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Nota di contenuto	Overview on Online Advertising -- Existing Research and Conceptual Foundations -- Effectiveness of Multichannel Online Advertising -- Effectiveness of Search Engine Advertising.
Sommario/riassunto	Internet advertising has come of age, yet little is known in research and practice about how advertising on digital channels really works. Sebastian Klapdor has conducted two studies that focus on multichannel online advertising and search engine advertising. In an interdisciplinary approach the author develops comprehensive models based on existing research. He empirically validates them with large real-life datasets from ad campaigns and cookie-based user tracking systems. His findings show that there are synergies in multichannel online advertising: purchase propensity increases when consumers receive advertising messages through multiple channels. In addition, the channel order can influence the conversion probability and click-through rates in search engine advertising are influenced by keyword criteria on semantic and syntactic level. The results can be used to increase the effectiveness of ad campaigns. Based on these findings, the author outlines how a future integrated approach to online advertising could look like. Contents · Overview of Online

Advertising · Multichannel Online Advertising · Search Engine Advertising · Target Groups · Researchers and students in the fields of business economics and business information systems with a focus on marketing · Practitioners responsible for online marketing, online marketing agencies

The Author Dr. Sebastian Klapdor completed his dissertation under the supervision of Prof. Florian von Wangenheim at the Chair of Service and Technology Marketing at TUM School of Management, Munich, Germany. He is a project manager at a management consultancy company.
