

Understanding Digital Advertising: Paid Search, Paid Social, and Programmatic



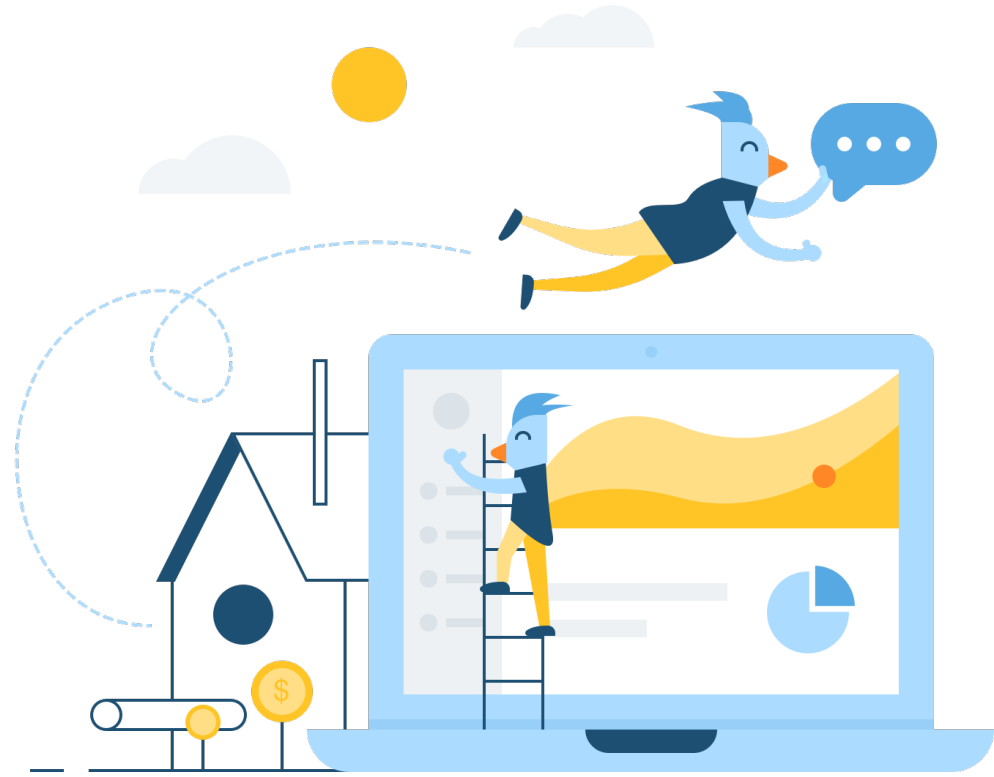
Aidan Augustin
Co-Founder and President





Marketing technology used by:

- ~700 associations (current)
- ~4,000 conferences, trade shows, and virtual events (cumulative)



Web Analytics – Digital Advertising – Influencer marketing

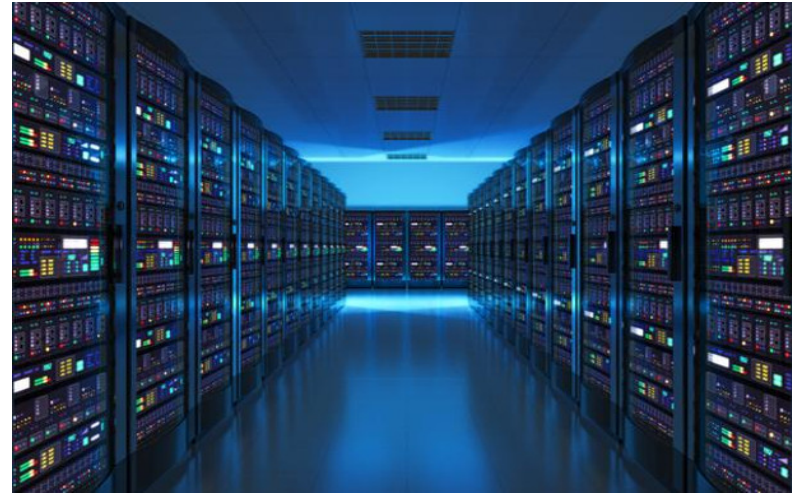


Programmatic

Clarifying Vocabulary

- Programmatic Advertising = the automated process of buying digital ad inventory based on targeting criteria set by the advertiser
- Real-Time Bidding (RTB) = the split-second auction process that takes place while loading a web page with ad inventory to determine which ad(s) will appear
- CPM = Cost Per Mille = cost of 1,000 ad impressions

