

## What is display monetization?

The term refers to web-based ad campaigns in your website or other websites that generates income. Those display ads that you can see when you visit a website, on your phone when you scroll down your social media accounts etc.

Here are some examples of display ads.



The primary purpose of these ads are to advertise products, services or promote websites, blogs, or inform people, it could be any.

## Display ads pricing

- Cost per Impression (CPM): Under this model, advertisers pay for every impression of theirs that is served. Impression is counted by how many people view the ads, even without clicking.
- Cost per Click (CPC): Under this model, publishers get paid whenever a visitor to their site clicks on an ad. Most ad networks and exchanges operate under CPC pricing arrangements.

## How does it works?

The company creates ads campaign to promote their products, and you as a publisher or website owner will place these ads on your website.

In you own a website or a blog, you can set different types of display advertisements in different locations that you think people will be able to see quickly.



In most cases **Cost per Click (CPC)** is being used. If a user clicks a display ads, he/she will be directed to the website of the advertiser. From the image example above, they will be directed to the HP Laptop page where they can buy the products. Similar cases are applied depending on what is being advertise. This will increase traffic to the link website. In return the publisher or the site owner will be paid according to how many people click the ads, this is display monetization.

Of course not all people will click thru the ads no matter how many you have. It must be relevant to your content or something that will interest the user.

With display monetization, you can earn an income while doing nothing. The more traffic you have, the more you can earn through display monetization.