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魔图网络广告投放技术

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Motu ad serving technology

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全文: PDF (1835 KB)   HTML (1 KB)   输出: BibTeX | EndNote (RIS)   背景资料

摘要 详细阐述了网络广告的分类及特点.为改进图形类广告，弥补其创意局限性、传递信息局限性和较低的广告转换率这三个缺陷，提出了魔图技术的概念.魔图技术令图片广告不再局限于传统的横幅、通栏、橱窗等形式，充分利用网站的图片资源，改善了广告的有效展示次数远低于实际展示次数的现象，极大程度提高广告转换率，充分实践了"图片即广告"的理念，以最低的广告投入带来优秀的用户体验和显著的广告效果.

关键词： 网络广告   魔图技术   广告转换率

Abstract： After elaborating on the classification and characteristics of online advertising, this paper pointed out three shortcomings of image ads: fewer creative advertising,poor information transfer efficiency and low conversion. Then, in order to overcome these shortcomings, the concept of Motu (Magic Pictures) technology was proposed. Motu technology makes image ads no longer be confined to the traditional banners, windows and other forms, so as to take full advantage of the resources about the site's images instead.Each image will become the source of the advertising revenue to increase the effective impressions and improve advertising conversion efficiency.With the minimum advertising investment, outstanding user experience and significant advertisement effect,Motu technology fully meets the concept of "images are advertising".

Key words： online advertising   Motu technology   advertising conversion

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