



Online Publishers
Association

Three large, overlapping orange circles are positioned on the left side of the slide. The top circle is partially cut off by the left edge. The bottom-left circle is partially cut off by the bottom edge. The circles overlap in the center, creating a darker orange shade.

Improving Ad Performance Online:

The Impact of Advertising on Content Sites

Wave IV

April 2010



Online Publishers Association

- The Online Publishers Association (OPA) is a not-for-profit trade organization dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public
- OPA's membership has an unduplicated audience of 172.5 million unique visitors or 83% reach of the U.S. online population (comScore Media Metrix, January 2010)



Research Objectives & Method

- Objective: To understand the value of advertising on content sites, represented by OPA Members, using Dynamic Logic MarketNorms data
 - MarketNorms is the industry standard method for measuring online advertising's effectiveness and branding impact
 - As of Q4 2009, MarketNorms' global database holds over 6,000 campaigns, based on over 8.2 million survey respondents
- This is the fourth in a series of ad effectiveness studies leveraging MarketNorms. This report includes ad effectiveness analyses on
 - Online overall, covering the breadth of MarketNorms' campaigns
 - Key demographic groups, including decision makers and the affluent
 - The most popular ad sizes: medium rectangles (300x250) leaderboards (728x90), and wide skyscrapers (160x600)
 - Video, rich media and interactives



Research Objectives & Method

- Ad Effectiveness Metrics: Survey questions for the ad effectiveness metrics are typically worded like the following
 - *Aided Brand Awareness* – Have you heard of the following brands of product category?
 - *Online Brand Awareness* – Have you seen the following brands of product category advertised online in the past 30 days?
 - *Message Association* – Which of the following brands, if any, uses the following message in its advertising? “brand message here”
 - *Brand Favorability* – How would you describe your overall opinion about each of the following brands of product category?
 - *Purchase Intent* – Next time you are looking to purchase a product, how likely are you to consider each of the following brands?



Site Categories in this Study

- **MarketNorms** – The industry benchmark for online ad effectiveness, with results from over 6,000 AdIndex[®] research studies based on 8.2 million+ respondents
- **Content Sites** – OPA Members in the aggregate are a proxy for Content Sites. OPA Members are media organizations whose focus is creating professional content (see next slide for OPA Member roster)
- **Portals** – Provide multiple functions such as search, e-mail, directories and third-party content. Examples include AOL, MSN and Yahoo
- **Ad Networks** – Aggregators and sellers of non-premium ad inventory, typically across small to medium size third-party sites. Examples include Advertising.com, Broadband Enterprises, Glam Media, Gorilla Nation, Specific Media, ValueClick and Vibrant Media

OPA Members



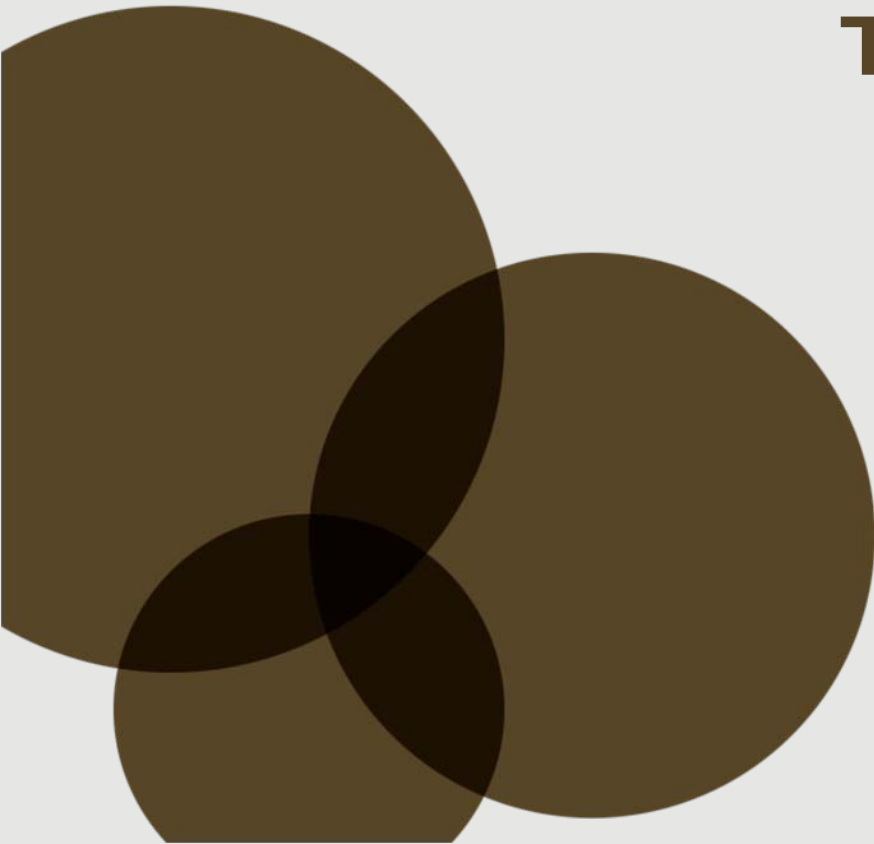
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Topline Findings



Ads on Content Sites Have Greatest Impact

- Ads on Content Sites Raise Awareness, Message Association, Brand Favorability and Purchase Intent More than Portals and Ad Networks
- Ad Networks provide advertisers **no significant impact** on Purchase Intent

Ad Effectiveness Deltas by Site Category						
		Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
A	OPA	3.1	5.1	3.3	2.2	1.7
B	MarketNorms	2.1	4.3	2.3	1.3	1.1
C	Portals	2.1	4.5	1.8	1.0	0.9
D	Ad Networks	0.9	3.0	1.7	0.5	0.1

BCD

Notes: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

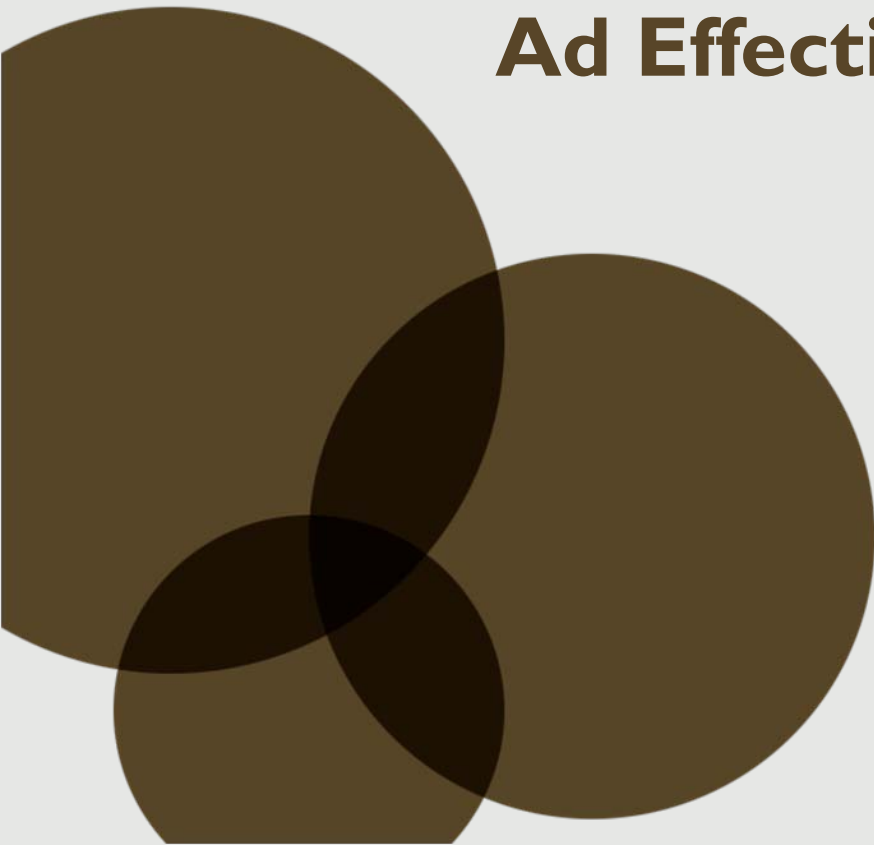
A/B/C/D indicate statistically significant difference between deltas at .90 CL

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=1,764 campaigns; MN=2,387; Portals=1,119; Ad Networks=502



Ad Effectiveness by Demographic



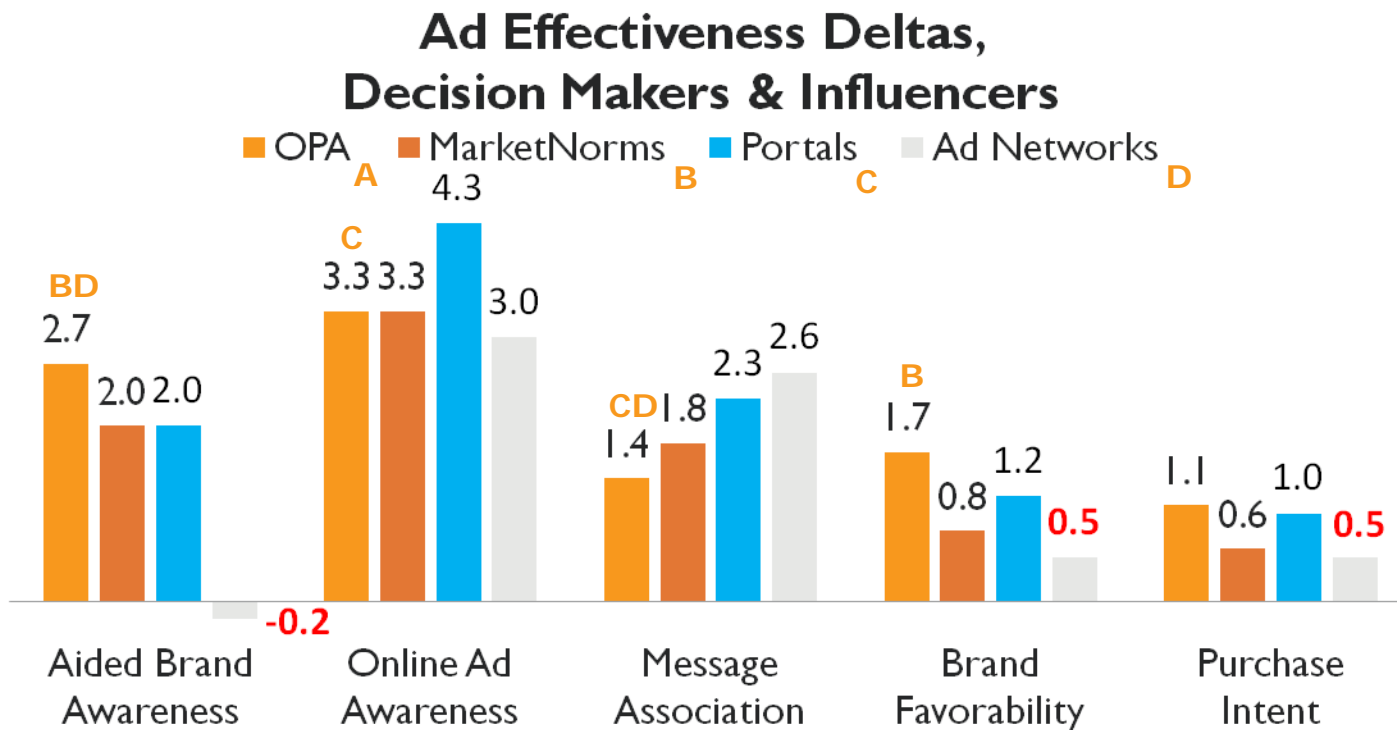


Ad Effectiveness by Demographic

- Brand Opinions of Decision Makers and Influencers significantly more swayed by advertising run on OPA sites compared to industry average
 - Ads on Ad Networks had insignificant Aided Brand Awareness, Brand Favorability and Purchase Intent for this demo
- 18-34 year olds are more responsive to ads on OPA sites
 - Brand Favorability scores are statistically insignificant on Ad Networks
 - Purchase Intent is significantly **negative** on Ad Networks for 18-34 year olds
- Compared to industry averages, affluent audiences exposed to ads on OPA sites more likely...
 - Become aware of the advertised brand
 - Remember the brand's message
 - Form favorable opinions about the brand
 - Intend to make the purchase
- Sponsorships on OPA sites connect with up-scale consumers – with significantly greater effectiveness than portals

OPA Sites Impact Brand Favorability of Decision Makers Significantly More than Industry Average

- Ad Network advertisers failed to significantly move decision makers and influencers' Purchase Intent, Brand Favorability and Aided Brand Awareness



