

Why Advertise **ONLINE?**

The Internet is fast becoming an essential component of any major ad campaign.

➔ **CONSUMERS ARE ONLINE**

It's a simple truth: advertisers must go where consumers are in order to reach them. And more and more consumers are online.

➔ **BRANDING**

Advertisers are finding that shifting dollars online bolsters brands.

➔ **MORE IMMEDIACY**

Online ads enable direct response like never before. Consumers can immediately click to learn more about a product, register for information, or even buy it right there on the spot.

➔ **MORE TANGIBLE TRACKING AND MEASUREMENT**

The Internet takes the guesswork out of measuring campaign results. Unlike traditional media, just about any aspect of an online ad can be tracked, from number of ad impressions to intricate consumer interactions with the creative. All of this makes for tangible evidence of ROI when it comes time to measure campaign results.

➔ **RECALL**

After seeing an ad on the Internet, consumers showed a 27% greater ability to recall a brand. This is a greater return than any other medium.

➔ **INTEREST**

Consumers' interest in a product increased 44% after viewing a banner ad.

➔ **SPENDING**

Online advertising creates higher impulse buys.

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