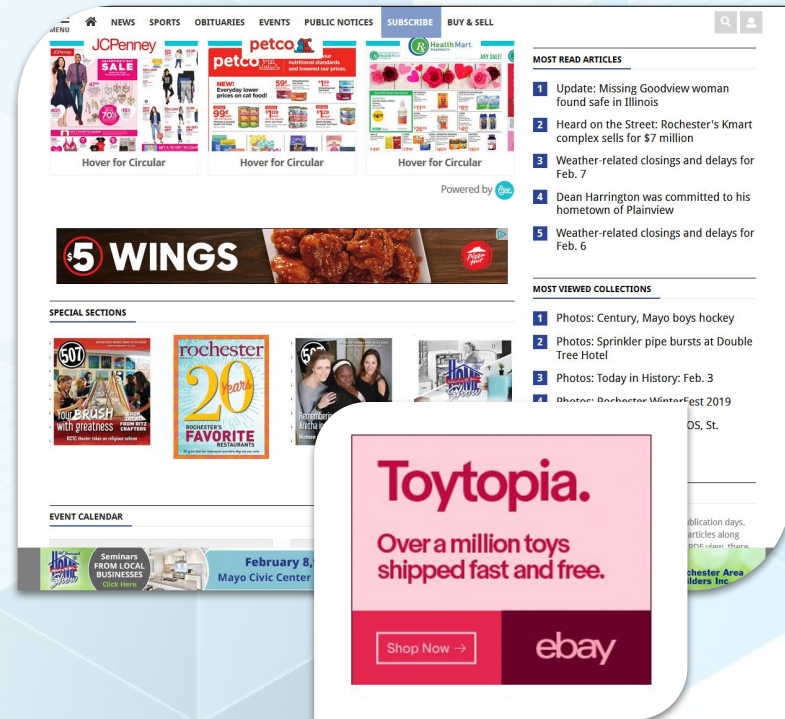
Direct or local ad sales

- Handled by an in-house sales team
- Negotiated directly with advertisers
- Offers customized, high-impact placements
- eCPMs minimum five times higher
- Not every local business is a good fit



Programmatic ad sales

- Remnant or backfill ads
- Automated auction allowing ad networks to bid
- Unsold display or video inventory
- No control for advertiser over ad placements



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that form a larger puzzle. The scene is dimly lit, focusing on the puzzle pieces and the hands of the participants.

eCPM: the key metric for growth

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eCPM: The key metric

$$\text{eCPM} = (\text{Revenue}/\text{Impressions}) * 1000$$

- Calculate for local, programmatic, and total
- Use to optimize performance of display inventory
- Set pricing for locally sold ad packages
- Set revenue goals



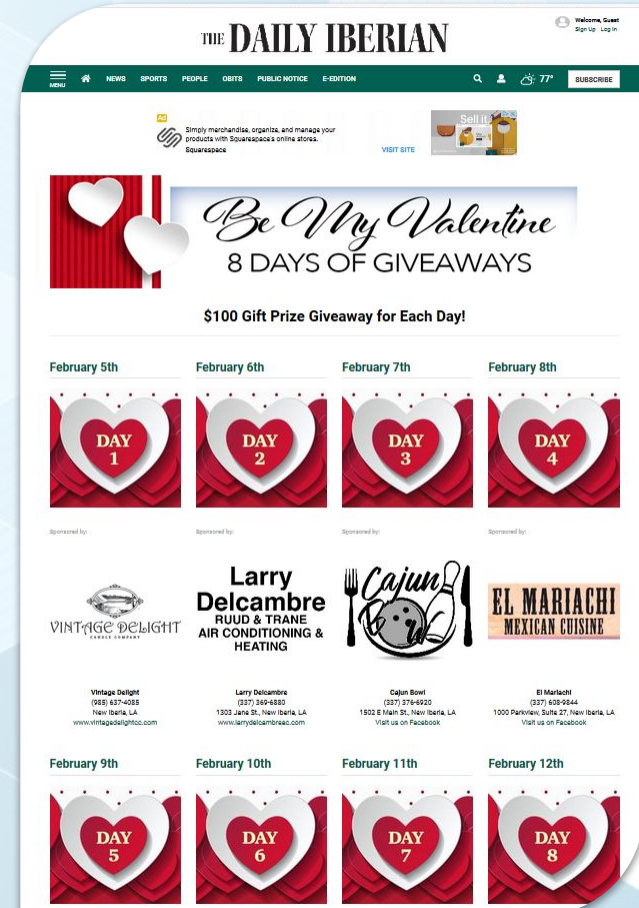
Other revenue metrics

CPA: Cost per Acquisition

- Use for specific conversion-based campaigns such as Valentine's Day or Mother's Day

