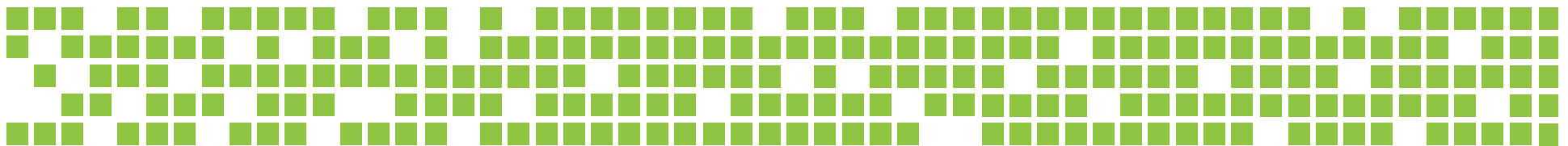




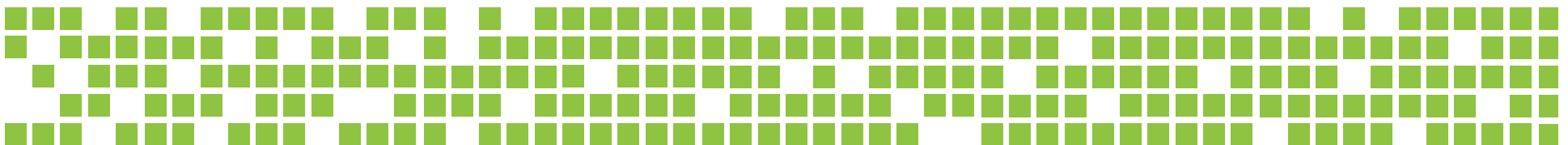
WORDPRESS AD OPERATIONS

CHRIS STARK
DIGITALMGMT



TOPICS

- WHY ADS?
- SHOULD YOUR SITE RUN ADS?
 - SERVING ADS
 - TYPES OF ADS
 - PRICING
 - BEST PRACTICES
 - TRENDS



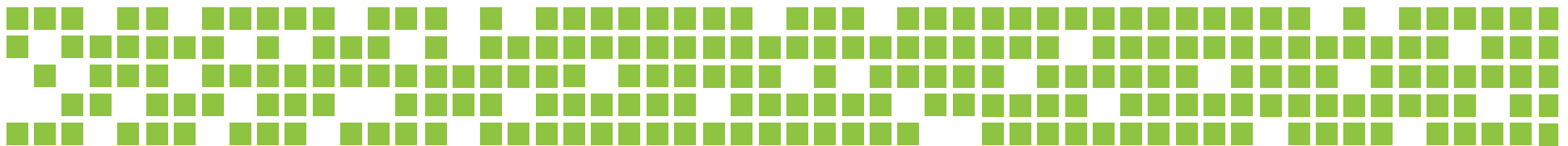
DIGITAL ADVERTISING



Advertisers Spent \$31B in 2011

20% Growth Year over Year

Mobile Advertising 149%+



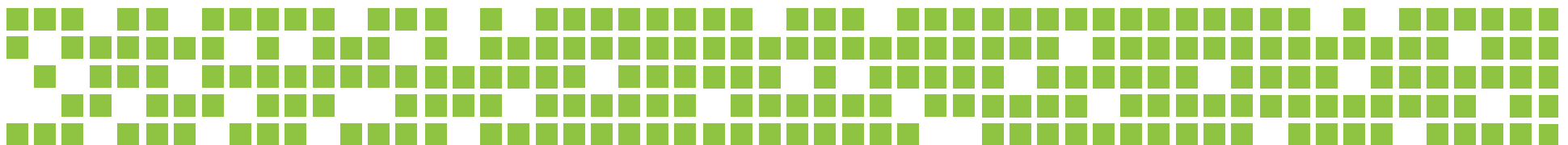
Should you run ads on your site



Does it fit your business model?

Does it work with the aesthetic of your site?

Does it add or take away from the UX?

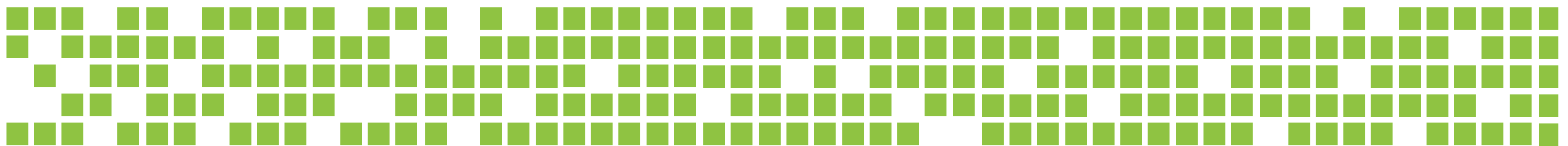


Now What?

