

The Halo Effect

Advertising on Premium Publishers Drives Higher Ad Effectiveness



Research Questions

Phase

1

Is it true that ads appearing on Premium publishers, all else being equal, perform better than on other inventory?

And if it's true that premium inventory performs better, how much more valuable is it?

Phase

2

Do Premium sites have a stronger effect on certain demographic segments and target audiences?

How does video advertising perform on Premium publishers?

Research Background

Campaign Methodology

- comScore's Smart Lift™ attribution methodology was used to determine the amount of lift being contributed by Premium and Non-Premium publishers across fifteen desktop display/video campaigns.
- Average Lift at One Impression was calculated for metrics significant at 90% confidence level.

Campaign Selection Criteria

- Advertiser categories included CPG, household goods, auto, consumer electronics, and telecom.
- The campaigns were selected from among previously run comScore Brand Survey Lift studies based on the following criteria:
 - Sufficiently large impression volume;
 - Ran on both DCN and Non-DCN publishers;
 - Overall sample of at least 400 survey respondents;
 - At least one key metric significantly lifted at the overall level.
- Demographic breaks include men, women, millennials and HHI < \$75K and HHI > \$75K.

Executive Summary

Phase

1

- Independent research from comScore, The Halo Effect, found that display ads on DCN Premium publisher sites had an average of 67% higher brand lift than non-DCN publishers, confirming that Premium sites deliver premium performance.
- Premium publishers are more than 3x more effective in driving mid-funnel brand lift metrics, such as favorability, consideration and intent to recommend.

Phase

2

- comScore's additional analysis on the same campaigns, discovered that DCN Premium publishers drove even higher brand lift when looking at sale funnels brand metrics. At the overall level, DCN sites outperformed non-DCN sites by 179%.
- In terms of Millennials (18-34), ads served on Premium sites generated a lift nearly twice as often than non-Premium sites.
- Video ads served on Premium sites yielded 68% higher brand lift than video on non-Premium sites.



Phase

1

Premium publishers' brand lift

Overall, DCN Publishers had 67% higher brand lift effectiveness than other publishers

AVERAGE BRAND LIFT*



DCN Publishers

Non-DCN
Publishers

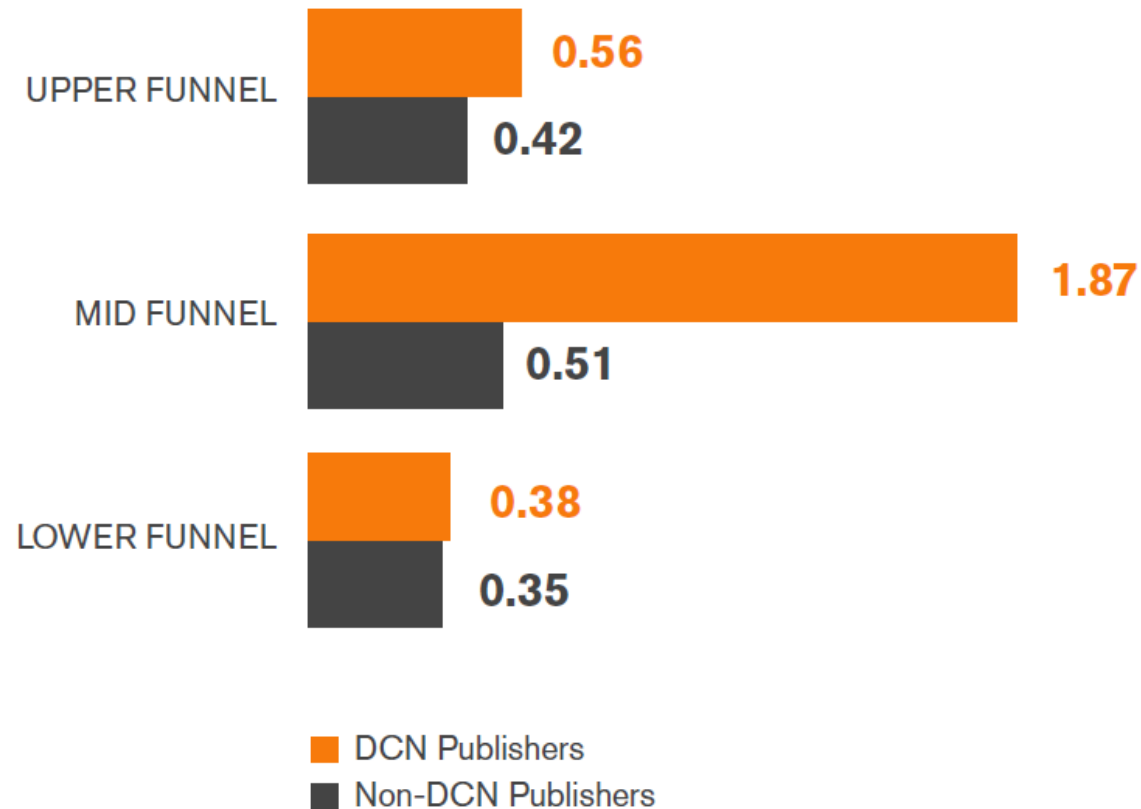
*Impressions-weighted (n=34)

