

# Nutshell



An ISA Publication

Volume 1, January 2016

*Understanding  
Digital Advertising  
Supply Chain*





# Fusion

~ First time ever ~  
two types of tea in one pack

Jaise chaho, waise banao

Tata Tea Fusion now offers you the freedom to choose your favourite tea like never before. Choose to savour the finest blend of strong Assam tea everyday or enhance it by adding Kenyan tea leaves for those special occasions.

Enjoy a  
kadak cup  
of Assam tea  
everday.



Add  
Kenyan  
enhancers  
for special  
occasions.

Available with: Kenyan tea enhancer & Green tea enhancer. Available in: 250g Jar and 250g & 100g polypacks.

Available on: [amazon.com](https://www.amazon.com)

Visit us: [www.tatateafusion.com](http://www.tatateafusion.com) | Connect with us on: [Twitter](https://twitter.com/TataTeaFusion) [Facebook](https://facebook.com/TataTeaFusion) [YouTube](https://youtube.com/TataTeaFusion) /TataTeaFusion



## *From the Chairman's desk*

Dear Member,

India is one of the largest internet users in the world today and as we all know that the mobile revolution has added a substantially to the internet usage in the country. This makes meaningful consumer experiences in the digital world important for the marketer. Digital advertising is a complex, ever-changing technology-driven industry. The digital transformation will have an enormous impact on the structure and operation of the digital advertising supply chain.

Given that as the backdrop, in this issue, 'Nutshell' aims to simplify the Digital Advertising ecosystem in India. The digital advertising supply chain in India has been a mix of services offered by different players having acquired in-depth knowledge in a single or across specialized digital platforms. In this issue of the Nutshell, we attempt to showcase and understand the various facets of the Digital Advertising Supply chain and its growing relevance in the overall marketing mix.

We would love to hear back from you. Please share your valuable feedback on [isa.ed@vsnl.net](mailto:isa.ed@vsnl.net)

Have a fantastic year ahead!



Saugata Gupta  
Chairman







# IT'S NOT A COOKIE, IT'S A CHUNKIE!

CHUNKIE ON BITE. CHUNKIE ON CHOCOLATE. CHUNKIE ON TASTE.

One bite into a **Chunkie**, and you'll know it's an experience like none other. Loaded with 100% chocolate chips, which melts away and leaves you craving for more.



For more info please log on to [www.facebook.com/BritanniaGoodDay](https://www.facebook.com/BritanniaGoodDay) and [@GoodDayCookies](https://www.facebook.com/GoodDayCookies)

*Crafted with love*

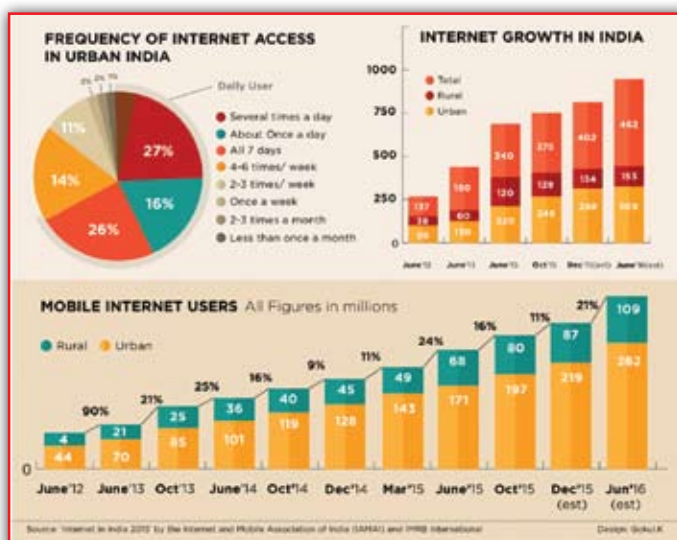


# Digital Advertising Supply Chain in India

*Bharat Rajamani, Ernst & Young*

India crossed the milestone of 402 million internet users in December 2015 and this made India the second largest country in terms of internet usage. It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile Internet user base grew by 65 per cent over last year to reach 197 million in October 2015. In Rural India, the mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016.

## Advertising Spend trends in India

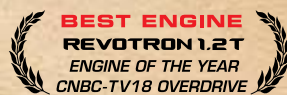


Even though India is the second most populated country in the world, the total media ad spending in the country only amounts to 1.1% of the global total media spend. This year, ad spending will rise 6.5% in India to just \$7.03 billion. By 2019, advertisers will spend \$8.53 billion on advertising in the country.

Around \$1.17 billion will go toward digital ads in India this year, spending on formats served to internet-connected devices, including PCs as well as mobile devices, is growing by double-digit rates. This year's 25% growth will bring digital to 16.7% of total ad spending in India. That's still the third-smallest share worldwide,



# LET THE GOOD LIFE ROLL



**TOLL FREE: 1800 209 7979 | SMS 'MYZEST' TO 5616161**



**Revotron 1.2T  
with Multi-drive mode**



**ConnectNext touchscreen  
infotainment by Harman™**



**Dual-tone dashboard in  
Java Black and Latte**

**PRICE STARTS AT ₹4.88 LAKHS\***

# ZEST

\*T&C apply. Price mentioned is for Zest XE (Revotron 1.2T), ex-showroom New Delhi of the base variant without AMT. Accessories shown in picture may not be a part of standard equipment. Colours may not match the actual colours due to printing limitations. Premium SMS rates may apply. \*Winner of the overall mobility category as per the mentioned.

FCB ULKA 10462012



ahead of only Argentina and Indonesia. But by 2019, when more than a quarter of ad spending in India is digital, the country will have pulled ahead of several others, including France, Spain, Italy and Brazil, by this metric.

Total Media, Digital and Mobile Internet Ad Spending in India, 2013 - 2018						
	2013	2014	2015	2016	2017	2018
Total Media Ad Spending (Millions)	\$5,558.6	\$6,114.5	\$6,603.6	\$7,032.8	\$7,490.0	\$7,939.4
% Change	10.0%	10.0%	8.0%	6.5%	6.5%	6.0%
Digital Ad Spending (Millions)	\$568.6	\$739.2	\$939.8	\$1,173.5	\$1,455.1	\$1,775.3
% Change	33%	30%	27%	25%	24%	22%
% of total media ad spending	10.2%	12.1%	14.2%	16.7%	19.4%	22.4%
Mobile Internet ad spending (Millions)	\$26.2	\$78.7	\$173.2	\$346.5	\$589.0	\$942.6
% Change	200%	200%	120%	100%	70%	60%
% of digital ad spending	4.6%	10.7%	18.6%	29.5%	40.5%	53.1%
% of total media ad spending	0.5%	1.3%	2.6%	4.9%	7.9%	11.9%

