

M/s Info Solution Co
Website – <https://infosociolegaldata.com>
Interaction, Storing and Retrieval Services

Updated on 22-04-2025

Help
Advertisement

The details of undermentioned categorisation of Advertisement, has been uploaded on the website - <https://infosociolegaldata.com> –

Categorisation of Advertisement			
Sl. No.	Category	Subcategory	Subcategory
A.	Print Advertising		
B.	Direct Mail Advertising	Telemarketing	
		Text Marketing	
		Kiosk Marketing	
		Direct Selling	
		Social Media Marketing	
		Direct Selling	
		Social media marketing	
		Brochures	
		Catalogue	
		Email Marketing	Electronics News letter
			Promotional Emails
		Direct Mail	Letters
			Flyers
			Brochures
		Direct Response Marketing	
C.	Television Advertising		
D.	Radio Advertising		
E.	Podcast Advertising		
F.	Mobile Advertising	Banners Ads.	
		Video Ads.	
		Playable Ads.	
		Rewarded Ads.	
		Native Ads.	
		Rich Media Ads.	
		In- App Ads.	
G.	Social Media Advertising	Image Ads.	
		Video Ads.	
		Carousel Ads.	
		Stories Ads.	
		Message Ads.	
		Collection Ads.	

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Advertisement (Contd.)

Categorisation of Advertisement (Contd.)			
Sl. No.	Category	Subcategory	Subcategory
H.	Paid Search Advertising	Traditional PPC – Search Engine	
		Text Ad.	
		Google Shopping.	
		Native Ads.	
		Remarketing / Retargeting.	
		Display Ads.	
		Social Media Ads.	
		Inbox Ads.	
		SERPs – Search Engine Results Page.	
I.	Outdoor Advertising	Static billboards	
		Digital billboards	
		Mobile billboards	
		Banners	
		Outdoor signs	
		Transit advertising	
		Retail advertising	
		Street furniture	
		Experience advertising	
J.	Guerrilla advertising	Ambient Marketing	
		Ambush Marketing	
		Astroturfing	
		Buzz Marketing	
		Grassroots Marketing	
		Stealth Marketing	
		Street Marketing	
		Wild Posting	
K.	Product Placement Advertising		
L.	Public Service Advertising	Voting right.	
		Quit smoking.	
		Child abuse.	
		Donation for hospitals.	
		Sexual abuse.	
		Environmental issues.	
		Go green.	
		Drive safely.	