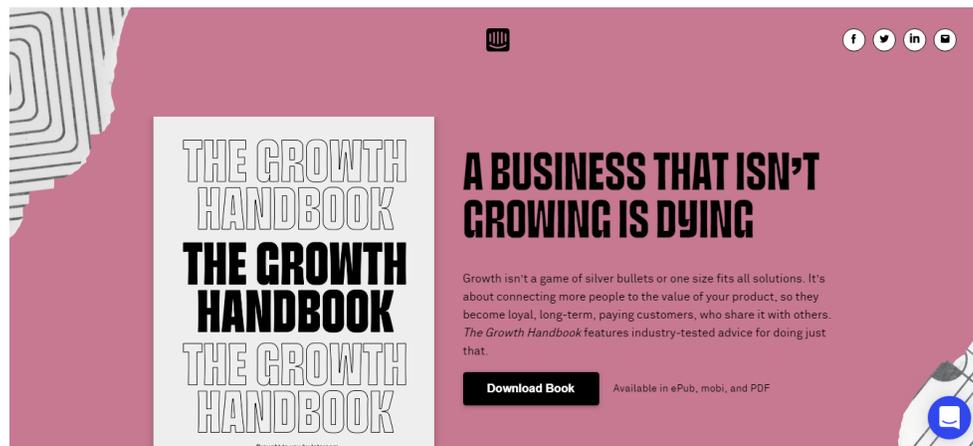


What Is Banner Advertising?

Refers to the use of a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property. The horizontal type of banner advertisement is called a leaderboard, while the vertical banners are called a skyscraper and are positioned on a web page's sidebars. Banner ads are image-based rather than text-based and are a popular form of online advertising.



In the example above if you click the intercom banner, it will redirect you to their website, thus creating traffic for them.



The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

These banner ads are static, they are changing from time to time and based on ad platform the website is using.

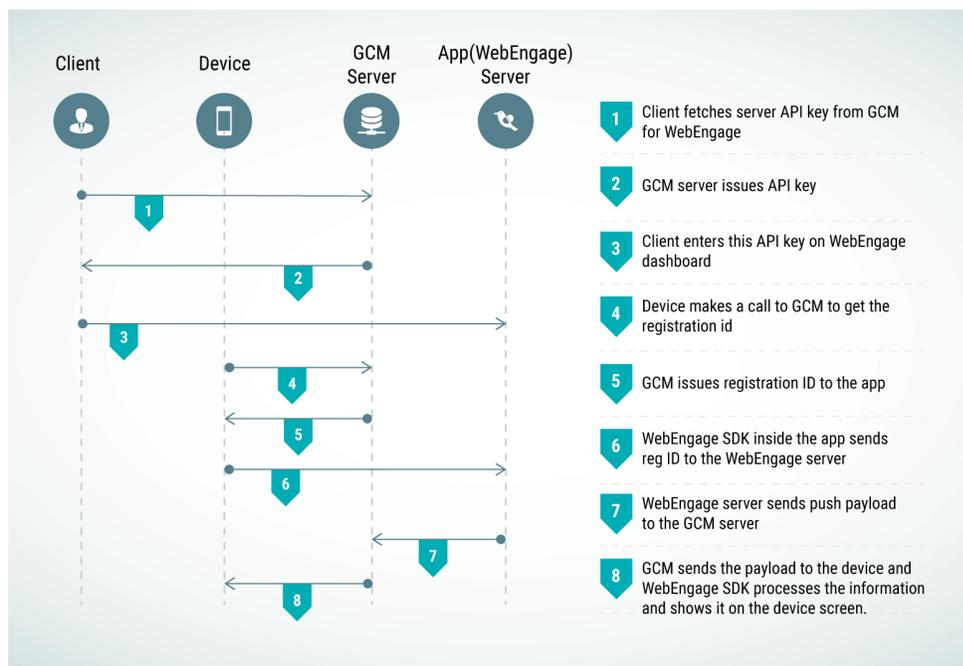
What are Push Notifications?

Messages that are pushed to the user's device, be it desktops, laptops and mobile or tablets, in a heads-up manner are called push notifications.



How does push notification work?

- Client app– The app which receives the push notification.
- App server– To be able to send push notification to the users who have installed your app, you have to create an app server. This server sends the message to the GCM which then transmits it to the client app.
- WebEngage (insert your third party app server's name) Client SDK– This is a piece of code that client adds to its app to integrate it with Webengage.



To be able to receive push notifications, the app must be configured and registered with a Push Notification Service Provider. The most widely used service provider globally is GCM (Google Cloud Messaging), or FCM (Firebase Cloud Messaging), a Google-run entity.

Example: You love watching new shows or want to have the new episodes notification from your Netflix to your phone, with push notification, you can be easily updated to what is going on. It can also be useful for news updates, games updates, weather updates etc.

What Is Affiliate Advertising?

Is an online marketing channel, in which an advertiser pays a blogger to promote the advertiser's products or services on the blogger's site.

There are three main types of affiliate ads:

- pay-per-click – get paid for every clicks on the ads
- pay-per-lead – get paid if the user clicks on the ads and fill-up a form, a trial sign-up, or other desired function.
- pay-per-sale – get paid if the user clicks on the ads and buy an item or services and it will be based on agreed commission rate.

Each of these affiliate ad types has one thing in common. They are all performance based — you don't earn money until your readers perform an action such as clicking on a link or clicking on a link and then purchasing the product on the page to which the link takes them.



Affiliate Advertising Network

An affiliate directory or network where many online merchants post their affiliate ad opportunities is usually the best approach for someone new to affiliate marketing. You review the ad opportunities and apply to host a specific ad on your blog. Most advertisers on these sites have restrictions related to the blogs they work with. Typically those restrictions are related to how long the blog has been active and the amount of traffic the blog receives. It's basically the place where you get affiliate links etc.

Popular Affiliate Advertising Networks

- Commission Junction
- Associate Programs
- ShareASale
- FlexOffers
- Rakuten
- MoreNiche