Digital Advertisements: Predictive Analytics - User Interest and Preference

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Abstract

Digital Advertisements are reaching greater heights in these days for industry for their promotion and branding but the user preference of various modes of advertisements are not analyzed. This study is used predictive analytics to predict the mode of digital advertisements is preferred mostly by the users who uses more digital gadgets. Initially data are extracted from online tools. This research is to analyze the user preferred mode of advertisement and the reason for choosing a particular advertisement. The type of data which is used in the study is Secondary data. The data is collected from various websites based on the total views of customers. In this study various websites were taken for analysis. Hence the sample is of huge volume of quality data retrieved from the period April – June 2016, 2017 and 2018. The Digital Mode of Advertisements are already proved to reach maximum number of and advertisements that are made through Social Media are proved to reach all sector of audience at a quicker with low cost per click rate. It is also proved that each sector of industries has their own user preferred mode of advertisements and in general it can be said that User's preference changes according to the product.

Keywords: Digital Marketing, User Interest, User Preference, Predictive Analytics, Advertising Analytics

1. Introduction

In this modern business environment both customers and advertisers look for creativity in advertisement rather than looking for traditional way of advertisements. In today's Modern organizations, strategic technology decision-making teams with analytical knowledge are responsible for creating, planning and implementing 'strategic' decisions which have long-term key performance implications (Child, 1972; Finkelstein and Hambrick, 1996). The digital marketing is a platform where easy to reach the customers with return of investment. Web Search engineers play a major role in marketing information systems. (schwartz,1998). The research work is to identify the user preference in digital advertisements among SEO, Content Marketing and Video Marketing. (Yang, S and Ghose A,2010). These are most preferred mode of advertisements used by the company (Ahler D,2012).

Businesses can get more benefits from Digital Marketing such as search engine optimization (M.A. Shareef et.al.,2019) search engine marketing, web content marketing, campaign marketing, and social media marketing, Video Marketing, social media optimization, e-mail direct marketing, display advertising are very popular and important to improve the business performance. (Verma Deepak,2018; H.A. Syrdal and E. Briggs,2018). Some researchers suggest that the predictive analytics is used to predict the data where to fall in features based on facts and figures. In the predictive analytical process, the researcher has used various websites to analyses the behavior of online users. (Lakshay Swani and Prakita Tyagi,2018). The predict analytics is recent analytical approach and data insights (H. Gulati,2015) are used for identifying the key performance indicators of any corporate business that will help them to take prefect decision for improving the business performance with high profit.(Akshay Thakur,2020) User interest and user preference are key area of business environment that will help to gain more in financial point of the company that means most people are showing their interest and preference that will help the company business improvements.

2.Theoretical Background

Generic brand ads, the authors use data from a field experiment conducted by an online travel firm. As a result, they respond best to higher-level product information. Only when they have narrowly construed preferences do they respond positively to ads that display detailed product information. This finding suggests that in evaluating how best to reach consumers through ads, managers should be aware of the multistage nature of consumers' decision processes and vary advertising content along these stages. (Lambrecht Anja,Tuker Catherine,2013). B2B marketers (Hursh Dale. 2017, January 27) are shifting funds from traditional channels into digital. In order to determine your optimal budget, determine how your customers' digital experience fits into your overall marketing plan, assess the complexity of your sales cycle, and ensure you are investing adequate funds to properly assess results. (Tome More ,2017) described about Video advertisements in The Psychology of Video Advertisements. As of a survey conducted in 2016 it showed that 88% of the advertisers said that people are attracted more by video ads than the picture ads. According the human psychology people prefer listening to something rather than reading it. Video advertisements helps people to identify what really the product is and it will also provide hassle free shopping experience. Many leading brands also are focusing more on video ads so that one brand can capture huge market. Based on the human behavior ultimately based on human psychology the advertisements are created and executed. (Jenny Harrison,2019; K. Zhang, Z,2012) No matter how much changes you see in the marketing or advertising area, the main goal will always be to direct and engage more traffic onto your website in order to boost sales and improve the conversion rate. (Stephen, A. 2016). The recently published research articles explain about consumers in digital and social media marketing settings. The themes are identified (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM) Search engine optimization (SEO) is the process of improving the visibility, volume and quality of traffic to website or a web page in search engines via the natural search results. SEO (Stephen O'Neill,2011) can also target other areas of a search, including image search and local search. SEO is one of many different strategies used for marketing a website but SEO has been proven the most effective. An Internet marketing campaign may drive organic search results to websites or web pages but can be involved with paid advertising on search engines. Digital Advertisements has become

