

The New Currency of the Web

Trading on Time in Digital Advertising

Brendan Spain
22 January 2015



Today's Agenda

- 1** The Journey
- 2** Beta trial results for FT advertisers
- 3** What it means for the FT – sales, ops, dev & editorial
- 4** The Future

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The Journey

Oversupply

100 bn

units per day

Source: Comscore estimates

The Journey

Fraud

PERCENTAGE OF FRAUDULENT* IMPRESSIONS



22%



35%



38%



Source: Data measured by **Pixelate Inc.** for Q3 2013. Data Size: ~ 10 Billion Impressions.
*Traffic generated at the Site through illegal means or in bad faith to defraud the system

dVantage

The Journey

Viewability

More than half of all the ads in existence aren't seen by humans

VCE Benchmarks (June 2013)

"Real world scenario"

1000s of campaigns

290 billion impressions

Mix of advertisers

Mix of publishers

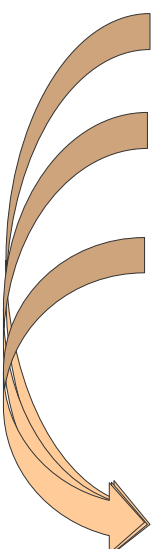


■ Viewable 46%

■ Not viewable 54%

Source: comScore validated Campaign Essentials data 2012-13, global

Leading the FT to innovate towards....

- 
- **Transparency**
 - **Accountability**
 - **Outcome-orientated**

Resulting in a new way to buy FT media: Cost Per Hour (CpH)

- For branding campaigns
- Impressions viewable for at least 5 seconds
- Other impressions are counted but not invoiced
- Optimizing to time in view (not clicks, etc)

We're asking advertisers:

"Would you rather buy this..."

55% support state funding for electric vehicle infrastructure

→ JOIN THE DEBATE

Power and productivity
for a better world™

ABB

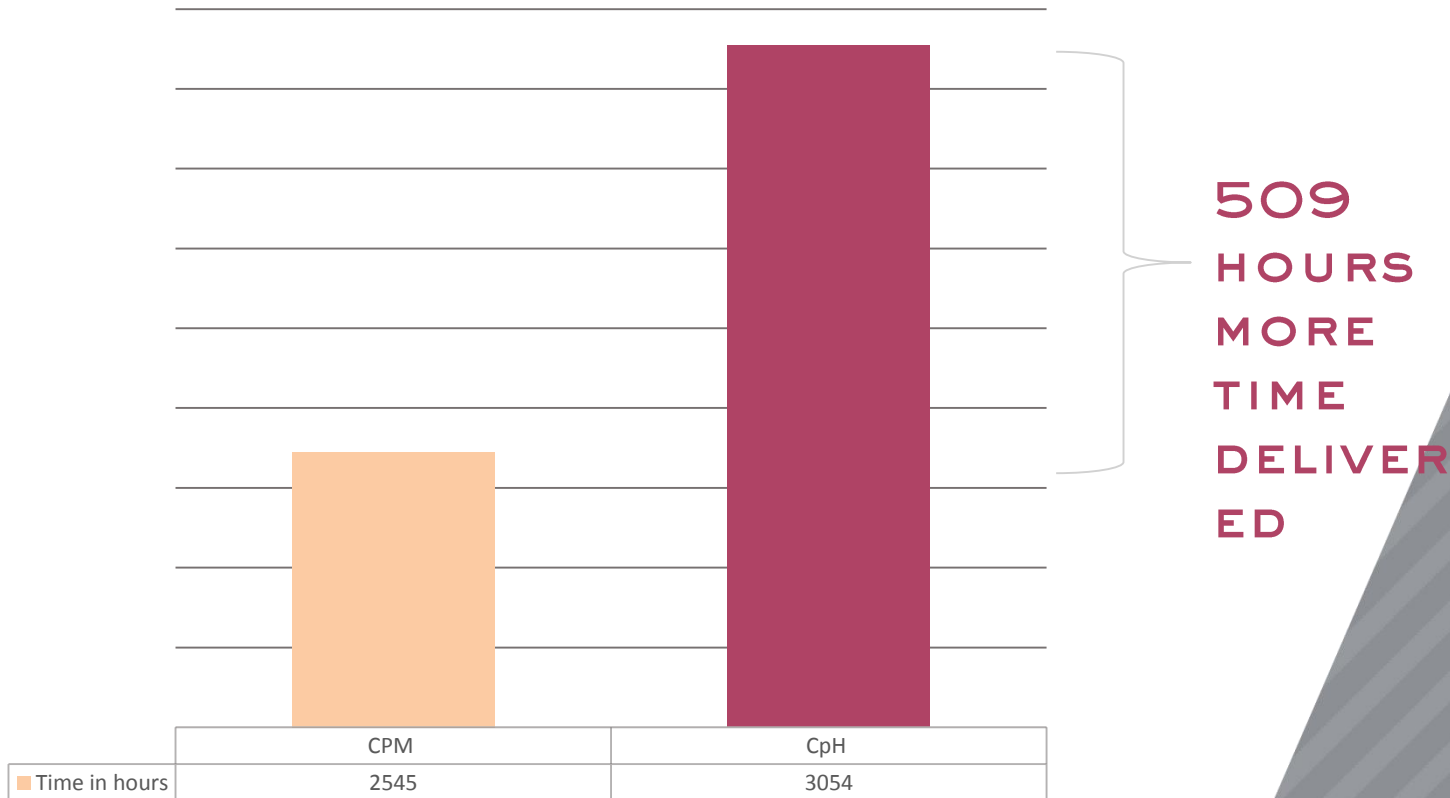
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SUMMARY OF CAMPAIGN

