

Portland SEO's Augusto Beato Bats For a More Respectful Manner of Monetizing Ads

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Augusto Beato of Portland SEO is batting for a more respectful way to monetize ads and that will give users a more natural feel about seeing them.

"Rather than bombard social media users with ads on their feed, try only to show ads after users click into a post and are scrolling through similar topics," said Beato. "This keeps users from being annoyed with ads occupying their visual space."

Try to find out if the target users wanted to be exposed to new brands, people, or ideas before putting an ad on their feed, suggests Beato.

The CEO of Portland SEO, Beato noted that a good way to present ads is similar to the one in Instagram Explore, where after a user tap into an ad, which could be a photo or video, and see a full-screen.

If the user continues to scroll down, there will be a similar content to the original post where the photo and video ads could be inserted. And if the user tapped into one of the video channels and kept scrolling after

watching the clip to see more similar videos in the same vein, then only do Instagram video ads appear.

The idea is that the content that is presented to each user should be individualized, with algorithms detecting the kinds of things of videos, photos, and subjects they most want to see.

For more facts and further information about Portland SEO, visit http://www.portlandseo.net.

Find out more about retargeting strategies by visiting http://remarketing.portlandseo.net.

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