essential parts of many growing companies, also defined by (Afrina Yasmin,2015) in "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study". Digital marketing is one important term and widely used by the advertisers to promote their product. In the era of modernization rather than going for traditional advertisements where the conversational rate and the reach cannot be measured. Also, in online advertising the products or services can create interest and this will increase the conversion rate from clicks. There are other online marketing platforms such as Email marketing, Social Media marketing, Text Messaging, Affiliate marketing and search Engine Optimization.

Digital marketing is being used in different new ways for marketing. (Giriraj Kiradoo,2017). The digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Advertisements are mode of promoting a product or service through different mode so that it reaches to the customers and the clicks are converted to impressions. (Fiona Ellis-Chadwick and Neil F Doherty,2012) The study deals with the importance of digital marketing and advertisements in this modern field so that a company can sustain for a longer period. This study will help the companies and advertisers to know about which field among Content marketing, Search Engine Optimization, Social Media Marketing, Video Marketing to use in order to attract maximum customers. (Bajpai Vivek et.al. ,2012) The focus of the research should be analysis of user preferred digital advertisements and so the study can help all the industries to improve their online advertising platforms.

3.Conceptual model and Research Design

Digital advertising, also called Internet advertising is when businesses leverage Internet technologies to deliver promotional advertisements to consumers. In this research is used to identify the user preferred mode of advertisements in digital field. Though many types of advertisement used by the corporate company but best and powerful mode to reach maximum users with minimum cost. In this digital mode there are many categories through a digital advertisement is posted and receives maximum conversion rate. (Saleh Khalid, 2020). In general, all the categories are well accepted by the customers and this is proved through the ROI of this mode. Also, the companies find it very easy to have a digital advertisement rather than having traditional advertisements. The company must use digital mode of advertisement to target their audience rather than going for a traditional mode of advertisement as this will reduce the cost of marketing and bring in more customers. (Balegar Deepthi,2019). The approach method that is followed in the study on user preference in digital advertisements