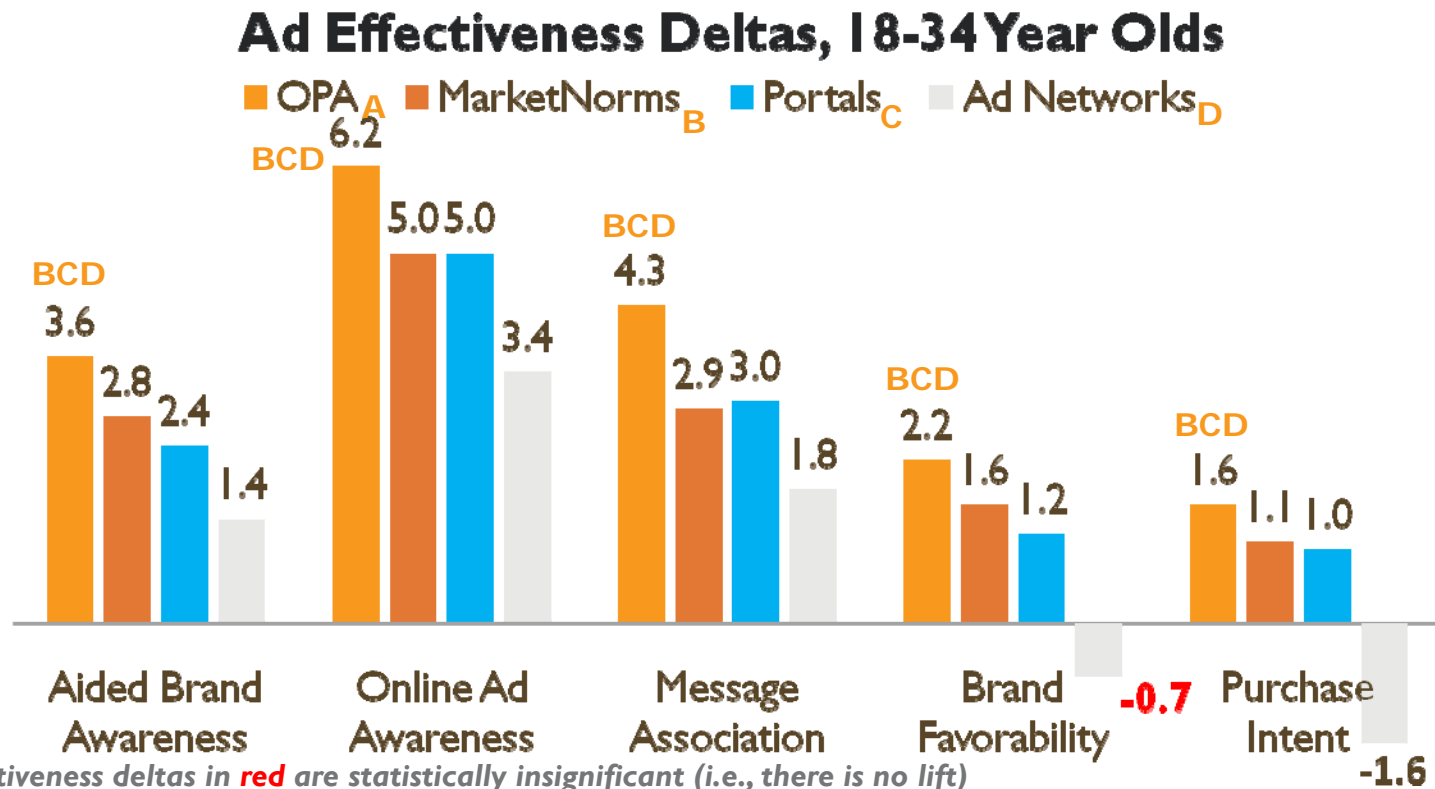
Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=176; MN=375; Portals=159; Ad Networks=83

Greater Ad Effectiveness Among 18-34 Year Olds Seeing These Ads on OPA Sites

- 18-34 year olds exposed to ads on Ad Networks resulted in a *negative* impact on Purchase Intent
- Advertising on Ad Networks failed to increase Brand Favorability

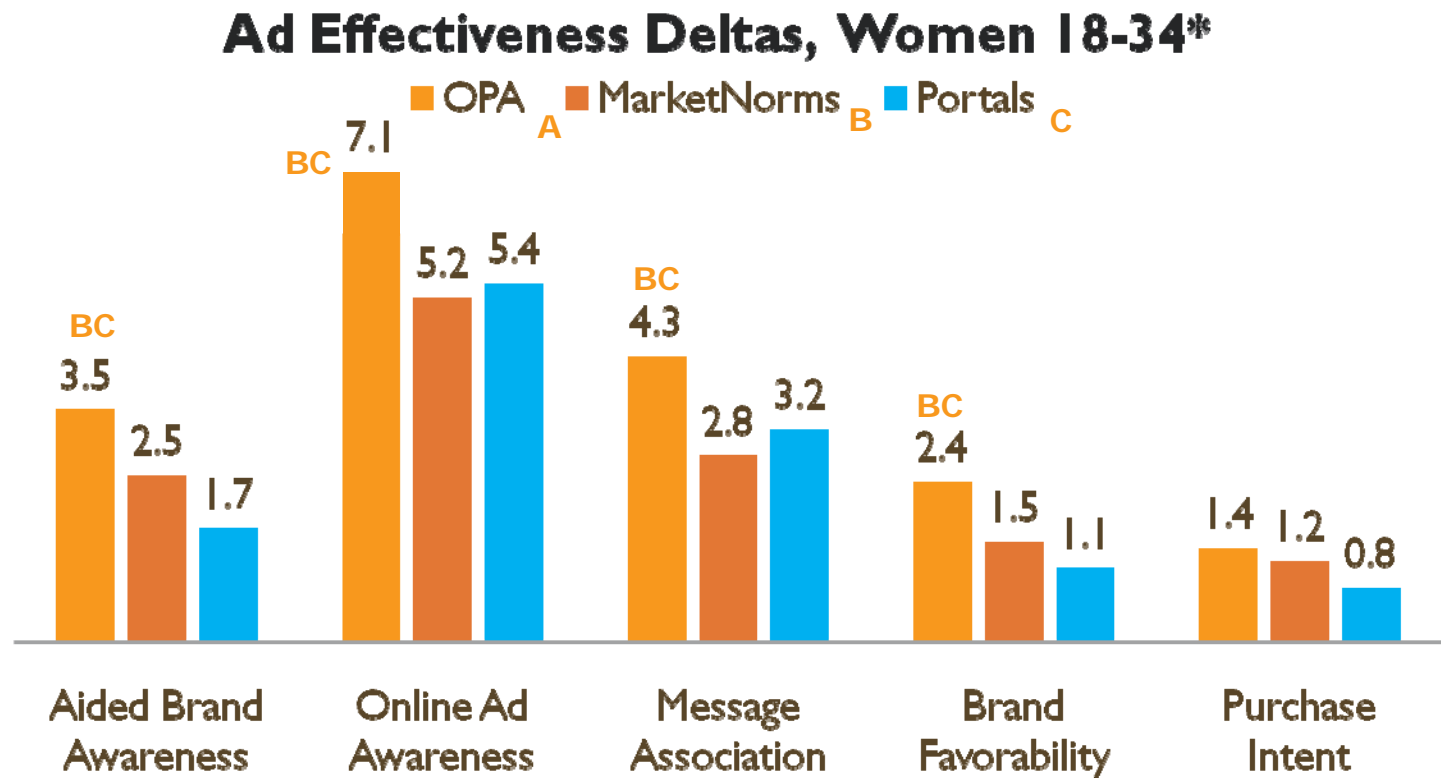


Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=845; MN=1,846; Portals=572; Ad Networks=75

Young Women's Awareness, Message Association and Favorability More Impacted by Ads on Content Sites than Portals



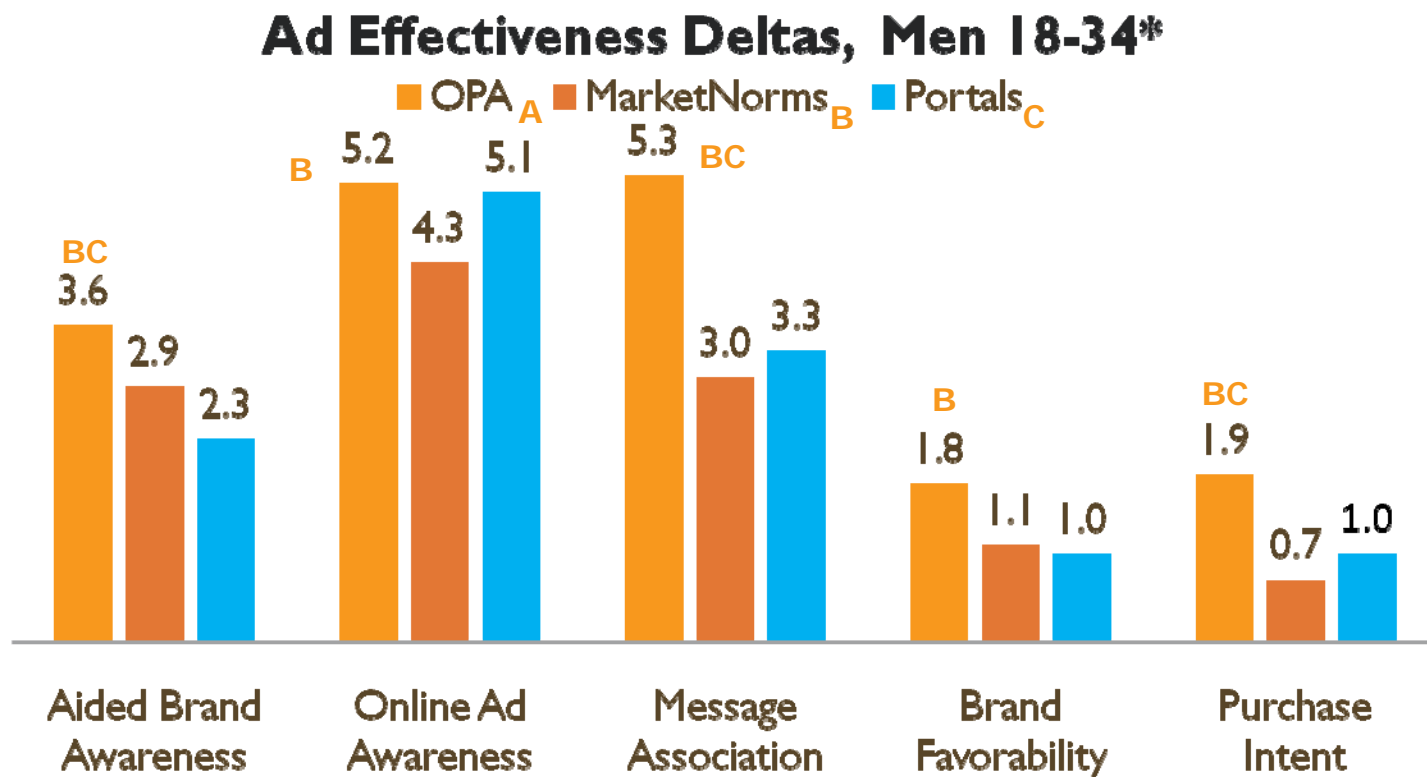
*Ad Networks excluded due to low number of campaigns

Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=430; MN=1,270; Portals=327

Men 18-34 Are More Likely Favor to Purchase Brands Advertised on Content Sites than Portals