(n=54)

Note: Overall encompasses all campaign brand metrics, including funnel metrics and brand attributes/characteristics
Data shown is from the first phase of the analysis.

While DCN publishers had higher brand lift at every phase of the funnel, they were 3x better on mid-funnel metrics

AVERAGE BRAND LIFT*



Note: Overall encompasses all campaign brand metrics, including funnel metrics and brand attributes/characteristics
Data shown is from the first phase of the analysis.

Putting it All Together: The Halo Effect

Effectiveness is a function of both an ad's chance of being seen combined with the value of its contextual environment.



When factoring out the viewability effect, results indicate that the Halo Effect drives 50% higher effectiveness.

$$\frac{\text{Overall Effectiveness}}{\text{Viewability}} = \text{Halo Effect} \triangleright \frac{1.67}{1.11} = 1.51$$


[Halo Effect = the contextual environment in which the ad exposure occurs]

Phase 2

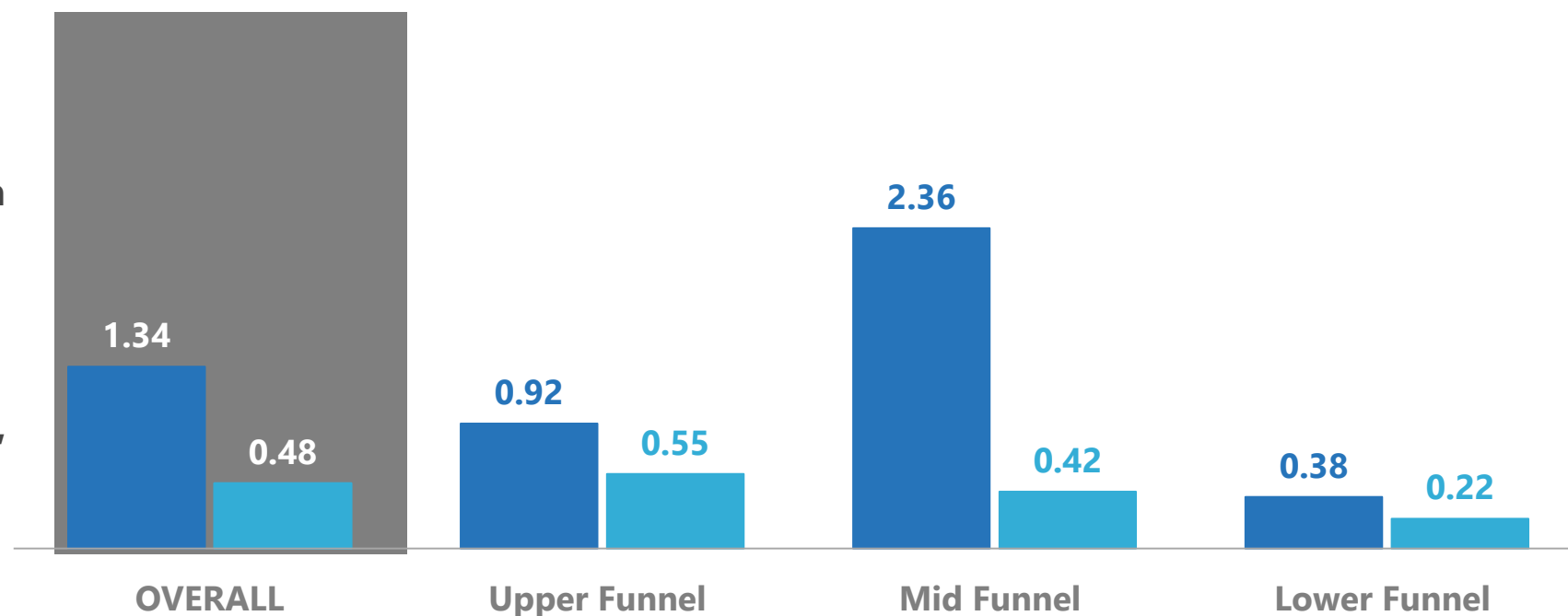
Demographics, targets and video ad performance

