

THE VALUE OF BANNER ADVERTISING ON THE WEB

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ABSTRACT

This paper explores the effectiveness of banner advertising on the Web and they hold for users, based on their previous experiences. Semi-structured interviews were conducted with several Web users to understand what makes them notice or click on a banner ad, and what they expect and hope to gain when they have noticed or clicked the ad. Respondents indicated their expectations and results have continued to decrease. However, several found banner ads valuable in certain circumstances or when specific banner ad techniques were used. The depth of the interviews provided valuable information regarding users attitudes, motivations, and expectations of banner advertising on the Web.