EMERGING TREND OF DIGITAL ADVERTISING IN PRESENT SCENARIO

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Abstract
Digital Advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes e-mail marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising) and mobile advertising. Advertisers and publishers use a wide range of payment calculation methods. Advertisers calculated online advertising transaction on a cost per impression basis customer performance (cost per click or cost per acquisition) and hybrids of impression and performance methods. Internet advertising is deal for businesses with a national or international target market and large scale distribution capabilities. As a rule, the more people your business serves, the most cost efficient Internet advertising can be. Internet advertising can also be more targeted than some traditional media, ensuring that message are seen by the most relevance audience. India which has been appreciated globally for providing IT services faces a huge digital divide, having a relatively low percentage of population with access to the Internet. Apart from the digital divide existing between countries, there also exists a gap in adoption of digital technology across different demographic groups within the country. So this digital divide creates a question mark for the growth of digital advertising.

'Digital' signifies, in simple terms, zeroes and ones, the code that runs computers and increasingly, our world. Digital media is the use of computers in the creation, transmission and reception of information for human meaning-making in various activities-whether in simple acts of communication or leisure pursuits, in entertainment or work. It is often also called "New Media". New Media seems a rather dated term here since computers have been around for quite some time, and the Internet itself is over a decade old. Mobile phones are common place, and the computer game made its appearance in 1972. New media is 'new' in the sense that it has transformed cinema, television, communication storage and transmission, leisure and computing.

'Digital' means simply, the conversation of all information, film, images, data into numbers (as opposed to analog technology which simply converted one from into an analogous form). Transcoding is the process of converting from one format into another, and is a characteristic of new media. These numbers are then storable in the form of disks or data banks and, when required, can be reconverted into their original form. The great advantage of digital technology is the ease of transmission, storage and reconversion. The digital differs from the analog in that it stores information not as a contineous stream, but as discrete units.

To be digital is to be media multitasking-emailing your report, checking up the stock market on the PDA alerts, getting directions to the Italian place for dinner engagement, playing your latest Rock star favorite on the ipod, and uploading the new patches for your favorite stimulation game.

Advertising is an organized method of communicating information about a product or service which a company or individual wants to sell to the people. It is a paid announcement that is conveyed through words, pictures, music and action in a medium which is used by the prospective buyers. Sir Q(Sir Arthur Quiller-Couch) had said as early as 1916 that if all there was an intellectual process, it was persuasion and nothing else. F.P Bishop confirmed that all modern advertising was persuasion. If persuasion of prospects (and the public in general), is accepted as the essential quality of all advertising, the following definition can be thought of: Advertising is persuasion of the target audience through controlled, identifiable and mass mediated messages. The word 'controlled' is of fundamental importance to the creators of advertising and o the advertisers themselves because it sets a part personal selling and publicity from advertising. From another angle, the mass mediated advertising message has a certain length and format. The advertising information which comes from a company, organization or association, also contains the company's logo, address, telephone, e-mail etc. The third key concept in the definition is the involvement of the mass media. In other words, the process of mass communication has to be understood by the message creators and the advertisers.

Digital Advertising
On line advertising also called digital advertising or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, Search Engine Marketing (SEM), social media marketing, many type of display advertising (including web banner advertising) and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an

ad server which technologically delivers the ad and tracks statistics and advertising affiliates who do independent promotional work for the advertiser.

Creative types of Digital Advertising
The digital advertising market is trifurcating into three of advertising to fuel this: concept ads to drive awareness and interest, content ads to turn interest to desire ad commerce ads to fulfill this desire with tangible actions.

Concept ads
Concept ads sit at the top of the funnel. They are fully produced, carefully crafted and finished products that aspire to match the memorability and impact of the very best advertising and have upper-funnel goals like generating brand awareness and intent to purchase. The use of these ads continues to grow, driven by marketer's needs to create new desire and demand. Digital video ads and IAB Rising stars such as the full-page Flex and Bill board are often used for concepts ads.

Content ads
Content ads typically have the mid-funnel goal of enhancing consumer understanding of a brand or product. They accomplish this by providing high quality content with which the viewer can engage- for example by reading or viewing, sharing or commenting. Content ads are collections of brand assets that often have no fixed rules about compilation and rendering.

Commerce ads
Commerce ads dominate display today, especially the ubiquotious types that persistently follow consumers across the web. Typically rendered in a previous-generation ad standard, these ads tend to have a single, bottom-funnel goal, and their design reflects this focus. While they are not typically visually or experimentally rich, the rendering and serving logic can be sophisticated to ensure that the right offer is served to each viewer.