Looking across sales funnels metrics, ads appearing on DCN sites outperformed those on non-DCN sites by 179%

Average Lift at One Impression

■ DCN Publishers ■ Non-DCN Publishers

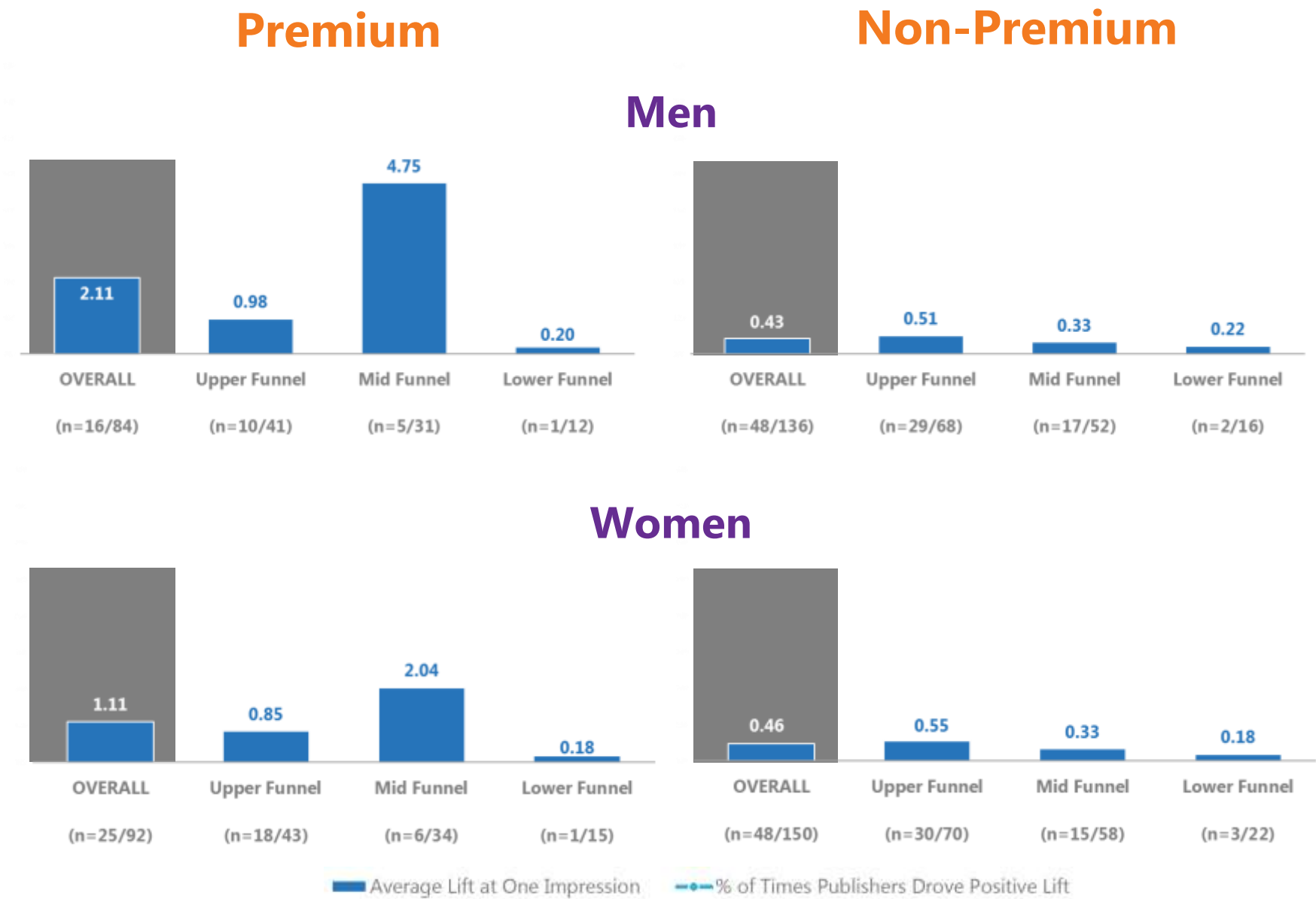
- On average, ads on DCN Publishers generated a Lift at One Impression nearly 3X greater than an ad served on a non-DCN Publisher.
- DCN publishers had the largest impact on mid-funnel metrics Lift at One Impression, more than 5X greater than non-DCN publishers.



