



Why Clicks Are NOT The Correct Metric To Use In Evaluating Campaign Success



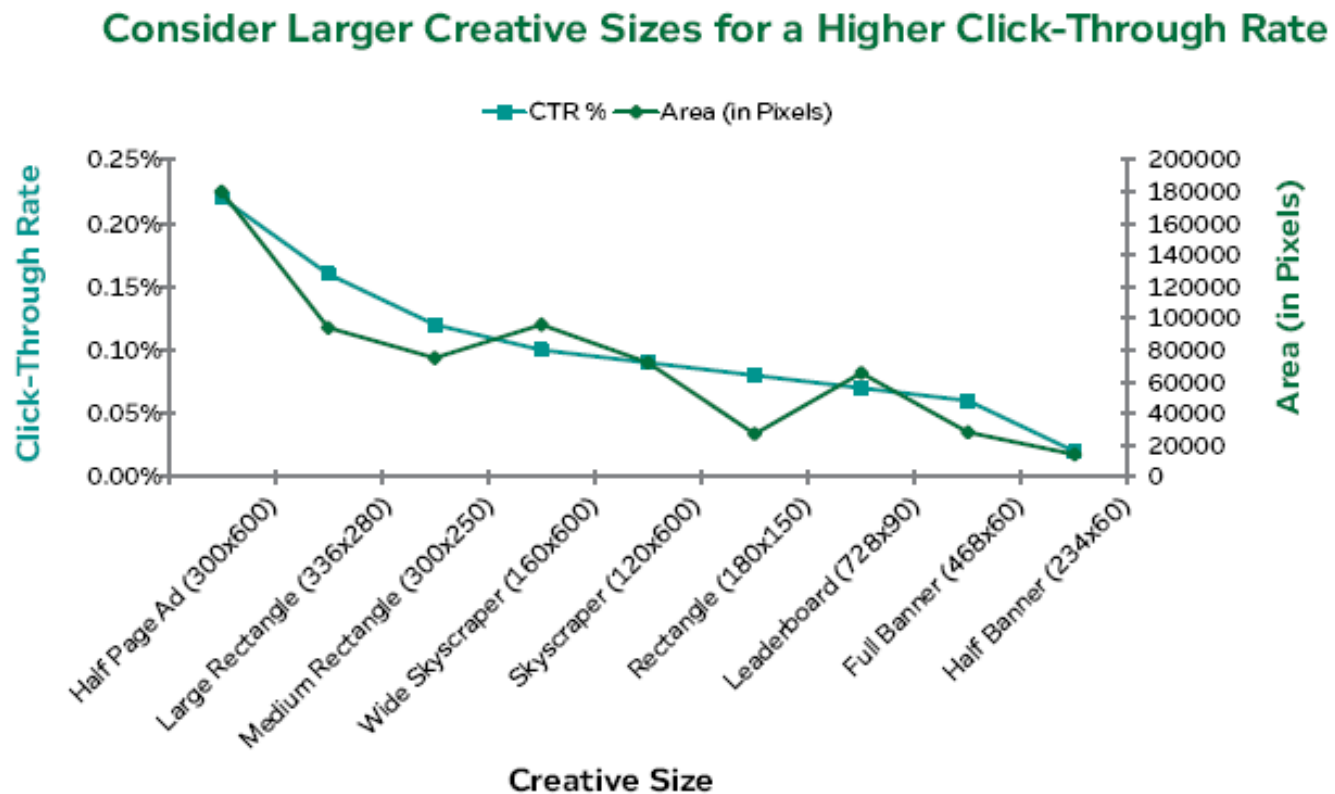
Ad Format Effectiveness

- 🌀 Eye-tracking studies show ads ARE seen





Clickthroughs Prove This As Well...

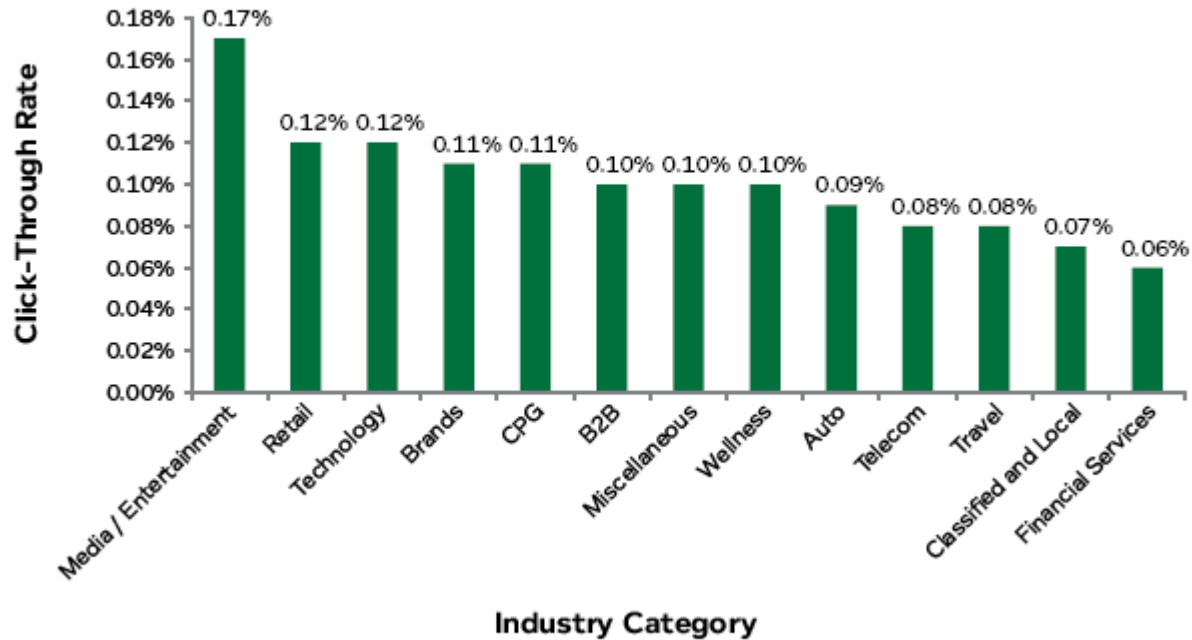


Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – July 2008.



And Clickthroughs Occur Across All Formats + Industries...

Aim to Beat the Industry Click-Through Rate Benchmark



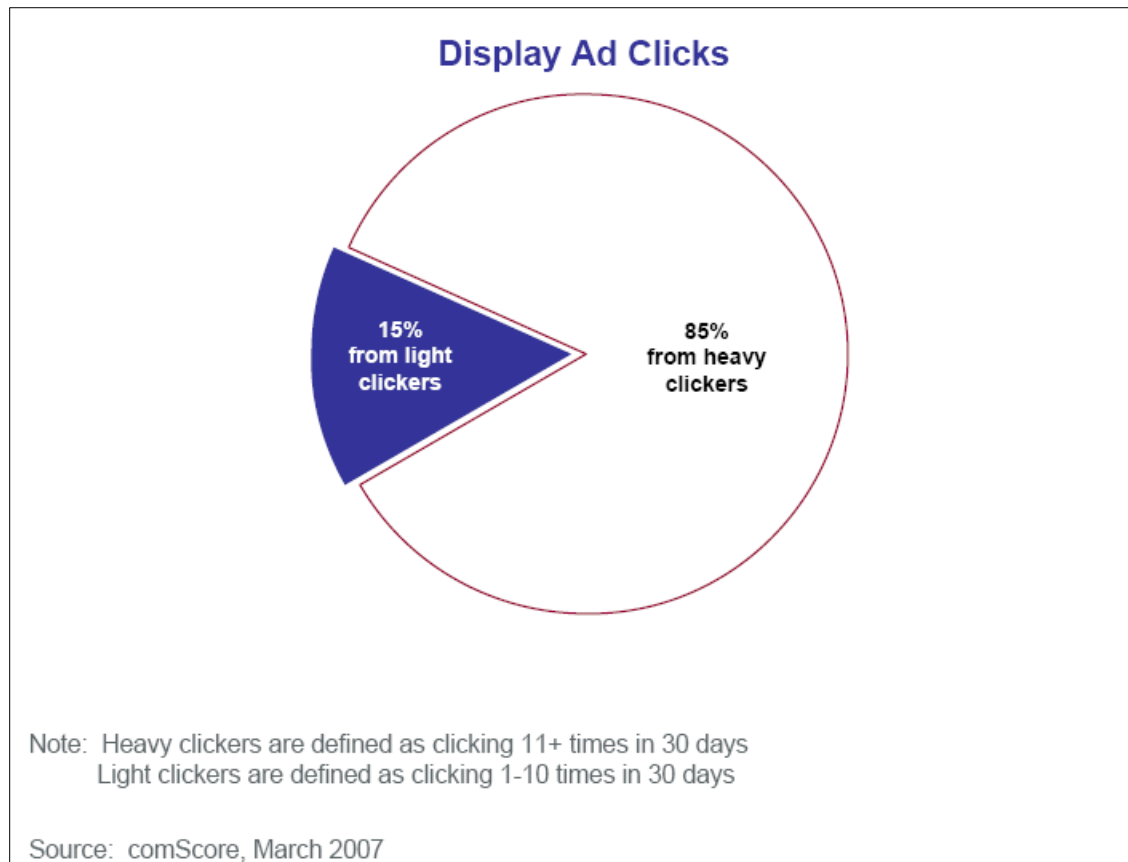
Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – July 2008



