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**Measurement of online Advertising effectiveness
case study –ATM Mobilis**

Realised by :

Mr. ZEKRAOUI Salah

Framer :

Mr . GUITTOUNE Djalal

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Abstract

The rapid increase in the number of internet consumers is on a swift rise globally and is used by people irrespective of age and location. As we all know, internet has become a chief medium for entertainment, communication and is constantly developing replacing the outdated informative mediums. Outmoded marketing mediums such as television, magazines, newspapers, radio, etc. are becoming a thing of the past (George Scifo, 2010). Online advertising gives a wider coverage area that supports in making the advertisements reach wider audiences which may yield better results. Additionally, online advertising is much faster than offline advertising where the advertiser has a greater scope to deliver more information to the potential customer at a relatively low cost. Online advertising helps the advertiser in making an ad campaign more profitable by reaching the target audiences. The effectiveness of online media advertising increases by constant improvisation of ads that can be done with a lot of effective analytics tools available. For instance, the quality of the advertisements can be improved based on the feedback from the audiences.

Three research questions were developed to answer that problematic . The empirical data were collected on Mobilis company, The findings showed that the evaluation become the principle factors for choosing appropriate communication tools for traffic building ..., the method of evaluation and deash boards chosen by companies has a strong influence on improving the e-Ad efficiency.

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1.Introduction

1.Introduction

This part of thesis includes a brief background to the selected research topic, e-communication, online advertising measurement, And a problem discussion leads to the research questions.

Communications environment has known a real changes in the last decade. The Internet have fundamentally broken the traditional interaction protocols between people and even between companies (BtoC and BtoC ways), this changes are clearly remarkable everywhere (At work, home, and play, people) and specially on business world; Even people or customers are becoming day-after-day near to e-customer paradigm, Via technology, consumers have more ways to interact with companies and brands, and importantly, have many means for initiating these interactions that never existed before. Gone are the days of the passive consumers who were largely dependent on companies' success in reaching them for engagement. Traditional approaches to communicate and branding that put emphasis on mass media techniques are less and less effective in a marketplace where customers have access to massive amounts of information about brands, products and companies,

In response, Marketers are employing more varied marketing communications techniques more traditional ones .in digital marketing age

This new communication techniques can be named digital marketing communication (e-communication) extends beyond traditional communication tools including channels that do require the use of Internet. It includes , websites, mobile , e-mailing marketing, social media marketing, display advertising, search engine marketing and a variety of other methods.

One of the most important tools for companies of digital communication is the website, Because we can say that websites are becoming the public face of all companies, And the website can offer additional features than physical office, So they need to drive awareness and traffic to the website, Meanwhile they also stress that it would be a mistake for online businesses to replay completely traditional advertising supports to create awareness and site-visitation.

Online advertising can be the solution for those enterprises, because the internet as an advertising media has a lot characteristics that are different from traditional medium such as unlimited delivery of information beyond time and space, Unlimited amount and source of information, the ability to target specific groups or individuals, and specially its nature of interactivity; the choice and the use of media in advertising is mostly influenced by product characteristics, to consider high-involvement product like automobiles or luxury watches

Also. Online advertising is one of the most remarkable phenomenon on the net which give it the power to be the subtitle on the net to drive awareness and to convince audience to move forward and purchase the product.

1.Introduction

The effectiveness of the online advertising efforts or the judgment of an online advertising campaign with success or failure , is the purpose of this papers.

Research question

Given characteristics of Communications in the New Digital Era, website importance as a integral part on organization's strategy , and the use of the internet as an advertising tool(e-advertising as a solution to drive awareness and generate traffic), the research problem for this study can be identified as;

How can we measure the effectiveness of an online advertising campaign ?

Or in other way , if We were in a head of given company and we have launched an e-advertising campaign; How can we measure the success of this decision ?? How can we evaluate the ROI (return on investment) from this advertising effort ?? which indicators or criterion will we used ??

generally we measure projects by the its objectives, or by the percentage of it's purpose realization.

In the other hand, we can accept that one of the main objectives of the online advertisement are;

Driving direct response and sales; online advertising is for Inform and remind, the immediacy of online advertising also drives traffic and sales in the short and medium terms. Unlike traditional media advertising, online advertising can turn the potential customer into an actual customer right there and then. What's more, online advertisement can persuade potential consumers to translate their "virtual Likes" to "buying actions" or offline sales hopefully, *so the first question -can we measure the effectiveness of an online advertising effectiveness by measuring the online and offline sales growth ??*

Also, Building brand awareness is a really important purpose of online advertising activities, Here we mean the WOM on the different online platforms, specially if we knew that customer on the net are trusting each other more then any thing else, so we are speaking about E-reputations and it's management because, of its ability to create or destroy future value,and it can be managed and monitored, so the second questions is ; *can we measure the effectiveness of online advertising by the company e-reputation ?*

Driving direct websites visits (drive traffic)it is possible to measure accurately how effective the online advertising campaign has been in this regard, using a rang of virtual KPI's (key performance indicator) or matrices to evaluate that, The third question is; *can we measure the*

1.Introduction

effectiveness of online advertising campaign by having a look on and evaluating their web indicator such us (CTR, media impression, views number)??

In order to reach the purpose of the research, we are going to develop this research questions,

RQ1:*Can we measure the effectiveness of online advertising by evaluating the the evolution on its online and offline sales ?*

RQ2:*Can we measure the effectiveness of an online advertising campaign gby evaluating its e-reputation?*

RQ3;*Can we measure the effectiveness of an online advertising campaign using web-indicators ?*

RQ4;*It's impossible to measure the effectiveness of an online advertising campaign precisely?*

methodology

We will discuss through this case stady , and quantitative and qualitative evidances to understand how can these tools be used by Mobilis for to measure the effectiveness of its last digital advertising compaign"WIN".

This new theme that continues to fuel discussions and Professional debates sparked our interest for main reasons:

- ✓ This is a topic anchored in the news and offering relatively strategic assets for companies who learn to manage their presence on these platforms correctly
- ✓ The omnipresence of banners, aroused our desire to make research and learn more about this topic.

Basing on the observation that Algeria recorded penetration social networks increasingly high, and the fact that Mobilis ensures a strong network presence the best known social, we formulated our problem as follows; How do ATM mobilis do judge the success of the "WIN" effort,to answer this question we are going to analyze a questionnaire results, interview with the head of digital, using internal documentations and books from the web...).

To identify relevant way, our research topic and answer our problem, we have structured our work in the following way:

This paper consists of five chapters, A schematic diagram depicts how this report will be presented (Figure 1.1), **chapter one** began by giving a background of the area of study we have pursued. It gives a historical and an actual background , a problem discussion as well as valid arguments for conducting this study .these pointed as a pointed to an overall purpose, **chapter two** will provide a review of previous literature in the area of internet technologies, communication and e-communication, E-reputation , Online advertising ..., its Objectives, effectiveness , formats, its impacts, **chapter three** will represent The methods used to contact this study are described in **chapter four** will represent the company introducing and the

1.Introduction

analysis of Data collected from questionnaire and interview, The analysis result of this data will appear in *Chapter five* There will be a discussion of the conclusions.

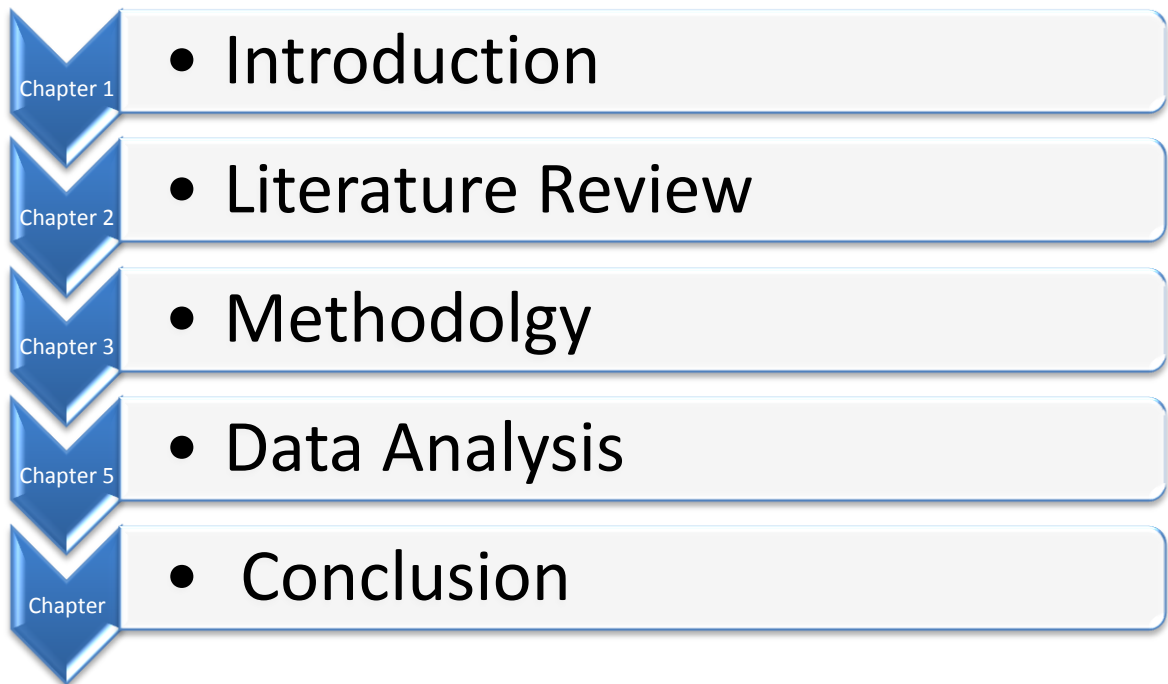


Figure 1.1: Outline of this report

2. Literature review

2. Literature review

This part contains two chapters “e-communication” and “e-Advertising” ; will give an overview of existing studies and documents based on our research questions, about online marketing communication , e-advertising process, then the evaluation of effectiveness of online advertising tools. In order to develop the research questions.

Chapter 01:

e-communication

2. Literature review

Section 01 ; E-MKG ...evolution and revolution

Introduction;

Despite the recognized impact of the internet on integrated marketing communication, very few studies have investigated the specific requirements and opportunities for IMC in the online environment (Durkin and Lawlor, 2001; Reich, 1998),

David Siegel's word in the (.dot.com) days still holds true:

'E-marketing is not about building a web site, but building a web business . . .harmonizing the power of customers ' . Siegel (2000)

The present section attempts to investigate the particularities of implementing e-marketing in an online environment. The study starts from the premise that the specific characteristics of the internet transforms and evolutions, the application of marketing principles from an alternative option to an absolute requirement . Based on an analysis of the specific characteristics of the online marketing and audiences in our country, and on the primary data collected from Algerian net-market and it's characteristics , the meanings of the e-business, ecommerce, e-marketing communication in the online environment, as well as the challenges and the opportunities created by the internet and making a comparison between the traditional marketing and the E-marketing characteristics , are identified and discussed. The contrastive elements of the integrated online marketing communication are then synthesized in a theoretical model that can be adopted by internet-active business organizations.

6

2.1. the arrivals of internet

2.1.1. definition

According to the Associated Press Stylebook, the **“Internet is a decentralized, world-wide network of computers that can communicate with each other. The World Wide Web, like emails, is a subset of the Internet.”**

If the web isn't the internet, then what is it? The web, according to the Associated Press Stylebook, is a **“service, or set of standards, that enables the publishing of multimedia documents on the Internet.”**

So we can say ;” The Internet is a worldwide network that allows for information to be shared between users (also known as “nodes”).When the World Wide Web is a subset of this that caters specifically to Web sites.

2.1.2.a brief timeline of internet developments;¹²

¹ www.redanyellow.co.za March 23, 2016 at 22:12

² <http://internet-browser-review.toptenreviews.com> March 23, 2016 at 22:03

2. Literature review

1958;US ARPA(advanced research projects agency) established to lead science and military technological developments .

1969; ARPANET, commissioned by US Defense Department, goes live. US universities connect up network facilities for the first time.

1971;Bolt Bernek and and Newman established the Email program using the protocol Username@Hostname .

1976;HM queen Elizabeth 2 sends an Email

1980: Tim Berners-Lee develops rules for the World Wide Web and is credited as the Web Father

1982: Standard network protocols are established: Transmission Control Protocol (TCP) and Internet Protocol (IP), commonly referred to as TCP/IP.

1984: Joint Academic Network (JANET) is established, linking higher education institutions. Domain Name System (DNS) is introduced.

1986:In the US ,¹the National Science Foundation built a third backbone network. With high speed linked to university networks right around the country.

1987: Numbere of internet hosts increases significantly in this period, Up to 25,000 hosts

The first email from China to Germany occurred via the CSNET.

7

1988-90: 28 countries sign up to hook up the NSFNET, reinforcing international Internet potential, more than 100,000 hosts and 4,000 domain names ,

1992: It rests and 20.000eached 1 million hosts and 20.000 domain names , Web father Tim Berners-Lee releases the World Wide Web (WWW) communicating via HTTP(Hyper Text Transfer Protocol) the simplicity and the effectiveness of these protocols for “surfing” the internet and exchanging information results in rapid uptake of this technology and the **WORLD WIDE WEB was born**

The world bank goes online .and **The world wide web** is open for business

1993: after one year 600 www sites appeared .

First online shopping malls and virtual banks emerge as does evodance of spam .

First clickable banner advert is sold by global Network Navigator to a low firm

1995: 5 million hosts .100.000 domain names with an equal number of www sites

Amazon is launched by Jeff Bezos

¹ <http://www.swcs.com.au> March 23, 2016 at 19:53 pm

2. Literature review

Search technology companies such as Alta Vista, Infoseek, Excite and Metacrawler rapidly appear

1996: Yahoo! is launched on the stock exchange and shares are up nearly 300% on first day.

1997 :MP3.com is founded.

The term “search engine optimization” is used for the first time in a forum.

2000: Pay-per-Click campaigns are introduced for top ten search rankings.

Google AdWords launches, charging for adverts on a CPM basis

2002: UK online monthly consumer shopping breaks through the £1 billion barrier. Google AdWords charges on a PPC basis instead of CPM.

2003: eBay topples Amazon as the most visited UK web site

2004: Feb. 4, 2004, Facebook launches but only college students are allowed to join.

Mozilla announces the launch of Mozilla Firefox.

2005: The go-to hub of Vine videos emerges: YouTube.com

2006:Twitter launches.

Facebook opens its eDoors to everyone and Google buys YouTube for \$1.6 billion

2008:Firefox 3.0 launches with over 8 million downloads in 24 hours.

Internet usage tops 1,407,724,920 worldwide

2009: Happy 40th to the internet!

An estimated 1,802,330,457 are using the Internet worldwide as of December 31. Miniwatts Marketing Group, “Internet Usage Statistics,” Internet World Stats, June 19, 2010,

2011-13: the global internet population grew 14.3% (2.4 billion people)

2014: The web celebrates 25 years

2015: Facebook has over 1 billion users.

2.1.3.The uses of the internet¹

From the beginning . the internet has known a series of changes and metamorphosis. Nowadays the internet is not only a mean that allows people to share data afar. Internet is growing at high pace,it has become an important of our daily life .For some futuristic people ,

¹ <http://www.blogtechnika.com/10-reasons-why-people-use-internet/> April 13, 2016 at 15:32

2. Literature review

life without internet cannot be conceived , for some others it's important media means, a virtual market or means of free expression that delete any borders.

2.1.3.1.Information ;

People browse the Internet for information. They love to use various search engines like Google and Yahoo to know about any necessary information. Also people love browsing websites like Wikipedia which is complete encyclopedia on Internet. Algerie360.com .echorouk.com ... Are ones of the most visited Algerian websites of information.

2.1.3.2.Social Networking ;

Social networking is an essential way to communicate with friends and family members, There are lots of social networking websites like Facebook, Twitter, Google+ and Instagram which are heavily consumed by users for connecting with friends. There are also other professional social networks as LinkdIn and Video, people can communicate with professionals of their field and get some contacts and career opportunities .

2.1.3.3. Communication ;

Communication is another way to use internet . people connect via each other through various MSN services like Gtalk , Skype, and Yahoo messenger. There are lots of other services through which people send messages like Whatsapp.

2.1.3.4. Tranfer of files;

From office to schools, from business person to college collaborators, from family and friends, everyone sends files through internet. This is an essential part of their life. People use various services like Mail (Gmail, Yahoo mail ..etc) and specialized platforms as www.wetransfer.com to send files.

2.1.3.5.Current Buzz;

It's either the latest news or football match score, People love to surf internet to get a live update of any news .Websites like rediff, NYTimes, Yahoo, and LeMonde that are quick news provising websites.

2.1.3.6. Entertainment ;

There is a very close relation of internet with entertainment .It's watching videos on YouTube, playing games live, or downloading movies; internet proves its domination everywhere.

2.1.3.7. internet transaction

Now internet can save time and money of people. The facility is known as internet banking facility through which people can deposit any bill, transfer money through accounts, and make internet reservation on time from their home.

2. Literature review

2.1.3.8. Making money;¹

People can make money online by internet. People can make money online by many software providers. application always help people work in easier way.

2.1.3.9. Marketing ;

Internet marketing use internet to sell products. There are lots of social media enthusiasts who promote other's product online via various social media sites. There are lots of publishers available who promote other products by advertising on various websites, blogs etc

2.1.3.10. Online education ;

It is very famous medium of study in developed countries and growing in developing nations. Various websites such as Khan academy and Free Video lectures offer online courses to learn various things like designing, programming .engineering, medical , financial and other subjects. This is very helpful medium to promote education on that place where courses are not available easily.²

2.1.4..Internet usage statistics;

2.1.4.1.Algeria and the internet;

Internet broadband services began in 2003. Its diffusion has increased over the last years, going from circa 1,500 users in 1999 to 5.3 million in 2011. Nowadays Algeria occupies the 58th position in a global ranking and ranked 9th in Africa, according to 2015 ITU figures. The penetration as a percentage of the population, 27.8%, is still rather low compared to other countries in the region. Although the government has promoted initiatives allowing users to access Internet services on a "pay-as-you-go" basis, without having to pay for a monthly subscription,



FigureNo;2.1; e-algeria project

Early 2009 the project e-Algérie 2013 was introduced to push initiatives in various sectors within the next 5 years. One of these sectors is the e-banking section. The policy in that area is almost completed. Payments and other transactions between banking institutions are now made through electronic tools, which at the moment are struggling. The second

¹ <http://www.blogtechnika.com/10-reasons-why-people-use-internet/> April 13, 2016 at 15:32

² John Andrews, Ayaz Maqbool , "The global evolution of digital commerce" (April, 2013) page 19.

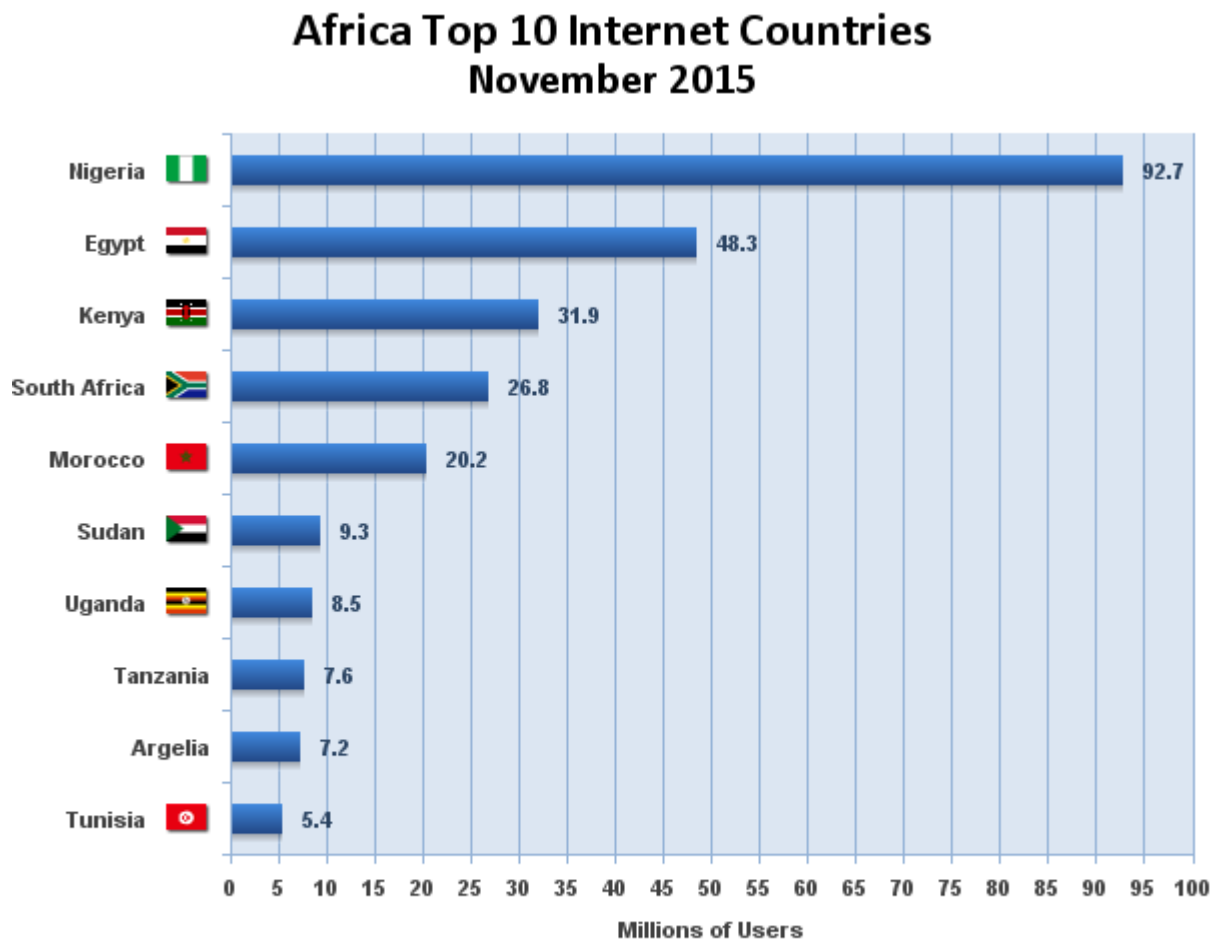
2. Literature review

phase's objective is to widen the use of electronic payment cards to the general public in Algeria. Around 4000 Point of Sales Terminals have been installed in retail stores.

However, many experts believe that additional reforms are needed to boost the development of electronic payments, including changes in fiscal and customs regulations, payment systems and international exchanges. They called for the relaxing of existing texts and the codification of online sales during a recent seminar organized by the Centre for research on scientific and technical information.¹

With a fixed-line penetration of 8% (2012) and a mobile penetration of almost 100% Algeria has one of the highest teledensities in Africa and the infrastructure is relatively well developed. However subscriber growth has slowed down and the three operators (Mobilis, Djazzy and Ooredoo) are competing to maintain or improve the revenue per user. They are entering the underdeveloped internet market by launching basic mobile data services. 3G licences are now issued.

