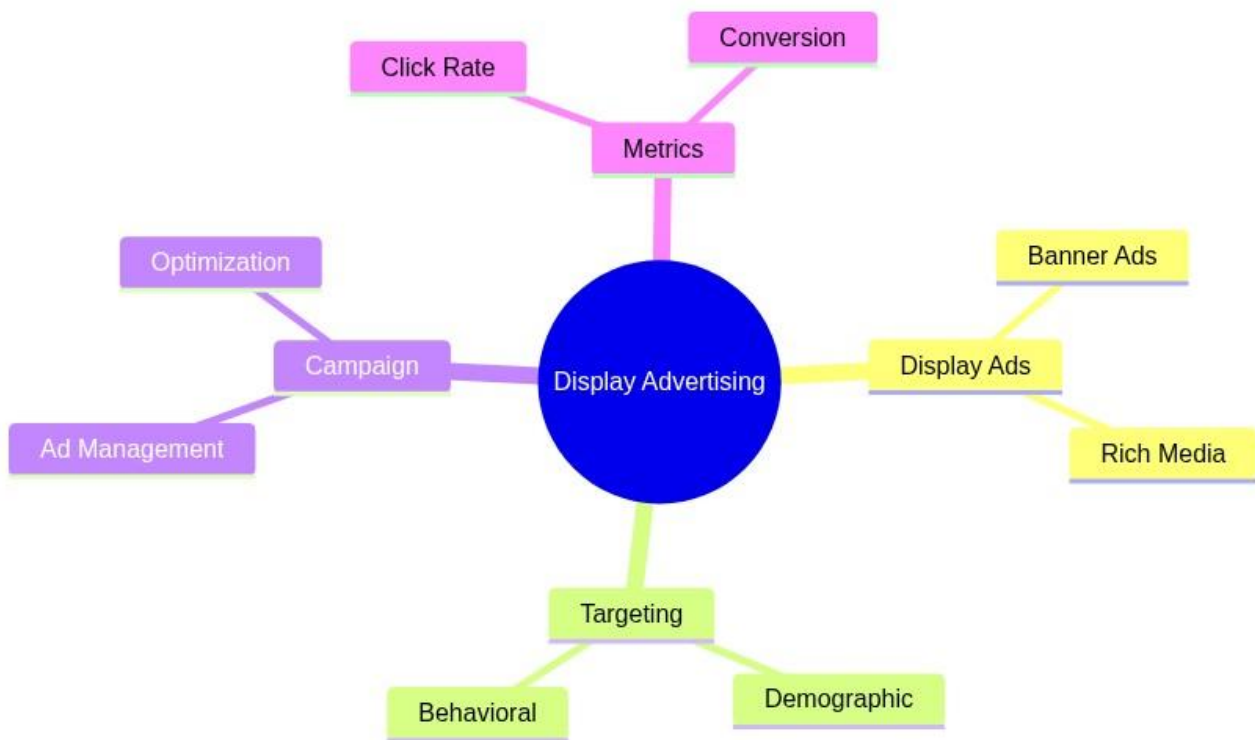


Digital Marketing Certificate

Display Advertising



```

mindmap
  root((Display Advertising))
    Display Ads
      Banner Ads
      Rich Media
    Targeting
      Demographic
      Behavioral
    Campaign
      Ad Management
      Optimization
    Metrics
      Click Rate
      Conversion
  
```