is based on the qualitative data analysis. In this research the most preferred mode of digital Advertisements. This mode has various categories among which Content Marketing, Video Advertisements, Search Engine Optimization, Social Media Marketing plays a major role in influencing customers. (Woshnick Vicki,2020). This study helped to find out the best source of advertisements so that it will help the companies to invest more on that advertisements. The overall goal of this study is to understand the preference of the users and help the advertisers in delivering the customers with new advertisements in that particular mode of advertisements to get more new targeted customers thereby getting high return on investment. The research used to analyze the user preferred mode of advertisement and the reason for choosing a particular advertisement and to measure and analyze the investment on display advertisements and their return on investment. In this research these variables are used   Content Marketing, Social Media, YouTube, Video Advertisements, Search Engine, Cost Per Click (CPC), Targeting and Keywords.
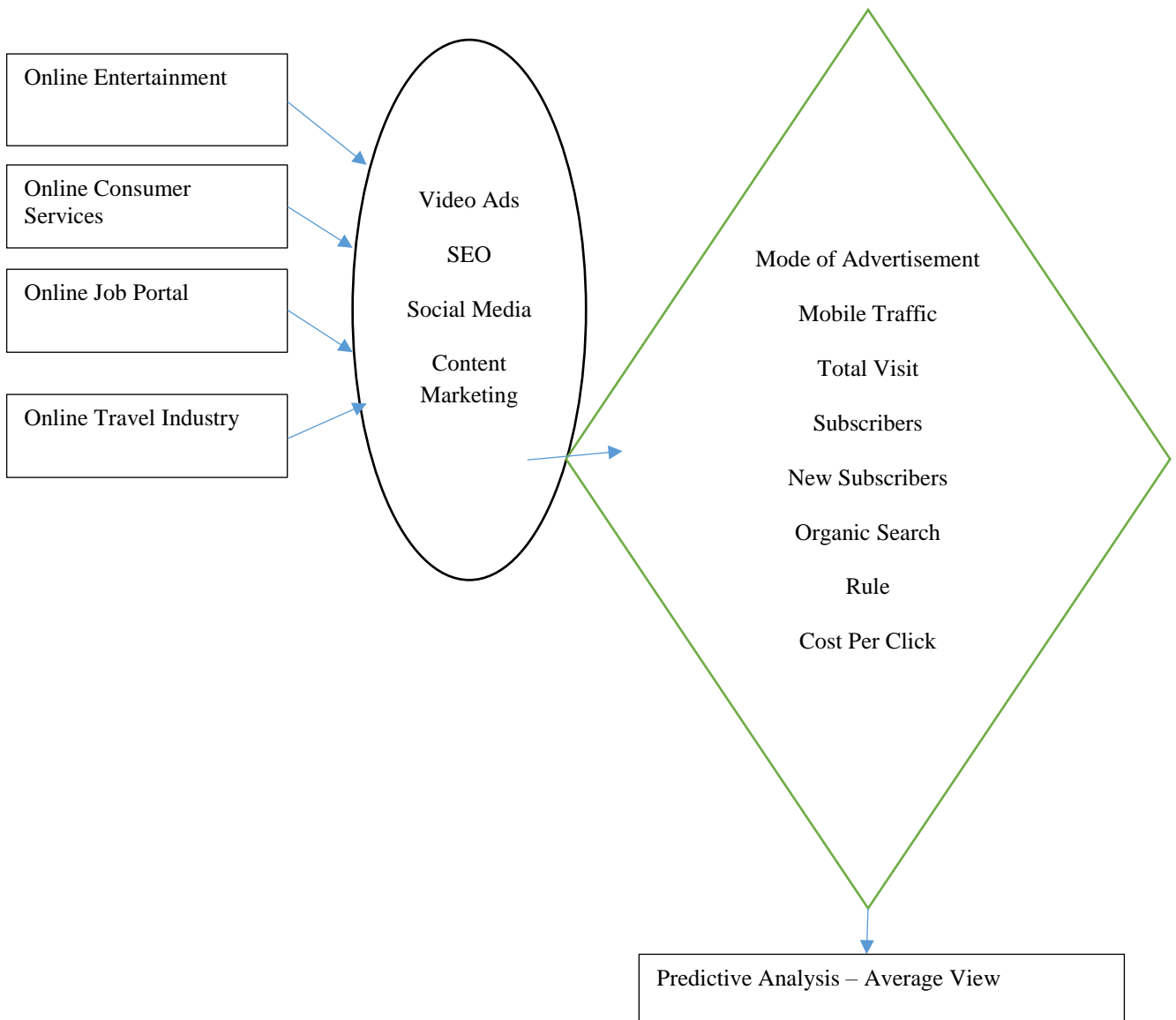
Figure 1.0 Conceptual Model intention use of User Interest and Preference

The secondary data is extracted from various websites based on the total views of customers. In this study social media platform s were taken for analysis. Hence the sample is of huge volume of quality data retrieved from the period March to June 2019. The data for the study is crawled using qualitative method, where the details are extracted from analytical websites. The similarweb, Semurish, SEO centro, Social Balde, Moz Analytics, Followerwonk these tools are used for the analysis of the study the information regarding user preference among Video advertisements, Content Marketing, Social Media Marketing, Search Engine Optimization. Analytics is the main tool used to extract information from a large volume of data. Cost Per Click, Cost Per Impression are other major tools through which the data are sorted. Meta Descriptions tool is used to pick out the top reach of a website in Search Engine Optimization and based on the keywords used in the SEO also makes way a particular advertisement to move to top of a search result and this is done Uber Suggest. The data extracted from Web sources using web tools and data are arranged in Excel sheet. And Power BI is used for visualize the data. preparing the dashboard. Data are extracted from Excel to Power BI using SharePoint. The

imported data is then visualized using reporting services, pivot table and pivot charts, Power view, power map. The visualization is creating of data model to produce approximate output for the given input.