Note: Overall encompasses only funnel metrics

Gender

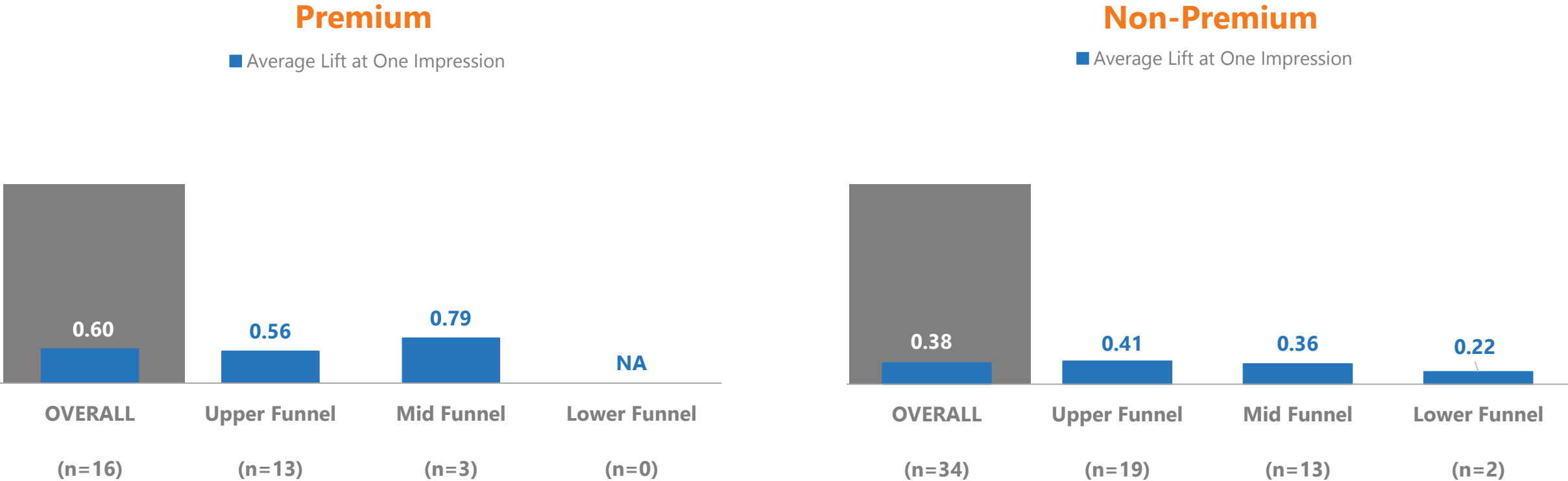
- Ads on Premium publishers had a notably stronger impact on Men compared to Women for most metrics.
- Women were particularly affected by ads on Premium publishers for mid-funnel metrics.



Note: Overall encompasses only funnel metrics

Advertising served on Premium sites generated lift nearly twice as often among Millennials