Figure 2.2 Africa top 10 countries november 2015



Source: Internet World Stats - www.internetworldstats.com/stats1.htm
330,965,359 Internet Users in Africa estimated for November 30, 2015
Copyright © 2015, Miniwatts Marketing Group

¹ John Andrews , Ayaz Maqbool (London September 2012) “MENAP B2C e-Commerce Overview 2012 (Focus on Middle East, North Africa and Pakistan)”published by IMRG (Interactive Media in Retail Group)

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The first active community on the web is Facebook .community, the number of regular users of facebook in Algeria is estimated at 11 million users (Nov 15, 2015, according to Facebook) and it used by 27.8% percent of Algerian population

Table:2.1 Algerian Internet Usage evolution and Population Growth¹

| YEAR | Users | Population | % Pen. | Usage Source |
|------|------------|------------|--------|--------------|
| 2000 | 50,000 | 31,795,500 | 0.2 % | ITU |
| 2005 | 1,920,000 | 33,033,546 | 5.8 % | ITU |
| 2007 | 2,460,000 | 33,506,567 | 7.3 % | ITU |
| 2008 | 3,500,000 | 33,769,669 | 10.4 % | ITU |
| 2009 | 4,100,000 | 34,178,188 | 12.0 % | |
| 2010 | 4,700,000 | 34,586,184 | 13.6 % | |
| 2012 | 5,230,000 | 5,230,000 | 14.0 % | IWS |
| 2013 | 6,404,264 | 38,813,722 | 16.5 % | |
| 2014 | 6,669,927 | 38,813,722 | 17.2 % | |
| 2015 | 11,000,000 | 39,542,166 | 27.8 % | IWS |

Source; I.w.s.; Internet world stats

So we can say the internet uses rate in our country has known a huge growth and it steel do every year especially with the licensing of 3G spectrum to the three mobile network operators in late 2013 which gave a huge opportunities to Algerian internet users to access to this platform using laptops. Smart phones, tablet

2.1.4.2. The top visited websites in Algeria ²

1.Facebook.com;A social utility that connects people, to keep up with friends, upload photos, share links and videos

¹ <http://www.internetworldstats.com/af/dz.htm> April 17, 2016 at 23:36

² www.Alexa.com; April 14, 2016 at 02:12

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2. Youtube.com; YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your videos .

3.Google.dz; Enables users to search the information, including WebPages, images, And videos , offers unique features and search technology.

4. Google.com; The original and original version of Google

5. Yahoo.com; A major internet portal and service provider offering search results, customizable content, chat rooms, free e-mail, clubs and pages

6.Google.fr

7. Blogspot.com; Website dedicated for bloggers

8. Ask.com; Offers search for web sites, images, news, blogs, video, maps and directions, local search and ...More

9. Onclickads.net; On click Ads is a world's leading popunder advertising solutions provided by Propeller Ads,...

10.Ouedkniss.com;An algerien website for ads, a local version of eBay

2.2. the revolution of E-marketing

2.2.1 The “E”-e-definitions

There are many terms with the “e”-prefix and many different interpretations. Within any organization, developing a common understanding for terms such as e-commerce, e-business and e-marketing, and how they interrelate and who will manage them, is important to enable development of a consistent, coherent strategy.

2.2.1.1E-commerce

is primarily about selling online or the ability to transact online. This includes e-tailing, online banking and shopping – which involve transactions where buyers actually buy and shoppers actually shop. Some suggest that e-commerce includes all online transactions such as a responding to an enquiry or an online catalogue search.

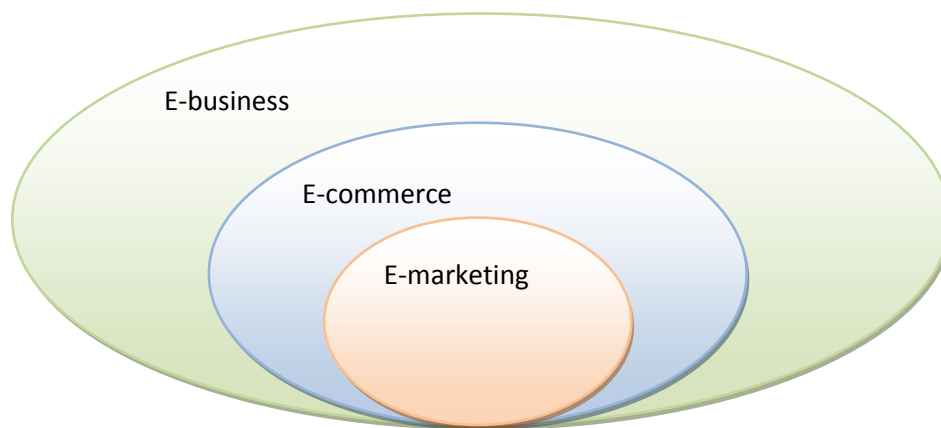
E-commerce itself does not include the marketing nor the back office administration processes that are required to actually run a business.

2.2.1.2 E-business

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has a broader perspective. It involves the automation of all the business processes in the value chain – from procurement or purchasing of raw materials, to production, stock holding, distribution and logistics, sales and marketing, after sales, invoicing, debt collection and more. Companies such as Covisint and Ariba, who we referred to earlier, provide **e-business** services. **E-business** creates the ability to run a business online. This includes e-marketing and e-commerce.

2.2.1.3.E-marketing¹; is at the heart of e-business ... getting closer to customers and understanding them better, adding value to products, widening distribution channels and boosting sales through running e-marketing campaigns using **digital media channels** such as; search marketing, online advertising and affiliate marketing. It also includes using the website to facilitate customer leads, sales and managing after sales service. As with mainstream marketing, ***e-marketing is a way of thinking, a way of putting the customer at the heart of all online activities***



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Figure:2.3², Differences between Internet-marketing, E-marketing, E-commerce and E-Business

As we see in the **figure** , internet marketing is a subset of E-marketing and E-marketing by own is the subset of E-commerce. So we can say E-marketing is a part of E-business which is drive activities to a performable business. when we can define E-marketing as ;

Internet marketing (IM)¹, e-marketing or online marketing, means using the Internet to market and sell goods and services. A great deal of **IM** activity is directed toward

¹, Dave Chaffey; Smith P R,(2008), “eMarketing eXcellence; planning and optimizing your digital” marketing Chaffey Emarketing essentials., , 3rd ed.

²Mehrdad Salehi Hanieh Mirzaei (January 2012) *International Journal of Academic Research in Business and Social Sciences* “ Dissimilarity of E-marketing VS traditional marketing”, Vol. 2, No.1.page 514 ,<http://www.hrmars.com/journals>

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driving customers to an organization’s website, where they are encouraged to make purchases online or through another channel. But IM encompasses a broad and growing range of strategies for interacting online with customers and with other stakeholders². The most common IM activities include: preparing an organization’s website, placing advertisements on the web, sending email messages, and engaging in “search engine marketing” – efforts to have the organization’s name appear at the top of the list when a customer searches the Internet for a particular product or service.

In addition to these basics, Internet marketing can include a range of other activities, such as marketing through online games, mobile phones, or direct response television broadcasts. And IM efforts can be directed not only to customers, but also to employees, investors, and other stakeholders (i.e. trading partners, stockholders, media and public interest groups)

Dynamically-marketing is marketing online whether via **web site** or **online ads**, **opt-in e-mail**, interactive kiosks, interactive **mobiles**, it involves getting close to costumers , understanding them better and maintaining dialogue with theme.

E-marketing creates a constant flow of communication between customers and suppliers and between customers themselves And this is the heart of a good marketing.

2.2.2.1.traditional marketing versus Digital marketing ³;

| Traditional marketing | Digital marketing |
|---|--|
| Traditional marketing includes print, broadcast, direct mail, and telephone | Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click |
| No interaction with the audience | Interaction with the audience |
| Results are easy to measure | Results are to a great extent easy to measure |
| Advertising campaigns are planned over a long period of time | Advertising campaigns are planned over short period of time |

¹ **Marc J. Epstein ; Kristi Yuthas**,(2007),management strategy ;Evaluating the effectiveness of internet marketing initiatives ; Published by The Society of Management Accountants of Canada;

² *Hoffman and Novak (1997);9 Shakespeare (1600); Chaffey & Ellis-Chadwick (2012*

³ **Afrina Yasmin, Sadia Tasneem, Kaniz Fatema** (April 2015) International Journal of Management Science and Business Administration “**Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study**” , Volume 1, Issue 5, , Pages 69-80

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| | |
|--|--|
| Expensive and time-consuming process | Reasonably cheap and rapid way to promote the |
| Success of traditional marketing strategies can be celebrated if the firm can reach large local audience | Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience |
| One campaign prevails for a long time | Campaigns can be easily changed with ease and innovations can be introduced within any campaign |
| Limited reach to the customer due to limited number of customer technology | Wider reach to the customer because of the use of various customers technology |
| 24/7 year-round exposure is not possible | 24/7 year-round exposure is possible |
| No ability to go viral | Ability to go viral |
| One way conversation | Two ways conversation |
| Responses can only occur during work hours | Response or feedback can occur anytime |

Table2.2; Traditional marketing and digital marketing comparison

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SECTION 2: E-COMMUNICATION

Introduction

The world today is increasingly digital. At work, home, and play, people are constantly connected through the internet via a variety of devices and networks. To communicate effectively and efficiently, marketers have to go where the consumers are – and this is increasingly online. There were over two billion Internet users in 2011, up from one billion in 2005, 420 million in 2000, and 45 million in 1995. the global internet population grew 14.3 percent from 2011-2013 (2.4 billion people), This digital connectivity raises new opportunities--and challenges--for organizations striving to manage their customer communications to create customer and brand value. While marketers now have more means than ever to reach, engage with, and influence customers, knowledge of and expertise in managing these data-intensive tools is essential for success.

In this discussion section we explore the new digital era of marketing communications, the marketing communication and the concept of online integrated marketing communication and its different tools, tactics, options by concentrating on the most known ones... an era dominated by mobile information and social media accessibility. With presenting and comparing what the online approach has brought to the traditional marketing communication, to audiences and to customer behavior.

In order to achieve business e-communication we must understand the context in which type of communications take place and identify all the elements which contribute to successful e-communication. We start, then, by considering the nature of communication in business organizations (Marketing communication) and move on to examine the basic principles of e-communication process.

2.3 Marketing communications

Marketing communications describes all activities a company undertakes to let consumers know about their products. Specific objectives for marketing communications might include: "to provide information, to increase demand, to differentiate the product ... to produce sales" (Beckman and Rigby, 2003).

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The emergence and the development of integrated marketing communication (IMC) has been determined by a number of evolutionary trends in various areas of marketing – the increased fragmentation and segmentation of markets, relationship marketing and direct marketing (Durkin and Lawlor, 2001; Eagle and Kitchen, 2000); information technology – the development of new communication technologies and database applications (Kitchen and Schultz, 1999; McGoon, 1999; McKim, 2002; Reich, 1998); and communication - increased fragmentation of media audiences, multiplicity and saturation of media channels (Hackley and Kitchen, 1998; Smith, 2002). From this perspective, the new paradigm of IMC can be represented as a strategic co-ordination of all messages and media used by an organisation to collectively influence its perceived brand value” proposed by Keegan et al. (1992, p. 631) ¹

The IMC promotions mix also includes:

- Direct marketing, Public relations programs, Internet marketing; Sponsorship marketing, Database marketing

And the integrated online marketing communication

So we know that The marketing mix consists of:

- Products, Pricing systems, Distribution systems, Promotional programs

The promotions mix consists of:

- Advertising - Sales promotions (consumer and trade promotions)- Personal selling activities

The IMC promotions mix also includes:

- Direct marketing - Public relations programs - Internet marketing - Sponsorship marketing - Database marketing

But here we are going to discuss **The meaning/s of integrated online marketing communication;**²

Many studies have emphasised the lack of a unifying definition for integrated marketing communication. One possible explanation of this theoretical crisis is the multitude of possible co-existent meanings for the IMC concept (Lee and Park, 2007). This assumption might also be true in the case of internet communication.

the integrated online marketing communication represents a multi-faceted phenomenon, which comprises issues related with the message, the communication function, the management of information, and the specific mix of channels used for corporate communication. On the basis of these answers, the synergies and the challenges raised by the internet are discussed in more detail in the following papers.

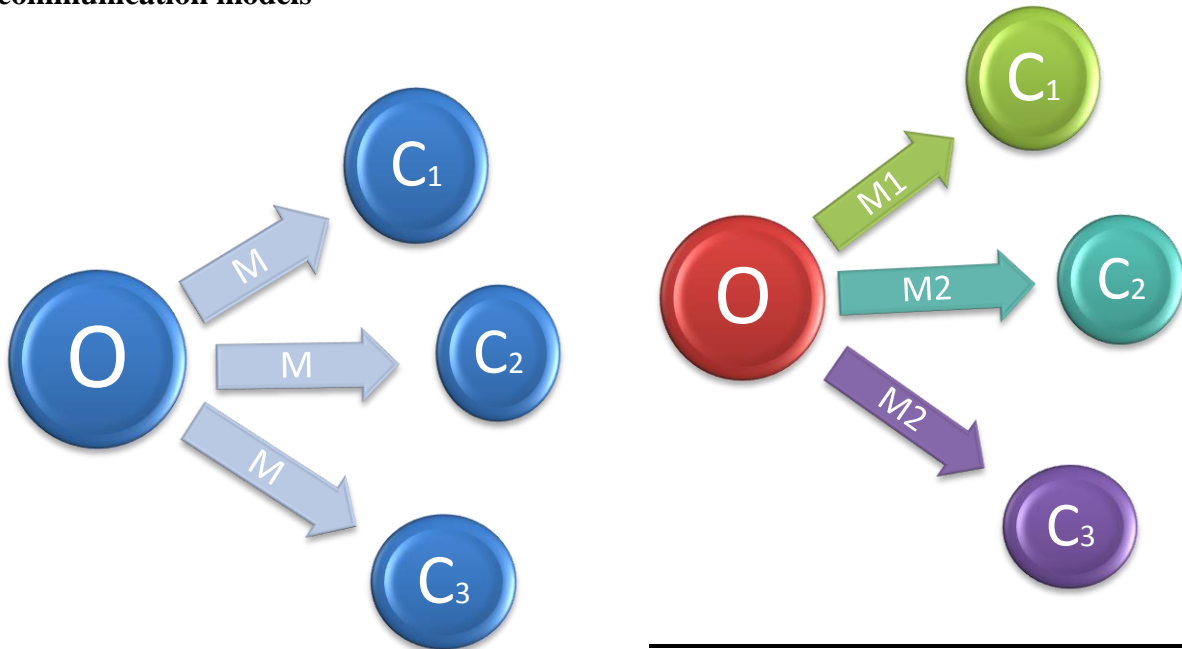
¹ Calin Gurau (2008) “Integrated online marketing communication: implementation and management; Journal of Communication Management ;publisnes by: Emerald Group Vol. 12 No. 2,page;169

www.emeraldinsight.com/1363-254X.htm

² Ibid

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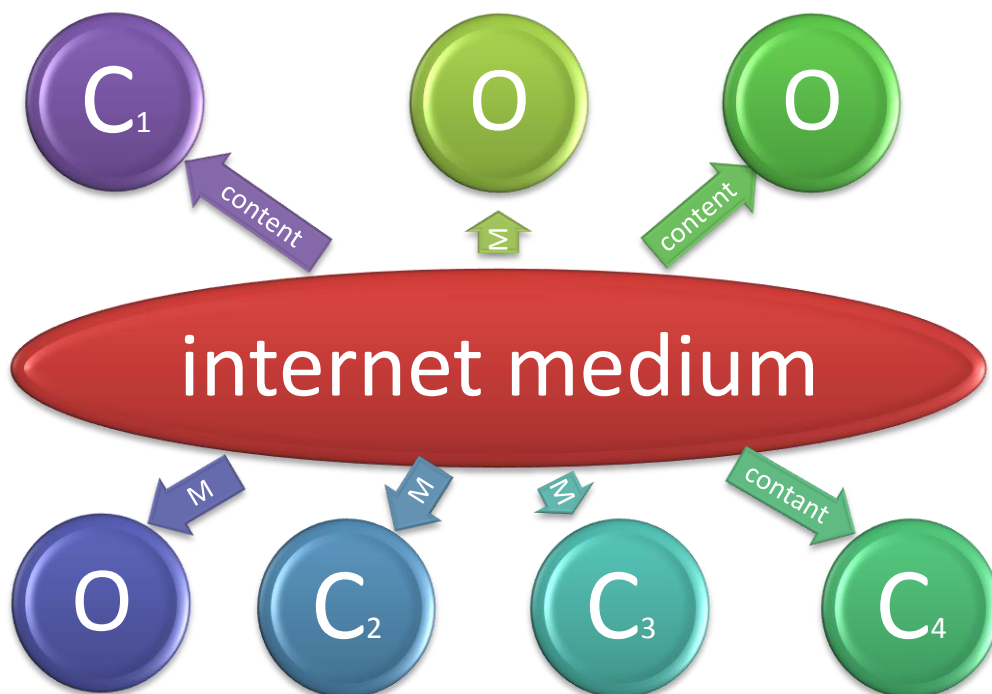
2.3.1 Marketing communication and E-communication models



A)

B)

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C)

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Figure;2.4¹The differences between one-to-many and one-to-one communication using the Internet (organization (O), communicating a message (M) and customers (C)). (A) Traditional one-to-many mass marketing communication; (B) one-to-one Internet-based communication; (C) many-to-many communications via the Internet media

2.3.2.Key dimension of digital communication Environment

Since 1982 *digitization* has taken place and there has been a steady increase in the use of digital technologies. Products such as televisions, telephones, watches, cameras and music have changed to digital formats. As digitization spreads, the level of *connectivity* across devices, people and locations increases. For example, photographs can be shown on computer screens, shared on social networks and stored remotely in the computing cloud. The Internet connects billions of people and organizations around the world, allowing fast transfer of information. Intranets connect people within a company, facilitating Communications, and extranets connect a company with its trading partners, such as suppliers and distributors. In this chapter we are concerned with four dimensions of the digital age that have implications for marketing: 1) technology, 2) applications, 3) marketing, 4) audiences

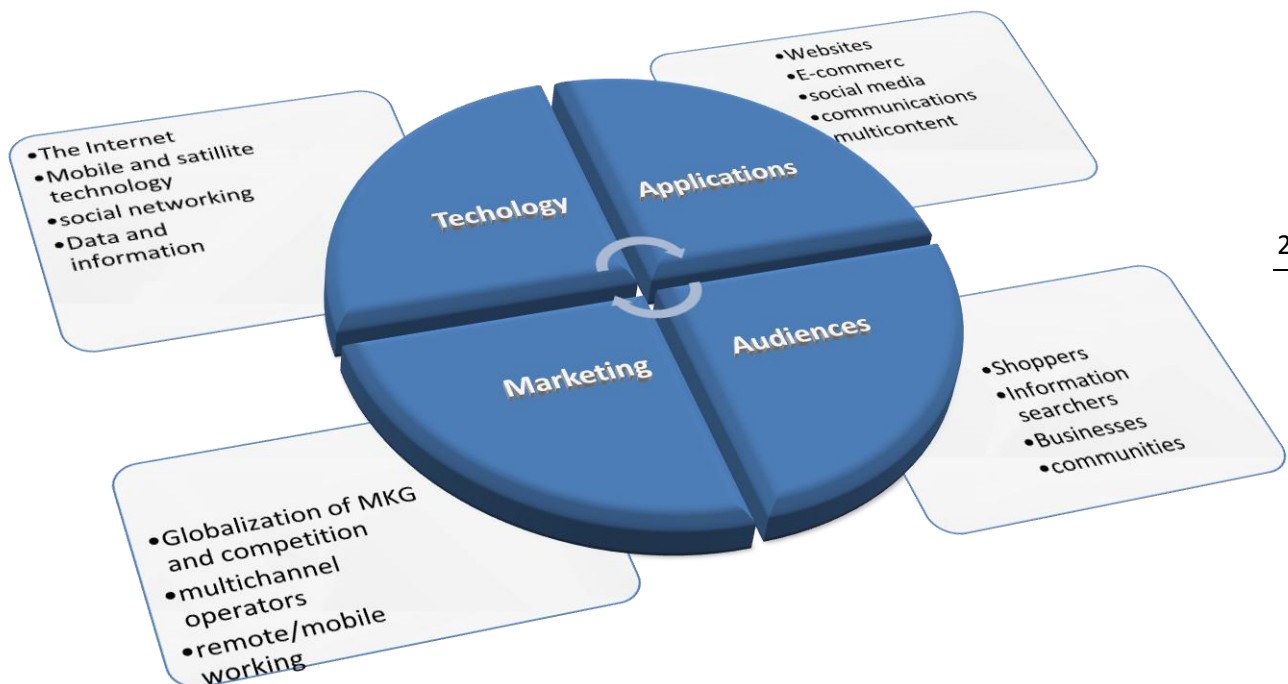


Figure 2.5 ; key dimension of digital communication environment

2.3.3The impact of the internet technology on marketing communication²

The rapid development of the internet in the last ten years has changed the classical communication procedures (Blattberg and Deighton, 1991; Holtz, 1999), because of three

¹ Dave Chaffey; Smith P R,(2008), "eMarketing eXcellence; planning and optimizing your digital" marketing Chaffey Emarketing essentials., , 3rd ed. P;108

² Calin Gurau (2008) "Integrated online marketing communication: implementation and management; Journal of Communication Management ;publisnes by: Emerald Group Vol. 12 No. 2,page 173
www.emeraldinsight.com/1363-254X.htm

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specific and co-existent characteristics that differentiate it from any other communication channel: .

- **many ways communication;** In the new online environment, the organisations can combine;

a) **one-to-one** ;(email),

b) **one-to-many** ;(list-based email messages, web pages), and

c) **many-to-many**;(discussion forums) communication in the online environment.

- **Interactivity.** The internet offers multiple possibilities of interactive Communication, acting not only as an interface, but also as a communication Agent (allowing a direct interaction between individuals and software Applications).

- **Transparency.** The information published online can be accessed and viewed by any internet user, unless this information is specifically protected.

- **Memory.** The web is a channel not only for transmitting information, but also for storing information – in other words, the information published on the web remains in the memory of the network until it is erased.

Addressability

Digital media provides companies with an ability to distinguish the potential customers before the actual marketing activities implementation. This is what addressability is about. The basic principles of obtaining the information on the target audience could be registration on a website where the user should put some background data, like age, city of origin, sex. (Pride & Ferrell 2011, 283.) Therefore, it gives the company an opportunity to approach customers on a personal and individual level, and this is a social component of digital marketing (Blythe 2006).

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2.3.4.The impact of online marketing communication on audience behavior;

(Consumer 2.0)

Let's start off with what Web 2.0 is not: it's not a new version of Web 1.0. Web 2.0 is not a revolution in technology; it's an evolution in the way people are using technology. It's about harnessing the distributed collaborative potential of the internet to connect and communicate with other like-minded people wherever they are: creating communities, and sharing knowledge, thoughts, ideas and dreams.

Suddenly it seems we've been inundated with version 2.0 of anything and everything, as different sectors of society seek to demonstrate that they're current and progressive. We have Business 2.0, Government 2.0, Education 2.0, Careers 2.0 – and of course Marketing 2.0. Well, not to be outdone, we'd like to introduce you to the new, improved, Consumer 2.0.

On demand; **any time, any place, anywhere:**¹ As digital technology becomes more ubiquitous in people's lives, the corresponding acceleration of business processes means that

¹**Damian Ryan and Calvin Jones** (2009), "**Understanding digital marketing:** marketing strategies for engaging the digital generation" published by "Kogan Page"; London and Philadelphia.

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consumers can satisfy their needs more quickly, more easily and with fewer barriers. In the digital economy, trifling concerns like time, geography, location and physical store space are becoming irrelevant. It's a world of almost instant gratification, and the more consumers get of it the more they want it – now, now, now!

These options are transforming the profile and the behaviour of online audiences. Marketing communication practitioners should therefore adapt to the new realities of how audiences get and use information;

a) **The audience is more connected to the organizations;** The usual communication channel was uni-directional –(one-way) the institutions communicated and the audiences get and consume directly the information without any chance to express hid feedback . Even when it was a two-way process, the institutions had the resources to send information to audiences through a very wide pipeline, while the audiences had only a minuscule pipeline for communicating back to the institutions (Ihator, 2001).or we can say their was no communication-power-balance between the consumer and the institution which was always the master .

Now, we are speaking about E-communication , not a pipeline. This network has closed the gap between institution and audience. Everybody involved in sending and understanding , responding , this messages – the company by its different parts , , its communication manager, the external communication agency, even its CEO –are of one click of mouse away from audiences.

