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Effectiveness of Online Advertisements in Ludhiana

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ABSTRACT:

Online advertising is one of the fastest growing form as this platform provides lot of opportunities to connect directly with customer. This research is about how customer perceives the online advertisements in Ludhiana. The sample of 100 respondents were taken and their opinion was taken on online advertisement. The study concludes that the effectiveness of online advertisement was determined by the level of knowledge about the existing platforms of the advertisements and time spend on various Medias.. It is also concluded that online advertisements also influences the purchase decision of the customers to the moderate extent as they are considered to be the interactive point between them and the company from which they buy their products.

Introduction

The era of Globalization has long demanded a paradigm shiftin all areas, one of which is the field of marketing. Marketing is more than just distributing goods from the manufacturer to the final customer. It comprises of all the stages from creation of the product and the after-market which follows the eventually sales. The objectives of all the business are to make profits and a merchandising concern can do that by increasing its sales at remunerative prices. This is possible if the product is widely polished to be audience final consumers. With a high competition in the business world requires a company to be more creative and have the competitive advantage as compared to other companies in order to compete in the global business. According to Kotler (2012), a new competition is not between what is produced by various companies in the factories, but what is added to the plant results in the form of packaging, services, advertising, consultancy for customers, financing, shipping agreements, warehousing and other thing that people think is worth. Competition between the products in the market is to encourage manufacturers aggressively promote to attract the attention of consumers. One strategy in marketing is advertisement. It denotes a specific attempt to popularize a specific product and services at a certain cost. It always intentional openly sponsored by the sponsor and involves certain cost and hence is paid for. It is a common form of non- personal communication about an organization and or its product idea services etc. that is transmitted to the target audience through a mass medium. According to Lee, 'informs advertising function of a product or service or a profit companies, as persuasive that persuade consumers to buy certain brands and as a medium to remind consumers of a product or service.'

Therefore, companies must be able to seize the consumer the impression of the product to be sold and constantly deal with how the product is sold in the market. In order for a product to function to meet the needs and desires of the customers, the existence of such products should be communicated to the consumer in order to be introduced existence. Advertising is one component of the promotion mix commonly performed by a company which is a form of promotion that is very instrumental in changing the image, introduce the products and the interest of consumers to buy a product. Given the importance of the companies advertising activities in introducing new product, accompany spend heavily on advertising expenses. Conditions of tight competition makes the companies use strategy in creating ads to establish a favorable position in the market. In making the ads, one needs to understand the direct purpose of advertising i.e. to create the effect of advertising because communication is the process which in turn will help the sale. Advertising is the message of a brand, product or the company submitted to the audience through the media.

Internet has grown tremendously in both its application and number of users due to its unique characteristics of flexibility, interactivity and personalization. It has been a very useful tool for communication, entertainment, education and electronic trade. The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do the business by allowing the retailers to offer unlimited range of product and services to all the consumers from around the world at any point in time. The internet has emerged as an advertising medium. Many companies have turned to the internet to advertise their product and services and internet has deemed to be the most significant direct marketing channel for the global marketing place. Companies are pouring billions of dollars into internet advertising to obtain a greater return on investment on ads. It hs given consumers more control in assessing information on products and services. There are several factors hat contribute to consumers pull for online content. Consumers are the one who decide when ,where, what and how much commercial content they wish to view. The internet enables the consumers to access the unlimited range of the products and services from companies around th world and it has reduced the time and effort they spend on shopping.

The use of internet as a promotional advertising today is very interesting because it is based on the development of internet users are very rapid and significant increase in   every year making the company began to think of using the internet as a medium to promote their products. Through the

internet small, medium or large companies can provide product information, price, purchase terms, ordering and payment, and delivery of goods to the consumers, prospective buyers and the business partners around the world. Internet media serves as a way to reach customers without being limited space and time, and become popular in the world of business today. Online advertising should be made attractive to be able to turn away visitors last visited the site and was able to make visitors revisit those sites, online ads can be banners, sponsorships, pop- ups, in- stream ads, webcasting and a link is able at edge , top, bottom or that suddenly appears on the web pages. Therefore it is interesting to look at and investigate further aspects of online advertising that influence attitudes and consumer interest in making a purchase online.

Online advertisement is similar to the other form of communication. It entails pacing of an electronic message on a website or email platform which achieves the following purposes:-

- Generates awareness for the brand.
- Stimulates interest/ preference for a product and services.
- Provides the means to contact the adviser for information or to make a purchase.

While much research has been done on the topic of internet advertising but there is hardly any research of using the internet as a medium arch focused on understanding the attitude towards online advertising in comparison to demographic variable. The purpose of this paper is to investigate beliefs and attitudes toward online advertising among Employees Consumers and Entrepreneurs and the relationship between belief factors, attitude towards online advertising and consumer's behavioral responses to online advertising.

Since the internet magazine Hotwired and 14 sponsors placed the first advertising graphics on the Web in 1994, banners and buttons have become a prevalent form of promotion on the web. The main goal of Web banners is to inform users about the existence of particular web sites, products/ services and to persuade customers to visit the advertised sites. Thus, banners should attract the users attention, and they need to appeal to them to trigger the desired user reaction. Normally, this is realized by animation and interactive features. Since advertisements began appearing on the internet, the user reaction to banners has been disappointingly low.

History of internet advertisements:

Advertising has faithfully served the print industry for 200 years and was applied to the internet with every expectations of success. The advertisement grew in sophistications and today there ae static, rotating, scrolling, animated, flash and interstitial banner ads al which are designed to generate traffic, increase brand awareness and generates lead and sales.