*Ad Networks excluded due to low number of campaigns

Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

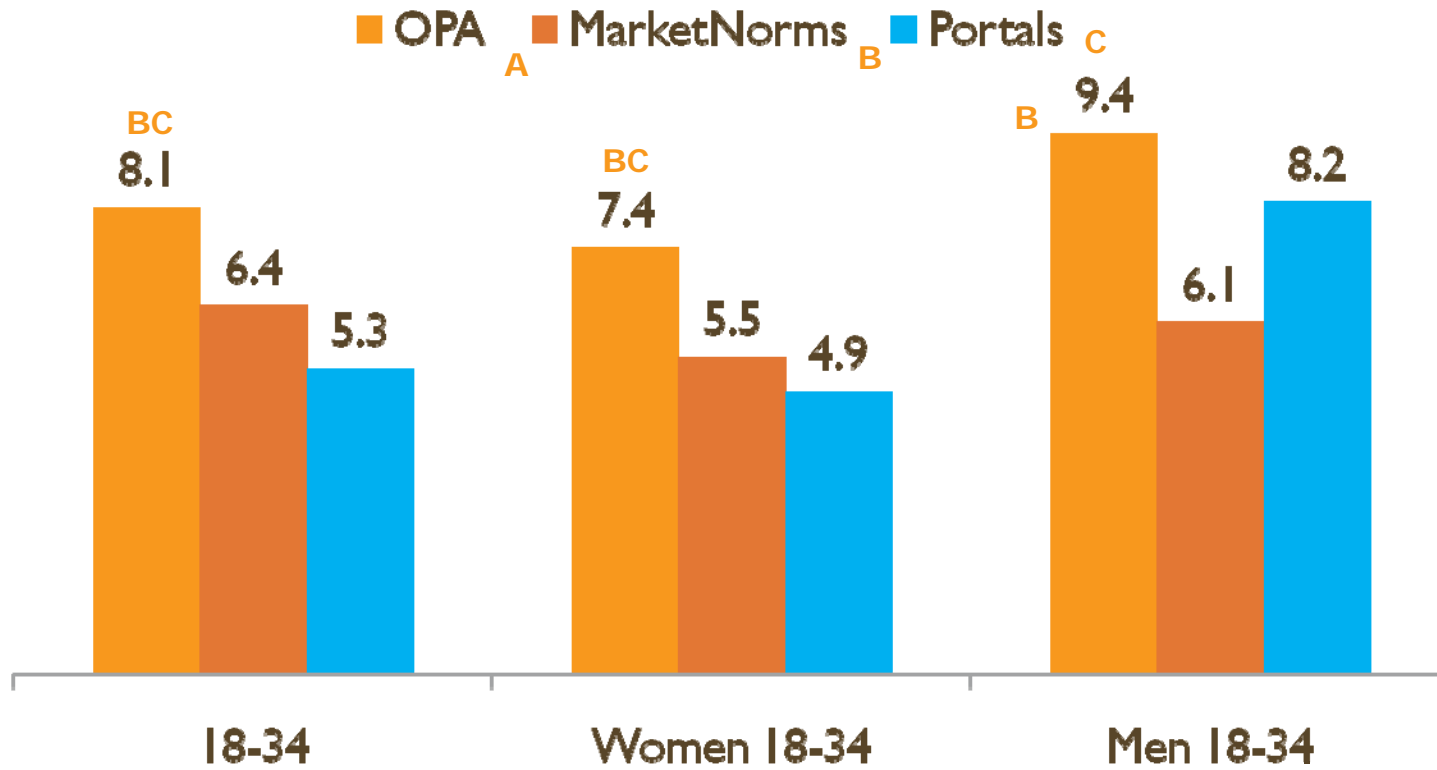
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N= 288; MN=881; Portals=242

Sponsorships Among 18-34 Year Olds on OPA Sites are Significantly More Effective than Industry Average

Sponsorship Deltas, 18-34 Year Olds*

Sponsorships are marketing efforts where the objective is to connect a brand with a separate and identifiable event, person, place, content area or promotion

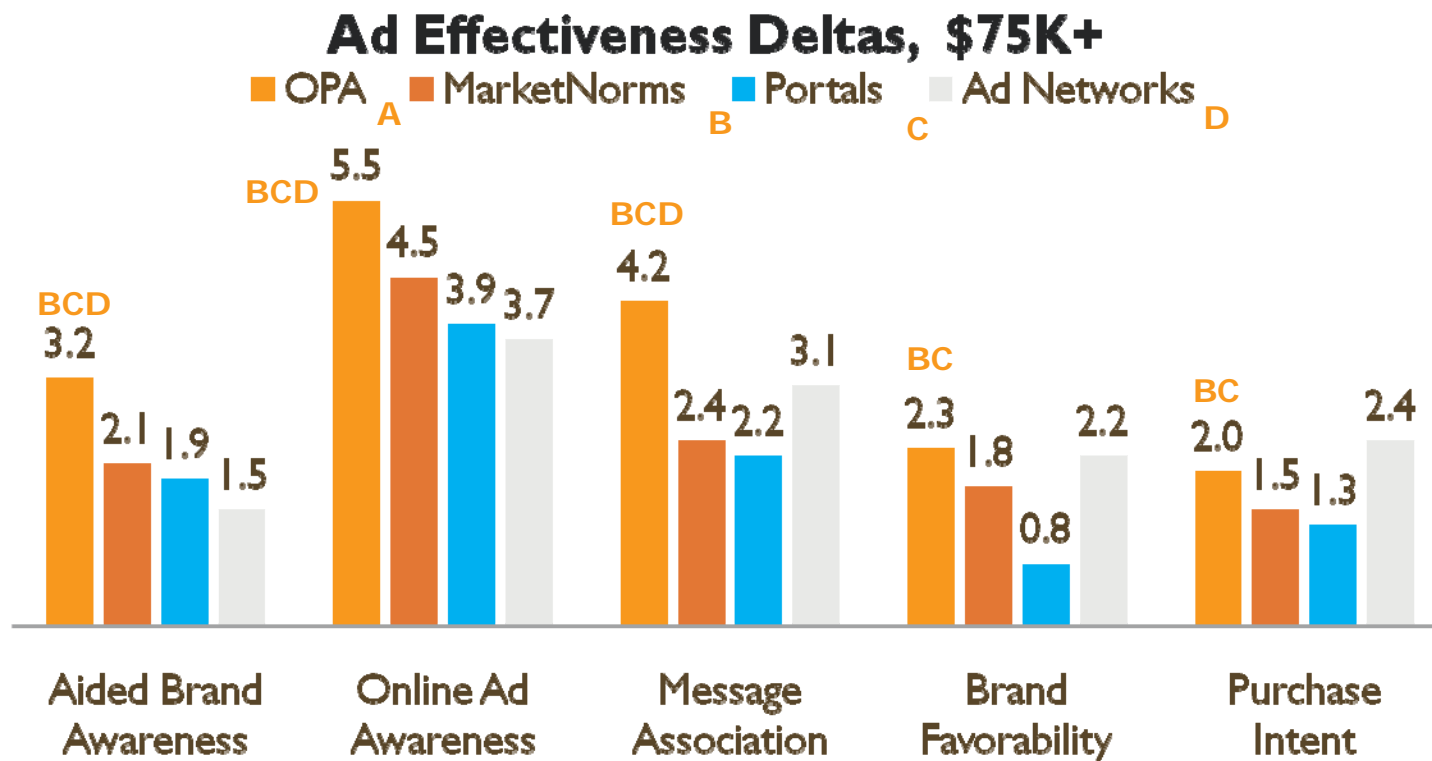


*Ad Networks excluded due to low number of sponsorship campaigns

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=139; MN=239; Portals=55

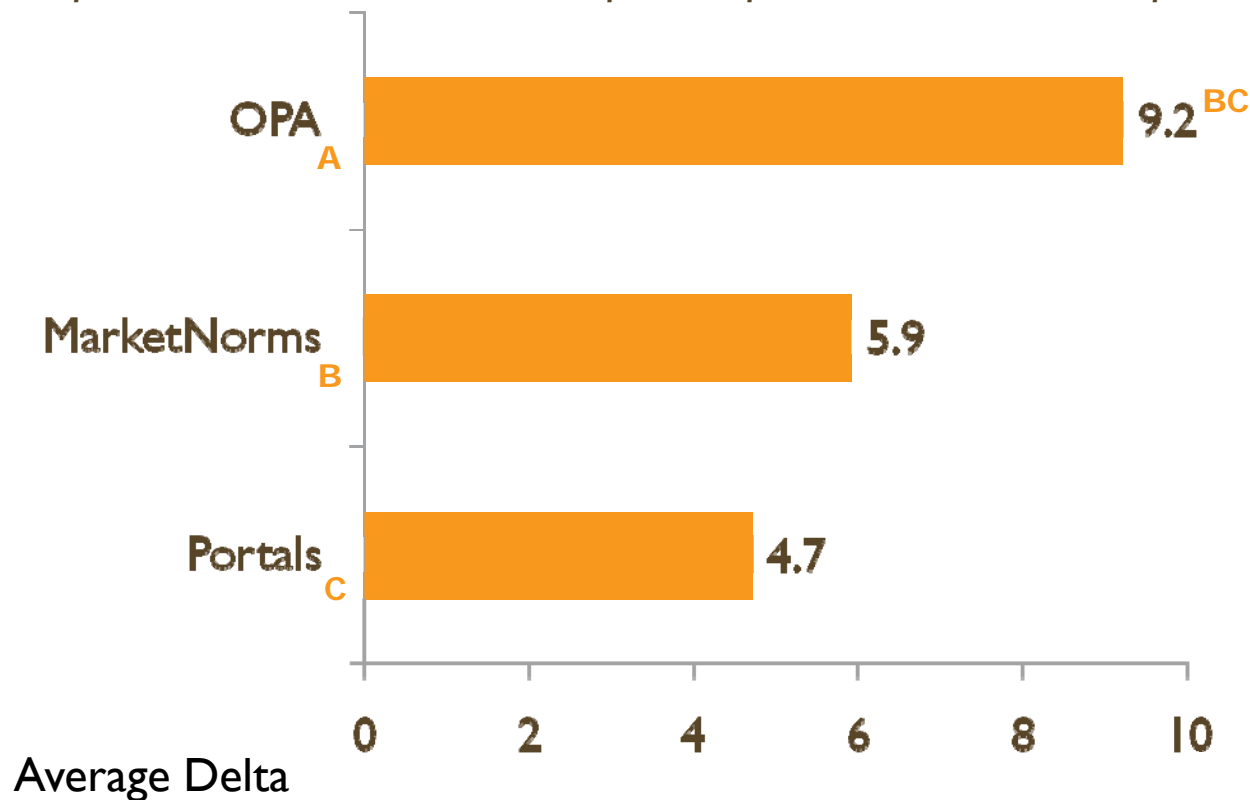
Content Sites' Advertising Raises Awareness and Message Association Among the Affluent



The Affluent are More Responsive to Sponsorships on OPA Sites

Sponsorship Deltas, \$75K+*

Sponsorships are marketing efforts where the objective is to connect a brand with a separate and identifiable event, person, place, content area or promotion