ON AN AVERAGE CPM CAMPAIGN BRAND X WOULD HAVE SECURED 2545 HOURS OF USER EXPOSURE TIME FOR THEIR SPEND. OPTIMISING TO TIME AND ONLY PAYING FOR PROLONGED EXPOSURE HAS SECURED THEM 509 MORE HOURS FOR THE SAME PRICE

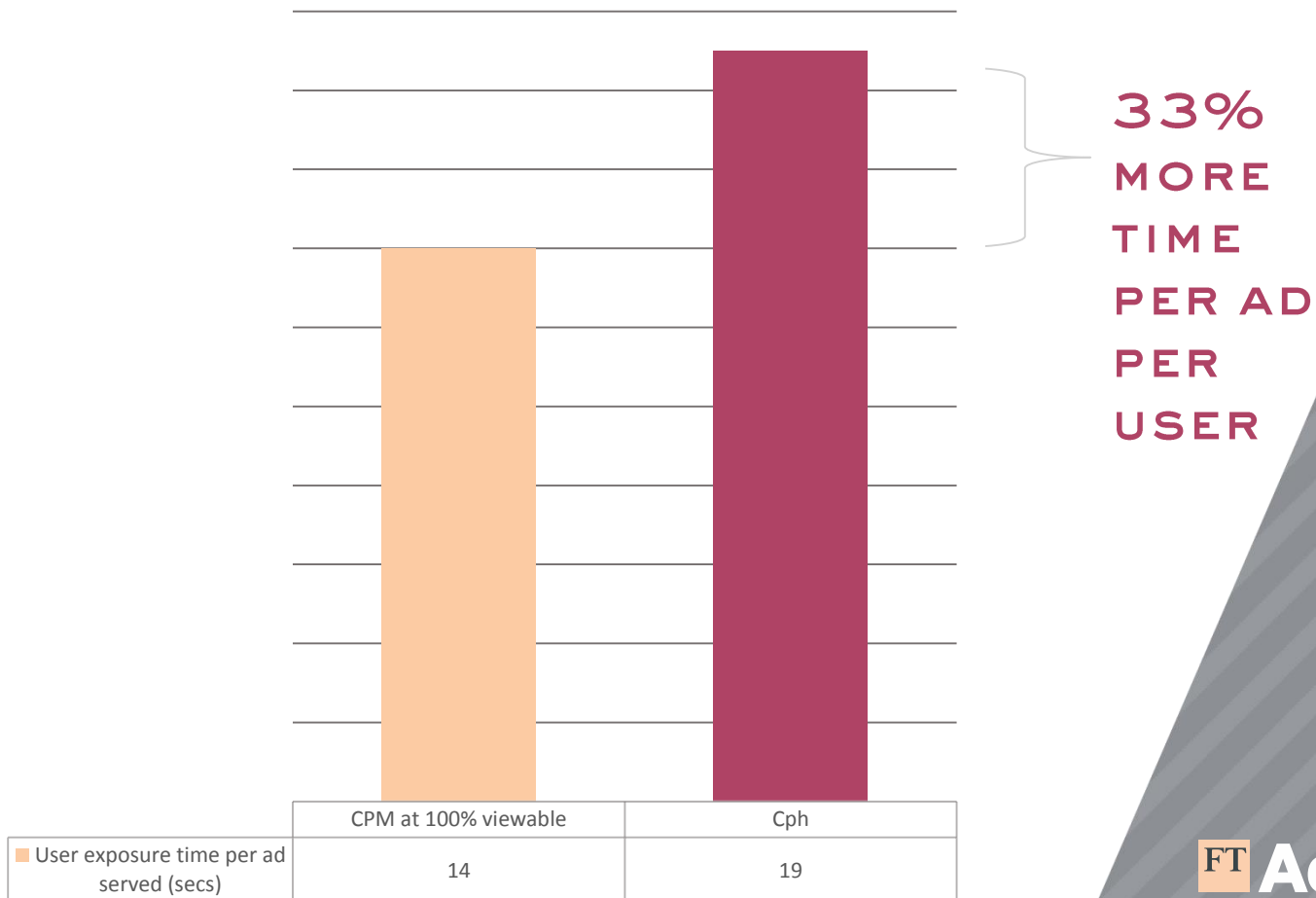
Brand X campaign time in hours



OUTPERFORMING THE CPM STANDARD

HAD BRAND X BOUGHT A CAMPAIGN WITH AT THE IAB STANDARD AT GUARANTEE OF 70% VIEWABILITY THEY WOULD HAVE SECURED AN AVERAGE TIME OF LESS THAN 14 SECONDS PER VIEWED AD. CPH HAS UPPED THAT TO 19 SECONDS