Traditional Ad Sales vs Programmatic Ad Buys



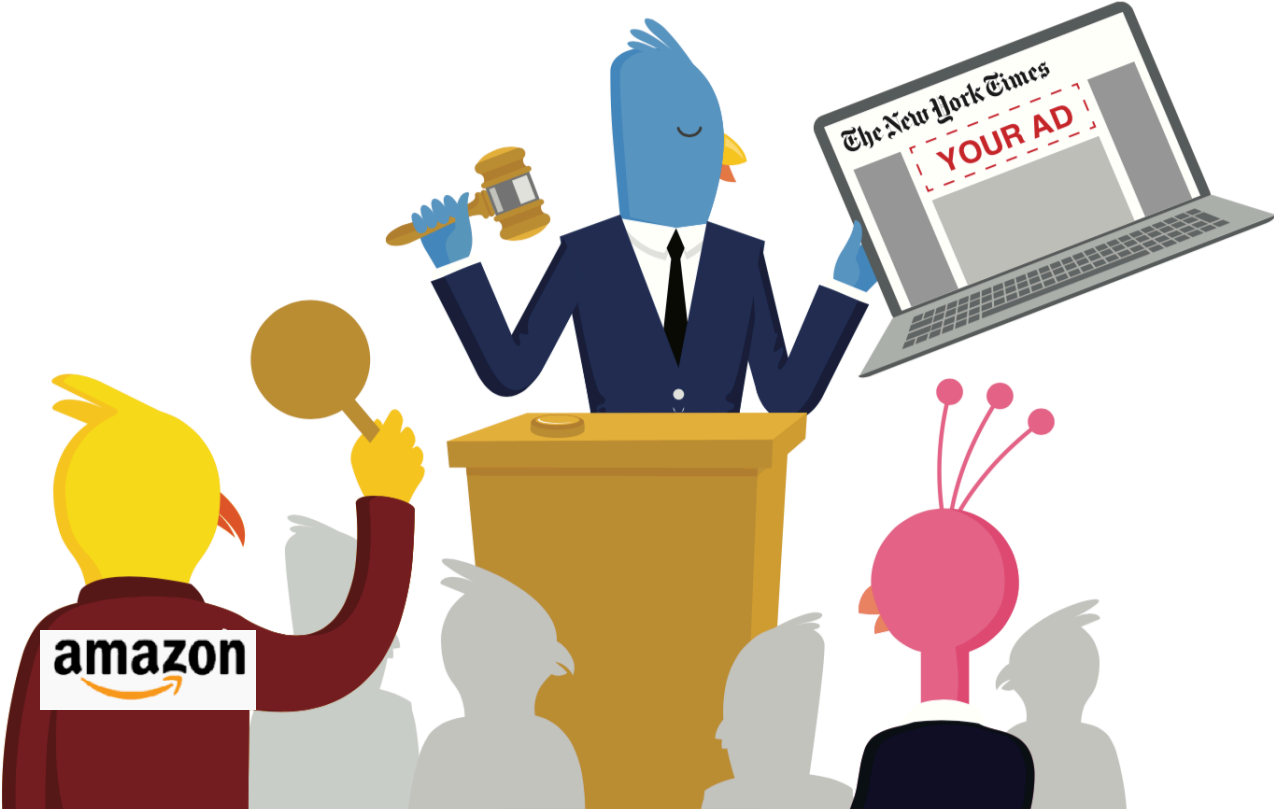
Site Retargeting 101



Real-Time Bidding (RTB)



Real-Time Bidding (RTB)



Real-Time Bidding (RTB)

"I'm looking for X and willing to pay Y!"

Advertiser



Ad Exchange



Site with
Ad Space

"X is loading my site and I have Z ad space available, who's willing to pay the most?"

Real-Time Bidding (RTB)



Site Retargeting 101



Programmatic Advertising

- Typically referring to **display** ads (i.e. banners) but could be **video** ads (pre-roll) or **native** ads
- 85% of display ad inventory is filled by programmatic – desktop web, mobile web, and in mobile apps
- Standard sizes and specs for ad units are set by IAB

Retargeting – ACFE Virtual Event

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The safety and health of our attendees, speakers, exhibitors and staff is our top priority. Unfortunately, due to local health authority recommendations, we are canceling the in-person *ACFE Fraud Conference Europe*, but will now...

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GAINESVILLE, FL as of 10:31 pm EDT

58°
CLOUDY
feels like 58°
H -- L 57°
UV Index 0 of 10

Cold Front Could Mean April Snow

RIGHT NOW

Wind N 4 mph

Humidity 100%

Dew Point 58°

Pressure 30.02 in ↑

Visibility 10.0 mi

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THU

THU NIGHT

FRI

FRI NIGHT

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- 8:42 PM Man who plotted to bomb hospital during coronavirus crisis was killed in confrontation with FBI
- 8:41 PM Two cruise ships with 30 sick on board will dock in Miami
- 8:33 PM Department of Defense issues

Programmatic Advertising – Targeting Options

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website

Programmatic Advertising – Targeting Options

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Email Mapping (“CRM Retargeting”)	Are on one of your email lists

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Search Keyword	Recently searched a specific word/phrase

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Lookalike Audiences	Behave similar to your website visitors

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Persona, Interest, Contextual	Are tagged and profiled by third-party data vendors based on browsing/shopping

