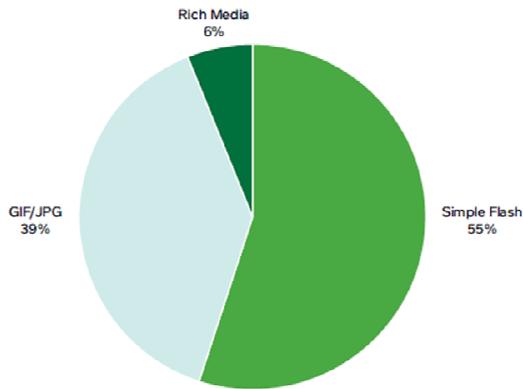


RESEARCH BRIEF: The Creative Impact on Performance

Overview

The most impactful element, in conjunction with media, to consider when developing a digital campaign is creative execution. Advancements in digital technology have allowed marketers to engage consumers well beyond static banners and direct response imaging. Internet advertising now offers the unique opportunity for consumers to “spend time” with brands and interact on the level they wish, without having to be driven to a website to do so. Other advancements ensure marketers message their consumer prospects with only the most relevant content. Two key considerations necessary for creative planning are the production cost of alternative creative options as well as the time needed for production.

This brief focuses on a few unique creative tactics that will be heavily considered by marketers in 2010; Rich Media, Video and Dynamic Creative.



- DoubleClick, The Brand Value of Rich Media and Video Ads, June 2009

When determining which creative format to execute it is crucial to understand your target audience. Levels of engagement per creative type tend to vary across demographics. For example, according to eMarketer 31% of US Internet under 25 are likely to click a Video ad.

	Text links	Right banner	Top banner	Video ads
Age				
<25	14%	14%	23%	31%
25-34	19%	19%	22%	21%
35-44	19%	22%	22%	14%
45-54	22%	22%	18%	16%
55-64	18%	16%	10%	13%
65+	7%	6%	4%	5%
Income				
<\$50,000	36%	33%	39%	49%
\$51,000-\$75,000	18%	20%	18%	18%
\$76,000-\$100,000	15%	16%	11%	11%
\$101,000-\$150,000	16%	15%	17%	10%
\$151,000-\$250,000	10%	11%	9%	7%
\$250,000+	5%	5%	6%	6%

Rich Media

Rich Media: Is a creative ad unit that uses advanced technology such as streaming video and downloaded programs that interact instantly with the user. Imagine as much as a microsite experience held within a banner unit.

Advertisers have the ability to engage consumers within an ad unit without requiring them to click and redirect to another site. This is highly effective because if, for instance, a consumer is on ESPN.com reading an article and they see an ad for a product that interests them, they may not want to click the ad because they are not ready to leave ESPN.com. Rich Media allows the consumers to participate with the ad without ever leaving the content they are engaged in, creating not only an interactive experience with the brand, but also allowing them to remain on the site they are currently viewing.

	Interaction rate	Dwell rate**	User average dwell time (seconds)	Click-through rate
Commercial break	1.5%	55.1%	4.9	1.40%
Expandable banner	8.3%	6.2%	40.3	0.19%
Expandable strip	13.6%	10.8%	89.4	0.17%
Floating ad	7.8%	38.2%	4.8	7.26%
Floating ad with reminder	3.9%	49.8%	4.6	5.52%
Floating expandable	1.3%	7.9%	46.3	1.19%
Polite banner	1.0%	4.3%	37.0	0.14%
Push-down banner	1.7%	7.5%	37.5	0.16%

Note: *includes video; **cumulative instances of where a user interacted with the ad divided by served impressions
Source: Eyeblander, "Global Benchmark Report 2009," provided to eMarketer, October 13, 2009