CPC: Cost per Click

- 8% of internet users account for 85% of all display ad clicks



SOV vs CPM Packaging

SOV: Share of Voice

- Flat fee for rotation
- Ad placement, Page or Run of Site

CPM: Cost per Thousand Impressions

- Charged by views
- Great for when things go viral
- Traffic spikes or lows



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that are being assembled. The scene is brightly lit, and the focus is on the collaborative effort of fitting the pieces together.

Best practices

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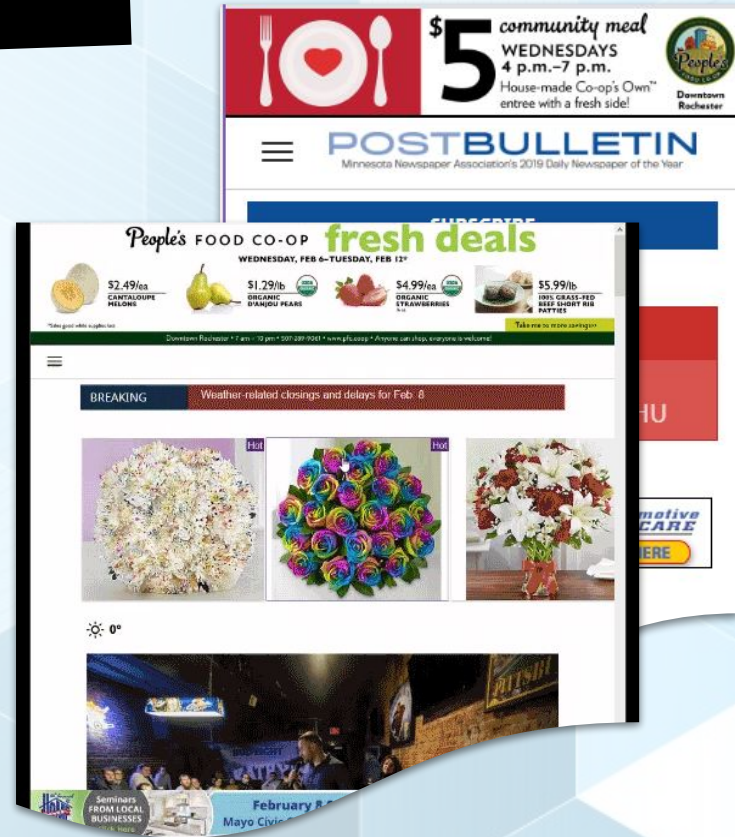
Pricing local ad sales

- Level of Effort (LOE)
- Campaign implementation
- Reporting
- Commissions
- Billing and invoicing