- Geofencing
- Search Keywords
- Lookalike
- Persona/Interest/Contextual

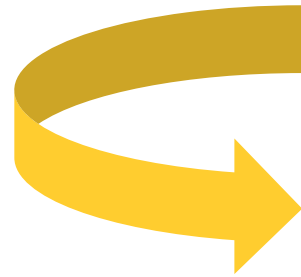
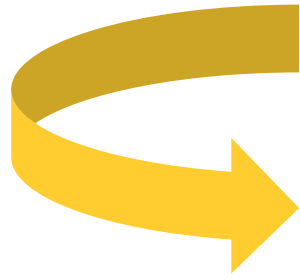
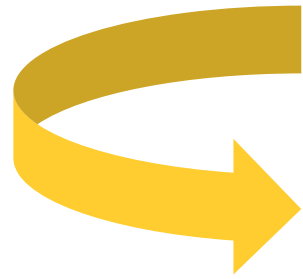
All Potential Members

Awareness

Engagement

Conversion

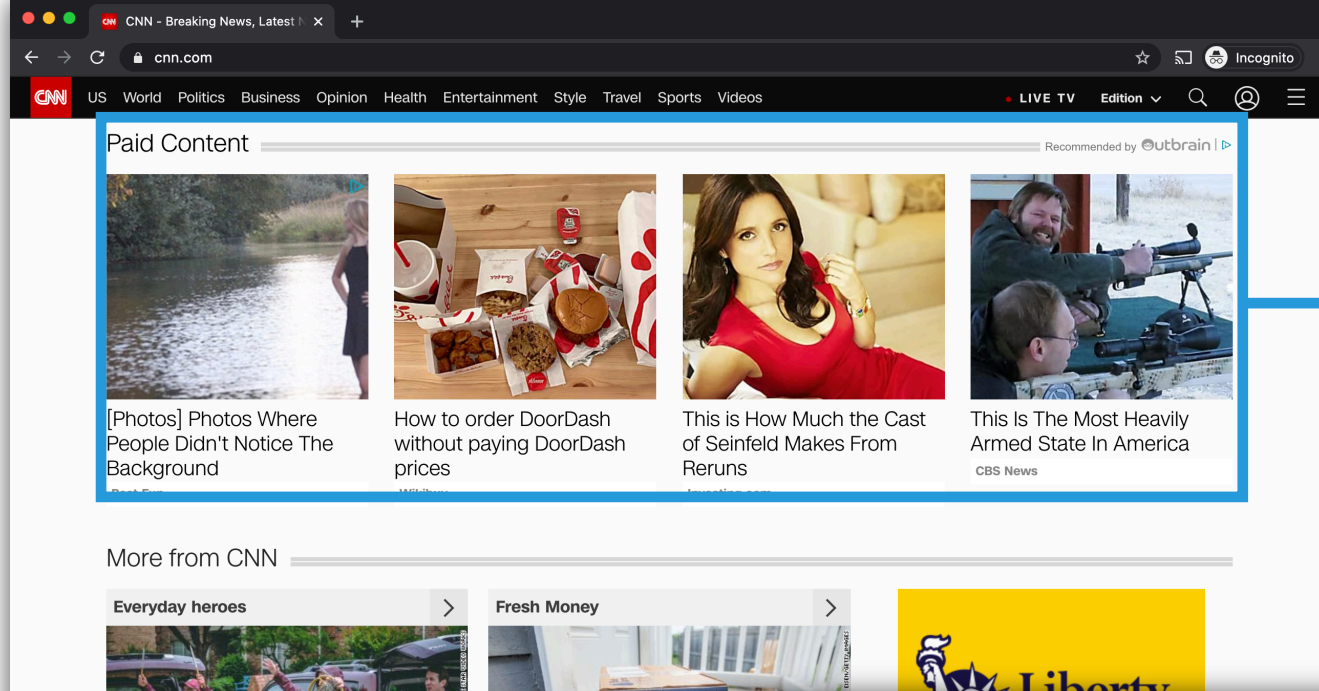
- Site Retargeting
- Email List Matching