107552 www.eMarketer.com

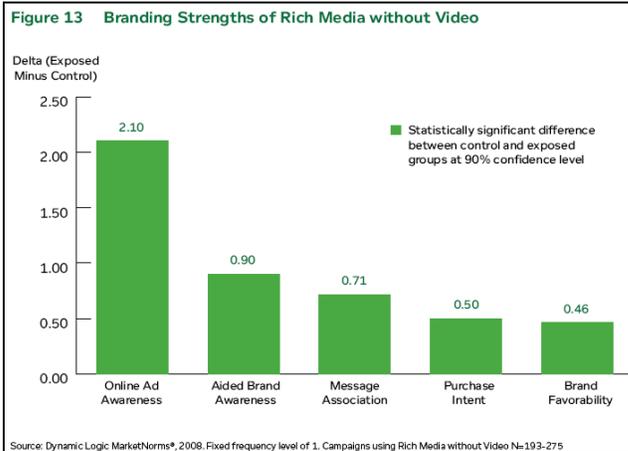
Eyeblander Performance Benchmarks by Verticals

Verticals	Interaction Average Duration (Seconds)	CTR (Rich Media)	CTR (Standard Media)
CPG	3.59	0.38%	0.11%
Financial	3.75	0.13%	0.07%
Health/Beauty	3.65	0.61%	0.19%
Medical	3.01	0.16%	0.08%
Retail	3.88	0.26%	0.08%
Travel	3.79	0.27%	0.09%

While CTR is not the most important metric to measure campaign success, the above chart demonstrates that Rich Media still receives a higher CTR across the above verticals.

Rich Media Continued

Similar to television, studies have demonstrated the power of internet advertising with regards to branding, awareness, and purchase intent. Rich Media, especially, has continually shown strengths and impact on key brand metrics.

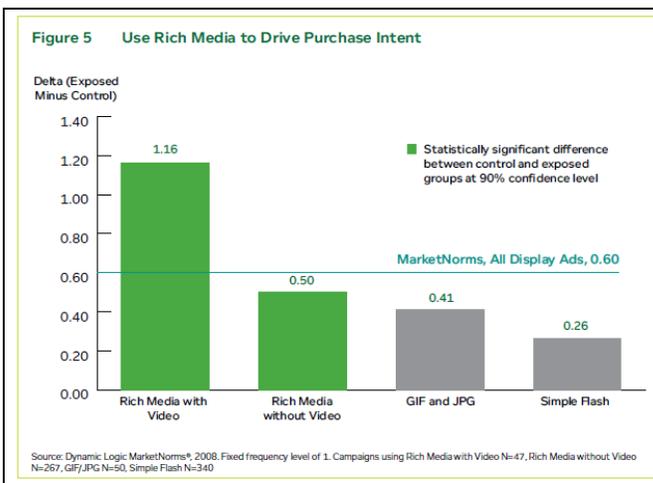


- DoubleClick, *The Brand Value of Rich Media and Video Ads*, June 2009

Rich Media with Video Impact

Studies have shown branding impact can be even further enhanced when utilizing Rich Media with video.

The below chart shows that a single rich media with video results in an average 1.16% increase in purchase intent among exposed groups compared to control.



- DoubleClick, *The Brand Value of Rich Media and Video Ads*, June 2009

Dynamic Creative

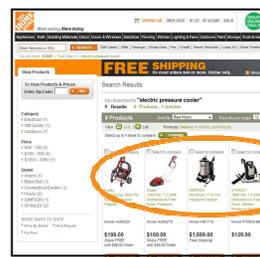
Dynamic Creative: Leverages technology that feeds unique imagery, copy and call to action (CTA) within one banner—allowing for hundreds of iterations from the same creative. Therefore, a “blank canvas” of an ad is served and the technology determines what the best assets from each part of the banner are to serve that particular consumer. This offers an innovative way for marketers to have hundreds of banner combinations without the cost of production.

Dynamic Creative allows you to personalize your message to consumers based on third party data or actions consumers take on your site. Messages can be tailored specifically to consumers interest and delivers higher CTR and conversions due to its personalization.

1

A consumer searches on Home Depot for an Electric Presser Cooler.

When the same consumer is reading an article on ESPN.com the technology recognizes them and serves them an ad about the Electronic Presser Cooler they were researching.



2

Dynamic creative allows for multiple iterations of the same creative, within one templated banner. In the below example we see the same banner template with two different examples on how a consumer can be served the ad. The car image served to consumers can be based on their interest resulting in a higher CTR and conversion rate.



Marketers have seen increases in CTR anywhere from **150% to 400%** and conversion rates increase from **100% to 400%**.

- *Specific Media, Dynamic Display Advertising Target*