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b) **The audience is connected to one another.**

We said that audience is one-click away from the institution, it is also one click away from each other. Today, a company's activity can be discussed and its image may be scratched easily over the internet, specially that the audiences trust each other (they trust their experiences..emotions..even lies..) more than the brand or the company or its commercials. . In the new environment everybody has an interesting point of view...everybody is a communicator, and the institution is just part of the network (Shankar and Malthouse, 2007).

c) **The audience has access to other information.**

In the past, there was a lot of the difficulties to access specific information,. But not anymore, Now it is too easy to access multiple sources of information over the internet. Anything made can be dissected, analyzed, discussed and challenged within hours by interested individuals.

d) **Audiences pull information.**

After the explosion in term of number of available channels of communication brought by the internet (Holtz, 1999): email, voice mail, faxes, pagers, cell phones, interoffice memos, overnight courier packages, television (with hundreds of channels), radio, internet radio, etc. As a result, the media that used to provide an efficient channel of communication for practitioners have become inefficient and entrusted , may be filtered by audiences . On the other hand, the networked environment provided the audiences with a new model, one in

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which they no longer accept every message a communicator wants to push to them, but they rather pull the information that suits their interests and needs. In the networked environment, information has to be available where audiences can find it, and must be customized or customizable (Rowley, 2001, 2004) so the audience can be a sender more efficiently than institutes because, like we have said they trust each other more than anything else.

2.3.5.Digital Marketing Communication Options (technics)

In the new online environment, the organizations can combine one-to-one (email), one-to-many (list-based email messages, web pages), and many-to-many (discussion forums) communication in the online environment, there is a lot of digital marketing communication tools, In the table below, we summarize some of the interactive marketing communication options that are now available

Table 2.3 ;E-marketing communication tools ¹

| | |
|---|--|
| Website | Companies must design websites that embody or express their purpose, history, products and vision. A key challenge is designing a site that is attractive on first viewing and interesting enough to encourage repeat visits. Dedicated websites for mobile devices are on the increase. |
| Social Media | Companies are embracing social media because of its potential for engagement and collaboration with consumers. Social media advertising will yield relatively stronger results because of its ability to tightly target audiences based on social media activity. |
| Mobile Marketing | Mobile phone marketing will become increasingly important. Smartphone use in particular is growing amongst travelers |
| Internet-Specific Ads and Videos | With user-generated content sites such as YouTube, MySpace Video and Google Video, consumers and advertisers can upload ads and videos to be shared virally by millions of people. |
| Display Ads | Display ads are small, rectangular boxes containing text and perhaps a picture that companies pay to place on relevant websites. The larger the audience, the more the placement costs. |
| Microsites | A microsite is a limited area on the Web managed and paid for by an external advertiser/company. Microsites are individual Web pages or cluster of pages that function as supplements to a primary site |

¹ Mulhern, F. (2009). Integrated marketing communications: from media channels to digital connectivity. *Journal of Marketing Communications*, 15(2-3), 85-101.

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| | |
|--------------------|--|
| Search Ads | Paid-search or pay-per-click ads, represent 40% of all on-line ads. Thirty-five percent of all searches are reportedly for products or services. The search terms serve as a proxy for the consumer's consumption interests and trigger relevant links to product or service offerings alongside search results from Google, MSN and Yahoo! Advertisers pay only if people click on the links. |
| Online Communities | Many companies sponsor on-line communities whose members communicate through postings, instant messaging and chat discussions about special interests related to the company's products and brands. |
| Interstitials | Interstitials are advertisements, often with video or animation, that pop up between changes on a website, e.g., ads for Johnson & Johnson's Tylenol headache reliever would pop up on brokers' websites whenever the stock market fell by 100 points or more. |
| Blogs | Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Most good quality blogs are interactive, allowing visitors to leave comments and even message each other. |
| E-mail | Email uses only a fraction of the cost of a 'd-mail', or direct mail campaign. |

Because of the variety of online communication options , in this papers we will discuss the four of main categories online marketing communications such as ;opt-in email, social media , mobile marketing approach, search engine optimization , (online advertising by it's different forms , website,)they will be discussed in the next chapter.

2.3.5.1.Email marketing

E-mail marketing basically not much more than using internet and e-mail for direct marketing practices. There are different types of e-mail

- Direct e-mail; as the traditional direct marketing, using the one “killer” application that most used by internet users “e-mail”
- Retention e-mail; these mails are sent with the purpose of strengthening the brand attitude and ewprence

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- Ads in e-mail of third parties; Instead of issuing a newsletter of their own, advertisers can select newsletters of third parties and “by” some advertising space

At its core, email marketing is a tool for customer relationship management (CRM). Used effectively, this extension of permission based marketing can deliver one of the highest return on investment (ROI) of any e-Marketing activity

email marketing is a form of direct marketing which utilizes electronic means to deliver commercial messages to an audience. It is one of the oldest and yet still one of the most powerful of all e-Marketing tactics. The power comes from the fact that it is:

- Extremely cost effective due to a low cost per contact
- Highly targeted
- Customizable on a mass scale
- Completely measurable

E-mail is inexpensive comparing to d-mail cost or direct mail ,E-mail also is very productive selling tool ,The rate at which they prompt purchase has been to to be at least three times that of social media ads, and the average order value is thought to be 17 percent higher¹

Some companies are asking consumers to say whether and when they would like to receive e-mails. , the flower retailer, allows customers to choose whether to receive e-mail reminders to send flowers for virtually any holiday as well as specific birthdays and anniversaries.².they doing this to find the most key words should be mentioned to push costumers to open their messages

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a)Some Email statistics³

*The total number of worldwide email accounts is expected to increase from nearly 3.9 billion accounts in 2013 to over 4.9 billion accounts by the end of 2017. This represents an average annual growth rate of about 6% over the next four years.

* Email is remains the go-to form of communication in the Business world. In 2013, Business email accounts total 929 million mailboxes. This figure is expected grow at an average annual growth rate of about 5% over the next four years, and reach over 1.1 billion by the end of 2017. The majority of Business email accounts are currently deployed on-premises. However adoption of Cloud

*In 2013, the majority of email traffic comes from business email, which accounts for over 100 billion emails sent and received per day. Email remains the predominant form of

¹ **Nora Aufreiter, Julien Boudet and Vivien Weng**, (January 2014), “Why Marketers Keep Sending You E-mails,” *McKinsey Quarterly*,

² **Natalie Zmuda**, May 2009, “How E-mail Became a Direct-Marketing Rock Star in Recession,” *Advertising Age*, p. 27.

³ Sara Radicati (April 2013) , “ Email statistics report , 2013-2017” the Radicati groupe, INC <http://www.radicati.com> .

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communication in the business space. This trend is expected to continue, and business email will account for over 132 billion emails sent and received per day by the end of 2017.

Mobile IM, however, is expected to show strong growth over the next four years, primarily due to increased mobile adoption by Consumers on a worldwide basis. In 2013, worldwide Mobile IM is expected to total 460 million accounts

b)E-mail and other marketing tactics¹

The connection between email and social is the shared ability to reach and engage consumers in a one-to-one relationship.

“Email is what drives the beginning of any conversation,” said Ed Kats, president of MediaWhiz, an online performance marketing agency. “Social media is the natural execution of following up on email content and continuing to have that conversation.” *Combine e-mail with other communications such as social media*. Southwest Airlines found the highest number of reservations occurred after an e-mail campaign followed by a social media campaign.

c)E-mail success measurement;²

To measure the response and ROI of E-mail companies has some indicators to use for that we can mention;

- ***Clickthrough rate (CTR):***

Measures the percentage of email messages that drew at least one click. For this study, it is expressed as unique click-through rate, counting only one click per recipient. To calculate the click-through rate, divide the number of unique clicks by the number of delivered messages and multiply by 100.

- ***The click-to-open rate (CTOR),***

Measures the percentage of opened messages that recorded clicks. To calculate, divide the number of unique clicks by the number of opened messages and multiply by 100.

- ***Click-per-clicker rate***

Clicks per clicker captures actions by recipients who click more than one link in the email message. Email messages with higher clicks per clicker usually reflect content that gives recipients several options to generate multiple unique clicks in a single message, or useful content they want to retain and review more than once.

- ***the unsubscribe rate***

is most useful as a trend indicator. Even the lowest-performing marketers generate unsubscribe rates well below 1 percent. But is that rate going up or down? If your unsubscribe rate rises over time or remains constant while spam complaints increase, you're dealing with subscriber rebellion.

All this indicators will be explained with details in the next chapter

2.3.5.2.mobile marketing

¹ Crystal Gurin(February 2013) “ Email Marketing Benchmarks:Key Data, Trends and Metrics “ www.eMarketer.com

² “ 2015 Email Marketing Metrics Benchmark Study” (2016) IBM Marketing Cloud www.ibmmarketingcloud.com

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People need to be online for so many reasons; social connectivity; social inclusion; good deals and comparison shopping; home delivery; employment research...such benefits generally well able to be delivered by mobile device and mobile networks.

The latest evolution on the consumer technology front is the widespread use of smartphones. These mobile devices are used 24/7 by consumers for many functions in addition to phone calling.¹

with the following advantages;²

Can go to the user

Mobile devices however can easily be taken to them, and the potential quickly demonstrated. This could be by friends and family, by care workers, via outreach at (say) medical facilities and so on.

Low cost for low traffic users

To a significant extent, mobile broadband costs are driven by volume of usage. By contrast, fixed broadband costs are largely fixed, regardless of usage. This means that mobile is relatively more competitive for lower usage users (including, typically, those in their earlier years of internet use).

Greater ability to manage costs

mobile data can be bought on a pay-as-you-go basis. This greatly reduces the financial commitment and perceived risk of moving online. This is doubly important for those whose income may be both low and volatile, and for those who remain tentative about going online and want to minimize initial commitment.

High street presence

Mobile operator shops are widespread, and can both promote getting online and provide some training (a role not generally provided by PC retailers). For example, Vodafone's Tech Team can let new users try out different terminals and – depending how busy the shop is - help set up email and social media accounts.

Moreover, users can leave a mobile operator's shop knowing their internet connectivity is working. Someone taking a PC home will, in most cases, then have to set up their internet unassisted.

An integrated solution

A consumer using fixed internet must buy a PC and secure broadband service, usually from two different suppliers. By contrast, with mobile both the device and the connectivity are (generally) bought from the same supplier. Thus if the user has a problem, there is no question who to call, simplifying troubleshooting for users with limited technical knowledge.

Mobile devices also have in-built features such as cameras, microphones, GPS and so on. On PCs these can be peripherals that need to be acquired separately, installed, provided with updated device drivers and so on.

2.3.5.3. Search engine optimization;

¹ comScore (2011), *The comScore 2010 Mobile Year in Review*,
http://www.comscore.com/Press_Events/Presentations_Whitepapers/2011/2010_Mobile_Year_in_Review,
accessed 21 April 2016, 23:16

² Robert Kenny & Claire Milne (12 May 2014) "Mobile : A powerful tool for Digital Inclusion"

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The biggest issue with having a brand or company websites is to attract visitors to the site. Unlike traditional advertising with its interruption nature, online marketing communications often require an action from the consumer as the internet is a pull medium. To find this, traffic marketers use a combination of offline and online marketing communication techniques. One specific online technique is to improve the listing in search engines. As 47 percent of web users tend to use search engines to find online information and the top 10 search query results get 78 percent more traffic than the others, this so-called “**search engine optimisation**” is important to many companies, not least to online stores and e-commerce sites. Some web agencies are specialists in registering sites in top and niche search engines and improving their rankings at the engine. For this purpose, they use specific metatags, page titles, reciprocal linkings, hidden keywords and multiple domain names as these are the factors that influence search engine robots behavior.

So the ¹ (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. SEO may target different kinds of search including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

2.3.5.4.Social networking;

The digital communication environment can seem complex but there are really only a few key platforms that need to be addressed.

Before speaking on this point we have to put some light on some very important points, we should make a distinction between social networking and social media, so social networking it’s like an approach or a technology which permit to put on the application called “social media”

Also, there are the main social network platforms, then there are the content publishing platforms, and finally, the analytics tools for digging more deeply into the massive amounts of data generated by digital communications.

Social Network Platforms²

Facebook: primarily a social platform

Twitter: primarily a links & news sharing platform.

Google Plus: young, but leveraging Google’s extensive reach. Will probably emerge as a strong contender and should be watched and experimented with.

LinkedIn: a professional social networking platform. Useful for engaging businesses, recruiting talent, and accessing local networks of professionals.

Content Publishing Platforms

YouTube: for video publishing, sharing, rating, & commenting.

WordPress: for creating blog-based websites, publishing articles and news.

¹ Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (April 2015) “**International Journal of Management Science And Business Administration**” Vol 1. No 5., pp. 69-80 ISSN 1849-5664 (online) <http://researchleap.com/category/international-journal-of-management-science-and-business-administration>

² Andrea Mangini, Shane Perlman, Jeffrey Fredrick, Chris Arkenberg, “**Strategies for effective communication in the new digital media landscape**” published by (City Council Ad Hoc Committee on Technology)

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Today, social media marketing is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services. According to Nielsen, internet users continue to spend more time with social media sites than any other type. Social media marketing networks include Face book, Twitter, LinkedIn and Google+. Through Face book, company can promote events concerning product and services, run promotions that comply with the Face book guidelines and explore new opportunities. Through Twitter, company can increase the awareness and visibility of their brand. It is the best tool for the promotion of company's products and services. In LinkedIn, professionals write their profile and share information with others. Company can develop their profile in LinkedIn so that the professionals can view and can get more information about the company's product and services. Google+ is also social media network that is more effective than other social media like Face book, Twitter. It is not only simple social media network but also it is an authorship tool that links web-content directly with its owner.

*This exploratory chapter has attempted to identify the major changes determined by the development of internet technology in the area of marketing communication. This evolution has changed the roles of the game upside down, specially for companies, for marketing, for marketing communication Physical office became **website**, no more Direct postal mails just **email**, Traditional advertising transforms to **online advertising**, Word of mouth to **viral**, even on costumer behavior and attitudes consumer>**consumer2.0***

So The audiences become more fragmented and proactive, but, on the other hand, the company has the possibility to combine various modes and categories of new- medias to constitute its IMC;

- *An email newsletter should link to the website and social networking profiles. It keeps interested customers informed of relevant news and special offers.*
- *Proper use of keywords promotes (SEO) the website and ensures that our online adverts appear to the right people*
- *Social media channels can drive word-of-mouth promotion and make our brand more personal. They link to website too, serve as an alternative to email updates and act as the launch pad for viral marketing promotions.*
- *Mobile marketing lets we communicate with customers on the go, facilitating social networking, using the website and getting updates.*

Also their tow important elements on this process (website and online advertising) will be discussed on the next chapter.

Chapter 02 :

e-advertising

Section 1; e-advertising

Intoduction;

Over the past five years, advertising budgets allocated to internet media have grown spectacularly. In 2010, the internet represents 16% of total advertising expenditure worldwide and this figure could reach 21% in the next four years. This growth is significantly fuelled by search and “performance” tools (affiliate marketing, email, comparison websites, etc.), although display advertising continues to represent a large portion of online budgets (49% in 2010 and 45% in 2014)¹.this “BOOM” be driven by two trends ;

- a) An increase in Web usage which strengthens the internet’s role in providing recommendations and preparing consumers to make purchases and recommendations.
- b) Developments in targeted advertising formats and techniques which help shape more communicative and relevant online campaigns

The first trend is well discussed in the first chapter , and the second (targeted advertising) will be more detailed in the next papers by its different approaches(Which targeted advertising formats and techniques are best suited to the marketing objectives?)

In this section we will try to answer the following questions , what is the online ad...what is the mean different between e-ads and traditional ads ??? its strategic objectives ??its most known types and sizes??its payment models ?? how we can measure its success ? and what its new measuring challenges ?? the link between online display ads and offline sales ???

The purpose of this study is to identify the different ways of measuring the effectiveness of online advertising. It is aimed at online marketing and media buying professionals and, more generally, at all departments involved in digital media.

So hear we can conclude that the online advertising depends on other e-communication techniques ...websites ..affiliate marketing ... e-mailing campaign ...SEO.

¹ PricewaterhouseCoopers Global entertainment and media outlook: 2010 - 2014 www.pwc.fr the 26th April 28, 2016 at 22:03

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2.4.definition(Online advertising)

Simply put, online advertising is advertising on the Internet. Online advertising encompasses adverts on search engine results pages , adverts placed in emails and other ways in which advertisers use the Internet.

However, this chapter focuses on display advertising

Online display advertising is the use of the **Internet as an advertising medium where promotional messages appear on other websites and/or search engine results pages**. These messages frequently contain information such as text, logos, photographs or other pictures. The images displayed may be static or animated.

In the simplest of terms, display advertising refers to the use of ads -- from text to video to audio -- on a website. Display advertisements serve as a way for businesses to monetize their website traffic, as advertisers pay to have their promotion displayed alongside the content on the page.²

2.4.1.The key differentiator;

Online advertising is able to drive instant sales and conversions. Unlike other advertising mediums, the consumer can go from advert to merchant in one fast easy **click**. Because of the connected nature of the Internet, online activities are highly trackable and measurable, which makes it possible to target adverts and to track and gauge the efficacy of the advertising accurately. Each display advert can be tracked for success

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2.4.2.Online advertising objectives³;

2.4.2.1.Building brand awareness

Making consumer or generally people aware of a **brand or product; offer** is an important long-term goal for any marketer. Once customers know about it, they are more likely to trust the brand. The better known a brand is, the more business it can do. And the ultimate goal is **to do more business and sell more of the product or service**.

Online advertising is largely visual, making it an ideal channel for promoting brand imagery and making people familiar with its colors, logo and overall feel.

2.4.2.2. Creating demand

Creating customer demand is a three-step process: **inform, persuade** and **remind**. Customers can't want what they don't know about. Advertising needs to convince them about what they should want and why they should want it. Modern Online advertising provides a great way to communicate the unique selling points (USPs) of a product, helping to stimulate demand and reminding customers about the product and why they want it.

² 20 Display Advertising Stats That Demonstrate Digital Advertising's Evolution

<http://blog.hubspot.com/marketing/horrifying-display-advertising-stats#sm.000013f4w5s6paetbilha71c0y4t>

³Rob Stokes2008 E-marketing " **The Essential Guide to Online Marketing** »,Page:28-29 Quirk eMarketing
http://www.redandyellow.co.za/wp-content/uploads/11-Online-Advertising_Quirk-Textbook-5.pdf

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2.4.2.3. Satisfying demand

Once somebody wants a product, they need to find out how to satisfy that desire. At this point it is important for the marketer to show the customer how their particular brand or product will best meet that need.

2.4.2.4. Driving direct response and sales

All forms of digital marketing need to drive traffic and sales in the long term. However, the immediacy of online advertising also drives traffic and sales in the short and medium terms. Unlike traditional media advertising, online advertising can turn the potential customer into an actual customer right there and then. What's more, it is possible to measure accurately how effective the online advertising campaign has been in this regard

2.4.3. Roles and Markets⁴

There are many different roles that come into play in the world of online advertising. It helps to understand all of the different roles (in some cases, a single company might even fall into multiple roles, depending on what kind of online advertising they are doing), as they all play an important part

1). Advertisers

The advertiser's primary role is to provide the actual ads and campaign parameters. Ultimately, it is up to the advertiser to decide what, where, how long advertising they want to run, and how much they are willing to pay for it. The advertiser is the only one who can really say whether or not a campaign has been successful, or even what the basis will be for judging that success.

the advertiser's other main role is to examine reports to see if the advertising is meeting their goals. The advertiser will determine what their expectations are from a campaign, and they will use these reports to verify whether their goals are being met or not. The advertiser will then have to decide whether to renew a particular campaign, or spend their online advertising budget in other ways.

2) Publishers

Publishers are essentially the equivalent of the TV stations in the television world, or the newspapers and magazines in the print world. Publishers run websites, and these websites have specific ad spots where advertising can run. Generally, the publisher is also responsible to some degree for managing the advertising on their site. An advertiser might tell them to run a campaign, but the publisher ultimately has to make sure that campaign is set up properly and getting the promised traffic.

. The publisher will make the most money by making the best use of their available ad inventory. This means finding advertisers and trying to put campaigns in places on their site where they will be the most effective.

3). Networks

An ad network exists primarily to help match up advertisers and publishers, and to address a common problem. Many advertisers do not have time to seek out thousands of different sites

⁴ issn 1-888-358-3400 (online) the AdJuggler Guide to Online Advertising (pages; 9-10-11) www.adjuggler.com

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to run their campaigns on, and many publishers do not have the time or resources to handle ad sales. An ad network can help take care of both of these problems.

Typically, an ad network will have extensive relationships with advertisers and publishers. An advertiser might go to that network and say they want to run an extensive campaign across the entire network, or across a specific category of sites.

For the advertiser, they get the benefit of being able to target a specific audience or a wide group of people all at once, without having to deal with each individual site. For the publisher, they get the benefit of receiving higher value campaigns that they might not otherwise be able to attract on their own.

The job of the ad network is to keep everything rolling smoothly. They need to make sure that advertising being run on a bunch of ineffective sites isn't wasting the advertiser's money, and at the same time, they need to make sure they don't waste the inventory of a publisher by running too much lowvalue advertising on their sites.

The benefit for the ad network is that they will take a portion of ad revenue. For a successful ad network, this can amount to a large amount of money.

4)Agencies

An agency typically will help an advertiser with their online advertising. Many agencies provide a wide range of services, including designing ads and helping to formulate an entire online advertising strategy. The agency will often work on the advertiser's behalf to buy advertising space on the best sites where their campaigns will be most effective.

2.4.4.types of display advert

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There are so many different ways to display online adverts. and as technology develops, so does online advertising. We can mention some of the most common options.

2.4.4.1.Banner adverts

A banner advert is a graphic image or animation displayed on a website for advertising purposes. Static banners are in GIF or JPEG format, but banners can also employ rich media such as Flash, video, JavaScript, HTML5 and other interactive technologies; these allow the viewer to interact and transact within the banner. Banners are not limited to the space that they occupy; some banners expand on mouse-over or when clicked.

There are standard sizes (measured in pixels) for static, animated and rich media banner adverts. Creating banners in these sizes means the ads can be placed on many websites (advertisers sell space in these sizes as well). And here, size (both dimensions and file size) does matter – we can expect varying rates of clickthroughs and conversions across the range of sizes. Bigger is usually better, but if we want to know what works best for our brand, test.

Banner sizes available on the Google Display Network include (all sizes are in pixels):

- ***Banner(full bunner) :(468 x 60)***
- ***Mobile leaderboard :(300 x 50)***

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- *Leader board* :(728 x 90)
- *Small Square* :(200 x 200)
- *Skyscraper* :(120 x 600)
- *Wide Skyscraper(vertical Tower)* : (160 x 600)
- *Square*: (250 x 250)
- *Medium Rectangle* :(300 x 250)
- *Large Rectangle*:(336 x 280)
- *Square bottom*: (125*125)

Banners may be animated, static or Flash, but must be under 50k in file size.

Bear in mind that the advertising network often includes a small graphic overlay on the bottom of the advert, All adverts need to be supplied with a destination URL. Some rich media adverts allow for multiple destination URLs

2.4.4.2.Interstitial banners

Interstitial banners are shown between pages on a website. As you click from one page to another, you are shown this advert before the next page is displayed. Sometimes, you are able to close the advertisement.

