

The Era of Internet Advertising in the Market

The Internet is an interactive and versatile platform and offers rich consumer usage data. Internet users consider internet advertising to be the most relevant ad format. The internet evolved as a medium for marketing and advertising since 1994.

From then, it has evolved into so many phases with its own record highs and lows. Online internet businesses are now at a record high with different niches catering to any needs. While the competition is now scorching, people are looking and devising ways to edge out the competition. And just like any business, advertising is a must and a growing industry.

The internet is different from the usual advertising media in many aspects. First it serves not only as a communication channel but also a distribution and transaction channel. Clients can make purchases and payments through internet. They can also get lots of information.

The world of Internet Advertising is quite new, complex and often difficult to comprehend. Internet advertising is the most important component to make your web site effective. Advertisers can improve their ad target ability to achieve better results.

No other medium can carry out these marketing functions right away without resorting to other means. Second, internet by nature is interactive. Users can easily shop just by visiting a web site and by clicking the hyper-linked for added information. It is a two-way communication, with the internet serving as a provider of customized content that meets an individual's needs. Third, internet has the capacity for multimedia substance.

It can carry not just text and graphics but also audio and video content. The multimedia environment of the internet is appropriate for high-impact advertising. The internet become an integral part of the media mix for many advertisers, and new types of advertising have filled the world wide web landscape including animated banner ads, sponsor logos, interstitials, advertorials, advertainment and 3-D visualization.

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