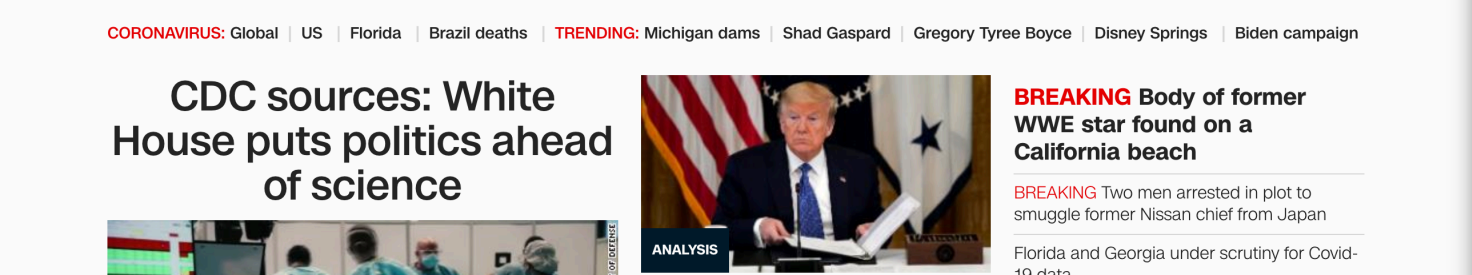
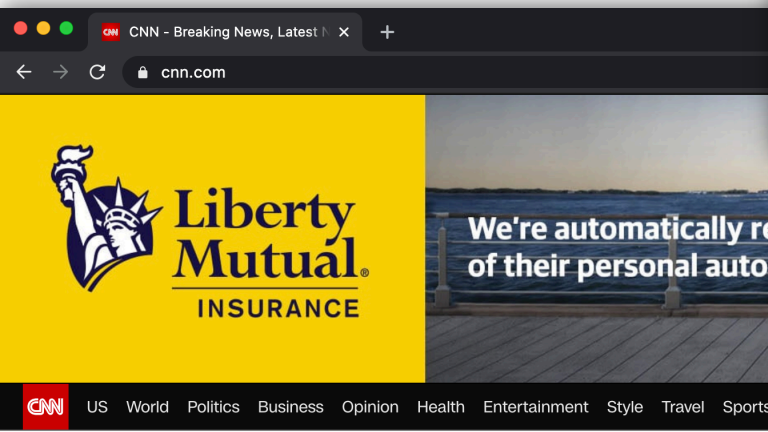
What makes it special?

- **Volume.** The overwhelming majority of websites with ad inventory fill it via programmatic, so **reach + frequency** are high, **cost** is low
- **Targeting Options.** Many different ways to define and refine your audience criteria, layering first-party data with third-party data sources
- **Ad Unit Options.** Many different ways to present your message and make it “pop”

Ad Units on CNN



Programmatic Native Ads



Challenges or Limitations?

- **Viewability.** Many ads are loaded “below the fold” but never seen if the site visitor doesn’t scroll down
- **Browser Settings.** Privacy options can reduce targeting while ad blockers can remove ads
- **Banner Blindness?** Some evidence suggests we have conditioned our brains to “ignore” traditional or obvious banner ad placements

Paid Search

Clarifying Vocabulary

- “Paid Search” aka SEM (Search Engine Marketing) = paying to show your text ad at the top of search engine results for specific keywords
- Organic Search” aka SEO (Search Engine Optimization) = efforts to make your website load at the top of search engine results for specific keywords
- PPC (Pay Per Click) = unlike CPM advertising, in PPC you only pay when ads are clicked, rather than shown

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Virtual Event Platform - Pathable

Pathable's award-winning cross-device desktop web and mobile experience **platform** combines cutting edge design, community features, integrated webinars and ...

“Paid Search”
aka SEM

“Organic Search”
aka SEO

Search Engines by Popularity



1. Google
 2. Bing
 3. Baidu (China)
 4. Yahoo!
 5. Yandex (Russia)
- 

What makes it special?

- ***Real-Time Intent.*** “Promote your product while people are searching for it”
- Specific ads shown only when a specific set of keywords are entered into the search bar – lots of opportunity for segmentation and A/B testing

“Long Tail” Keywords & Indirect Intent

- Don't stop at the most obvious keywords!
- “Long tail” keywords = more niche search queries with lower volumes (and less competition)
- “Indirect intent” keywords = search queries that identify them as a potential customer, even if they aren't searching for you right now



virtual events platform



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Pathable's award-winning cross-device desktop web and mobile experience **platform** combines cutting edge design, community features, integrated webinars and ...

Direct Intent

Very Competitive



best practices for a virtual conference



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www.leadinglearning.com › [virtual-conference-tips](#) ▾

12 Tips for a Successful Virtual Conference - Leading Learning

12 Tips for a Successful **Virtual Conference**. Be clear on the business issue you're trying to address—and make sure a **virtual conference** can help. Take advantage of going **virtual**. Devote adequate resources. Pick metrics and set targets. Keep sessions short and build in sufficient breaks. Build a microsite. Educate, ...

blog.hootsuite.com › [virtual-events](#) ▾

How to Host a Successful Virtual Event: Tips and Best Practices

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Indirect Intent

Less Competition



best virtual events solution for healthcare associations



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Wolters Kluwer Launches Virtual Conferences to Support ...

Apr 28, 2020 - ... for the **healthcare** industry, has developed **virtual** conference **solution** alternatives ... **“Events** and conferences are an important way for society members to ... Kluwer rapidly pivoted to offer a **virtual solution** for our **societies** to leverage ... objectives and recommend a **solution** that aligns with **best** practices.

webcourseworks.com › virtual-events-for-associations ▼

Virtual Events for Associations: Your Guide to Going Digital ...

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webcourseworks.com › software-for-associations ▼

Software for Associations | 15 Platforms to Consider - Web ...

