

Advertisement Best Practice

Design of Advertisement

Specifications :

Please use the specifications given for each format :

(<http://www.organic-chemistry.org/info/imprint/advertisement.htm>)

A small file size ensures that your advertisement is quickly displayed worldwide.

Please do not hesitate to send large, uncompressed files, so we can try to shrink the file size ourselves.

Background, Animations, Special effects :

Advertisement with dark or fotorealistic backgrounds and animations often cause banner blindness

(https://en.wikipedia.org/wiki/Banner_blindness)

Banner Blindness means that people subconsciously ignore your advertisement. Having an unsuspecting advertisement means, that you can reach more people – expressed by a higher click rate. We recommend that you present your advertisement using a white or (light) blue background. Please do not use orange or red as background colors.

Tracking

Landing Page :

As some people try to surf anonymized, referer hiding

(https://en.wikipedia.org/wiki/HTTP_referer#Referer_hiding),

google analytics blocking and tracking parameter scrambling are used by a growing number of visitors.

Using landing pages such as www.domain.com/a-page-on-your-website.htm and just checking the referrals in your google analytics account are therefore not recommended. A better practice is to add parameters to your landing page (for google analytics see <https://support.google.com/analytics/answer/1033867?hl=en>). The best solution is a specific landing page for each campaign. For example :

www.domain.com/referals/ocp-banner-1.htm

Using a specific landing page allows to check your log files, so you can also analyze some of the hidden traffic : Since some browsers completely block Google Analytics 4 or similar statistics, we also recommend the additional interposition of a link shortener with its own statistics such as bit.ly, since this solution cannot be circumvented.

Tracking differences:

Although we try to limit tracking errors, our results may vary. We filter double clicks to ensure that fraudulent clicks are not paid. However, the amount of information that google analytics stores or can compute for big websites is limited. In addition, we must comply with European data protection regulations. We therefore provide no detailed statistics such as networks or countries.

Judging the success :

It's recommended that you base your decision, whether you book once again, on for example the quality of referred people (are they interested in your products [session duration on your website]) or even the conversion (sales per click, return on investment). However, for expensive products, you need to rely on weaker criteria, as people tend to take a buying decision months later, which cannot be tracked.