Delivery Method
Display Advertising
Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs or other graphics. Display advertising uses demographic and geographic targeting-capturing users cookie and browser history to determine demo-graphics, location and interests- to target appropriate ads to those browsers. As advertisers collect data across multiple external websites about a users online activity. This aggregation of data is called behavioral targeting semantic analysis techniques are also used to accurately interpret and classify the meaning or context of the pages content and then populate it with targeted advertisements.

Web Banner Advertising
This form of online advertising is even older than the search engines themselves and the concept is pretty simple. You simply put some sort of banner (usually with catchy image and headline) on a relevant website. Users who choose to click the banners will end up on your website and hopefully will make a purchase. These ads typically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons forms or other interactive elements using Java Applets, HTMLs, Adobe Flash and other programs.

Search Engine Optimization (SEO)
Search Engine Optimization(SEO) is the practice of employing various strategies to allow websites to rank highly in Search Engine Results Pages (SERPs). Paid search engine advertising increases a website's visibility and reach by displaying links to the website's landing pages at the top or bottom of a SERP. In contrast, SEO increases a website's visibility and reach by allowing the website to rank well organically in search results when search engine users search for certain key parses and terms. Local SEO involves creating content that targets a particular geographical demographic. It also includes the use of local listing sites to help establish a website's presence in search results that are tailored to local users.

Social Media Advertising
Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles. Brand messaging that fits seamlessly into social news feed and gaming content often delivers the highest engagement rates of any digital video advertising format.

Mobile Advertising
Cell phone advertising is the ability for organizations and individuals to advertise their product or service over mobile devices. Mobile advertising is generally carried out via text messages or applications. The obvious benefit of mobile advertising for brands is that mobile devices such as smart phones are usually close to the owner throughout the day. This

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presents a cost effective way for brands to deliver targeted advertisements across mobile platforms on a daily basis. Although advertisements appear on a small mobile interface, mobile advertisers have the ability to deliver personalized, and thus effective, messaging.

Email Advertising
Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing is unsolicited, in which case the sender may give the recipient an option to opt out of feature emails or it may be sent with the recipient's prior consent. If you can have the right contextual ad in an email news letter, not only may people keep it, but they may also pass it along to others as well.

Affiliate Marketing
Whether you specialize in physical products or in digital information products like e-books and other courses, affiliate marketing is a great form of online advertising. The major advantage is that you do not actually have to pay your affiliates a commission until the sale is made. If you do a good job of promoting your affiliate program in the appropriate market places, then these affiliates can do most of the legwork for you like writing articles, using pay per click advertising themselves and ultimately driving traffic to your product in any number of ways. Unfortunately, there are still many websites owners outside of traditional Internet marketing are not familiar with the concept of affiliate commissions and may think there is something shady going on. So you simply have to be a salesperson and convince people that your affiliate program is legitimate and profitable.

Online Marketing Platform
Online Marketing Platform (OMP) is an integrated web based platform that combines the benefits of a business directory, local search engine, Search Engine Optimization (SEO) tool, Customer Relationship Management (CRM) package and Content Management System (CMS). E bay and Amazon are used as online marketing and logistics management platforms. On face book, Twitter, You tube, Pinterest, Linked In and other social media, retail online marketing is also used. Online business marketing platforms such as Marketo, Aprimo, Market Bright and Pardot have been bought by major IT companies (Eloqua-Oracle, Neolane-Adobe and Unica-IBM).

Compensation Methods
Advertisers and publishers use a wide range of payment calculation methods. In 2012 advertisers calculated 32% of online advertising transactions on a cost-per impression basis, 66% on customer performance (e.g. cost per click or cost per acquisition), and 2% on hybrids of impression and performance methods.

In 2011, Internet advertising revenues in the United States surpassed those of cable television and nearly exceeded those of broadcast television. In 2013, Internet advertising revenues in the United States totaled $42.8 billion, a 17% increase over the $36.57 billion in revenues in 2012. US Internet ad revenue hit a historic high of $20.1 billion for the first half of 2013, up 18% over the same period in 2012. Online advertising is widely used across virtually all industry sectors.

CPM (Cost per Mille)
Cost Per Mille, often abbreviated to CPM, means that advertisers pay for every thousand displays of their massage to potential customers (Mille is the Latin word for thousand). In the online context, ad displays are usually called "impressions". Some impressions may not be charged because they do not represent a new exposure to an actual customer. Advertisers can use technologies such as a web bug to verify if an impression is actually delivered.

