

The Impact of Digitization on Advertising Effectiveness

* *Majed Hussein Al Tamer*

Department of Business Administration, Beirut Arab University, Beirut, Lebanon

Received 5 November 2020, Accepted 4 December 2020

ABSTRACT:

Since the emergence of the internet in the beginning of the 1990's, many changes on the various business functions have occurred. One of the functions that was affected by this digital evolution, was "advertising and communication", as many new communications channels were introduced to it. Most companies nowadays, have already integrated online advertising channels into their integrated marketing campaigns and are continuously working on optimizing its effectiveness. This paper examines the effects of digitization on the advertising campaigns' effectiveness. It explores the various formats of digital advertising including Display Banner Advertising, Search Engine Advertising, Social Media Advertising and Mobile Advertising. We aim to clarify how the introduction of these new online advertising channels to campaigns, affected them in terms of reach, targeting, conversions, objective setting, and message clarity. The study will depend on secondary research obtained by compiling different previously published literature, to showcase how these various newly introduced online advertising channels impacted the effectiveness of the integrated advertising campaigns launched by businesses.

Keywords: *Digitization, Digital advertising, Online advertising, Digital marketing, Online advertising effectiveness*

INTRODUCTION

The internet revolution has changed in many ways how organizations communicate with their customers. (Enginkaya, 2014) With more than half of the world's population being connected to the internet, it has become the most popular communication medium (Internetworldstats.com, 2019). This massive evolution has led to significant changes in customers behavior, mainly in the ways they are exposed to brands, the ways they evaluate them and the methods in which they interact with these brand's providers. (Enginkaya, 2014) Companies throughout the world have recognized these changes and are working on strategies that help them cope with the ever changing online oriented customers. Recent studies have shown that people spend more time online than watching TV, listening to the radio

and reading print publications all combined. (Internetworldstats.com, 2019; Anindya Ghose, 2009). All of which has led to the companies shifting their advertising budgets from traditional media such as television, radio and print to online advertising.

The reason behind this shift is mainly attributed to the advertiser following their customers to the communication media that they spend a vast majority of time on. The question that resides here is how did online advertising affect the effectiveness of advertising campaigns? In this paper, we will be discussing the various formats of online advertising, explaining these different formats and studying how their introduction to the integrated advertising campaigns impacted its effectiveness. In order to

*Corresponding Author, Email: majedaltamer@gmail.com

conduct this study, we will need to examine campaign effectiveness according to six major factors which are respectively: the reach it achieves, the relevance of the segment it targets, the level of engagement it generates, the conversions its leads to, the clarity of its messages, as well as the insights it provides post and prior to the campaigns launch.

Digital Advertising Formats

Before we examine the different factors that help us assess how digitization impacts the effectiveness of advertising campaigns, we will explain the different online advertising formats available for advertisers. The most popular format for online advertising is display banner advertising (Hanafizadeh, 2012). A banner is a graphic element that has various sizes and usually includes the company name, product name and a short message (Hanafizadeh, 2012). The main aim of banners is to motivate website visitors to click on their advertising message in order to transfer the visitor to a specific landing page on the advertising company's main website. (Hanafizadeh, 2012). According to Professor Hanafizadeh, for this process to occur, two entities participate in publishing a banner. The first is the advertiser, who works on attracting the visitors to the company's or product's website, and the second is the internet publisher who places the banner on the pages of the host website and is paid for this service (Hanafizadeh, 2012). The banner is frequently placed at the top of the website's page horizontally and may include audio-visual clips. There are many forms of banners, of which the most popular are the Skyscraper, the Inline rectangle and the Interstitial (Hanafizadeh, 2012). All these banners have two major goals, the first of which is giving awareness and exposure to a particular message while the second, is persuading the viewer to take action which could be in the form of an online purchase, subscription or any other predefined objective (Hanafizadeh, 2012).

