

Rich Media Market Trends

Provided for:
Ad:Tech San Francisco

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How Does AdIndex Work?

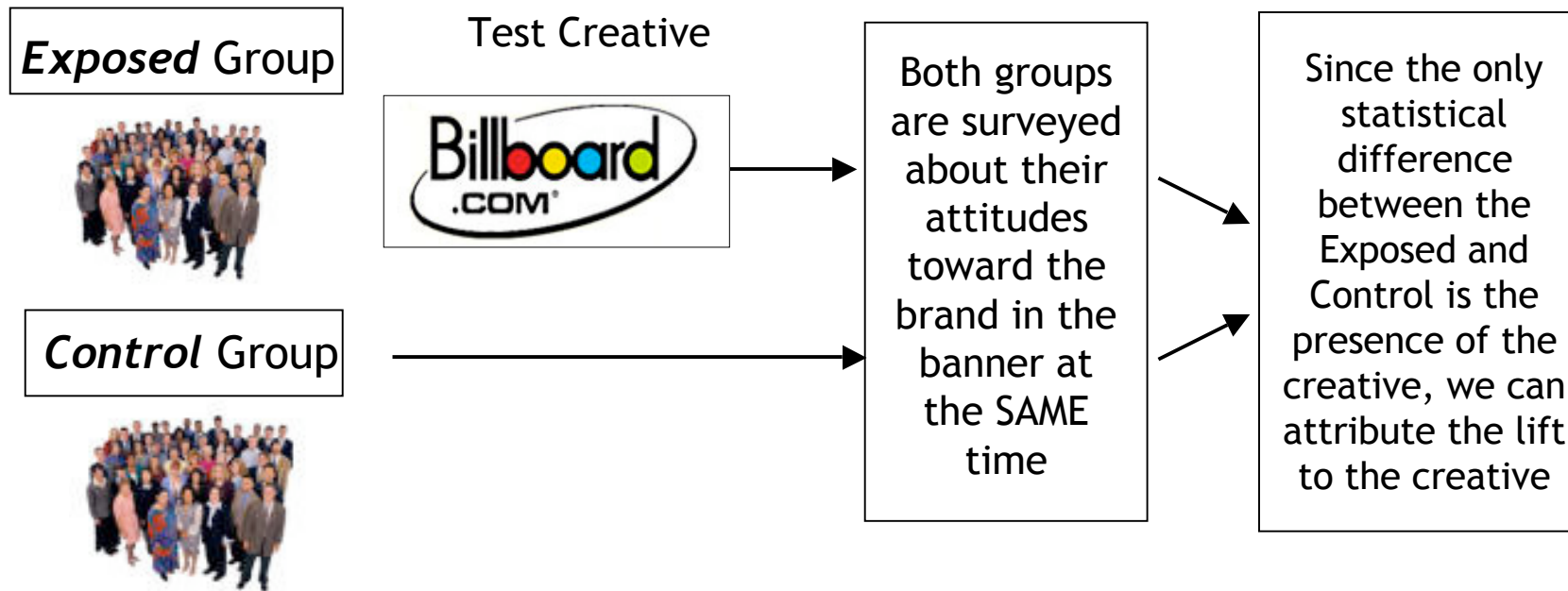


Control vs. Exposed Methodology

1. Exposure is tracked

2. Respondents are surveyed

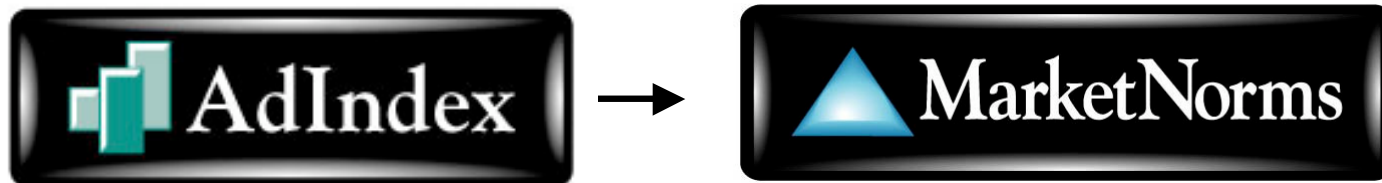
3. Difference is determined



This methodology at a “Point in Time” isolates the impact of online and controls for variables such as offline advertising, previous brand awareness.