Source : eMarketer, March 2015

Digital Ad Spending in India by Format, 2013 - 2019							
Millions, % change and % of total							
	2013	2014	2015	2016	2017	2018	2019
Display	\$338.3	\$450.9	\$574.5	\$719.4	\$894.9	\$1,097.1	\$1,342.8
% Change	34.1%	33.3%	27.4%	25.2%	24.4%	22.6%	22.4%
% of total	59.5%	61.0%	61.2%	61.3%	61.5%	61.8%	62%
Search	208.7	261.7	330.9	413.1	513.7	626.7	766.7
% Change	31.9%	25.4%	26.5%	24.8%	24.4%	22.0%	22.3%
% of total	36.7%	35.4%	35.3%	35.2%	35.3%	35.3%	35.4%
Other	21.6	26.6	33.3	41.1	46.6	51.5	56.3
% Change	26.4%	23.2%	25.2%	23.2%	13.4%	10.6%	9.4%
% of total	3.8%	3.6%	3.6%	3.5%	3.2%	2.9%	2.6%
Total	\$568.6	\$739.2	\$939.8	\$1,173.5	\$1,455.1	\$1,775.3	\$2,165.8
% Change	33.0%	30.0%	27.0%	25.0%	24.0%	22.0%	22.0%

Source : eMarketer, March 2015

As per eMarketer estimates, 60% of digital spending will be on display ads this year. Display ads are also growing slightly faster than spending on search or "other" ad formats in the country and will maintain their hold on more than 60% of the market throughout the forecast period. In 2016, which will be the first year India's digital ad market passes \$1 billion in spending, 35.2% will go to search, while just 3.5% will go to email, mobile messaging and lead generation.

Spending on mobile internet ads will at least double this year and next, with growth slowing as mobile internet ad spend nears \$1 billion in 2018. By that year, more than half of digital ad spending will go to mobile.

India's low levels of ad spending contrast with its huge population. Even though internet penetration is somewhat low in the country, digital ad spending on a per-user basis is the lowest of anywhere in the world, estimated at \$3.72 this year. It will only reach \$5.13 per internet user by 2018. India also comes in last among all countries broken out by eMarketer in terms of mobile internet ad spending per mobile internet user, at 27 cents this year. Mobile internet ad spending per user in India will remain well under \$1 throughout our forecast period, keeping the country in last place for the foreseeable future.

## The marketing evolution

Today we live in a connected world where nearly every company is pursuing the goal of a meaningful customer experience across all digital channels. As we charge into 2016, it's imperative that marketers realise that the customer journey is an integrated, enduring experience that needs to evolve as the customer interacts with your brand – from in-store, to mobile, online, email, sales and support.

In order to drive customer satisfaction and impact business results, each touch-point a customer has with your organisation must be anticipated, relevant and effortless – every single time.

With influence beyond direct customer acquisition, marketing is increasingly responsible for the entire customer experience. As marketing continues to spearhead digital transformation and its influence in guiding the customer journey continues to grow, we foresee several growth areas that will lead marketing strategy in the coming years.

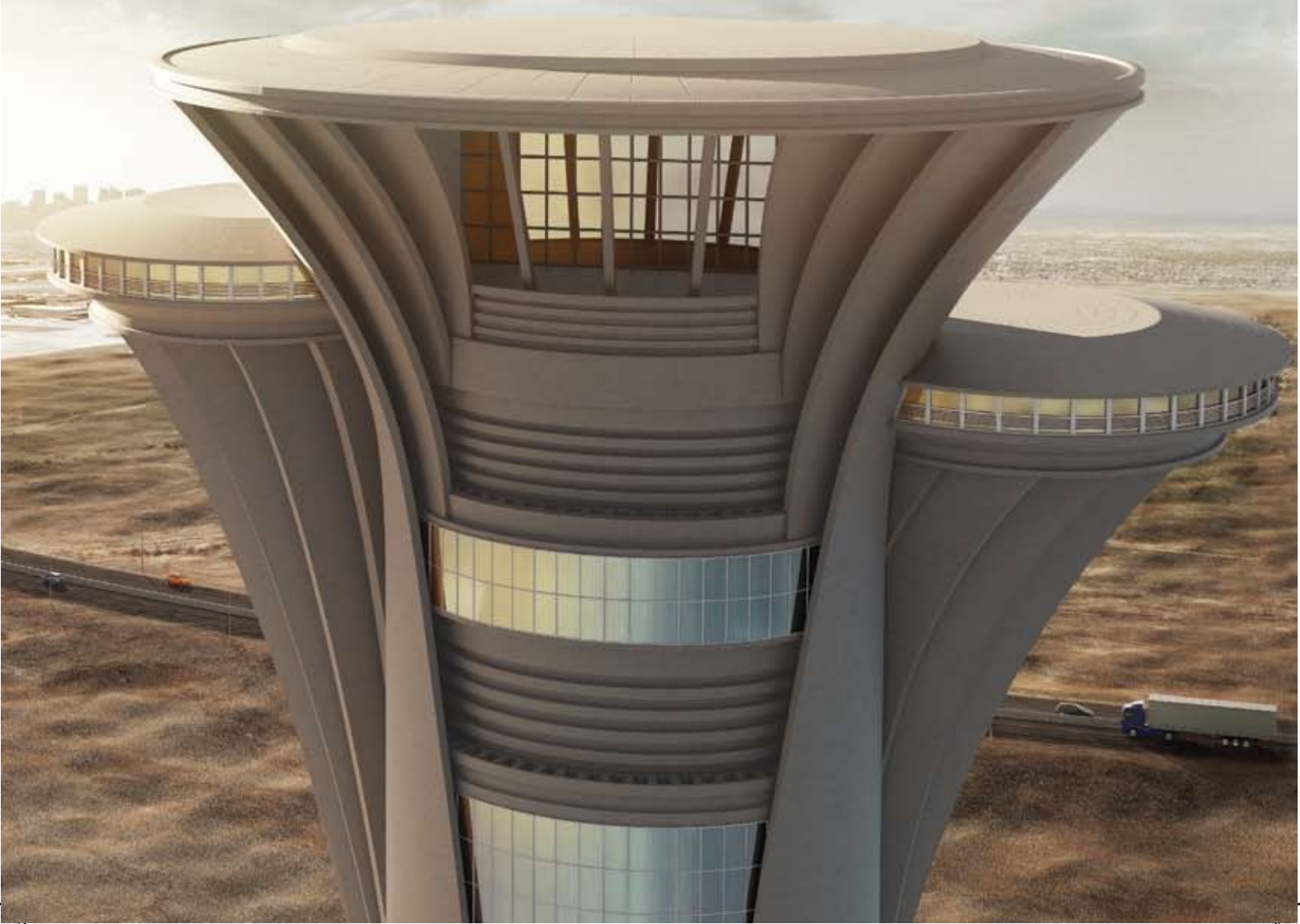





# Every building is your style statement **Build beautiful**

Every structure you build is an everlasting testament to your expertise and effort. Make it a tribute to your creativity; a hallmark of your imagination; a statement of your aesthetic style. When you build to last forever, why build ordinary. Build beautiful.