Another popular form of online advertising is search engine advertising, where search engines such as Google and Bing, provide sponsored ads to viewers. The search engines which are intermediaries between users and firms, have used their unique position to provide new forms of advertisements without annoying consumers (Ghose, 2009). Search engines have gained a

position as the primary source of information in our current days, which enabled them through their sponsored search ads, to satisfy both consumers' taste for relevant search results and advertisers' desire for inviting high quality traffic to their websites (Ghose, 2009). Since this form of advertisements is based on customers' own search, it is considered far less intrusive than most other forms of advertising, such as pop ads and television commercials (Ghose, 2009). The advertisement is displayed to customers through being linked to a specific set of keywords, to which the ads are displayed if they were entered in the search query of the searcher (Ghose, 2009). According to professor Ghose, the set of keywords is usually chosen by advertisers based on user-generated content in online product reviews, social networks and blogs, where users have posted their opinions about firms' products, often highlighting the specific product features they value the most (Ghose, 2009). After clicking the search text advertisement, the searcher is then directed to a landing page that describes thoroughly the offer presented in the ad he clicked on. This form of online advertising is known for getting the highest level of conversions, as the customer is in the "evaluating the various alternatives" stage in the buying process (Ghose, 2009). In this stage of the buying process, the client is already ready to buy and being exposed to an ad in this phase, makes his readiness to take an action relatively higher, than all other forms of advertising.

A third popular online advertising format is social media advertising and communication, where managers invest in social media to foster relationships and interact with customers. (Vries, 2012). One popular way to utilize social media in order to advertise, is by creating communities in the form of brand fan pages on social networking websites, where customers can interact with a company by liking or commenting on brand posts (Vries, 2012). Consumers who become fans of these brands' fan pages tend to be loyal and committed to the company, and are more open to receiving information about the brand and eventually tend to visit the store more, generate more positive word-of-mouth, and are more emotionally attached to the brand than non-brand fans (Vries, 2012). In addition to that, all the major social media networks have offered additional advertising options for marketers,

where they can buy sponsored ads and display ads (Lin, 2016). Sponsored advertising that appears on such social network sites such as Facebook, can be customized based on a user's web search history, interest and past behavior and thus is considered more reliable at consumer targeting, relative to many other forms of advertisements (Lin, 2016). For example, Facebook features tailored advertisements via a dedicated sponsored advertising section or sponsored stories that are integrated into a user's story line (Lin, 2016). An advertiser can publish an advertisement as a friend's story in a newsfeed by uploading the person's real time experience with a product, which could then enable other users from the intended audience to be involved in more intensive brand experiences, including repeat story-telling and additional information sharing and exchanges about the product (Lin, 2016). All of which adds to the level of which the ads are personalized and targeted to a specific segment.

A fourth format of online advertising that has gained a lot of popularity in the past decade is mobile advertising, as based by the number of users worldwide, the mobile phones are by far the most popular personal communications device for consumers, resulting in them emerging as a desirable media platform for marketers (Harmon, 2007). The mobile advertising options have become various from the basic location based on SMS/MMS services to advanced CPA Campaigns run on mobile apps and websites. (Harmon, 2007). The first forms of the mobile marketing were location based mobile advertising and promotions to consumers who have opted-in to receive promotional messages on their cell phones. One of the first examples of "Location Based Advertising", was a service launched by ZagMe in the United Kingdom. It was launched as an opt-in advertiser-funded shopper-alert SMS-based service in late 2000 (Harmon, 2007) Registered consumers would receive advertising and promotional text messages on their cell phones when they were in a designated mall. Consumers could either purchase the item or have it held for them.

Recently, and after research proved that mobile presents a more task-oriented focus for consumers than non-mobile Internet use, and as the world becomes heavily "mobile first" with respect to how consumers use the Internet, all

forms of social media ads, search ads and display ads, have focused on becoming mobile oriented (Stephen, 2016). One main reason behind this huge shift to mobile oriented online ads is that it allows marketers and consumers to do things that cannot be done with non-mobile technology (Stephen, 2016). Geo-located ad targeting, making use of sensors in mobile devices that measure ambient contextual attributes, making use of user biometrics, and being connected to the customer most of the daily time, all contributed to this mobile revolution (Stephen, 2016).