Decide whether having one advertiser is enough or if you should install an ad server

Do I need to sell ads direct?

Do I need to have more than one source of income?





Adservers

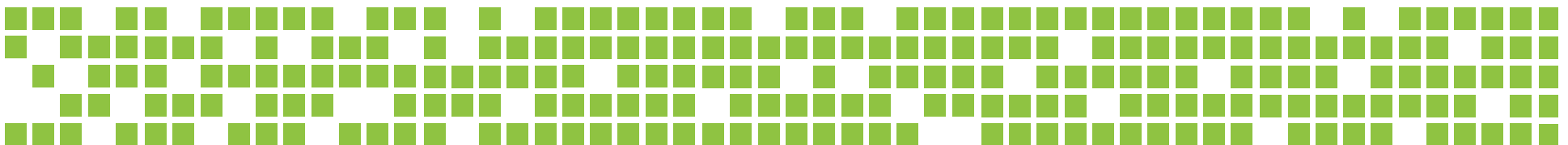
Google DoubleClick for Publishers

Small Business

<http://www.google.com/dfp/info/sb/>

OpenX

<http://www.openx.com>





Implementing Tags

Good Time to Evaluate Overall Site Speed

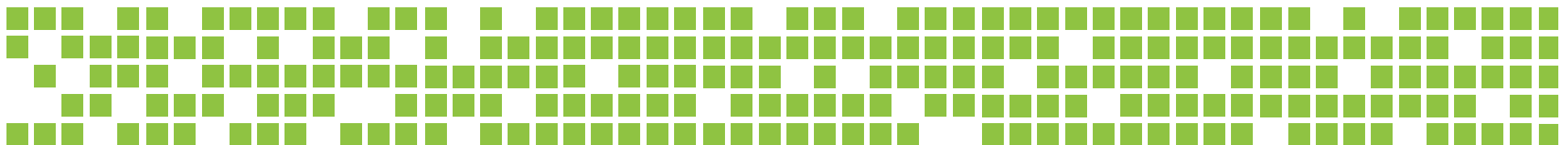
Come up with a naming convention

Sitename_adsize_location

Install Async Tags

Header Code

Body Code

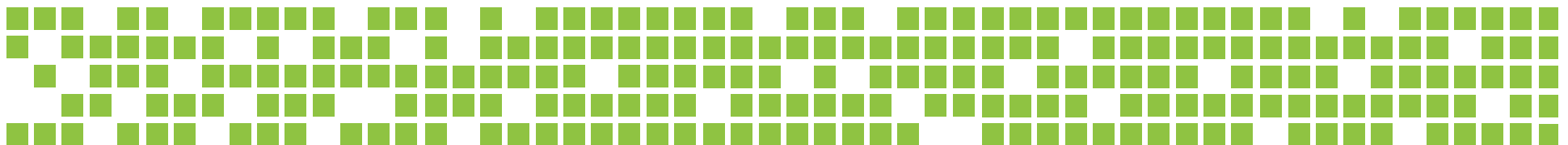




Implementing Tags

More Ad Tags = Slower Websites

Find the Balance Between # of units and
load time to maximize revenue



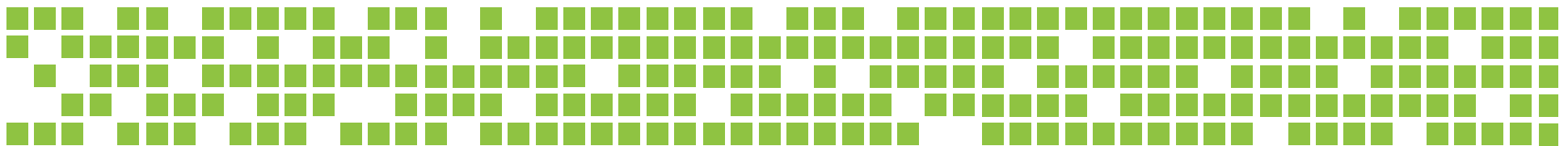


Should I Sell Ads Direct

Are you being contacted directly?

Do you have an ad server installed?

Do you have the time to manage
contracts/errors?