User exposure time per ad served (secs)



Top line delivery stats

Time delivered and Users Exposed

- Lifetime exposure per user: **60 Seconds**
- Exposed unique users: **111,626**
- Total time in front of C-levels: **830 Hours**
- Users exposed to more than one Creative: **31,000**

SBDM Elite Group Detail

Business Position	Sum of total time (hours)	Unique Users
Chairman / CEO / President	137	8742
Other C level	693	3862
Owner / Partner	266	15938
VP / Director	261	19199
Exec Mgmt. (MD etc.)	95	5698

Effect of CpH campaign on Brand Attributes

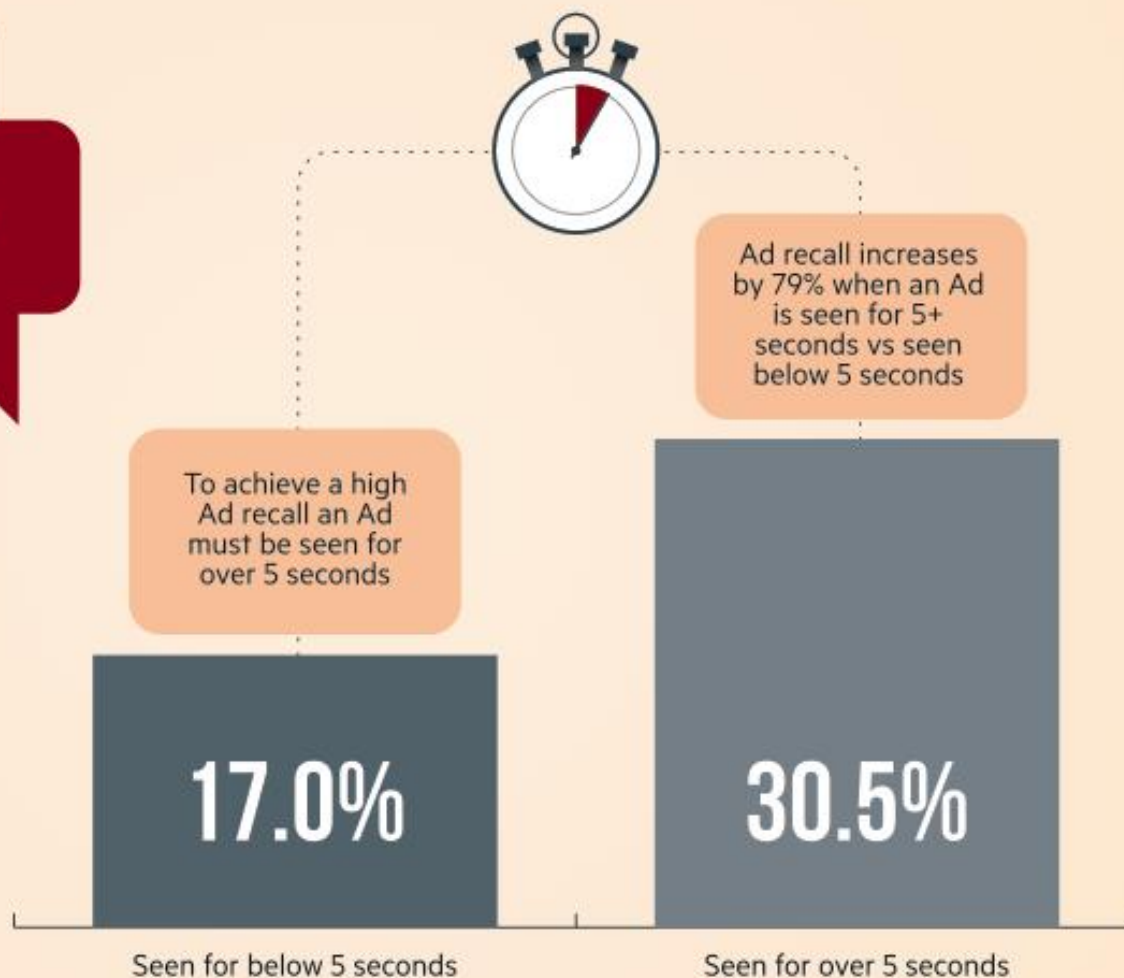
THE IMPACT OF EXPOSURE TIME ON AD RECALL (I)

Q

Do you recall seeing Brand X advertising on FT.com in the last few weeks?