***UltraTech***  
***C E M E N T***  
*The Engineer's Choice*



A close-up, side-profile shot of a baby's head in a bathtub. The baby's hair is wet and covered in white shampoo foam. A hand is visible at the top right, holding a bar of soap. The background is a warm, out-of-focus yellow. The text is overlaid on the upper left and center of the image.

Keeping your baby  
**happy and healthy**

Is your promise  
**and ours.**

RMA/JB/16Apr2015161

As a parent, you made an unspoken promise to love your baby. To care for and protect him as best as you can. This means choosing the right care and the right products to help him develop happily and healthily. All JOHNSON'S® baby products come with the TRIPLE BABY PROTECTION™ seal-A commitment to caring protection that combines safety, mildness and effectiveness supporting healthy skin and hair development. Why settle for anything else when you can give him so much more?





BBDO INDIA

Johnson's® so much more

## **Mobile-first mindset**

Mobile devices are a central part of everyday life, especially for online search, email, messaging and staying connected socially. Mobile searches result in some sort of action, whether it's visiting a retailer's site, connecting with a business directly or making a purchase.

Mobile is responsible for a big chunk of the internet user base growth. In Urban India, the mobile Internet user base grew by 65 per cent over last year to reach 197 million in October 2015. In Rural India, the mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016.

Ninety-four per cent of users access the Internet through their mobile phones in Urban India. However, 64 per cent also use the desktop or laptop to access the Internet. But 90 per cent of those who use the mobile to access the Internet consider it their primary device for browsing.

Mobile is the first marketing touch points for many brands with customers adopting mobile as the preferred medium for content consumption and interactions. It goes without saying that Mobile first is no longer an option but a pre-requisite for creating a seamless customer experience.

## **The gap between business-to-business (B2B) and business-to-consumer (B2C) marketing will disappear**

Whether your buyer is a business or a consumer, there's a person behind every interaction. While the buying objectives may differ when buying at work or for personal use, people expect the same high-quality experience in both instances that serves to inform, build trust and provide a solution for their needs, even if that need was unknown to them at the time.

## **Enhanced customer engagement through analytics and big data**

Data intelligence is at the heart of digital

transformation and marketing is becoming the most data-driven function inside organisations, outpacing sales and customer service. Today, marketers place more importance on retaining and engaging existing customers than acquiring new ones. Using analytics, organisations are translating the customer sales and profiling data they capture into consumable insights that foster customer engagement and retention, and drive actions aligned to their business outcome objectives.

## **Service and marketing convergence**

In order to satisfy customer demands and expectations, technology and process alignment across service and marketing is critical. Technology only gets companies part of the way; if there aren't cross-departmental processes in place to support employees, the overall customer experience won't be cohesive and will ultimately suffer.

The ability to immediately connect interactions and behaviour patterns between departments – i.e. the marketing team monitoring and flagging a service-related remark on social media to the customer care team – enables brands to improve the digital customer experience in real-time, with personalisation, and produce responsive support and communications on the channels that customers choose. Customer service is marketing, and the blend of both is vital in informing the customer that they are valued in that moment and for the long term.

## **Why Digital Advertising?**

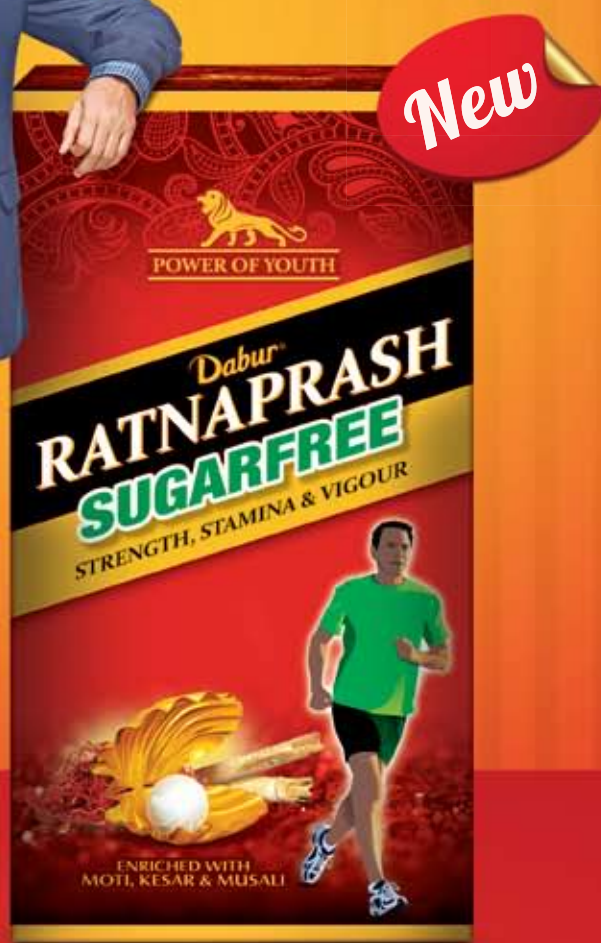
When it comes to answering the question, why digital is the preferred medium now a days; it throws light on the advantages of being present on a digital platform.

**1. India, a Growing internet market :** As per Statista, India is the third-largest online market with more than 198 million internet users, ranked only behind China and the United States. Average daily online usage in the country





FOR ME, AGE IS  
JUST A NUMBER.



McCann/DCP/01/16

Dabur Ratnaprash sugarfree is enriched with Moti, Kesar, Musali and 47 other Ayurvedic ingredients to give you strength, stamina, energy & vigour. Regular consumption of two teaspoonfuls of Dabur Ratnaprash sugarfree a day, will help you feel young.

**Dabur®**  
**RATNAPRASH**  
**SUGARFREE**  
STRENGTH, STAMINA & VIGOUR

'RATNAPRASH' ALSO AVAILABLE.

Ayurvedic medicine. Dosage & Directions as per label. One teaspoonful is equivalent to approx. 12g.



**KESAR**

Keeps you energetic  
and active



**MOTI**

Helps reduce  
stress



**MUSALI**

Provides strength  
and stamina

To know more, log on to [www.daburchyawanprash.com](http://www.daburchyawanprash.com) or call +91-120-4181100. To buy now, log on to <http://liveveda.snapdeal.com>  
You can also mail us at Dabur Chyawanprash, Dabur India Limited, P.O. Box No. 3, Sahibabad, Ghaziabad-201010, Uttar Pradesh.

amounted to 5.1 hours among internet users. The internet penetration is currently at 18% which is increasing continuously. In 2015, 34.1 percent of mobile phone users accessed the internet from their mobile phone. This figure is expected to grow to 47.4 percent in 2019. With these numbers, digital cannot be ignored as a very strong medium to reach the end consumer.