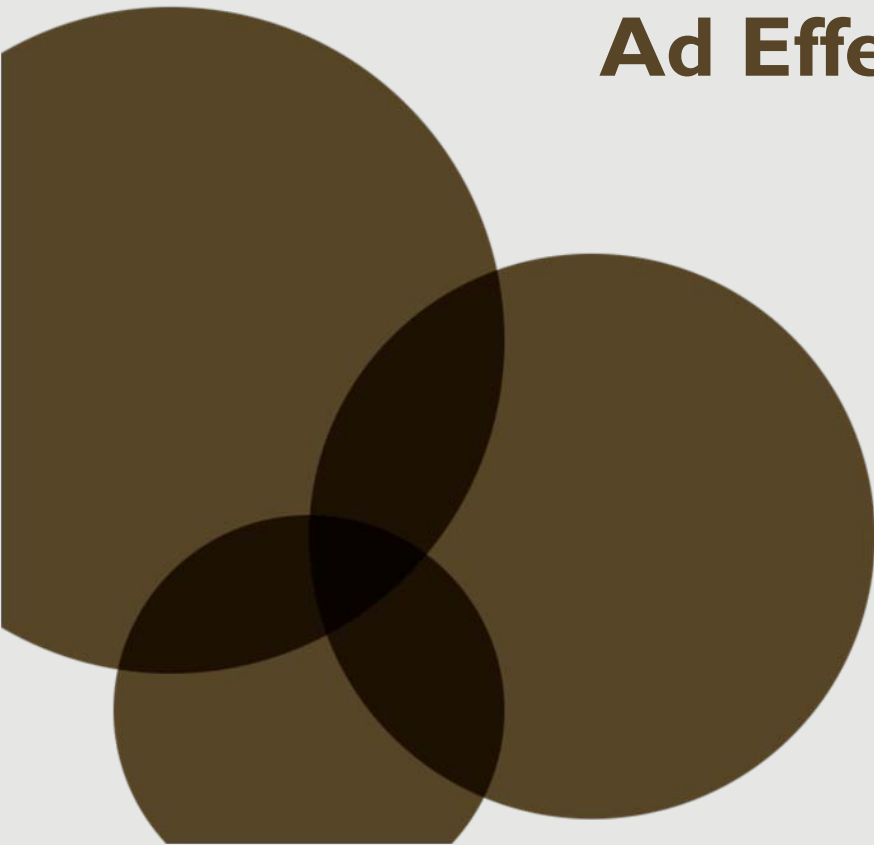


*Ad Networks excluded due to low number of sponsorship campaigns

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=129; MN=196; Portals=31

Ad Effectiveness by Industry





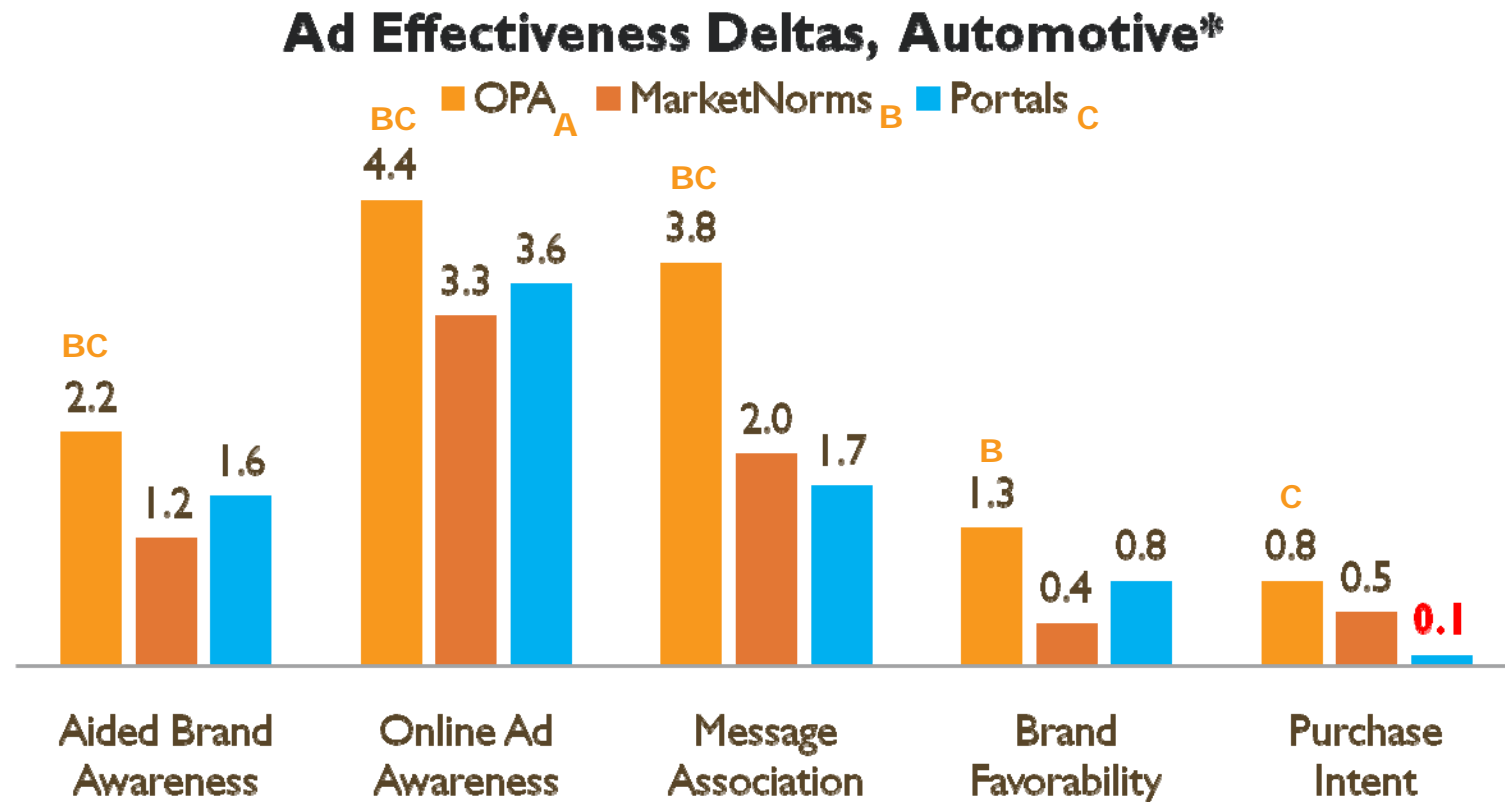
Ad Effectiveness by Industry

- Auto, CPG, Entertainment, Financial Services, Retail, Telecom and Travel benefit by advertising with OPA Members – especially for the more difficult to move metrics like Brand Favorability and Purchase Intent
- Not all industries benefit advertising with Ad Networks and Portals
 - Auto Purchase Intent is insignificant for ads on Portals
 - Entertainment Purchase Intent and Brand Favorability is insignificant on Portals
 - Purchase Intent, Brand Favorability and Message Association on Ad Networks is insignificant for Financial Services
 - Retail Purchase Intent on Portals is insignificant
 - Technology Purchase Intent and Favorability on Ad Networks is insignificant
 - Telecom Purchase Intent and Favorability on Portals is insignificant
 - Travel Purchase Intent on Portals is insignificant



Auto Ads on OPA Sites Outperform MarketNorms on Awareness and Favorability

- Purchase Intent for auto ads run on portals is **insignificant**



*Ad Networks excluded due to low number of auto campaigns

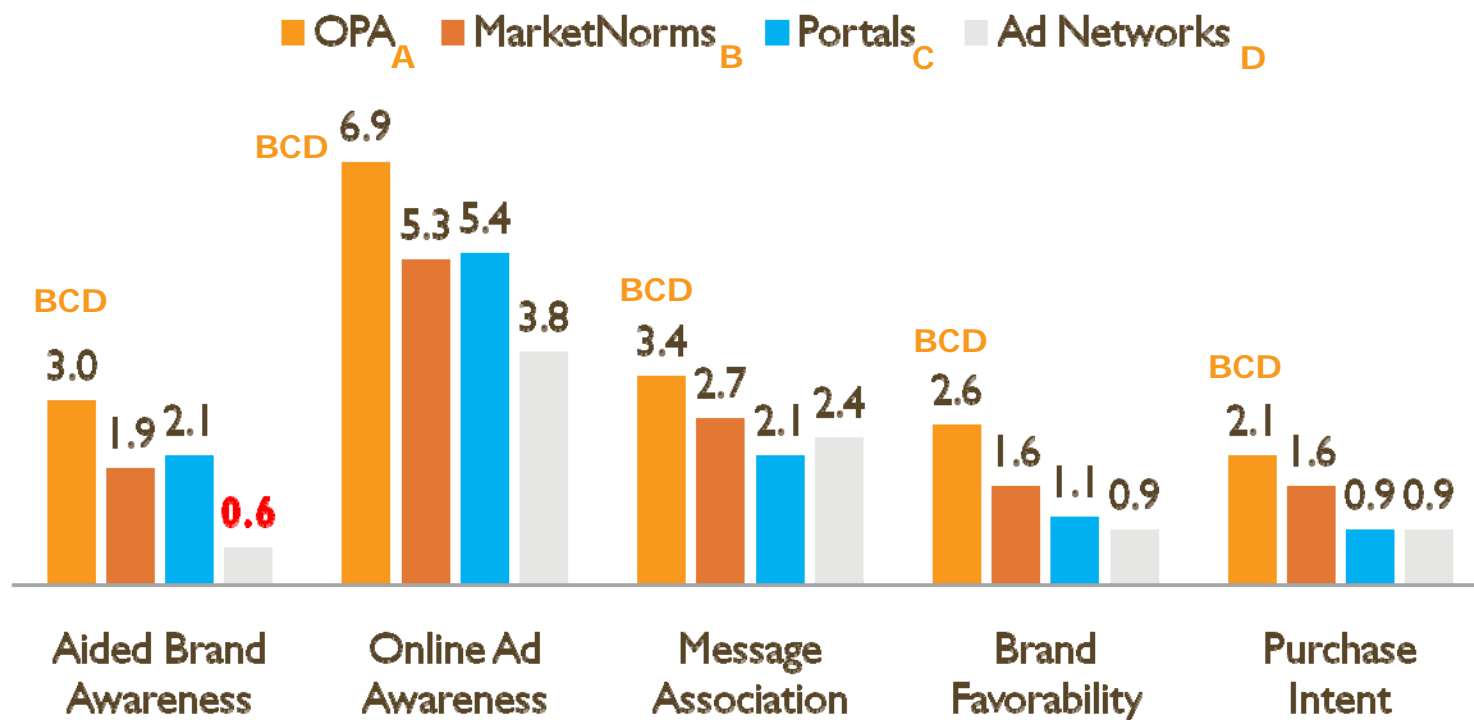
Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=151; MN=278; Portals=116

When Advertising on OPA Sites, CPG Brands' Impact is Greater on all Metrics

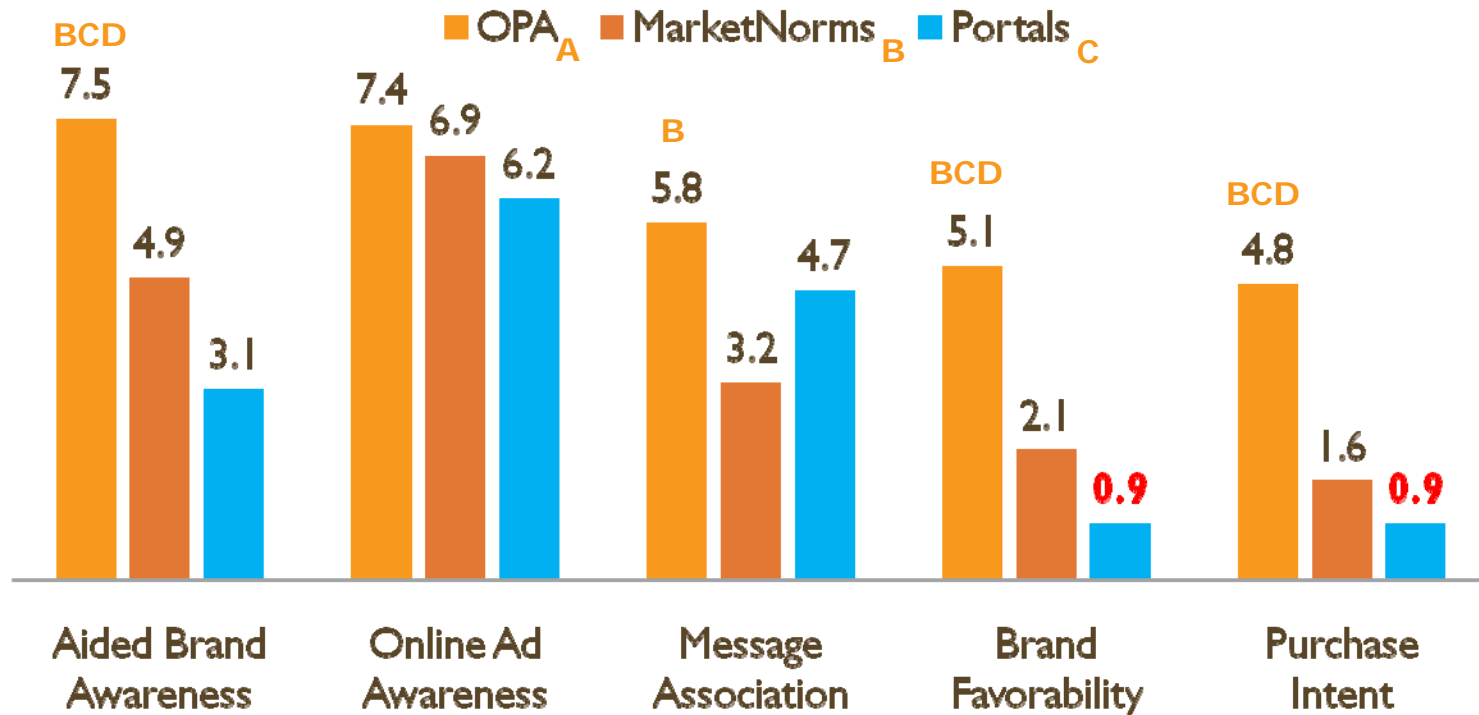
Ad Effectiveness Deltas, CPG



Entertainment Brands' Purchase Intent and Brand Favorability is Significantly Greater on OPA Sites than Portals