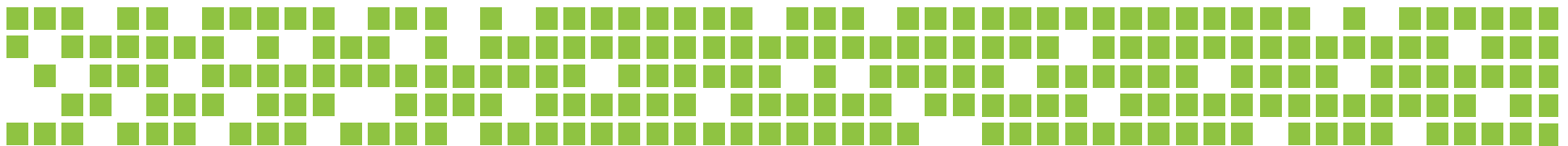


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Selling Direct / What Do You Need

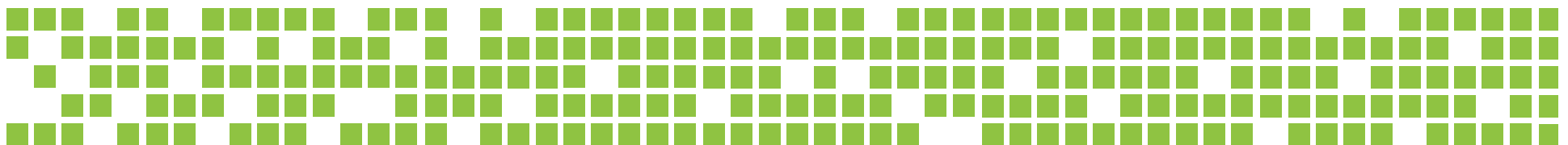


Analytics Information

Google Analytics / Clicky / Omniture

Demographic Information

ComScore / Quantcast



Selling Direct / What Do You Need



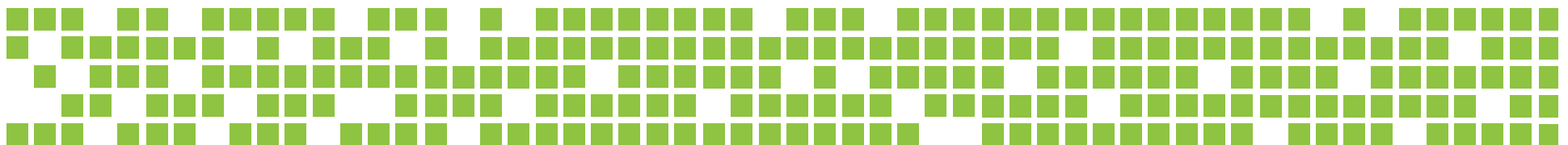
Media Packet

PDF / Interactive

Ad Placements / Pricing

Analytics

Demographics



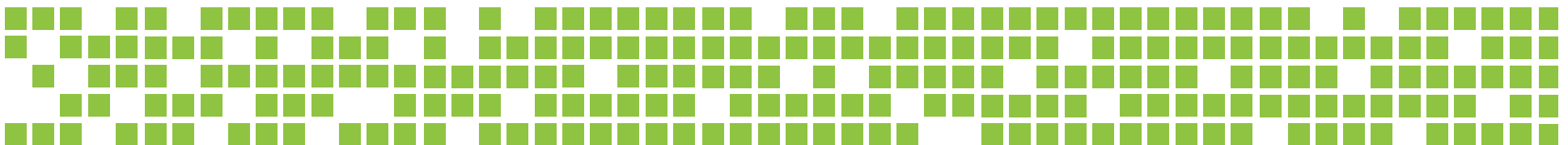
Pricing



CPM (Cost Per Milli)

CPC (Cost Per Click)

CPA (Cost Per Acquisition)



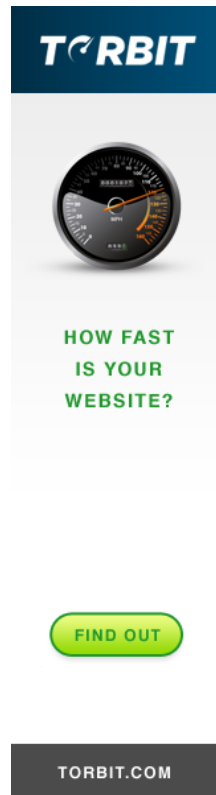
Best Practices

Ad Sizes


728x90

300x250

160x600



TORBIT



HOW FAST IS YOUR WEBSITE?

FIND OUT

TORBIT.COM



SlideDeck ²

Create Instant WordPress Sliders

From your favorite sources!



Try A Demo



WP Engine
is hot. Not hype.