2.4.4.3 Popups and pop-unders

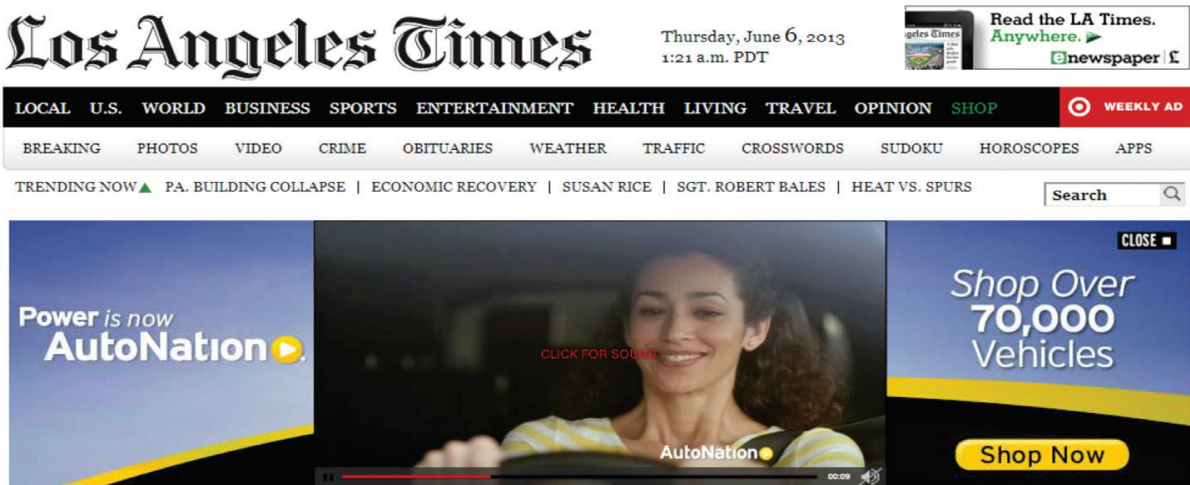
As the name suggests, these are advertisements that pop up, or under, the web page being viewed. They open in a new, smaller window. You will see a popup straight away, but will probably become aware of a pop-under only after you close your browser window.

These were very prominent in the early days of online advertising, but audience annoyance means that there are now 'popup blockers' built into most good web browsers. This can be problematic as sometimes a website will legitimately use a popup to display information to the user.

1.4.4.4 Floating adverts This advert appears in a layer over the content, but is not in a separate window. Usually, the user can close this advert. In fact, best practice dictates that a prominent close button should be included on the advert, usually in the top right hand corner. Floating adverts are created with DHTML or Flash, and float in a layer above a site's content for a few seconds. Often, the animation ends by disappearing into a banner advert on the page.

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Figure 2.6: An expanded banner ad, including video, on the Los Angeles Times



website.

2.4.4.5. Wallpaper adverts

This advert changes the background of the web page being viewed. It is sometimes possible to click on an advert of this type, but not always. The effect of these adverts is difficult to measure as there is often no clickthrough, and its chief purpose is branding.

2.4.4.6. Map adverts

This is advertising placed on an online map, such as Google Maps. This type of advert is ideal for local businesses and is usually based on keyword searches for the brand's offering.

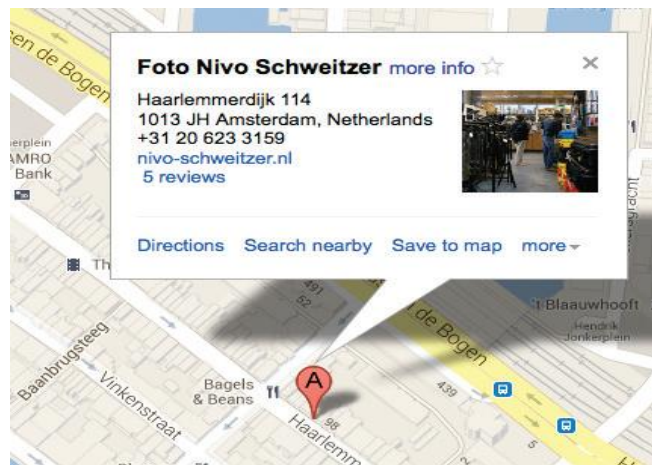


Figure 2.7. A map adverts on Google Maps.

2.4.5 Payment models for display advertising

As well as a variety of mediums and formats, there are also a number of different payment models for display advertising.

a) CPM (Cost per mille)

CPM stands for cost per thousand impressions (M is the Roman numeral for a thousand). This means the advertiser pays for every thousand times the advert loads on the

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publisher's page. This is how a campaign is normally priced when brand awareness or exposure is the primary goal.

CPM rates for rich media adverts are usually higher than for standard media adverts. This is often based on file size.

b) **CPC** (Cost per click)

CPC stands for cost per click. This means that the advertiser pays only when their advert is clicked on by an interested party, regardless of how many times it has been viewed. CPC advertising is normally associated with search advertising,

although it has become very popular in display advertising too, especially when using ad networks. Banners can be priced this way when the aim is to drive traffic and conversions. It is also a payment method sometimes used in affiliate marketing, when the aim is to drive traffic to a new website.

c) **CPA** (Cost per acquisition)

CPA refers to cost per acquisition. This model means that the advertiser pays only when an advert delivers an acquisition after the user clicks on the advert. Definitions of acquisitions vary depending on the site and campaign. It may be a user filling in a form, downloading a file or buying a product.

CPA is often the best option for advertisers because they pay only when the advertising has met its goal. For this reason, it is also the worst type for the publisher, as they are rewarded only if the advertising is successful. The publisher has to rely on the conversion rate of the advertiser's website, something that the publisher cannot control. The CPA model is not commonly used for banner advertising and is generally associated with affiliate marketing.

d) **Flat rate or sponsorships**

Sometimes, owners of lower-traffic sites choose to sell banner space at a flat rate – in other words, at a fixed cost per month, regardless of the amount of traffic or impressions. This would appeal to a media buyer who may be testing an online campaign that targets niche markets.

There are several variations to what a sponsorship on a website entails. Examples include exclusive adverts on all the pages and slots on a specific page, newsletter or section, and sponsoring content. Sponsorship means that no other advertiser will appear in that section. Sponsorships are often difficult to measure and are mostly used to raise brand awareness. These can be very effective when launching a new brand.

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e) CPE (cost per engagement)

With the cost per engagement (CPE) model, advertisers pay for interactions with adverts, normally placed in videos or applications (such as Facebook applications). An interaction, referred to as an engagement, usually starts with a rollover (or mouse-over) that expands the ad. Once expanded, an advert may contain a video, game, form, or other interactive content. The ad doesn't take the user away from the web page, and marketers pay only when an individual completes an action

But we should mention that the choice the payment model depends on other factors as well as the objectives of the advertiser (launch a new mark or drive traffic , brand awareness) and the popularity of the site chosen

The advertiser rarely has a say over the payment model used , this come down to the website owner or publisher, advertising type and other factors ,such as the number of visitor and the reputation of the site .

The publisher favours the CPM model , while the advertiser favors CPA , sometimes , hybrid of the both models is pursued.

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2.4.6.Spaces to appear online (online advertising)

To make our ads to appear online, we got to make the choise and pay for this choices, There are several options for doing this:

a) Premium booked media

Premium booked media works very much in the traditional way of booking advertising – the advertiser contacts the premium media provider and discusses options for placing an advert. This will involve negotiating on targeting and pricing (that we have already discussed) for the space desired, and is usually a costly but high-profile option.

b) Advertising networks

An advertising network is a group of websites on which adverts can be purchased through a single sales entity. It could be a collection of sites owned by the same publisher (for example, New Line Cinema, Time Inc. and HBO are all owned by Time Warner Inc.) or it could be an affiliation of sites that share a representative. The Google Display Network is one of the largest advertising networks in the world.

2.4.7.Social media Advertising

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Many social media platforms offer an advertising option, as this is primary source of revenue. Social media can be an excellent place to reach prospects because you can usually target very accurately based on user-provided demographic information.

a) Facebook Ads

Another great avenue for paid advertising is on [Facebook](#) – with dedicated Facebook Ads. Facebook is second only to Google in terms of site visitors per day...that's a LOT of people that can be reached through a simple Facebook ad.

These adverts are served based on interests and demographic information. you can choose a target demographic and see your ad's estimated reach. You can choose a budget and time period for your ad as well.

-For example, an advertiser can request to have their advert shown to all women in London who are interested in men, who are single and between the ages of 25 and 35, and who like dogs or puppies.

Facebook include an element that fans can Engage with, such as a Like or Share button, a video, an event, or a poll



Figure 2.8: Facebook tracking

c) Twitter

Twitter offers a self-service ad platform with several options and allows a degree of specific targeting. The service is still relatively new, which means that it changes frequently, and not all options may be available to all regions or user accounts.

d) YouTube⁵

YouTube offers a wide range of advertising formats and options for businesses.

| Ad format | Placement | Platform | Specs |
|-------------|--|----------|-------------------|
| Display ads | Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below | Desktop | 300x250 or 300x60 |

⁵ YouTube advertising formats - YouTube Help
<https://support.google.com/youtube/answer/2467968?hl=en>

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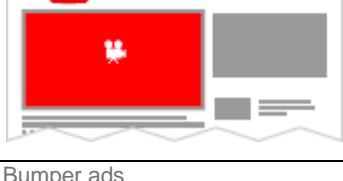

| | | | |
|---|---|--|---|
|  | the player. | | |
| Overlay ads  | Semi-transparent overlay ads that appear on the lower 20% portion of your video. | Desktop | 468x60 or 728x90 image ads or text |
| Skippable video ads  | Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video. | Desktop, mobile devices, TV, and game consoles | Plays in video player. |
| Non-skippable video ads  | Non-skippable video ads must be watched before your video can be viewed. Long non-skippable video ads may be up to 30 seconds long. | Desktop and mobile devices | Plays in video player. |
| Bumper ads  | Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed. | Desktop and mobile devices | Plays in video player, up to 6 seconds long |

Table No2.4 ; YouTube advertising formats

2.5.Targeting and optimising

“selecting the right audience is a much larger driver of online campaign performance than is . . . creative theme” (Sherman 2004).

Today we can routinely track how people connect online, collecting the service providers people use for their on-ramps (e.g., AOL, EarthLink, NetZero); internet protocol (IP) addresses used for internet access; connection types (dial-up, broadband) and speeds; and browser names and versions (e.g., Internet Explorer 5.5, FireFox 1.0, MSN 8, Safari 1.2). Behavioral data gets stored, too: date and time of logins and clicks; pages visited; entry and exit pages; length of time people interact with the ads (relevant for rich media); ads served and their page placement; and cookie-based actions that indicate site visitors’ status prospect, shopper, or buyer. Couple that information with traditional targeting variables, data mine the

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combination to create rules that personalize ad delivery, and you can see why the industry is excited about online advertising's unique targeting power.⁶

It's worth noting that *ad targeting* is marketer language. From the audience perspective, *relevance* would better describe well-targeted advertising; furthermore, when individuals are presented with ads that speak to them, the relevance is more subtle and in product or service categories they are interested in it tends not be as aggressive as the language of targeting implies.

We're going to discuss the newer online targeting approaches using Ad-servers ... Ad servers can target Adverts based on the business rules of advertising or the profiles of the users ;

So we got the next models, —demographic, contextual, behavioral, geographic, daypart, affinity and purchase-based targeting—and

2.5.1.Demographic targeting

Demographic targeting is, arguably, the longest-running, most widely used concept for targeting advertising. Defining audiences according to their age, gender, income, occupation, and household size is deeply ingrained in marketing.

Demographic targeting could do a better job when combined with other types of customer characteristics. For example, Microsoft AdCenter offers the ability to serve ads based on consumer demographics, location, or daypart. Google also recently added demographic targeting along with keyword selection to AdWorks

2.5.2.Contextual Targeting

Contextual targeting is a new concept for targeting, especially online. It places ads on web pages that have a relationship to the content of the page. For example, on an article about mountain bike holidays in Europe, the ad server would show adverts for new mountain bikes, or adverts from travel companies offering flights to Europe, or perhaps adverts for adventure travel insurance.

2.5.3.Behavioral targeting⁷

What happens when you surprise viewers by showing them ads in unexpected places for brands that might be relevant to them? That's the concept behind behavioral targeting, and interest in this targeting approach is building fast. the ad server uses the profile of a user (built up over websites visited previously) to determine which adverts to show during a given visit. Ad servers can base this profile on cookies or on IP addresses. For example, the ad server may choose to show adverts for pet insurance on a news page to a user who has visited the pets and animals section of a general media site previously

⁶ Jodeph PLUMMER Steve RAPPAPORT Taddy HALL Robert BAROCCI ,(2007) **"The Online Advertising Playbook**; proven strategies and tested tactics from the advertising research foundation" published by: **John Wiley & Sons, Inc** Hoboken, New Jersey Page 07

⁷ Jodeph PLUMMER Steve RAPPAPORT Taddy HALL Robert BAROCCI ,(2007) **"The Online Advertising Playbook**; proven strategies and tested tactics from the advertising research foundation" published by: **John Wiley & Sons, Inc** Hoboken, New Jersey Page; 11

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So we can give it the definition⁸ *“is the practice of tailoring internet advertising based on an individual’s online history and behavior. This work is concerned with third-party behavioral advertising, in which a third-party ad company tracks an individual’s web usage history across multiple sites in order to target advertisements”*. In the United States, thirdparty OBA(*Online Behavioral Targeting*)is governed through advertising industry selfregulation, overseen by industry groups..

On sites like NYTimes.com, individuals in different stages of carbuying can be reached in areas that do not have a natural affinity for autos but are of interest to auto-shopping consumers based on tracking their site visiting (Meskaukas 2003).

2.5.4.Geographic targeting

online advertising has the ability to target markets by country, province or city, and can even drill them down to something as specific as their IP address. This is also known as IP targeting.

2.6.Online advertising and Offline sales⁹

In 2009, 24% of French internet users interviewed by IFOP responded that they could be enticed to buy a product advertised online. The same percentage of respondents said that TV advertising could influence them in the same way.

In 2010, eight out of ten internet users interviewed by Médiamétrie reported consulting a website before purchasing a product.

This trend is confirmed by assessing the impact that online advertising campaigns have on offline sales. After analysing the purchasing behaviour of a panel of 185 million consumers, comScore showed that exposure to display advertising campaigns resulted in a 10% increase in shop sales.

The objective of online advertising is therefore not just to boost web traffic and online sales. It also has real leverage to boost sales in bricks-and-mortar distribution channels. But how can this be demonstrated and evaluated?

Post-tests assess the impact of advertising campaigns on consumer behaviour and purchase volume.

Econometric models can be used to measure the impact of advertising on the Web and other media on sales over time, but they require a relatively long observation period.

⁸ Rebecca Balebako, Pedro G. Leon, Richard Shay, Blase Ur, Yang Wang, and Lorrie Faith Cranor; “Measuring the Effectiveness of Privacy Tools for Limiting Behavioral Advertising” Carnegie Mellon University

⁹ *Measuring the effectiveness of online advertising* Study conducted by PwC for IAB France and the SRI , P:08, www.pwc.fr

Section 2 ; E-reputation & Advertising Effectiveness Measurement

The purpose here to understand the E- reputation end its issues related to its management ; also to get to the soul of this research work the advertising effectiveness measurement and its tools.

2.7.From reputation to E- reputation

2.7.1.What's reputation ¹

There is still confusion between brand and reputation. Here the reputation is reserved to cover all aspects of the stakeholders' perception of an organization whereas the name " brand" applies more to specific product or service. A company's reputation may incorporate several brands and be influenced by them. It is therefore of interest to study brand building and maintenance.

According to the **Compact Oxford English Dictionary**, reputation is "the beliefs or opinions that are generally held about someone or something". Depending on the field studied. Reputation may have a different meanings (*Gaultier-Gaillard, Louisot, 2006*) but always constitutes an intangible asset. The main question should then be to determine what makes a good reputation. The theory is simple: an organization enjoys a good reputation when it consistently meets or exceeds the expectations of its stakeholders. A bad reputation results when the organization words or deeds fall short of stakeholders expectations.

2.7.2.Why is reputation valuable ?²

A business's reputation is valuable on two counts : first, its intrinsic current value as an intangible asset and secondly, its ability to create or destroy future value.

reputation is, for many businesses, their single greatest asset. A good reputation not only underpins a business's continuing license to operate, but provides it with a license to expand and generate new partnerships and income streams.

The greatest benefit of a 'good' reputation is its capacity to provide a reserve of goodwill (often called "reputational capital" or "reputation equity") that can help the business to surround future shocks and crisis. Such reputational capital, which underpins stakeholder trust

¹ Jean-paul louisot, professor of risk management at Paris 1 pantheon- Sorbonne University and senior director of knowledge resources.

² Harpur, Oonagh Mary, In Corporation Social Responsibility Monitor (2002). London; Gee Publishing, chapter B4

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and confidence, can act as a buffer at times of crisis. and persuade stakeholder trust to give a business the benefit of doubt and a second chance.

In the case of “Northern Rock”, the shock was too severe, that it should have been predicted and had an immediate effect on customers for the bank to weather the storm.

reputation = experience - expectations (Oonagh Mary Harpur)

2.7.3 Reputation issues :

The reputation of a company results of exchanging information about it. These exchanges take place between the various stakeholders in the environment of the company. Indeed, this same information is multidimensional, and refers to various key factors that distinguish the company from others in the market :

finely , we can say that reputation is a complex phenomenon

2.7.4. Because it is immaterial:

Reputation has no book value but it is a decisive factor on company' strategy, it also allows generating perceived by customer (it gives confidence and attracts them).

1.7.5. Because it is vulnerable :

Reputation is indeed subject to the vagaries of information risk and thus fluctuating. So a company with bad reputation means a broken company.

Therefore essential for companies to implement a policy management enabling to counteract the effects due to the realization of these risks.

1.7.6. because it is transversal:

The chart below suggests that reputation is a result of the convergence of different spheres:

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Figure No;2.9 ; Reputation spheres

2.7.7.Main Upheaval made by the transition to digital :³

2.7.7.1.Stakeholders Changes

The first element identified differentiating reputation online reputation is then active participation of stakeholders on the construction of e-reputation, to the detriment of the company, therefore, potentially loses control of this image.

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figure N°2.10: Stakeholders in the construction of e-reputation.

³ Study of risks and opportunities related to e-business reputation- conducted by Pauline and François ROUAUD BARRIOL, student at HEC Paris (Paris, January 2012).

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2.7.7.2. The democratization of digital:

-It is estimated that in 2015, 2.4 billion people had internet access; almost Facebook have 1 billion users;

-In addition, it is estimated that from 2004, young people began to spend more time online than watching television;

2.7.7.3. Consumer mutation:

Consequently, we are witnessing the emergence of new patterns resulting from the changing role of the consumer that becomes an actor throughout the product-experience.

-Before the purchase, the consumer is an internet user who gathers information about the products and brands that surround him, and then communicates the experience once the product experience is made.

-After the purchase, customers do the after-sales service themselves and go online to find solutions of other users who have experienced the same difficulties concerning a product or service.

2.7.7.4 consumes talk, listen and trust each other :

They also create a space of exchange between all stakeholders. This digital democracy, do not concern the market sector of the company exclusively, all stakeholders that could recognize and identify as having a role in the value chain of the company, or as having an interest to speak about it, are also taking of this great space for accessing and sharing of information, like; Social media, virtual word-of-mouth (WOM), stakeholders space and platforms, ..

When we talk about e-reputation, the center of gravity as the locus of control moves to the detriment of companies

So, Online conversations are taking place all the time: about politics...., about just about anything. People everywhere are engaging in and creating blogs, videos, mashups and more. It's called consumer generated media (CGM), and it's big news for any company or personality today.

A company's reputation can make a difference to its bottom line. Companies seen to engage with their customers; who appear honest and transparent and who listen to their consumers, benefit from a growing fan base of loyal customers who can then turn into passionate spokespeople. Companies who ignore the voices of their customers will see diminishing loyalty, and a growing resentment among the vocal online consumers.

2.7.8. Online Reputation Management;⁴

Online reputation management uses the tools of the Internet to monitor and analyse a brand's reputation and to engage in conversation so as to influence its reputation.

⁴ Damian Ryan and Calvin Jones, page 194-195, "Understanding digital marketing : marketing strategies for engaging the digital generation". published in Great Britain in 2009 by Kogan Page Limited.

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On the Web, reputation matters. Many communities have their own reputation management for members, such as eBay, Digg and Reddit. This is based on the feedback given by other community members, and affects the success of that member's ability to transact within the community. Generally, participation, engagement and response are all used to rate a member's reputation.

Step 1; Listening and tracking ,monitoring the buzz

ORM allows a company to track mentions of itself, its staff, its products, its industry and its competitors. In fact, the tools allow for the tracking of anything; it just comes down to deciding what is relevant. The specific terms you'll want to track will vary depending on your business,

There are quite a number of online services that specialize in monitoring online conversation and buzz , For example, The first thing to do is go to Google Alerts (www.google.co.m/alerts) and Yahoo! Alerts (alerts.yahoo.com) and set up alerts for the terms you want to monitor. These services will send you an e-mail alert with links to news articles, blog posts and web pages they index that mention your terms.

Step 2; analyzing what being said and by whome?

As a marketer, the first step in looking at who is saying what is to take stock of the messages being sent by your own company. This includes: all web sites and domains owned by a company, all blogs maintained by employees (whether company blogs or personal blogs) and all blogs maintained by ex-employees. An audit should give an idea of the content that is available to the public and what that content is saying.

Step 3;influencing – engaging in and leading the conversation

The best way to show that you are listening is by responding. Online, there are many channels available to companies to respond to the conversation and to become an active participant in it. Monitoring all mentions means that the following needs to be tracked: Blogs, Twitter, News, Forums, Comment boards, Photos, Videos, Job listings, Events, Patents, Web site changes.. .

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2.8. Monitoring the performance of online advertising is becoming a key challenge;

The internet is reputed to be a quantifiable medium but advertisers are still dissatisfied with the tools available to them for evaluating its performance.

Faced with an overwhelming amount of generated data, they express a need for transparent and comparable information.

In the USA, the majority of advertisers confirmed that measuring effectiveness is instrumental to their online strategy. Some advertisers wish to further broaden their measurement tools, for example by analysing web traffic or assessing engagement more systematically. Others highlight the need for a better handling of available data. They also insist on the need to converge Web data with data from other communication sources in order to enhance multi-channel monitoring.

2.8.1. Online/digital/social Metrics

The internet has evolved from a form of electronic brochure in early to mid-1990s to a platform for advertising, videos, music, PR, blogs, and new product launches. Since the mid-2000s, the growth of social media too, particularly companies like Facebook, Twitter, and Google+, have quickly gained acceptance around the world. Facebook alone has over 900 million users, a staggering figure considering the company was founded in 2004. Effectively accelerating the shift in power from companies to individuals. The task for marketers is to effectively measure the result of their Online/ digital/social marketing (advertising) efforts.

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So the solution here is the choice of your KPIs (to customize our measurement tools) for measuring your campaign success, so we need to highlight on the difference between KPIs and Metrics

“Advertisers are aware of the large number of resources available to them for measuring the effectiveness of online advertising. It is up to each one of them to select the most useful indicators for their interactive strategy and develop an online culture within their environment.”

Thierry Limousin Digital Director, Samsung

2.8.2. KPIs and Metrics

The main difference between the metrics you select as your KPIs and all the other metrics you can get out of your web analytics software is that the KPIs should be the ones most critical in measuring your site's success.

In their document *Web Analytics: Key metrics and KPIs* (G Creese and J Burby, Washington, DC, 2005), the Web Analytics Association (WAA) defines a KPI in the context of web analytics as:

KPIs (Key Performance Indicator): while a KPI can be either a count or a ratio, it is frequently a ratio. While basic counts and ratios can be used by all Web site types, a KPI is

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infused with business strategy — hence the term, ‘Key’ — and therefore the set of appropriate KPIs typically differs between site and process types.

Another thing to note is that the terms ‘KPI’ and ‘metric’ are often used interchangeably. This is misleading because, although a KPI is *always* a metric, a metric is not necessarily a KPI.

