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to content/What's more, Internet users in the country keep on growing on a year-to-year basis. In 2020, the Philippines approximately had 73.91 million active internet users, which account for more than half of the country's total population. This makes it safe to say that the future of online advertising in the Philippines is promising. But how does online advertising benefit businesses specifically. Philippine businesses? What are the stats on Philippine online advertising that businesses should know? And what does the future landscape of Philippine online advertising look like? We've listed down the answers below. But first, let's define what online advertising is. Online advertising (or online marketing) is the use of digital platforms—social media, email, search engines, mobile apps, and websites, among others—to promote products and services to target audiences. In the Philippines, online advertising has made it possible for most small and medium businesses (SMBs) to compete against large corporations. In a way, it democratizes advertising to the level of even micro-businesses. This is because traditional advertising—for example, commercials on newspapers, radios, and TVs—used to be very expensive for small and medium-scale businesses, which makes it hard for them to promote their brand and outpace established brands. The following are the ways businesses can benefit from online advertising:

- **Cost-effective:** Online advertising is generally more cost-effective than traditional advertising. For example, a small business can run a targeted Facebook ad campaign for a few hundred pesos, while a traditional TV commercial might cost thousands. This allows businesses to reach their target audience without a large budget.
- **Targeted advertising:** Online advertising allows businesses to target specific demographics, interests, and behaviors. This means they can reach the right people at the right time, increasing the effectiveness of their campaigns.
- **Measurable results:** Online advertising provides detailed analytics and tracking, allowing businesses to measure the performance of their campaigns in real-time. They can see how many clicks, conversions, and sales they are generating, helping them optimize their strategy.
- **Flexibility:** Online advertising campaigns can be launched, modified, or paused at any time, giving businesses the flexibility to respond quickly to market changes or promotional needs.
- **Increased reach:** Online advertising can help businesses reach a much larger audience than traditional methods, especially through social media and search engines.

Overall, online advertising offers a powerful and accessible way for businesses in the Philippines to promote their products and services, reach their target audience, and grow their business. As the digital landscape continues to evolve, online advertising will remain a key component of any successful marketing strategy.

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