



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Growth Of Digital India 'The Impact Of Digital Advertising On Consumers'.

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Abstract:

Advertisements are a great way to make people aware of products, issues, and more. Consumers frequently consider traditional advertising channels like TV, magazines and newspapers to be outdated in today's world. People are turning to newer types of media to communicate with one another and share information as a result of the development of digital technology and the rising popularity of social media websites like Facebook, Twitter, and Instagram. Awareness the advertising environment is changing as advertisers use these digital platforms to reach their target audiences through web, mobile, and native advertising. Emerging companies using different channels to market their goods and services, including search engines, display ads, social network ads, and email marketing, online advertising has emerged as the industry standard. On the basis of consumer information and online behavior, online advertising enables highly targeted and personalized ads. In order to serve ads that are relevant and customized to specific customers, advertisers can employ data analytics and tracking technology to gather information about consumers' demographics, interests, and browsing history. Personalization on this level has a significant influence on consumer behavior and can increase engagement and conversion rates.

As technology advances and people become more comfortable with digital devices, they prefer to use new forms of media. Media options during the contemporary age. The paper discusses about new advertising methods in the digital age, including online, mobile, and native advertising. It describes how advertisers are using innovative technology to transform advertising.

Keywords: Digital Media, Digital advertising, Mobile Advertising, Social Media Advertising.

Introduction

Advertising has changed dramatically in recent years, and technology has become increasingly difficult to handle. What used to be dominated by television and print media is now increasingly confused and different mediums are used to reach the target audience. The future of advertising as advertising agencies and businesses lies in the ability to stay creative and swim towards technology at the same time. Of course this is not an easy task and there are many ways in which technology has shaped the future of advertising at every moment. The www (World Wide Web) has become the fastest growing advertising medium in this decade as the number of Internet users around the world continues to grow rapidly. According to a report by the Bureau of Interactive Advertising (AIB), advertising revenue has increased almost tenfold in 2019-20. The tenfold increase in advertising revenue reflects not only the changes in advertising and the media, as well as the importance of online advertising to the industry, but also its rapid impact on consumers. Advances in technology, online ad distribution, and display formats in

which researchers need to help media and advertisers understand the growing influence of new media and mediums in that community. Let's take a brief look at the future of technology-driven advertising and new media.

Digital Advertising

If you do an experiment, about 70% of people say that they are impressed to buy a product just by watching the video online. About 62% of purchasing decisions can be found on Facebook & Instagram the social media. Because a lot of people spend enough time online. We can also call this their second job.

Because people spend a lot of time online, some small businesses need advertisers with low advertising budgets to build their brand awareness, increase leads, and sell. Or they will not be able to survive in the market around them. That is why digital advertising is so important. Digital advertising is the best way to reach where customers spend most of their time.

The advertiser can take advantage of the popularity of trusted sites like Facebook, YouTube, Google Search. This is because these sites sell your advertising space to you in order to reach many other services to their own customers. When you advertise on a platform, you effectively support the platform that your customers like.

Digital Advertising Media

1. Mobile advertising

While mobile advertising is not new to you all, in the future you will need to focus more on location-based mobile advertising. Consumer lifestyle is defined by mobile usage. Nowadays, wherever people go, mobile is always with them, and some insane people even carry mobile in the toilet. So this ad-based location-based ad is extremely important and crucial for this. With this in mind, the advertiser should focus on developing an advertising campaign. Creating a highly specific and targeted advertising campaign requires the use of location and the right data, in fact, using predictive analytics can also help tell your product to a target audience and to a specific location.

With billions of people using smart phones to purchase and research products, it is not surprising that the advertising medium landscape sees mobile devices as an important advertising medium. According to e-marketer estimates, the cost of global mobile advertising in mobile has quadrupled in 2019 to billions of dollars.

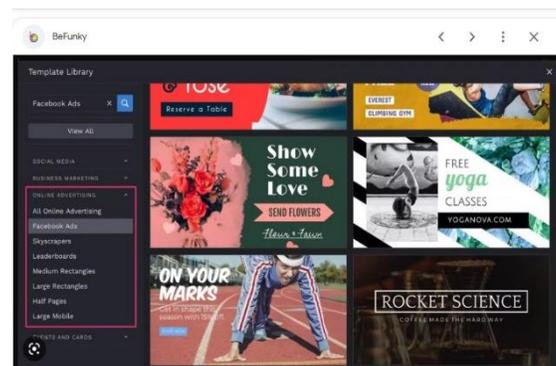
As customers start coming to the app (thereby overcoming the hassle of finding a compatible browser to display the site), advertisers are investing in mobile and in-app ads. The app has the advantage of targeting a more responsive audience that can be referenced through ads and aggregate demographic information.

The most suitable ads for mobile will be short, interesting and valuable.

The most popular types of mobile ads are:

Banner ads

- Most common mobile ad type.
- mobile advertisers may put ads on top or bottom banner of a page or app.
- they are design to be clean and more board to provide users with an overview of a particular business.



Video ads

- Play before media like you tube
- Also featured on pages’ apps where they can be expanded and played when tapped.
- features high user’s engagement but content must be compelling in order to not annoy the user.