A final digital advertising format that we will discuss and that is considered by 59% of B2B advertisers, to be the most effective advertising channel, is email marketing (Balte, 2016). Although this type of online advertising is usually associated with spam, it is still adopted by many companies that conduct it correctly and get high returns on their marketing investments (ROMI) doing so. According to Balte, the effectiveness of email marketing is linked to many important factors, that if done correctly, can guarantee positive results. Such factors include having an attractive title that persuades people to click through, having a qualified opted in list, and choosing the right ESP to send the campaign from (Balte, 2016).

In addition to that Bate clarifies, that choosing the right time and the right frequency within which the email campaign is sent, also plays a big role in the outcome it generates. Thus, despite that fact that most people have a misconception that this form of online marketing is the least effective, results that were reported by various B2B advertisers that have conducted it according to the proper rules, have proven that it leads to the best results in terms of conversions (Balte, 2016). Previous research has even proven that this form of online advertising is one of the best in achieving the highest customer response rates, and repeat purchase rates (Balte, 2016).

In the next section of this paper, we will discuss how the introduction of the various digital advertising channels discussed above, affects advertising campaigns effectiveness. We will examine how effectiveness of the campaigns are impacted, according to specific factors such as the level of exposure, the accuracy of targeting as well as the engagements and conversions achieved.

Factors used to Assess Advertising Effectiveness Reach and the Level of Exposure

One of the major factors used to assess the effectiveness of any advertising campaign, is the amount of exposure and reach it achieves. Prior to the introduction of digital media, the reach of an advertising campaign was measured using viewing information gathered by viewing devices such as computing devices that receive video and/or audio programming, or radios, that automatically report activities such as channel tunes and the times at which the devices were tuned to the channels (Koenig, 2011; Vries, 2012). After the introduction of digital channels to the integrated advertising campaigns, marketers have realized the need to track the online interactions and to measure their performance through Web analytics, defined as “the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage (Järvinen et al., 2015).

Web Analytics Programs are tools that collect clickstream data regarding the source of website traffic such as e-mail, search engines, display ads and social links. These Analytics tools clarify the navigation paths and the behavior of visitors during their website visits, presenting the data in a meaningful format (Järvinen et al., 2015). In order to investigate the level of reach and exposure achieved by advertising on digital media, the analytics tools are used to provide accurate figures on the number of viewers visiting a particular website. According to Balte, the reach of the most popular websites has surpassed the exposure of most traditional advertising media such as televisions and print publications (Balte, 2016). The most popular websites that play the role as the beginning station in the browsing experience for most internet users are either social networks or search engines. Facebook one of the most popular social networking websites in the world, alone had more than 1.39 billion users in 2014, 890 million of which, are active on the website on a daily basis (Balte, 2016). Twitter another popular social network had more than 1 billion visits per day and had more than 320 million legitimate daily users by the end of 2015 (Balte, 2016). Other social networks also have a relatively high numbers of daily active users, were Instagram has 400 million daily users and Linked averages 300 million daily users (Balte,

2016). As for search engines, Google is by far the most popular in terms of the reach, as it has more than 3.5 billion searches per day (Bond, 2019).

On the other hand, if one wants to assess the reach of other forms of advertising available for the Lebanese advertisers, we will need to examine the number of users that are exposed to them. For example, according to the latest statistics the number of newspaper circulations in Lebanon is 22,000 copies per day, while the number of TV sets recorded is 1,180,000 sets, and the amount of radio receivers is 2,850,000 (2019), while according to the Internet world Stats the internet penetration rate in Lebanon is 91.4% which is equivalent to 5,546,494 users (Internetworldstats.com, 2019). If we are to compare the reach that could be achieved by the number of users advertising on traditional medium in Lebanon versus the amount of reach achieved using the digital media, we can easily find a relatively large favor to the digital media as presented in Figure 1.