Internet companies are founded on advertising revenues and for some years the compnies prospered.

Rate depended on :-

- The type of advertisement.
- Where it appeared on the web pages.
- How it integrated with content.
- How well it matched the adviser's target audience.

Unlike commercial or print ads, a web ad banner is only the beginning of the process. While your banner may present only your branding message, interested prospects can always click on it to go directly to your web site. Once there, they can access as much material on your company and products as you care to present.

Graphics and the visual elements also play an important role in the user decision to stay or leave. Use of creative concepts, color, movement and sound enhance the chances of the user staying longer on the site.

In addition to all this the creator of web sites and online advertising must take into consideration the factors like:

- How fast does the site downloads.
- How easily navigable the site is.
- What is the domain name.
- What are the other publicity and advertising activities which building traffic to the site.

If all such parameters are considered while selecting the web sites for online advertising, the impact of such advertising will definitely be felt. Online advertising is one medium, which helps to generate awareness about the brand being advertised, it can help in creating an image, it can help in educating the audience and also builds interactive and direct response. No other traditional medium has the ability to give all of this.

Traditional advertisement	Web advertisement
Bounded by geography and location.	The web market is borderless.
Advertisements cost are relatively high.	Web advertisements rates are relatively low.
Lead times for implementation are substantial.	Lead times are virtually non- existence.
Limited interactivity exists, if at all	Web marketing is based on high level of interactivity.
Getting customer feedback is a painstakingly slow process.	Customer feedback is immediate.
Tracking the effectiveness of the advertisement efforts is relatively difficult.	Effectiveness can be easily monitored.

Marketing efforts are restricted by time and space.	On the internet, advertisement can be carried out 24 hours a day, 365 days a year.
Traditional marketing is static.	Web advertising is dynamic and multimedia supported.
Traditional advertising does not invoke immediate actions.	Web advertising requires the users to take immediate action- like clicking on the banner ads and thus going to your site to know more of the company.
Advertisements are passively received.	The users have the high attention level while he is on the net. Thus the advertisements are noticed, remembered and acted upon.
Advertisements are ubiquitous.	Here, while searching for travel sites, ads related to travel agencies are displayed.
Advertising does not target a focused audience.	Advertisements are very focused. PC software can be displayed to PC users, while MAC users are not shown those ads.

Need of the study:-

The main purpose of this paper is to consider the effectiveness of online advertisement in Ludhiana and to determine whether a campaign accomplished its advertising objects and to evaluate the relative effectiveness of several advertisements to ascertain which copy, illustration or layout is best.

Review of literature

Deshwal et al (November 2015) in his journal 'E-Marketing: Challenges and Opportunities or the Marketers' stated that online marketing is the future as it has been positively affected by the current technological changes which has made the use of smart phones and gadgets a necessity. (http://ijsrm.in/index.php/current-issue/177-a-research-paper-on-measuring-effectiveness-of-online-behavioural-advertisements)

Aqsa and Kartini (April 2015) in his journal 'Impact of Online Advertising On Consumer Attitudes and Interest Buy Online (Survey on Students of Internet Users in Makassar)' concluded that attitude has a significant interest in buying online. In general it can be said that the better the attitude he felt , the stronger the consumer's interest to carry out the intended purchase. Instead interest is seen as a determinant variable for actual behaviour, meaning that stronger the interest of consumers to make purchases or achieve the objectives of purchase, the greater the success of prediction of behavior or behavioral goal is to occur.

Verma et al (2014), in the study 'role of gender in influencing consumers attitude towards online advertising' concluded that the respondents rarely or occasionally clicked on the online advertisements, through they were frequently exposed to the same. The aid of online advertisements in making online offline purchase decision was also limited.

Maheshwari et al. (2014) in his journal title 'Advertisement Effectiveness: A Review and Research Agenda' has concluded that different dimensions are considered in different media for measuring advertisement effectiveness which adds to the complexities and vagueness of the subject. (http://waset.org/publications/10000065/advertisement-effectiveness-a-review-and-research-agenda)

Nihelin(2013) in his journal 'the effectiveness of Internet Advertising through Memorization and click on a Banner's has concluded that the memorization is stronger when he banner is at the top of the screen compared to below position, but it is not when the banner is animated. The memory is stronger when the banner is large. It does not depend on the occupation of the web users nor the existence of the images in a banner ad.

Bany and Mohammed (2012) in his study 'How do Online Advertisements Affects the Consumer Purchasing Intention: Empirical Evidence from a Developing Country' has concluded that the factors that influence the online advertisements can be firstly the role of website language and secondly can be the opinion of other people. Other factors can be Income, Internet skills, Internet usage per day, Advertisement content and Advertisement Location.

Yuan et al (2012) in his study 'Internet Advertising: An Interplay among Advertisers, Online Publishers, Ad Exchange and Web Users' concluded that ads delivered to users will become more targeted, where all the participants in the eco- system are harmonized by increased utility and satisfaction.

Alijani, Ghasem S et al (January 2010) in his journal title ' effectiveness of online advertisements factors in recalling a product' has concluded that advertisers need to advertise their product and services based on what the customers want in their advertisements. Banner plan, text advertisements, pop- up advertisements are not as effective as the embedded videos.

Manchanda et al (2006) in his journal of marketing research title ' the effect of banner advertising on internet purchasing' has concluded that contrary to popular belief, banner advertising does affect purchase probabilities. They also told that exposure to banner advertising on more (unique) websites and web pages has a slightly a greater effect on the individual purchasing probabilities than the weight and diversity of advertising.