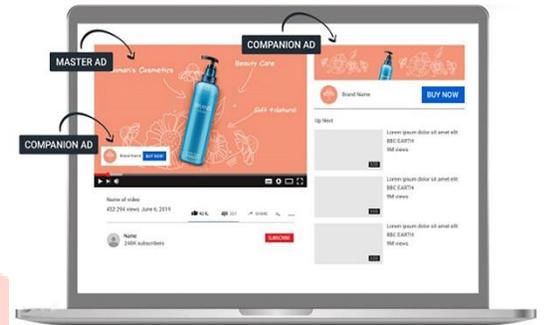


Types of Video Ads:

1. Linear Video Ads
2. Overlay Video Ads
3. Interactive Video Ads
4. Companion Video Ads

Native ads

- Advertising designed to look like this.
- It reflects the content and tone of the page or app.
- Basic ad formats include content wall, app wall, news feed and content flow.



"In Feed" Ads

Ads that appear in your news feed on social networks (i.e. your Facebook or Twitter feed)

Search & Promoted Listings

Ad listings that appear at the top of your Google search results, or in the side bar



Content Recommendations

Recommended articles that appear below the article you just read.

Gamified ads

- These ads allow users to interact with them while they're watching.



Full-screen ads

- Takes up full screen. This is why they are also known as full screen ads.
- Increase engagement, but need to be more focused and quality content.
- Great for high quality images and messaging and videos.



2. Ads in-app

The most important of all the new mediums are the applications. Mobile applications present a challenging but highly engaging medium for advertising. In-app ads can compete well with past TV ads, and they come in many forms. However, it is up to the ad interface designer to attract in-app ads as well as be non-interactive. In-app ads focus on the user's interface and intuition so that customers don't have to worry about it. The use of the app is a private activity and the information contained in your advertisement may seriously affect your campaign.



3. Social media advertising

Social media is a new buzzword used to describe various web-based platforms, applications and technologies that enable people to interact socially with each other through the web. Some examples of social media sites and of applications include Facebook, YouTube, Del.co.us, Twitter, Diggs, Blogs and other sites that contribute primarily based on user participation - the site that manages and distributes user-generated content (UGC). As with traditional PR and advertising, which can be expensive, the main cost associated with social media is not cash. And any business willing to spend some time on social media and networking sites, willing to build a community or a fan base can benefit.

There is no doubt that social media advertising is the most important platform for advertisers. Advertising agencies will need to offer better and more creative ways to campaign on specific social media tools. What works on Snapchat will not work on Instagram and what works on Twitter will not work on Facebook. These subtleties need to be carefully evaluated by the advertiser and the advertising agency before running the campaign. In the future social media ads will be more personalized and hyper-local, thanks to all the data available at the moment.

4. Augmented Reality(AR) and Virtual Reality(VR)

If you feel that augmented reality and virtual reality (AR and VR) are primarily limited to games and entertainment, you can't get away from the truth. Both VR and AR make ads interactive, giving customers more power to interact with your marketing or advertising message. The advent of VR platforms has already overshadowed digital advertising as it provides sensitive and emotional connections that other platforms cannot easily do. In addition, both AR and VR must be fully present, making the customer a hyper-localized solution. There is a lot of potential in store ads in this area.

AR**VR****Benefits of digital media**

- **Affordable and Scalable**

You can see the headlines: Digital advertising costs skyrocketing. But the headlines don't really reflect the reality when you can see that Roy can break even on small business ventures Digital advertising is affordable. You can start digital advertising on Facebook with 5 per day. Increase your budget as you grow. Analyze, test and streamline to maximize your return on investment.

It's easy to measure based on your conversion rate and the number of customers you can handle at any given time. If you're a little surprised that your ads are performing well, you can suspend them without getting caught.

- **Reach and Impressions**

'Reach' refers to the number of people who are able to see your ad.

'Impressions' indicates how often your ad was displayed. As the ad may be shown to the same person more than once, in most cases the number of impressions may exceed 'reach'.

- **Click-through ratio**

Click-through ratio (CTR) is the percentage of clicks. So, if you get two clicks per 100 impressions, your CTR is 2 percent. You can use this metric to understand the effectiveness of different advertising campaigns. For example, if you have the same number on two different campaigns - campaigns with more clicks will get better CTR and therefore will perform better.

- **Conversions**

'Conversion' is the number of people who follow your call to action (CTA) and complete the desired action by clicking on the ad. Downloading an e-book, purchasing a product or signing up for your services can be an action.

- **Rate acquisition cost**

Value Per Receipt (CPA) calculates the total cost to be paid to the customer. This can be calculated by dividing the total campaign cost by the number of conversions.

- **Return on investment**

Return on Investment (ROI) is a metric to evaluate the effectiveness of your campaign. Also known as Return on End Spend (ROAS), ROI measures how much a campaign earns compared to the cost required to run the campaign.

Conclusion

The important objective of the paper is to state that, as 2021 begins, the strategies and power players in the advertising media are constantly changing, in result, the landscape of advertising has evolved. A big shake-up has emerged in the form of a growing presence in the digital marketing. Next year, spending on digital marketing will surpass that of traditional TV commercials. Vendors should be prepared to adapt to upcoming digital marketing trends and incorporate new forms of promotional content into their strategies.

The future of advertising is as chaotic as it is today. The more we see the race of technology ahead, the more difficult it will be to keep creative businesses digital with everything. However, this is the reality, and many other businesses have suffered similar changes. However, Ad Tech will help the most creative to reach the most innovative heights and the future can be really exciting for those who are really good at it. Ad agencies that don't think about personalization or data will fall behind, but agencies and professionals who use emerging technologies and media platforms smartly will survive now and in the future.

Future Recommendation

It is advised that scholars look more into the subject in the future to discover potential future trends and its need in digital advertising. Such research would be helpful for upcoming advertising students because it would increase their ability to compete in the technologically competitive environment.

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