The Relevance of the Message to the Segments Reached

The second important factor that should be investigated when assessing the effectiveness of an advertising campaign, is if it was properly targeted to the segment it was intended to reach. Before we start our investigation, we need to clarify that online advertising could be split into three general categories which are “Search Advertising, “Classified Advertising” and “Display Advertising”, each of which has its unique targeting techniques (Goldfarb, 2014). Firstly, search advertising, appears above the organic listing in the search engines such as Google and Bing. As stated above, the very important aspect of this type of advertising is that advertisers can get their ads in front of their targeted user in the time they are actively searching for a product or service (Goldfarb, 2014). According to Goldfarb in this form of online advertising the marketers is able to target his audience according to a set of keywords, so that if a specific person wrote in the search query inquiring about a specific product, an ad that meets the description will be presented to him. On the other hand, *Classified advertising* is advertising that appears on websites that do not provide other media content or algorithmic search (Goldfarb, 2014). Some examples of

these websites are the online recruitment sites and real estate brokers' websites. In such form of online advertising, the audience is already interested and actively seeking a product or service that the ad advertiser is presenting, which makes the ad relevancy level very high.

The third main category of online advertising is *display advertising*, that includes simple banner ads, plain text ads (such as the ads in the Google's AdSense and Ad Exchange Networks), media-rich ads, video ads, and the typical ads that are shown on social media websites such as Facebook (Goldfarb, 2014). Display banner advertising is the category that has a vast majority of the marketing budgets and has the greatest variety of targeting options (Goldfarb, 2014). The first way that marketers can target these ads, is through selecting which customer demographics the ads will be served to (Google, 2019). According to the internet advertising giant Google, the demographic targeting feature enables the advertiser to target their ads to customers according to location, age, and gender. Another form of targeting available for display banners is called contextual targeting, where the ads are placed on web pages that match the context of the advertising message (Goldfarb, 2014). Through this form of targeting the ad publishing system scans the various websites included in its networks for keywords that match the advertisers' interest and place the ads near the pieces of content that includes them. By doing so, the advertiser can make sure that the user viewing the ad is browsing content that is

of similar interest to the ad, adding to its relevance to him (Goldfarb, 2014). In short, "Contextual Targeting" denotes to delivering ads to users based on the content they are reading (Wang, 2016). The main rationale behind doing so, is that matching ads to the content a user is consuming could increase the perceived relevance of the ads (Wang, 2016).

In addition to all that, advertisers can use data based on past online behavior to target ads which is called "behavioral targeting". This method of targeting involves the use of prior clickstream data to determine whether a particular customer is a good match for an ad (Goldfarb, 2014). Behavioral targeting usually involves anonymously tracking content read and sites visited by an IP address (Wang, 2016). The system thus infers a user's preference and interest based on his surfing history and then selects ads to display accordingly (Wang, 2016). One form of this type of targeting is "retargeting," and involves showing an ad to a user who has previously viewed or searched for a particular kind of content (Goldfarb, 2014). For example, if a user searched for the term "flower store," then ads for flowers may appear as they browse the web. Similarly, if a user viewed a particular item of clothing at an online retailer, a similar item may appear in ads as she browses the web (Goldfarb, 2014). This type of behavioral targeted ad, makes sure that any one being presented an ad, is interested in the offering presented in the ad, which increases immensely its relevance.

