•what effect the increase in online advertising?

The following four categories cover most of all digital advertisements

**1. Display Advertising**

**2. Video Advertising**

**3. Mobile Advertising**

**4. Native Advertising**

Online advertising comes with countless benefits thanks to the increasing amount of time consumers spend on the internet. Yet, online marketers are facing several obstacles. Modern technologies, laws and even changes in consumer behavior make it more difficult to reach the masses.

# •The Advantages & Disadvantages of Advertising on the Internet that effect on- business and customer:

More than 4 billion people use the internet. If you want to build your business brand, reach prospective customers, and make more sales, you can no longer ignore digital advertising.

**Advantage: Your Customers Are on the Internet:** The fact that it is so ubiquitous is the most compelling reason to get on board. Platforms like Facebook, Instagram, Twitter, and LinkedIn give you many opportunities to put your products or services in front of potential customers.

## **Advantage: You Can Target Effectively:**

Imagine you could take a snapshot of your best customer and duplicate him a hundred times. With look-alike audiences on social media platforms, you can.

## **Advantage: You Can Closely Monitor Spending:**

You can also spend thousands of dollars on internet ads, and only pay when people who are interested in your products click on your ad.

## **Disadvantage: Mistakes Can Be Costly:**

Because digital advertising is complicated, it is not common for businesses to make mistakes. Choose the wrong keywords, neglect a bidding cap, target ineffectively, or leave a campaign running when you thought it was off, and you can spend a fortune without turning a single lead into a sale.

## **Disadvantage: Competition Is Fierce:**

It depends on your products and market, but internet advertising competition can make ads prohibitively expensive. Those keyword bids? If you can only afford 10 cents a word, but your competitor can pay $10, you do not stand much of a chance.

## **Disadvantage: Ad Fatigue Is Common:**

Have you ever been on a site and seen an ad for a product on which you recently ran a search? That is internet advertising at its most typical, but have you also noticed that after a while, those ads don’t even register on your radar? It is like they are invisible. It is a common and pervasive problem with running ads on the internet.