

PAID ADVERTISING

How are you charged for ads? ①

- PPC (Pay Per Click) ①
- CPM (Cost per 1000 impressions) ②
- CPV (Used when advertising on videos) ③

? ② What type of ads can you use

- ① Text Ads
- ② Image Ads
- ③ Interstitial Ads

Are there any cheap ad channels? ⑤

- Cheap but not highly targeted ① Ad.Fly ①
- Cheap but only for low competition keywords ① 7Search ②
- Trying to match Google and a useful ad network to test campaigns ① Bing Ads ③

? ③ How do you find an audience for your ads

- ① Google
- ② Facebook
- ③ You Tube

? ④ Paid vs Free ads

- ① Paid equals quick targeted traffic and ROI
- ② Free equals untargeted and low conversions