2.8.3. Some generic web-based KPIs may be useful⁵

1. **Gross Page Impression** (or Gross Page Requests)

Measures a website’s total traffic volume. It is the number of times any person has accessed a website, irrespective of repeat visits or unique visitors,⁶ Website traffic data can be collected from web server logs, which are software programs that automatically record each and every website visit.

Gross page impressions is useful for starting an analysis of marketing vehicle usage as it will suggest to marketers whether their website is generating much interest from the market overall.

However, it does not reveal any specifics about the the users or their web surfing choices. If marketers want more in depth information, a third-party market research firm, such as an audience measurement company, could assist. For example, marketers may want to determine the advertising potential for their website based on the traffic visiting it, using that data to sell the attractiveness to potential advertisers. GPI is a helpful measure to show potential advertisers the number of people visiting the website. Of course , many other variables will be important to advertisers, but GPI is a good starting point.

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2. **Conversion rate:**

This is the proportion of visitors to your site who go on to perform a predefined action –(The percentage of visitors who take a desired action); such as complete a purchase, subscribe to your online newsletter, register on the forum, fill in an enquiry form or any other conversion factor you’ve defined. Naturally the higher your conversion rate, the more of your visitors are carrying out the actions you want them to perform on the site, and the better your site’s performance.

3. **Page views:**

Simple and straightforward, this is the number of pages viewed by your visitors over a given period.

4. **Absolute unique visitors:**

The number of individuals who visited your site over a given period (as opposed to visitors, where each returning visitor is counted again).

⁵Damian Ryan and Calvin Jones,page 119-121, “**Understanding digital marketing** : marketing strategies for engaging the digital generation”. published in Great Britain in 2009 by Kogan Page Limited.

⁶ Online publishers association.retrieved January,21,2016 from www.online-publishers.org

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5. **New vs returning visitors:** The proportion of your visitors who have been to your site before, assuming the analytics package can recognize them (ie they accept and haven't deleted cookies).

6. **Bounce rate:**

The bounce rate is the number of people who arrive on your site, scan the landing page and then leave immediately

This is an important metric, because it can highlight either that your traffic isn't targeted enough (your keyword choices might be too generic) or that your landing page design and content aren't delivering what the visitor expects.

7. **Abandonment rate:**

Abandonment rate comes in a variety of flavours – it basically highlights the proportion of your visitors who start down a predefined conversion funnel (a series of pages leading to a target action, or conversion) but bail out before committing to the desired action. The classic example is visitors dumping an e-commerce shopping cart before checking out, or abandoning the checkout process.

8. **Cost per conversion (CPC):**

This is basically a calculation of the total cost of advertising (or of a particular advertising campaign where you've tagged the ads so that your analytics software can differentiate resulting traffic) divided by the total number of conversions generated as a result.

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9. **Word of Mouth (WOM)**

Social media is used to help marketers have more effective and authentic relationships with target customers. As such, marketers need to understand whether the word of mouth generated from their social media activities is helping their business efforts.

$$\text{WOM} = \frac{\text{\#of direct clicks} + \text{\#of clicks from recommendations}}{\text{\#of direct clicks}} = w$$

of direct clicks is defined as any click that first to the site

of clicks from recommendations is defined as clicks from other links, such as other websites, Ads, banners, social media recommendations, and so on

W → Each direct click influenced “w” additional clicks. In analog terms, this suggests 1 person told an average of “w” additional people about the product/ service they purchased.

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10. Click-Through Rate(CTR) ⁷

Marketers need to determine if their online advertising is inspiring people to click through to their website.

$$CTR = \frac{\#clicks}{\#of\ impressions} = n$$

Where;

#of clicks=the number of clicks to the site.

#of impressions = the number of instances an online ad shown.

→ the CTR is “n”, for every 100 ad impression , there were n click-throughs

The click through rate measures how many customers click through on a link after viewing it.

Digital usage footprint data comprised of both direct and indirect clicks, ⁸

11. Cost per click

Cost per click is the price paid for an internet advertisement on a per click through basis. Websites that offer online advertising have simple pricing structure. For example, consider a campaign where payment is based on the number of times a banner is clicked. Clicks are sold for 0.10U per click. Hence, if there are thousand clicks per week on the banner, the total amount payable to the website for that week would be 100 U.

12. Cost per Action

Cost per action is based solely on specific results such as sales or registrations that are converted from user clicks. The website owner takes most of the advertising risk since their commissions depend on good conversion rate that translate into sales.

Let's assume your company pays 0.10U to a website for every completed transaction (instead of every click) coming from a banner ad. If one thousand people visit your website daily, one hundred click on the banner, and ten buy a product, the cost of advertising on the website would be 1U per day (0.10U *10 sales).

⁷ Davis, John A. Measuring Marketing. Somerset: Wiley. 2012 p:210

⁸ Certified knowledge. » what is a good Click Through Rate ? from <http://certifiedknowledge.org/blog/what-is-a-good-clickthrough-rate/> .

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2.8.4 Google Analytics: Advanced Tracking⁹

Google Analytics is a tool that advertisers use for gathering all kinds of data about their website and their ads. Web analytics software shows advertisers how users found their site and what they do while they're there. By skillfully analyzing reports, an advertiser can:

- Increase conversions
- Improve ROI
- Potentially enhance the visitor's experience
- Improve e-commerce revenue

Google Analytics provides reports on:

- How many new and returning visitors come to a website
- Where visitors live in the world
- How users find a website (called referring sources)
- How visitors navigate and use a website
- Sales trends
- How sales relate to ads
- E-commerce metrics such as revenue and conversion rates

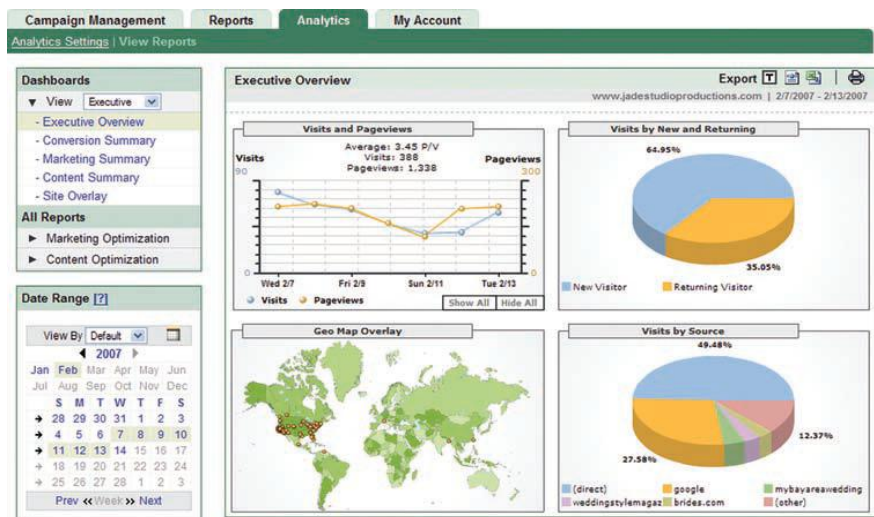


Figure No;2.11;google analytics dashboard

So with google analytic you can track You can track everything from unique visitors to time-on-site to

PPC ad success. At the beginning, you'll probably want to focus on how much traffic you are getting and where it is coming from.¹⁰

You will be able to tell if you are getting traffic from referring sites (such as your blog, social media posts or affiliates) or from organic traffic (searches for your name or other keywords). This data will be crucial as you move forward with specific marketing campaigns and tactics.

⁹ Marketing and Advertising Using Google; "Targeting Your Advertising to the Right Audience" p;105 Copyright © 2007 Google Inc.

¹⁰ www.infusionsoft.com Internet marketing a guidbook to small business succes

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2.8.5 Tools to track on Youtube

As with all digital marketing tactics, in video marketing it's essential to track and analyse data about your activities, and then optimise your strategy accordingly. When creating video content, use the various measurement options available to determine what you can do better going forward.

YouTube Analytics is a free tool that enables anyone with a YouTube account to view detailed statistics about the videos they upload to the site. You can see how often videos are viewed in different geographic regions, as well as how popular they are relative to all videos in that market over a given period of time.

Using these metrics, you can increase your videos' view counts and improve popularity on the site. For example, you might learn that your videos are most popular on Wednesdays, that they have a huge following in Spain, or that new videos that play off previous content become more popular more quickly. If you see people dropping off halfway into the video, add an annotation to mix things up. There are many creative ways to approach this.

Figure 2.12; video statistics dashboard



3 Methodology

In the previous chapter, relevant theories and models were presented, this chapter will focus on justifying the methodological choices that will be utilized in order to collect and analyze the necessary data.

3.1. Research purpose

The primary objective of this paper is to gain a better understanding of the way which companies use such inputs or tactics to measure the success of their online advertising campaigns, is to identify the different ways of measuring the effectiveness of online advertising. It is aimed at online marketing and media buying professionals and, more generally, at all departments involved in digital media.

This study focuses on measuring the performance of display advertising and covers seven key approaches:

- Analyzing different types of online advertising,
- Defining the aims of online communications strategies,
- Advantages of online advertising industry,
- Consumer Responses towards online advertising,
- Evaluating the influence of advertising formats internet user behavior .
- Evaluating the link between online advertising format on and E-reputation management.

This study contains both Exploratory and Descriptive elements. Because the purpose of the research is to discover the online advertising measurement process, so we are going on exploratory study used to find out what is happening in online advertising situation, in the other hand, the context of study obliges us to provide description of the phenomenon.

4.2. Research approach

This section highlights the process followed in collecting data and evaluating it.

- 1) Type of Data used, We will use the both type of data ; Primary and secondary Data.

a)Primary data: obtained from direct interview with company people, and survey with e-customers, Web-users, and possible consumers.

b)Secondary data: obtained from sources like leaflets of cyber companies, Web sites Magazines, articles and Books etc.

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- 2) Method of collection: The survey depends on conducting and collecting primary data both quantitative and qualitative. Data is sought from advertising companies and e-customers. It includes questionnaires, and conversations.

- 3) Tools for data collection: The primary data is collected with the help of questionnaire. The questionnaire will be designed to obtain necessary information that can help a researcher to fulfil his study. The questionnaire will be administered through direct visit to companies and the target segment

- 4) Sample size: Keeping in mind the economic factors, time and manpower limitations, totally a sample size of 210 internet users is considered.

Type of research

The research process involves two kinds of methods they are:

Descriptive Study:

This research is the most commonly used and the basic reason for carrying out descriptive research is to identify the cause of something that is happening.

Exploratory Study:

Exploratory research is a type of research conducted because a problem has not been clearly defined. Exploratory research helps determine the best research design, data collection method and selection of subjects. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist

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2.3. Research strategy

A case study is viewed as an action or a sample of analyzing one or more particular cases or case histories with an aim of making generalizations (Collins English Dictionary 2011)¹.

Is a general plan for the way in which researchers will go about answering the research questions

And in research question ask “how”.and we have chosen a *case study* because we are about studying a real life situation.

Our overall methodological approach for investigating our research problem is study qualitative or quantitative in the same time or a combination of both (mixed method), because we are going to use a questionnaire or survey to investigate on the e-reputation of Mobilis .in the other hand we

¹ Collins English Dictionary 2011. A case study definition. Glazgow: HarperCollins

3.Methodology

need to make interview with head of marketing to confirm some results and highlight some concepts/process that we got confused about it.

For the collection of data and information necessary to confirm or not our hypotheses, we chose to use several tools for the theoretical part, we rely on the literature (books, academic papers, business reports, journals, websites etc.), on the practice part, we found it useful to make a field interview with digital responsible ,and to present a questionnaire to Mobilis customers having an account at least on social network.

So, It is an detailed investigation that can consist of both qualitative and quantitative evidences, and thus it is extremely important to use the both (qualitative and quantitative evidence on our case study to answer our research-questions.(survey and interview and observation)

4. Data Analysis

This chapter contains the data collected from the case study, the case will be introduced with introducing the company, and the offer concerned "WIN", and followed by a presentation of data collected from questioner and interview as well as company document.

ATM MOBILIS

The liberalization of the mobile market, the past fifteen years, the monopoly held by the public operator Algeria Telecom, gave a completely different face in this area and brings up other players, who have continued to do wonders and grow to be at the service of the Algerians, networks and technologies more modern that exist on the market.

These new players are distinguished, ATM Mobilis that deploying all possible resources and engaging the best performing strategies, quickly managed to forge a favorable market position.

4.1.Introducing ATM Mobilis

Before reaching the position it occupies today, went through Mobilis many steps, and had to assert itself as a corporate citizen and set of values and objectives that serve to this day as a guiding principle. We're in this part try to enlighten these developments and these which constitute the idea

4.1.1The history of ATM Mobilis

joint stock company is a subsidiary of Mobilis Algeria Telecom mainly dedicated to take Load the field of mobile telephony in Algeria. It became independent in August 2003 with a starting capital of 100 million Da currency 1,000 shares and fully held by Algeria.ntity Mobilis télécom¹

Mobilis is considered a multimedia operator in Algeria with the launch the first experimental network UMTS (Universal Mobile Telecommunications System)in Algeria. With its GPRS offering "Mobi +" 15 December 2004².

It launched 3G in December 2013 and quickly deserved to be the leader in this segment, in barely two years, she has succeeded to cover the hole national territory and gained 6 million 3G subscribers.³

Mobilis has more than 14.45 million subscribers and is thus positioned to second place behind Optimum Telecom Algeria(OTA).

¹ <http://www.lexpressiondz.com/mobile/actualite/14076-Le-d%C3%A9fid%E2%80%99Acha%C3%AFbou.html> April.28th.at 19:58

² <https://fr.wikipedia.org/wiki/Mobilis> march,23th at 12:14

³ <http://www.aps.dz/sante-sciences-tech/35049-mobilis-annonce-la-couverture-de-l-ensemble-des48wilayasavec-son-réseau-3g> June 14th at 17:32 translated by us ,

4. Data Analysis

Its objectives to grow and gain advantage in market share push it to mobilize all its resources to launch a broad deployment of its construction GSM and 3G ++. Today, 99.5% of Algerian population is covered by the network 2G (GSM, GPRS and EDGE).

Mobilis is positioned with its ongoing work on its brand image and its ongoing monitoring to provide the best network, products and services to its customers as an operator close to its partners and customers.

4.1.2 Implementation and visual identity ATM Mobilis

4.1.2.1 Implantation de Mobilis

The headquarters of ATM Mobilis is located in the business district in Bab Ezzouar Algiers Its sales network is permanent progression, he reached in 2016 the number of 176 commercial branches and over 14,726 Indirect sales Points spread over the entire territory national¹.

4.1.2.2 Visual Identity Mobilis

Since its establishment and until 2009 Mobilis has known a visual identity that can Attractive, by having the slogan "And everyone speaks" and a logo that has positioned as a simple phone operator. However, the maturation gained over the years has made him aware of the need to reposition itself in order to deal with competitors².

For the sake of projecting a corporate citizen image excellence and have a immediate competitive impact, Mobilis operated in 2010 a mutation on its visual identity who repositions as a close operator of its partners and customers, close aptly summarized in its new corporate signature "with you everywhere" and by its friendly character and colors of the new logo, which in addition to being close to the world of Algerian, they translate his social commitment to development durable and desire for renewal and continuous innovation.

4.1.3 The values of ATM Mobilis

The behavior of ATM Mobilis is guided by four values that are the foundation its communication and demonstrate their commitment to be always closer to its partners and customers. These values are: ³

➤ **dynamism:** Mobilis approach is entirely focused on the future. she believes the speed of change management and adapting its organization permanently. The training and motivation of its employees are key factors in its success. His clients perceive his involvement and expertise. In this sense, his enthusiasm and optimism are communicative.

➤ **transparency:**

ATM Mobilis is opened and explain their choices. Its principle is to say what she did and to do what she said.

¹ <http://www.mobilis.dz> July.14th at 13:02

² Mobilis journa (2011), No. 8,page,07

³ Ibid No,08

4. Data Analysis

She shared spontaneously and practical team mind. It deploys uniformly network in the country and offers simple deals, clear and predictable. She is listening to its customers and responds in the best possible to any claim.

➤ **innovation:**

the operator appreciate the change in all areas and promotes creativity. It is in line with technological developments in the market and improves constantly its products and services.

➤ **Loyalty:**

The company protects and defends the interests of the Algerian consumer, working to create wealth and generate progress. It is secured and meets its commitments. She practices ethics in his actions and recognize the merit, excellence and honesty. It offers the customer with a high quality network with the highest Proven coverage.

4.1.4 Objectives of ATM Mobilis

Mobilis has established a set of objectives which serve to stimulate the desire of its staff, drives them to give the best of their abilities in order to achieve growth and continuous development.¹

These objectives can be distinguished:

- Make available all the new technologies of information and communication (ict) to the 40 million Algerians;
- Becoming the market leader for all its offers;
- Modernize the company in its organization, its functioning and management tools;
- boost and improve the quality of customer relationships;
- deserve the of Algerians trust by increasing business performance;
- Develop its sales network (direct and indirect) on the whole Algerian territory;
- Increase its revenues and further contribute to enrich the country.

4.2 The organization of ATM Mobilis;

Mobilis is a company of great span, which must be organized in international management standards to ensure an internal quality management and sustainability in the market.

4.2.1 The flowchart Mobilis

Mobilis is organized as follows;

- General Direction
 - Counselors
 - General inspection
 - Audit direction
 - Digital Project Direction

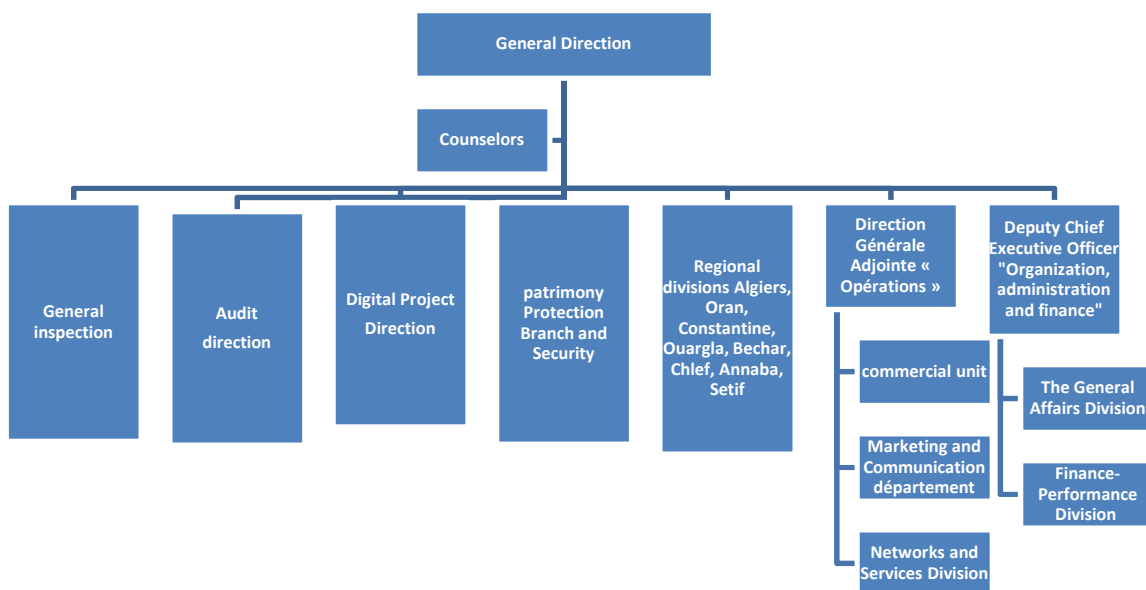
¹ internal document of the company, digital project direction; *translated by us.*

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- patrimony Protection Branche and Security
- Régional divisions Algiers, Oran, Constantine, Ouargla, Bechar, Chlef, Annaba, Sétif
- Direction Générale Adjointe « Opérations »
- Deputy Chief Executive Officer "Organization, administration and finance"
- Digital Project Direction¹

But in our study we are going to highlight the “Digital Project Direction” , because it’s the most related department to our problematic.

FigureNo4-1; The flowchart Mobilis



Source; ATM Mobilis company, Digital project Diraction (2016)

4.2.1.1 The General Directorate;

The branch is headed by a CEO, surrounded by a group of advisers who are with him strategic decisions related to the company

4.2.1.2 The Assistant Director General "operations"

- The commercial division: it handles the distribution of offers and services the company and sale, it also manages customer relations and market companies.
- The marketing and communication division: it takes care of marketing activities,all actions related to the brand and communication and is also responsible for the regulation and administration of interconnection and roaming activities.

^{1 1} internal document of the company, digital project direction; *translated by us*

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- The networks and services division: This division is responsible for all that is art, it is leading the development, engineering, deployment and maintenance of the network.

4.2.1.2 Deputy Chief Executive Officer "Organization, administration and finance"

As the name suggests this direction is in charge of all activities related to the internal organization, regulation and financial management of the company.

4.2.1.3 The regional offices

Are responsible for all functions commercial, technical deployment, general affairs and finance and accounting related to the following areas: Algiers, Constantine, Oran, Ouargla, Bechar, Chlef, Annaba and Sétif

4.2.2. The management of digital project

Considering the importance that has taken the Internet in the lives of individuals and the influence of the social networks on the decisions of customer purchases, management of digital project was recently attached to the branch.

4.2.2.1 Flowchart of digital project department ¹

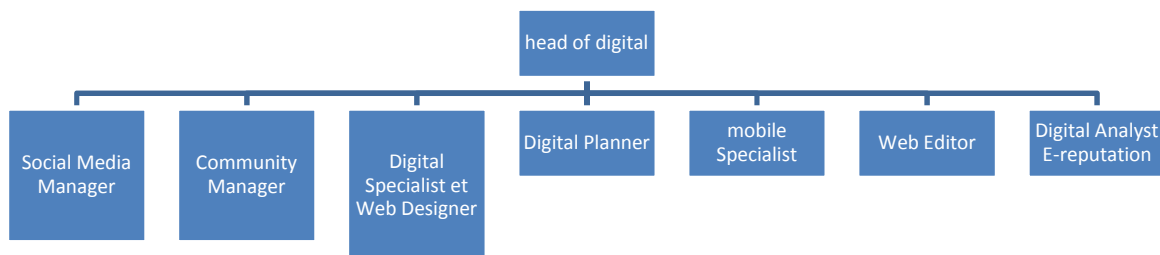


Figure No4-2; Flowchart of digital project departement

Source; ATM Mobilis company, Digital project Diraaction (2016)

4.2.2.2 Overview of the elements composing the direction of digital project:

The digital project team is composed of 8 members that will present below.

- Head of Digital :

The project manager digital, is to develop comprehensive digital strategies, to ensure that they are implemented effectively, through the establishment of an action plan as well as coaching and supervision of his team.

- Social Media Manager:

^{1 1} internal document of the company, digital project direction; *translated by us*

4. Data Analysis

The social media manager main responsibilities, management of various social network platforms and continuous animation, it is also responsible for the community and the fans of Mobilis, to answer them and manage the various situations that may be encountered.

➤ Community Manager:

Community Manager Mobilis respond to messages and customer reviews and handles complaints about Facebook and Twitter,

➤ Digital Specialist and Web Designer:

Digital specialist and web designer role is to, develop Mobilis digital strategy on the three main channels: web, social and mobile together with the various concerned structures.

➤ The digital planner:

He is responsible for the following-up of different events of Mobilis and provide content related to these (photos, videos) for publishing on the web and social media, it also participates in the planning of these events with the organizing structures, to propose to these digitization concepts collaboration with the digital team.

➤ Mobile specialist:

It supports total way the site "mobile by Mobilis" he communicates the various packs and mobile of Mobilis on social media and web and manages online ordering platform.