CPC (Cost per Click)
CPC (Cost Per Click) or PPC (Pay Per Click) means advertisers pay each time a user clicks on the advertise. CPC advertising works well when advertisers want visitors to their sites, but it is a less accurate measurement for advertisers looking to build brand awareness. CPC market share has grown each year since its introduction, eclipsing CPM to dominate two-thirds of all online advertising compensation methods. Like impressions, not all recorded clicks are valuable to advertisers. Gold spot media reported that up to 50% of clicks on static mobile banner ads are accidental and resulted in redirected visitors leaving the new site immediately.

CPE (Cost per Engagement)
Cost per Engagement aims to track not just that an ad until loaded on the page (i.e. an impression was served) but also that the viewer actually saw and interacted with the advertisement.

CPV (Cost per View)
Cost per View video advertising. Both Google and Tube Mogul endorsed this standardized CPV metric to the IAB's (Interactive Advertising Bureau). Digital Video Committee and it's garnering a notable amount of industry support. CPV is the primary benchmark used You Tube Advertising Campaigns, as part Google's Ad words Platform.

Other Performance-based Compensation
CPA (Cost per Acquisition) or PPP (Pay per Performance) advertising means the advertiser pays for the number of users who perform a desired activity, such as completing a purchase or filling out a registration form. Performance based compensation can also incorporate revenue sharing, where publishers earn a percentage of the advertiser's profits made as a result of the advertisement.

Fixed Cost
Fixed cost compensation means advertisers pay a fixed cost for delivery of ads online, usually over a specified time period, irrespective of the ad's visibility or users' response to it. One example is CPD (Cost per Day) where advertisers pay a fixed cost publishing an ad for a day irrespective of impressions served or clicks.

Conclusion
Advertising on the Internet is almost a necessity for modern business, especially those that do business outside of their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant targeted ad messages.

As with offline advertising, industry participants have undertaken numerous efforts to self regulate and develop Industry standards or codes of conduct. Several United States advertising industry organizations jointly published self regulatory principles for only behavioral advertising based on standards proposed by the FTC in 2009. European ad associations published a similar document in 2011. Both documents include consumer control of data transfer to third parties, data security and consent for collection of certain health and financial data. Neither frame work, however, penalizes violators of the codes of conduct. Many laws specifically regulate the ways online ads are delivered. For example online advertising delivered via email is more regulated than the same ad content delivered via banner ads. Among other restrictions, the US CAN-SPAM Act of 2003 requires that any commercial email provide and opt-out mechanism. Similarly mobile advertising is governed by the telephone consumer protection Act of 1991(TCPA), which (among other restrictions) requires user opt-in before sending advertising via text messaging.

The Internet's vast reach can allow advertisers to reach significantly more people than traditional advertising media at a fraction of the cost. Internet advertising is deal for businesses with a national or international target market and large scale distribution capabilities. As a rule, the more people your business serves, the most cost-efficient Internet advertising can be. Internet advertising can also be more targeted than some traditional media, ensuring that messages are seen by the most relevant audiences.

But advertising on the Internet is your marketing, materials are automatically available for anyone in the world to copy, regardless of the legal ramifications. Logos, images and trademarks can be copied and used for commercial purposes or even to slander or mock your company. This is not the case with television and magazine advertising, wherein images must be replicated rather than simply copied electronically. Another fact that Internet advertising gold rush has begun to introduce ad cutter to the web and the web users are so inundated with banner ads and spam email that they have begun to ignore Internet advertising just as much as ads on traditional media.

The Internet is likely to continue to play a large role in individuals live in the foreseeable future. Whether personal computers remain the dominant method of accessing the Internet, some form of global communication network will likely be a reality for many generations, creating effective avenues of sending advertising messages to consumers in the community and around the world. Digital advertising is also providing its worth to brand marketers every day by creating new desire and demand, increasing engagement and loyalty, and ringing the cash register.

Given a high degree of correlation between the economic progress of a country and its access to ICT, there are countries which have over-performed relative to the economic peers in providing digital technology. One such country worth mentioning here is costa Rica, which is the world's top over performer, known for its communication technology. Two of the world's most populated countries- India and China- are also among the few underperformers on access to ICT. India, which has been appreciated globally for providing IT services, faces a huge digital divide, having a relatively low percentage of population with access to the Internet. In 2014, it had only about 18 people per 100 using the Internet (World Bank data). China on the other hand has low performance on access to ICT. A part from the digital divide existing between countries, there also exist a gap in adoption of digital technology across different demographic groups within the country. So this digital divide also a great reason for the growth of digital advertising.

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