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_adsizelocation

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?
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?
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
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

Twitter: @digimgmt

Email: Chris@digitalmgmt.com

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