**2. Digital Advertising Driving Sales & ROI:** 'Garnier men' drove 2.5 times sales through Facebook Marketing. Similarly other brands are able to leverage all the digital media platform to get their customers into a conversion funnel and increasing their sales.

**3. Digital Advertising enhances the message from the other traditional Media platforms:** now consumers are using multiscreen at the same time. While watching TV, they flip through different apps on their mobile phones or playing games on their tablets. When the researchers compared the difference in ROI performance for the campaigns which had an online element, it was found that adding online to the media mix has a positive impact on the campaign ROI for all media, from a delta of +4% for radio to +51% for outdoor and a whopping +70% for television.

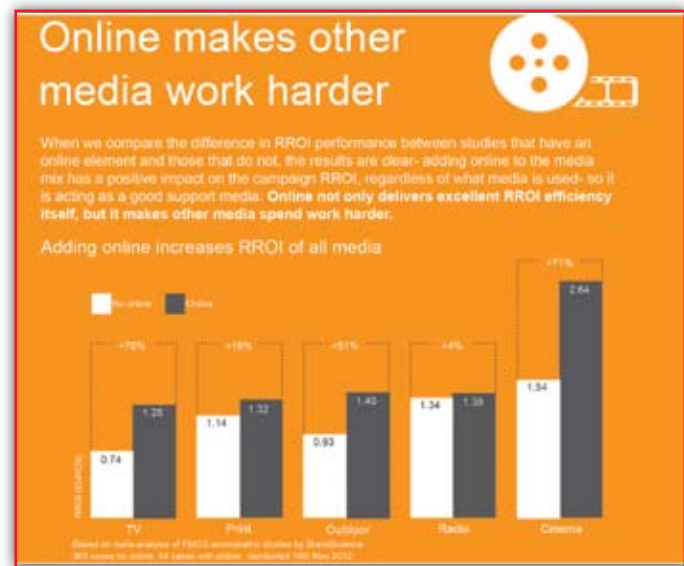
The benefits of have an integrated media mix are:

- a) **Increased brand awareness** creating a competitive edge in the market. A study conducted in Nielsen Media Labs proved that for groups that saw a specific ad across multiple screens - TV, PC, smartphone and tablet - the brand recall jumped dramatically to 74%, versus 50% for TV only.
- b) **Influence the consumer's brand association and buying behaviour** by constantly engaging them with meaningful dialogue and branded experiences. For instance, media buys should target the second screen that consumer's use to search and shop during commercial breaks.

Marketers, along with publishers, agencies and networks, should provide timely and compelling consumer experiences for specific mediums, at a specific consumer touch point.

c) **Drive the purchase intent** as 78% of multi-screenerers choose higher valued products or services as a result of digital media versus 66% of non-multi-screenerers according to one study.

d) **Smart marketers understand that consumers have begun to control brands.** In this scenario, it is wise to listen to consumers while gently persuading them every now and then. Telco-Media companies can play a key role in driving multi-screen conversations with consumers. In the process, multi-screen advertising can generate enormous benefits for Telco-Media companies in the form of new revenue streams and strong competitive differentiation.



## 4. Digital Advertising Is Effective Across the Entire Customer Journey :

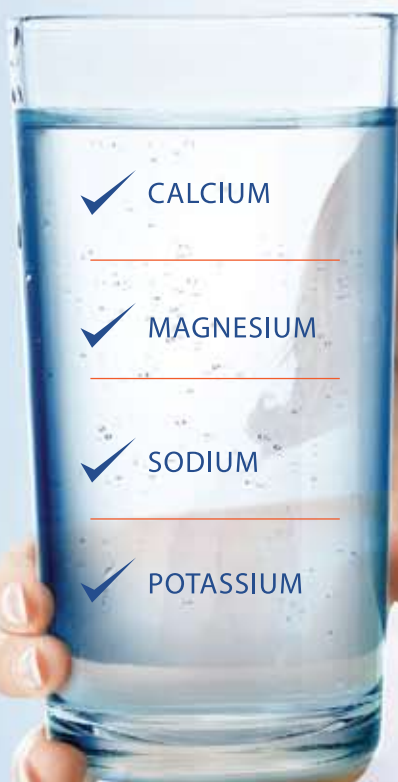
Now, there is a radical integration of the consumer experience across physical and virtual environments. Already, the consumer decision journey has been altered by the ubiquity of big data, the Internet of Things, and advances in web coding and design. Customers now have endless online and off-line options for researching and buying new products and services, all at their



# YOUR DRINKING WATER MAY BE SHUDDH, SAFE & SAAF. **BUT, IS IT HEALTHY?**

CALL 9339883333 TO FIND OUT!

ONLY  
AQUAGUARD'S  
HEALTHY  
WATER HAS



PAANI KA DOCTOR  
**Aquaguard**<sup>®</sup>

Shuddh se zyaada, Sehat ka waada

# THE DRIVE OF 15 MILLION INDIANS. MARUTI SUZUKI.





## Way of Life!

Kolkata or Kanpur, Chennai or Chandigarh, Mumbai or Meerut. Maruti Suzuki enabled millions of Indians across the length and breadth of the country to make driving a way of life. To claim every lane, every tree and every neighborhood as their own, however far from home they may be. In safety and comfort.

Today, Maruti Suzuki alone produces 15 million cars every year and is the undisputed leader of the Indian Automobile Industry. A name trusted by the entire country. An integral part of every Indian family. Maruti Suzuki continues to drive millions of dreams forward each day.

It is your unflinching trust that keeps us going. It inspires us to be there for you around every corner, servicing more than 40,000 cars a day. And make ever more delightful cars that exceed every expectation.

Thank you for your love.



fingertips 24/7.

McKinsey analysed 24 customer touch-points for more than 9,000 new car buyers to better understand which points of engagement drive customers premium perceptions and purchase decisions. They found that digital is a key to driving premium perception and dominate the path to purchase. With digital media, you have the ability to influence your prospective customers across their entire journey which is missing in the case of traditional media.

## 5. Digital Advertising Drives Word-Of-Mouth at Scale :

People are easier influenced by family members, friends and people that they know and trust. In this social media age they even rely upon the advice of complete strangers. This also applies to pre-purchase advice and brand information.

In its quantitative study, "Return on a Share, Quantifying the Monetary Value of Social Sharing," it found :

- Recommendations have more impact on a consumer's purchase decision than both brand and price which results in the 57% of decision making.
- Online shares are almost as valuable as in-person recommendations — a consumer is 9.5% more likely to buy a product with an excellent shared recommendation compared with 10.6% more likely via an excellent in-person recommendation. In contrast, a negative recommendation can reduce purchase intent by 11% for an online share and 11.2% for an in-person one.