**BUT... There Are Problems
With Focusing On Clicks As The Exclusive Metric
For Campaign Success...**

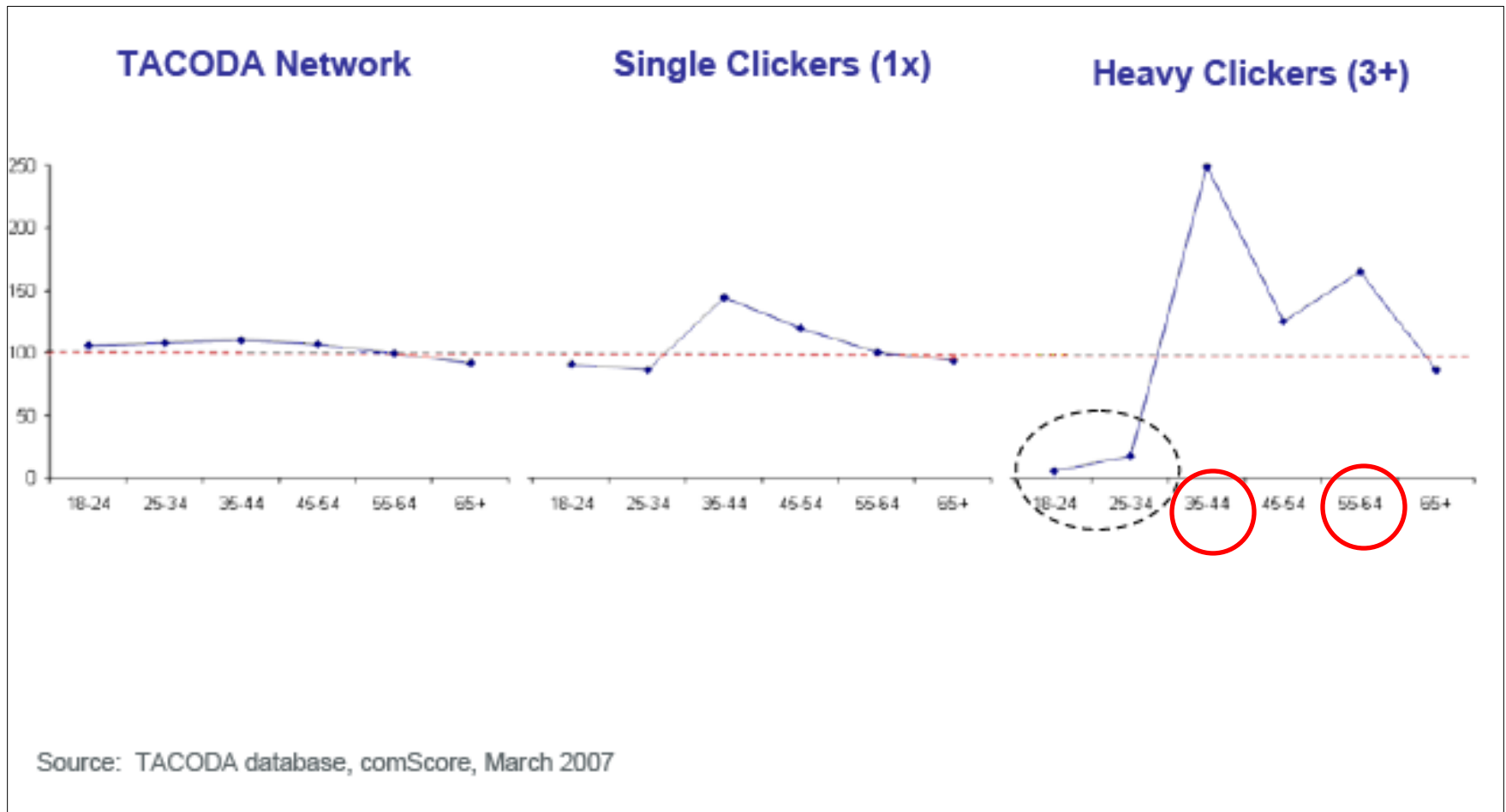


Notably... 85% of ALL Display Clicks Are Estimated To Be Driven By ONLY 1/3 Of The Total Online User Population...



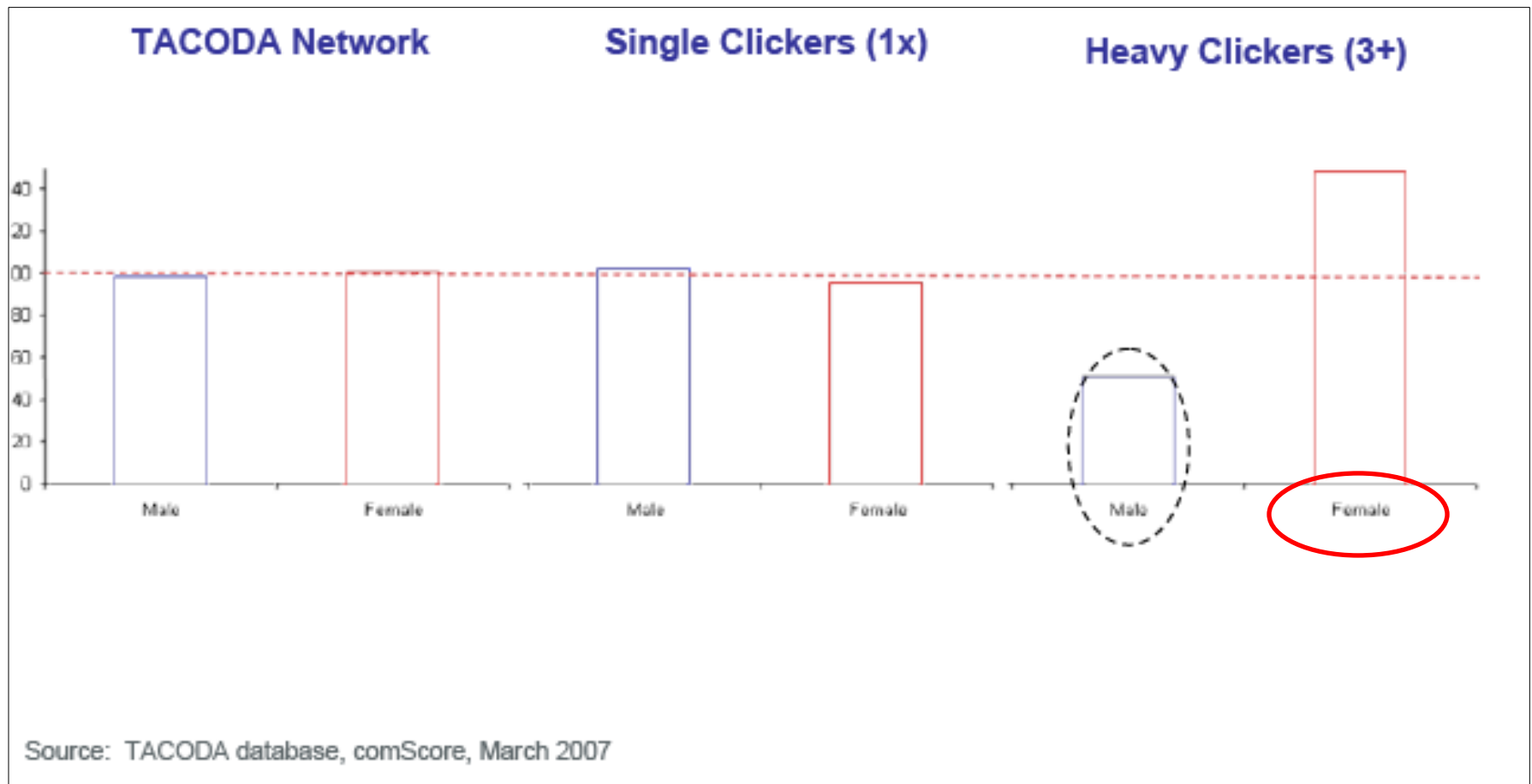


And Those Users Are Of A Particular Age...