- Brand Favorability and Purchase Intent on Portals is **insignificant**

Ad Effectiveness Deltas, Entertainment*



*Ad Networks excluded due to low number of entertainment campaigns

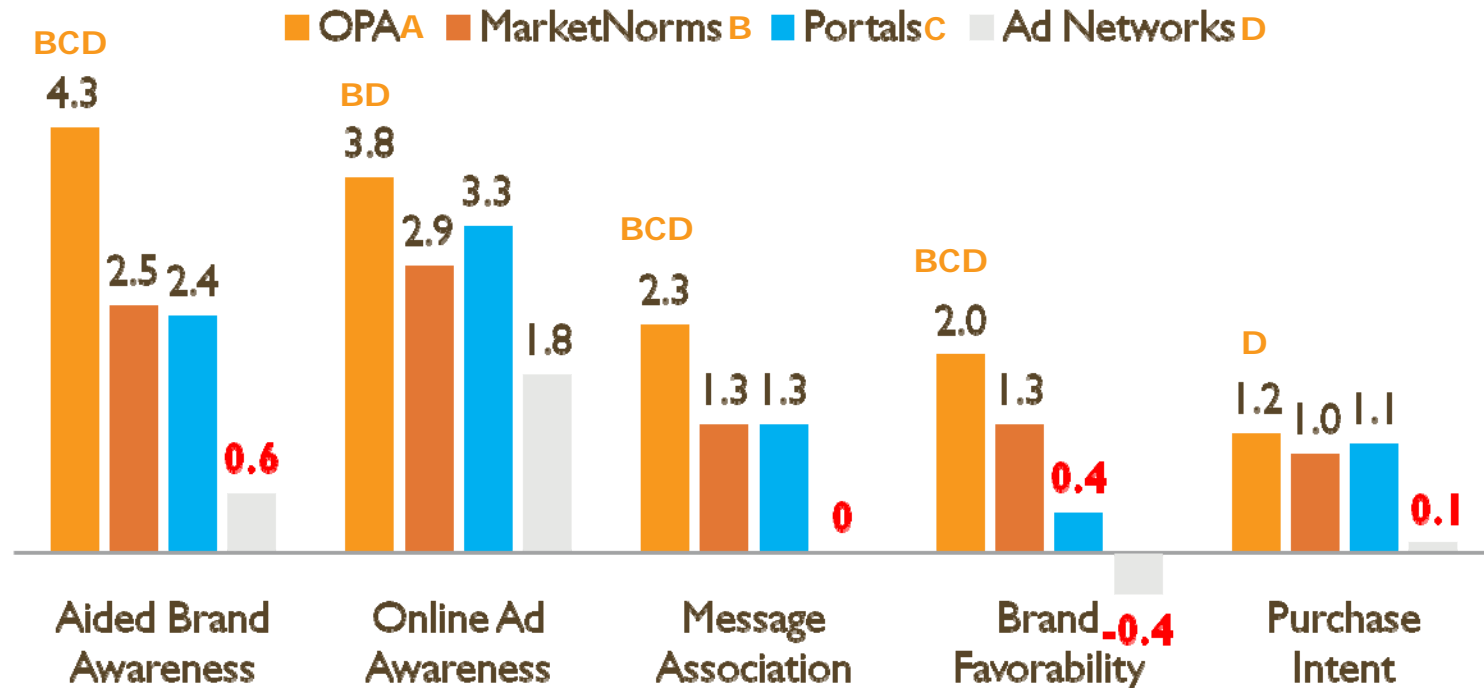
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=56; MN=46; Portals=20

Financial Services' Aided Brand Awareness and Favorability is Greater on OPA Sites

- For ads run on Ad Networks, Purchase Intent, Brand Favorability, Message Association and Aided Brand Awareness metrics were **insignificant**
- Financial Services' Brand Favorability is insignificant on Portals

Ad Effectiveness Deltas, Financial Services

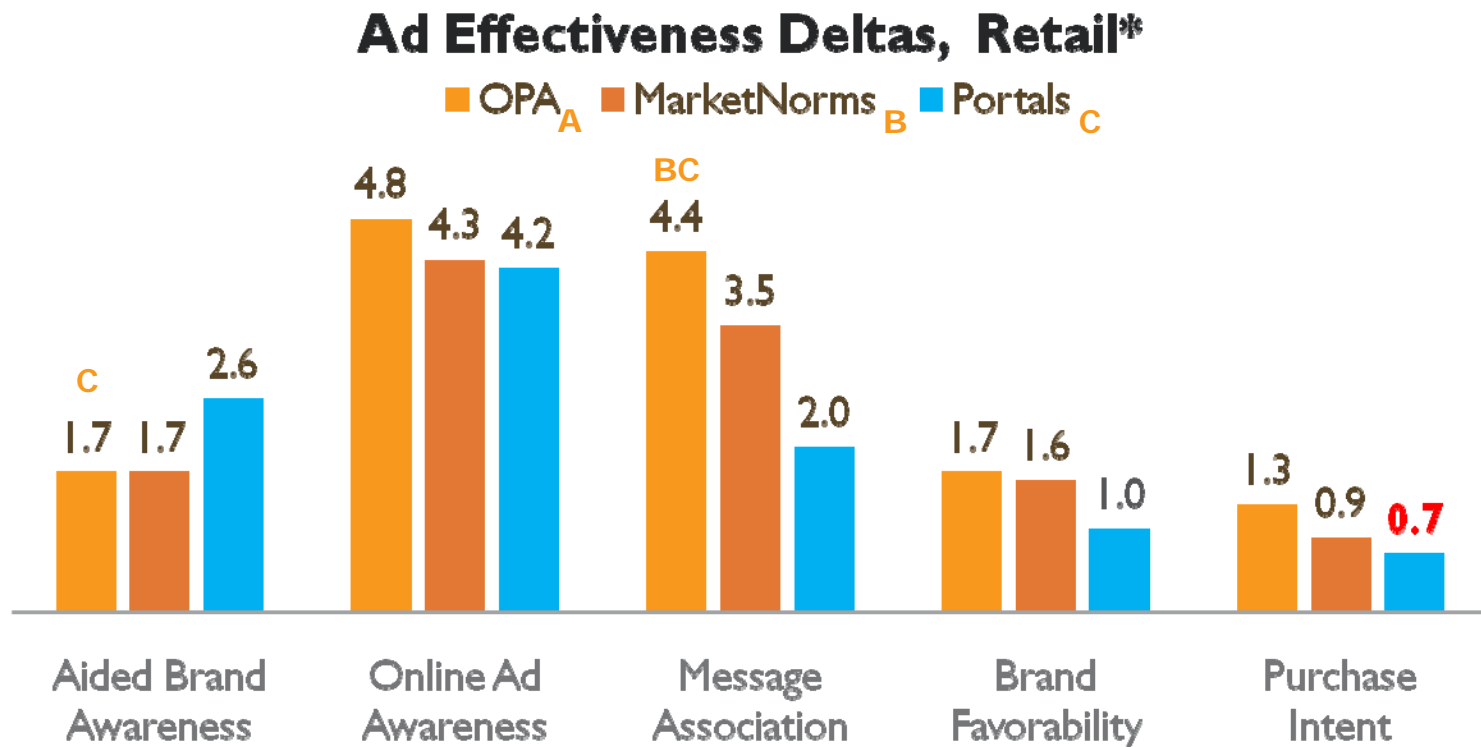


Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=223; MN=253; Portals=146; Ad Networks=64

Purchase Intent for Retailers on Portals is Insignificant



*Ad Networks excluded due to low number of retail campaigns

Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

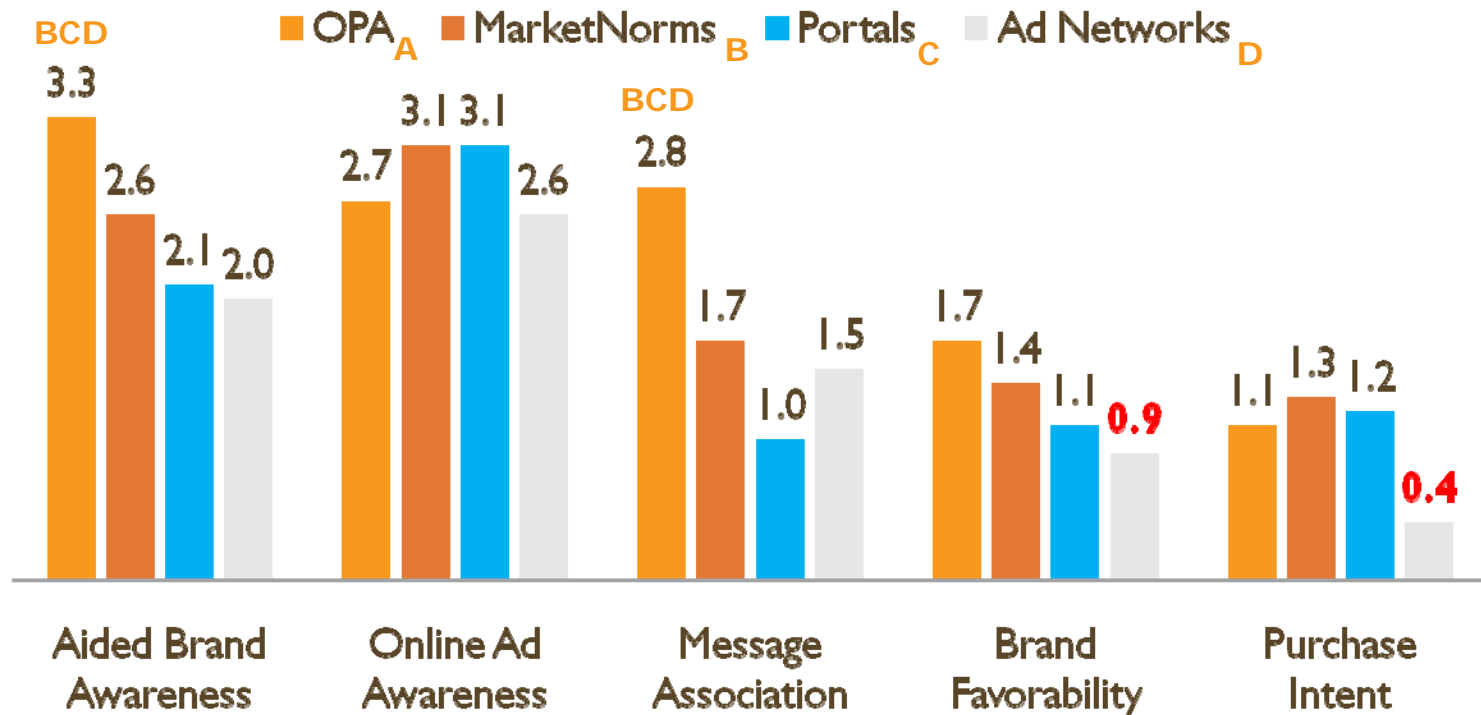
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=71; MN=120; Portals=60

Tech Ads on OPA Sites Outperform Portals and Ad Networks for Aided Awareness and Message Association

- Tech ads run on Ad Networks have **insignificant** Purchase Intent and Brand Favorability

Ad Effectiveness Deltas, Technology



Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

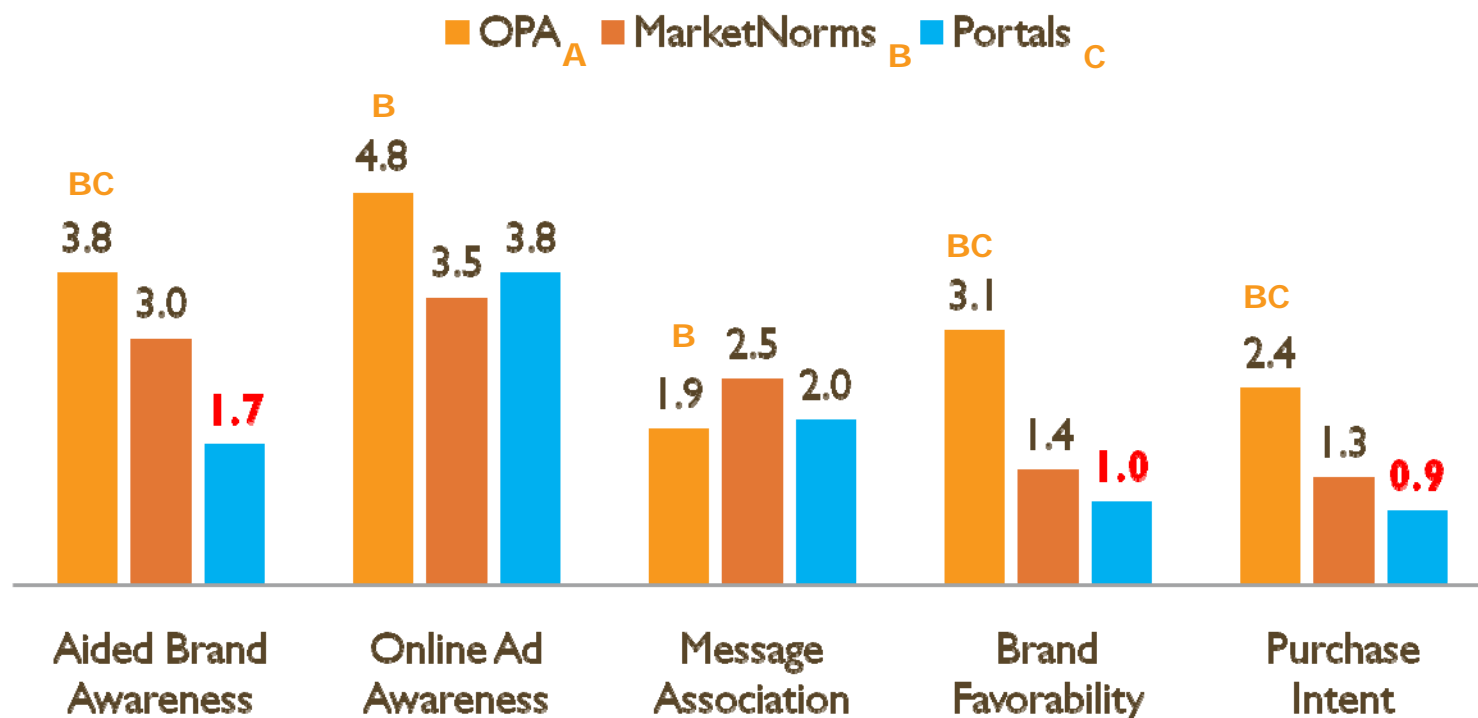
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=178; MN=283; Portals=114; Ad Networks=77