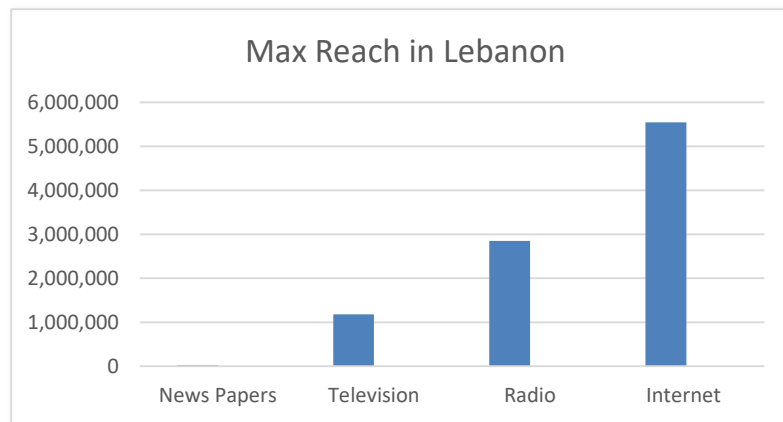


Figure 1: Maximum Reach in Terms of users for Various Types of Media in Lebanon

The Direct Results That an Ad Achieves

Another factor used to assess the effectiveness of an advertising campaign is the number of conversions it generates. A conversion occurs, when a consumer clicks on an advertisement, and then makes a purchase or performs a certain action such as a registration or a subscription. (Xu, 2014). According to Xu, the most common measure of conversion effectiveness is conversion rate, which is the percentage of the advertisement clicks that directly lead to purchases among all advertisement clicks of the same ad. This ratio provides an intuitive assessment of advertising effectiveness, but it overemphasizes the effect of the “last click” and completely ignores the effects of all previous advertisement clicks, which naturally leads to biased estimates (Xu, 2014). Recently more sophisticated models to analyze the conversion effects of website visits and advertisement clicks have been developed (Xu, 2014). These models account for the entire clickstream history of individual consumers and model the purchases as a result of the accumulative effects of all previous clicks, which can more precisely evaluate the conversion effects and predict the purchase probability (Xu, 2014).

As stated above, the internet is different than all other forms of advertising, when it comes to direct response campaigns and it is the only medium that allows the advertiser to pay according to real results. If the advertiser wants exposure as his main key goal of the campaign then he can pay according to Impressions (Perlich, 2014). An impression is described as the amount of times a particular ad is served online (Perlich, 2014). In our case here, when the advertiser main objective is to drive a particular action which is defined as a conversion, he is able to pay for his ads according to the cost per acquisition model (Perlich, 2014). In such a model, the advertiser will be managing his advertising bids in the aim of increasing his conversion rate also known as PVSVERF and in the same time working on enhancing conversion performance by minimizing the Cost Per Acquisition, all in the aim of generating more conversions. Note that from the marketer’s perspective concerning CPM campaigns there is a strong relationship between the conversion rate and the Impression rate (Perlich, 2014). In more general terms, CPA measures economic

efficiency and should be closely related to strategy of increasing ad effectiveness and achieving more conversions while the cost per mile main aim is to achieve the highest level of exposure. All of which makes us realize that the various digital advertising channels that provide the cost per acquisition campaigns model, are ones of the few media that can guarantee that the campaigns achieve a specific predefined objective.

The Level of Engagement That the Ad Generates

The level of engagement an advertisement gets is another factor used to determine its effectiveness. In the advertising literature, engagement was described to be a proxy measure of the strength of a company customer relationship based on the extent to which the customer has formed both an emotional and rational bond with the brand (Bowden, 2009). Bowden explains that engagement level describes the customer attitudes towards a particular brand, company or product including feeling confidence, integrity and passion towards them (Bowden, 2009). While media provide a context for advertising that may affect consumer responses to advertising, many studies have investigated possible media context effects. According to past research the most general conclusion, is that when consumers are highly “engaged” with a media vehicle, they can be more responsive to its advertising (Calder, 2009). According to Calder it is commonly believed that the internet is different from other media in terms of leaning forward instead of backward, being more interactive, more social, and so forth. All of which makes the internet and the various channels and media on the digital, provide a higher level of customer engagement with the various advertising formats they provide.