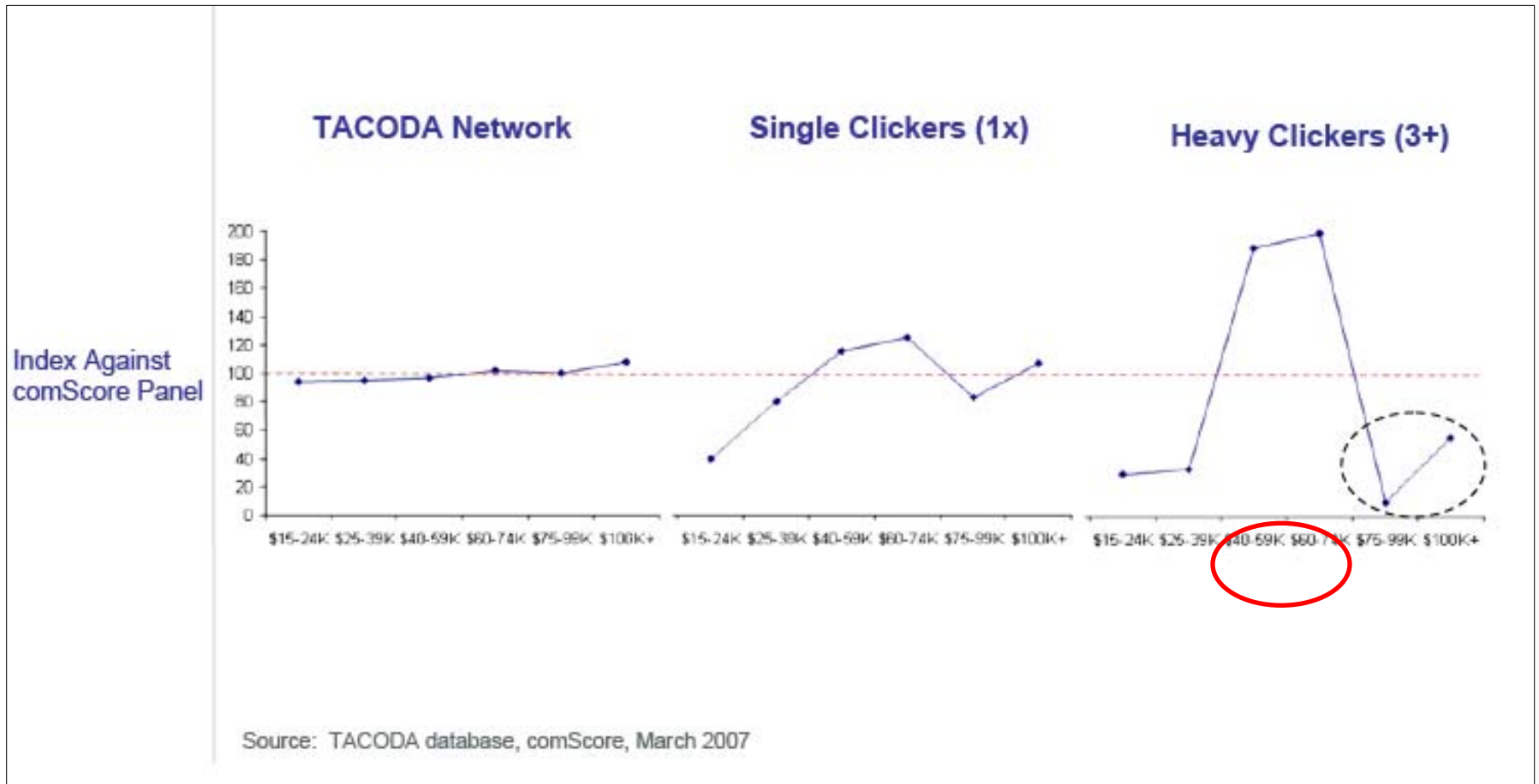


Of A Particular Sex...



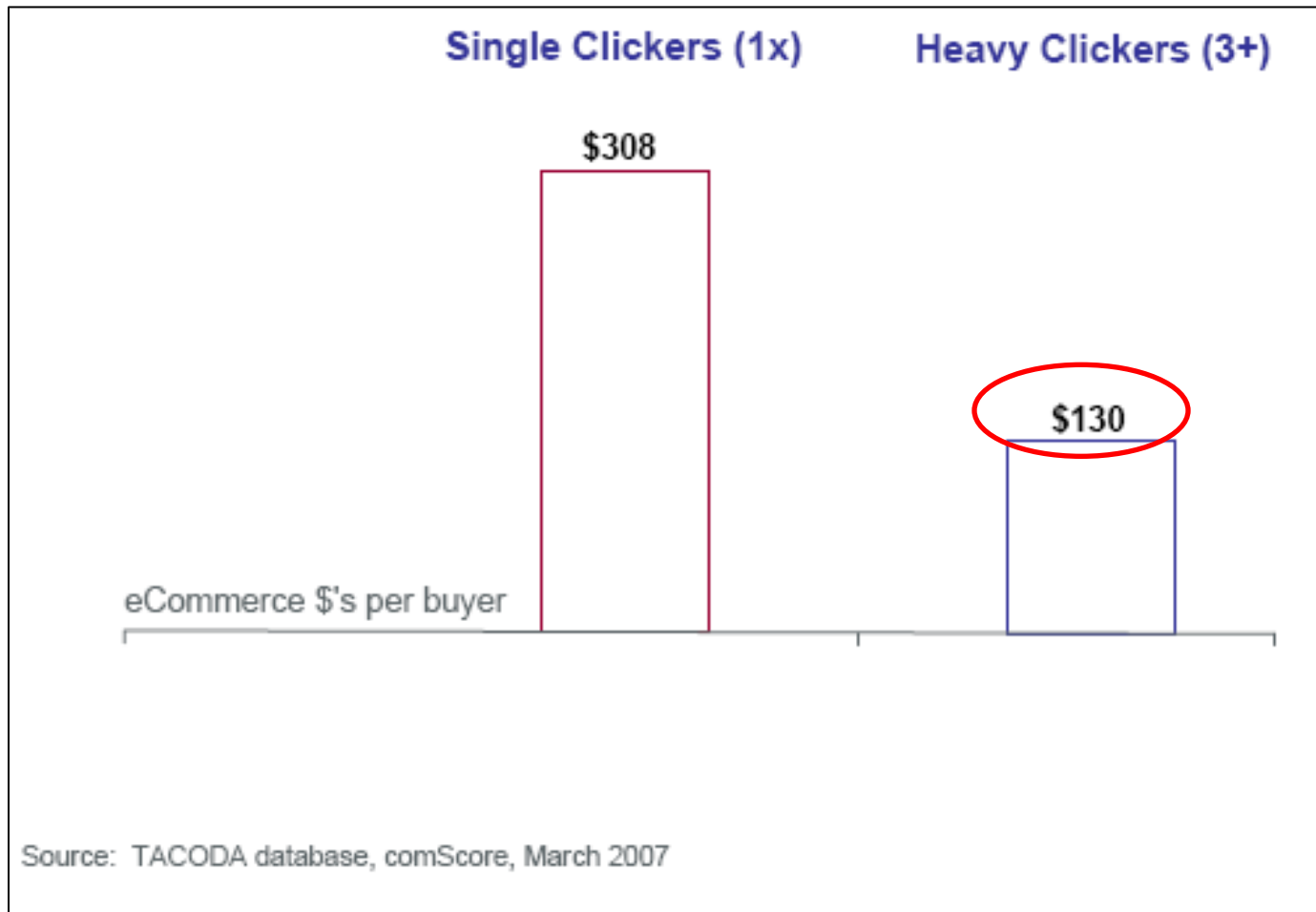


Of A Particular Income...





And, Of A Particular E-comm Disposition...

