Mapping Business Objectives To Digital Solutions

Business Objective or Driver	What User Sees	Primary Value	Pay per Action?	User Device Types	Measure Success by	Recommended Solution
You want access to a huge variety of websites for showing your ad	Images (animated or static)	Build awareness	Per click or impression	All types	Impressions, Site Visits or Conversions	*Display Ads*
You want to nudge past site visitors to come back to the site	Images (animated or static)	Drive action	Per click or impression	All types	Impressions, Site Visits or Conversions	*Retargeting Banner Ads*
The products and services in your space/category receive a lot of daily keyword searches	Text	Drive action	Per click	All types	Impressions, Site Visits or Conversions	*Text Ads*
Your audience utilizes social media frequently	Images (animated or static)	Drive action or build awareness	Per click or impression	All types	Impressions, Site Visits or Conversions	*Social Ads (e.g., Facebook)*
You want to serve ads to people who have visited your building or area	Images (animated or static)	Drive action	Per impression	Mobile Only	Impressions & Site Visits	*Geo-Conquesting*
You want excellent long-term value and don't want to pay per click or impressions	Text	Drive action	No cost/NA	All types	Site Visits	*SEO/Natural Search*

* Action = sales/downloads/calls

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