Millennials



Note: Overall encompasses only funnel metrics

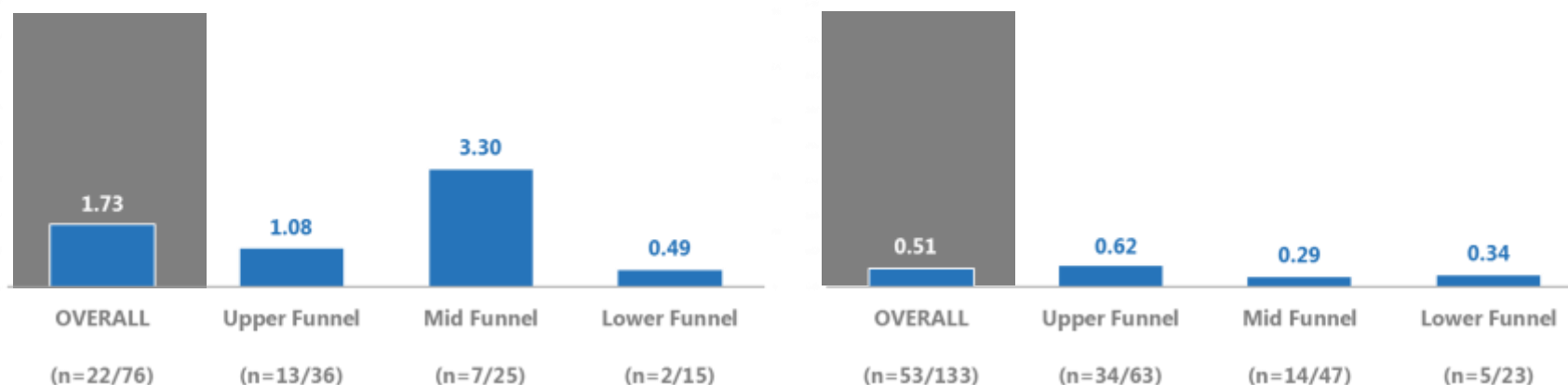
Household Income

- Ads served on Premium sites had the most impact on lift magnitude among households with an income of \$75K or less at the overall level and mid-funnel phase.
- Among households with an income of more than \$75K, Premium publishers generated an average Lift at One Impression over two times the magnitude of a Non-Premium publisher.