Telecom Ads on Content Sites Drive Greater Purchase Intent, Brand Favorability and Aided Awareness

- Portals provide **no significant lift** on Purchase Intent, Brand Favorability and Aided Brand Awareness

Ad Effectiveness Deltas, Telecommunications*



*Ad Networks excluded due to low number of telecommunications campaigns

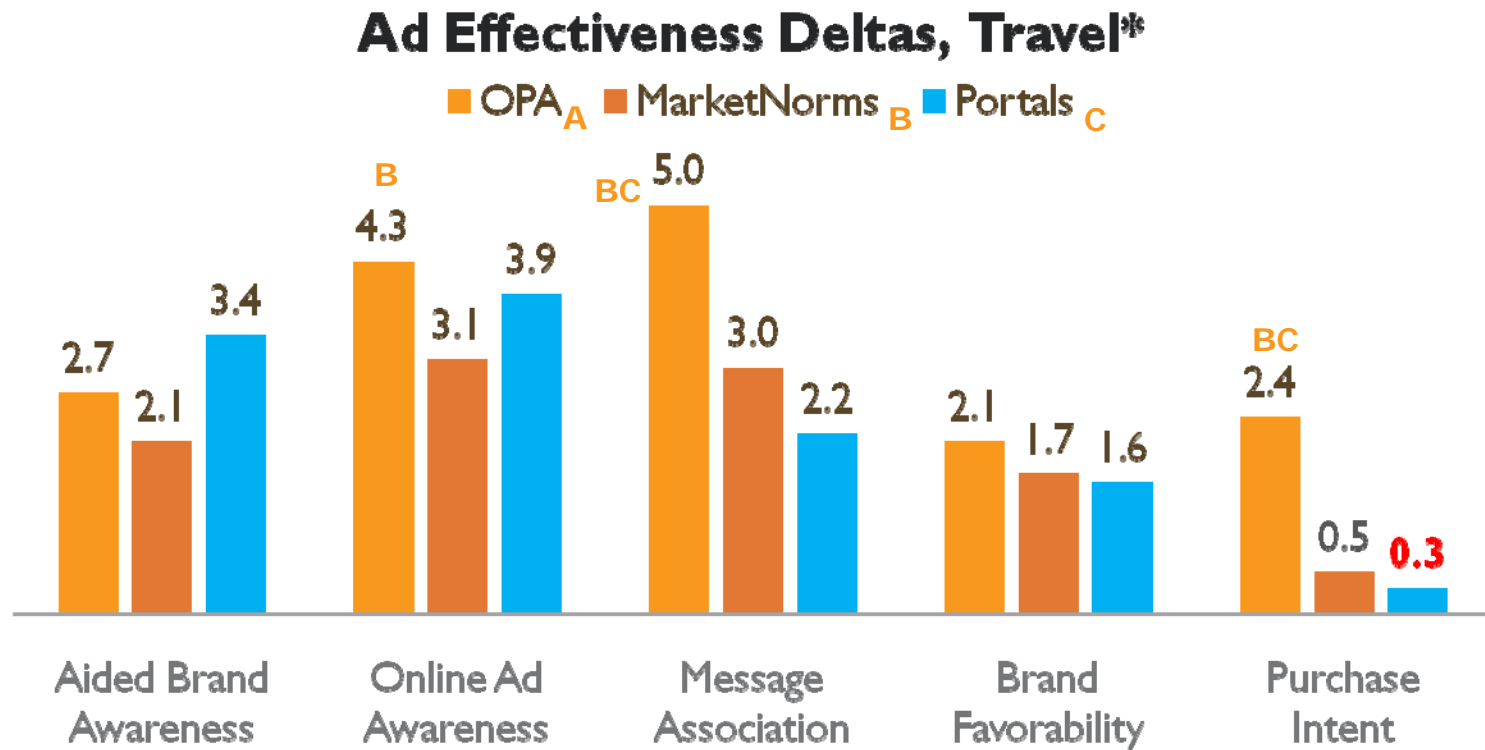
Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=70; MN=89; Portals=50

Purchase Intent for Travel Brands are Greatest for Ads Run on OPA Sites

- Travel ads on Portals **do not significantly impact** Purchase Intent



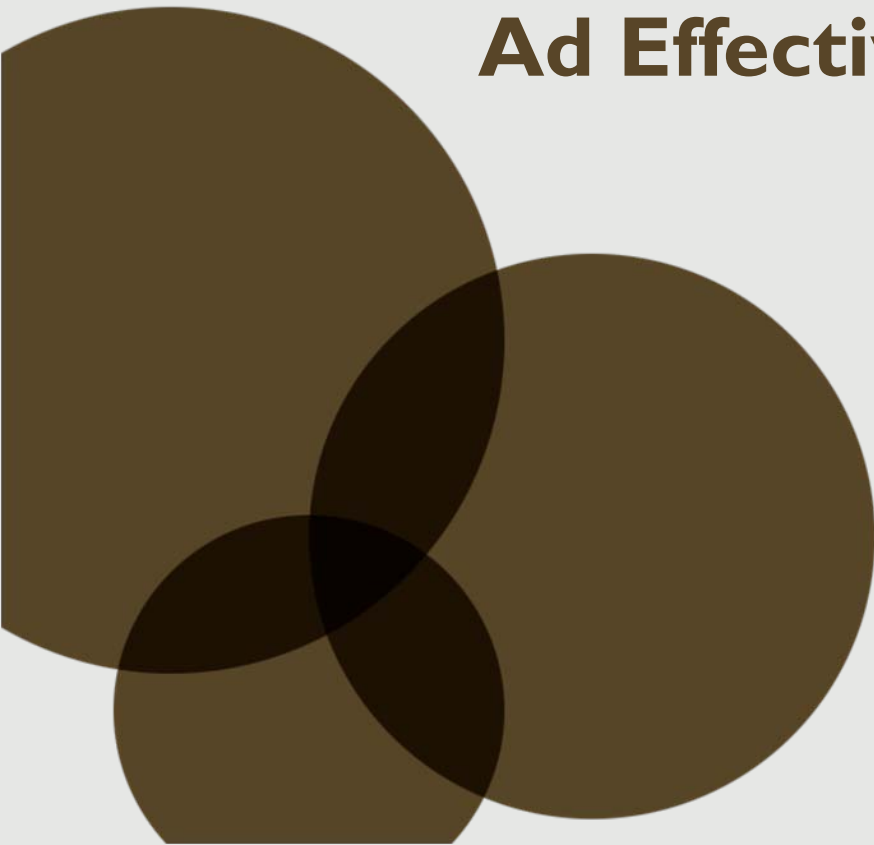
*Ad Networks excluded due to low number of travel campaigns

Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=97; MN=94; Portals=49

Ad Effectiveness by Size & Format

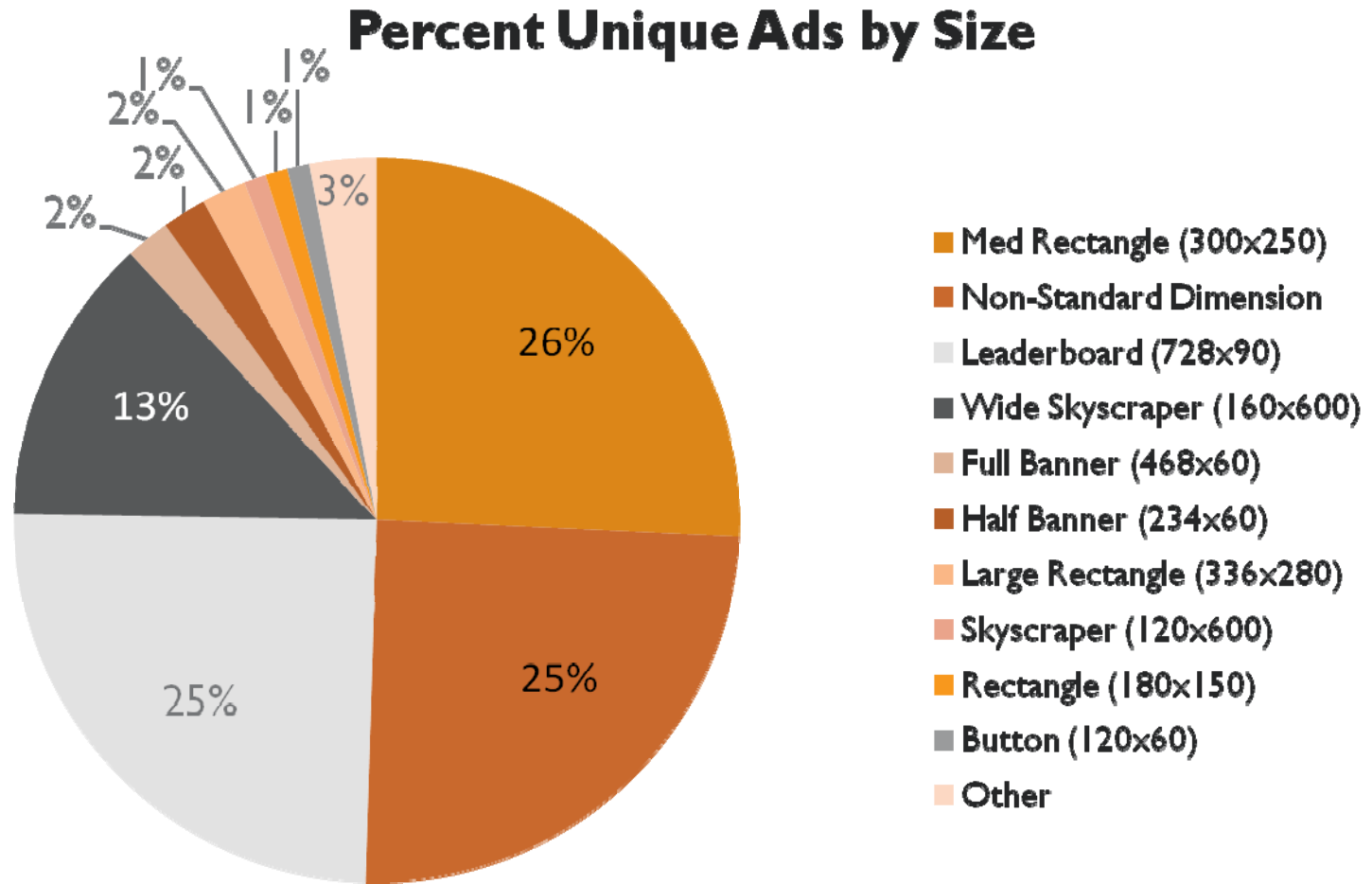




Ad Effectiveness by Size & Format

- The most popular ad sizes – medium rectangles, leaderboards and wide skyscrapers – perform better on OPA sites than MarketNorms on most branding metrics
 - Ad Networks provide insignificant Purchase Intent lifts on these most popular ad units
- Video ads on OPA Members' sites outperformed Portals on Awareness, Message Association and Purchase Intent
- Rich media ads more effectively engage these content site visitors
 - Purchase Intent and Brand Favorability is insignificant on Ad Networks
- Consumers are more involved with interactive ads on content sites
 - Purchase Intent, Favorability and Message Association and Aided Awareness is insignificant on Ad Networks