In Calder’s research, two different kinds of engagement were identified, the first of which was “Personal Engagement” which is manifested in experiences that are very similar to those that people have with newspapers and magazines. An example of this type of engagement, is like when one brings up an ad or article in a social experience or makes consuming a form of media part of his regular routine (Calder, 2009). This type of engagement is relevant to both print and online content. The second form of engagement that was defined by Calder was “Social-

Interactive Engagement”, and is solely attributed to experiences that are unique to the web, such as participating in discussions and socializing with others through a site (Calder, 2009). These experiences give online advertising engagement its dominance over other forms of media. The level of interactivity and engagement one can conduct online, gives practical support to the idea that the Internet is a different kind of medium (Calder, 2009). The research went on to study the experiences and engagement resulting from ratings of a banner ad using a quasi-experimental design. The results showed that both Personal and Social-Interactive Engagement affect reactions to the banner ad (Calder, 2009). Therefore, in addition to the Personal Engagement context effects that have been demonstrated previously for traditional media, the interactive component of a user's experience with online media, has also shown to significantly increase the level of customer engagement with advertising (Calder, 2009).

The Message Clarity

Another important factor used to examine the effectiveness of an advertising campaign is how clear it portrays the message to the targeted audience. As the digital provides many various advertising options, research has proved that the clarity of the message and the effectiveness of transforming the message to the user, will vary depending on the ad format (Li, 2004). To explain the “message clarity” factor of online advertising, we will need to discuss it in regard to various formats. One of the formats that are known to be most effective in the delivery of the advertised message, are banner ads. Display Banner ads are known for resulting in heightened ad awareness, increased brand perceptions and attitudinal shifts for apparel and technology brands (Li, 2004). Other studies exploring the impact of banner ads clarified that other characteristics of the ads influenced its effectiveness, such elements included the banners ads sizes, their animation, and the incentives they offer (Li, 2004). Therefore, while exploring this ad type effectiveness in depth, it was realized that the clarity of the message portrayed, was hugely affected by the different factors accompanying each banner (Li, 2004). For example, the results indicated that animated banner ads cause better recall and faster click-throughs than static banner

ads and large banner ads generate higher and faster click-through than smaller banner. In addition to that other research found out that the click-through rates were affected by incentives, and that the impact of incentives was enhanced by positive emotions stimulated by the banner ads (Li, 2004).

The best ads known to grab the user attention and eventually deliver the messages in a clear and attractive ways are rich media ads (Li, 2004). Rich media are highly interactive, visually influential internet advertising formats such as vector-based graphics, streaming audio and video, and Java powered interactivity. The rich media ads deliver enhanced impact and result in improved user response. The premise of rich media ads lies in the assumptions that messages appealing to multiple perceptual systems are better perceived than those that call on single or fewer perceptual systems, and that high-quality messages (e.g., vividness or distinctiveness) are more effective than low quality static messages (Li, 2004). However, many factors also play a role in the effectiveness of these ads and how they deliver the messages properly. The most important of these factors are the amount of information it supposed to communicate, the size of an ad, and the websites on which the ad is placed (Li, 2004). In addition to all that Li explains, that although the larger the ad, the clearer its message, this might also lead to decreasing the ads download speed. Hairong clarifies, that as the size of the banner becomes larger and its design and animation becomes richer, the longer time it will take the computer to download and display it on the screen (Li, 2004). All in all, as discussed by Li the clarity of the message and the effectiveness of communicating the message varies much depending on many factors of the ad including its type, size, design, download speed and format (Text, Static or animated).

Insights Provided Prior and Post to Ad Campaign Launch

Another important element used to assess the effectiveness of the advertising campaign, is the availability of information, upon which its objectives are set. The measurability of digital media has been considered as one of its greatest benefits compared with other media since the mid-1990s when internet marketing, first started

to be deployed (Chaffey, 2012). Many marketers realized that the capability to measure interactions of website visitors through log files provided previously unknown levels of insight into the effectiveness of marketing communications (Chaffey, 2012). In 1994, the first commercial web analytics vendor,

I / PRO Corp, was launched, and since then many web analytics tools that have been developed, including some that are still widely used today, such as “WebTrends” , “Omniture” and “Google Analytics” (Chaffey, 2012). The availability of such tools enabled advertisers to make informed decision in assessing the past campaigns and building on historical data to set future key performance indicators (KPIs).