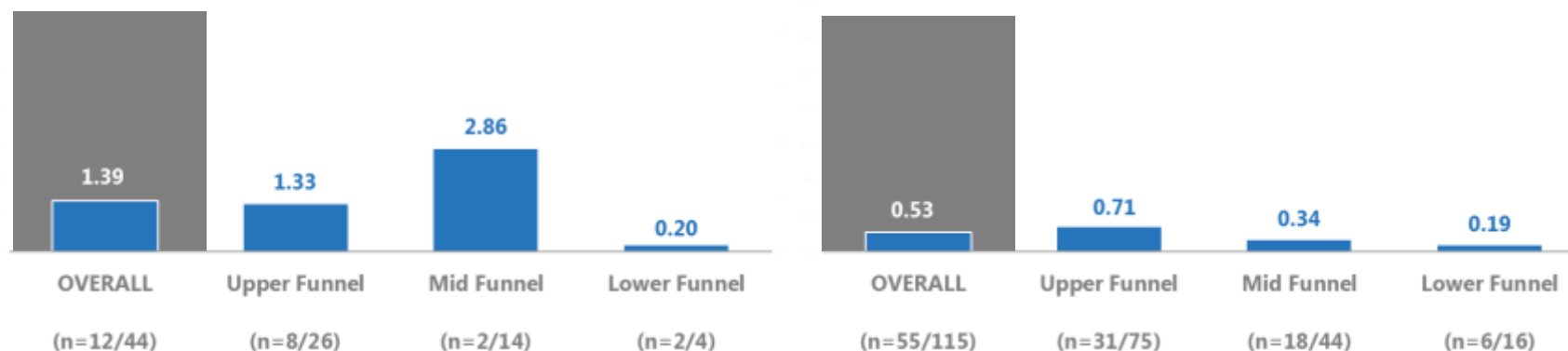
Premium

Non-Premium

\$75K or less



More than \$75K

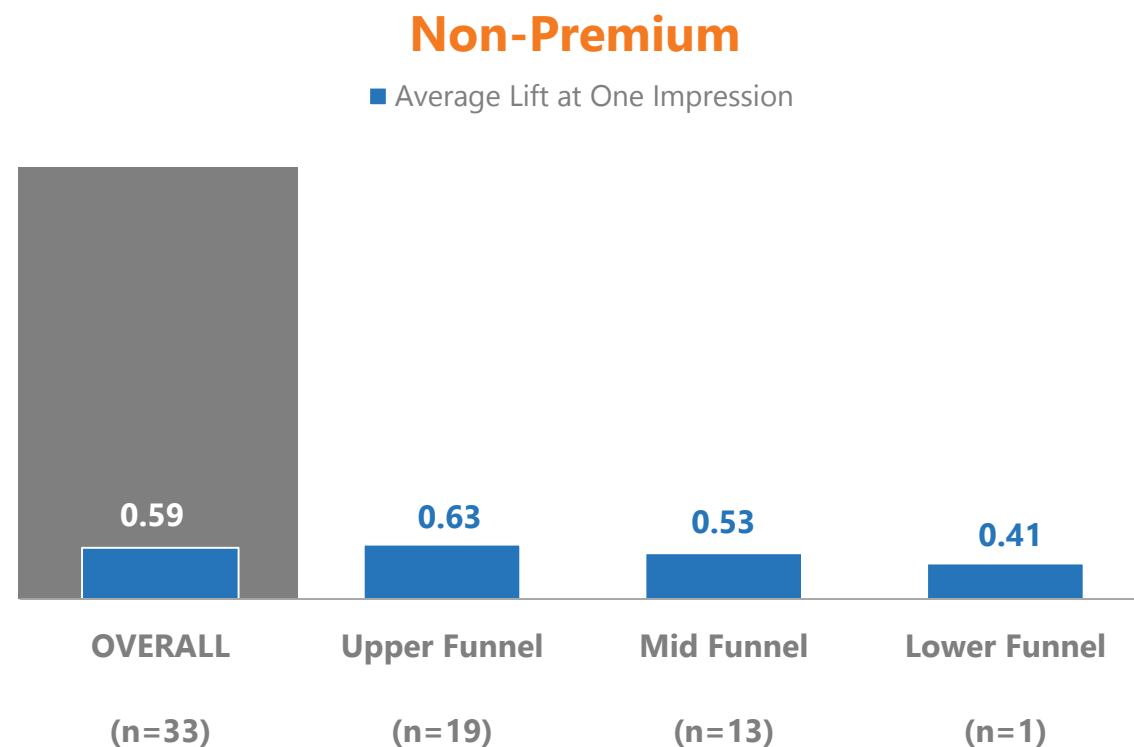
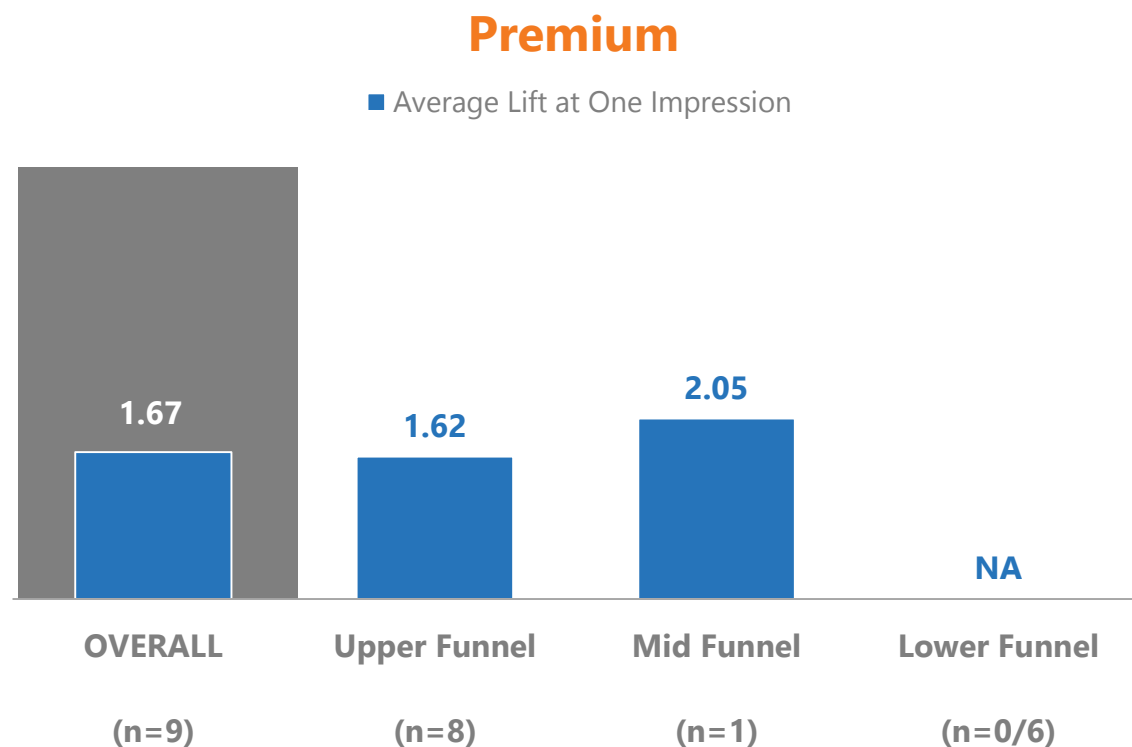


■ Average Lift at One Impression ● % of Times Publishers Drove Positive Lift

Note: Overall encompasses only funnel metrics

Target Groups

- Premium publishers drove higher lifts among the campaigns' target groups at the overall level as well as the upper and mid funnel phases.