Leaderboards, Medium Rectangles and Wide Skyscrapers are Most Popular

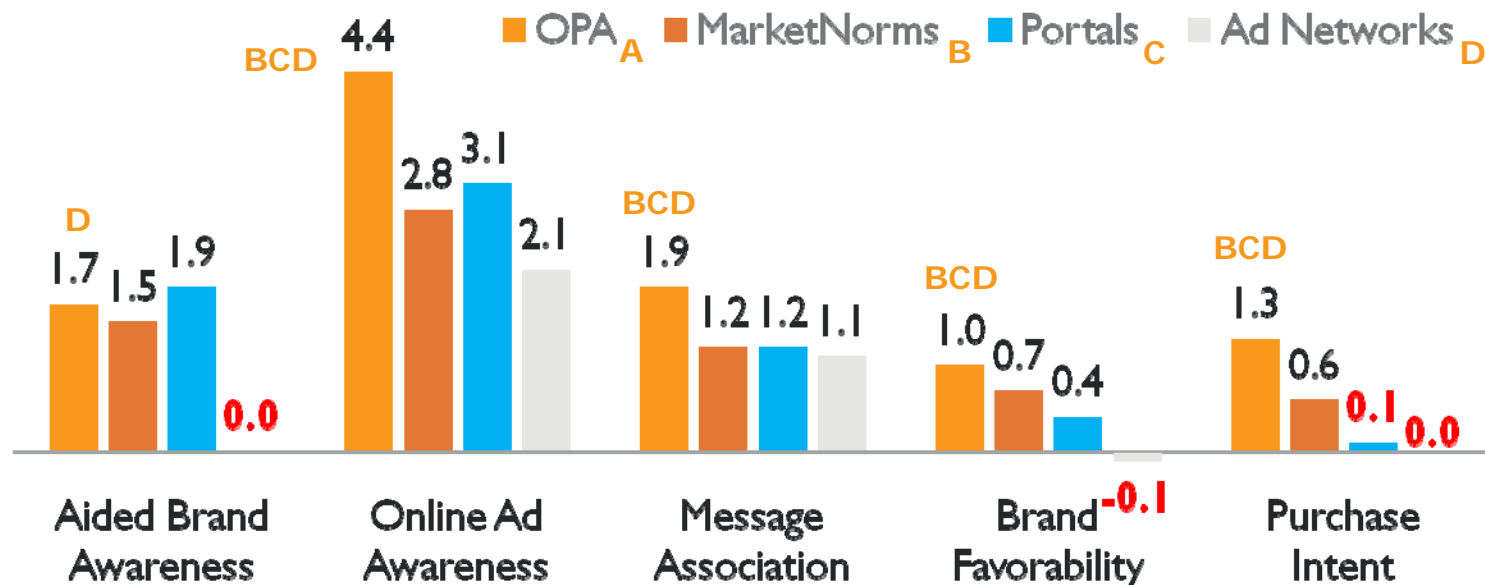


Source: Nielsen Online AdRelevance (Feb 15-Feb 21, 2010), n=78,812, house ads excluded

Medium Rectangles on OPA Sites Outperform Portals and Ad Networks on Four of Five Metrics

- Medium Rectangles on Portals had **no significant impact** on Purchase Intent
- Medium Rectangles on Ad Networks had **no significant impact** on Purchase Intent, Brand Favorability or Aided Brand Awareness

Ad Effectiveness Deltas, Medium Rectangles (300x250)



Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

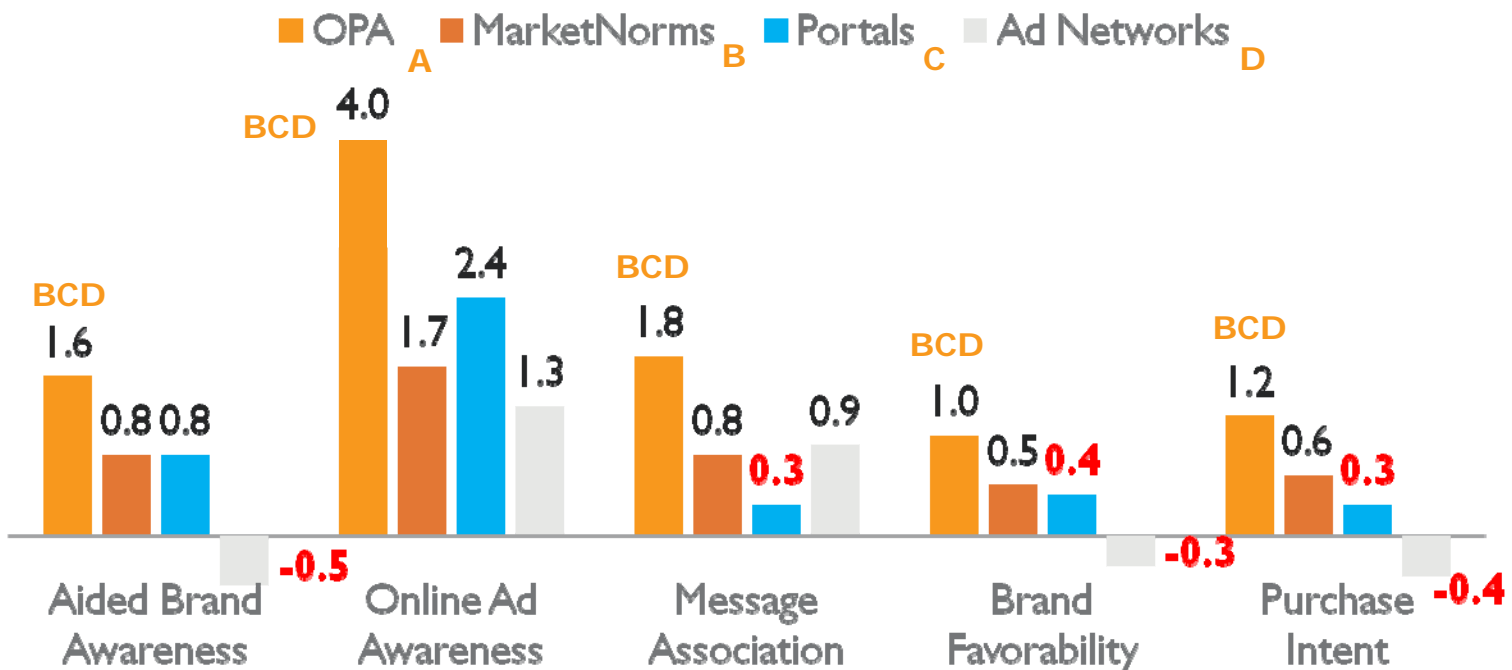
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=404; MN=1,477; Portals=552; Ad Networks=142

Leaderboards on OPA Sites Outperform those on Portals and Ad Networks

- Leaderboards on Portals have **no significant impact** on Purchase Intent, Brand Favorability or Message Association
- Leaderboards run on Ad Networks have **insignificant impact** on Purchase Intent, Brand Favorability or Aided Brand Awareness

Ad Effectiveness Deltas, Leaderboards (728x90)



Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

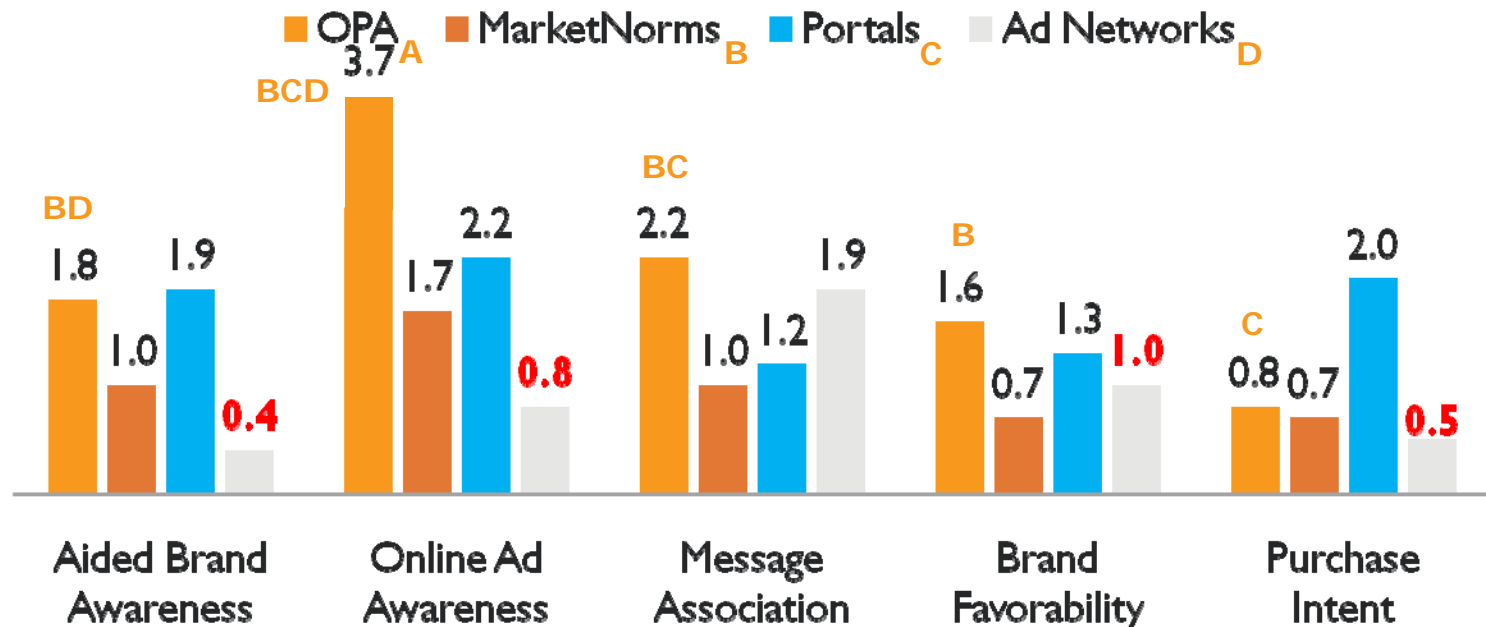
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=484; MN=1,330; Portals=384; Ad Networks=181

Skyscrapers on OPA Sites Outperform Market Norms Ad Awareness, Brand Favorability and Message Association

- Wide Skyscrapers on Ad Networks have **insignificant impact** on Purchase Intent, Brand Favorability, Online Ad Awareness or Aided Brand Awareness

Ad Effectiveness Deltas, Wide Skyscrapers (160x600)

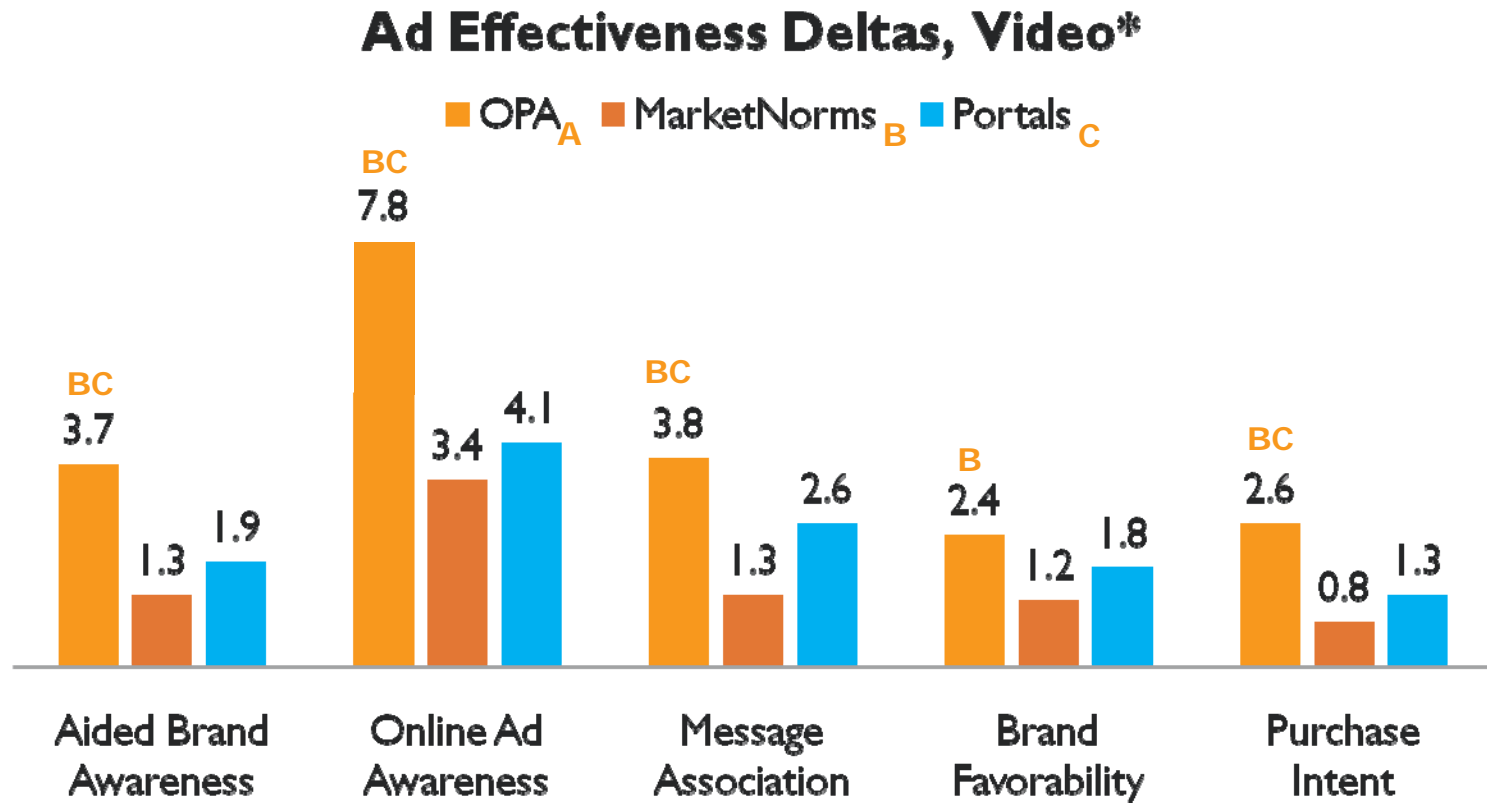


Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=206; MN=618; Portals=124; Ad Networks=80

