

How is online advertising scheduled across a year? Documenting patterns in online display advertising.

Kelly Vaughan

University of South Australia

Rachel Kennedy

University of South Australia

Nicole Hartnett

University of South Australia

Carl Driesener

University of South Australia

Virginia Beal

Ehrenberg-Bass Institute, University of South Australia

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Abstract

Online advertising has become central to marketing efforts (Fulgoni 2015), as such it is important that marketers have the necessary knowledge to make informed decisions about online media spend. This research is a pilot study to a larger study, which aims to provide guidance on how brands should schedule online advertising to maximise brand sales and growth. The first steps are taken here to document how brands currently advertise in the online environment. The initial findings from 7,677 observations for 435 brands across 10 categories show that online advertising is on-air for 8 weeks per year, with an average annual spend of \$27,454 and over 3 million impressions. This understanding of present scheduling practices is the basis from which guidelines can be developed to assist marketers with media forecasting and decision-making.

Keywords: *online advertising; scheduling; media planning*

Track: Digital Marketing & Social Media