McCoy et al. (2004), in the study of the effect of online advertising: a focus on Pop- Up and In- Line Ads suggest that ads do have significant effects on retention of the online experience. The mere existence of ads decreased retention of both site and ad contents. Pop- Up ads reduce a person's retention of both site and ads content more severely than in-line ads.

Research Methodology

Objectives:-

- To ascertain which type of online advertising is preferred by the consumers.
- To check that how frequently people watch the online advertisements.
- To ascertain the importance of online advertising as a promotional tool.
- To study the impact of online advertisements on the people.

The research study is going to be descriptive in nature. **Descriptive research** provides the data about the population and the universe being studied. It can describe 5w's and 1 H i.e. What, When, Why, Who, Where and How. To collect the primary data a survey conducted to find out the consumer behavior towards the effectiveness on online advertisements and this will be done by filling the questionnaire by different respondents. For collecting the secondary data various Journals, Articles and internet has been referred. Population consist of the people who have the access to the internet. Sample size of 100 respondents. A convenient sampling technique has been followed with the criteria that the respondents should be exposed to online advertisements.

Analysis and Interpretations

Objective 1:- preference of the consumers on type of online.

Question n0. 6, 7 and 8 of the questionnaire are fulfilling this objective.

TABLE 4.1: Awareness on type of online Advertisement.

Type of online advertisements	No. of responses	Average score
Pop- ups	22	0.23
Pop-unders	18	0.18
Wallpapers	19	0.20
Video ads	24	0.25
Trick banners	7	0.07
Static image	14	0.14
Questionnaire	8	0.08

**Graph 4.1: awareness on type of Online Advertisements.**
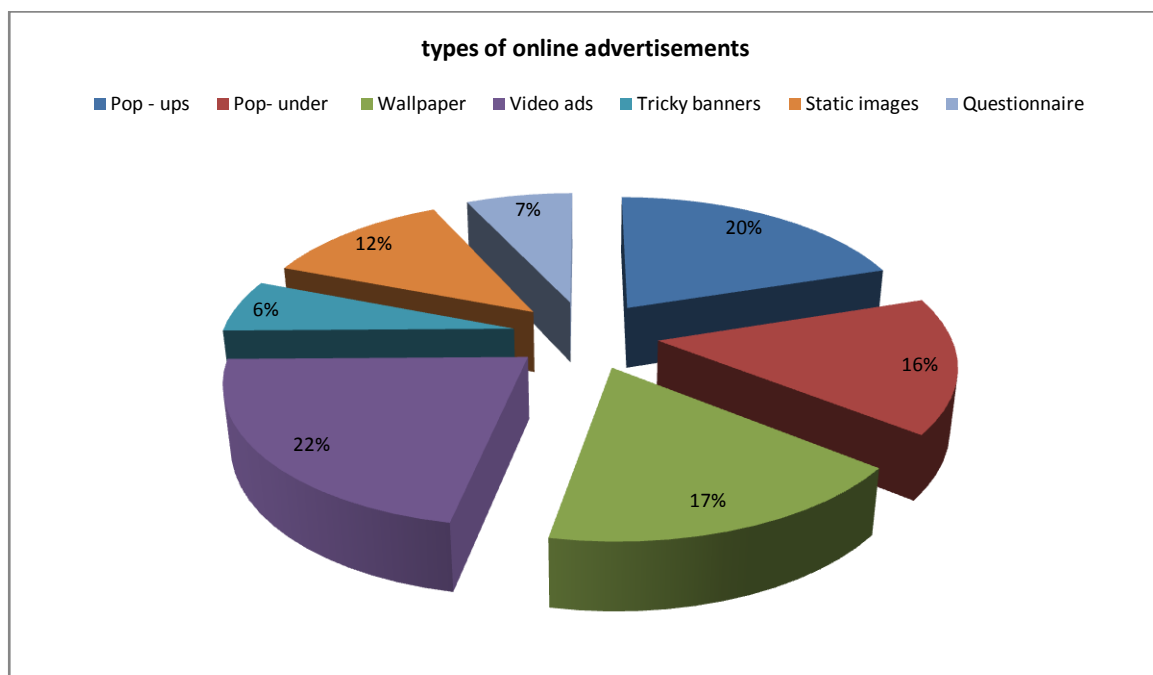
Analysis:- The above chart shows that 20 percent the respondents are aware of pop- up ads. 16 percent of the respondents are aware of pop-under ads. 17 percent of the respondents are aware of wallpaper ads. 22 percent of the respondents are aware of video ads. 6 percent of the respondents are aware of tricky banner ads. 12 percent of the respondents are aware of static images and 7 percent of the respondents are aware of questionnaire ads.

Interpretations:- according to the above chart we can conclude that the majority of the people are aware of video ads as these are mostly watched by these respondents.

Table 4.2: Preference on type of Online Advertisements.