➤ Web Editor: He participated in the writing and editing of postes on texts

social media, is responsible for monitoring the internet and intranet sites of the company (mobilis.dz, 3G.dz, Mobinoo)

➤ Digital Analyst / E-Reputation:¹

Digital Analyst monitors and reporting the performance of all companions and digital activities, in addition to KPI's of their presence digital, it is required to submit each period, a comprehensive report on the e-reputation of Mobilis on the web, with to permanently monitor the Algerian telecom market on the web.

Mobilis is a telephone company that offers a wide range of offers and innovative services and diversified(Offers for particulars, Prepaid offers for particulars, The post-paid offers for individuals Offers for companies, Mobile-internet offers 3G,4G, and So Many other Service offers ...), which grow in perpetuity to meet the requirements of customers who are increasing regularly.

4.3 “WIN” online campaign;

Basing on the theory of what a case study is thought to be, there is the real-life campaign that we have chosen as a good visual evidence of a case study process.

^{1 1} internal document of the company, digital project direction; *translated by us*

4. Data Analysis

The particular case study of the Mobilis brand promotion campaign "Win" can be defined as such, because it was aimed at examining a phenomenon via answering specific research questions that were connected to comprehending and solving the case.

We have chosen the win offer to do our analysis and study for many reasons, such as, because it's one of the most powerful advertising campaigns done by the Mobilis company. Its general target is especially the young people, also its observed success in our Algerian market.

It implied the qualitative and interpretative approach to a single-case analysis, and pursued an explanatory objective. The explanatory aim of the research was to explain the choice of the particular online marketing communication channels and their effectiveness in increasing the brand awareness.



Figure No 4.3; "Win" banner

4.3.1 The "win" offer content ;

63

Communicate freely with the new amazing, the most advantageous postpaid offers the "Win".

With Win receive a multitude of advantages Free calls, free Internet access, SMS offered Preferred Numbers, Bonus for international calls."WIN " allow you to ;

- Enjoy network that offers the broadest coverage on the roads in travel and urban;
- Packages adapted to your budget;
- Communicate freely without being cut and without recharging;
- Great rates that allow you to communicate without calculating;
- Limit your consumption will help regulate your invoice ;
- Second billing after the first 30 seconds call;

The "WIN" is an offer that was addressed to assist sales and create a competitive advantage against the competitors,

The name of the agency speaks for itself - not by chance it is consonant with the winning or gaining, profiting from the "WIN" advantages .

There are a lot of factors that make the "WIN" campaign unique and different from other offers, which are going to be spoken about in further paragraphs.

4. Data Analysis

The main aim of the e-campaign was to drive awareness on the launch of a new offer under the Mobilis brand with the emphasis on the idea "Mobilis – is the operator number one in Algerian phone communication market".

In other words, the task of the agency was to ensure the potential customers' coverage and to convey the aforementioned key message.

4.3.2 "WIN" online launch, positioning and target groups

As a primary orientation of operations, marketing department was focused on creating the awareness on this type of products: "Win" package. In fact, the main differences of these package.

While discussing the choices of the main marketing communication tools and their potential impact on the results of the overall marketing campaign, there was also an important aspect to be taken into consideration the online marketing communications (specially online advertising) had to be interconnected with the positioning of the brand in offline media channels (with the help of digital department) . In order to attract more customers and to make them interested in buying the product.

On the digital department, Marketers came to the conclusion of having one big target (or online audience) for the "Win" online advertising campaign which was the young people . This decision was made under the condition that the majority of Algerian internet users are from youngest people.

A lot online communications forms were chosen: setting up a brand's website with the video marketing element, social media marketing , . Besides to the Internet communication channels, traditional media, TV and radio billboards..., were utilized to promote the online parts of "WIN" campaign. And as the topic of the thesis deals with online media, the main emphasis of the research is put on the description and analysis of Internet communications channels application and its ROI measurement.

So we can say that Digital Marketing communication channels applied in the promotional activities were aimed at attracting attention of so called "Young spirit" audience,

4.3.2.1 The choice of online platforms to post on ;

So the online advertising concerning the "WIN" offer is launched via the different platforms and channels used by Mobilis company.

- *The official website of Mobilis* www.Mobilis.dz ;Thanks to the web-site, Internet users were able to gain knowledge on "WIN" offers and the totality of what mobilis company is offering.
- *Via social media channels*; the company decided to apply several social media advertising techniques which also supported the increase of brand awareness online.

The advertising on social media pursued several goals simultaneously. First of all, it was oriented at attracting social media users . Secondly, both banner advertising and articles were targeted at providing the information on the "Win" campaign information ,and driving traffic to web site because

4. Data Analysis

consumer when he click on the ad banner he will be drifted or transferred automatically to Mobilis's website page.

- *posting on its Face book official page;*
- *posting on Google plus official page;*
- *tweeting on Twitter official page;*
- *posting skippable and non-skippable video ads, and overlay ads on YouTube channels.*

4.5.Findings

4.5.1Questionnaire

our method that was decided to be applied in the research was the social media questionnaire.

In theory, questionnaires are described as a set of fixed questions, either open-ended or close-ended. There are two main types of questionnaires concerning the process of their implementations: interview schedules and self-administered questionnaires. The first means of gathering data happens when a researcher conducts an inter-view with marketing the respondent's answers, while another way of holding questionnaires is when the respondent answers the questions on his/her own. (Dörnyei & Taguchi 2010, 3-4.)

The questionnaire of the research consisted of three main parts – the first part is about the profile of the respondent (age, work,..)

the second part is about the internet user behavior and his reaction as regards the online advertising campaign

the third part is about the mobilis brand and its offers reputation specially "the Win campaign" .

The primary aim was to gather data and create a possible picture of internet users in Algeria perceive the Online advertising , Do they associate it with positive actions (buying, confirming , clicking on the banner,...)? , and what other ads format they do like and dislike? . As the objective of the overall brand campaign was not only about increasing the brand awareness, but also forming an idea that “mobils in presented well on the net ”, the main question of the researcher's interest was about the associations appearing in the customers' minds when mentioning Mobilis.

The survey was published on the personal social media page, and then shared by other people from different cities of algeria .,And 300 people responded the questions entirely .

In spite of the limited number of the respondents, the overall opinions on the mobilis brand awareness and interactivity among respondents were visible and sufficient to be able to proceed with their analysis. The age of the respondents varied between 18 to 35 years, so it was suitable to the "WIN" campaign's target audience. The respondents' background information on the profil and age were also gathered, but it was not obligatory to answer to these questions, so they were optional.

4. Data Analysis

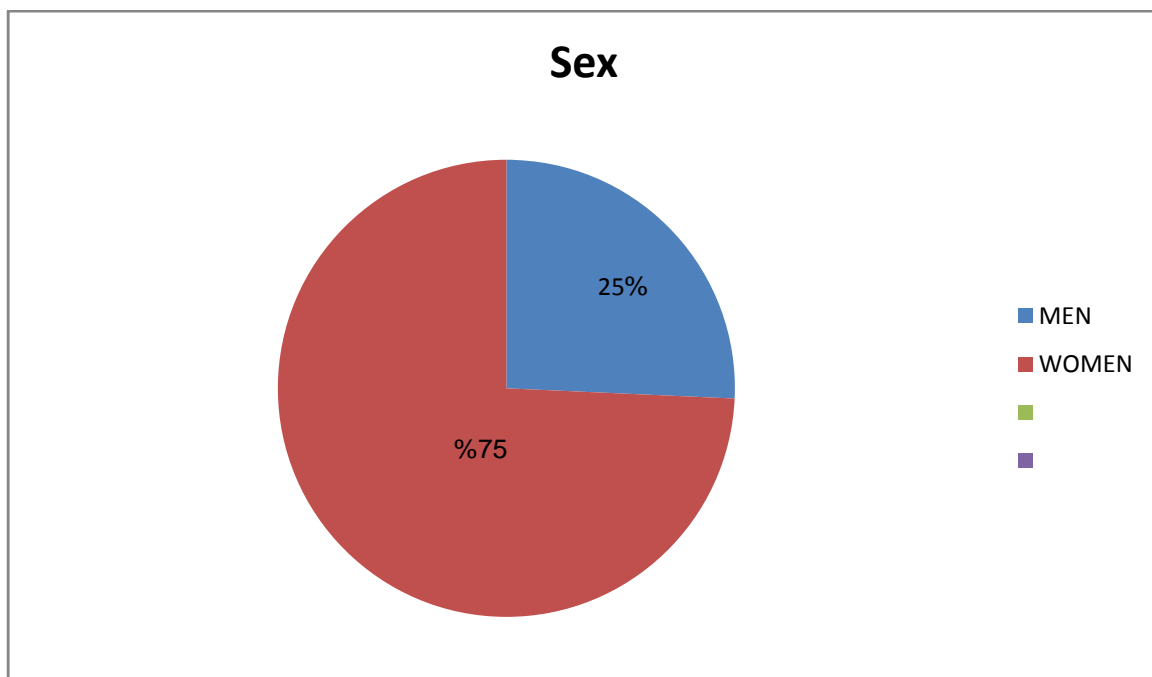
1. SEX

| | | |
|-------|-----|------|
| Men | 54 | 25% |
| Women | 165 | 75% |
| Total | 220 | 100% |

TableNo4.1;Survey , sexe?

It is shown (Figure 4.4) that the majority of the respondents are weman (more 75%).

Figure No4.4 ;survey, SEX



2) Age?

| | | |
|--------------------|-----|--------|
| Less de 15 years | 0 | 0% |
| 15-19 years | 12 | 5.71% |
| 20-24 years | 113 | 53.83% |
| 25-29 years | 62 | 29.52% |
| 30-39 years | 17 | 8.09% |
| 40-49 years | 6 | 2.85% |
| 50-59 years | 0 | 0% |
| More than 60 years | 0 | 0% |
| Total | 210 | 100 |

TableNo4.2 ;Survey, Age ?

4. Data Analysis

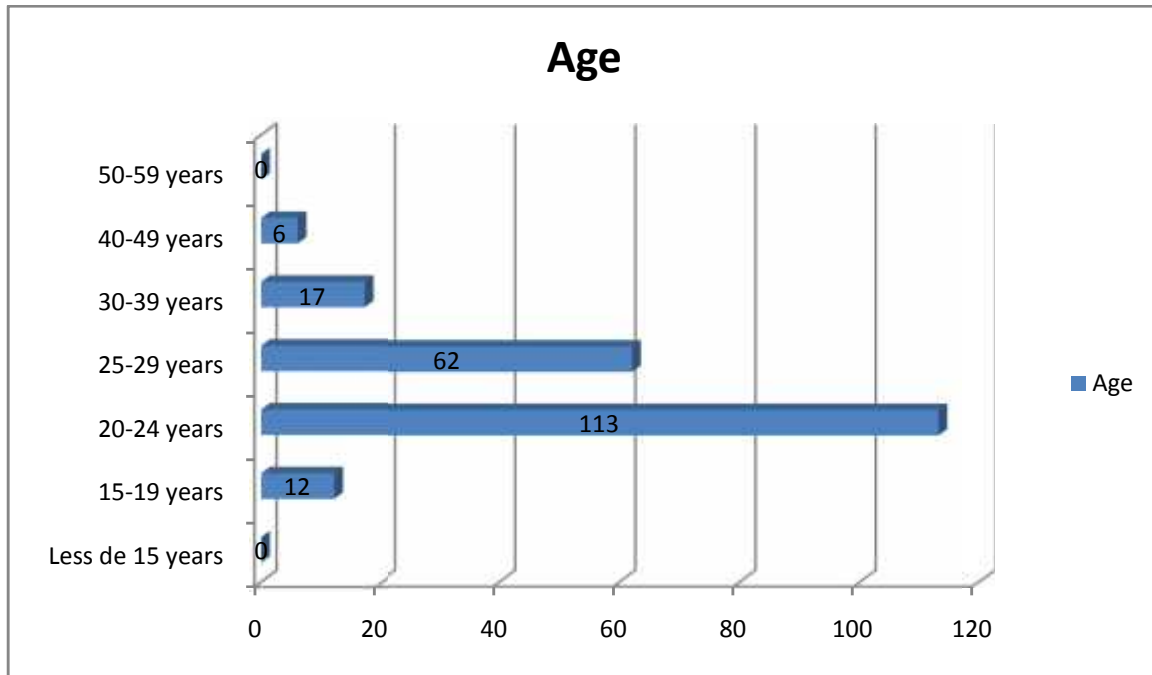


Figure 4.5; survey, Age?

Of It is shown (Figure 18) that the majority of the respondents fall in the age group between 21-25 years. and followed by (25-29)years slice (29%), this a domination of “ young spirit”

3. Socio-professional category

| | | |
|----------------------|-----|------|
| High grade manager | 0 | 0% |
| Middle-grade manager | 11 | 7% |
| staff membre | 28 | 17% |
| craftier | 9 | 5% |
| Teacher | 6 | 4% |
| Student | 98 | 60% |
| unemployed | 12 | 7% |
| Total | 164 | 100% |

Table No4.3;Survey,social- professional situation

4. Data Analysis

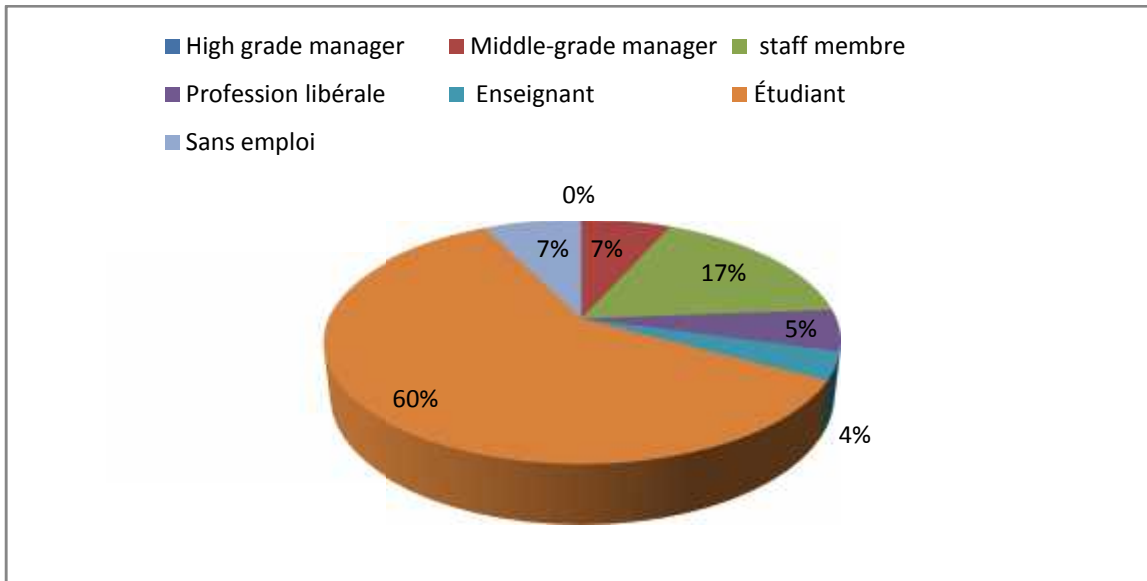


Figure 4.6 ; survey ; socio-professional situation

The most bigger slice of respondent (60%) are students.

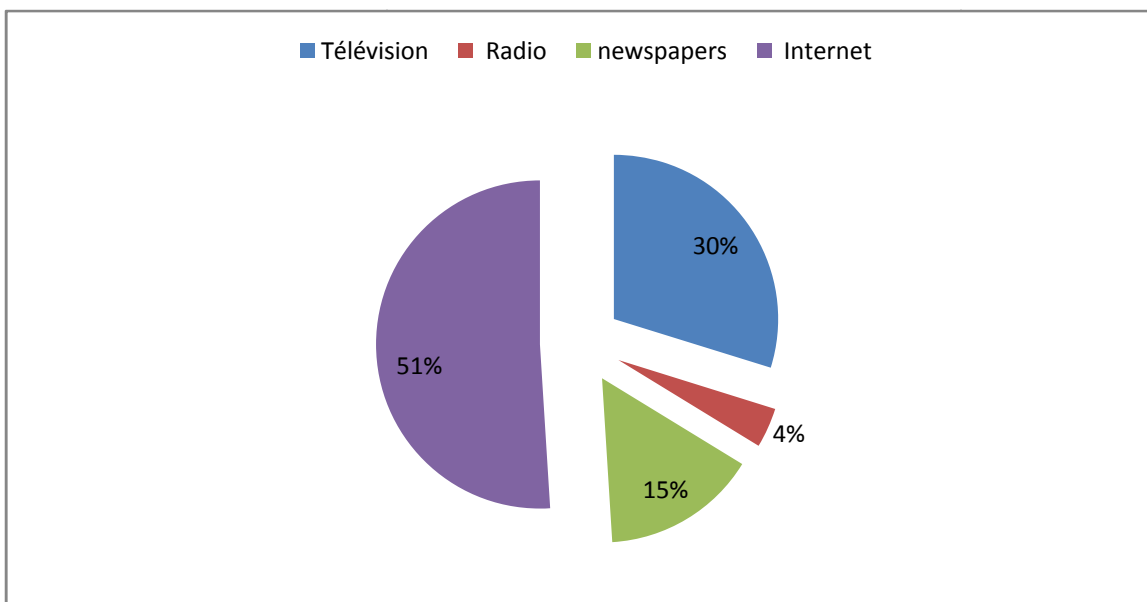
General information concerning internet user;

4) What is the equipment you use most often to inquire about the news and events.

| | | |
|------------|-----|------|
| Television | 76 | 30% |
| Radio | 10 | 4% |
| Newspapers | 39 | 15% |
| Internet | 130 | 51% |
| Total | 255 | 100% |

Table No;4.4,equipement used by respondent

Figure 4.7 ;survey, What is the equipment you use most often to inquire about the news and events.



4. Data Analysis

More than half of total respondents (51%) at least use the internet to be aware of news, so the internet has become the first informative media even before the TV.

5) Surfing times ?

| | | |
|---------------------|-----|--------|
| Once a month | 0 | 0% |
| Two to three/ month | 0 | 0% |
| Once a week | 2 | 1% |
| 2 to 3 Times/ week | 16 | 7.17% |
| 4 to 5 times / week | 12 | 5.38 |
| Once a day | 69 | 31% |
| Many times /day | 124 | 55.60% |
| Total | 223 | 100% |

Table4.5 ; Survey, surfing times

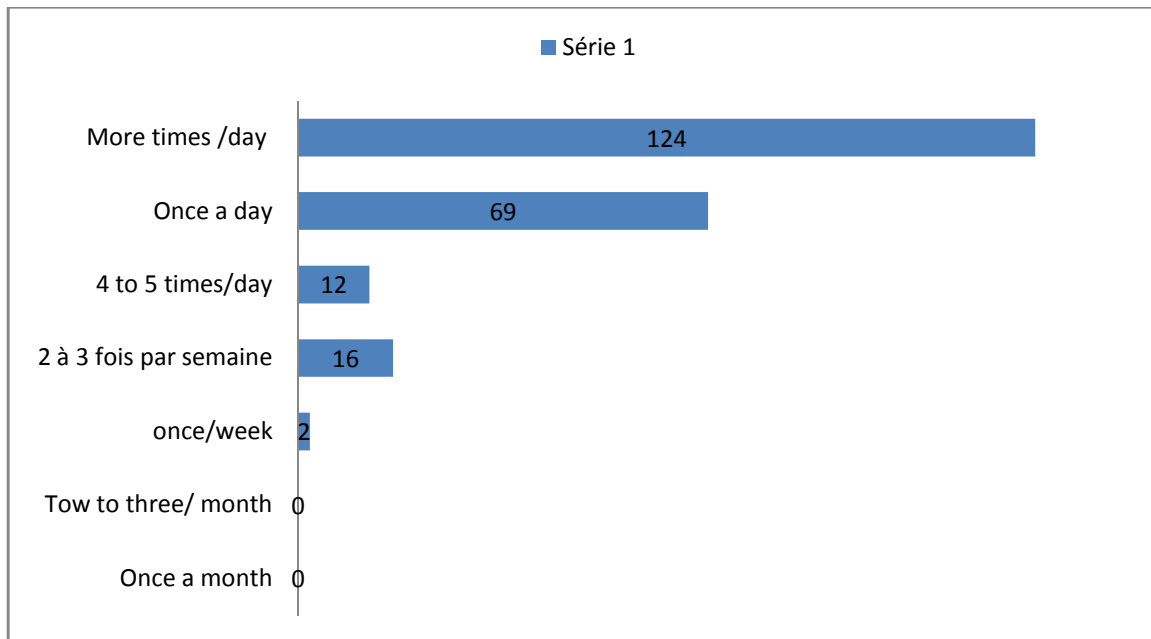


Figure4.8; surfing times

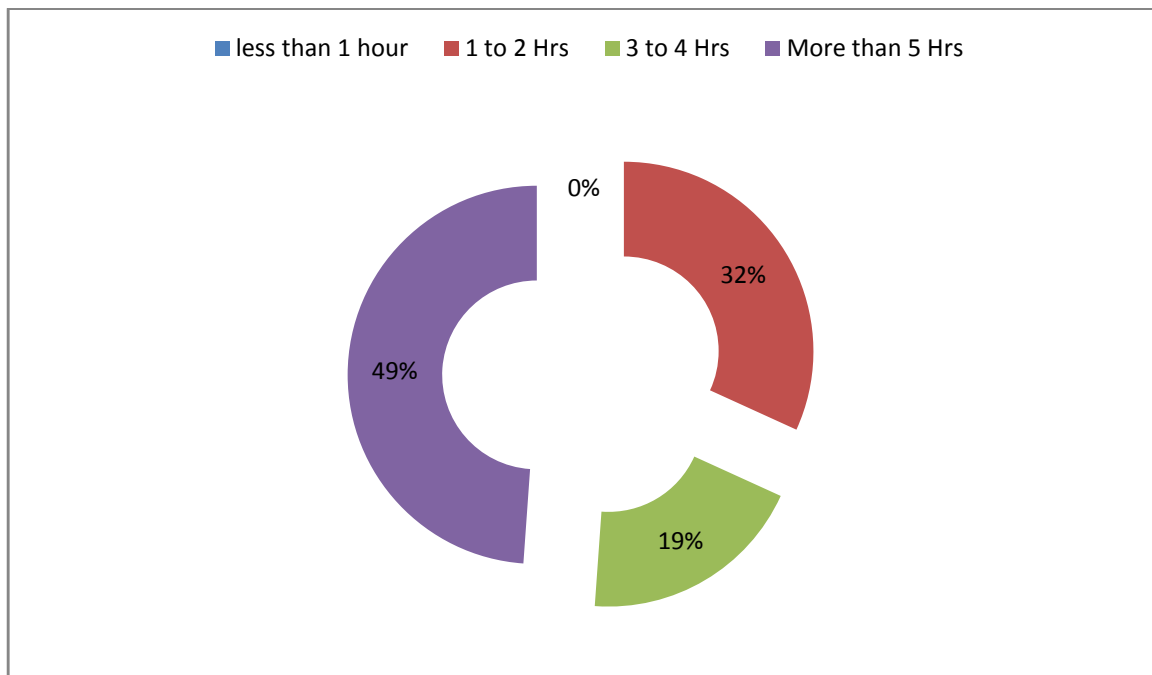
, The largest proportion of people (55.60%) are surfing on internet at least one time/day, we can say that the internet is the most preferred support for Algerian young-people specially.

4. Data Analysis

6) How much time you spend on the Internet?

| | | |
|-----------------|-----|------|
| less than hour | 0 | 0% |
| 1 to 2 Hours | 56 | 32% |
| 3 to 4 Hrs | 34 | 19% |
| More than 5 Hrs | 86 | 49% |
| Total | 176 | 100% |

Table No4.6 ;survey, time spending on the internet



FigureNo 4.9 ;Survey, time spending on the internet

This question gives the information about the exposure time to online ad campaigns that each person come across a day depending on the number of hours he/ she spend online a day; (49%) of our population are surfing for more than 5 hrs a day, followed by 3-4 hrs internet daily users by 32 percente , so we can say that more (81%) are addicted to use internet every day for more than 4 hrs.