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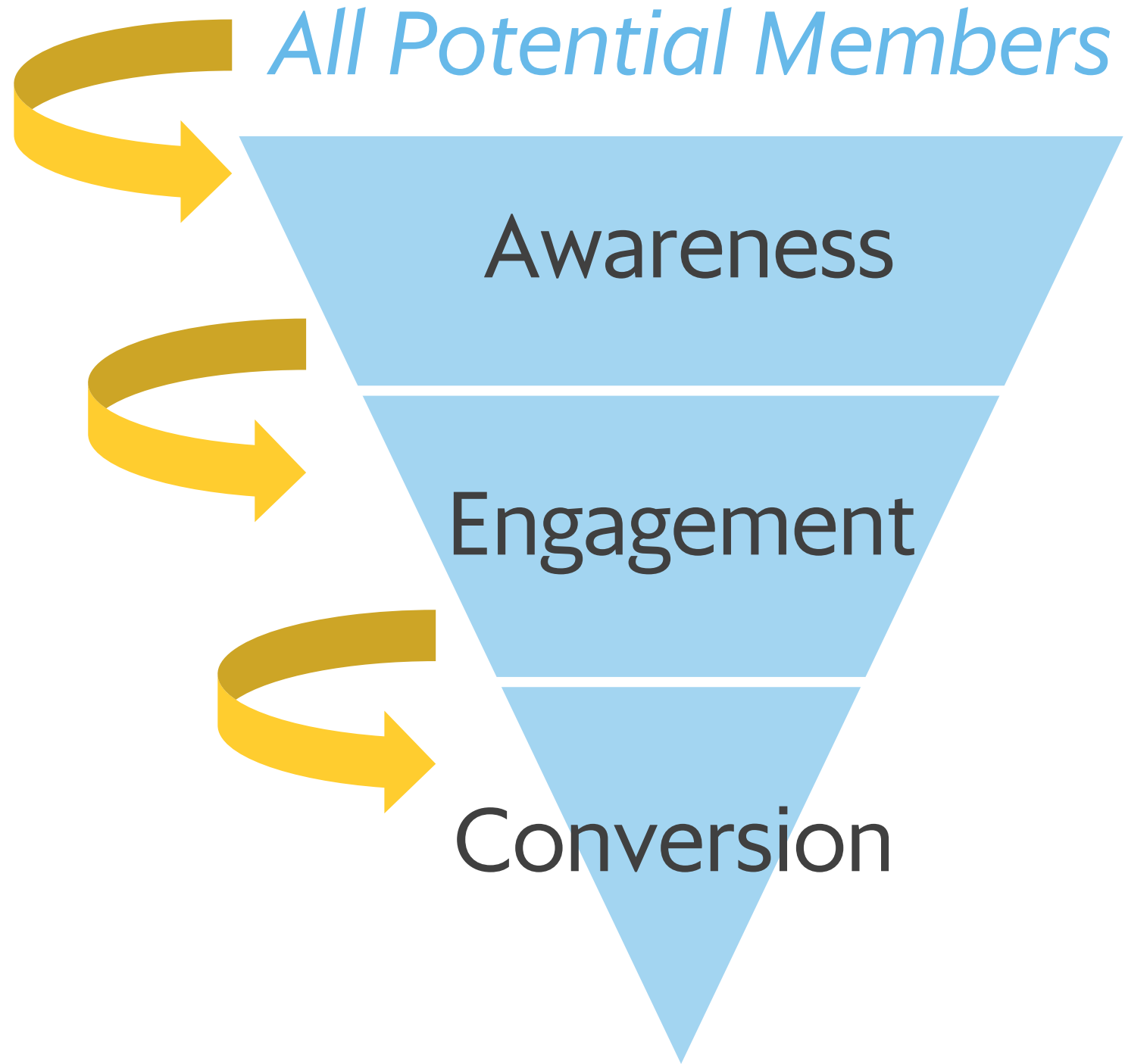
Continuing Education and Virtual Events ... - BeaconLive Blog

As a CME provider, you're already likely marketing your **online** courses. ... Here is a shortlist of tactics that will help your **organization** increase its visibility in the ... Introducing Beacon360 –

No Competition!!

“Long Tail” Keywords

- Paid Search



Challenges or Limitations?

- **Reach/Frequency.** Only available when someone is searching specific keywords.
- **Text Ads.** Little to no opportunity for visual communication or brand identity/storytelling
- **Competitive Keywords = \$\$\$.** If you are trying to reach an in-demand audience segment, chances are many other companies are too, which drives up the CPC (Cost Per Click)

Paid Social

Clarifying Vocabulary

- “Paid Social” = advertising on social media platforms, particularly “native” ads in the news feed
- “Organic Social” = efforts to build up an active following on social media platforms, typically by sharing relevant and engaging content
- “Social Media Marketing” = organic social + paid social

“Paid Social”