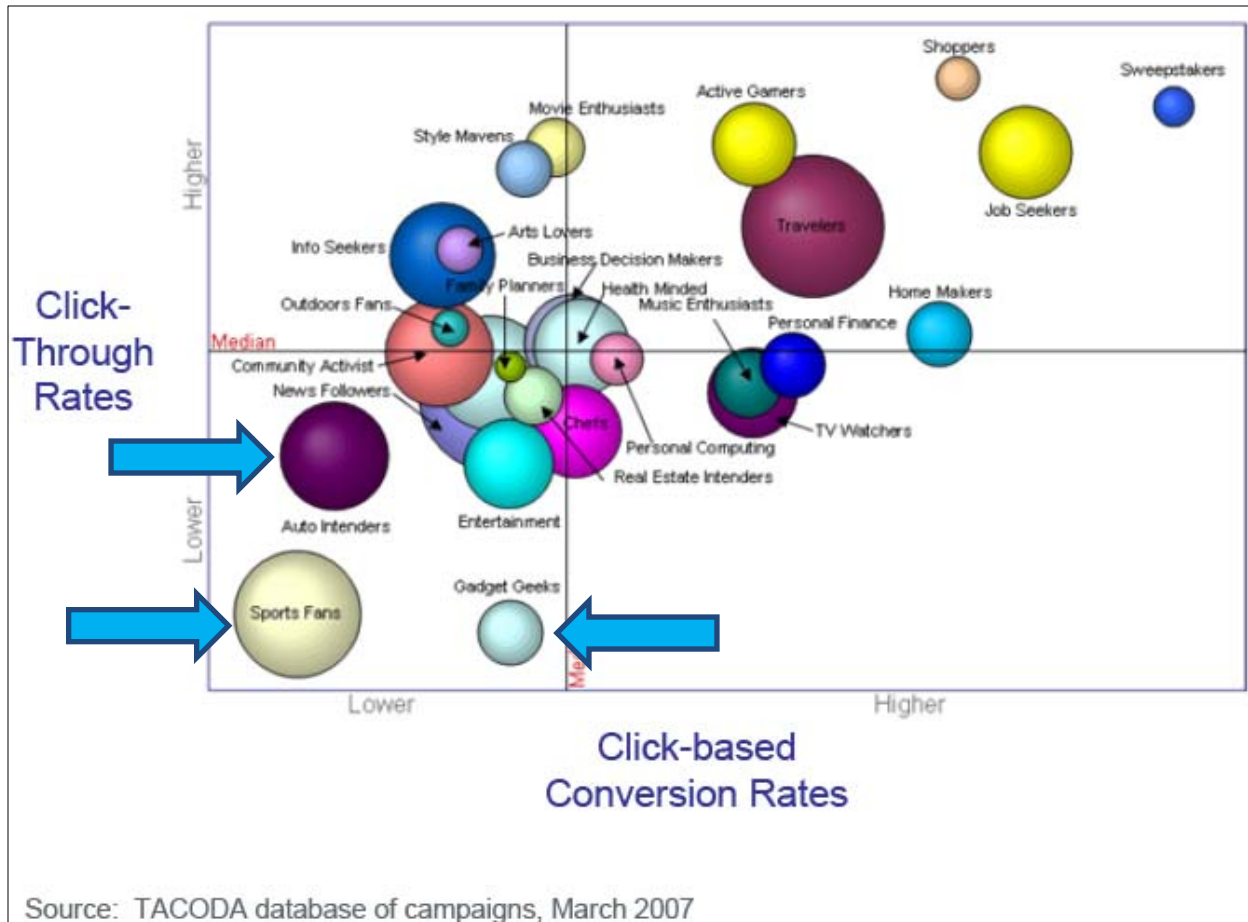




**Now, That Target Group May Be Fine
For A Packaged Goods Manufacturer...**



But NOT For a Sports Equipment, Auto Or Tech Manufacturer...

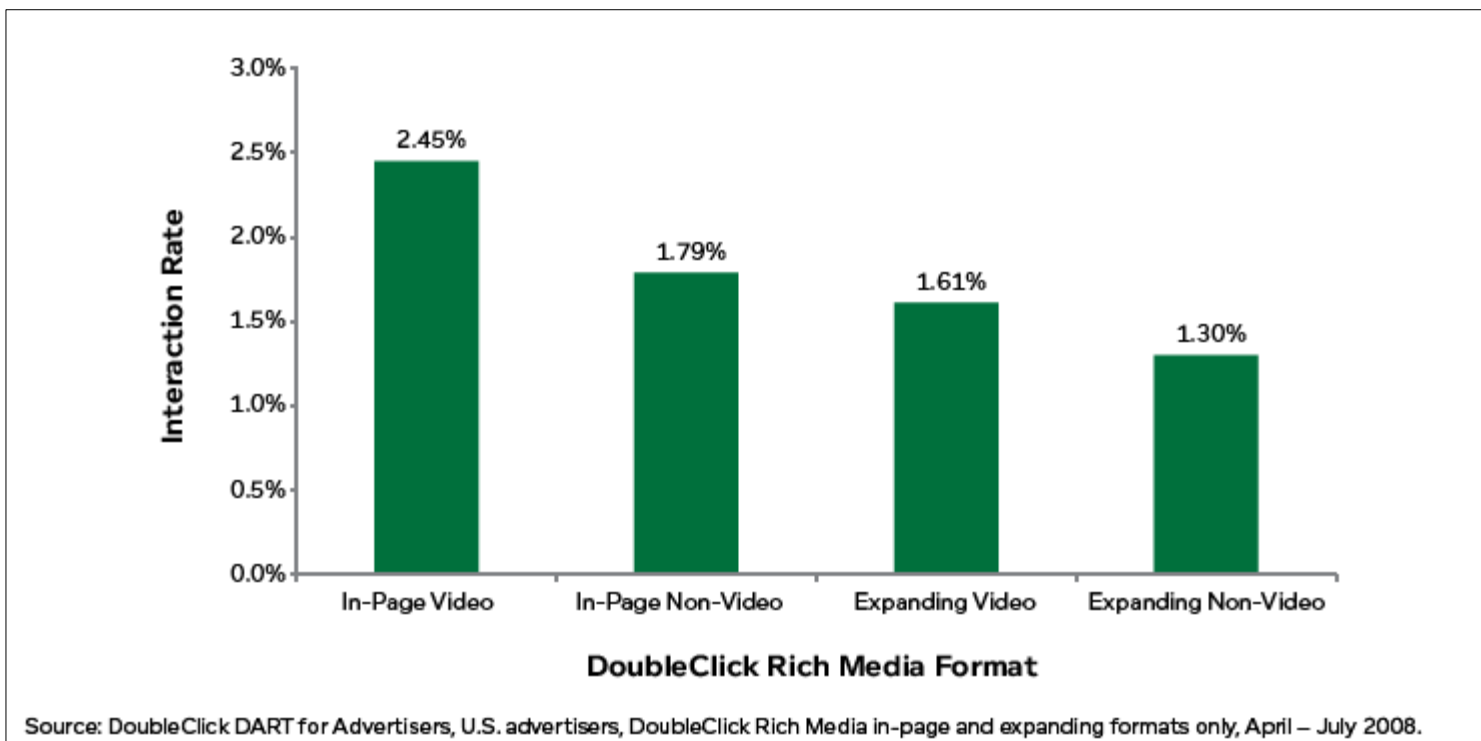




So What's Beyond The Click?