Table 1 Sectors and Companies taken for the study

Sectors	Company Name	Web site address of the company
Online Entertainment	Amazon Prime	www.amazonprimevideo.com
	Nettflix	www.netflix.com
Online Consumer Services	Zomato	www.zomato.com
	Swiggy	www.swiggy.com
Online Job Portal	Naukri	www.naukri.com
	Monster India	www.monsterindia.com
Online Travel Industry	MakemyTrip	www.makemytrip.com
	Trivago India	www.trivago.in

The categories of companies are taken account to extract and analyses the data. The online entertainment, online consumer services, online job portal, online travel industry mainly focused to research for analysis. The mode of advertisement is Video Ads, SEO, Social Media and Content Marketing can be taken for analysis and data extracted and crawled from web sources

4.Research Discussion

Table 2 Online Entertainment

Sector	Advertisement	Mode of Advertisement	Mobile Traffic - %	Total Visit	Subscribers	New Subscribers	Organic Search - %	% Rule	CPC in $	Views(Per second)	Speed Score Out of 100	Referred from other sites per month - %
Online Entertainment	Amazon Prime	Video Ads	75.4	6002	6700	780	98	9.16	1.24	3.76	98	48
		SEO	59	982	1246	264	37.83	0.90	0.28	4.36	73	29.30
		Social Media	97.7	6534	8475	1941	92.16	38.66	0.55	2.36	77	14
		Content Marketing	61	3396	4391	995	79.21	0.22	0.31	2.1	69	69

Netflix India	Video Ads	76.5	5379	6245	866	99.18	9.15	1.23	3.76	89	38
	SEO	60.23	1223	1785	562	99.96	1.59	3.68	2.37	68	41.00
	Social Media	96.25	6911	8920	2009	76.99	88.38	1.61	1.3	71	21
	Content Marketing	59.21	4944	5869	925	86.79	0.23	8.22	3.12	71	78

Table 3 Online Consumer Services

Sector	Advertisement	Mode of Advertisement	Mobile Traffic - %	Total Visit	Subscribers	New Subscribers	Organic Search - %	% Rule	CPC in $	Views(Per second)	Speed Score Out of 100	Referred from other sites per month - %
Online Consumer Services	Zomota	Video Ads	93.50	9772	11923	2151	91.56	37.48	1.99	6.21	71	19
		SEO	51.22	4412	5285	873	69.12	7.27	0.41	1.21	69	31.23
		Social Media	91.56	7586	9476	1890	81.74	43.62	0.21	4.61	8	66.1
		Content Marketing	81.98	3271	3988	717	29.94	4.82	1.25	3.65	51	21.99
	Swiggy	Video Ads	65.71	9741	12586	2845	77.08	84.85	2.28	7.52	74	14
		SEO	61.49	5283	7785	2502	95.21	7.79	0.56	2.65	79.49	29.30
		Social Media	65.87	7191	8602	1411	97.33	81.23	1.04	3.56	87	69

| | | Content Marketing | 87.21 | 1125 | 1350 | 225 | 95.08 | 7.79 | 3.24 | 1.98 | 67.95 | 41 |

Table 4 Online Job Portal

Sector	Advertisement	Mode of Advertisement	Mobile Traffic - %	Total Visit	Subscribers	New Subscribers	Organic Search - %	% Rule	CPC in $	Views(Per second)	Speed Score Out of 100	Referred from other sites per month - %
Online Job Portal	Naukri	Video Ads	59.44	217	228	11	100	2.7	0	0.98	41	13
		SEO	60.98	712	922	220	69.14	11.25	1.56	5.41	64	41
		Social Media	61.65	7451	1142	5691	96.0	38.37	1.44	9.48	71	69
		Content Marketing	72.22	9624	15974	6350	94.25	41.65	1.98	8.65	73	73
	Monster India	Video Ads	55.21	153	163	10	100	6.12	0	0.45	39	11
		SEO	59.48	951	1399	448	72.70	8.75	3.56	1.23	61	49
		Social Media	65.55	3680	6188	2508	91.24	33.70	1.44	6.54	75	70
		Content Marketing	78.14	6617	11197	4580	93.76	51.45	1.98	3.59	78	71