The image shows a screenshot of a Facebook interface. The browser address bar at the top displays 'facebook.com'. The navigation bar includes the Facebook logo, a search bar, and icons for home, video, marketplace, and notifications. The left sidebar contains links to COVID-19 Information Center, Messenger, Live Videos, Marketplace, and Watch. Below these are shortcuts for 'Start GNV', 'Startup Gainesville', 'Gainesville Business Owners', and 'TWILIGHT IMPERIUM DELIRIUM'. The main content area features a post from 'Feathr', which is highlighted with a yellow border. The post is a sponsored advertisement for a webinar titled 'Understanding Digital Advertising: Paid Search, Paid Social and Programmatic'. The ad includes a 'Register Now' button and a 'Sign Up' button. Below the ad, there are interaction buttons for 'Like' and 'Comment'. The right sidebar shows 'Birthdays' for Lisa Roark and 3 others, and a list of 'Contacts' including Son Hai Vo, Krishna Reddy, Ryan Widgeon, Mike Rhom, Sarah Mathison, Scott Hunter, Lauren Quiroga, Orin McCormick, Doug Charles, Dylan Fay, Jon Branch, David Arreola, Chris Arias, Narayan Das Ghiotti Montoya, and Tori Taylor. The bottom of the page contains privacy and advertising information.

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COVID-19 Information Center

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LIVE Live Videos

Marketplace

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Like Comment

Dunstan Wallace
8 hrs · 🌐

I want to play music to people

Ariana Aragon, Joel Garland and 61 others 15 Comments

Like Comment Share

Birthdays

Lisa Roark and 3 others have birthdays today

Contacts

Son Hai Vo

Krishna Reddy

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Sarah Mathison

Scott Hunter

Lauren Quiroga

Orin McCormick

Doug Charles

Dylan Fay

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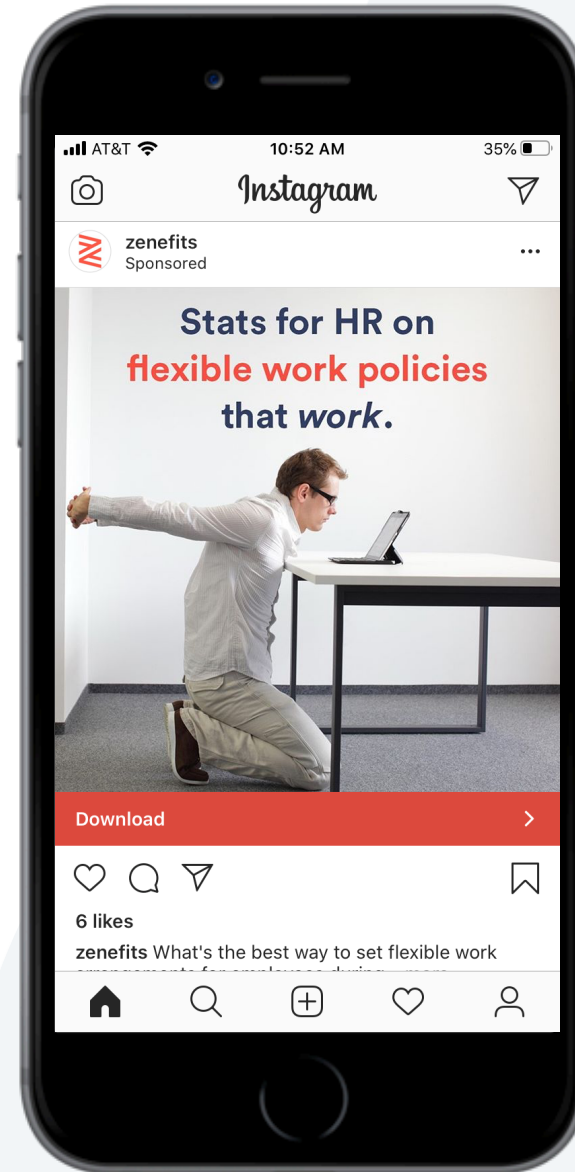
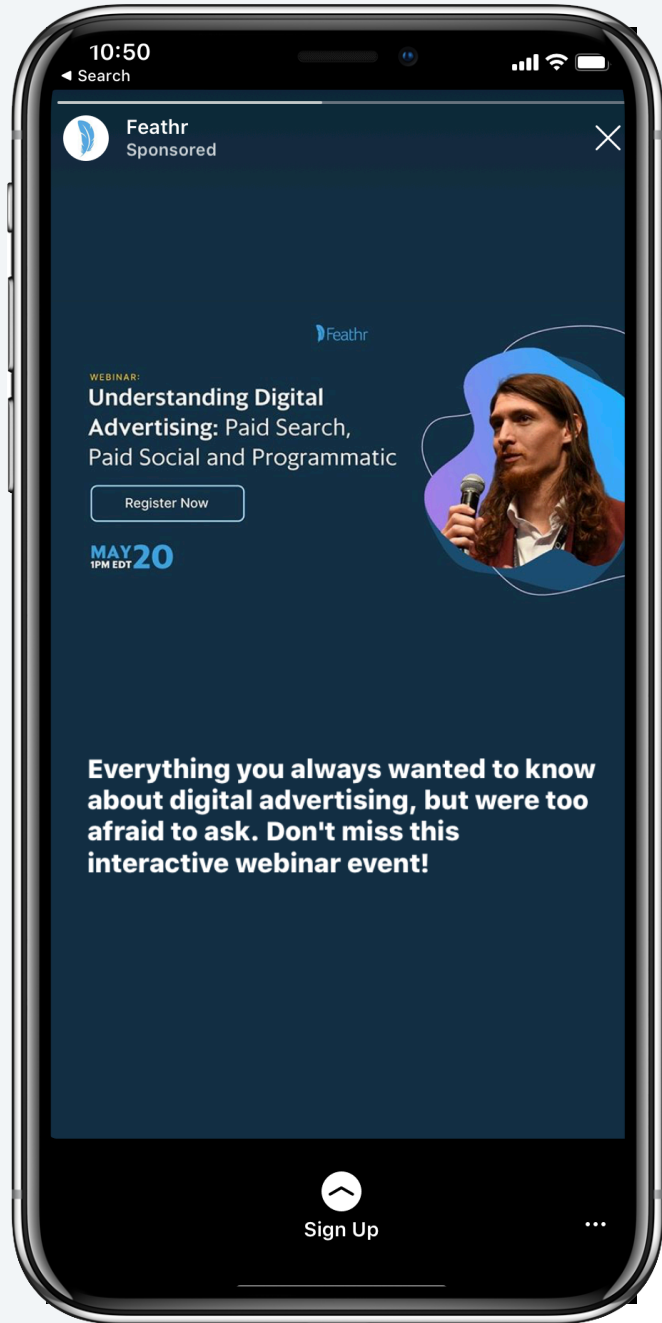
Narayan Das Ghiotti Montoya