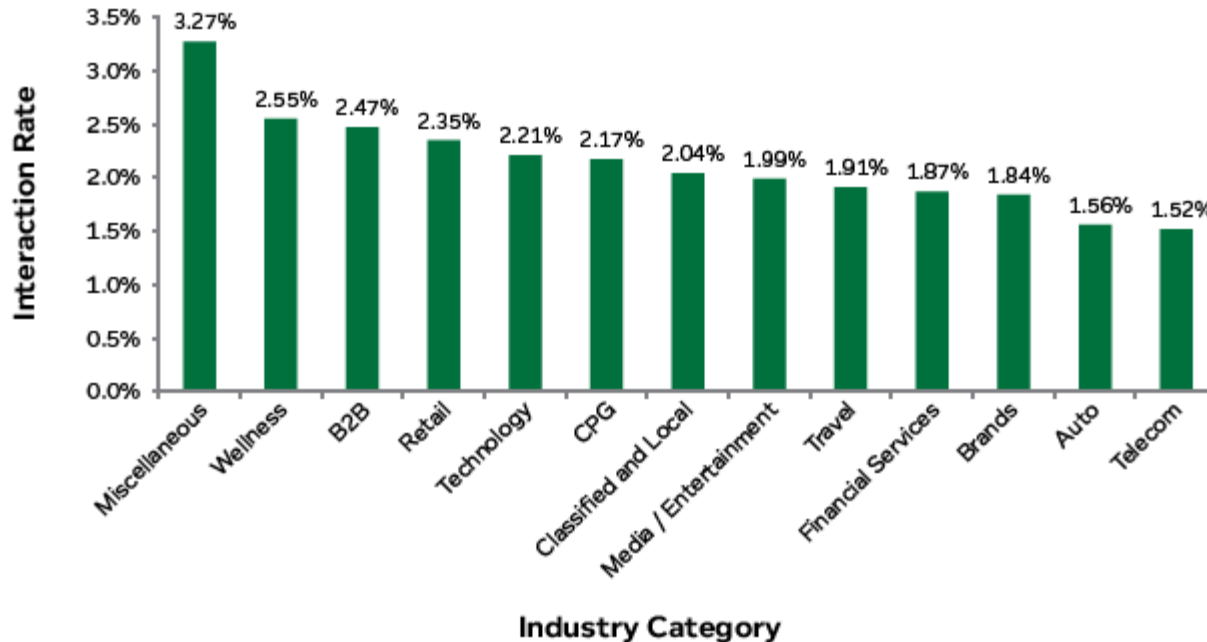
Interaction Rate





Understand That Interaction Rate Varies By Format + Industry

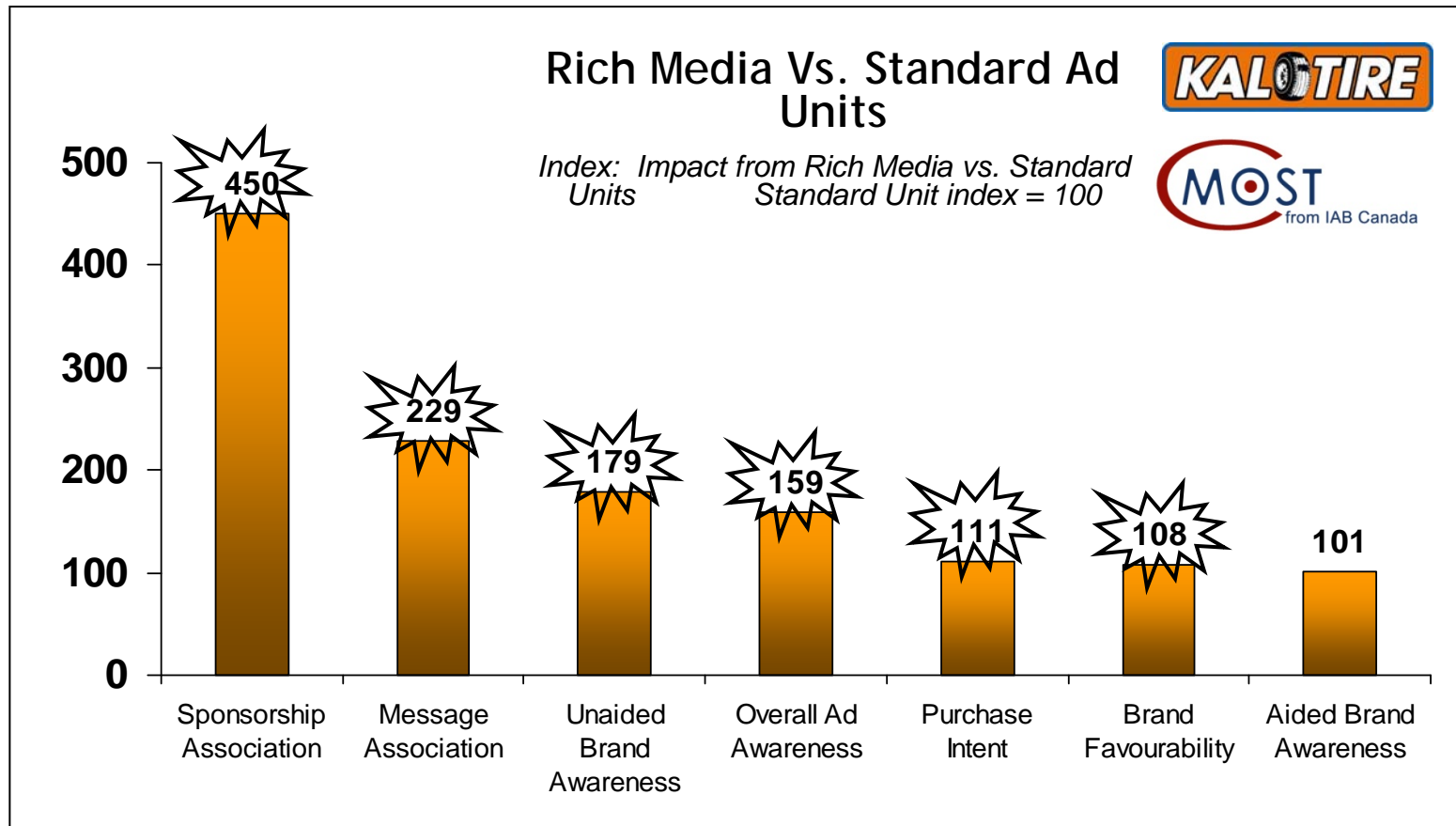
Aim to Beat the Industry Interaction Rate Benchmark



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, April – July 2008.



Do Studies (CMOST) To Isolate Effects Of Formats, Creative, Frequency. Etc. On Various Brand Metrics As Well...



Indicates a significant difference at a 90% confidence level

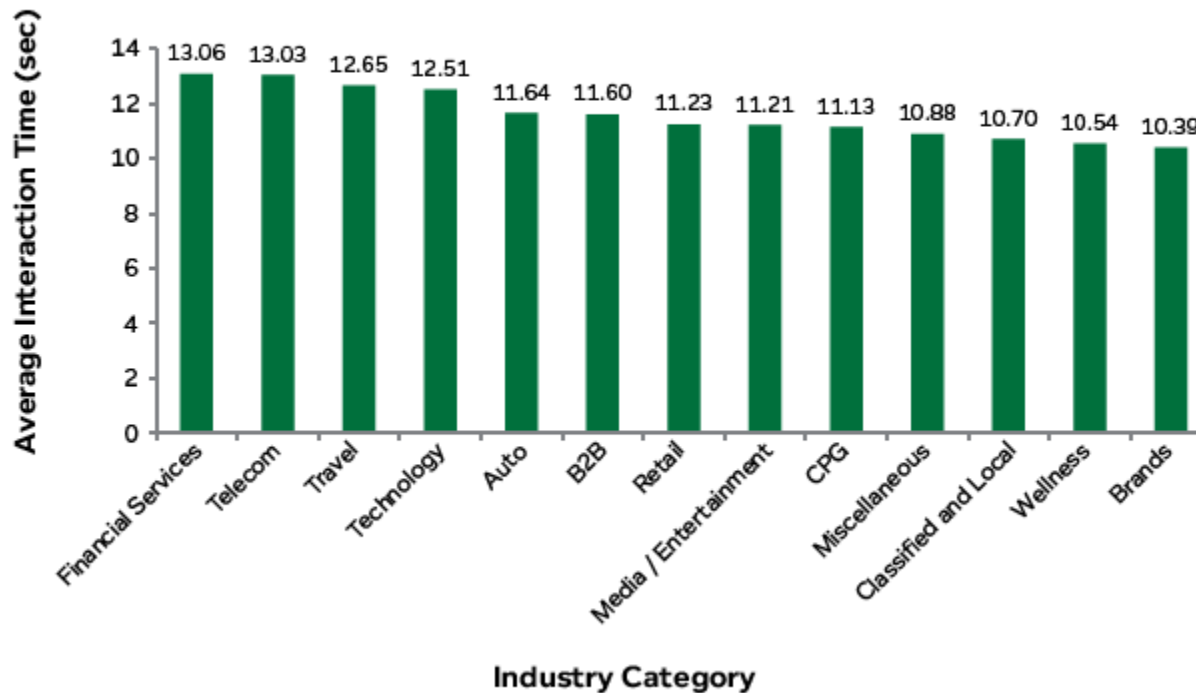


**Understand That Time With Brands
Can Be Significant...**



How Does Time Spent Compare By Industry?

Industry Average Interaction Time Benchmarks



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, April – July 2008.



Add Tagging That Will Let You Track Viewthroughs...