Table 5 Online Travel Industry

Sector	Advertisement	Mode of Advertisement	Mobile Traffic - %	Total Visit	Subscribers	New Subscribers	Organic Search - %	% Rule	CPC in $	Views (Per second)	Speed Score Out of 100	Referred from other sites per month - %
Online Travel Industry	MakemyTrip	Video Ads	79.82	5211	7186	1975	89.20	43.78	1.99	10.14	77	71
		SEO	64.21	7299	12259	4960	91.95	4.53	3.45	7.25	69	70
		Social Media	89.89	9571	14983	5412	85.21	46.49	1.49	9.98	73	74
		Content Marketing	69.79	3254	4499	1245	93.77	3.25	2.25	5.41	66	65
	Trivago	Video Ads	66.46	4978	6122	1144	87.64	17.01	1.12	7.03	83	69
		SEO	88.74	7256	10910	3654	62.23	3.77	4.11	3.2	71	51
		Social Media	65.55	8167	12289	4122	87.44	75.45	1.45	6.99	78	71
		Content Marketing	72.23	3595	4840	1245	79.84	2.80	2.25	2.17	51	50

For analysis the term advertisements are the ones who advertises their brands. Further mode of Ad consists of four different Advertisement models which are taken for the study. Traffic Share is how a particular advertisement is viewed in multiple platforms. Monthly visits show how many user accounts have viewed a particular website or video or post or review according to the user interest.

Through this the customer interest towards a particular mode of advertisement for a sector can be studied. Subscribers are the users who likes the content of a particular advertisements thereby becoming a member of their YouTube channel or following a particular company's profile in Twitter. Facebook or allowing Google to constantly update on particular product or writing Reviews. Through this a company can study the customer retention of a particular product.

New subscribers are the ones who likes a particular company and starts following based on the liking towards the digital advertisements. Through this a company can study the new users' behavior and target them to buy new products from their company. The search in Social Media, Search Engine Optimization, Content Marketing and Video Advertisements are of two types they are: Paid Search, Organic Search. Where Organic search is the one which leads in SEO based on the keywords used to design the website and the customers mindset. In Social Media this Search is based on the contents which is mostly viewed by the user. Paid is search is making a website or account to lead the search results in order to reach maximum users. Though Paid search doesn't involve in creating interest in the users' mind, the percentage of search share is very minimum in Paid and so this data can also be taken. Percentage ruled is total number of times (in percentage) a mode of advertisements is leading in a company's advertisements.

From the tables Sector is a part of clustering of similar companies which belong to same industry in the table 2 under entertainment industry the companies Amazon Prime and Netflix India comes under online entertainment sector, where both provides videos only through internet.

For instance, in Table 4 Naukri's Content marketing has reached to maximum users which has share of 43% of total mode of digital advertisements and social media advertisements reaches 38% of the social media users. Views (per minute) shows the number of users who watches or browse a particular advertisement in a minute. Speed Score explains the loading speed of a particular advertisement which is marked out of 100. Higher the mark, better the mode of advertisement.

In table 3 Zomato's SEO has a speed 69 which is comparatively lower than its rivals Social Media (83) and Video Ads (69) but better than Content Marketing (51). With these scores a company will be able to find out the problem for slow speed and they rectify it during the next time. Many of the companies these days run only because of reference from other sites and in the table higher the reference percentage means that particular mode of digital advertisement has created more number backlinks and shared by many customers.

The overall contribution of Video advertisements, Content Marketing, Social Media and Search Engine Optimization. The users prefer Social Media mode of advertisements more than other mode. Social Media occupies 61% of the total contribution and this proves that users prefer Social Media mode of advertisements for knowing about Online Entertainment Channels (Netflix India, Amazon Prime).

The Video advertisements contribute to the maximum amount of preference by the customers and they tend to buy food products from online food ordering platforms after watching videos from YouTube, Amazon Prime and other related video providing places. Video Advertisements are preferred by 58% of the users and there is high conversion rate from impression to conversion in this part of digital advertisements.

The Content Marketing is the users most preferred mode of advertisement. This part of marketing is preferred and more than 2 million users follow the instructions given in this form of advertisements more. Job seekers prefer email marketing and this mode has more conversion rate when compared to Social Media Marketing. Further this study states that video advertisements are not preferred by the users.

