

Internet Advertising: Search and Banner - US - April 2013

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"Advertisers are having a hard time—TV shows can be DVRd and banner ads ignored or blocked—as consumers gain increasing control of ad viewership. Advertisers aim to make ads harder to ignore, but this typically also makes ads harder to bear. Civility, and the aim to interact solely with those who want engagement, will ultimately serve all parties best."

– Billy Hulkower, Senior Technology Analyst

In this report we answer the key questions:

- Can increasing internet access be bad for ad sales?
- Can increasing online shopping be bad for ad buyers and sellers?
- Is advertising a 20th century phenomenon?

As internet delivery of media becomes the norm rather than the exception for films, movies, games, radio, and journalism, the role of internet advertising will continue to shift from a focus on retailer sales online to preservation and creation of brand equity.

Further driving expected increases in online ad sales is the increasing efficacy of online ads, with a higher percentage of consumers reporting that these ads result in an online or offline purchase. Yet perhaps the most central driver for increased online ad sales is the extent to which consumers are turning to the internet for product research. How often consumers conduct research and their methods of research are among the main topics of this report.

In spite of rapid growth, numerous challenges face the industry, including the challenges inherent for ad buyers in switching from demographic targeting to behavioral advertising, as well as the promise and problems for media companies selling ads to brands that may still feel insecure about the value of internet advertising altogether. This report focuses on how ad sellers can effectively market to brands, as well as how brands can best utilize the online space to appeal to consumers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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