Note: Overall encompasses only funnel metrics, Targets include Adults 18-49, Adults 18-54 Adults 25-36 Making \$75K+, Adults 2-54, Business Decision Makers, Elite Traders, Frequent Charcoal Grillers, Influencers, Investors, IT Decision Makers, Women 21+, Women 25-54, Women Cat Owners 18+

Video ads served on Premium sites generated 68% higher brand lift than Non-premium sites

Video

Premium

■ Average Lift at One Impression

2.62



Video

(n=21)

Non-Premium

■ Average Lift at One Impression

1.56



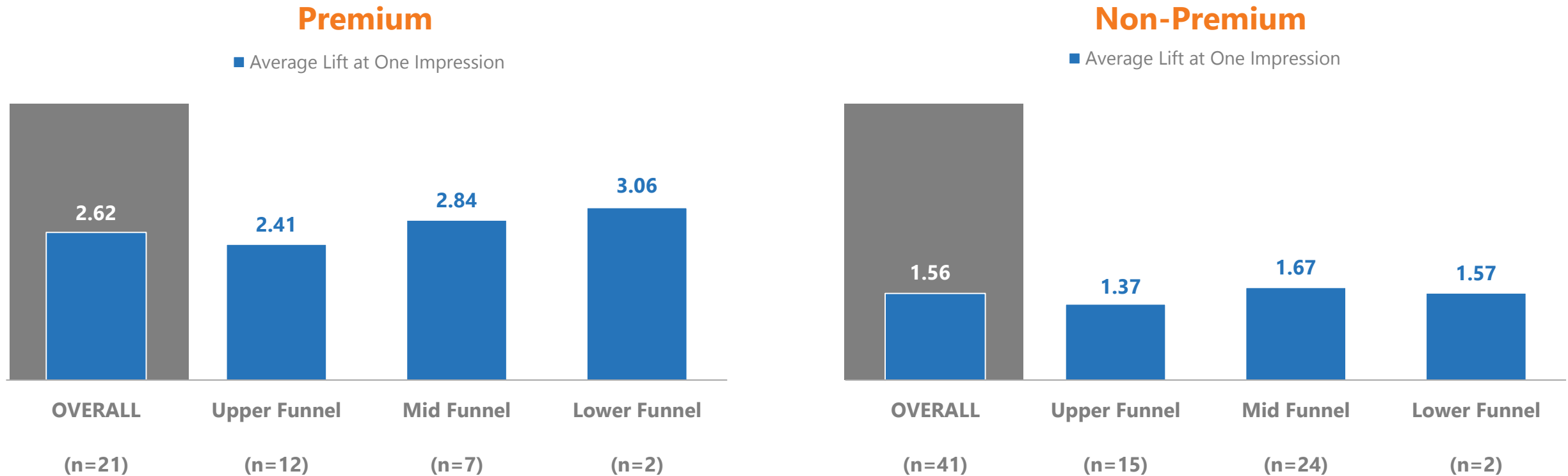
Video

(n=41)

Note: Overall encompasses only funnel metrics

Video was more successful on Premium sites at generating significant lifts at the upper and lower funnel

Video



Note: Overall encompasses only funnel metrics

KEY TAKEAWAYS

1

There is proof that premium publishers drive premium performance for brands.

Premium (DCN) publishers drive higher brand lift for display and video advertising providing definitive proof that premium drives performance.

This research demonstrate the true value of Premium publishers to advertisers and should remind the advertiser of the risk they run when they don't know where they're being seen.

2

The value of premium comes from the halo effect of the contextual environment in which ads are seen.

The Halo Effect speaks to consumer recognition and the value of premium content. While premium publishers also provide higher viewability, the context of a clean, well-lit environment and association with the publisher brand are the primary drivers of advertiser brand lift.

3

Premium content is especially good at targeting consumers and hard to reach demographics.

Premium publishers drive higher lifts among campaign' targets. It's important for advertisers to recognize that the premium content environment is significantly more effective in helping advertisers meet their advertising objectives.

Appendix

Funnel Metrics