A

Yes



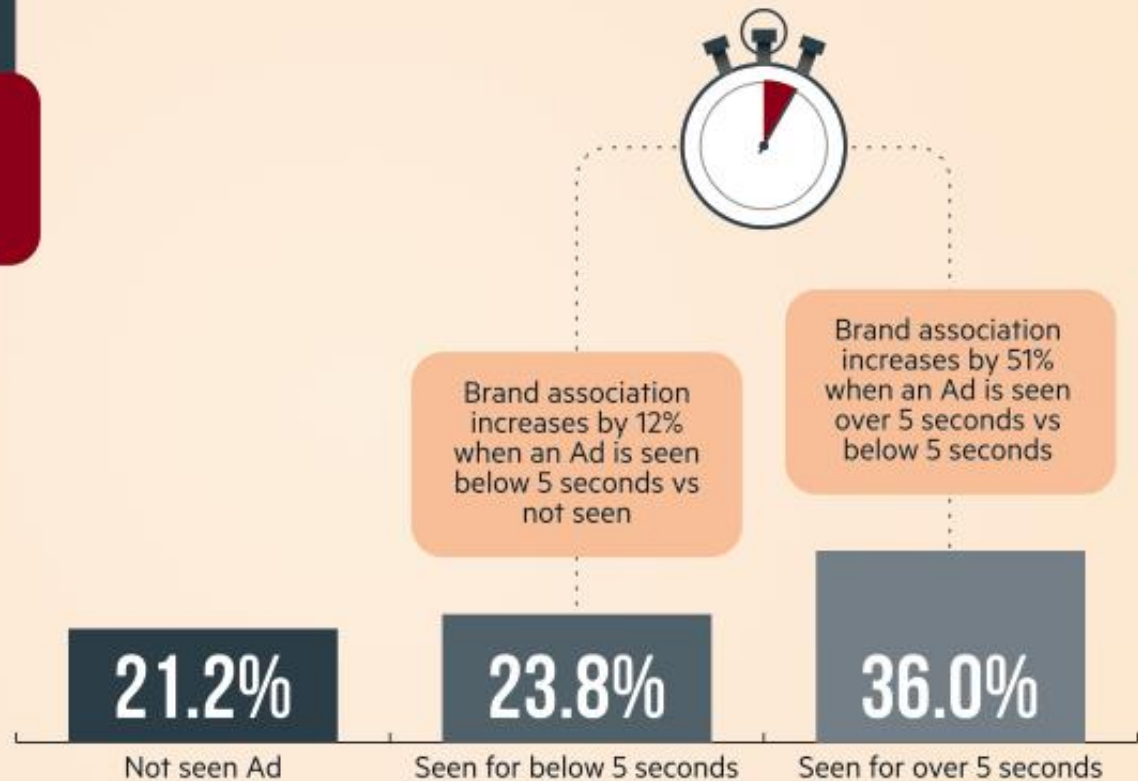
THE IMPACT OF EXPOSURE TIME ON BRAND ASSOCIATION (I)

Q

How much do you agree with the statement that Brand X stands for (Association)...

A

Strongly agree or agree



FT

FINANCIAL
TIMES

4 Survey Samples: Total = 1310; Not Seen = 534, Under 5 seconds = 55, Over 5 seconds 717

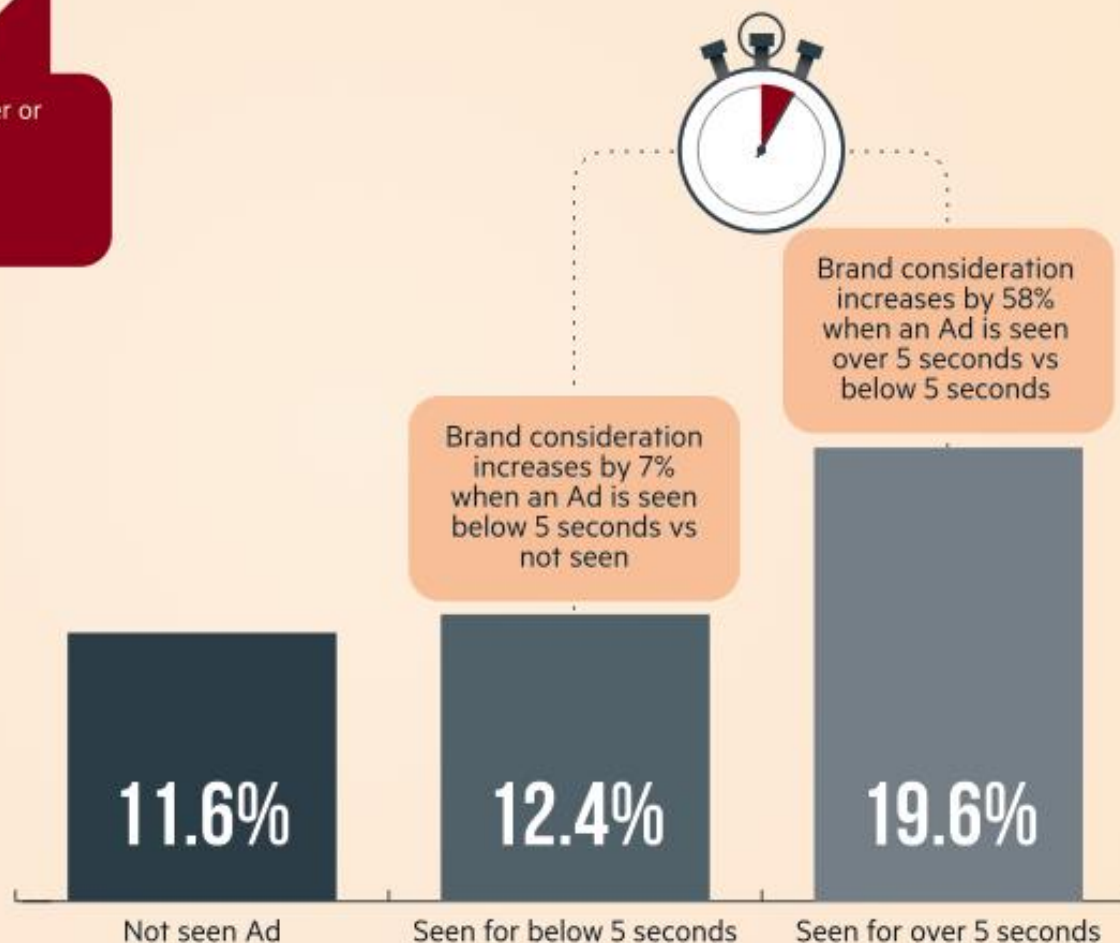
THE IMPACT OF EXPOSURE TIME ON BRAND CONSIDERATION (1)

