

Website (Advertising medium)

Websites as advertising media are internet-based platforms that companies use to advertise their products, services or brands. The importance of a website as an advertising medium lies in its wide reach and the possibility of addressing a large target group. Since the Internet is available around the clock and everywhere, companies can effectively spread their messages and reach potential customers on an international level.

Websites that are suitable as advertising spaces include retail media platforms such as Amazon or ebay, social media platforms such as Facebook or LinkedIn and news portals such as bild.de or spiegel.de. Examples of advertising media on a website include banner ads, text ads, product placements and videos. These advertising formats can be used in a specific way to attract the attention of visitors and encourage them to buy or interact.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✓ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

Partner systems in the market overview

eyebase V6 (CMB Informationssysteme GmbH)

Media segment

- ✓ Internet
- ✗ E-commerce
- ✗ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

- ✓ Lead generation, new customer acquisition

Customer Journey

- ✓ Awareness
- ✓ Consideration
- ✗ Purchase
- ✓ Retention
- ✗ Advocacy

Ad media

- ✓ Advertisement, Banner
- ✗ Advertorial
- ✗ Annual report
- ✗ Appointment calendar
- ✓ Audio, radio spot, audio file
- ✓ Augmented Reality
- ✗ Beach flag, flag, roll-up
- ✗ Book, E-book
- ✗ Brochure, flyer, inserts
- ✗ Catalogues, price lists
- ✗ Chat, chatbot
- ✗ Company entries
- ✗ Configurator
- ✓ Contact form
- ✗ Content SEO-optimised
- ✗ Credit card
- ✗ Customer card
- ✗ Display, monitor, citylight, megalight
- ✗ Display stand, light box
- ✗ E-mail, signature banner
- ✗ E-paper
- ✗ Event
- ✗ Exhibition stand, event modules
- ✗ FAQ
- ✓ Games, competitions
- ✗ Google Business Profile
- ✗ Influencer
- ✓ Landing-page, microsite
- ✗ Location Based Service
- ✗ Mobile payment systems
- ✗ Newsletter
- ✗ Newspaper, magazine, periodical
- ✗ NFC
- ✗ Offer, quotation
- ✗ Office equipment
- ✗ Office files
- ✗ Operating instruction, user manual
- ✗ Passers-by addressing
- ✗ Petrol pump nozzle
- ✗ Postcard
- ✗ Poster, billboard, pillar
- ✗ Product live demo
- ✗ Product packaging, product labeling
- ✗ Product sample
- ✗ Programmatic print
- ✗ Promotional items
- ✗ Push, text messages
- ✗ Quality seal
- ✓ QR code, link
- ✗ Rental addresses, target group areas
- ✗ Roof objekt
- ✗ Sales talks
- ✗ Self service terminal
- ✗ Shopping cart
- ✗ Sign, labelling
- ✓ Social media advert
- ✗ Social media company page
- ✗ Social media posting
- ✗ Social media profile page
- ✗ Sponsoring
- ✗ Spontaneous event
- ✗ Structured company data records
- ✗ Survey
- ✓ Telephone and video call service
- ✗ Unboxing
- ✗ V-card
- ✓ Video spot, moving image
- ✗ Virtual Reality
- ✗ Virtual, voice assistant
- ✓ Vouchers, coupons, discount cards
- ✗ Web layer
- ✗ White paper
- ✗ WLAN for visitors

Connected media channels

- Affiliate programme
- App (Advertising medium)
- App (Brand, topic)
- Audio streaming platforms
- Community
- Event
- Gaming platform
- Location-based service
- Navigation system, map tool

Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Point of sale (POS), Showroom
Product, service (Advertising medium)
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
Social media platforms
Website (Brand, topic)
Wi-Fi hotspot (Advertising medium)