The social media advertisements are preferred by most of the customers. By taking the data from Facebook it shows that nearly 160 million people prefer social media advertisements over Content marketing (50 million), SEO (90 million) and Video Advertisements (70 million). Through this study the advertisers can prefer Social Media Marketing for advertising their online Travel booking websites.

Cost Per Click is a variable through which a company spends maximum. It is an Advertising model through a user is directed to websites or mobile application for which the advertisers pay for the clicks made by the users/customers when a particular advertisement is clicked. This is a kind of spending for company's and money goes out.

In Online Entertainment Platform the advertisers spend the maximum on Content Marketing. The content marketing customer turnover is less than 30%, instead spending on Social Media has got them more new users and thus instead of spending on Content marketing the Online Entertainment companies can spend the maximum on Social Media Marketing and less on Content Marketing to get better Return on Investment.

In Online Consumer Services the companies spend more on Video Advertisements and Social Media and Content Marketing's CPC has earned them more visitors and Video advertisements also has relatively same level CPC. Hence it can be inferred that any mode of advertisements except Search Engine Optimization will fetch online consumer services the better Return On Investment.

In Online Job Portal the amount spent on Search Engine Optimization is more and the total number of viewers through this mode very low but Content Marketing and Social Media advertisements are very high. This study proves that the company's which belongs to online job portal can go for Content Marketing and Social Media Marketing rather than spending more on Search Engine Optimization, Spending on Content Marketing and Social Media Marketing will fetch them more customers.

On taking Online Travel Industry it has more customers through Search Engine Optimization but shows that Social Media is the most preferred mode of advertisements only next to Social Media comes Search Engine Optimization. The investment on Social Media Marketing is very low and the company can prefer to invest more on this mode. Investing more on this mode will further increase the Return on Investment and so the investments made on marketing can be taken back at a faster rate.

Further proves that content marketing mode of advertisements involves more investments and Social media needs less investment when compared to Content marketing but its reach is maximum. Thus, it can be studied that Social Media Marketing needs less investment but it provides maximum Return on Investments.

It can be studied that Social Media Marketing is the mode of advertisements which reaches maximum people. Moreover Facebook, Twitter are considered to be the most preferred mode of advertisements among Video Advertisements, Search Engine Optimization and Content Marketing.

Table 6 Predictive Analysis – Average View

Advertisers	Average views in 2016	Average views in 2017	Average views in 2018
Video Advertisements	5356	5807	6453
Content Marketing	3280	3952	4391
SEO	3884	4679	5199
Social Media Marketing	5226	7477	7689

The table 6 shows the average views of a particular mode of advertisements for the second quarter for the years 2016,2017,2018 based on values the average viewers for a particular mode of advertisement is analyzed. For video advertisement the average viewers across all the sectors for the year 2016 is 5356 which in later stages increases at a constant interval but due to the need for video advertisements in the future it is expected to increase to 7498 viewers across all formats for the second quarter of 2018. In general, there is a steady increase for next year. In spite of steady growth, the social media marketing mode of advertisements play a major role in boosting the digital advertisements for future. Hence with this observation it can be studied that social media marketing is most preferred and Search Engine Optimization kind of marketing is least preferred mode of advertisements. In future also, it can be noted that if live shows are telecasted more through social media pages it will also bring in new advertisements in Facebook and twitter. The content in the digital advertisements are to be checked before publishing it to create interest to the customers. Content Marketing field shows a slow increase but the investment needed is high when compared to other mode of advertisements. Thus, the investment mad in this mode can be decreased so that it will result in more viewers for the future.

Social Media Marketing is the most preferred mode of advertisement for Online Entertainment Sector by the users. About 51% of the users are viewing the advertisements that are published in Facebook, Twitter. The Video Advertisements which are telecasted in YouTube, Hotstar and Netflix are being converted to business at the 58% during May-July months in the year 2018. The Video Advertisements relating to Online Consumers Services like Zomato, Swiggy are most preferred and this creates awareness among the consumers. When Online Job Portals are taken Content, Marketing takes the top spot and this is the most preferred mode of advertisements and people feel this mode is preferred more by job seekers. This mode takes for about 2 million of total population which is 4 million which is 50% of total population are already using this mode of advertisements for job searching.

