



# Digital Profile Survey

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Default Report 

Displaying 5 of 5 respondents

Select a page to view below or [view all pages](#):

#3. Advertising 

**Response Type:**  
Normal Response

**Collector:**  
Digital Profile Survey  
(Web Link)

**Custom Value:**  
*empty*

**IP Address:**  
12.147.18.121

**Response Started:**  
Wednesday, June 30, 2010 11:54:44 PM

**Response Modified:**  
Friday, July 2, 2010 1:46:25 AM

**1. Do you run ads on your website or in your multimedia content? If so, how much do you make on an average month?**

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not yet

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**2. What percentage of you online revenue is from:**

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No Response

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**3. If you use remnant advertising networks (like Ad Sense), please list them here:**

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n/a

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**4. If you are part of any online/digital advertising partnerships or targeted networks, please list them here:**

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not yet

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**5. Beyond remnant networks and partnerships, do you have a dedicated advertising staff? If so, describe their approach to ad sales:**

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not yet

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**6. Do you use an ad manager or other tool to manage and track the effectiveness of your online ads? If so, which?**

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not yet

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**7. Have you ever gathered data or done studies to determine the overall effectiveness of advertising on your site? Average clickthrough rates? Best ad placements? Brand lift to advertisers? If so, please describe your findings:**

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not yet

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