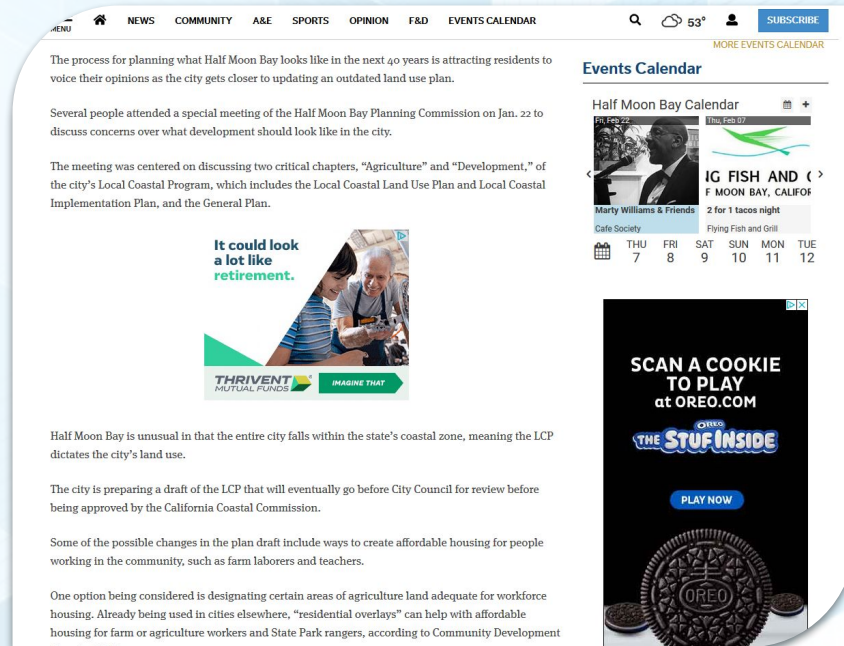
Offering more for local ads

- Guaranteed ad placement
- Impactful rich media
 - Pencil ads, expandable ads, reveals
- User engagement with local content
- Page, section or content targeting
- Create unique campaigns
 - Sponsorships, takeovers, roadblocks



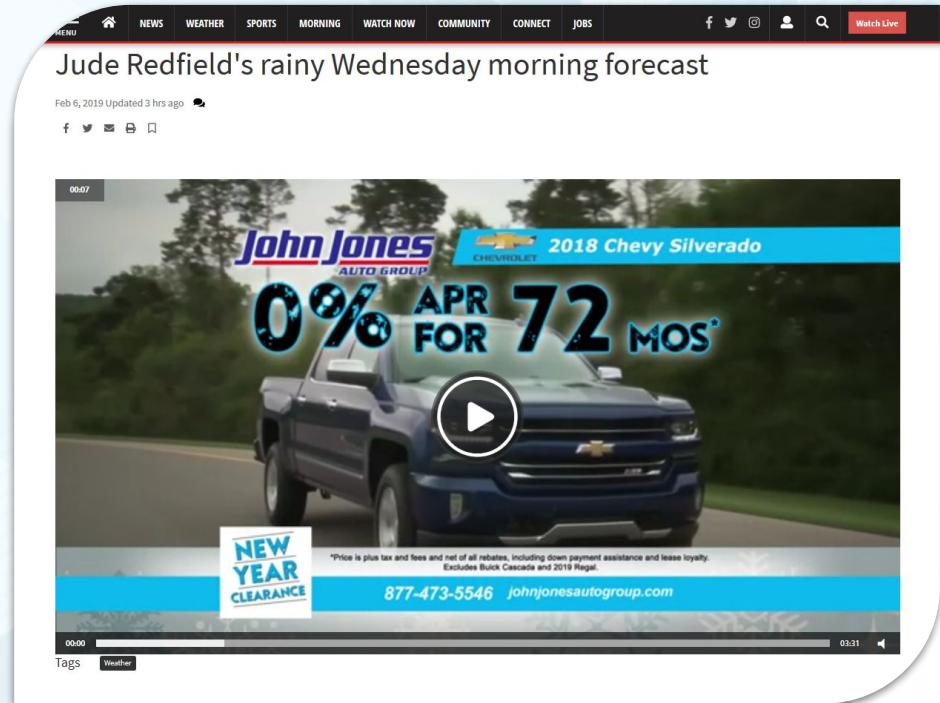
Maximize sell-through

- Geo-target locally-sold ads and supplement with programmatic
- Focus on certain ad placements for different channels
 - Example: right rail for local, in-story for programmatic



