

## ONLINE ADVERTISEMENT CHANGES TO BE MADE



When online advertising first started, ads were placed on websites to get the attention of certain targeted audiences. If a company wanted a specific audience to view their advertisement, they would target that audience. In recent years, advertisers have made some changes to the way advertisements are displayed online. Advertisers now display advertisements to consumers who like certain brands and products. If a consumer has made recent purchases at certain stores online, they will likely see many advertisements for similar products and companies online in the near future. This is often referred to as audience buying.

However, while audience buying has worked in some ways, it is not as efficient as most advertisers once believed it was. The truth is, most consumers are meticulous about what types of products they like and use and just because they like a certain product does not mean that, they will want or even like a similar product. In fact, it has been proven that consumers are not as loyal to one specific brand as they once were.

The changes that are being made for advertisements will target very specific audiences. For example, if a company is looking for newly engaged women around a certain age, the advertisers can find out this information from social networking sites and easily target the audience that they are looking for. With this type of advertising strategy, companies expect to increase their sales.

Some people may wonder how advertisements can find out so much demographic information on an individual. However, the information is easily accessible online. Advertisers can find out information on users that would include their age, gender, number of children they have, and so much more. With finding out this information, advertisers will be able to target specific audiences to reach consumers and gain new customers along the way.

Target audiences for certain advertisements will consistently change which is why the new technology designed for advertising is absolutely necessary. Where advertisers would once use demographics based solely on age and gender, they are now able to use demographics that are more specific. This would include the age and gender of a person as well as their shopping habits, which would help advertisers familiarize with what types of product advertisements these consumers, would typically want to see on a regular basis.

Advertisers are no longer looking at all of the consumers as just an audience but are now looking at them individually because each consumer has their own specific likes and dislikes as well as a certain desire for specific products. With this form of advertising and the advancements that are being made, marketers and advertisers will be able to reach the consumers in a much more efficient way.