Video Ads Are Most Effective on OPA Sites for Purchase Intent, Awareness and Message Association



*Ad Networks excluded due to low number of video campaigns

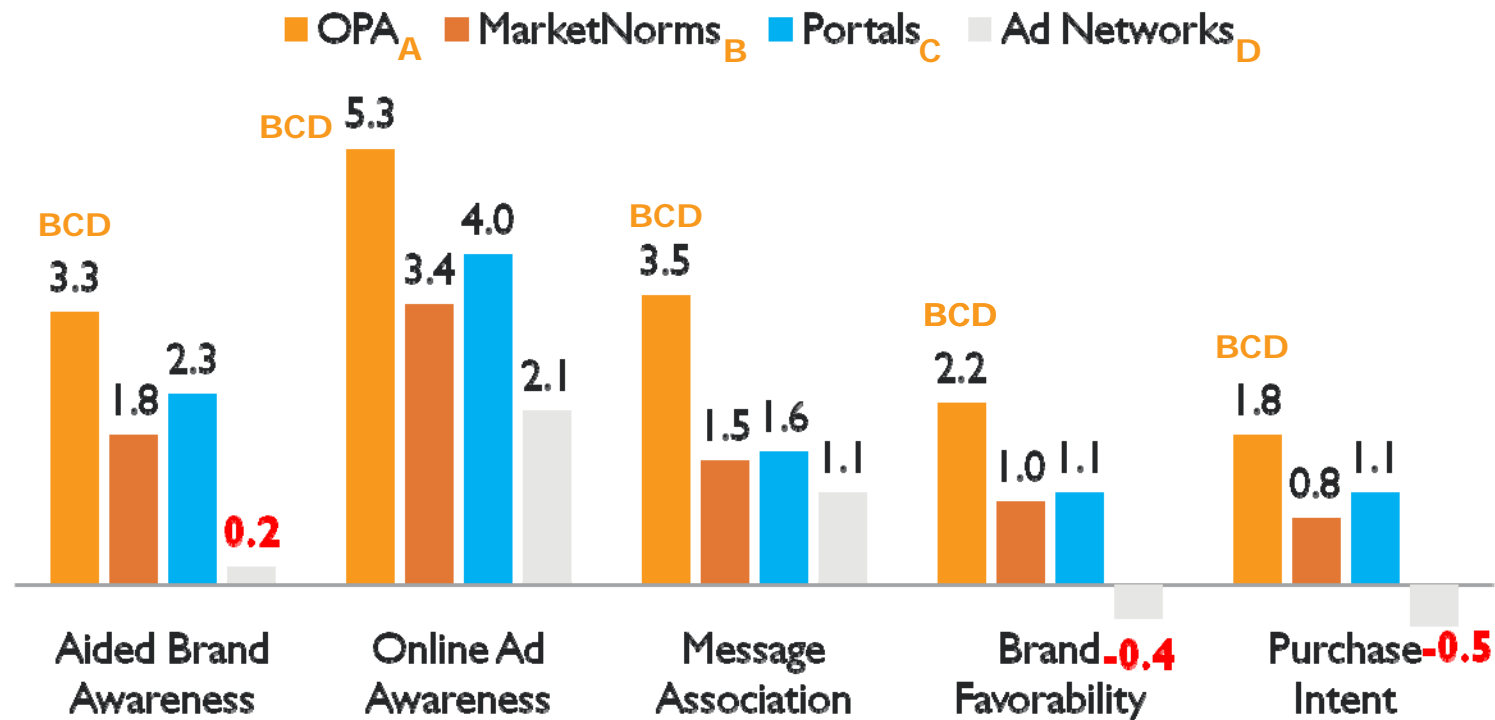
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=77 MN=294; Portals=113

Rich Media Performs Best on OPA Sites

- Rich media ads on Ad Networks have **insignificant impact** on Purchase Intent, Brand Favorability or Aided Brand Awareness

Ad Effectiveness Deltas, Rich Media



Note: Ad effectiveness deltas in **red** are statistically insignificant (i.e., there is no lift)

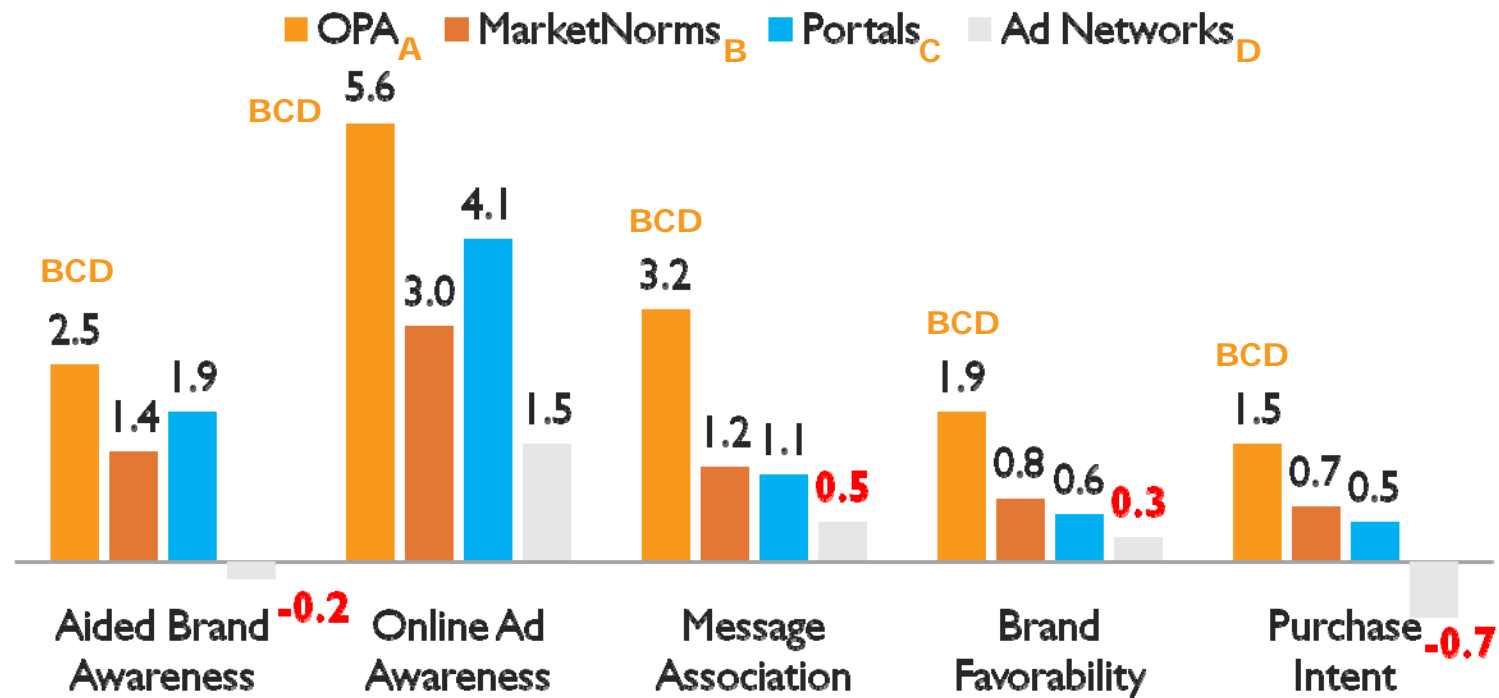
Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA N=658; MN=1,162; Portals=505; Ad Networks=185

Interactive Ads Perform Better on OPA Sites than Portals

- Interactive advertising on Ad Networks had insignificant Purchase Intent impact, nor did Ad Network interactives positively impact Brand Favorability, Message Association or Aided Brand Awareness

Ad Effectiveness Deltas, Interactives



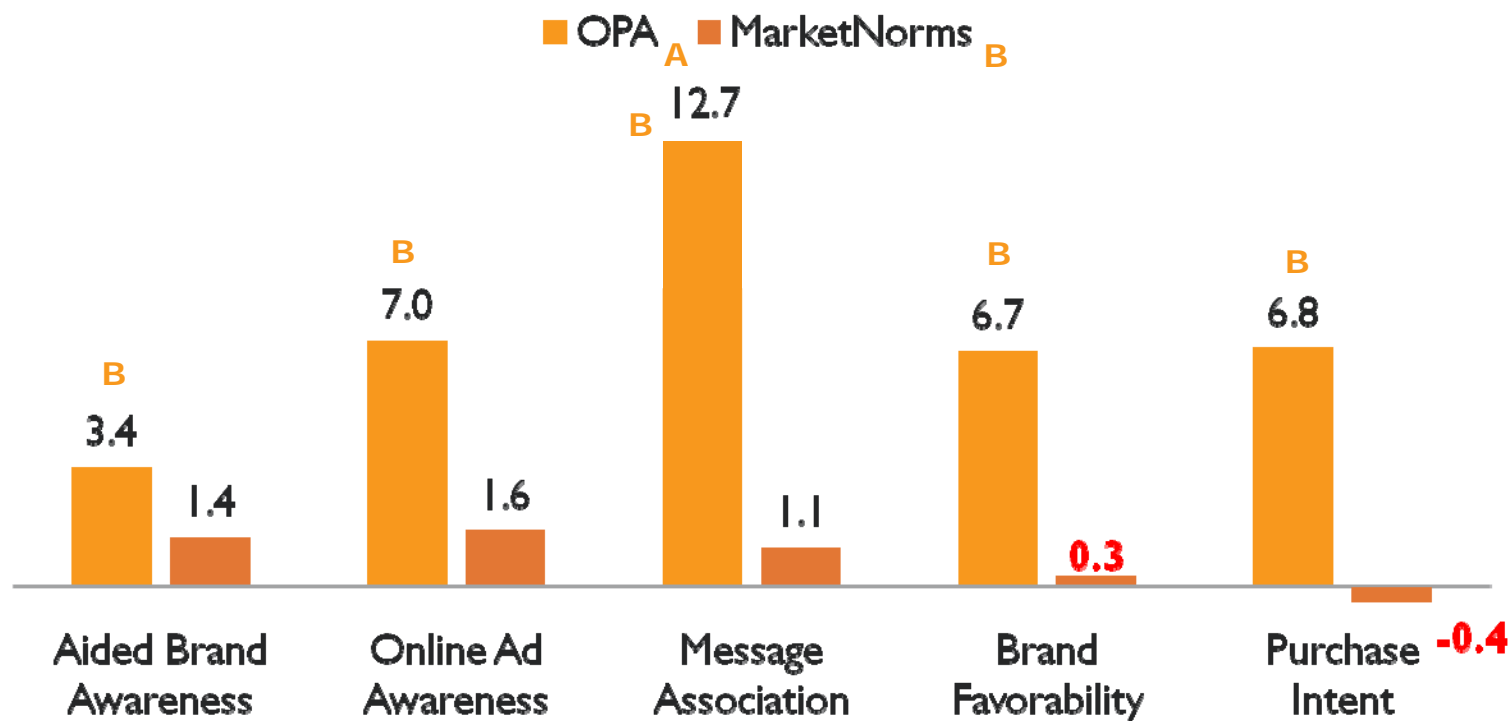
Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA=479; MN=666; Portals=270; Ad Networks=82

Large Ads on OPA Sites Have Greater Impact on All Ad Effectiveness Metrics

Ad Effectiveness Deltas, Full & Half Page Ads*



*Portals and Ad Networks excluded due to low number of full and half page campaigns

Note: Ad effectiveness deltas in red are statistically insignificant (i.e., there is no lift)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q4 2009

OPA=44; MN=72

***For ad effectiveness, environment matters –
and content sites help advertisers ‘move the needle’***

- OPA Member sites’ ad effectiveness consistently outperform other sites – including portals and ad networks
- These content sites generally do a better job of integrating advertising into professional video, as well as rich media and interactive ads
- Content site ad effectiveness spans product categories
- Ad Networks’ Purchase Intent impact is not statistically significant



For More Information

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