## 6. Digital Creative Drives Interaction & Lifts Brands :

It is well known that the quality of ad creative is the most important determinant of ad effectiveness. A seminal comScore ARS study showed that creative quality drives more than half of the sales for brands analysed, four times

higher than the impact of the specific media plan. Digital creative adds the dimension of interaction to sight, sound, & motion and greater interaction has been shown to drive brand effectiveness.

## 7. Digital Advertising Is More Efficient Than Traditional Media :

Digital Advertising is interactive where you can interact with the final consumer. The message is consumer driven while it is message driven in terms of Traditional Media. Digital Marketing offers an opportunity to understand the consumer sentiments in terms of products or service offerings by the brand. Traditional media is constrained with calendar and budget bound which is not in the case of digital media. With advent of Digital, the power has shifted from the media owners to the hand of consumers.



## 8. Digital Advertising Is Essential To Reaching an Audience :

Indians are reported to spend an average of 96 minutes (1 hour 36 minutes) watching TV and 95 minutes (1 hour 35 minutes) on their laptop/PC. Interestingly, daily smartphone minutes in India (162 minutes or 2 hour 42 minutes) are greater than the global average (147 minutes or 2 hour 27 minutes). This highlights the increasing dominance of smartphones in the country. In India, smartphones followed by laptops dominate daytime screen (till 6 pm) usage while TV followed by smartphones do well in the evenings (6 pm onwards). Smartphones remain one of the main screens for usage throughout the day (9 am to 12 midnight). This has increased



“I go to fine restaurants  
to *savour* the food.  
Not to photograph it.”



INHERENTLY GOOD TASTE

We raise a toast to people with fine taste with a collection of leather accessories handcrafted in Scotland.  
[www.singletonselections.com](http://www.singletonselections.com)

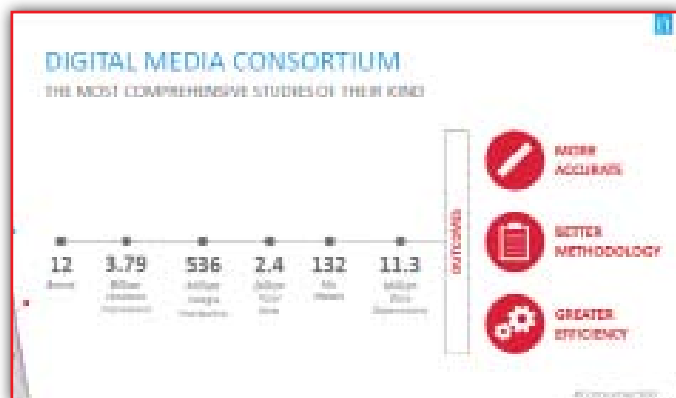
digital's lead over television and has evolved as an essential medium to reach an audience.

## 9. Digital Advertising Is Even More Effective Than We Know :

It is likely that the tools used to measure return on investment for media today undervalue digital media. A consortium consisting mainly of leading CPG companies undertook a study together with Nielsen to better understand media attribution.

Consortium members, which include Procter & Gamble, Unilever, Nestlé, Kraft Foods, Mondelez, Kimberly-Clark, and Kellogg found marketing-mix models undervalued digital ads.

For example, the ROI from Facebook ads were underestimated by as much as 48% and Google search ads by as much as 39%.



## Digital Advertising EcoSystem

The entire digital supply chain in India has been a mix of services offered by the different players having acquired in-depth knowledge in a single or across specialized digital platforms. The various aspects of digital marketing plan can be broadly classified based on the objectives of each campaign.

Online advertising has evolved today due to the change in consumer buying patterns that has transformed the way brands reach and engage their target market. There are different ways to connect with buyers based on where

Search Engine Optimisation	• Positioning, engagement, conversions, and competitive advantage
Pay-per-click marketing	• Targeting, relevance, campaign management and customisation
Digital display marketing	• Reach, awareness, branding and influence
Email marketing	• Relevance, personalisation, interaction and traceability
Mobile marketing	• Immediacy, contextualised, location based, and scenario driven
Social media marketing	• Engagement, interaction, advocacy, reach, branding
Analytics	• Measurement, viability, capacity to iterate, insightful, empowering

their digital journey begins. Today, advertisers take multiple channels to sell, engage and retain their customers. In the process, advertisers at times have to involve multiple agencies to fulfil their entire Digital Supply Chain. Technology also plays an important role in the overall supply chain. Technology brings more and more powerful measurement tools. Metrics are the fuel of any marketing logic and have to be oriented and exploited wisely. Marketing effectiveness can be measured, customer journey can be detailed and understood, customer satisfaction can be monitored and its insights should be analysed to adapt processes, experience and governance. Metrics, as a quantitative indicator of the company interaction with its customers, is used to understand customers' behaviour and draw meaningful conclusions on past marketing actions. The effective metric is, thus, the one which delivers important insights to be interpreted and used to improve ongoing marketing campaigns and adapt past ones according to the user experience and expectations.

Based on the campaigns and its objectives, advertisers have the option to select delivery partner based on their media plan, technology to be used and the desired ROI. The entire Digital Supply Chain is mapped below as per the campaign selected.





## Phone phone se term deposit book karo.

**Phone phone mein Kotak.**

Take your banking life with you, wherever you go. Ab phone phone mein 77 banking features.

**Search Advertising** : Optimising the search across various search engines involves selecting the search platform where the advertisers want their visibility. Search Advertising is a method of placing online advertisements on web pages that show results from search engine queries. Search advertisements are targeted to match key search terms (called keywords) entered on search engines. This targeting ability has contributed to the attractiveness of search advertising for advertisers. Consumers will often use a search engine to identify and compare purchasing options immediately before making a purchasing decision. The opportunity to present consumers with advertisements tailored to their immediate buying interests encourages consumers to click on search ads instead of unpaid search results, which are often less relevant. For the online user, Sponsored Search Advertisement offers highly relevant search results which are based on the consumer's own queries and, thus, they are considered less intrusive than banner advertisements or pop-ups advertising.

Search engines conduct running auctions to sell ads according to bids received for keywords and relative relevance of user keywords to ads in the inventory. Search engines build indexes of web pages using a web crawler. When the publisher of a web page arranges with a search engine firm to have ads served up on that page, the search engine applies their indexing technology to associate the content of that page with keywords. Those keywords are then fed into the same auctioning system that is used by advertisers to buy ads on both search engine results pages. Advertising based on keywords in the surrounding content or context is referred to as contextual advertising. This is usually less profitable than search advertising which is based on user intent expressed through their keywords. Advertisers can choose whether to buy ads on search result pages (search advertising), published content pages (contextual advertising), or both. Bids on the same keywords are usually higher in search

advertising than in contextual advertising.