Types of online advertisements	No. of responses	Average score
Pop-ups	12	0.12
Pop-under	10	0.10
Wallpaper	16	0.16
Video ads	29	0.30
Trick banners	14	0.14
Static images	15	0.15
Questionnaire	5	0.05

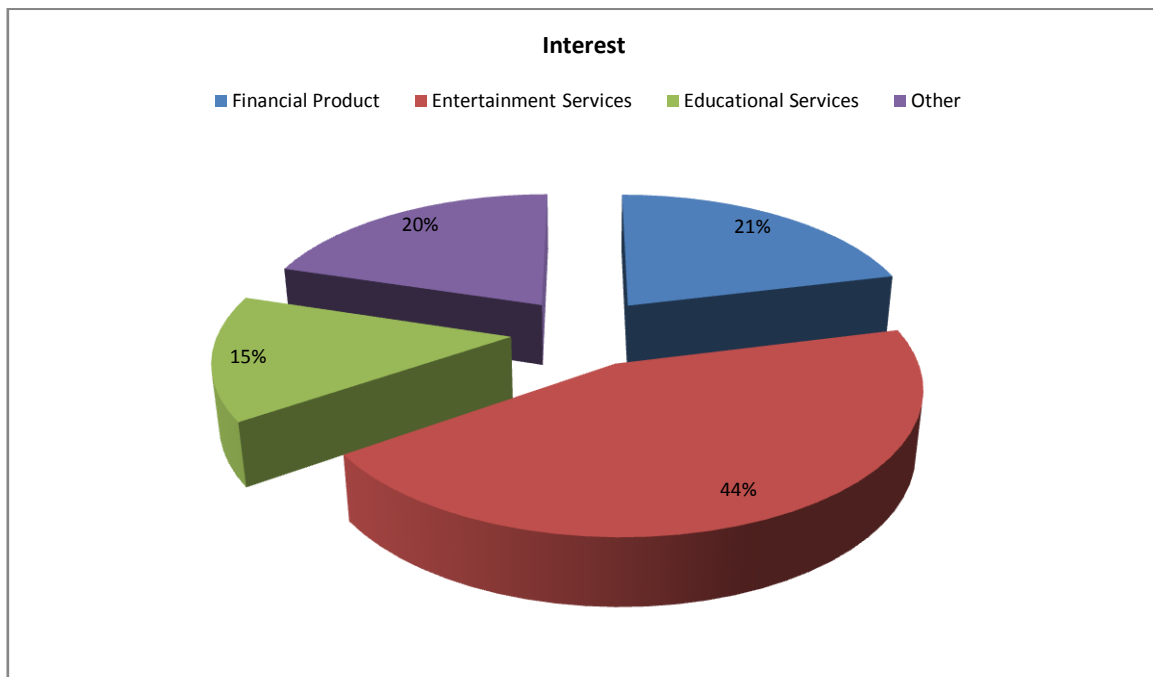**Graph 4.2: Preference on type of Online Advertisements.**
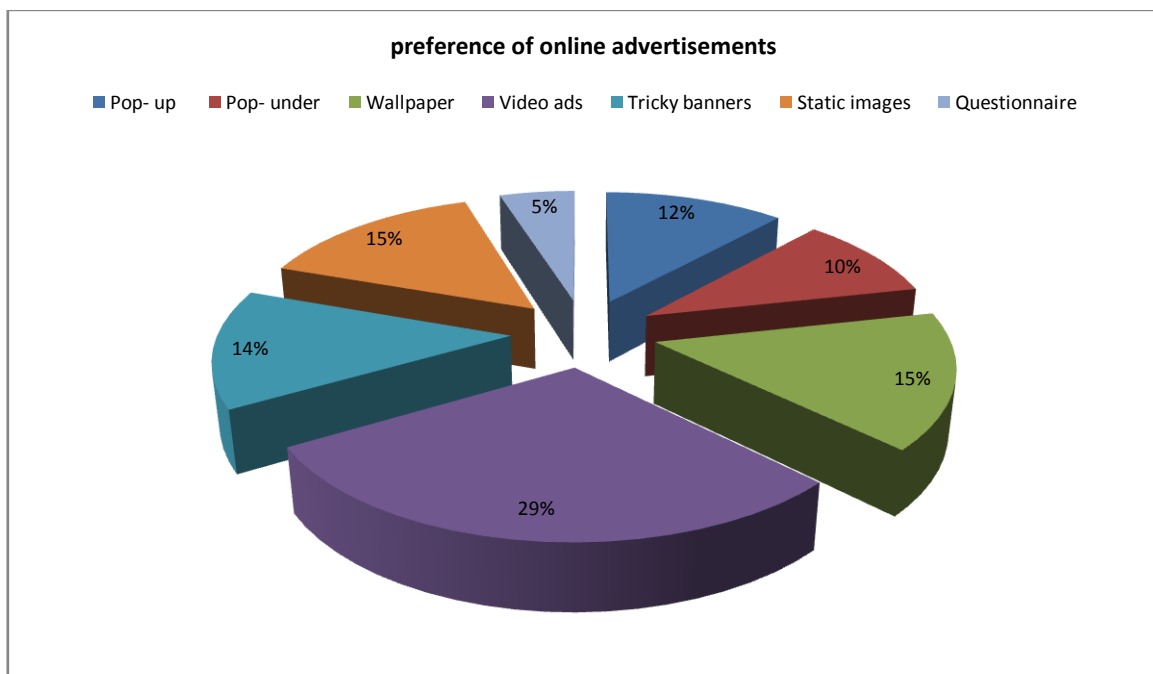
Analysis:- According to the above chart it is clear that 12 percent of the respondents prefer pop- up ads. 10 percent of the respondents prefer Pop-under ads. 15 percent of the respondents prefer wallpaper ads. 29 percent of the respondents prefer video ads. 14 percent of the respondents prefer tricky banners. 15 percent of the respondents prefer static images and 5 percent of the respondents prefer questionnaire.

Interpretations:- The above chart shows that most of the respondents prefer the video ads as most of the people are also aware of video ads only. So we can conclude that the products and services advertised through video ads will have more impact on the customer's mind.

