

INTRODUCTION TO ONLINE ADVERTISEMENT AND ITS BUSINESS PROCESSES

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ABSTRACT

This paper introduces you to the market of online advertisement, different terminologies and business processes used and the future of online advertisement, also emphasizing how much of an impact it is going to have on the world economy.

KEYWORDS: URL(Uniform Resource Locator), Click through Ratio(CTR), Real Time Bidding(RTB), Cost PerClick(CPC), Cost Per Mille(CPM), Ad Networks, HTTP(Hyper Text Transfer Protocol)