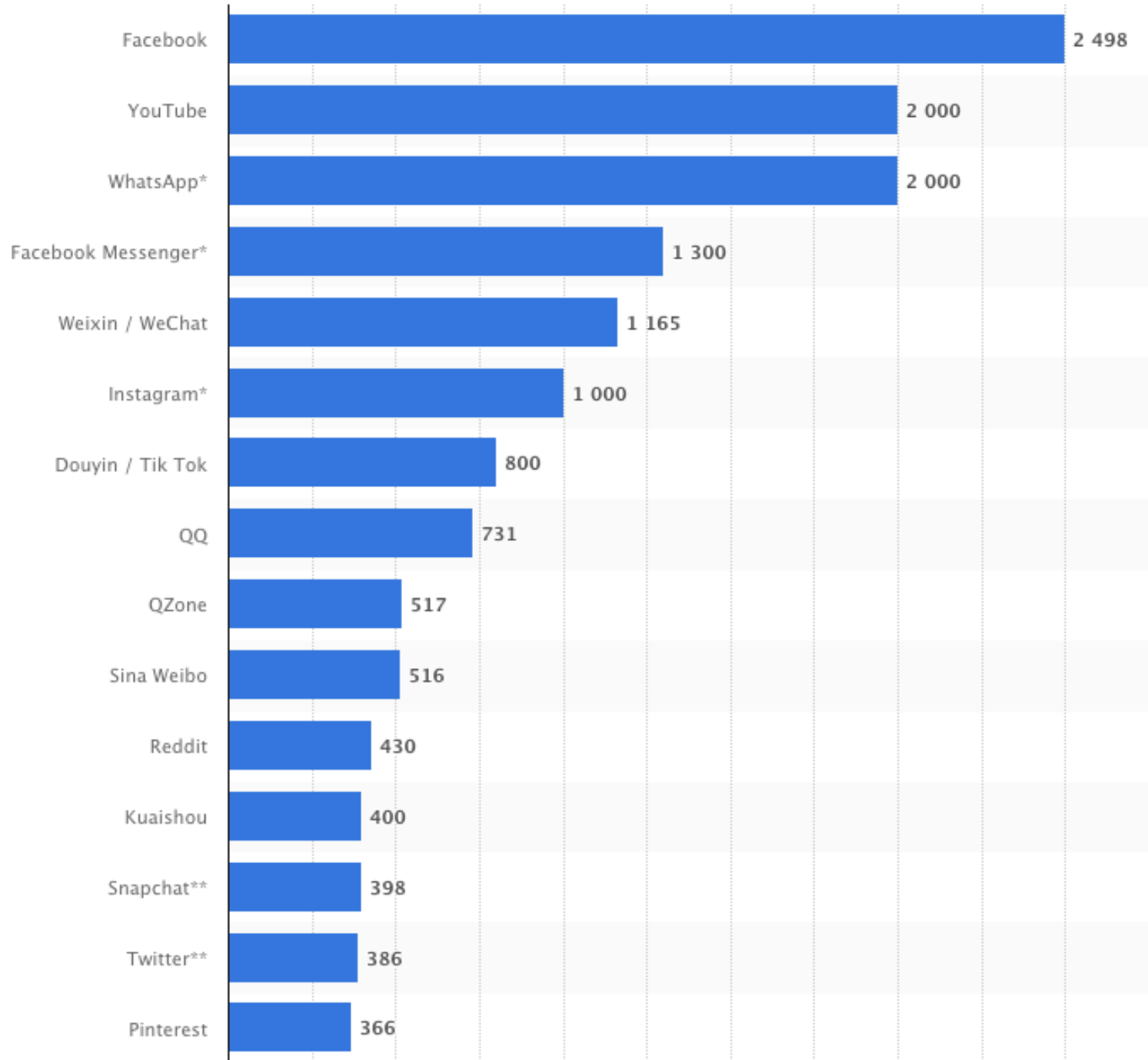
Tori Taylor

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“Paid Social”

