

US Digital Marketplace



▶ 2 Lessons

Lesson 1 32 min

Lesson 2 30 min

💡 Learn about

The web has become a marketplace for almost everything...including advertising. Established publishers have been forced to evolve and adapt as sites compete to sell the audiences their content attracts, whilst other businesses (notably in the social media arena) were built digital first with an advertising model built-in. With enormous competition for audience attention in a fragmented market landscape, understanding the differences between some of the key areas where ad inventory is available - and how this has created ongoing innovation in ad formats - provides important context for any marketer.

Learn how the marketplace for digital advertising is structured and the range of opportunities it has created for advertisers to connect with their audiences.

📄 Lesson Overview

Lesson 1: Media Verticals: a Framework for Comparison

Learn about the trends and drivers in the US digital media marketplace, and how to build a framework for you to compare and assess propositions across media owners.

In this lesson you will learn:

- ✓ Why advertising plays a key role for many online publishing platforms & media vendors
- ✓ How the market is structured by site/destination type, e.g. social, video, news, portal etc., and by interest vertical (e.g. sports, music, finance)
- ✓ Why audience size (reach) still matters

Lesson 2: Campaign Planning Criteria

Learn more about this fast-evolving, competitive market place and some of the challenges media owners face to innovate & maintain strong appealing propositions for advertisers.

In this lesson you will learn:

- ✓ More about the many types of sites & destinations which sell ad inventory across the marketplace (including across portals, social media & apps)
- ✓ How to compare and assess propositions, and balance national vs. regional (or local) relevance
- ✓ About some of the considerations for campaign planning which go beyond pure reach