The MarketNorms Data Platform

- The MarketNorms database is fueled by AdIndex studies
 - 4+ years of data
 - 1,200+ campaigns
 - 14,000+ creatives
 - 1,200,000+ respondents
 - Across more than a dozen industries



MarketNorms Data Elements

For each study in the database, we have 5 types of data:

1. Ad attributes

- Ad format/size, rich media use, nature and appearance of messaging, ad technology, etc.

2. Brand/client attributes

- Industry, brand tenure, high versus low consideration, new product launch, B2B versus consumer, etc.

3. Respondent attributes

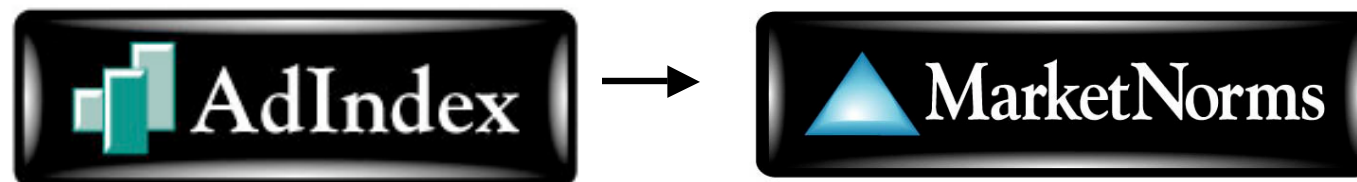
- Age, gender, income, state, country, etc.

4. Website attributes

- Multi-level categorization of website (portal, sports site, news site, etc.)

5. Brand impact metrics

- Impact on ad awareness, brand awareness, message association, sponsorship association, brand favorability and purchase intent



