AOL CREATES A SELF-SERVE PLATFORM

AOL has recently launched its latest strategy for attracting brand advertising online. The company has recently launched the Pictela Enterprise platform, which allows agencies to set up their display advertisements the way that they want to. The CEO of Pictela, Greg Rogers, says that the platform take on an entirely different approach, especially when it comes to the way those online advertisements are designed, created, and most importantly, served to the general audience of people who will see these advertisements. Rogers says that the company feels as though advertisements have looked the same for quite a while and that it is because of direct-response marketing. He believes that as a way of getting the brand marketers to come to online world of digital advertising, it is important to show that these advertisements can be delivered in an efficient manner, so that they will ultimately paint a picture to the story, the content. He says that the approach will be like television advertisements but that the content will differ. The Pictela Enterprise platforms work a lot like a content management system for a publisher. The agencies can choose amongst the platform and then customize the appearance of their advertisements, specifying what type of content they would like incorporated within the specific unit. Both advertisers and advertising agencies have the opportunity to upload content onto the platform which gives them easier access to the things they need when they are designing an advertisement. The platform even supports high-def video, which is something that has become highly valuable in online advertising these days. High-definition videos are favored by the consumers who watch the online advertisements, especially because the picture is much clearer. The platform is currently still in its early stages and right now, there are only a few partners, which include Digitas and Mindshare. However, the platform will be available to the general public by the end of June. Many are anticipating the arrival and are excited for the platform to get out of its beta stages. The advertisements that are designed using the specific platform will be used across AOL properties and will be sold through many of the larger online publishers. As it will be partnering with the brand intelligence/analytics company, those who use the platform will have the opportunity to measure their advertisements based on the amount of clicks, page impressions, and the types of rates given to the advertisements from the consumers. This helps to figure out which advertisements are effective and which of these advertisements are actually not favored by the consumers. It is important because advertisements that consumer do not like or relate to can easily be removed while other advertisements that do well can be use more often.