

# Display Advertising

from: B2B Growth Hub Limited

**Price:** £100.00

**Date:** 2019-01-04 16:26:43

**Expiration Date:** 0000-00-00 00:00:00

## Description

Display advertising allows you to show banner adverts on our webpages and on our Apps. it's a more visual way to grow your brand visibility and re-target people. These are visual ads that appear on our websites that are related to your content or service in some way. Display Advertising can be promoted in the forms of: Static images - These are your basic banner or square ads that appear around the content. Text - These are text ads that are created by algorithms to make text ads relevant to the surrounding content. Floating banners - These move across the screen or float above the regular website's content. Popup ads - These are new windows that appear in front of the website content; newly opened window displays the full ad so visitors can see. Flash - These are moving ads that "flash" different content at the viewer. Video - These are small video ads that autoplay or wait for the video to be played by the visitor.