The image is a screenshot of a LinkedIn feed on a desktop browser. The browser's address bar shows 'linkedin.com/feed/'. The top navigation bar includes icons for Home, My Network (with a notification badge), Jobs, Messaging, Notifications (with a notification badge), Me, Work, and Sales Nav (with a notification badge). The left sidebar contains sections for 'Recent' (with links to 'Association of Associatio...', 'Guide to Greater Gainesville', 'Leadership Conference', '# associationmanagement', and 'Gainesville Area Business ...'), 'Groups' (with similar links and a 'Show more' dropdown), 'Events', and 'Followed Hashtags' (with a 'See all' link and a 'Discover more' button). The main feed area shows a post from 'Cvent' (157,409 followers, Promoted) with a blue border. The post text reads: 'The meeting and event industry is no stranger to crisis. Take a look at our guide to learn how to adapt at the drop of a hat and make decisions about : ...see more'. Below the text is a video thumbnail for 'Risk Management for Event Planning: What to Do When a Crisis Strikes' with a 'READ MORE' button. The video shows a woman in a denim jacket looking at a wall of sticky notes. Below the video, the post title 'Risk Management for Event Planning: What to Do When a Crisis Strikes' and the URL 'cvent.com' are visible. The post has 44 likes and 0 comments. Below the post is a comment from 'Rich Vallaster III, CEM • 1st' (Trade Show Wonk • Client Relations & CX • Marketing Prof & Brand Strate...) posted 4 hours ago. The comment text is: 'Honored to be quoted in [The New York Times](#) about the impact of COVID-19 on [#eventprofs](#) and the [#eventsindustry](#)'. To the right of the main feed are two promoted cards: 'Domains on a budget' (GoDaddy) and 'Telemedicine Investment'. Below these is a 'LEARNING' section titled 'Top liked on LinkedIn Learning' featuring a video 'Demolish with layers' (6:44) from SketchUp Pro: Kitchen Design. The bottom right corner of the page has a 'Messaging' button. The browser's footer shows the URL 'https://www.linkedin.com/feed/following?filterType=channel&focused=true'.





Number of active users in millions

Paid Social Priorities For Conferences, Trade Shows, and Associations

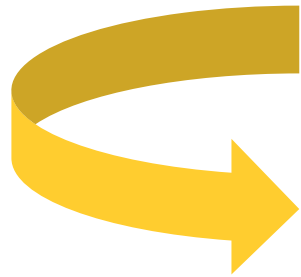
1. Facebook/Instagram
2. LinkedIn
3. *Twitter?*
4. *YouTube?*

Targeting Options

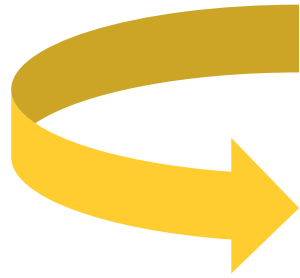
- **Attributes/Behavior/Demographic.** Leveraging a social platform's proprietary data on their users to target your ads into a social platform's ad inventory
- **Custom Audiences/Matched Audiences.** Leveraging your data (site visitors, email lists) to target your ads into a social platform's ad inventory
- **Lookalike.** Combining your data with a social platform's proprietary data to reach similar users

All Potential Members

- Attributes/Behavior/
Demographic
- Lookalike

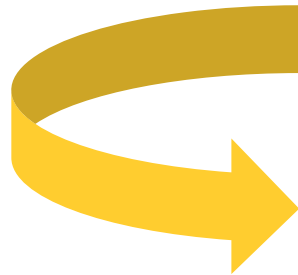


Awareness



Engagement

- Custom Audiences/
Matched Audiences



Conversion

What makes it special?

- **Highly Engaging.** Click-through rate (CTR) and other engagement metrics are much higher
- **Novel Ad Units.** Native social actions (“Follow”, “Share”) + options like Lead Ads, Carousels, Stories, and auto-playing videos are superior
- **Targeting Options.** Social platforms have vast amounts of proprietary data on their users and allow advertisers to use this for targeting

Challenges or Limitations?

- **Complexity.** More nuanced targeting options and ad units = more complexity, time-intensive, and constantly changing rules/best practices
- ***Cost.** Generally more expensive, though also higher-performing so net CPA (Cost Per Acquisition) can be lower
- **Separate “Walled Gardens”.** Each social platform has own quirks, must be managed separately

Thank you :)



aidan@feathr.co