The insights provided by the Analytics tools enabled companies to make informed decisions concerning the reach and exposure for a certain advertising media, where they can know from historical data, the amount of people that were exposed to advertising campaigns, their demographic, characteristics, and their value (Chaffey, 2012). These tools enable the advertisers to know the value of each visitor by assessing his “average order value”, “revenue per visit or contact”, and thus his lifetime value. In addition to that these tools also clearly clarify what the best channel for advertising was, by giving “multichannel measures” (Chaffey, 2012). Through these measures, information concerning the return on investment for each dollar spent on each advertising channel are accurately measured. By doing so, advertisers can easily assess the effectiveness of each channel and are able to easily optimize their current advertising strategy. They can build their future strategies based on actual results (Chaffey, 2012). Not only that, but the “Market type measures”, also allow advertisers to easily compare themselves to their industry rivals, allowing them to benchmark themselves towards other key players in the market (Chaffey, 2012) All of which, helps advertisers in setting SMART objectives and thus setting more reliable advertising strategies in the future.

CONCLUSION

The introduction of the various forms of digital advertising to integrated advertising campaigns, has certainly had various effects on their effectiveness. As there are many forms of

digital advertising, and each form has its own various formats each of which having its own specific characteristics, measuring how this affected the overall performance of such campaigns is difficult to assess.

While examining the digitization effects on the overall performance of integrated marketing campaigns, one can clearly realize that they had different types of impacts, on the various factors put into question to determine campaign effectiveness. In the exposure and reach factor, the digital has allowed the advertiser to access a huge segment of billions of daily internet users. With popular websites having billions of online active daily users, they have created a very effective medium for advertisers to reach their targeted audiences. While in the targeting message factor, the internet advertising media have made available numerous advanced targeting options, that enable advertisers to deliver their messages in a better way to their intended audience. However, when we study the conversion achieved through the digital advertising media, we can find that the results vary according to the channel being used. Despite that, it was clearly proved that the media that allow CPA oriented campaigns, have provided advertisers with a very important channel that allows them to form their campaign with a clear objective of achieving a certain goal.

On the other hand, digitization effects in advertising effectiveness was difficult to assess in terms of the clarity of the messages being delivered. As given the fact, that online advertising has different channels, numerous ad formats, and various ad specifications. Each of which had a different level of effectiveness in this discipline. The same case applies to the ability of digital campaigns to achieve specific objectives and to be measured appropriately. The amount of conversions that are attributed to a specific campaign that does not have an objective that is directly achieved online, is very difficult to measure. While the degree of effectiveness in terms of conversions, for campaigns using the cost per Mille Model, is also very difficult to assess. Despite that, the availability of a huge amounts of data post and prior to campaign launch, certainly play in the favor of digital media effectiveness over all of the forms of media.

Having examined the case, one realizes that a more thorough study should be conducted

examining the effects of each type of digital media on each of the effectiveness factors discussed above. One should study each type of digital media including, display, search, social and mobile towards each of the following factors of effectiveness cover in the above literature. Doing so, will provide a clearer understanding, on how each form of digital advertising effected a certain form of campaign effectiveness. For example, one study should focus on how including targeted display banner advertising in an integrated marketing campaign will affect the overall campaign effectiveness in terms of general exposure, the amount of the target segment reached and the amount of engagement