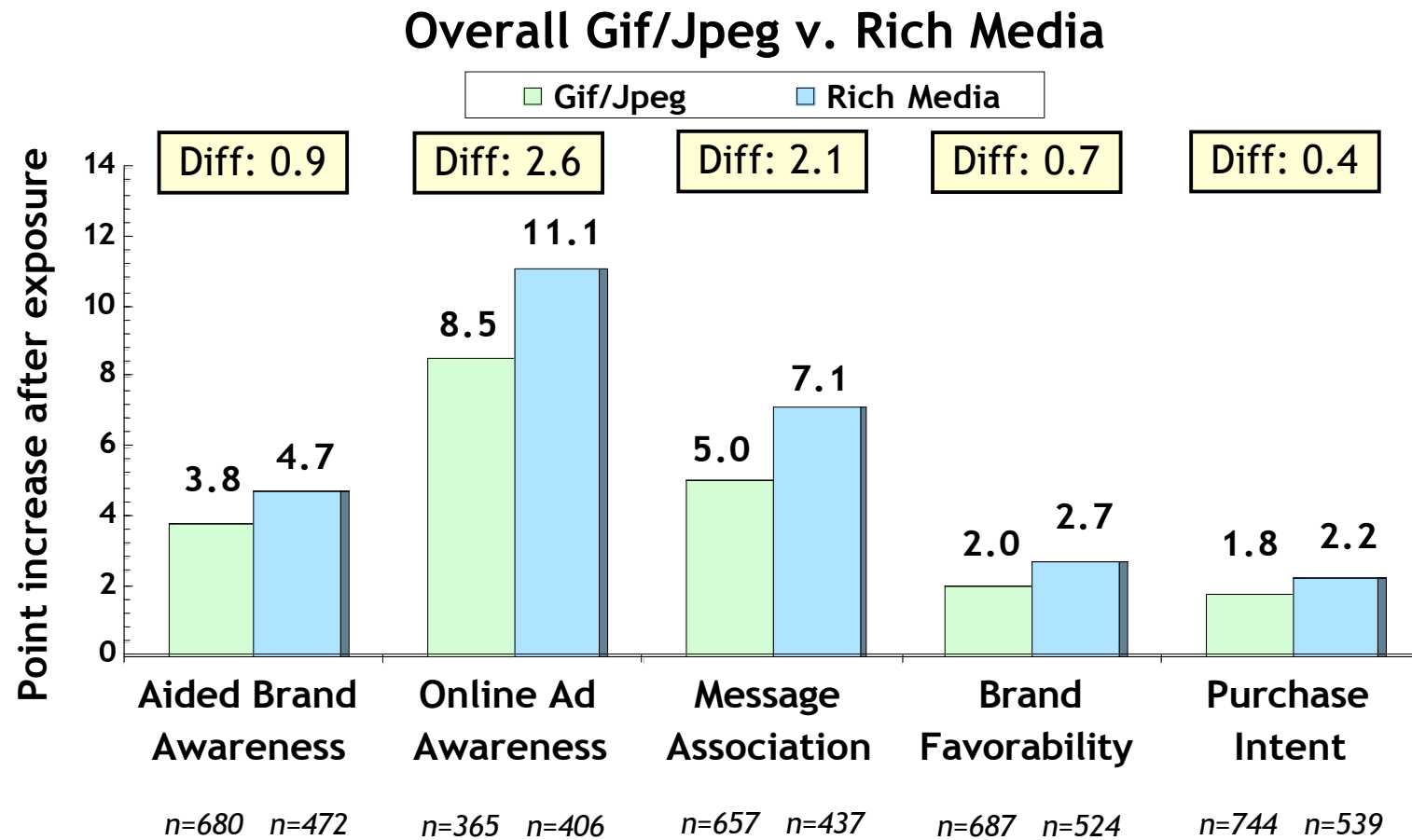
Key Questions

- We already know that:
 - Overall, rich media units have a greater influence than gif/jpeg units
 - Rich media units from top providers yield the highest ROI
- In what specific contexts do rich media outperform standard gif/jpeg units and why?
 - What can we learn from what specific site categories are doing?
- What industries have successfully implemented rich media campaigns?
 - What can we learn from them?

Note: Multiple factors contribute towards a campaign's success; the following summary include only univariate analyses

Overall Gif/Jpeg v. Rich Media

- Overall, rich media ads have a greater impact on brand metrics than gif/jpeg ads

