



Ad Serving Technology: Understand the Marketing Revelation That Commercialized the Internet (Paperback)

By Gregory Cristal

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Understand the marketing revelation that commercialized the Internet. Ad Serving provides a commercial infrastructure to the internet, spanning all sites, and touching all users, all the time. Ad Serving gives marketers the ability to deliver and measure their ads for exceptionally low cost, revealing the true value of the ad space they pay for. Utilizing cookie and page-level analysis, marketers can build vast pools of pseudonymous data about websites, ads and the users that encounter them. This data, and the trusted publisher-independent methodology for measurement, secures investment for Publishers. The counting, tracking and the delivery of ads to enable this data takes place at massive scale. The processes and systems behind data collection are complex, and marketers are expected to learn how to use them as the industry grows; applying this knowledge to their new roles in Digital Advertising. Many undertake this challenge, unaware of the complexity that lies ahead. The learning resources are few and far between. This book satisfies an intermediate-level of tuition to Ad Serving Technology, illustrating how and why Advertisers continue to grow their ad spend...



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Great eBook and beneficial one. Yes, it is actually play, nevertheless an amazing and interesting literature. I found out this book from my i and dad recommended this ebook to understand.

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