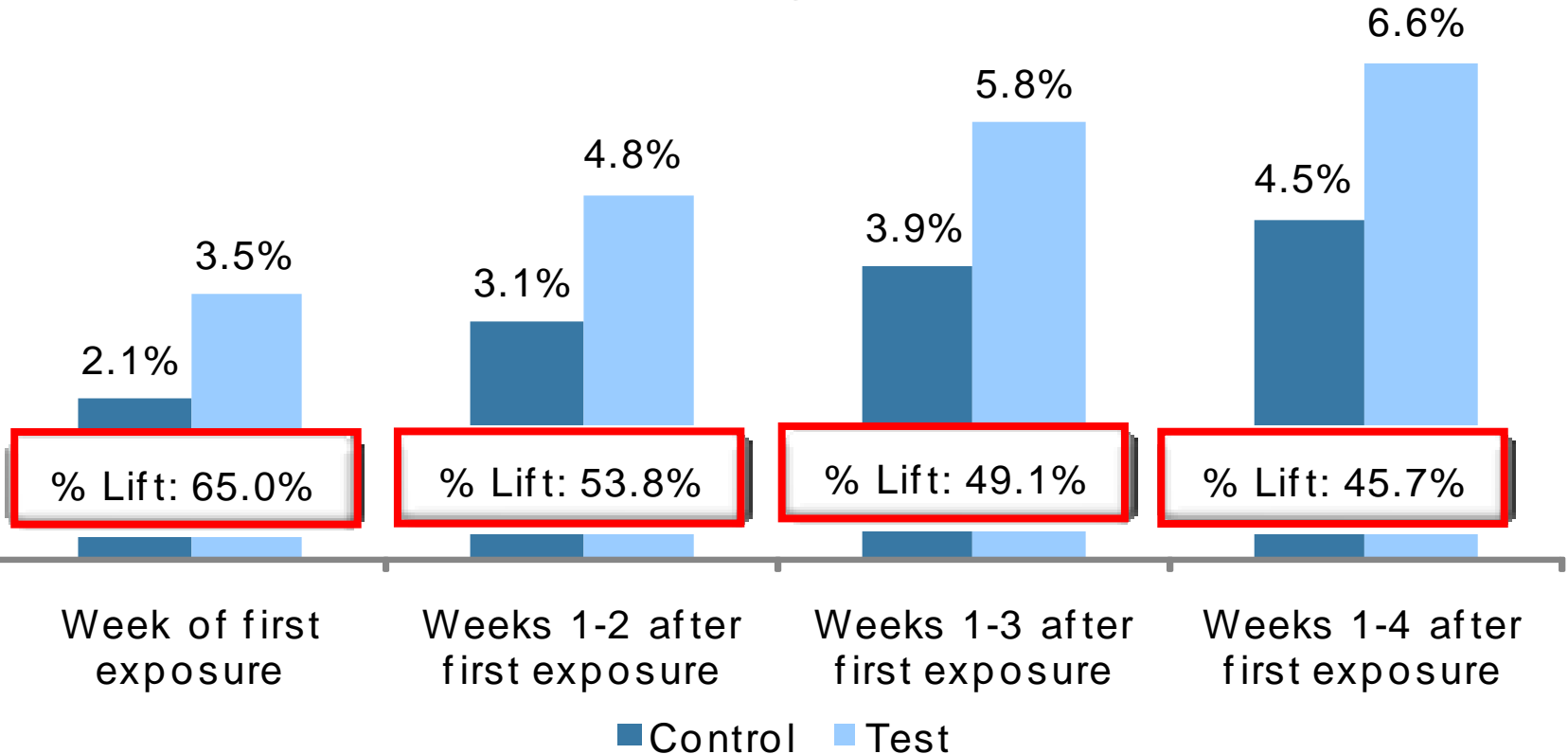
Viewthroughs

- ⊗ First highlighted by DoubleClick, from campaigns within their Online advertising network
- ⊗ **Found more users make an Online purchase *after viewing just a single ad impression*, than those who actually click-through on an ad**
- ⊗ Now, the industry now acknowledges that **"viewthroughs" -- Online conversions that result from a user seeing an ad Online but not clicking on it -- account for a higher rate of conversions than clickthroughs**, in the total Online advertising scheme



Viewthrough Example: Without A Click, Website Visitation Increases, And Is Persistent Even 4 weeks After The First Exposure...

Advertiser Site Reach



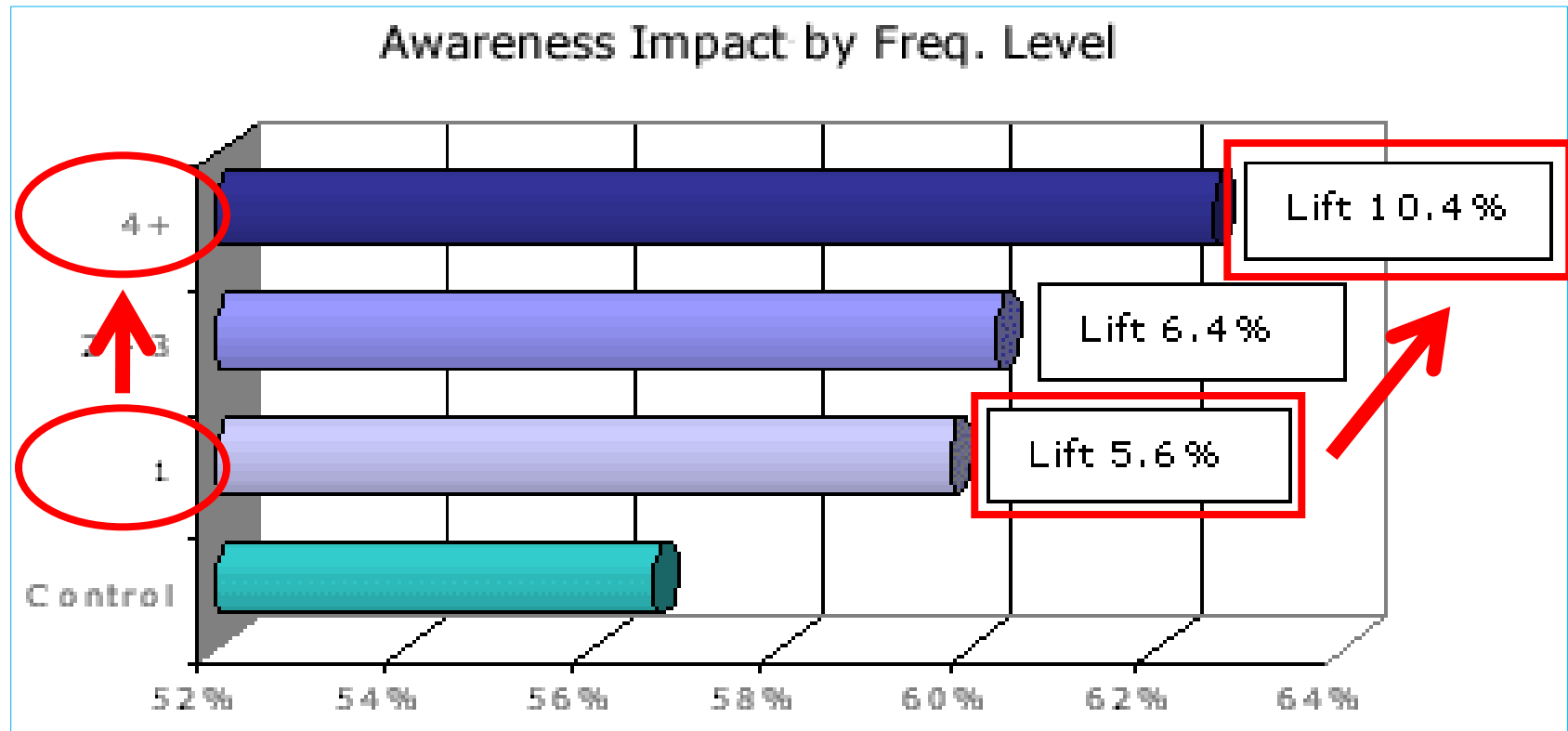


What Else Drives Display Ad Effectiveness?

Frequency!