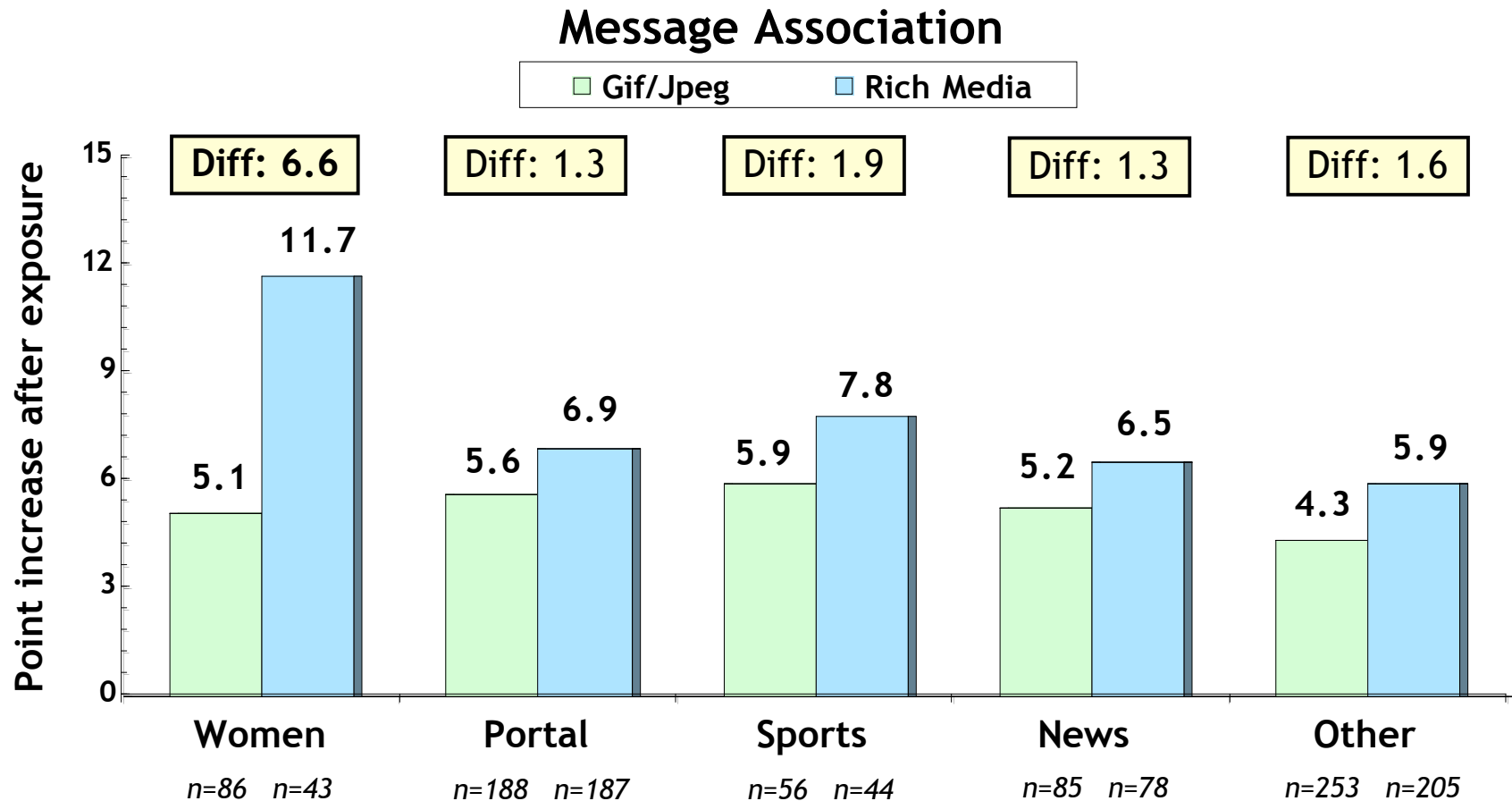


Effect of Rich Media by Site Category

Creative Technology Differences by Site Category

Message Association

- Campaigns on women sites show the largest differences between rich media and gif/jpeg creatives in raising Message Association