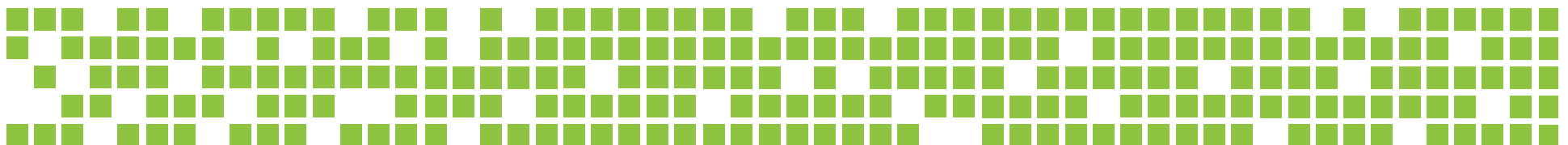


Managed Updates
Free Daily Backups
Automated Caching
The Most Support Staff

Time to Try Them Yourself?

Prove it to me.

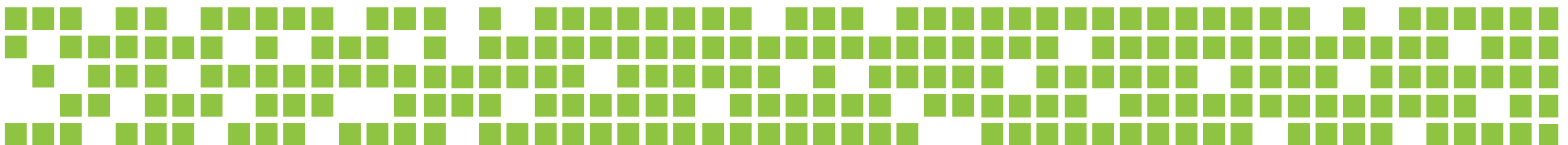
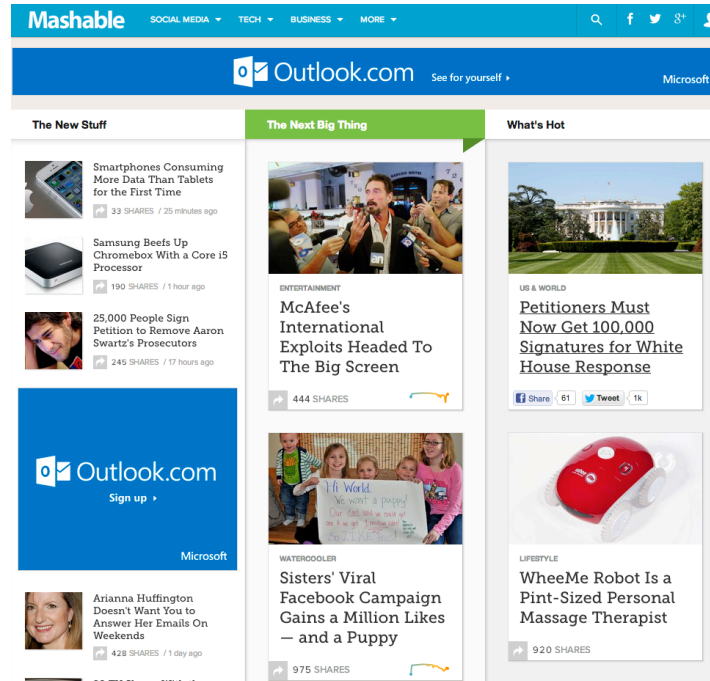
60 Days or your Money Back



Best Practices / Placement



Interior to Content Above the Fold



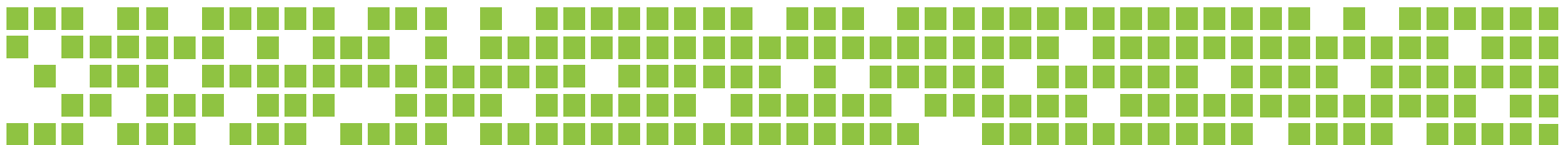
Trends



Growth of 300x600 and expandable sizes

100% Year over Year Growth in Mobile

GeoTargeted Mobile Ads



Questions



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Email: Chris@digitalmgmt.com

Blog: <http://www.digitalmgmt.com/>

