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ABSTRACT

Advertisers of display ads benefit from being able to measure the effectiveness of their campaigns for driving site traffic. However, some platforms do not enable such measurement due to the site metrics required to assess effectiveness of display ads being stored in a different location than bid management data pertaining to the ads. The techniques described herein measure the impact of the display ads bid management on site traffic. In particular, increased site engagement due to bid management of display ads is assessed along multiple dimensions of bid management, e.g., ad insertion order, ad creatives, target site, etc., to understand and improve the effectiveness of display ads. Data on the impact of ads enables advertisers to undertake a cost-benefit analysis of their campaigns.

KEYWORDS **Measurement of impact of display advertisements on site traffic**

- bid management

- display advertising

- site metrics

- site analytics

BACKGROUND

Display advertising refers to online advertisements that are included on web pages, in mobile applications, etc. Display ads can be of different formats and include content such as text, images, audio, and video. Advertisers can utilize display ads to promote a brand, product, or message. Display ads drive traffic directly to a target website when users click on the ads. Management of bids for online ad campaigns is automated via bid management tools. Bid

management tools provide details regarding a bid, such as number of impressions purchased, the purchase price, details of the site on which the ads are placed, etc. and calculate the cost per click.

Display advertisers need to be able to measure the impact of their advertising on resultant web traffic to a target website. Measuring the impact of display ads on site traffic is complex in platforms that collect data for display ad bid management separately from website traffic data. Such data are often displayed in different dashboards. The complexity prevents the advertising network from providing advertisers with insight into performance of online display advertisements.

DESCRIPTION

This disclosure describes techniques to integrate display ads bid management reporting with site analytics reporting. The techniques enable display advertisers to analyze data of impressions or clicks in the context of actual site visit data, improving the determination of effectiveness of their ads. For this integration, display advertisers are linked to the site analytics dashboards by associating bid management data with site traffic analytics data. This is accomplished by matching the display ad cookie, obtained with user consent, with the first party cookie of the website to link bid management data with site analytics data and integrate that data with website user visits.

To measure the impact of bid management on site traffic, dimension hierarchy information, including advertiser information, ad insertion order, ad creative, site details, etc. is obtained. Ad insertion order includes details of an advertising campaign, such as ad specifications, campaign dates, cost, etc. An advertising creative includes data utilized to render the ad digitally. Site details data corresponds to the website on which the ads are displayed.

After obtaining the bid management hierarchy information, site analytics engagement metrics such as site visits, duration of each visit on the site, bounce rate, etc. are calculated with respect to each of the dimensions. The dimension data (stored in ids) are translated into details along with dimension metadata as required to match bid management data with the site metrics and to report the matched data to advertisers.

Provision of such information enables advertisers to view site analytics metrics alongside bid management dimensions, permitting insights into the bid management campaign performance. For instance, a cost benefit analysis of a display advertising campaign can be made by including advertising expense details in such metrics to assess the cost per digital ad on different target sites. Furthermore, reports on site traffic sources can be generated for additional insights.
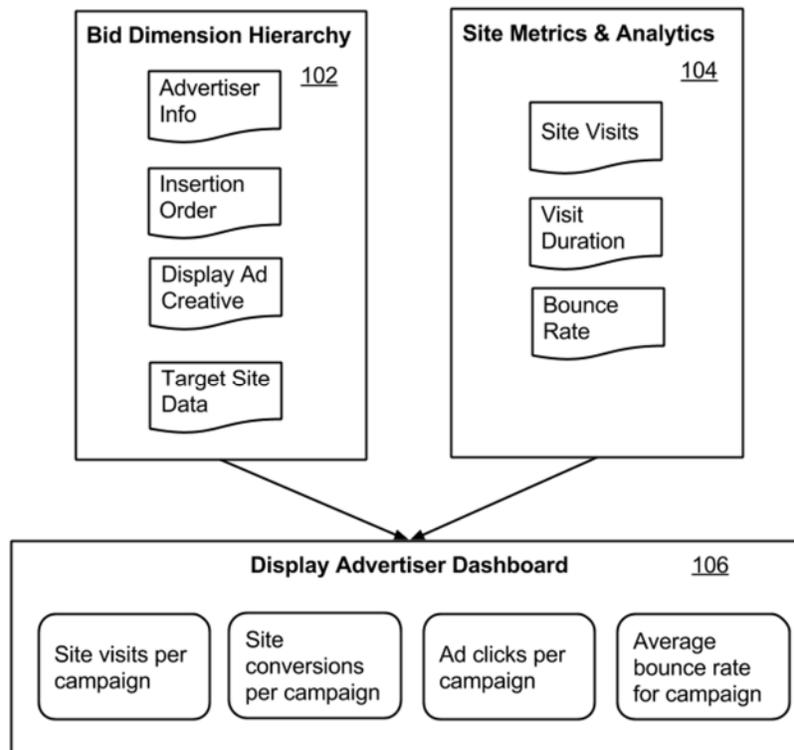

