Search Engine Marketing
What is Online Advertising?

Using internet to deliver promotional material/messaging to the intended audience
Growth of online advertising

![Global Internet Advertising, 2008 – 2013](image)

Internet Market across the globe

World’s largest Internet Market (2013)

- **568 Million Users**
- **254 Million Users**
- **213 Million Users**

SOURCE: Internetworldstats.com & IAMAI
Time Spent Online

Average time spent online per person per month (hours)

<table>
<thead>
<tr>
<th>Year</th>
<th>Time (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>12.9</td>
</tr>
<tr>
<td>2011</td>
<td>17.4</td>
</tr>
<tr>
<td>2012</td>
<td>18.3</td>
</tr>
<tr>
<td>2013</td>
<td>19.2</td>
</tr>
<tr>
<td>2014</td>
<td>20.1</td>
</tr>
<tr>
<td>2015</td>
<td>21.0</td>
</tr>
</tbody>
</table>

Source: EY estimates
Demographics of Internet Users (India)

39% of users are female, and 61% of users are male.

SOURCE – IAMAI (Figures as on December 2013)
Demographics of Internet Users (India)

User Age Range Using Internet

- 15-24 Yrs: 36%
- 25-34 Yrs: 39%
- 35-44 Yrs: 16%
- 45-54 Yrs: 6%
- 55 + Yrs: 3%

SOURCE - Comscore
Demographics of Internet Users (India)

137 Million
URBAN

68 Million
RURAL

58% YOY Growth

SOURCE - IAMAI (Figures as on December 2013)
Where do I find these Ads?

Search for them!!

- **Crocs at Amazon.IN - Huge Selection. Best Prices**
  - www.amazon.in/crocs
  - Free Shipping. Cash on Delivery.
  - Amazon India has 3,416 followers on Google+
  - Books - Kindle - Mobiles & Accessories - Tablets

- **Crocs @ Myntra - Crocs Shoes @ Myntra, up to 50% Off**
  - www.myntra.com/CrocsPay-on-Delivery
  - Order Now & Pay On Delivery!
  - Lucky Size Loot: 70% Off - Sign Up & Flat 25% Off - Branded Casual Shoes

- **Crocs on Junglee - Up to 70% Off on Shoes & Bags**
  - www.junglee.com/crocs
  - Visit Junglee Now to Compare & Save
Examples

CrazyEngineers

Interview with Ankit Khatri, Co-Founder & CEO - CodeMyMobile

Codelix was founded in 2013 with a vision to harness the power of brilliant minds to solve complex technology problems and deliver outstanding customer satisfaction. It is a privately held IT and Services startup founded by Ankit Khatri. CodeMyMobile is also the youngest and the only Indian startup to make to the Top 20 list by CIO Review.

Primarily a mobile app development company, the CodeMyMobile team works exclusively on projects that they...

Ads
Types of Online Advertising

- Search Based
- Display Ads
- Banners
- Interstitials
- Video
- Retargeting
Search Ads

- Search intent is the keyword/phrase that the user is being searched
- Google, Bing providers for search
- Focused on keyword data
SEM vs SEO

SEM

SEO

Digital Marketing
Golden Triangle of Search

- Most of this golden triangle is taken up with Ads
- Therefore its a faster method than SEO
Display Ads

- Targeting is done via demographic data and interest groups
- Discussion about Display Planner and other display related tools
Interstitial Ads

- Stops viewing the actual content
- Guaranteed eyeballs
- Higher CTR due to “accidental clicks"
Video

The All-New NISSAN SUNNY
It's time for the finer things in life #GetUsedToLuxury

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Digital Marketing
1. Shopper Visits a Website & is tagged

2. Shopper leaves the site and starts browsing

3. Since the Shopper is tagged, using remarketing, the shopper is shown the Ad of the 1st website

4. Shopper clicks on the Ad and is redirected to the 1st Website
Thank You!

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