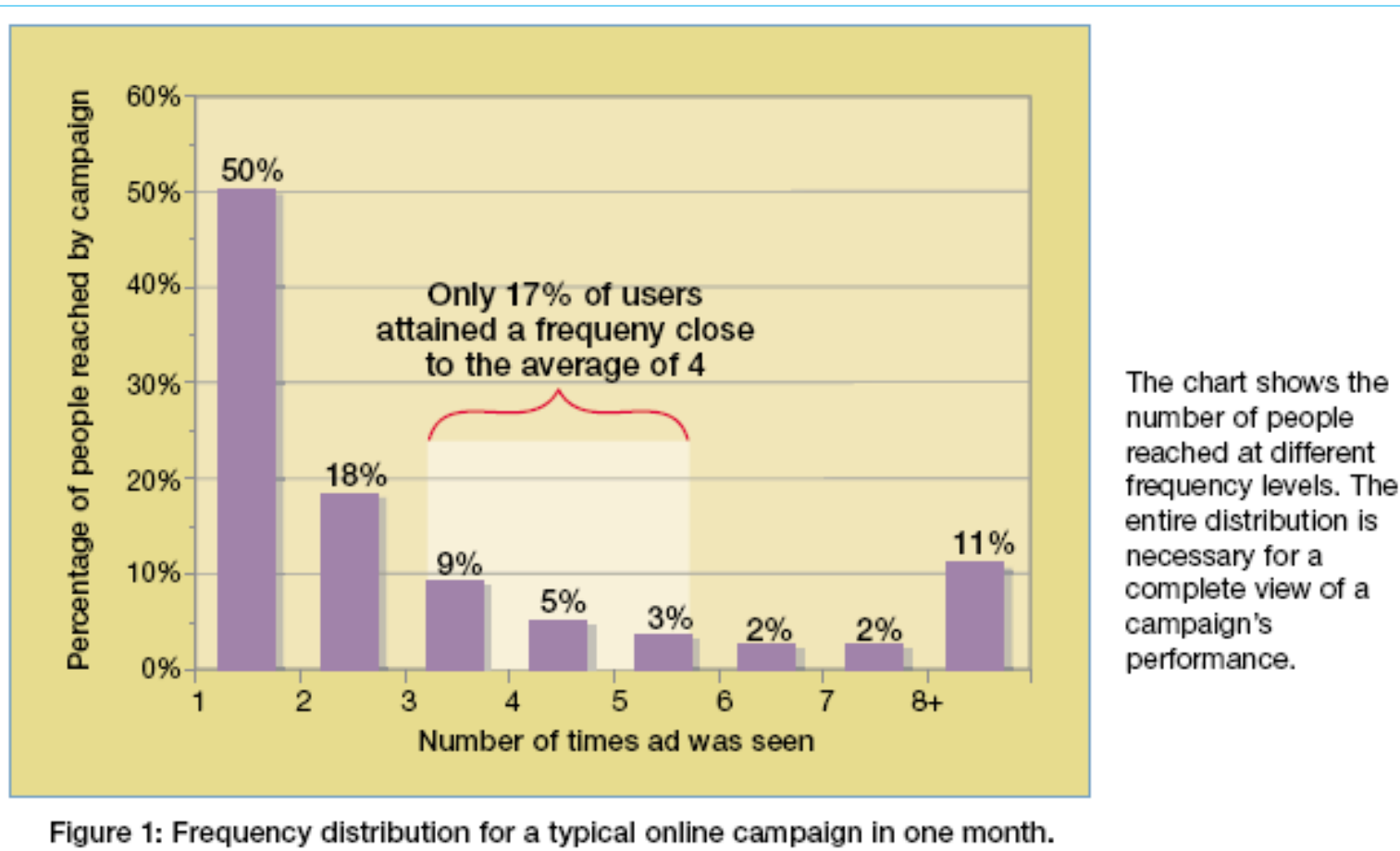


Eight Years Ago, Dynamic Logic Proved Brand Impact Doubled With 4+ Exposures



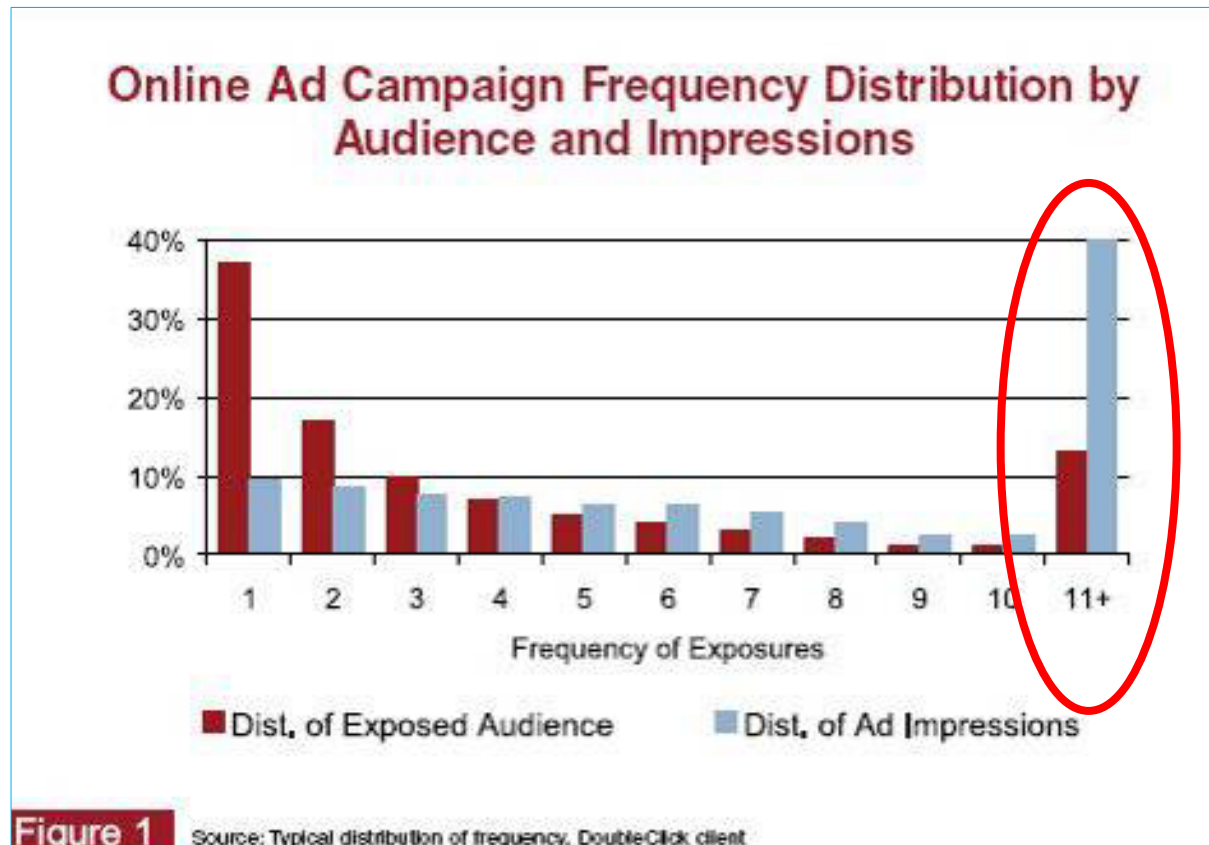


Yet For The Average Campaign, Only A Small Percent Of The Exposed Users Actually Reach This Level!