7) What are the forms of Internet advertising you prefer ,?

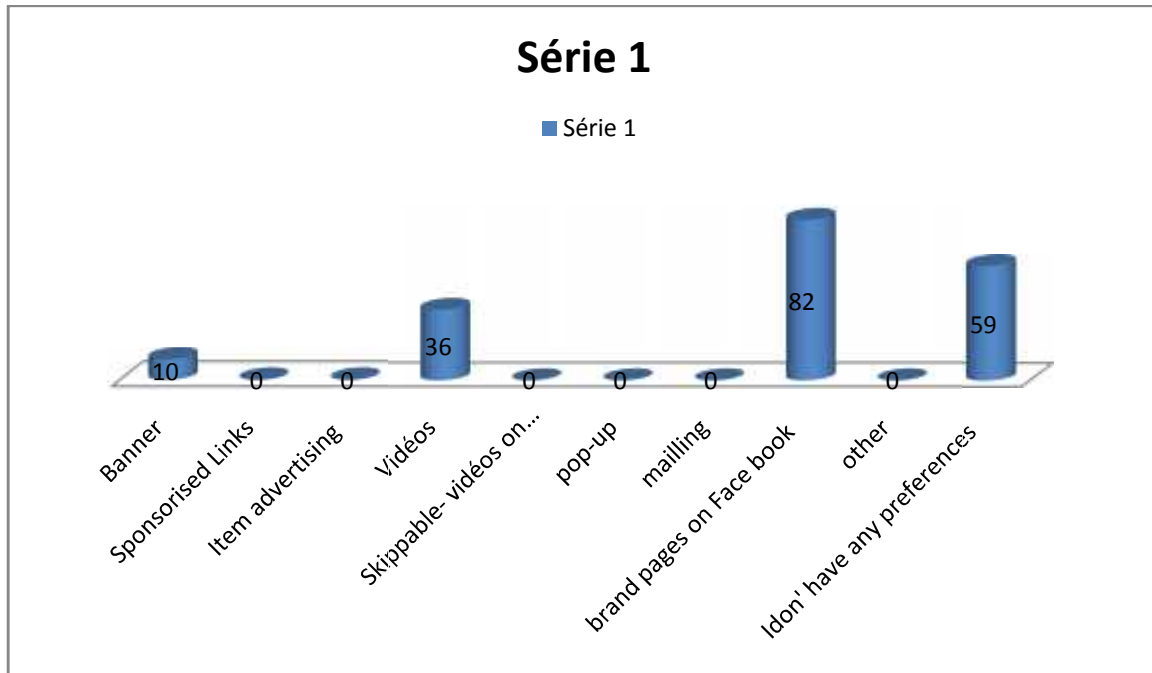
| | | |
|------------------------------|----|--------|
| Banner | 10 | 5.34% |
| Sponsored Links | 0 | 0% |
| Item advertising | 0 | 0% |
| Vidéos | 36 | 19.25% |
| Skippable- vidéos on youtube | 0 | 0% |
| the pop-up | 0 | 0% |

4. Data Analysis

| | | |
|------------------------------|-----|--------|
| mails | 0 | 0% |
| Brands pages on Face-book | 82 | 43.85% |
| Other (à préciser) | 0 | 0% |
| I don't have any preferences | 59 | 31.55% |
| Total | 187 | 100% |

TableNo4.7 ;survey,preferred Ad format ?

Figure4.10 ;Survey, Preferred Ad format



We can see that few respondent have ad format to prefer , the first format is brand pages on Face book because it's reliable with the content.

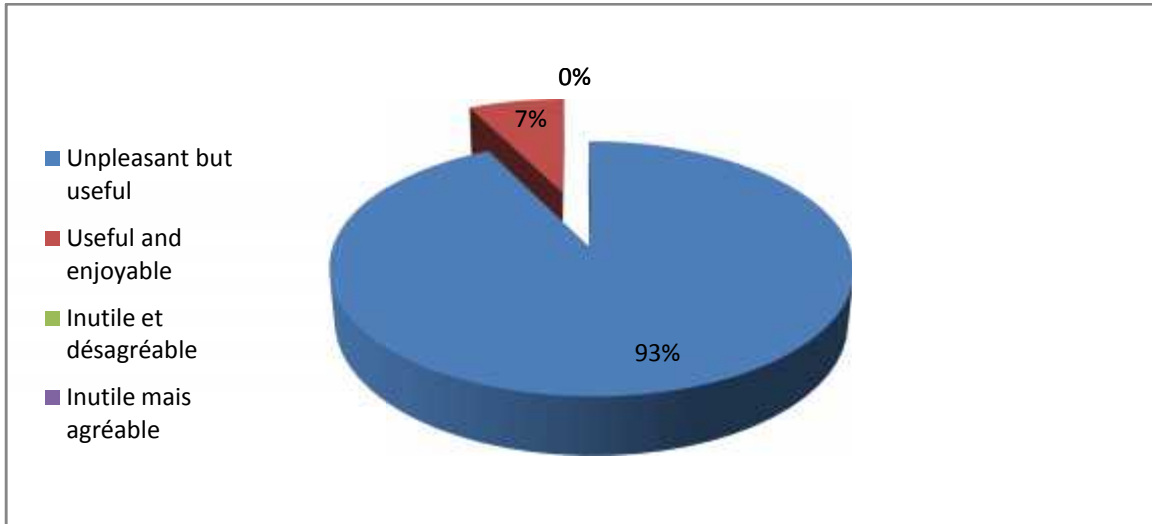
8)In your opinion, you judge online advertising ?:

| | | |
|----------------------------|-----|------|
| Unpleasant but useful | 101 | 93% |
| Useful and enjoyable | 8 | 9% |
| Unnecessary and unpleasant | 0 | 0% |
| Inutile mais agréable | 0 | 0% |
| Total | 109 | 100% |

Table No4.8; Survey E-Ad judgment

93% of respondents know that online advertising is useful but they impression that it unpleasantis

4. Data Analysis



FigureNo4.11, Survey online ad judgement

9) Usually you click on a a “pop up” banner ad ?

□

| | | |
|-------|-----|--------|
| Yes | 8 | 5.19% |
| No | 146 | 94.81% |
| Total | 154 | 100% |

TableNo .4.9. Survey ;« pop up »?

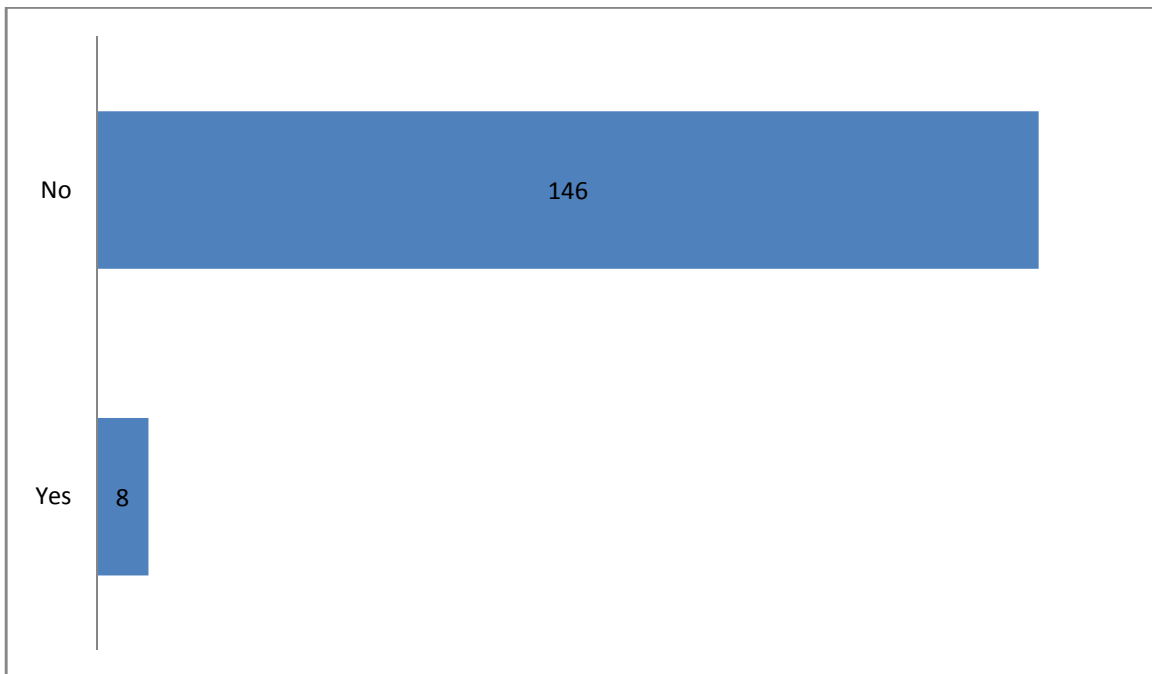


Figure 1.12 survey « pop up »?

94% of respondent don't have the habit to click on “pop up” banners specially, so the Pop ups are the most hated form of online ads for our population.this finding is affirmed by international studies.

4. Data Analysis

10) which online Ad format is more attractable for you?

| | | |
|--|-----|------|
| Animated banners | 159 | 42% |
| Big Banners | 45 | 12% |
| Banners midsize | 12 | 3% |
| Small Banners | 7 | 2% |
| Face book sponsored banners | 98 | 26% |
| Journal , magazines ,informative site web, Ads | 9 | 3% |
| vidéos end streaming banners | 33 | 9% |
| Total | 375 | 100% |

Table No4.10;Survey which online Ad format is more attractable for you?

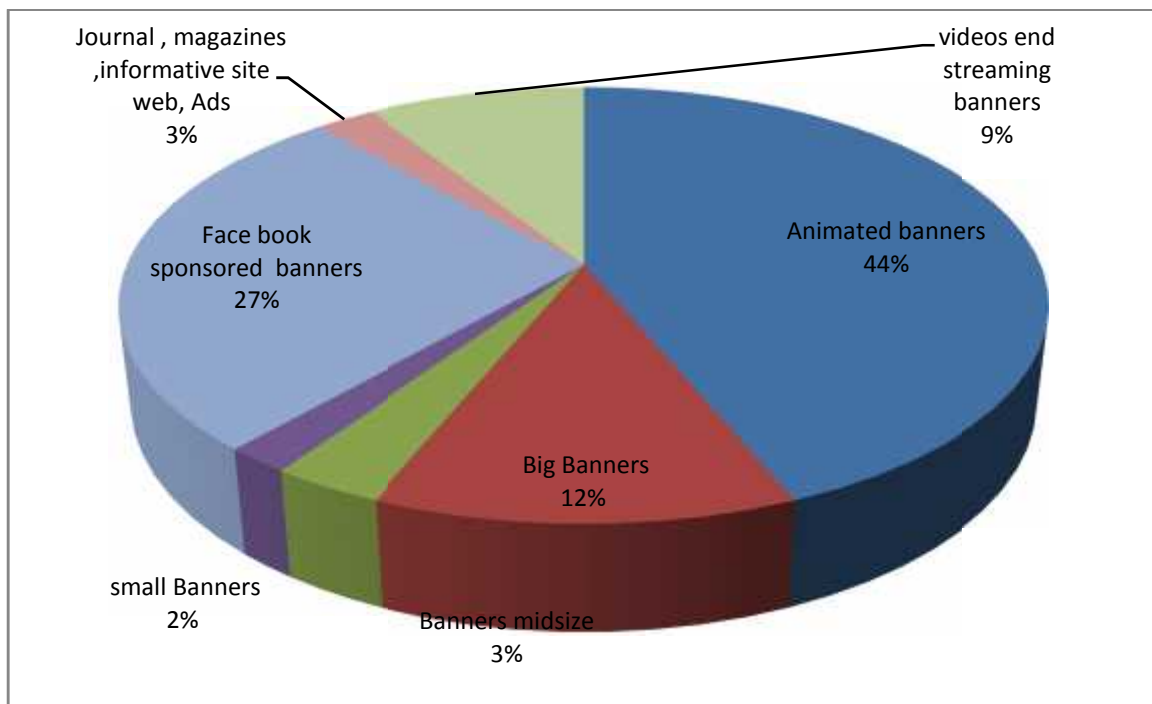


Figure4.13 ; Survey: Survey which online Ad format is more attractable for you?

(42%) respondents saying that animated Banners attracts them more than other static format. this proportion is followed by (26%) on second place for Face book Ad banners , so we can say that Animated and Face book sponsored banners are the most attractive ones for our survey respondents.

4. Data Analysis

11). which online Ad format you hate the most ?:

| | | |
|--|------------|-------------|
| The one, when clicked, It open other pages | 161 | 41% |
| pop up | 127 | 33% |
| Those shown in full screen | 31 | 8% |
| shared on social networks (Facebook) | 0 | 0% |
| I hate all banners regardless of their forms | 71 | 18% |
| Total | 390 | 100% |

Table;No 4.11 survey ; which online Ad format you hate the most ?:

This question confirms the 9th question finding , pop Up is the most hated one.

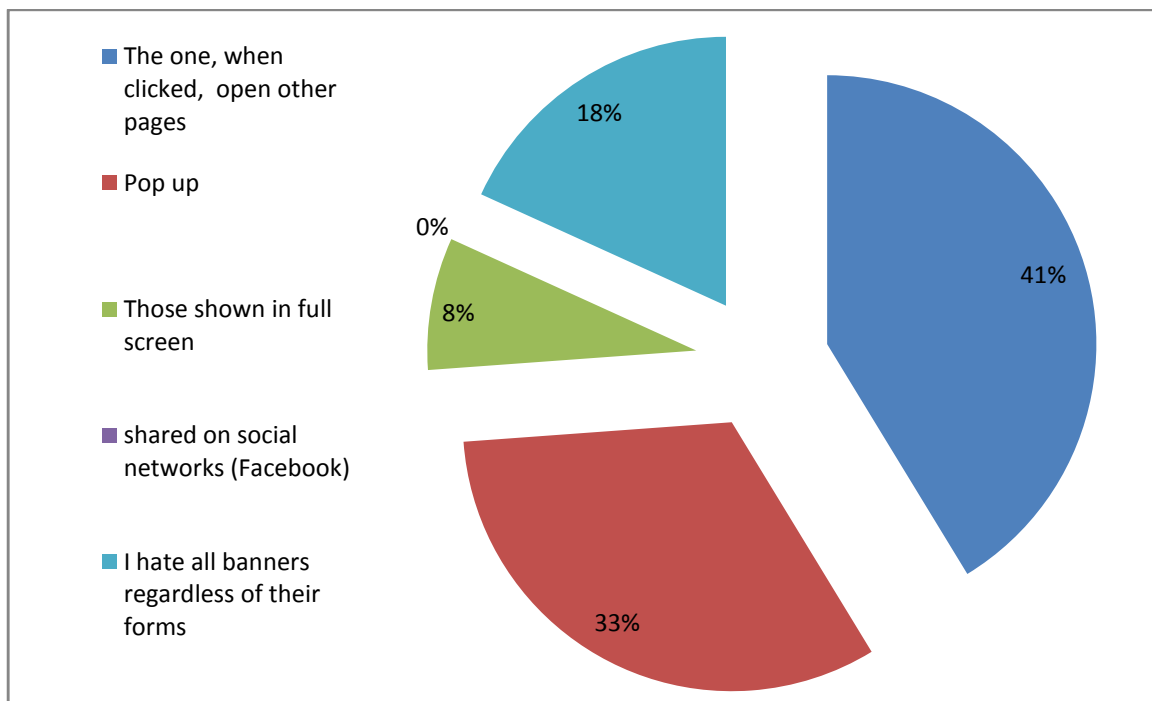


Figure 4.14: survey; which online Ad format you hate the most ?:

12) Do you take the time to watch advertising videos shown before the start of the video you want to watch?

| | | |
|--------------|------------|-------------|
| Yes | 0 | 0% |
| NO | 190 | 100% |
| Total | 190 | 100% |

Table No 4.12:survey ; Do you take the time to watch advertising videos shown before the start of the video you want to watch?

4. Data Analysis

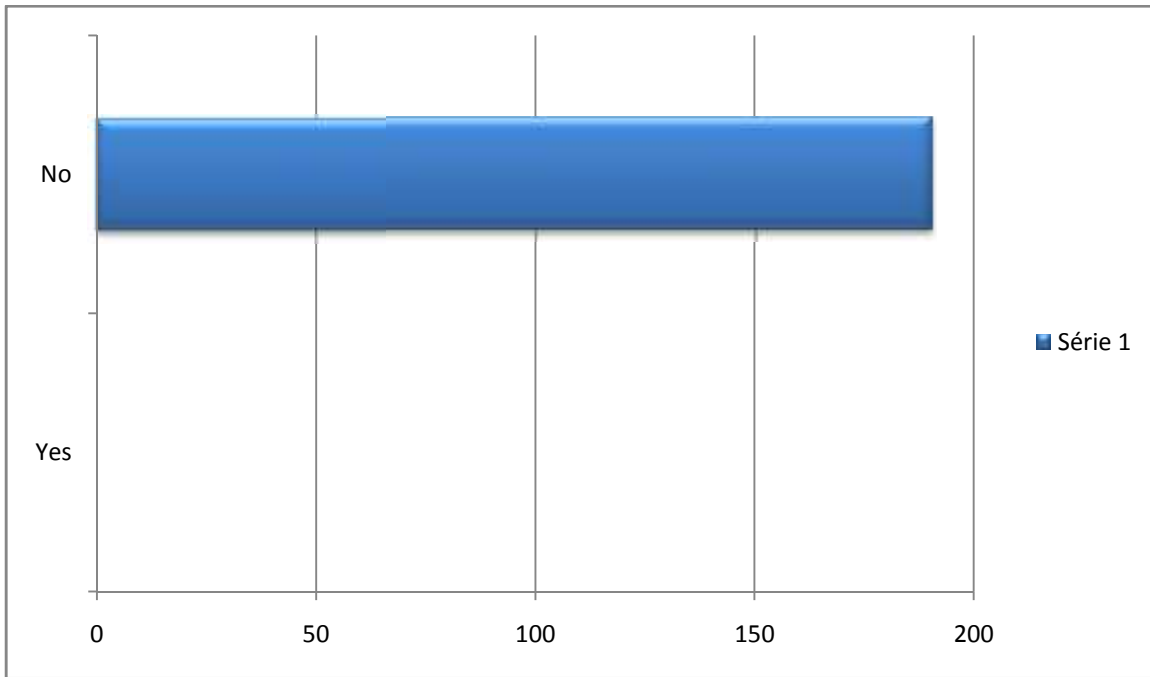


Figure 4.13, Survey; Do you take the time to watch advertising videos shown before the start of the video you want to watch?

The totality of respondents declares that they do never watch "skippable videos Ad" on youtube

13) how long you are a customer of Mobilis?

| | | |
|------------------|-----|--------|
| Entre 1et 3 ans | 13 | 6.43% |
| Entre 3 et 5 ans | 127 | 62.87% |
| Plus de 5 ans | 62 | 30.69% |
| Total | 202 | 100% |

Table .4.14 how long you are a customer of Mobilis?

4. Data Analysis

Figure4.1

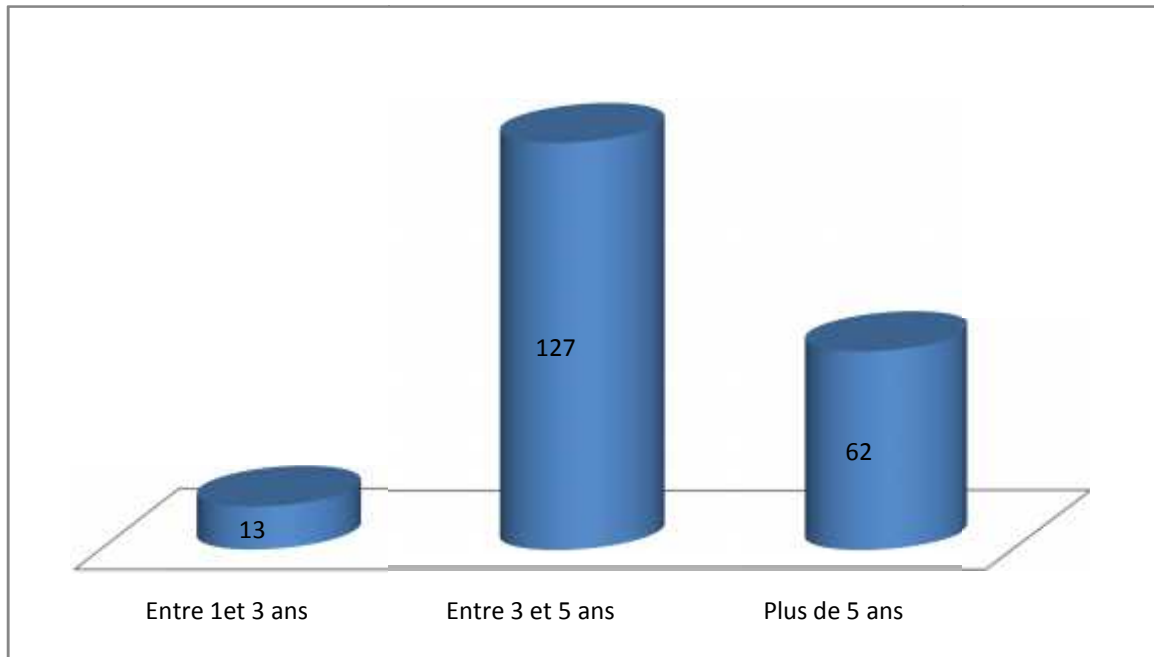


Figure4.16, Survey,) ,how long you are a customer of Mobilis?

14) Have you ever visited Mobilis’s page on social networks ?

| | | |
|-------|-----|------|
| Yes | 32 | 17% |
| No | 152 | 83% |
| Total | 184 | 100% |

Table No4.15; syrvey: how long you are a customer of Mobilis?

83% of respondents have visited Mobilis's page on Face book, so we can say that mobilis brand is well presented on Face book

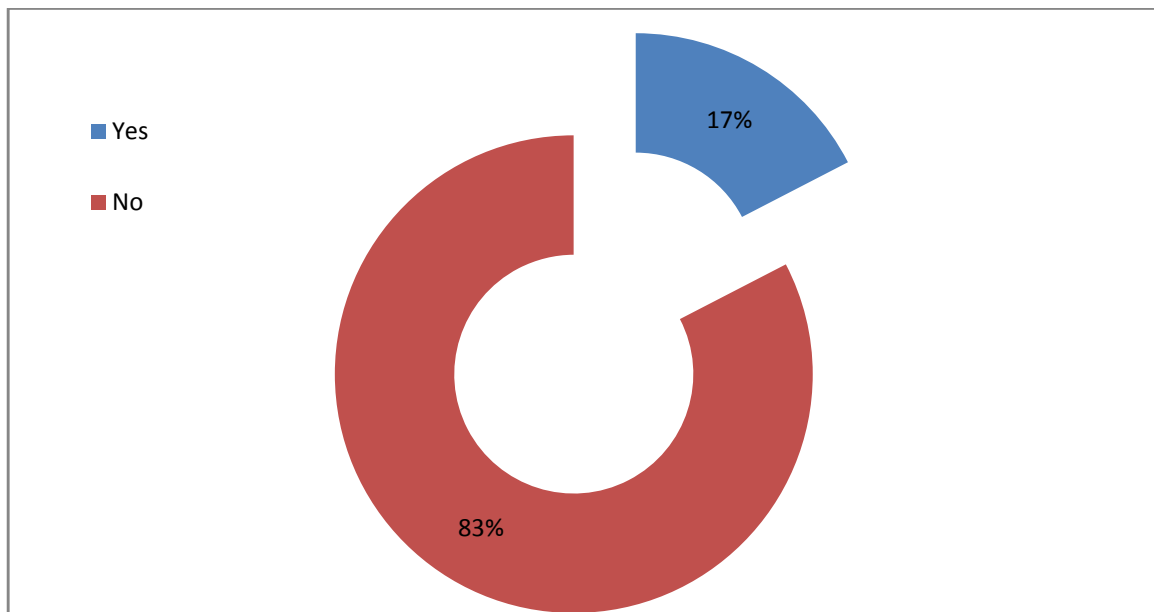


Figure4.17survey, :how long you are a customer of Mobilis?