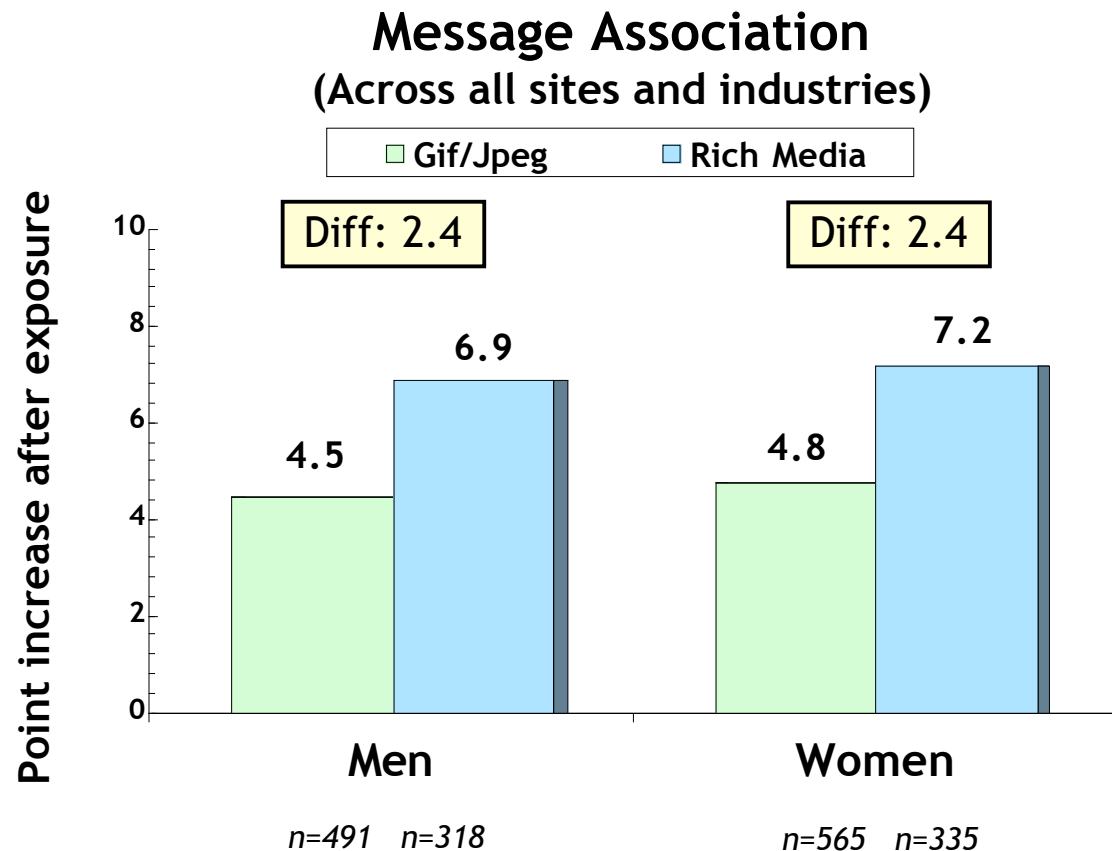


Why is Rich Media on Women Sites So Effective?

Creative Technology Differences by Gender

Message Association

- Success of rich media on women sites is not due to gender differences in response to rich media

