

# Digital Ad Formats



1 Lesson

Lesson 1 33 min



## Learn about

When it comes to digital ad formats, there's no shortage of available options to choose from – so how do you ensure you're using the right ones for your goals? Covering differences between desktop and mobile, this lesson explores the range of display, video, social and audio ad formats available online, and how they lend themselves to different goals. We also take you through how data signals are captured, processed, and used in creating advertising that delivers the right message, to the right person, at the right time.



## Lesson Overview

### In this lesson you will learn:

- ✓ Recognise how different ad formats lend themselves to achieving different goals, and how these two factors influence how you measure success
- ✓ Identify the display, video, audio and social ad formats available across mobile and desktop, their uses and their relationship to your goals
- ✓ Understand how data signals are collected and used
- ✓ Understand how dynamic creative optimisation allows marketers to tailor ads to a consumer, and how to build assets for this process