

Brand Advertising

Boosting Brand Awareness Through Digital Ads

Brand advertising is great for building awareness of both your company and your solutions among all prospects. And it's especially important for making your brand highly visible to those people who are currently in-market to buy.

With more and more interaction shifting online, brand advertising has become vital to boosting the consideration of particular brands in any given category.

Marketers typically leverage a combination of contextual advertising and programmatic to support their awareness building strategies.



Contextual advertising

Banner ads that run alongside relevant content on publisher's website.

How it works

An ad is displayed next to relevant content, so when a potential buyer comes to a site looking for that information, they also see an ad related to the specific topic they're interested in.



Programmatic advertising

Banner ads targeted to available audience profiles, using automatic system-driven execution and delivery.

How it works

Programmatic ads are commonly context agnostic. Their profile-based targeting works to automatically optimize ad spend, reach and frequency to that profile.

Though their approaches differ, contextual and programmatic advertising both look to deliver on the same awareness and consideration goals.

Here are a few ways in which each brings value to your strategies:

Contextual

- ✓ Engages buyers when they're actively researching to buy
- ✓ Increases brand trust through association with industry leading content
- ✓ Influences and engages active buyers that you can't otherwise reach

Programmatic

- ✓ Can integrate intelligence from other marketing tactics to multiply touches
- ✓ Available data can help automate personalization for more relevant messaging
- ✓ Advanced reporting delivers more closed-loop reporting and audience insights

Whichever technique you emphasize, for the sake of your brand, you'll want to make sure they appear next to content that won't inadvertently serve to undermine your objectives. For privacy reasons, for an experience that makes sense to your prospect and more, make sure you understand what targeting data is being used and what other assurances the provider can offer.

Brand advertising will be significantly impacted by Google's decision to end third-party cookies. While the 2023 timeframe may feel far away, to be fully up to speed when it happens, marketers should begin preparations soon. It's already clear that you'll likely lose access to some key unique identifiers currently leveraged in programmatic automation, including:



Search history



Sites visited



Device identifiers



Click activity

So, what's next for brand advertising and driving consideration for you?

As a major publisher, we're already seeing:



Increased industry collaboration to improve cookie-less addressability



A shift to leveraging more contextual execution



Growing reliance on first-party publisher data, especially "intent"

As the 2023 cookie cutoff approaches, you can prepare by re-envisioning your advertising strategy. We can help. [Find out more](#) about how TechTarget reaches more high-quality, targeted audiences that are in-market to buy.