Q

How likely are you to consider using/buying Brand X?

A

Very Likely to Consider or Likely to Consider



THE IMPACT OF EXPOSURE TIME ON DIFFERENT MARKETING OBJECTIVES



For all the marketing objectives an Ad was needed to be seen for 5+ seconds to increase brand perceptions

% Increase in brand perception when an Ad is seen for over 5 seconds

+79%

AD RECALL

+71%

BRAND AWARENESS

+51%

BRAND ASSOCIATION

+58%

BRAND CONSIDERATION

Ad Recall and Ad Awareness see significant brand uplift immediately

Brand Association and Consideration need to be exposed to Ads for a longer period of time

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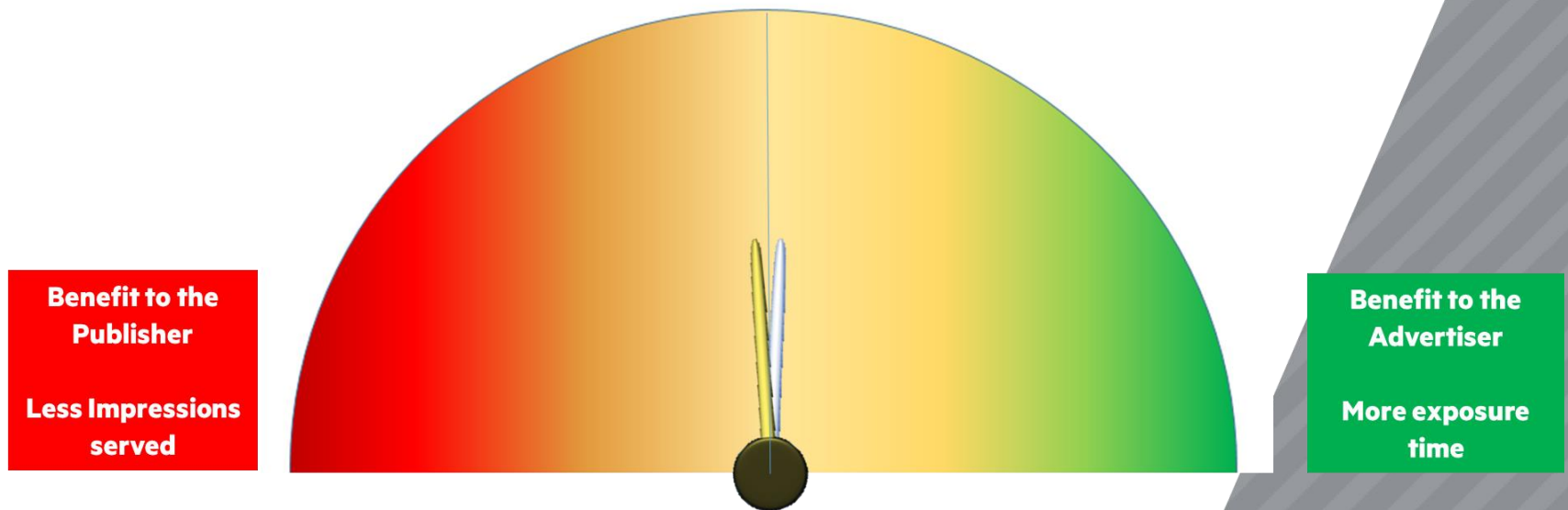
Benefits for Financial Times

- Moving the conversation from quantity to quality/transparency
- Working to 100% viewable standard
- Richer reporting and more campaign insights
- Shifted internal conversations to Attention
 - Sales is selling it
 - Ops is optimizing towards it
 - Dev/design is working towards capturing it
 - Editorial is writing with attention in mind – good content wins out