**Search advertising activities can be measured in five ways:**



**CPM** : Cost Per Thousand viewers is the original method used for pricing online advertisements. CPM remains the most common method for pricing banner ads.

**CTR** : Click-Through Rates measure the number of times an ad is clicked as a percentage of views of the Web page on which the ad appears. Banner ads have CTRs that are generally 0.5 percent or less. In comparison, individual search engine ads can have CTRs of 10 percent, even though they appear alongside organic search results and competing paid search advertisements.

**CPA** : Cost Per Action quantifies costs for completing specified activities such as attracting a new customer or making a sale. Affiliate networks operate on a CPA basis. CPA systems function most effectively when sales cycles are short and easily tracked. Longer sales cycles rely on exposure to multiple types of ads to create brand awareness and purchasing interest before a sale is made. Longer sales cycles and sales requiring multiple customer contacts can be difficult to track, leading to reluctance



 airtel 4G

**FREE  
MUSIC, MOVIES  
AND GAMES**

[airtel.in/free](http://airtel.in/free)



"Free music, movies and games" refers to free access to otherwise chargeable content on Wynk Music, Movies and Games apps. Applicable for Airtel data packs only. Streaming and Downloading charges shall be as per the data pack purchased by the Customer. Please log on to [airtel.in/free](http://airtel.in/free) for detailed T&C

by publishers to participate in CPA programs beyond initial lead generation.

**CPC : Cost Per Click** tracks the cost of interacting with a client or potential client. In traditional marketing, CPC is viewed as a one-way process of reaching target audiences through means such as direct mail, radio ads and television ads. Search advertising provides opportunities for two-way contacts through web-based chat, Internet-based calls, call-back requests or mailing list sign-ups. There are some guidelines to establish minimum acceptable counting procedure for clicks. Each and every click has a life cycle which is known as click referral cycle. It comprises four stages: Initiated click, measured click, Received click and resolved click.

**TM : Total Minutes** is a metric being used by



Nielsen/Net Ratings to measure total time spent on a Web page rather than the number of Web page views.

**DisplayAdvertisement** : The approach for Display campaigns depends on the decision of going through an Agency Trading Desk (ATD) or Demand Side Platforms (DSP). Agency trading desks buy large inventories of media for the purpose of re-selling it to advertisers. They act as an independent platform that can provide their clients with ads that are going to serve them well. Through Real time bidding or programmatic buying, those who choose the agency trading desk route can pick up media in real-time that suit their needs and is aimed at particular audiences. Because ATDs buy and re-sell all of their media, they can ensure that their clients can bid real time on audiences that will be profitable for each client. The real-time bidding of display media within an agency trading desk happens similarly to the stock exchange, and prices will fluctuate constantly, depending on activity within the industry.

A demand-side platform, or DSP for short, is an online platform that allows buyers to trade and bid in real time for display ads. Buyers can bid for the cost of certain performance metrics, such as CPA (cost per action) or CPI (cost per install). Because DSPs rely on performance metrics, they have been constantly developed to provide highly accurate results. When you pay a certain price for a certain number of installs, for example, you can usually expect to get very close to that amount of installs for the price you pay. DSP's allow buyers to track results carefully so that they can gain information about their ads and better optimize their future advertising campaigns.

**Ad Exchanges** : Advertisers, agencies, publishers and ad middlemen are buying more of their media through Ad Exchange than ever before. An Ad Exchanges is a digital marketplace that enables advertisers and publishers to



buy and sell advertising space, often through real-time auctions. They're most often used to sell display, video and mobile ad inventory. Advertisers and agencies typically use DSPs or their own bidding technologies to do so, but ad networks and other entities also buy ads from exchanges. An Ad Exchange is just a big pool of ad impressions. Publishers tip their ad impressions into the pool hoping someone will buy them. Buyers then pick which impressions they wish to purchase using technologies like demand-side platforms. Those decisions are often made in real time based on information such as the previous behaviour of the user an ad is being served to, time of day, device type, ad position and more. Major Ad Exchange operators include Google, The Rubicon Project, OpenX, AppNexus and Yahoo. Various ad tech companies offer publishers the ability to create private exchanges.

Then there are Private exchanges which are also used by Publishers to more carefully control who can buy their inventory, and at what price. Instead of throwing its ad impressions out into an "open" exchange and letting anyone buy them, a publisher might instead wish to offer them to a handful of its favourite advertiser clients, or an agency it has a close relationship with. It might also wish to cut off access to networks and other third parties that could sell those ad impressions on.

**Data Management Platforms :** The other important aspect of the Digital Supply Chain is the Data Management Platforms. A data management platform is a data warehouse. It's a piece of software that collates, sorts and houses information, in a way that's useful for marketers, publishers and other businesses. DMPs can be used to house and manage any form of information, but for marketers, they're most often used to manage cookie IDs and to generate audience segments, which are subsequently used to target specific users with online ads. With the rise of Ad Tech, advertisers

now buy media across a huge range of different sites and through various middlemen, including DSPs, Ad Networks and exchanges. DMPs can help tie all that activity and resulting campaign and audience data together in one, centralized location and use it to help optimize future media buys and ad creative. It's all about better understanding customer information. A DMP is used to store and analyze data, while a DSP is used to actually buy advertising based on that information. Like many areas in advertising technology, the lines between DMPs and DSPs are beginning to blur. A growing number of DSP providers now offer their clients DMP technology too. Adobe Audience Manager and Lotameare dome of the vendors that sell DMP technology.



**Measurement and Analytic tools :** Final piece of the puzzle that fits in the Display Campaign Supply chain are the Measurement and Analytic tools. Metrics for display advertising can be grouped into two categories - planning and performance.

#### *Planning metrics*

- Number of ad impressions : how many times the ad will be shown
- Cost per Mille : the cost of showing the ad per 1000 times
- Cost per Click : total campaign cost divided by number of click throughs

- Cost per Action : total campaign cost divided by number of successful actions
- Click through rate (CTR) : number of clicks divided by number of impressions

### *Performance metrics*

- Brand awareness : any increase in search activity resulting from campaign
- Engagement metrics : amount of interaction with rich media advertisements
- Direct response metrics : CTR

Analytics tools also profile the visitors to website using visitor information metrics, along with cookies, and match these against your campaign objectives and target customer profiles. The aggregated data is used to target advertising in accordance with customer actions - known as behavioural targeting - including displaying advertisements on own site which are targeted at specific visitors and based on demographics.

Various Display Advertising analytics tool available in the market include Media Mind and validated Campaign Essentials from comScore.