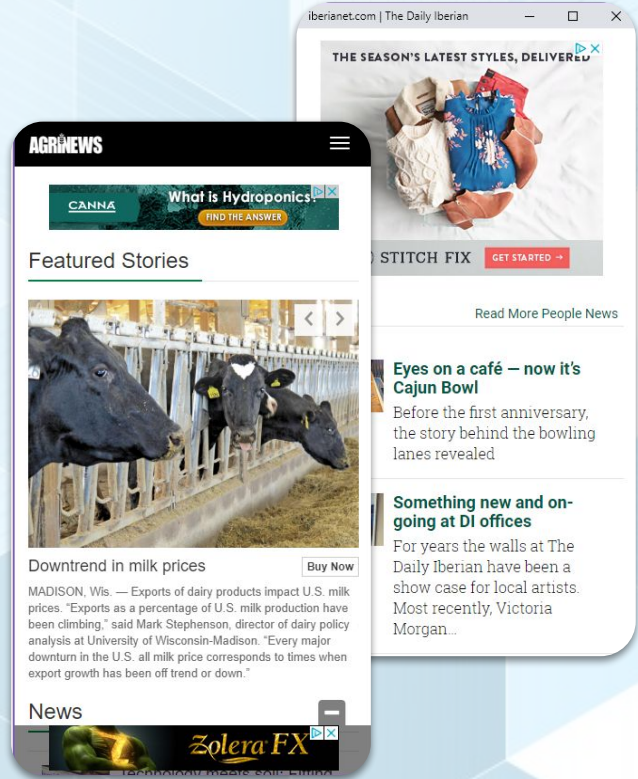
Let local advertisers in

- Embrace local advertisers on programmatic
- Local franchise advertisers
 - Car dealerships
 - Grocery store chains
 - Real estate agencies
 - Dental or medical offices
 - Insurance agencies



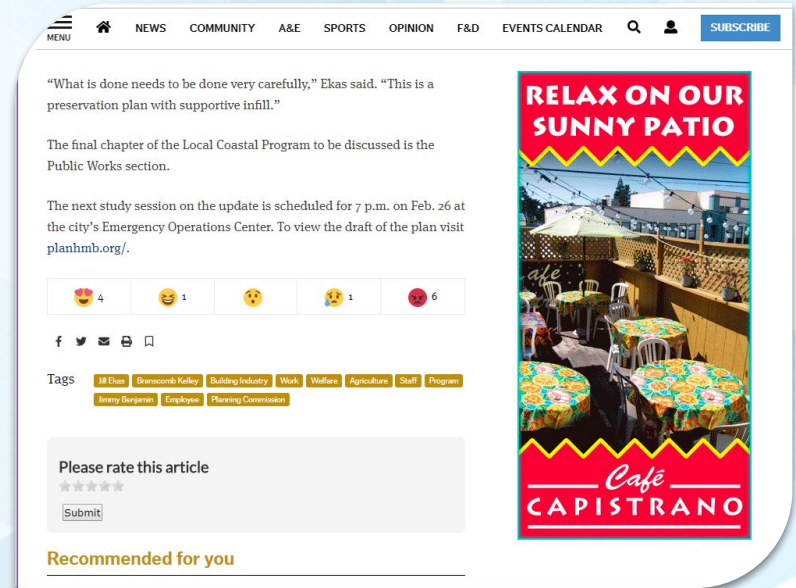
Think mobile-first

- **More users:** 66% of sessions on TownNews hosted sites were on a mobile or tablet device in 2018
- **Mobile is growing:** sessions on mobile and tablet devices grew 8% in 2018 across the TownNews network of hosted sites



Use these BLOX CMS features

- Sticky ads
- Lazy ad loading
- Ad refresh
- High impact ad templates for Google Ad Manager 360



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that are being assembled. The scene is brightly lit, and the people are dressed in professional attire. The puzzle pieces are interlocking, symbolizing teamwork and collaboration.

Coming soon: Google Ad Manager 360 webinar

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Takeaways

- Develop impactful ad packages for local advertisers
- Set goals for both local and programmatic sales that include eCPM
- Focus on select local advertisers



A photograph of a business meeting where several people are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that they are trying to fit together. The scene is partially obscured by a blue banner with the word 'Questions?' in white text.

Questions?

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A photograph of a business meeting. Several people in professional attire are gathered around a wooden table. They are holding large, colorful puzzle pieces (blue, red, green, and teal) that are being assembled on the table. The scene is brightly lit, and the focus is on the collaborative effort of putting the puzzle together.

Thank you!

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