YIELD EFFICIENCY

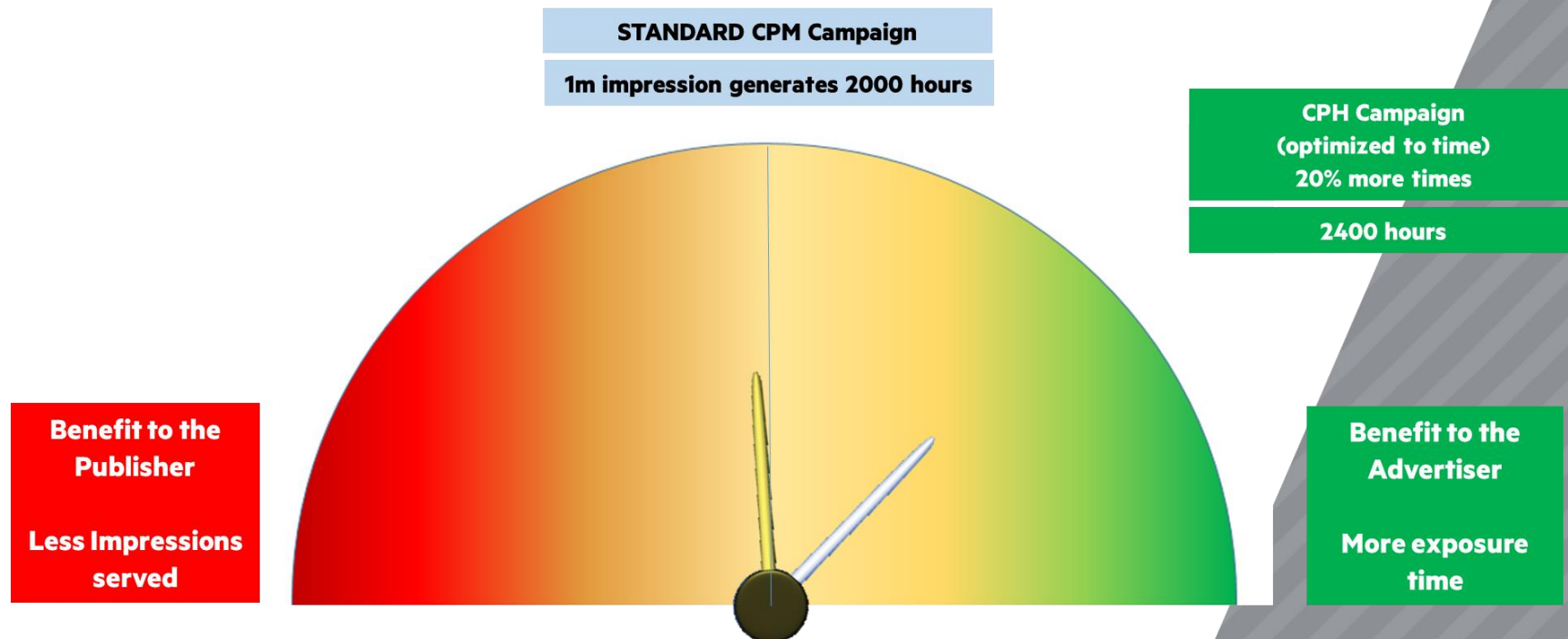
STANDARD CPM Campaign

1m impression generates 2000 hours



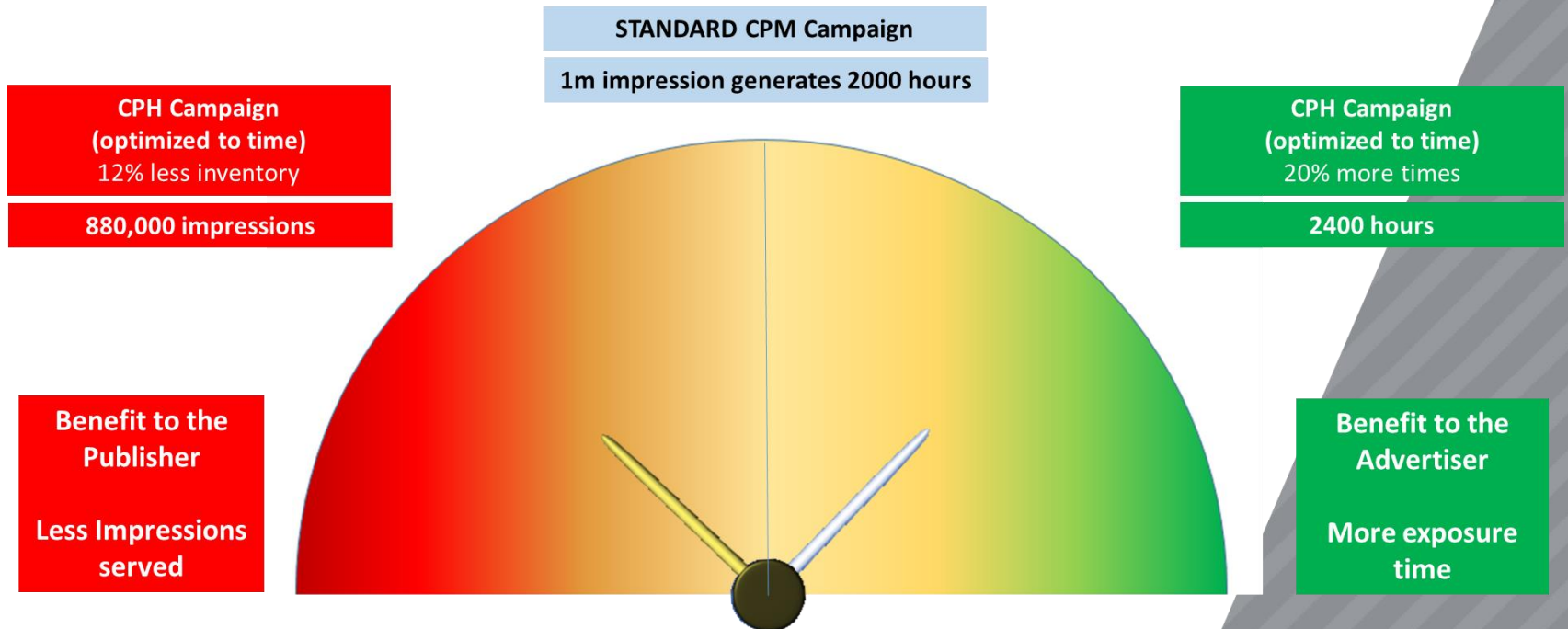
YIELD EFFICIENCY

GIVING ADVERTISERS MORE TIME...

