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Online Advertising Agency

Online advertising includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help generate and place the ad copy, an ad server which technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.





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In 2016, Internet advertising revenues in the United States surpassed those of cable television and broadcast television.¹⁴ In 2017, Internet advertising revenues in the United States totaled \$83.0 billion, a 14% increase over the \$72.50 billion in revenues in 2016. And research estimates from 2019's online advertising spend puts it at \$125.2 billion in the United States, some \$54.8 billion higher than the spend on television (\$70.4 billion).

Many common online advertising practices are controversial and, as a result, have been increasingly subject to regulation. Online ad revenues also may not

adequately replace other publishers' revenue streams. Declining ad revenue has led some publishers to place their content behind paywalls.



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