

## CLICK THROUGH ADVERTISING



Advertisers seem to still obsess over click-through advertising even though this is becoming a thing of the past. This type of advertising would help show the advertisers who was clicking on the ads and it would also help them figure out how well the ads worked to capture the attention of consumers. With this information, advertisers could weed out their ads that did not receive much attention or many clicks and could continue to use ads that grabbed the attention of the consumers and did receive clicks.

While click-through advertising is great for advertisers, the rates of these types of ads has lowered in the past year. The executive vice president of sales at MarketWatch says, "Click-through rates are a misleading statistic. They aren't indicative of raised awareness of consumer interest." Prior to this statement being made, most advertisers believed that the data and statistics provided by the click-through ads were accurate and gave them an idea of what the consumer wanted exactly.

Lee Smith, a CEO of platforms at Omnicom Media Group Asia-Pacific has said that click-through advertising should not exist anymore. Smith says, "People today are engaging, downloading, buying, sharing and tweeting regardless of CTR...in a post-click, hyper-connected world." While Smith believes click-through advertising is a thing of the past, there are still plenty of advertisers who are still using these types of ads and seem to be a bit obsessed over them. The problem that many advertisers face is that they just do not know how to move past using the click-through ads. Advertisers need to have knowledge on other sources of advertising. While strategic knowledge is necessary, most of these advertisers do not have the knowledge that is necessary for them to step outside of the box and move away from this form of advertising. It is important for advertisers to understand certain things when it comes to click-through advertising. While this type of advertising does provide data and statistics on what the consumer clicked, the clicking has to do more with the entire company or brand as a whole and not just the one particular ad posted. If advertisers want success, they need to take a different approach and stop relying so heavily on the click-through advertising.

The best way to be successful with online marketing and advertising is to have support and be efficient. It is important that these advertisers have strategies. If they lack in the strategy department and continue to rely on click-through advertisement only, they will not be very successful in the future especially since click-through advertisements is declining and may not be around forever. For the best outcome, companies and brands need to work on other methods of advertisement.