**Mobile Advertising :** Mobile advertising provides a unique opportunity to connect with consumers on a personal level, with ads that reflect their on-the-go need states and moments of decision. Mobile ads have gone from being just a smaller version of online display ads to being a unique medium of communication that can help influence and drive the buying process. Beyond just creating brand awareness, mobile ads are now creating unique location-based and social media-friendly interactive experiences that can deepen a customer's relationship with a brand, or even close a sale. As technology continues to improve, as people become more comfortable shopping and buying from their mobile devices and as companies become more sophisticated about reaching consumers where and when they want to receive offers, we expect that mobile advertising's role will continue to expand in exciting new directions. In addition

to the wide range of opportunities for rich media and video, post-click solutions such as click-to-text, click-to-call, data capture, and store locators make the most of the interactivity and action-oriented nature of mobile phones.

### **Mobile advertising can be done in the following ways :**

- Mobile Web : Text tagline ads, mobile web banner ads, WAP 1.0 banner ads, rich media mobile ads. Many mobile devices, such as smartphones, have full Internet browsers
- Multimedia Messaging Service : Short text ads, long text ads, banner ads, rectangle ads, audio ads, video ads, full ads.
- Mobile Video and TV Advertising Units : Ad breaks, linear ad breaks, nonlinear ad breaks, interactive mobile video and TV ads.
- Mobile Applications : In-app display advertising units, integrated ads, branded mobile applications and sponsored mobile applications

The mobile browsers can display websites similar to the ones you'd see on a desktop computer, as well as mobile optimized sites. High-end mobile devices can also host apps, which people can download from the app store in their device, or from a website.

**Mobile text ads :** Mobile text ads look like standard text ads that you'd see on a desktop computer. The main difference is that we can show more ads per page when someone's searching on a desktop computer, and fewer ads per page when someone's searching on a mobile device. The text ads can appear differently on the Display Network. For mobile text ads, AdWords may sometimes replace your second line of description text with the most relevant ad extensions that you've enabled — like site link extensions, location extensions, or callout extensions. This helps us provide the most relevant information possible to your potential customers, and can increase your ads click through rates. Ad extensions are factored into



how Ad Rank is calculated, so showing more relevant, better performing extensions, can help improve your ad position. If two competing ads have the same bid and quality, then the ad with the more relevant extensions will most likely appear in a higher position than the other.

**Mobile Image Ads :** Display ads on mobile devices are similar to normal image ads that you'd see on a desktop computer, but they can link to your mobile website or to the app. To run ads on mobile apps and sites that are designed for mobile devices, your image ad size should be 320 x 50. Image ads can show as banner ads or interstitials in mobile apps.

Interstitials are full-screen ads that tend to have higher click through rates than banner ads, but may have a higher CPC. These appear as someone transitions between screens or pages in an app.

Banner ads appear as a small strip or "banner" across the top of an app page or screen. They're the most commonly used ad format for mobile.

**App promotion ads :** App promotion ads come in a variety of types and formats. The most common type the app install ad, (formerly click-to-download ads) which are the easiest and most effective way to drive downloads. These ads can be run across search and display using the App/digital content ad format.

**App promotion on the Search and Display Networks :** You can create campaigns to drive app downloads or increase app engagement on both the Search and Display Networks. These types of campaigns provide much more control over your targeting, bids, ads and budget.

**Mobile Ad Networks :** Ad networks can also be divided into first-tier and second-tier networks. First-tier advertising networks have a large number of their own advertisers and publishers, they have high quality traffic,

and they serve ads and traffic to second-tier networks. Examples of first-tier networks include the major search engines. Second-tier advertising networks may have some of their own advertisers and publishers, but their main source of revenue comes from syndicating ads from other advertising networks.

While it is common for websites to be categorized into tiers, these can be misleading. While Google is in the clear majority of advertisement impression served, other networks that could be labelled as tier 2 actually dominate over this tier 1 ad networks as far as the number of customers reached

Mobile Ad networks often support a wide spectrum of ad formats (e.g. banners, native ads) and platforms (e.g. display, mobile, video). This is true for most ad networks, such as Adcash, AOL's Advertising.com, AdBlade, Epom Market, Yahoo!, and many others. However, there also are ad networks that focus on particular kinds of inventory and ads:

1. Mobile ad networks, such as AdMob, InMobi or AppFlood, focus on the traffic generated via mobile web and mobile apps, and work with the corresponding ad formats.
2. Video ad networks serve ads via inventory, associated with online video content. The well-known examples include TubeMogul, BrightRoll, and YuMe.

Video and mobile ad networks can be acquired by larger advertising companies, or operate as standalone entities.

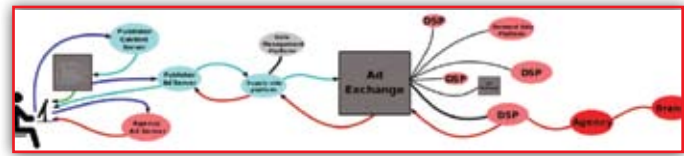
**Proximity Marketing :** Proximity marketing is the localised wireless distribution of advertising content associated with a particular place. Transmissions can be received by individuals in that location who wish to receive them and have the necessary equipment to do so. Distribution is targeted to devices known to be in a particular

area.

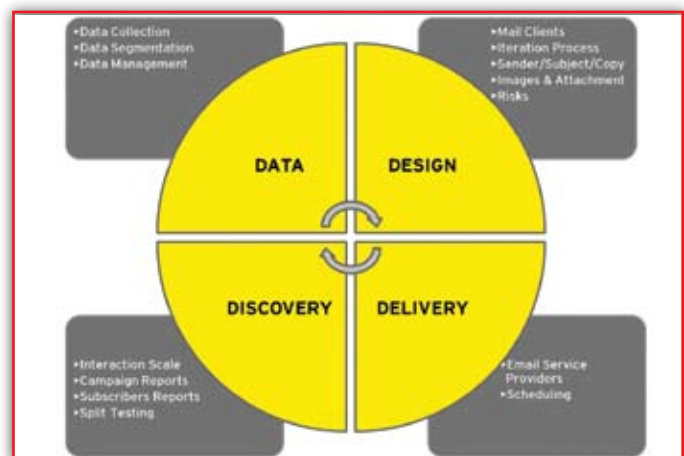
**QR Codes :** Quick Response (QR) codes have become common in mobile advertising. A (QR) code is a matrix barcode (or two-dimensional code), readable by QR scanners, mobile phones with a camera, and smartphones. The code consists of black modules arranged in a square pattern on white background. The information encoded can be text, URL or other data. It can be used for linking to any web-based content such as website, video, brochure, app, contact and feedback. Smartphone users can install an app with a QR-code scanner that can read a displayed code and convert it to a URL directing the smartphone's browser to the website of a company, store, or product associated with that code providing specific information.

