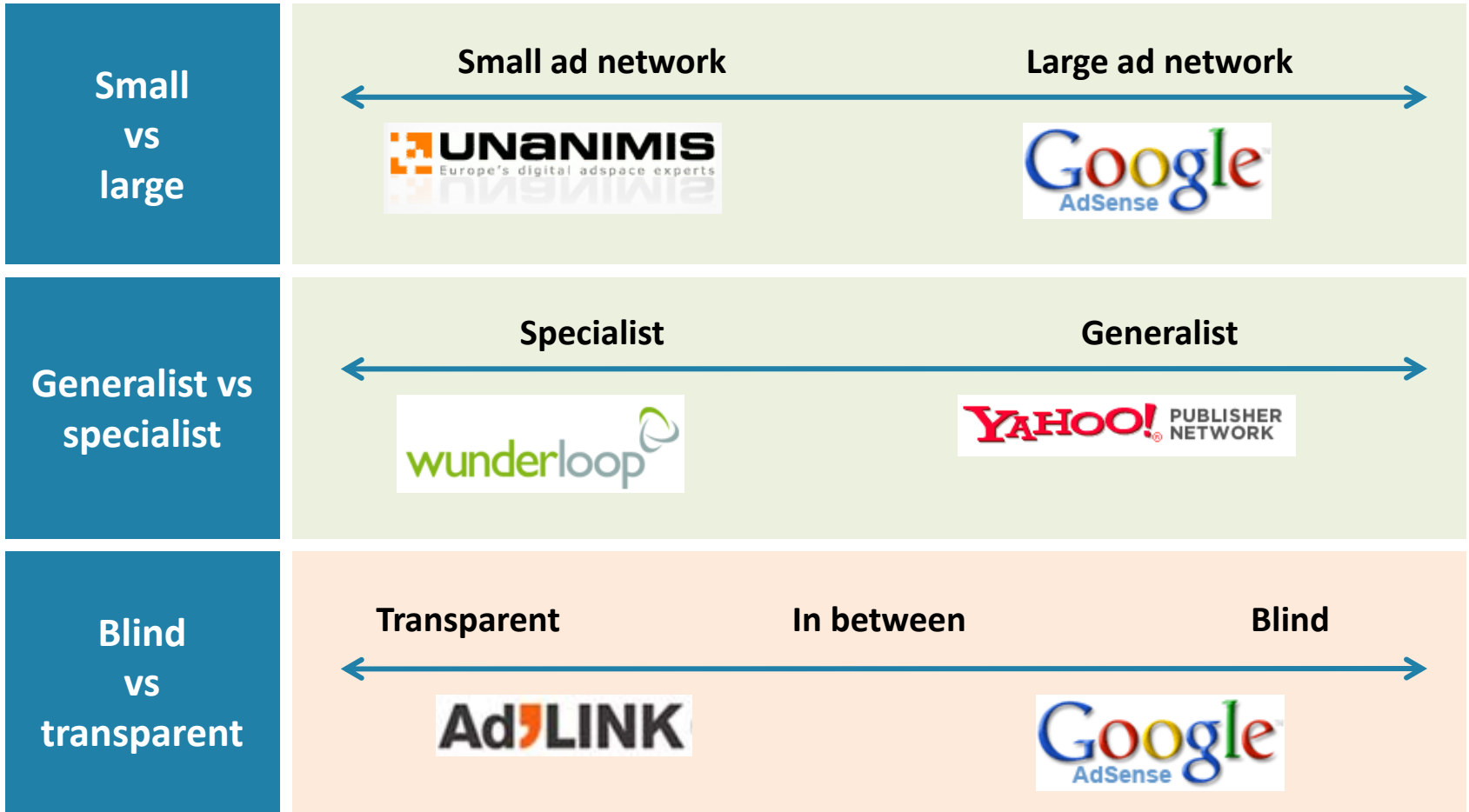


Ad networks in more detail

Ad networks come in all shapes and sizes,
specialising in different ways and offering
different functionality



Ad networks come in all shapes and sizes



Ad networks can choose to “specialise” in a number of different areas

Particular industry
verticals

Brand values

Behavioural targeting

Geography

Ad networks differ in the visibility they offer advertisers over which websites their ads get shown on

Transparent

Advertisers buy space on specific websites

In between

Advertisers buys space e.g. on financial services websites, but doesn't know which websites in particular his / her ads have been served on

Blind

Advertisers buys a certain volume of inventory, but doesn't know on what websites

Often offers publishers the best rates for each impressions



Offers publishers a way of selling remnant inventory, without cannibalising higher rate sales

Thank You!

Join in the discussion, ask questions and suggest new topics.

<http://www.openx.org/online-advertising-explained>

