

AOI Internal Cheat Sheet for MPP Co-op Advertising

What is a campaign?

A **campaign** is just a set of ads that run for a period of time to promote your business. Think of it as **one organized advertising effort** (for example: ads running for a few months to build awareness).

What is the difference between the \$750, \$1500, and \$3000 packages?

The difference is mainly **how much advertising you get**:

- **\$750 package** → smaller campaign (less exposure)
- **\$1500 package** → medium campaign
- **\$3000 package** → larger campaign (more exposure and longer run time)

Higher packages = **more ads, typically longer duration, and more people reached**. Exact campaign duration (3 months, 6 months, etc) is detailed at the order level.

What is the frequency of an ad run?

Frequency means **how often people see your ad**.

With AOI, ads run repeatedly across platforms so people may see them **multiple times during the campaign** (not just once).

Is there a cost per click through?

No — you are **not paying per click**.

You pay a **set package price**, and performance like clicks is just tracked (not charged extra).

Is there a difference in cost based on how large our audience is?

No — your cost is based on the **package you choose**, not the audience size.

However, targeting can be adjusted (like by city), but it doesn't change the package price.

Will the ads be co-branded?

Yes.

Your ads will include **your agency + Auto-Owners Insurance branding together**, which helps build trust and credibility.

How often do they run?

Ads run **continuously throughout the campaign period** (not just one time).

They are shown across platforms like websites, streaming, or Facebook during the full campaign.

Are the campaigns every three months (Jan–March, etc.)?

Yes — most packages are structured in **set time periods (often around 3 months)**. Some have longer durations like 6 months. Exact campaign duration (3 months, 6 months, etc) is detailed at the order level.

For example:

- A campaign might run **Jan–March**, then you can start another one after.

This is often called a **“flight” or campaign period**.

What are Display Ads?

Display ads, also known as banner ads, are digital advertisements placed on webpages in highly visible locations, such as the top of the page or along the sides. Chances are you’re familiar with display ads – they appear on more than 2 million websites in the Google Display Network alone. Display ads can be static or animated, depending on the technology used to make them. With plenty of targeting options available, display ads can be a powerful way to get your message in front of your target audience.

Where will my Display ads show up?

Your ads will appear across the **Google Display Network**, which includes thousands of websites and apps.

They are targeted in two simple ways:

- **Contextual** targeting → ads show on pages with relevant content (like local news or weather sites)
 - **Behavioral** targeting → ads show to people who are actively shopping for insurance
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How Display Advertising Works?

Display advertising campaigns are run through advertising networks like Google Ads. Marketers place display ads in front of a specific audience by using targeting options such as demographics, interests, geo-targeting, and more.

When a visitor comes to a website with display ads, an auction takes place. This auction happens in milliseconds, with the winning bidder placing their ad on the page for the user to see. Buyers adjust their bids and strategies to win more of the kind of traffic they want. Buyers can also limit how many times visitors see ads across multiple sites. Winning bids are split between the website that showed the ad (the publisher) and the service that served the ad (the ad exchange or network). This is part of what is called Programmatic Advertising. It's how Google and Facebook make almost all their money.

Of course, programmatic advertising is a bit more complicated than that, but it's a good place to start from.

If you'd like to know more, please visit: <https://www.mediaplacepartners.com/display-advertising/>