Table 4.3: Interest in type of Online Advertisement.

Interest	No. of responses	Average score
Financial products	21	0.22
Entertainment services	44	0.46
Educational services	14	0.15
Other	20	0.21

Graph 4.3: Interest in type of Online Advertisement.

Analysis:- According to above chart it is depicted that 21percent of the respondents prefer financial products to be advertised online while 44 percent of the respondents prefer entertainment services to be advertised online. 15 percent of the people prefer educational services to be advertised online while 20 percent of the people want some other products of services to be advertised online.

Interpretations:- According to the above chart it is depicted that most of the respondents have interest in watching Online Advertisements related to entertainment services so the company should mainly focus on providing more of attractive advertisement related to entertainment services.

Objective 2:- Frequency of people in watching the online advertisements.

Question 2 and 3 of the questionnaire fulfils the above objective.

Table 4.4: Time spend online in a day.

Hours spent online	No. of Responses
1 – 3 Hours	38
3 – 6 Hours	28
6 – 9 Hours	19
Above 9 Hours	10
Total	95

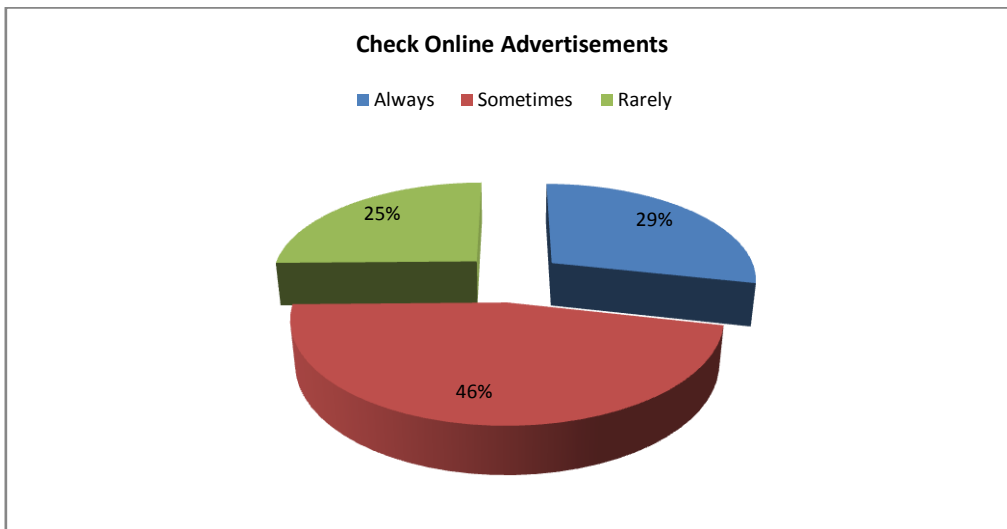**Graph 4.4: Time spend inline in a day.**

Analysis:- According to the above chart it is depicted that 40 percent of the total respondents watch online advertisements for one to three hours a day. 29 percent of the total respondents watch online advertisements for three to six hours a day. 20 percent of the total respondents watch online advertisements for six to nine hours a day and only 11 percent of the total respondents watch online advertisements for more than nine hours.

Interpretations:- Above chart shows that most of the people spent one to three hours a day online. So the company should make the online advertisements so attractive that the consumer definitely visit the page.

Table 4.5: Checking of Online Advertisements.

Check online Advertisements	No. of Responses
Always	**27**
Sometimes	**44**
Rarely	**24**
Total	**95**

Graph 4.5: Checking of Online Advertisements.

Analysis:- According to the above chart it is depicted that 29 percent of the total respondents always check the online advertisements while browsing while 46 percent of the total respondents check the online advertisements sometimes and 25 percent of the respondents rarely check the online advertisements.

Interpretations:- The above chart shows that maximum number of the people check the online advertisements sometimes. The reasons can be the lack of time, getting engaged with some work, or unattractive online advertisements, etc. considering all the factors the companies can make the online advertisements short and so attractive that they get forced to visit the page and atch the online advertisements.

Objective 3:- Importance of online advertisements as a promotional tool.

Question 9 and 10 of the questionnaire fulfils the above objective.

Table 4.6: Trigger the purchasing intent while Online Advertisement.

Purchasing intent	No. of Responses	Average score
Content	**19**	**0.20**
Creativity	**32**	**0.34**
Price	**23**	**0.24**
Discount	**27**	**0.28**

Graph 4.6: Trigger the purchasing intent while Online Advertisement.
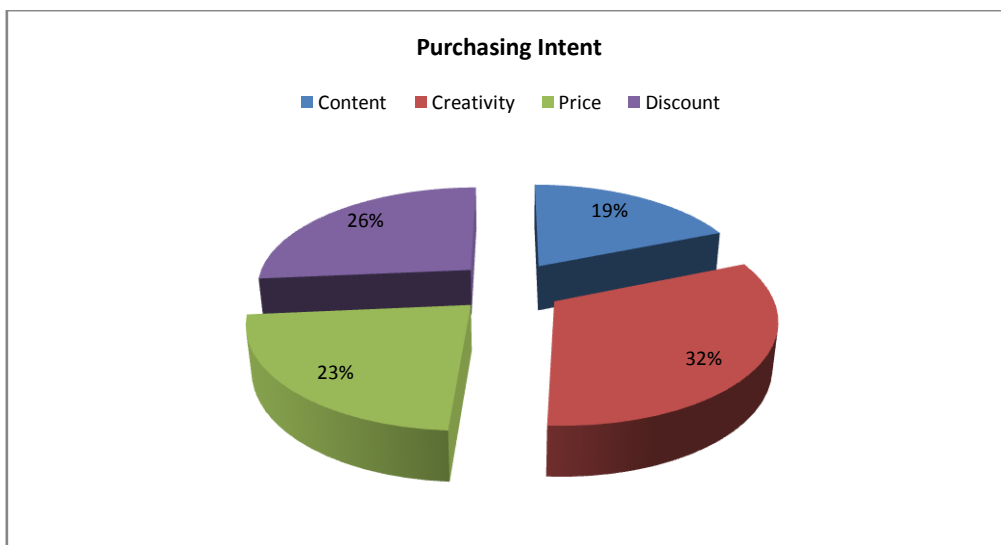
Analysis:- The above chart shows that 19 percent of the respondents consider the content while watching the online advertisements. 32 percent of the respondents preferred that the online advertisement should be creative. 23 percent of the respondents consider the price element in the online advertisement and 26 percent of the respondents preferred that the online advertisement should contain discounts on the products.

