

EFFECTIVENESS OF ONLINE ADVERTISING

Ms.J.Nalini ¹

¹Assistant Professor, Department of Management Studies, Dr. Sivanthi Aditanar
College of Engineering, Tiruchendur, Tamil Nadu.

ABSTRACT

The internet is at the core of communication and consumption behaviour. Over the past five years, advertising budgets allocated to internet media have grown rapidly. Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages to the right customers. Advertising on the Internet is extremely effective for branding awareness and for buyer-seller transaction. Advertising Effectiveness is an evaluation of the extent to which a specific advertisement or advertising campaign meets the objectives specified by the advertisers. Online advertising is geared towards defining markets through unique and useful applications. Now the advertisers are better equipped for communicating on the Web, they are gradually directing their budgets towards online advertising. Measuring online advertising performance is therefore becoming a critical task. This study is theoretical type of study about Measurement of Effectiveness of Online Advertising. The theoretical data were collected from various websites regarding online advertising. The aim of this article is to demonstrate the methods and techniques of measuring Online Advertisement effectiveness, To understand various Levels of Effective measurement of Online Advertising, To identify the indicators of performance of Online Advertising and to explore the challenges in measuring online advertising performance.

KEY WORDS: Online Advertising, Advertisement effectiveness, Challenges