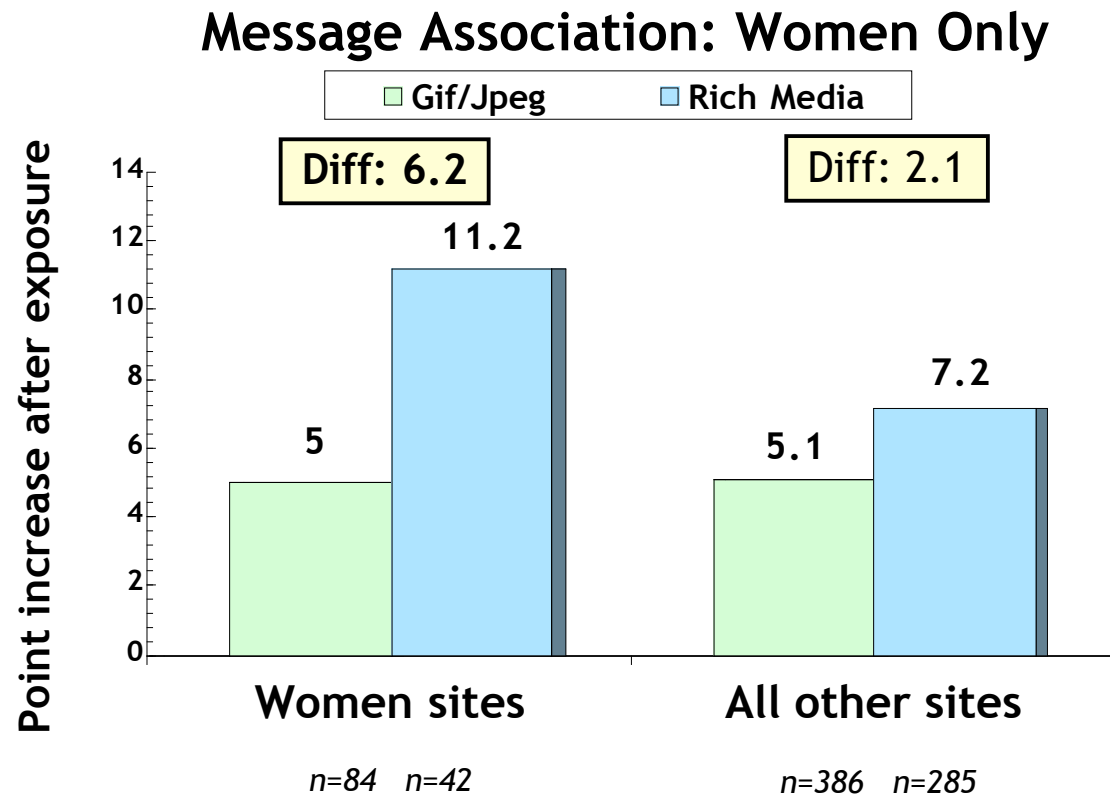




Creative Technology Differences by Site Category: Women

Message Association

- Women respond more positively to rich media ads on women sites than on other types of sites

