

SPACE

48

DISPLAY ADVERTISING

How to make the most of Display Advertising for your business



SOLUTION PARTNER

Digital Display Advertising

What is digital display advertising?

Digital display advertising can include banners on websites, video content, interactive apps, and any other type of advertising display that you may see whilst browsing online. Display advertising online has seen an increase in popularity in recent years, as it has become more affordable and more targeted.

Digital display advertising offers a fantastic way to raise the profile of your brand online. You can get your brand message in front of a targeted audience who may be likely to purchase from you in the future.

It is often claimed that display advertising does not offer high click through rates, which can often be the case. However, it can keep your brand in the minds of relevant consumers who may wish to purchase from you in the future.

How can Space 48 help with digital display advertising?

We have expertise in both planning and buying the right type of display advertising for your ecommerce business. We have worked with some of the largest display advertising platforms in the UK, including:

AdRoll

AdRoll is the most widely used display ad platform in the world, with over 8,000 brands using AdRoll for retargeting ads. The platform offers a number of easy-to-use features giving the user full control over their entire account, as well as personal account management for each brand using the platform.

Criteo

Criteo are a display advertising authority with over 4,000 clients. They operate globally, with 15 offices worldwide. Criteo focus on ensuring that you pay the right price for your most relevant display ad to appear in front of the right user, at the right time.

How We Can Help You

This guide provides a brief taster of the display advertising guidance we can offer for your ecommerce business. For more information, and to discover how we can help you, contact us.



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