Interpretations:- The chart shows that majority of the people mainly consider the creativity in online advertising. It is because if advertisement is creative then more people will be attracted towards it and more people will be able to know about the product.

Table 4.7: Promotional tool attracting the attention.

Promotional tool	No. of Responses	Average score
Coupons	25	0.26
Membership cards	22	0.23
Discounts	35	0.36
Free gifts	17	0.17

Graph 4.7:Promotional tool attracting the attention.
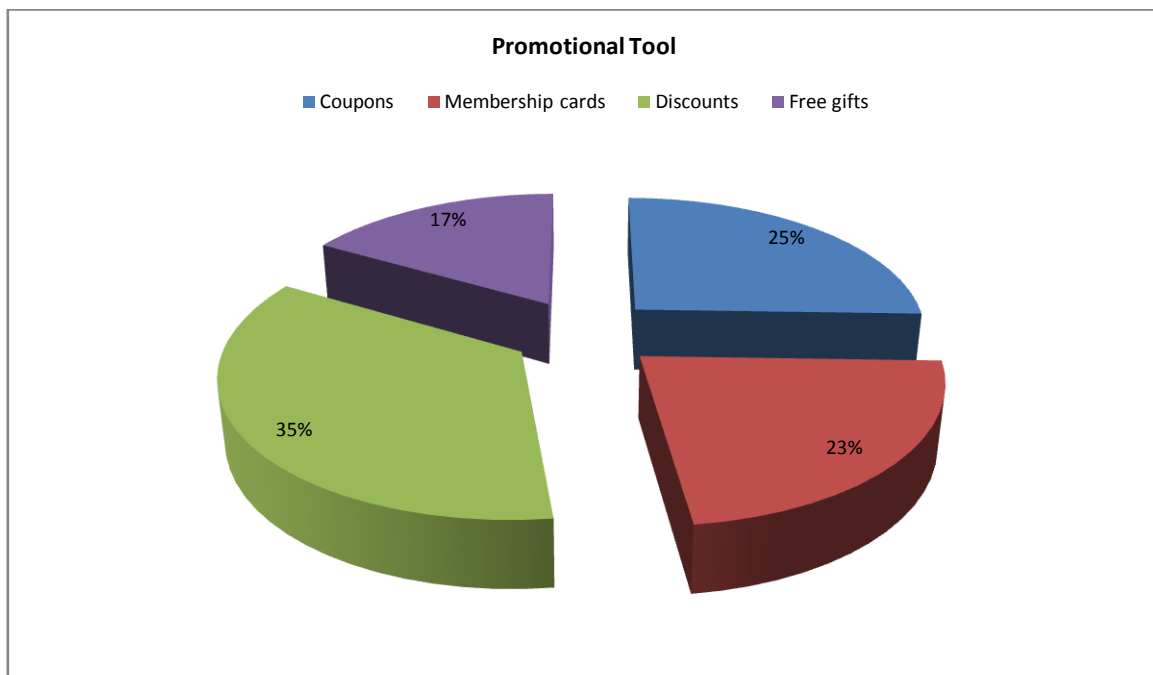
Analysis:- According to the above chart 25 percent of the respondents are interested in coupons as a promotional tool. 23 percent of the respondents are interested in membership cards. 35 percent of the respondents prefer discounts to be a promotional tool for the companies while 17 percent of the respondents prefer free gifts to be the promotional tool use by the company.

Interpretations:- The chart shows that majority of the people wants discounts to be used as the promotional tool by the company. It is because firstly, discount is the strong medium that attract the people most. Secondly, discounts in online shopping has no occasion or season, while if the person go to stores for purchasing the product then they have particular occasion or season in which they provide the discounts.
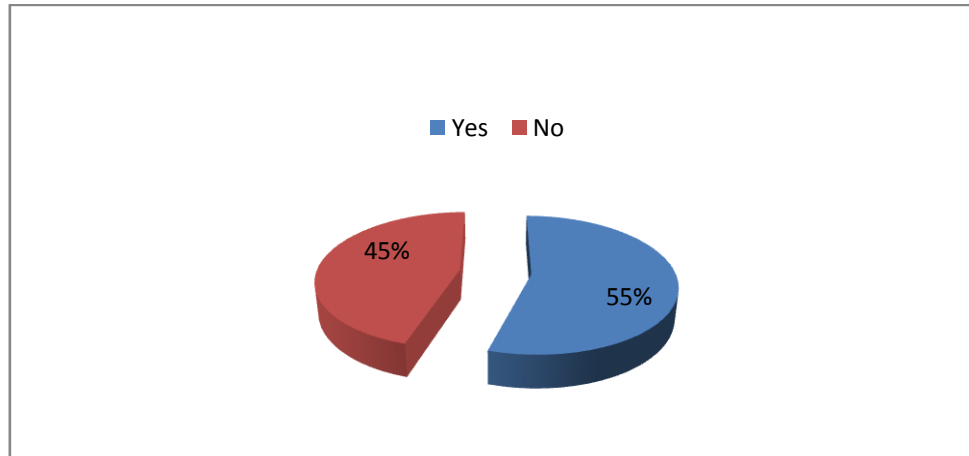
Objective 4:- Impact of online advertisement on people.

