



A Dun & Bradstreet Division

FROM INSIGHT TO ACTION

Web Advertising

We studied nearly 100 million impressions from client campaigns for our Digital Marketing Trends in the Education Market report, here are key takeaways you can apply to your web advertising strategies to educators.

Web Advertising Lessons Learned

Top performing web ad campaigns share these common traits:

- Campaign impression sizes at 50,000 impressions or fewer
- More than one ad creative per campaign to avoid “ad blindness”
- Optimized for multiple devices and ad sizes
- Take advantage of underutilized ad sizes to stand out

Best Practices Deliver Best Results

These are the best practices, that most contribute to client improvement, in web ad campaign performance:

Align Ads with Marketing Goals and Customer Value

- Campaigns with a defined goal and a clear consumer-facing message gain higher click-through and conversion rates
- Keep ads focused on what your audience finds valuable
- Avoid “drinking from the company water fountain” on what you find valuable or interesting about the offer

Know Your Target Audience

- Serve ads to your desired targeted audience only
- Remember who you’re talking to and why you are reaching out
- Use the words and design that will grab the attention of your specific audience

Support Your Click-Through URL

- Create a clear and engaging landing page experience for your target audience
- Incorporate some of the banner’s graphical elements to tie together the user experience and track conversions

Keep It Simple

- Include a single, strong message and clear image or design that resonates with your brand and target audience
- Avoid speedy color shifting and over-messaging your goal
- Don’t distract your audience from the action you desire

Show Them the \$

- Use actual dollar amounts, not percentages, when describing discounts (\$5 off is more powerful than 20% off)
- Blue Hornet found 42% of respondents said that money off was the most attractive offer, with percentage discount coming in a distant second



Make Your Call to Action Clear

- Create a specific call to action for your target audience
- Use verbs statements such as “buy now,” or “get your bonus gift”
- Support the call to action by placing it on a button or set a clear designated click area
- For animated banners, keep your call to action locked on every frame



Use of Animation

- Avoid filling your banner ad with excessive animation: jumping, flashing, blurring, text going in and out, etc.
- Animation length should be a maximum of 15 seconds including multiple loops
- Always provide a backup GIF that is consistent with the end frame of your banner ad



Manage Your File Size

- Build against a lowest common denominator file size (40KB)



Consider Your Banner Ad Page Position

- Place banner ads above the fold, but keep a below-the-fold option open as a potential mid-campaign optimization to promote maximum exposure and results



Optimize, Optimize, Optimize!

- Implement a conversion tracking pixel on your landing page before you launch your campaign
- Consider using a targeted landing page for every promotion
- Utilize a web analytic tool, such as Google Analytics, to append a unique and trackable tag to the designated click-through URL for each of your banners
- Test various banner ad creative. Initially weight and serve each banner creative equally (within each format specification). As clicks and conversions start to come in, optimize and begin to serve a greater percentage of the better-performing creative



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