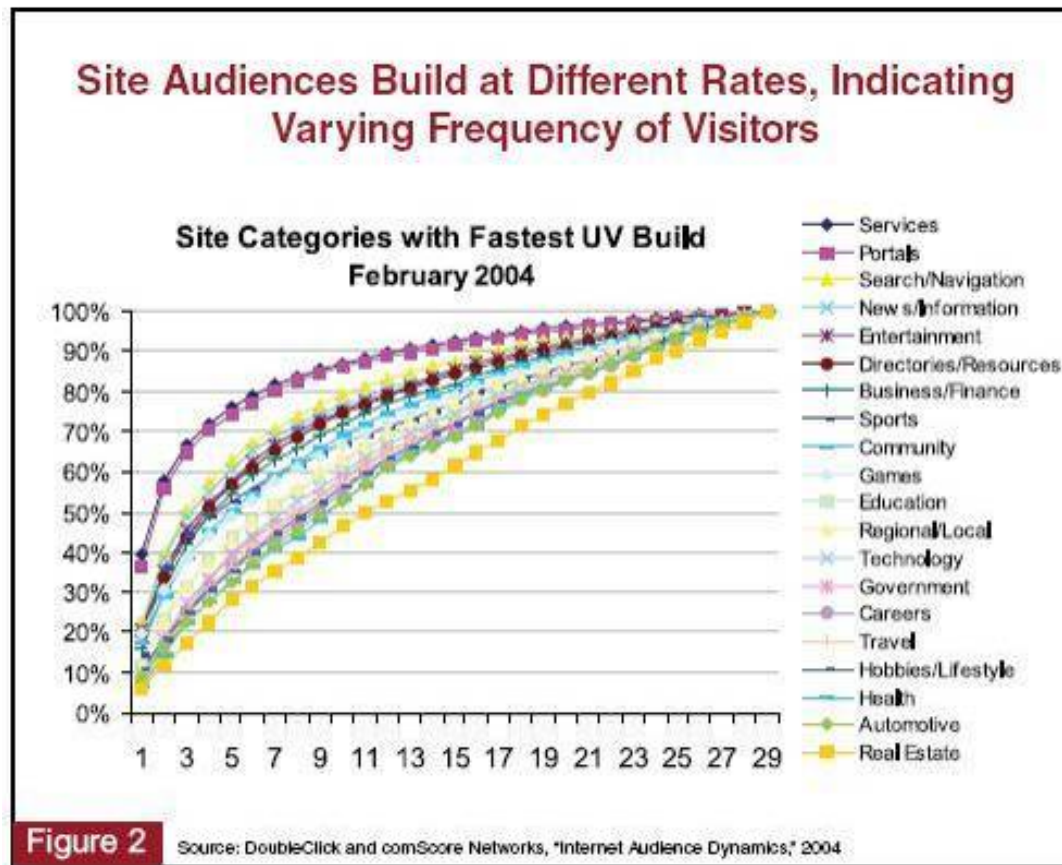


And Worse, A Small Number (11%) Of Users Who Return To The Site VERY Frequently, Actually End Up Seeing MOST (40%) of the Impressions!!





Build Frequency By Choosing Different Types Of Sites...

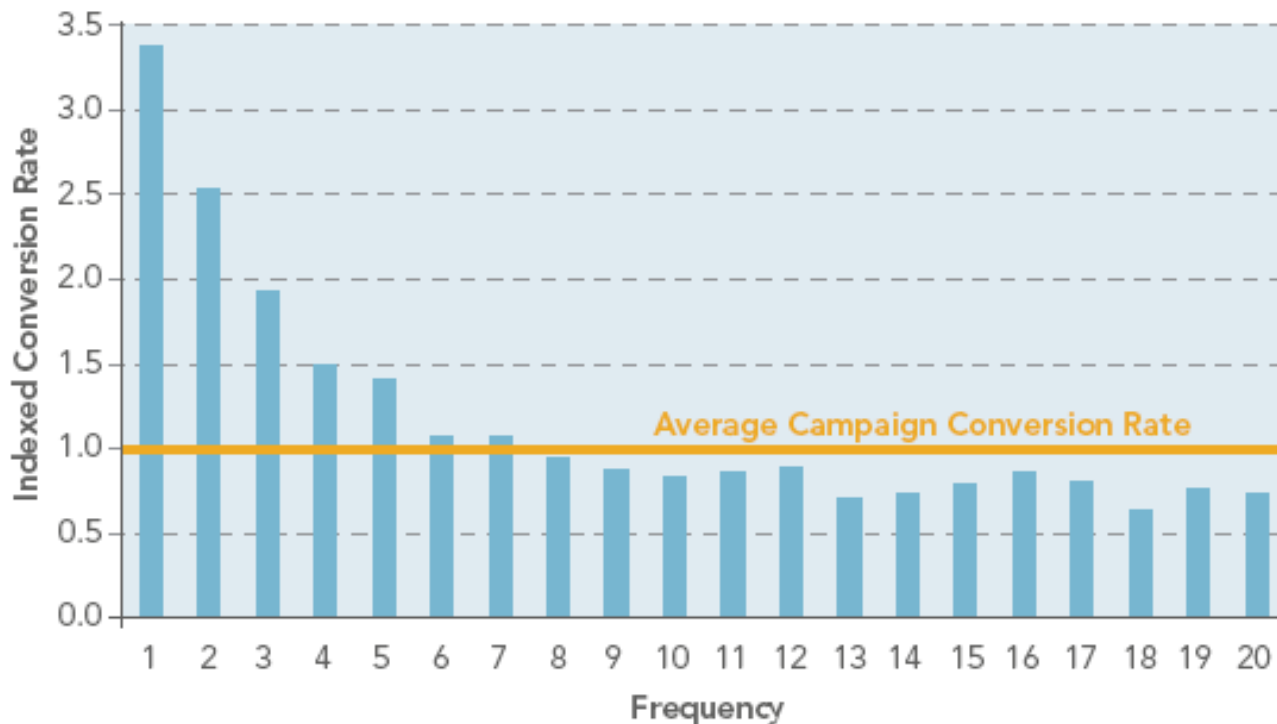




7 Ads Per User/Campaign (4-6 weeks) Seems To Be A Good Industry Standard Freq Cap To Aim For

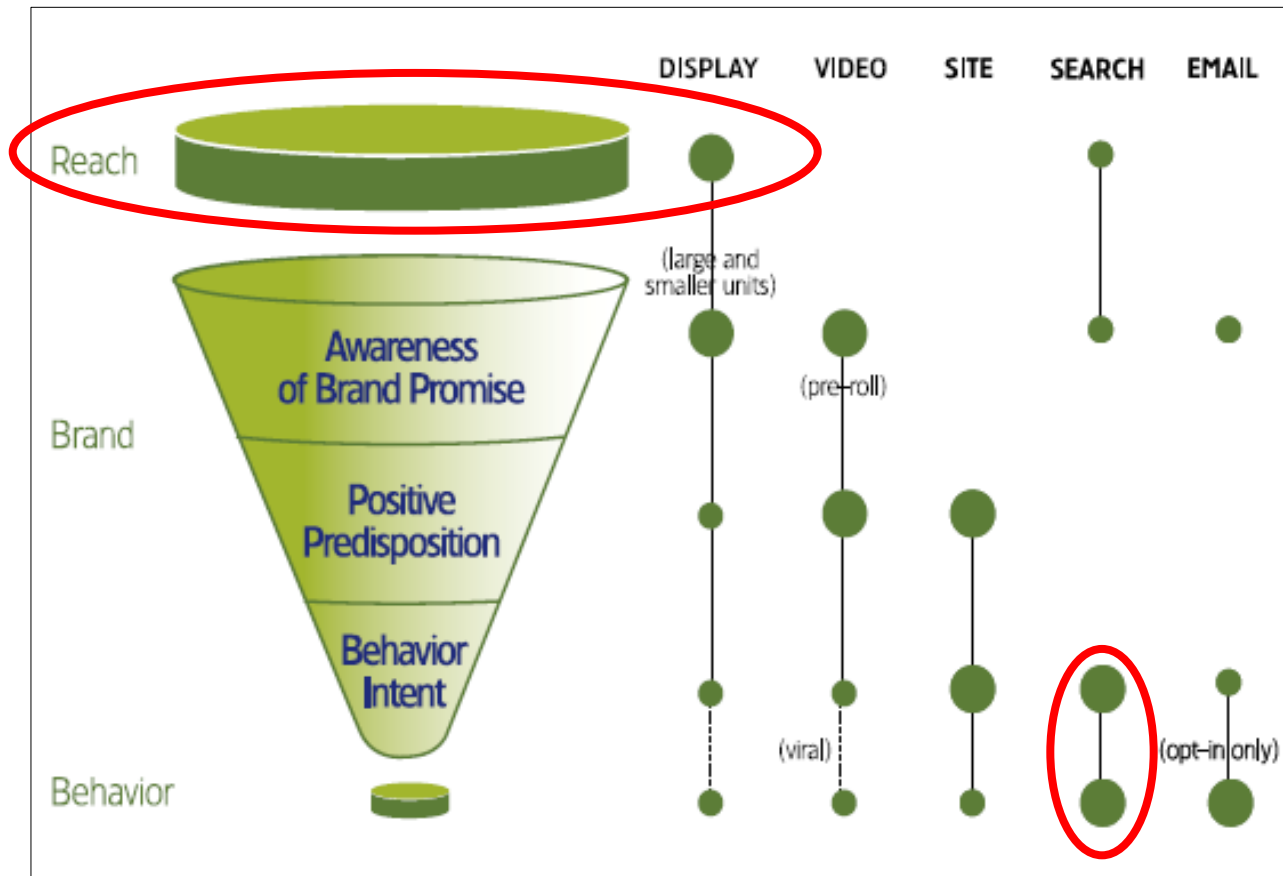
What We Have Learned from 38 Advertisers

Figure 3: Indexed conversion rates by frequency





Use Display For Reach + Ability To Drive To Search





The Synergy Between Search and Display... ALL Done WITHOUT A Single Display Click!!

% Making a TM/Brand Search