Question 4 of the questionnaire fulfill this objective.

Table 4.8: Purchase made after seeing the product online.

Impact of Online Advertisement	No. of Responses
Yes	**52**
No	**43**

Graph 4.8: Purchase made after seeing the product online.

Analysis:- According to the above chart it is shown that 55 percent of the respondents purchases the product or services provided by the company while 45 percent of the respondents have not purchased the product even after watching the online advertisements.

Interpretations:- The above chart shows that majority of the people purchased the products and services after watching the online advertisements. It is because they find the products and service at the best price and of best quality, etc.

a) **Online advertisements are very attractive.**

Table 4.9: Online Advertisements are very attractive.

	No. of Responses	Weightage	Total
To a very great extent	36	2	72
To a great extent	30	1	30
To a moderate extent	17	0	0
To a little extent	8	-1	-8
To no extent	4	-2	-8
	95		86
	Mean		0.90

b) **Online advertisements contains huge amount of information.**

Table 4.10: Online advertisements contains huge amount of information.

	No. of Responses	Weightage	Total
To a very great extent	16	2	32
To great extent	36	1	36
To a moderate extent	28	0	0
To little extent	10	-1	-10
To no extent	5	-2	-10
	95		48
	Mean		0.50

c) **Online advertisements influences customer purchase decision.**

Table 4.11: Online advertisements influences customer purchase decision.

	No. of Responses	Weightage	Total
To a very great extent	20	2	40
To a great extent	27	1	27
To a moderate extent	37	0	0
To little extent	7	-1	-7
To no extent	4	-2	-8
	95		52
	Mean		0.54

d)   **Online campaign generates offline sales.**

Table 4.12: Online campaign generates offline sales.

	No. of Responses	Weightage	Total
To a very great extent	20	2	40
To a great extent	17	1	17
To a moderate extent	28	0	0
To a little extent	17	-1	-17
To no extent	13	-2	-26
	95		14
	Mean		0.14

e)   **When customer weigh benefits, they become emotionally involved with advertising and promotions.**

Table 4.13: When customer weigh benefits, they become emotionally involved with advertising and promotions.

	No. of Responses	Weightage	Total
To a very great extent	10	2	20
To a great extent	28	1	28
To a moderate extent	31	0	0
To little extent	14	-1	-14
To no extent	12	-2	-24
	95		10
	Mean		0.10

f)   **Repeated online advertising message affects consumer behavior. This repetition serves as a reminder to the customer.**

Table 4.14: Repeated online advertising message affects consumer behavior. This repetition serves as a reminder to the customer.

	No. if Responses	Weightage	Total
To a very great extent	13	2	26
Top a great extent	31	1	31
To a moderate extent	20	0	0
To a little extent	18	-1	-18
To no extent	13	-2	-13
	95		26
	Mean		0.27

g)   **Animation contents, the shape of the banner ads and frequency of ads leads to higher advertising recall.**

Table 4.15: Animation contents, the shape of the banner ads and frequency of ads leads to higher advertising recall.

	No. of Responses	Weightage	Total
To a very great extent	23	2	46
To a great extent	33	1	33
To a moderate extent	24	0	0
To little extent	7	-1	-7
To no extent	8	-2	-16
	95		56
	Mean		0.58

h)   **After watching the online advertisements, I associate with other online advertisements.**

Table 4.16: After watching the online advertisements, I associate with other online advertisements.

	No. of Responses	Weightage	Total
To a very great extent	10	2	20
To a great extent	33	1	33
To a moderate extent	34	0	0

To little extent	11	-1	-11
To no extent	7	-2	-14
	95		28
	Mean		0.29

i) **I would purchase the products from the physical stores after getting exposed to the online advertisements.**

Table 4.17: I would purchase the products from the physical stores after getting exposed to the online advertisements.

	No. of Responses	Weightage	Total
To a very great extent	22	2	44
To a great extent	25	1	25
To a moderate extent	32	0	0
To little extent	9	-1	-9
To no extent	7	-2	-12
	95		48
	Mean		0.51

j) **I think advertised products are in accord with the real product.**

Table 4.18: I think advertised products are in accord with the real product.

	No. of Responses	Weightage	Total
To a very great extent	13	2	26
To a great extent	31	1	31
To moderate extent	32	0	0
To a little extent	14	-1	-14
To no extent	5	-2	-10
	95		33
	Mean		0.34

k) **I would consider buying the products after seeing online ads.**

Table 4.19: I would consider buying the products after seeing online ads.

	No. of Responses	Weightage	Total
To a very great extent	27	2	54
To a great extent	30	1	30
To a moderate extent	20	0	0
To a little extent	10	-1	-10
To no extent	8	-2	-16
	95		58
	Mean		0.61

Ranks according to the mean:-

Table 4.20: Ranks according to the mean.