**Mobile Supply Side Platforms (SSP) :** A supply-side platform is a piece of software used to sell advertising in an automated fashion. SSPs are most often used by online publishers to help them sell display, video and mobile ads. A supply-side platform is basically the publisher equivalent of a Display Side Platform. Where DSPs are used by marketers to buy ad impressions from exchanges as cheaply and as efficiently as possible, SSPs are designed by publishers to do the opposite: to maximize the prices their impressions sell at. Similar technology powers both SSPs and DSPs. SSPs allow publishers to connect their inventory to multiple Ad exchanges, DSPs, and networks at once. This in turn allows a huge range of potential buyers to purchase ad space — and for publishers to get the highest possible rates. When an SSP throws impressions into ad exchanges, DSPs analyze and purchase them on behalf of marketers depending on certain attributes such as where they're served, and which specific users they're being served to. The idea is that by opening up impressions to as many potential buyers as possible — often through real-time auctions — publishers can maximize the revenues they receive for their

inventory. Because of this, SSPs are sometimes referred to as yield-optimization platforms.



**Email marketing:** Email Marketing is a form of permission-based direct marketing, which uses electronic mail as a means of communication relevant commercial messages to a specific audience based on their profile. It is considered as one of the most effective ways of marketing because of its powerful reporting mechanism. It is the most cost effective way to get in touch with subscribers and generate higher traffic volumes to the website.



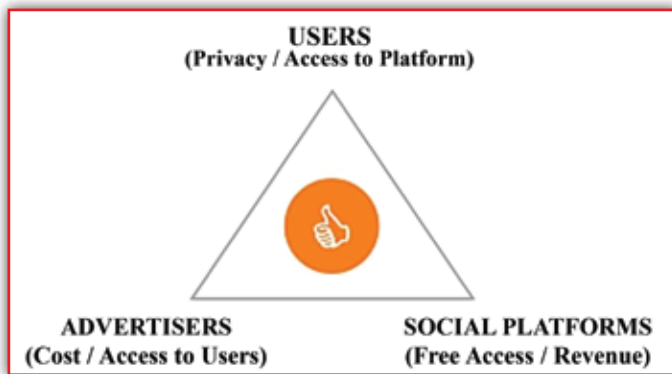
**Analytics :** Email Marketing campaign is monitored through reporting features which come with email marketing packages. Some of them are:

- Open Rate
- Total Opened
- Unique Opened
- Clicks
- Unsubscribed
- Bounced
- Delivered

**Social Media Marketing :** Social media marketing refers to the process of gaining traffic or attention through social media websites and



platforms. Social media is characterized as a free to access, open, unrestricted, un-moderated online interaction between people, irrespective of location, race, gender or time. It has emerged as a more efficient and cost effective marketing channel, when execute thoughtfully.



## Facebook

Facebook is a social network that allows you to create a personal profile, connect with friends and keep them updated on your life. Here are some statistics :

- More than 1 billion active users exist (3 times US population)
- Time spent per month per person is 7 hours 45 mins
- 1 out of every 7 minutes online is spent on Facebook
- Average user has 130 friends
- 800 million updates happen every day
- 15% revenue comes from Zynga games

## Twitter

Twitter is a social network and microblogging

site that allows users to post text-based messages (tweets) of up to 140 characters. Every second, on average, around 6,000 tweets are tweeted on Twitter (visualize them here), which corresponds to over 350,000 tweets sent per minute, 500 million tweets per day and around 200 billion tweets per year.

- 200 million Twitter accounts
- 100 million active users worldwide
- 50% log in on a daily basis
- 350 million tweets per day
- 13% of online adults use Twitter
- 1.6 billion search queries per day
- The average Twitter user has tweeted 307 times
- 163 billion tweets since the dawn of Twitter

## LinkedIn

LinkedIn is a social networking website for people in professional occupations. Here are some statistics :

- LinkedIn operates the world's largest professional network on the Internet with more than 400 million members in over 200 countries and territories
- Every minute 2 new members are adding to the network
- Sixty-two percent of LinkedIn members are located outside of the United States.
- More than 2 million companies have LinkedIn company pages
- More than 75,000 developers are using LinkedIn APIs (Application Program Interface) to create innovative tools and services for professionals, up from 60,000 at the end of the first quarter of 2012.

## Google +

Google+ is a social network that allows you to organise connections in circles.

## YouTube

YouTube is a video sharing platform and social network.

## ABOUT THE AUTHOR



### ***Bharat Rajamani***

Director & Solution Champion – Marketing & Advertising Risk Services (MARS) across Asia, South East Asia, Middle East & Africa

Bharat has more than 18 years of experience serving in EY & over 15 years in specializing in MARS reviews covering :

- Marketing spend optimization reviews
- Agency contract compliance reviews
- Agency performance reviews
- Planning & strategy reviews
- Assistance in agency selection
- Creative production reviews
- Promotion reviews
- Digital reviews

His key MARS clients span across categories :

**FMCG/ FMCD** : Hindustan Lever, L'Oreal(India, Korea, Thailand), Reckitt & Benckiser (India & Thailand), Samsung, LG Electronics, Coke (India & Turkey), Cadburys, J&J, GSK, Titan, Tata AoR, Nokia (India, Singapore, Malaysia, Thailand, Cambodia, Hong Kong,

**Telecom** : Vodafone, Airtel, Idea, MTNL, SriLankan Telecom / Mobitel, Maxis Telecom / Aircel (India & Malaysia),

**Automobile** : Maruti, Jaguar (China),

**Financial Services** : Max New York, Bharti AXA, ICICI Bank, Kotak Bank

**Ecommerce** : OLX, Flipkart, Quikr

**Government** : Bharitiya Janta Party (BJP).

Bharat has :

- Assisted AC Nielsen in validating the controls implemented by them for conducting the National Readership Surveys on behalf of the National Readership Survey Council. He also worked on projects for leading broadcasters across India & US.
- Led projects with BJP for Lok Sabha & all Vidhan Sabha Elections held in 2014 (i.e. Maharashtra, Haryana, J&K, Jharkhand and Delhi elections)

He actively participates on Industry Thought Leadership initiatives conducted by Indian Society of Advertisers on Media Audits, Return on Marketing Investments & Digitization.

He is also a visiting faculty for Marketing in SIES College of Management Studies

Bharat is a Management Graduate with specialization in Marketing from Symbiosis & holds an Accounting Technician Certificate from Institute of Chartered Accountants of India



Get youthful glowing skin,  
naturally.



Santoor, with the goodness of  
sandal and turmeric, gives your  
skin a golden glow to keep you  
looking young and beautiful.  
So go on and shine.



**SANTOOR**

*The secret of younger looking skin*



*New*  
**MAHARAJA  
MAC**  
*The Social Burger*




i'm lovin' it®

**SO BIG, YOU'LL GET  
#ThodaTimeAur  
TO PLAN A HOLIDAY.**



**CHICKEN  
MAHARAJA MAC  
WITH  
GRILLED  
—PATTY—**

**VEG  
MAHARAJA MAC  
WITH  
CORN &  
CHEESE  
—PATTY—**

 Images are representational.