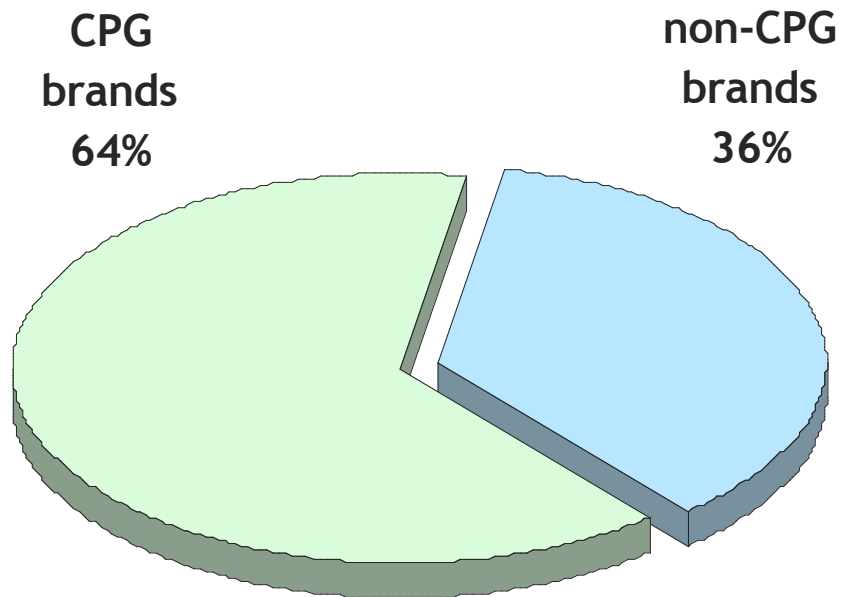


n = number of campaigns

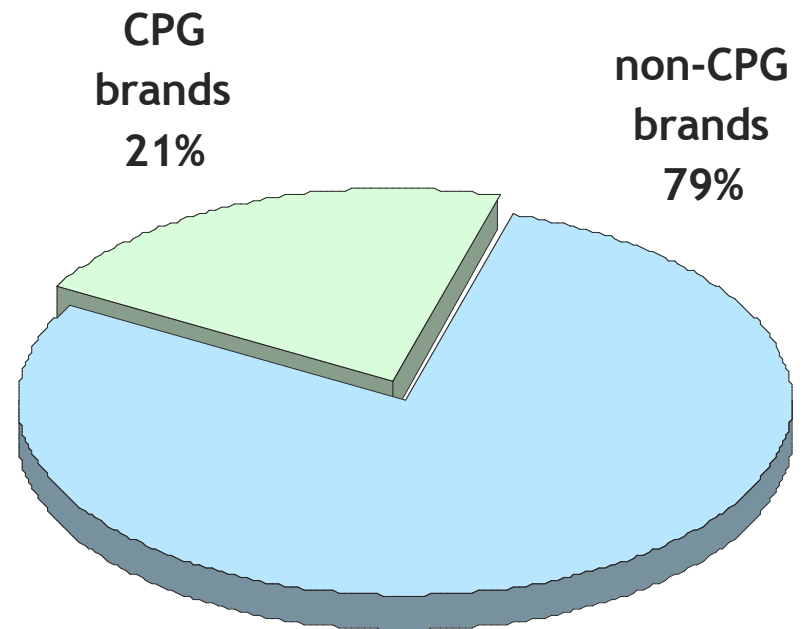
Brand Industry by Site Category

- Women sites have a lot of CPG advertisers
 - Better targeted ad placement

Women Sites



Non-Women Sites



Creative Technology Differences by Industry

Message Association

- Rich media units for CPG brands outperform rich media units for brands of other industries

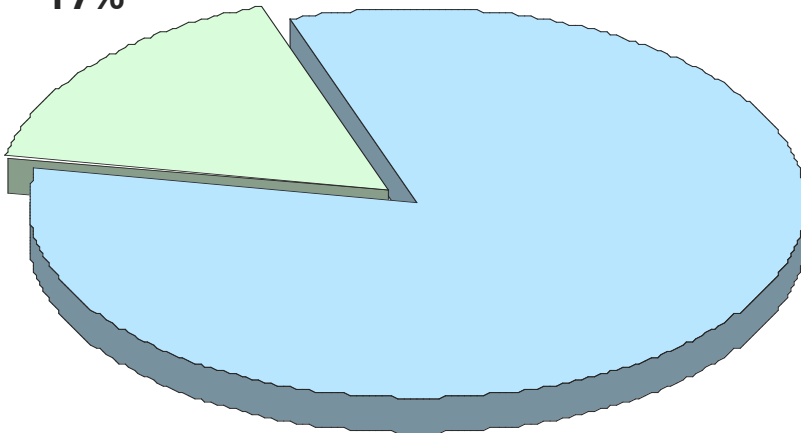


Top Rich Media Providers[†] by Site Category

- Rich media ads on women sites are more likely to use top providers (Eyeblaster, EyeWonder, PointRoll, Unicast)

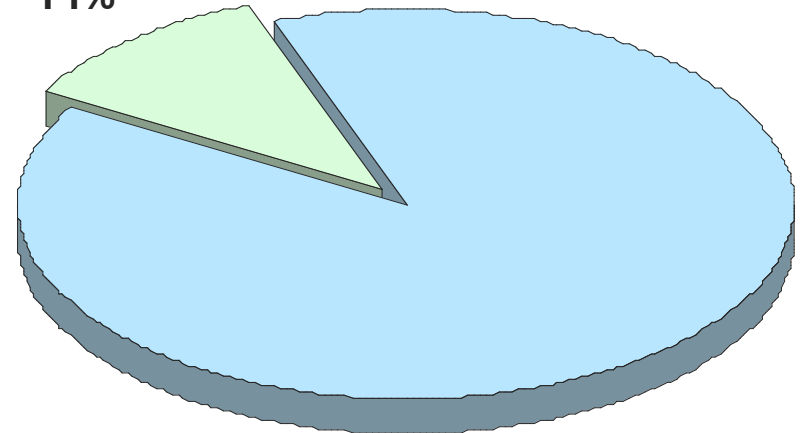
Women Sites

Top
Providers
17%



Non-Women Sites

Top
Providers
11%



[†] Analysis only includes respondents with isolated exposure to these creatives
n = number of campaigns

Conclusions

- Rich media works well, but how it is used is important
- Women sites have successfully implemented rich media
 - Possible reasons include:
 - The types of brands that advertise on those sites
 - The rich media formats used
 - Other reasons may also play a role
 - Layout and placement of ads
 - Behavior of site visitor: goal-oriented vs. exploratory
 - Creative attributes: interactivity, audio/video, intrusiveness, etc.
 - Reach of target audience
 - Creativity of advertisement
 - Need a more sophisticated analysis to investigate every factor