

# Online Advertising's Potential Impact on Consumers

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**Abstract:** *Online advertising is a type of promotion that uses the Internet and World Wide Web to deliver marketing messages in order to attract, retain, and enhance customers. A consumer can have an idea and information about products and services from a small business enterprise as well as a large business enterprise. Focus has also been placed on various trends in online advertising, which has resulted in the fact that online ads have become a challenge for print ads, as various online applications and social sites help to lead to data more quickly than other existing advertisement mediums. This is an appealing awareness-raising tool for business promotion. Online advertising is a thriving industry that is being researched.*

**Keywords:** Online Advertising

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