4. Data Analysis

15) you are aware of Mobilis offers?

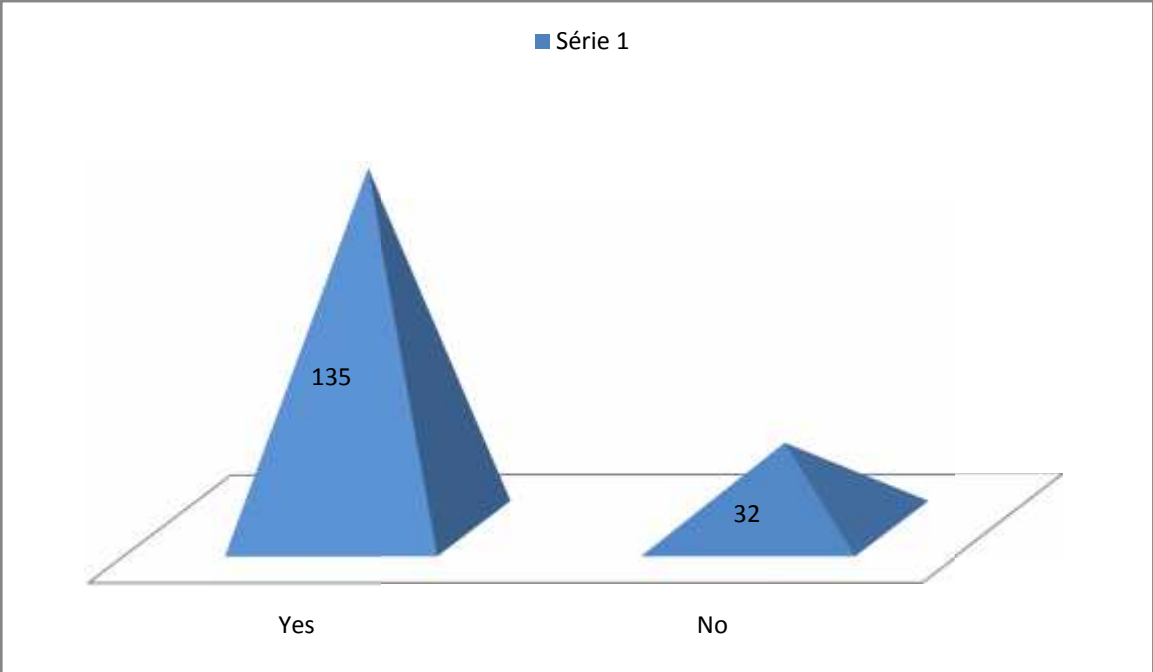


Figure4.21, Survey , people awareness of Mobilis’s Offers

We can say that mobilis offers well awared by our population .

4. Data Analysis

4.5.2.The interview ;

our case is comprised in one interview, the interview is conducted with Mr. MEDOUR the head of digital on ATM Mobilis company, the person who reflects the digital intentions and implementations of the company.

Interview with Mr MEDDOUR Nadir (Mobilis head of digital)(Monday.18/07/2016) at th 09:35)

- *Would you give us your own definition of e-communication?*

He defines the E-communication as ; Simply we can say that E-communication represents any the form of institutional or commercial communication broadcasted on the internet in general.

- *Would you define target considered in your digital communication efforts ??*

According to mobilis's digital responsible ; the only and the most important target that mobilis is trying to shoot is the “**young spirit**” of the Algerian population, and for each other age-groups the company defined a special support to communicate with.

- *In your opinion , what the advantages of online (digital) advertising compared to traditional supports??*

1. The first advantage is the cost .such us , traditional supports are more expensive;
2. The web is more interactive and give the audience a more chance to express his opinion;
3. The online advertising audience is trackable when this is impossible in the other case;
4. The web also have disadvantages as the missed part of audience “people who don't use internet “

- *what's your main objective from doing the online advertising ??*

In ATM Mobilis company we are moving on social media platforms,(Face book,Google+, YouTube...). and we are doing banners forms, videos, also SEO and SEM, and E-mailing.

And he says that their main objective is to drive traffic to Mobilis official website, because the internet user would be transferred automatically to Mobilis website, to more details about it.

-Having a feedback in pretty short time

-Shooting the young's target

-Also the contribution on augmenting the turnover by encouraging purchasers and giving theme more information about what they need to know with just one click of mousse.

4. Data Analysis

- *Which are the most effective advertising format?*

In our situation, the most effective digital format is the animated banner and skippable videos on youtube, because it's the most ones capable of attracting the attention of Algerien audience and even to pouch them to click on it, which take them directly to our website, that's mean driving traffic our website.

- *Is there a link between the online advertising and the offline sales?*

Surely there is an powerful relation between them, then he (the interviewee) made a call to commercial department and asked if there is any evolution on sales between "14 April till know", (the 14th april is the date where the "WIN" digital campaign was launched), the answer was positive and remarkable but without giving us any details about the sales evolutions.

- *How you can judge the success of the "WIN" online campaign? Why?*

"WIN" advertising complain launched on the 14th April, our virtual target was the young people, I can say that it was a real success to our company and our digital strategy specially.

- *Why?*

Because since it's launch via deferent social media platform (Face Book, Google +, YouTube ...)

our web indicators indicates " google analytics" a big evolutions on traffic driven to our website.

It represented on the following table;

| | Before "WIN" online launching | After "WIN" campaign launching(14 April until 18 july) |
|---|-------------------------------|--|
| -Nbr of Visitors /day | 132.5 | 5000 |
| -Nbr of visitors | - | More then 500.000 |
| -Unique visitors | | More then 400.000 |
| -The average of time sanded on the "Mobilis" page | 32.5 seconds | 3 min |
| Total Face Book page likes | | 1,874,782Total Page Likes |
| | | |

Table No;4.16, Some of "WIN" indeczror

Source; ATM mobilis company

5.Conclusions

Thus chapter will examine the overall conclusions of this study. The findings from each research question will be addressed in order to answer the research problem. The implications to both questionnaire and interview will be made more clearer.

Marketers identify determining the effectiveness of their promotions as a strategic challenge in their collaborative communications stratagem. The internet is supposed to be an assessable medium but promoters are still disappointed with the tools available to them for estimating its performance. Coping up with an exceptional amount of generated information, marketers express a necessity for clear and comparable data. The collaborative rich media advertisements may create more interactivity with regard to its click-through rates paralleled with mouse rollovers. The study of the comparative data uses descriptive and inferential indicators to measure the effectiveness of online media advertising. The interactive, rich media advertisements earned considerably higher click-through rates than the non-interactive, rich media ads in the recent past. It also earned more user commitment and stimulated more user interactivity.

According to Burns and Richard J. Lutz, for marketers, online advertising promotion decisions may be intricate by the array of ad formats and inadequate knowledge about their effectiveness (2006, 35(1), pp.58). For that reason, they require better understanding about the measurement, use and effectiveness of interactive online rich media as well as more studies of the interactivity of consumers and ad messages (Stewart and Paul A. Pavlou, Vol.30, Issue.4, 2002, pp.381). According to them, the requirement for more studies of the interactivity of customers and ad messages is most possible due to the nature of the interactive medium, which requires a diverse way to theorise methods of advertising effectiveness. Several pointers are available to measure the efficiency of online media advertising, but the click-through rates are still the most commonly used indicators. But Jeff Smith affirms that, the generality of the click-through rate as a measure of the effectiveness of online advertising drops back to the initial days of the internet (2012). According to a study conducted by 'eMarketer', online promotion has been hyped for its measurability that makes it easy for the sellers to assess the effectiveness and money value. Regardless of extensive appreciation that the click-through does not assess the full effect of an online advertisements—even ones placed with straight response intentions—and demands for better branding metrics, many sellers still have faith in the easy-to-track click as their best performance metric ('eMarketer', May 7, 2010). According to the following figure (Figure 1), click-through rate is supposed to be the most usually followed metric to measure the effectiveness than the amount of incremental sales, ROI and brand awareness.

The purpose of this study was to characterize the use of the company website to communicate with its audience ,detailed answer to the four research questions will provide

5. Conclusion

insight into this problem by examining the intended problem followed by the methods used to implement these messages on the website.

E- reputation represents the overview of brand presence on web. It covers brand's visibility across the main channels of the internet (websites, blogs, social networking, consumer web association.....).

but , diverse range of information and its nature make it so hard to be managed or analyzed.

So companies needs to make the right choice of the right data for analysis is the key to monitoring E-reputation , To manage E-reputation efficiency, utilizing the Search engine result, web analytics, Social media is very important.

Also, setting up an alert tool for these standard will help you to monitor and detect what is said about your brand, you company , you e- personality , were, in real time, along with reputation ranking.

for our study I think that we did 'not got enough data-volume from the company, we tried to measure the Mobilis's e-reputation with the result of questionnaire and th evolution on face book likes , also with our own observation to the Algerian telecommunication market.

we are basing our judgment of "WIN" online campaign Return on E- reputation only on few web-indicators that we 've found ("nbr of 'LIKE' on Mobilis's different social media platforms; Face book; Google+, YouTube ...), In addition to our survey findings

and we have found that the most proportion of our respondents are aware continually of this offer other mobilis offers;

This indications are indelible and enough to confirm the positive effects of this campaign on the whole company's virtual identity(e-reputation)

So we can affirm the 2nd research question(Can we measure the effectiveness of an online Advertising campaign by evaluating its E-reputation?) .

Also the utilization of this social media indicators, and the other web indicators (Total nbr of views, Click through rate, unique visitor,...)to characterize the situation that it can be Used as regular success/failure repair, therefore we can affirm the third research question RQ3(can we measure the effectiveness of an online advertising campaign using Web-indicators?)

The remarkable sales evolution of "WIN" package sales specially during the online campaign launch, of this theory confirmed with Head of marketing at Mobilis company,

This input is enough to affirm the first research question (RQ1) (can we measure the effectiveness of an online advertising campaign by evaluating the evolution on its online and offline sales.

5.Conclusion

The fourth research question is disabled in our country because the e-advertising potentials exploitation didn't got to its acme, for example their is no a digital paimant systeme.

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Abbreviations List

- **HTML** : Hyper Text Markup Language
- **URL** : Uniform Resource Locator
- **OS** : Operating System
- **SEM** : Search Engine Marketing
- **SEA** : Search Engine Advertising
- **SEO** : Search Engine Optimization
- **SMO** : Social Media Manger
- **SMS** : Short Message Service
- **BtoC** : Business to Consumer
- **BtoB** : Business to Business
- **IP** : Internet Protocol
- **ROI** : Return On investment
- **ATM** : Algérie Télécom Mobile
- **UTMS** : Universal Mobile telecommunication System
- **GPRS** : Global Packet Radio Service
- **3G** : Third generation of wireless mobile telecommunications technology
- **2G** : Short for second-generation wireless telephone technology
- **GSM** : Global System for Mobile communication
- **VPN** : Virtual Private Network
- **ADSL** : Asymmetric Digital Subscriber Line
- **WIMAX** : Worldwide Interoperability for Microwave Access
- **AAAA** :American Association of Advertising Agencies
- **ANA** :Association of National Advertisers
- **CPA** : Cost per acquisition
- **CPA** : Cost per action
- **CPC** : Cost per click
- **CPO** : Cost per order
- **CPP** : Cost per rating point
- **CPS**: Cost per sale
- **CPM** : Cost per thousand
- **CPT** : Cost per transaction
- **EPV** :Earnings per visitor
- **GIF** : Graphic interchange format
- **MIS** :Marketing information system
- **MMS** :Multimedia messaging service
- **WOM**; Word Of Mouth

ANNEXE A QUESTIONNAIRE DE RECHERCHE

Madame, Monsieur,

Dans le cadre de l'élaboration de mon mémoire de fin d'étude, en vue de l'obtention d'un master en sciences commerciales, option marketing à l'Ecole des Hautes Etudes commerciales, je vous prie de bien vouloir participer à cette enquête, qui vise à nous renseigner sur l'impact de la E-publicité sur l'impert de la E-publicité sur le comportement d'internaute algerien

Votre participation me sera précieuse, je vous remercie d'avance pour votre aide et votre collaboration.

1)Êtes-vous de sexe :

Masculin

Féminin

2) À quelle tranche d'âge appartenez-vous ?

Moins de 15 ans

15-19 ans

20-24 ans

25-29 ans

30-39 ans

40-49 ans

50-59 ans

Plus de 60 ans

3) Votre catégorie socioprofessionnelle

Cadre supérieur (entreprise privée, publique ou fonction publique)

Cadre moyen (entreprise privée, publique ou fonction publique)

Salarié/Ouvrier

Profession libérale

Enseignant

Étudiant

Sans emploi.....12

INFORMATIONS GÉNÉRALES SUR LE COMPORTEMENT DE L'INTERNAUTE

4) Quel est le média que vous utilisez le plus souvent pour vous informer sur l'actualité et les événements.

- Télévision
- Radio
- Presse écrite
- Internet

5) Vous surfez sur internet

- Une fois par mois
- 2 à 3 fois par mois
- Une fois semaine
- 2 à 3 fois par semaine
- 4 à 5 fois par semaine
- Une fois par jour
- Plusieurs fois par jour

6) Combien de temps passez- vous sur Internet ?

- Moins d'une Heure
- 1 à 2 Heures
- 3 à 4 Heures
- Plus de 5 Heures

7) Vous utilisez, souvent, internet pour :

- Consulter les mails
- Aller sur les réseaux sociaux
- faire de la recherche (Google, Yahoo,..)
- Lire le journal
- S'informer /choisir les produits ou services à acheter
- Téléchargements (musique, vidéos, logiciels)
- Regarder les vidéos/films en streaming (Daily motion, You tube, ...)
- Passer le temps et se divertir

8) En surfant sur le web, remarquez-vous l'existence de la publicité ?

Oui

Non

*Si la réponse est « Non », nous vous remercions pour votre collaboration.

*Si la réponse est « Oui ».

9) Quelle sont les formes de publicité sur Internet que vous préférez ?

Les bannières intégrées aux sites

Les liens sponsorisés

La publicité intégrée aux articles

Les vidéos

La publicité diffusée avant les vidéos consultées

Les pop-up

Les mails envoyés par les annonceurs

Les pages des marques sur Facebook

Autres (à préciser):

Je n'en ai aucune préférence

10) Selon vous, la publicité sur Internet est :

Utile mais désagréable

Utile et agréable

Inutile et désagréable

Inutile mais agréable

D'habitude vous cliquer sur une bannière publicitaire ?

Oui

Non

11). Avez-vous déjà consulté la page de Mobilis sur les réseaux sociaux ?

Oui

Non

12) lesquelles attirent le plus votre attention ? (veuillez apporter une ou plusieurs réponses pour chaque catégorie)

Les bannières animées

Les bannières de grande taille

Les bannières de moyenne taille

Les bannières de petite taille

Les bannières placées sur le côté droit

Les bannières placées sur le côté gauche

Les bannières sur les réseaux sociaux (Facebook)

Les bannières sur les sites des journaux, sites d'information

Les bannières sur les sites de partage de vidéo et de streaming

13).Avez-vous déjà cliqué sur une bannière publicitaire ?

Oui

Non

14).Quelles sont les bannières publicitaires que vous détestez le plus :

Celles qui apparaissent sur le site et qui bouge sans cesse

Celles qui, lorsqu'on clique dessus, elles ouvrent d'autres pages

Celles avec un décompte de 20 seconde au-dessus

Celles qui s'affichent en plein écran

Celles partagées sur les réseaux sociaux (Facebook)

Je déteste toutes les bannières quel que soit leurs formes !

15) Prenez-vous le temps de regarder les vidéos publicitaires diffusées avant le début de la vidéo que vous souhaitiez regarder ?

Oui

Non

15). Depu Moins d'une année

Entre 1et 3 ans

Entre 3 et 5 ans

Plus de 5 ans

16)is combien de temps vous êtes client de Mobilis ?

Moins d'une année

Entre 1et 3 ans

Entre 3 et 5 ans

Plus de 5 ans

17)ese que vous etes au courant des offres de mobilis ?

Oui

Non

17) Estimez- vous que Mobilis est assez présente sur les réseaux sociaux ?

Oui

Non

| | Tout a fait d'accord | Moyennemet d'accord | Plutôt desaccord | Totalement desaccord |
|--|----------------------|---------------------|------------------|----------------------|
| Mobilis fait preuve d'écoute de ses clients sur les réseaux sociaux | 12 | 62 | 82 | 29 |
| Qui fournit des informations pratiques sur les caractéristiques des produits ou services | 141 | 32 | 10 | 2 |
| Qui offre une réduction importante sur un produit ou service et donne envie d'acheter. | 81 | 66 | 12 | 26 |
| Qui offre des possibilités d'interaction | 123 | 12 | 41 | 21 |

| | | | | |
|---|-----|----|----|----|
| (commentaires) | | | | |
| Les entreprises algériennes qui communiquent sur Internet le font par effet de mode | 97 | 13 | 23 | 86 |
| Mobilis est l'opérateur téléphonique Algérien le plus présent sur les réseaux sociaux | 126 | 32 | 25 | 43 |

Appendix

Ad server ; The technology that places ads on websites.

Ad banner An advertisement on a web page using text, often animation and sound, that links to an advertiser's website.

Banner ; An online advertisement in the form of a graphic image that appears on a web page.

Ad flight The duration of time an advertising campaign is live.

Ad units A classification of ad types. Ad units on the internet include banners, buttons, microbuttons, pop-ups, skyscrapers, textlinks, interstitials, superstitials, and others. Most commonly defined by the Interactive Advertising Bureau (IAB) as voluntary guidelines.

Advertising network A network representing many websites in selling advertising, allowing advertising buyers to reach broad audiences relatively easily through run-of-category and run-of-network buys.

Affiliate The publisher/salesperson in an affiliate marketing relationship.

Affiliate marketing A type of advertising system based on the cost-per-action (CPA) payment method whereby websites run advertisers' banners for free but get paid on any sales or registrations that result from visitors clicking on the banner.

Affinity group A group of people with common interests, identified for the purposes of targeting specific ads.

American Association of Advertising Agencies (AAAA) National trade association representing the advertising agency business in the United States.

Animated ad An ad with movement, often an interactive Java applet, Shockwave, or GIF89a file.

Banner A graphic image that appears on a web page that is usually hyperlinked to an advertiser's website. It may be in a variety of formats including GIF, JPEG, Flash, HTML, Java, JavaScript, and more. The standard banner ad is 468 × 60 pixels; the most common size for tile ads is 125 × 125 pixels.

Banner blindness The tendency of web visitors to ignore banner ads, even when banners contain information visitors are actively seeking.

Button ad An interactive online ad in the form of a small graphic (usually 88 × 31 pixels) generally placed in the margin of a web page.

Clickthrough rate ; Click Through Rate = Clicks / Impressions %

Conversion ; A visitor completing a target action.

Cost per acquisition(CPA); Refers to the cost of acquiring a new customer. The advertiser pays only when a desired action is achieved (sometimes called cost per acquisition).

Click fraud A crime that occurs in pay-per-click advertising when a person, script, or computer program imitates a legitimate user of a web browser clicking on an ad, for the purpose of generating a charge per click without having actual interest in the target of the ad's link. Click fraud is the subject of increasing litigation.

Click rate The percentage of impressions that resulted in a clickthrough, calculated by dividing the number of clicks by the number of impressions. For example, if a banner is clicked on 13 times while being displayed 1,000 times, the banner would have a click rate of 1.3% ($13 \div 1,000 = .013$). This is also commonly known as a banner's clickthroughrate.

Click-through The action of clicking on a banner and having the browser automatically redirect to the web page that the banner is hyperlinked to.

Click-through rate (CTR) The response rate of an online advertisement, typically expressed as a percentage. Calculated by taking the number of click-throughs the ad received, dividing that number by the number of impressions, and multiplying by 100 to obtain a percentage. Example: $20 \text{ clicks} / 1,000 \text{ impressions} = .02 \times 100 = 2\% \text{ CTR}$.

Contextual advertising Online advertising targeted to the particular individual visiting a website. A contextual ad system scans the content of the page for keywords and responds with ads based on what the visitor is viewing.

Click tracking Counting clicks on links via a redirected counter program that counts the clicks.

Cookie A process by which a small file is sent from a web server to the local users' computer to store information unique to that browser. Often used by advertisers to keep track of the number and frequency of advertisements that have been shown to a visitor or by sites to help them determine the number of unique visitors.

Conversion rate The number of visitors who respond to an ad's call to action divided by the number of impressions, multiplied by 100 and expressed as a percentage. For example, your conversion rate is 1% if a hundred people are shown your ad, five people click through to your site, and one person makes a purchase.

Cost per acquisition (CPA) The cost to get a customer, determined by dividing the total cost of your advertising by the number of customers you acquire. Sometimes referred to as cost per conversion, cost per inquiry, cost per lead, or cost per sale.

Cost per action (CPA) One of the online payment models by which advertisers pay for every action completed (sale or registration) as a result of a visitor clicking on the advertisement. Prices typically range from \$1 to \$25 or a percentage of a sale, 5% to 25%. This is an ideal method of payment for advertisers who want to guarantee paying for only the number of customers generated as a result of an advertisement.

Cost per click (CPC) Pricing based on the number of clicks an ad receives. The CPC is the cost of advertising divided by the number of clicks. A typical range is 5 cents to \$1 per click. Also known as pay per click (PPC).

Cost per inquiry (CPI) The cost of getting one person to inquire about your product or service. This is a standard used in direct response advertising. CPI is the same as cost per lead (CPL).

Cost per lead (CPL) One of the types of CPA, the CPL method allows advertisers to pay for every lead or customer inquiry that resulted from a visitor who clicked on their advertisement. Prices typically range from \$1 to \$10. This is an ideal method of payment for advertisers who want to guarantee paying for only the number of potential customers with an interest generated as a result of an advertisement. Also known as cost per inquiry (CPI).

Cost per click (CPC); Refers to when an advertiser pays only when their ad is clicked on, giving them a visitor to their site – typically from a search engine in pay per click search marketing.

Cost per mille (CPM); Amount paid for every 1 000 impressions served of an advertisement.

Display network ; content websites that serve pay per click adverts from the same provider, such as AdWords

Google adwords ; Google's PPC program, which allows advertisers to display their adverts on relevant search results and across Google's content network

HyperText Markup Language (HTML) ; A language read by web browsers. Certain HTML 'tags' are used to structure the information and features within a web page. As an example, HTML emails usually contain graphics and can be interactive

Internet protocol (IP) address ; The Internet Protocol (IP) address is an exclusive number which is used to represent every single computer in a network.

Internet service provider (ISP) ; Internet Service Provider – this is the company that provides you with access to the Internet, for example, MWEB or AOL.

Key performance indicator (KPI) ; A metric that shows whether an objective is being achieved

Popup; Unrequested window that opens on top of the currently viewed window

Return On Investment (ROI); A measure of investment success. It is calculated by dividing net profit by total assets (fixed plus current).

Search Engine Optimization (SEO); The act of altering a Web site and incoming links so that it does well in the organic, crawler-based listings of search engines.

Tracking ; Measuring the effectiveness of a campaign by collecting and evaluating statistics