

Unit 326

Guidance Notes

THE FOLLOWING IS A GUIDE ONLY

SECTION ONE

Q1.2 Types: banners, video display (interstitial), ad server/network, inline, in app, pop-up

Q1.3 Benefits: control over where ads appear, budget, easy to refine design and message, comprehensive and fast feedback on performance (metrics and analysis)

Q1.4 Factors: aims and objectives, target audience, available skills and resources, cost, time, accessibility, legal, copyright, ethical, competitors, context

SECTION TWO

Q2.1 Methods of Publishing: websites, apps, classified ads, auction sites, adservers/network buying platforms, video channels

Q2.2 Technologies: for image origination and editing, animation, etc.

Q2.3 Best Practice: message (headline, brand), image (creating, acquisition, editing), use of animation, layout, links, alt tag text

Q2.4 Different Types of Data: reports, statistics, metrics (click through rates (CTR), cost per click (CPC), cost per acquisition (CPA), cost per mile (CPM), cost per impression (CPI)

SECTION THREE

Q3.1 Propose: determine IAB size, suggest style and image use, suggest message, identify target audience, location, link destination

Q3.2 Create: source image, create image, edit, write copy, use animation timeline, destination link

Q3.4 Evaluate: reports, metrics, analytics