REFERENCES

- Bowden, J. L. H. (2009). The Process of Customer Engagement: A Conceptual Framework. *Journal of Marketing Theory and Practice*, 17 (1), 63-74.
- Calder, B. J., Malthouse, E. C. and Schaedel, U. (2009). An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23 (4), 321-331.
- Chaffey, D. and Patron, M. (2012). From Web Analytics to Digital Marketing Optimization: Increasing the Commercial Value of Digital Analytics. *Journal of Direct, Data and Digital Marketing Practice*, 14 (1), 30-45.
- Conor, B. (2019). Google Search Statistics. Word Stream. Available: <https://www.wordstream.com/blog/ws/2019/02/07/google-search-statistics> (February 7, 2019).
- De Vries, L., Gensler, S. and LeeFlang, P. S. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of interactive marketing*, 26 (2), 83-91.
- Enginkayaa, E. and Cinarb, D. (2014). The Impact of Digital Advertising on Consumer Purchase Decisions. In International Interdisciplinary Business-Economics Advancement Conference (IIBA) Conference Proceedings (p. 432).
- Fu, Q., Murray, R., Patel, V. Y., Maksy, P. S., Desu, R. K., Sullivan, S. and Davis, D. R. (2011). U.S. Patent No. 8,087,041. Washington, DC: U.S. Patent and Trademark Office.
- Ghose, A. and Yang, S. (2009). An Empirical Analysis of Search Engine Advertising: Sponsored Search in Electronic Markets. *Management Science*, 55 (10), 1605-1622.
- Goldfarb, A. (2014). What is Different about Online Advertising? *Review of Industrial Organization*, 44 (2), 115-129.
- achieved. The same study will also examine the amount of people exposed to the ad that received the message clearly, and the amount of optimization that occurred after applying advanced analytics obtained from the banner advertising data to the campaign. All of which will enable us to get a better understanding on how a particular form of online advertising will directly affect and integrated marketing campaign. The same experiment done to display banners should also be done to all the various other online advertising formats to get a comprehensive study on their direct effects on an integrated marketing campaign.
- Hanafizadeh, P., Behboudi, M. and Hasanabad, H. M. (2014). Online Advertising Intermediary: How Online Advertising Works? *International Journal of Online Marketing (IJOM)*, 4 (1), 29-38.
- Internet World Stats. (2019, April 30). Internet Usage in the Middle East. Available: <https://www.internetworldstats.com/stats5.htm> (April 30, 2019).
- Järvinen, J. and Karjaluoto, H. (2015). The use of Web Analytics for Digital Marketing Performance Measurement. *Industrial Marketing Management*, 50, 117-127.
- Kreiss, D. and McGregor, S. C. (2019). The “Arbiters of What Our Voters See”: Facebook and Google’s Struggle with Policy, Process, and Enforcement around Political Advertising. *Political Communication*, 36 (4), 499-522.
- Li, H. and Leckenby, J. D. (2004). Internet Advertising Formats and Effectiveness. *Center for Interactive Advertising*, 1-31.
- Lin, C. A. and Kim, T. (2016). Predicting User Response to Sponsored Advertising on Social Media via the Technology Acceptance Model. *Computers in Human Behavior*, 64, 710-718.
- Patrutiu-Baltes, L. (2016). The Impact of Digitalization on Business Communication. *SEA-Practical Application of Science*, 4 (11), 319-325.
- Përlich, C., Dalessandro, B., Hook, R., Stitelman, O., Raeder, T. and Provost, F. (2012, August). Bid Optimizing and Inventory Scoring in Targeted Online Advertising. In Proceedings of the 18th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (pp. 804-812).
- Stephen, A. T. and Lamberton, C. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing Research's Evolution from 2000 to 2015 and an Agenda for Future Research. *Journal of Marketing*, 80 (6).
- Unni, R. and Harmon, R. (2007). Perceived Effectiveness of Push vs. Pull Mobile Location

- based on Advertising. *Journal of Interactive Advertising*, 7 (2), 28-40.
- Wang, C., Zhu, B. and Zuo, M. (2016). Integrating Different Types of Targeting Methods in Online Advertising. In PACIS (p. 303).
- Xu, L., Duan, J. A. and Whinston, A. (2014). Path to Purchase: A Mutually Exciting Point Process Model for Online Advertising and Conversion. *Management Science*, 60 (6), 1392-1412.