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Role of online advertising companies in web promotion by [Puneet Gupta](#)

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Online advertising is a form of promotion that uses the Internet and World Wide Web to deliver marketing messages to attract customers. The service of online advertising is mostly provided by online advertising companies. In their service model online advertising companies serve a client by varieties of online promotional methods. They use contextual ads on search engine results pages (SERP), banner ads, rich media ads, social networking, online classified advertising, advertising networks and e-mail marketing. Online marketing companies use Ad server for all these promotional activities.

Working with an online advertising company provides many advantages over traditional advertising. In online advertising, the content gets published immediately irrespective of geography or time. With advertising on internet, there are better chances of ROI (Return on Investment). It provides improved scope for the customization of advertisements. AdWords, Yahoo! Search marketing and Google AdSense facilitate ads to be displayed on relevant web pages or on alongside search result.

Another benefit of working with online advertising companies is the control enjoyed by a client over the campaign. A client is always free to choose whether to get into or check out from the campaign. An online advertising company uses various revenue models to arrange a campaign for the client. CPM, CPC and CPA are three most popular methods to purchase online advertising.

â€¢ CPM (Cost Per Mille) or CPT (Cost Per Thousand Impressions): Under this method a client pays for exposure of his message to a specific audience. Per Mille here refers to thousand impressions, or loads of an advertisement.

â€¢ CPC (Cost Per Click) or PPC (Pay per click): Under this method, advertisers pay every time a user clicks on their listing across internet directed to their website. Digital experts use this method for searches and obtaining information about the market. On Pay per click pricing system advertisers pay for target keywords listed on network of websites with relevant traffic towards their site.

â€¢ CPA (Cost Per Action or Cost Per Acquisition) or PPF (Pay Per Performance): This is a performance based online advertising concept and is in vogue in the affiliate marketing sector of the business. In this method a publisher takes all the risk of running the ad, and the advertiser pays only for the amount of users who complete a transaction, such as a purchase or sign-up.

With purpose of promotion online advertising companies employ different formats of advertising proliferated around internet. The most popular ad formats online are Floating ad, trick Banner, expanding ad, polite ad, wallpaper ad, pop-up, pop-under, video ad, map ad, superstitial ad, interstitial ad. Streaming video or audio is another very popular mean of online advertising method used by companies in a viral campaign. However, with advancement in technologies and with birth of new concepts online advertising companies update its method and strategies.

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The author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a [digital marketing strategies](#) and a [Internet marketing](#)

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