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Unknown Facts About Video And Display Advertising

Video and Display are awareness-generating digital channels that combine the science and precision of online audience targeting with the emotional engagement of audio/video and creative visual formats. First, we must understand that video and display are awareness of generating digital channels. They combine both the science and precision of online audience targeting, which means highly relevant, effective campaign performance, with the emotional engagement of audio/video and creative visual formats that capture the attention of the audience and make the most of your [advertising placements](#).

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If you aren't sure whether to consider display or video advertising in your advertising strategy, consider the benefits these activities can bring:

- Both display and video have the potential to increase **brand**

awareness for your brand or product amongst your target audience

- You can drive **consideration** of your brand or product within your target audiences with visual advertising formats
- Create **purchase intent** for products or services with highly targeted advertising that clearly displays your product
- You can choose to increase **reach** (broad or narrow) for your content across a target audience, and drive **frequency of exposure** to reinforce your brand messaging
- **Engage and re-engage** with customers via display or video remarketing, which can mean upselling additional products to past customers or encouraging non-converting website visitors to complete their purchase
- You have the opportunity to choose from multiple types of **ad formats** to fit your advertising needs
- Video especially can be utilized to complement **TV buying** strategies and in some cases, video campaigns can extend TV advertising activity by introducing your content to online audiences that otherwise may not have been exposed to your ad.

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It is important to distinguish display and video advertising, which are “push channels” that spread a message, from search engine marketing which is a “pull channel” that captures existing demand.

Both display and video advertising serve ads to people who are on websites/YouTube and match your audience targeting criteria. They may not be in the market for your product at this precise moment in time in the way a potential customer performing a search would be. However, they fit your target

audience profile and may have the potential to become a customer in the future, hence the awareness driving function of display and video.



Video advertising is a branch within display advertising and has slightly different bidding mechanisms to display, and as we will see in further examples, it not only **drives awareness** but also **engages audiences** with its audio and visual elements.

Search serves ads to people who are **actively seeking your product** and show a certain amount of **consumer intent** for your products or services, this indicates they are already aware of your product(s), like it, and have already started to consider making a purchase.

The search network is considered to reach people at the end, or near the end, of the buyer's journey. On the other hand, display and video can reach people at all stages of the buyer's journey – particularly reaching them at the beginning and potentially finding new customers who were unaware of your product or service.

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Including display and video advertising in your advertising activity is extremely important. Display advertising has the potential to put your ad onto thousands of websites and in mobile apps, ranging from large websites to smaller niche websites against related content and interested audiences.

With video advertising, the user can choose what to watch – meaning you can have a captive audience of engaged viewers among those who choose to view your ads. This activity is made even more efficient when we consider that with YouTube, the advertiser only pays when the user chooses to engage – so we only pay when our advertising is being well-received.

Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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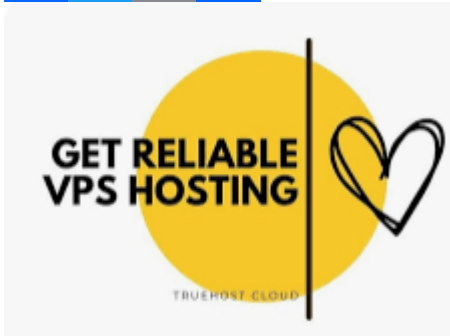
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