The travel industry runs more on the content which are displayed on the website and people prefer that particular site only after viewing the contents, this has been proved in this state where 160 million people prefer Contents, Images shown in Social Media like Facebook, Twitter than the websites contents. Hence, it is understood that Social Media Marketing plays a major role in advertising Online Travel Booking industries. In the case of Online Entertainment Sector Video advertisements are second most preferred mode of advertisements and people prefer YouTube more than other mode of video advertisement providers. Further it is to be noted that Social Media mode of advertisements is mostly preferred mode of advertisements among Video Advertisements, Search Engine Optimization and

Content Marketing. The movement business runs more on the substance which are shown on the site and individuals incline toward that specific webpage simply in the wake of survey the substance, this has been demonstrated in this state where 160 million individuals lean toward Contents, Images appeared in Social Media like Facebook, Twitter than the sites substance. Consequently, it is comprehended that Social Media Marketing assumes a noteworthy part in promoting Online Travel Booking businesses.

It is also found that people prefer different mode of advertisements for different sectors.

Content Marketing mode of advertisements involves in maximum Cost Per Click when compared to Video Advertisements, Social Media Marketing and Search Engine Optimization.

Social Media Marketing mode of advertisements are the most preferred mode of advertisements and Video Advertisements also play a major role in the influence of Digital Advertisements. Thus, in this study it has been observed that Social media advertisements have high effect on creating interest in users and Content Marketing has low effect on users but involves high amount of investment. Though there is wide range of career in Content Marketing it is to be noted that it involves more investment but social media marketing doesn't involve in huge investment but it can reach maximum potential customers. In Online Entertainment Platform the advertisers spend the maximum on Content Marketing. The content marketing customer turnover is less than 30%, instead spending on Social Media has got them more new users. On taking Online Travel Industry it has more customers through Search Engine Optimization. Social Media is the most preferred mode of advertisements only next to Social Media comes Search Engine Optimization.

It is also predicted that future of digital advertisements relies more on Social Media and less on Content Marketing, thus advertisers can invest more on Social Media Marketing. Create more interesting videos in order create interest in users so that it reaches the maximum and their products will create interest over the users. The essential fundamentals where Content Marketing method of ads method of notices ought to be urged more to acquire clients in that field. The basic fundamentals where Content Marketing mode of advertisements mode of advertisements should be encouraged more in order to gain more users in that field.

5.Feature Director of the Study

The researcher has taken third party websites for the research this will not give exact analysis. Hence it would be suggested to have a direct site for analyzing the Digital Advertisements.

Social Media Marketing content involves only Facebook and Twitter for future study other social media can also be utilized. More competitor analysis can be done provided the researcher has more time as it will require more time to constantly observe and analyses a website. The essential fundamentals where Content Marketing method of ads method of notices ought to be urged more to acquire clients in that field. Cost Per Click is the only investment analysis was done in this study for future CPI, ROI can also be studied. The study is limited with the customers in India, this is because if the customer base is large the data will also be large this will take more time to analyze the study. Due to time constraint researcher has restricted the study within India so that researcher can study the data and analyze it with more accuracy.

6. Conclusion

The digital marketing domain has a great future as it is going to be the blood for marketing in the coming the years. The digital strategic plan must be updated to have better digital world experience. More creative advertisements should be created so as to improve the experience given to the users. Since traditional mode of advertisements is less preferred compared to digital marketing, it should be encouraged by investing better budget. The world is going more and more digital, and all the companies are now aiming to have digital presence. This creates lot of career opportunities for Digital Marketing. According to industry search reports, digital economy is going to grow about 10 times faster than the traditional economy over next 3-5 years. The study is based on user preference in Digital Advertisements among SEO, Content Marketing, Social Media Marketing and Video Marketing. As, this is the most preferred mode of advertisements among the users. To initiate this process, researcher used various websites to analyses the behavior of online users. In this modern generation both customers and advertisers look for creativity in advertisement rather than looking for traditional way of advertisements. The digital marketing is a platform where the investment is limited with a known ROI. Through this study the user preference over different modes of advertisements is taken and it is stated that Social Media Marketing is the most preferred mode of advertisement. Further the study also concluded that Content Marketing involves more amount when compared to other mode of advertisements.

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