Fig. 1: Integration of bid management data with site analytics

Fig. 1 illustrates integration of bid management dimension hierarchy data (102) with site metrics and analytics (104) to evaluate the effectiveness of an ad campaign based on site traffic. The integration is configured in such as a manner that data for linked customers is obtained, while no additional data beyond the linkages is imported. The integration also permits comparison of performance of different but related ad campaigns. For example, an integrated display advertiser dashboard (106) shows metrics such as site visits per campaign, site conversions per campaign, ad clicks per campaign, and average bounce rate for campaign. This information provides insights into campaign effectiveness and enables advertisers to alter existing campaigns or build new campaigns for improved performance.

Reports on bid management data and traffic sources at the target website can be provided, e.g., in the dashboard. Further, integration of data can enable bid management specific reports. Further, reports can be speeded up by defining important key combinations in aggregate tables after the data integration.
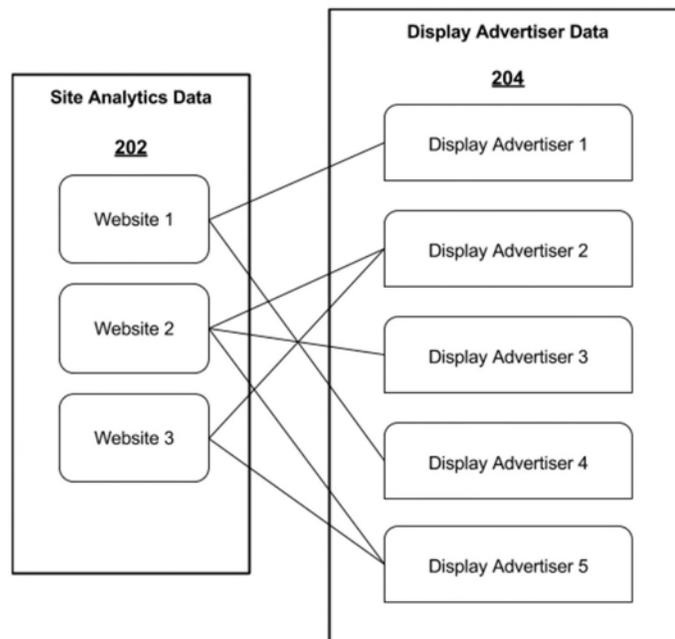
Fig. 2: Many-to-many relationship between site analytics and display advertiser data

Fig. 2 shows an example of a many-to-many relationship between website analytics data (202) and display advertiser data (204). An advertiser can link multiple display advertising accounts to multiple website analytics accounts. This provides advertisers with flexibility to join the advertising campaigns to the right set of website analytics accounts for accurate and comprehensive analysis.

In situations in which certain implementations discussed herein may collect or use personal information about users (e.g., user data, information about a user's social network, user's location and time at the location, user's biometric information, user's activities and demographic information), users are provided with one or more opportunities to control whether information is collected, whether the personal information is stored, whether the personal information is used, and how the information is collected about the user, stored and used. That is, the techniques discussed herein collect, store and/or use user personal information specifically upon receiving explicit authorization from the relevant users to do so. For example, a user is provided with control over whether programs or features collect user information about that particular user or other users relevant to the program or feature. Each user for which personal information is to be collected is presented with one or more options to allow control over the information collection relevant to that user, to provide permission or authorization as to whether the information is collected and as to which portions of the information are to be collected. For example, users can be provided with one or more such control options over a communication network. In addition, certain data may be treated in one or more ways before it is stored or used so that personally identifiable information is removed. As one example, a user's identity may be treated so that no personally identifiable information can be determined. As another example, a

user's geographic location may be generalized to a larger region so that the user's particular location cannot be determined.

CONCLUSION

Techniques described herein enable integration of bid management data with site metrics, thereby allowing for measurement of impact of bid management on site visits. Using these techniques, advertisers can analyze bid management data for effectiveness of impressions/clicks and improve the cost effectiveness of ads based on performance.