

Are you using the right medium to target your customers? TV vs online advertising

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28 Dec 2012

LAS VEGAS, US: With the rapid changes that happen in the advertising industry, deciding how to spend your marketing dollars can be a challenge. We make that choice easier with our infographic: "Advertising in the United States - Television vs Online".



The infographic below compares TV advertising with online advertising. We have compiled statistics that show the value of each advertising strategy, and the benefits of each method. Both types offer hard to beat benefits. For instance, television advertising has higher conversion rates and provides a sense of privacy for the viewer; while online advertising is less expensive specific consumers can be targeted easier.

So, take a moment and decide for yourself what method of advertising will work best for your campaign.

[View the infographic](#)

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