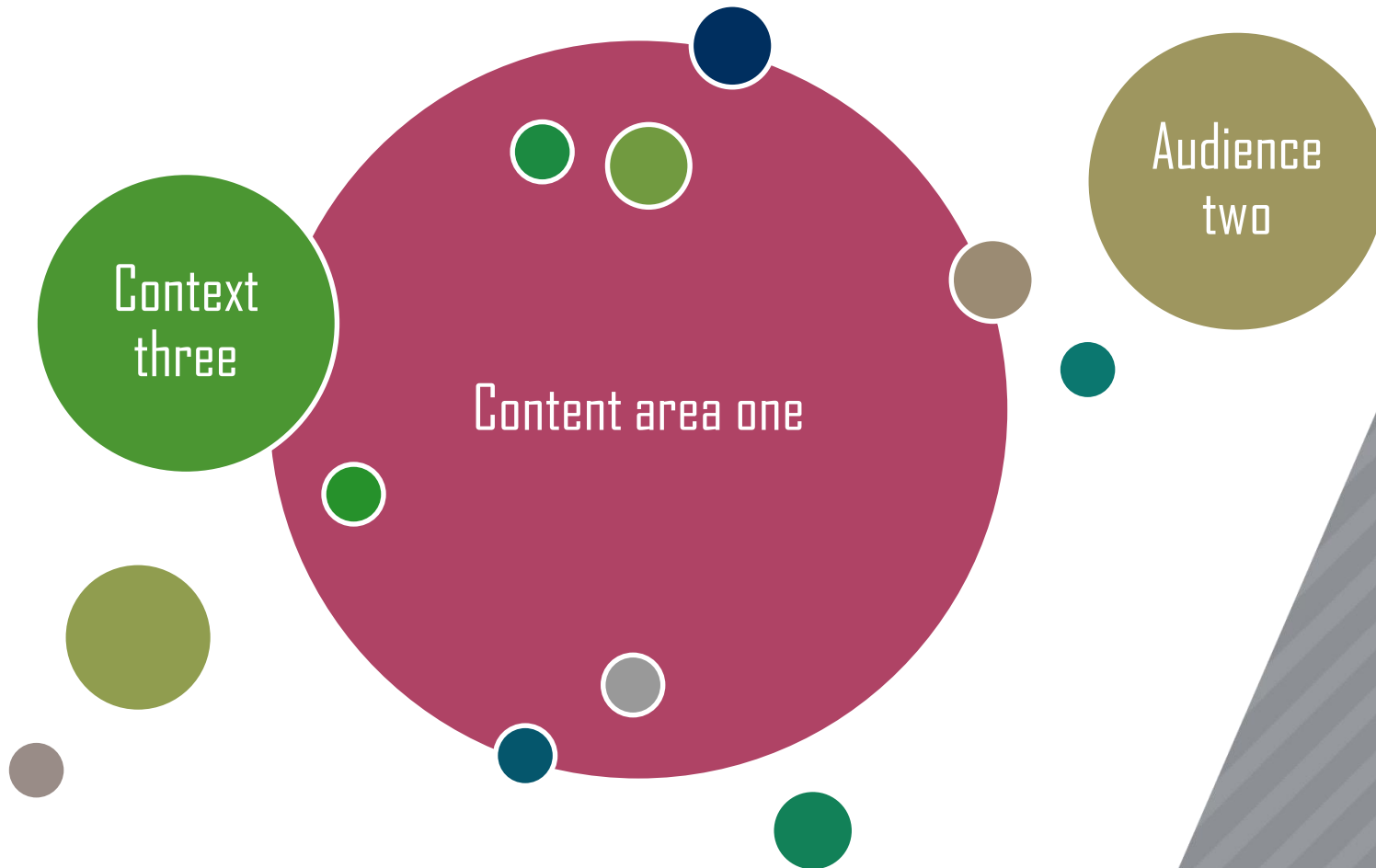


YIELD EFFICIENCY

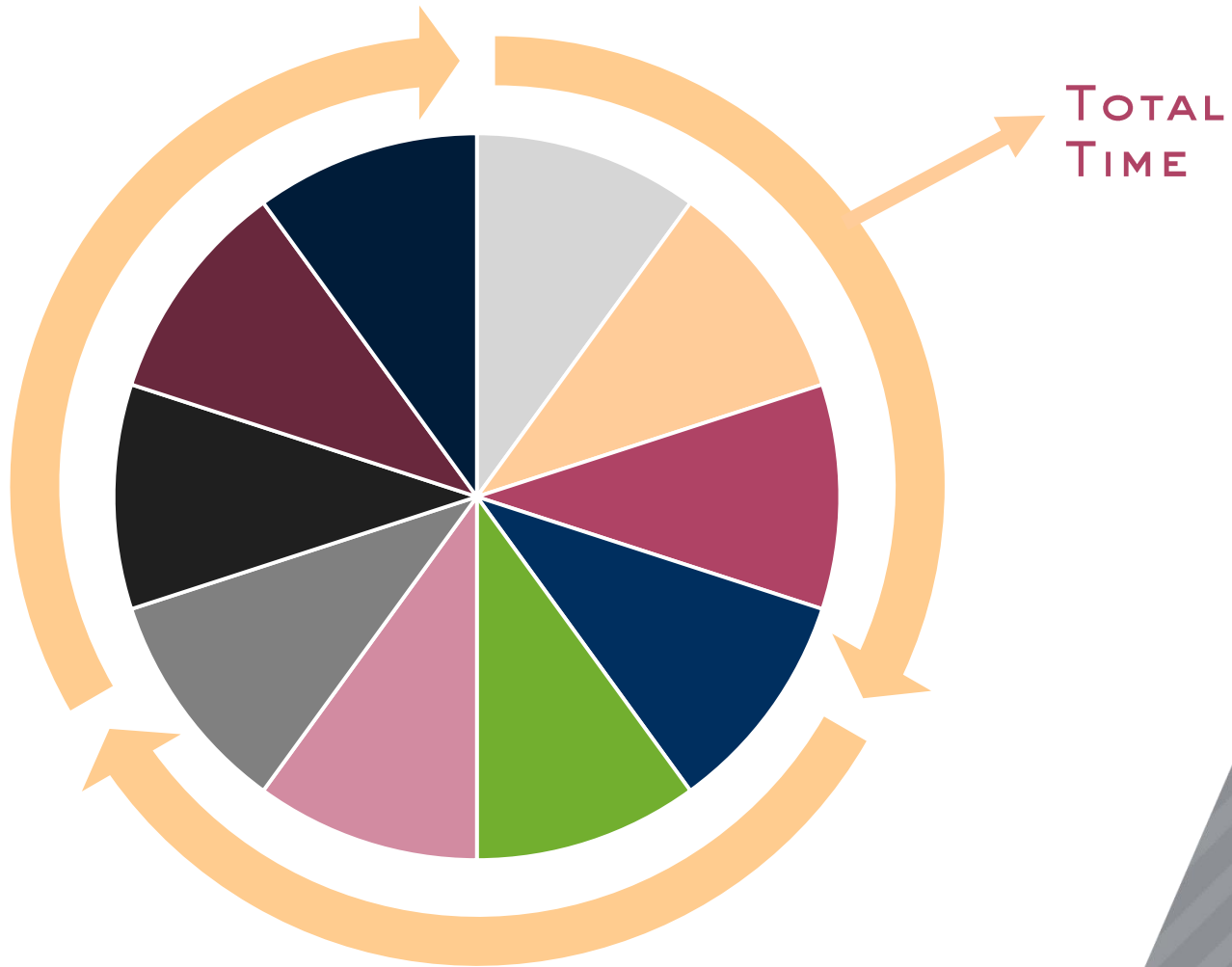
GIVING ADVERTISERS MORE TIME, WHILST SERVING OUT LESS INVENTORY



CURRENT INVENTORY MANAGEMENT THEORY



FUTURE INVENTORY MANAGEMENT THEORY



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The Future

- **Cross-platform rollout**
- **Programmatic?**
- **Tailored offerings for different objectives**
- **Providing focus for ad product developments (lazy load, sticky)**
- **Continued education of clients and agencies**



Questions?

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