Statements	Mean	Ranks
Online advertisements are attractive.	0.90	1
Online advertisements contains huge amount of information.	0.50	6
Online advertisement influences customer purchase decision.	0.54	4
Online campaign generates offline sales.	0.14	10
When customer weigh benefits, they become emotionally involved with advertising and promotions.	0.10	11
Repeated online ad message affects customer behavior.	0.27	9
Animation content, shape of banner ads and frequency of ads leads to higher advertising recall.	0.58	3
After watching the online ads, I associate with other online ads.	0.29	8
I would purchase the product from physical stores after getting exposed to	0.51	5

online ads.		
I think advertised products is in accord with the real product.	**0.34**	**7**
I would consider buying the products after seeing online ads.	**0.61**	**2**

Graph 4.9: Mean representation.
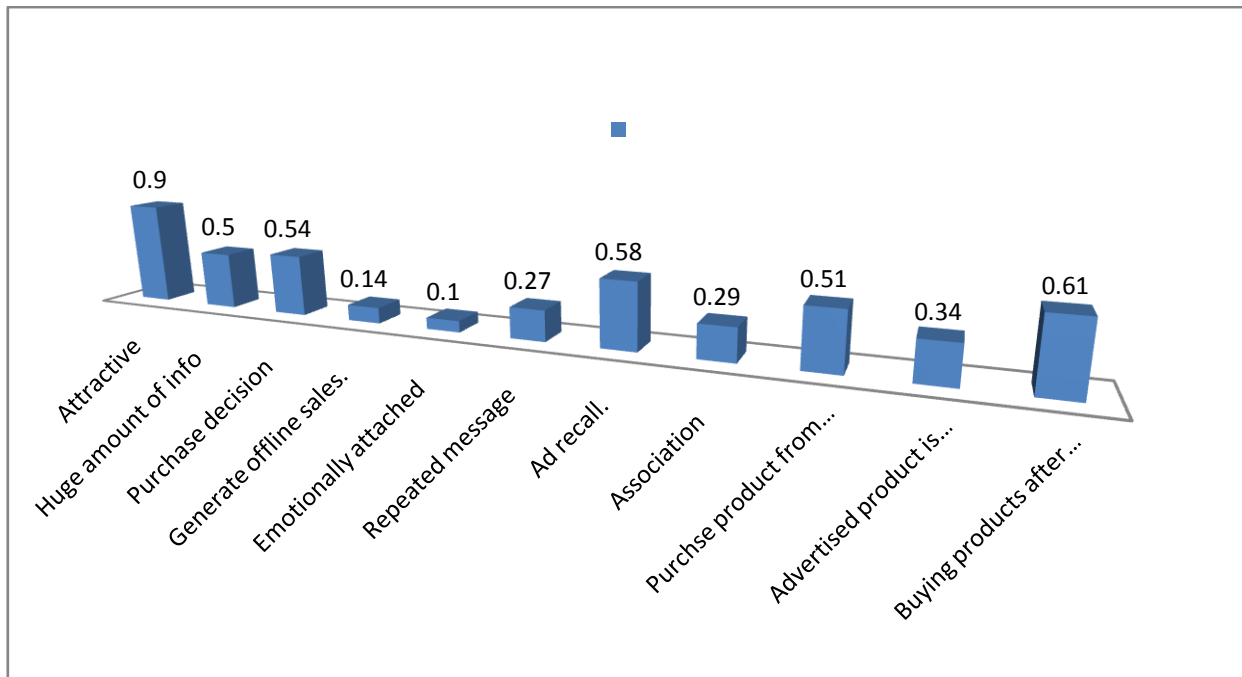
Analysis:- According to the chart majority of the respondents watch the online advertisements due to its attractiveness and majority of the people prefer to buy the product after watching the online advertisements. Only few respondents get emotionally attached with the advertisements and few respondents generates the offline sales to the company.

Interpretations:- According to the above chart it is depicted that most of the people watch the online advertisement due to the attractiveness of the advertisements. So if the companies want that more and more number of people should be aware of the company's product and services than they should make their advertisements very attractive.

Conclusions

The study concludes that the effectiveness of online advertisement was determined by the level of knowledge about the existing platforms of the advertisements and time spend on various medias. Online advertisement is effective in providing higher reach and creation of awareness. It is the easy method to distribute the information, advanced method of targeting the consumers, an immediate and direct line to the customers and reduced cost in performing the task. It is also concluded that online advertisements also influences the purchase decision of the customers to the moderate extent as they are considered to be the interactive point between them and the company from which they buy their products. The only negative aspect is that the consumers have to conquer their fears of the internet- the fear that ordering through an online advertisements will get lost in the void of cyberspace. Fears always come with the new technology, but it does not take long for people to adjust. As people get more accustomed to find their products information on the web, more and more readers will actively seek out online advertising sites.

Finally the companies should not try to do "anything and everything" to get the buyer's attention. Everyone who visits the site is not going to buy. The harder the companies will try to get their attention and force them to read their ads, the harder they will try to escape.

Suggestions and Recommendations

- The company should use 'you or your' instead of 'we or us'.
- Personal examples should be included rather than the general examples.

- The companies should know their target audience very well. This is the only way to communicate with them at the personal level.

- Such language should be used which can be easily understand by the target audience.

- Banner ads can be used that gives the viewers a chance to interact with banners.

- By giving free offers or by sponsoring a freebie can also get viewers to go through ads in the process they become aware of the advertisements.

- Providing the valuable information on the websites because this is what the surfers are looking to receive.

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