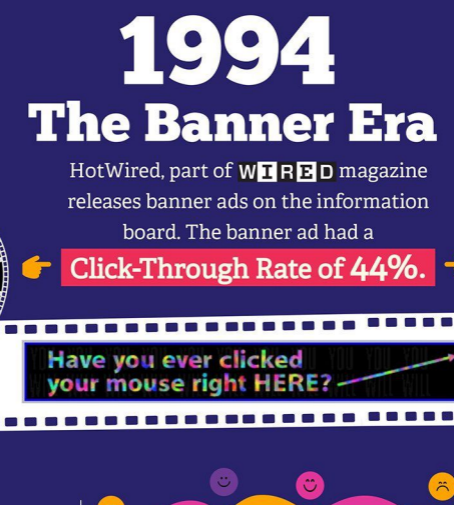


25

Fascinating YEARS OF DIGITAL ADVERTISING



1994 The Banner Era

HotWired, part of **Wired** magazine releases banner ads on the information board. The banner ad had a **Click-Through Rate of 44%**.



The HTTP Cookie

is invented that helped track user behavior.

1995 YAHOO! is launched

and becomes the **primary search engine** for the web.

1996 The Introduction of Flash 1.0

That became a robust framework for web advertising.

The term **content marketing** is introduced at the American Society for Newspaper Editors.

1997 Pop-up ads

are discovered and are found to be good at grabbing users attention.



1998 Google Search Engine

is introduced. This proved to be a game-changer that, to this day, leads the digital advertising industry.

Advertising Networks paved the way and connected advertising to websites.



1999 GoTo.com brings the concept of Pay-For-Placement searches.

This shifted the advertisers attention towards paid search and Pay-Per-Click Advertising.

2000 Google AdWords is born.

This invented a sorted **Pay-Per-Click Advertising** model.

This is also when **mobile advertising** made its debut.



2001 The dot com bubble bursts

This expanded from the **mid-1990s to 2000** which led to a small recession.

2002 The first Ad-blocker is invented

It is released as a browser extension

2003 LinkedIn launches

a social networking channel for professionals.

Google Acquired AdSense

this year that was initially operating under the name "content-targeted advertising."

2004 Facebook is launched

and delivers its first advertisement called "Facebook flyers"

2005 YouTube launches

and has a noticeable impact on advertising.

Broadband came in and offered enduring connectivity with much faster performance.

2006 Digital ads become hyper-targeted

and Facebook focuses on user interests and demographics.

Twitter is introduced with the concept of **140-character tweet** and made hashtag a popular word.

2007 Google Acquired DoubleClick

for \$3.1 billion, a software that transformed the online advertising industry.

iPhone is introduced and brought a major hype in the mobile advertising industry.

2008 The term digital agency was coined

with the aim of offering unified branding, social media, public relations, marketing, and more.

iPhone app store releases followed by the release of the iPhone 3G, giving marketers a chance to be creative.

2009 Google introduces Instant

to support real-time search engine results.

The **display ad impressions** on the web grew even during a crushing recession period and **Influencer Marketing** also started this year.

2010 Apple launches first-generation iPads

which brought back attention towards mobile advertising.

Instagram launches exclusively on iPhone devices and gains momentum. This is later purchased by Facebook.

2011 Snapchat launches this year.

Its broad use of videos with augmented reality features makes its popularity go higher.

2012 The Internet of Things (IoT) comes into the picture

and influenced marketing and advertising.

Real Time Bidding (RTB) makes way for the demand-side platforms (DSPs).

2013 Real-time marketing becomes a buzzword.

Instagram releases promoted posts that allowed users to run ads while promoting previously shared posts on Instagram.

2014 Focus shifted from mobile to in-app mobile advertising

due to an increase in the use of smartphones.

Speech recognition technology comes to the fore with the introduction of Amazon's echo.

2015 Mobile traffic overtakes web traffic

for the first time. Video content consumption also went high.

2016 Pokemon-go gains attention

with **45 million users**. The game changed the way marketers viewed augmented reality.

2017 Ads.txt is introduced

by the IAB that improved the transparency of the programmatic system for buyers.

Digital advertising accounted for more than half of the U.S ad agencies' revenues, which is approximately double than that of 2009.

2018 Voice technology releases

and devices like Alexa, Cortana, Siri, and Google Now were adopted as smart speaker devices.

The **GDPR goes into effect** in May - that changed the way businesses collect, store, and use customer data.

2019 The increasing use of IoT, artificial intelligence, and Virtual Reality helped deliver more relevant and personalized advertising.

