

Study:

# Perception of Online Advertising - USA

Comparison of 13 different forms of online advertising

Report

# Contents



**01** Methodology - Overview

**02** Advertising Form under Examination

**03** Online behavior

**04** Level of Disruption – Direct Questions

**05** Level of Disruption – Calculation

**06** Demography

A large, abstract graphic on the left side of the slide. It features a blue film strip curving upwards from the bottom left. The film strip has various icons and numbers on it, including a globe, a rose, a laptop, and the number 7. The background is a mix of light blue and white, with a large dark blue circle and a yellow circle. The overall theme is digital and creative.

01

# Methodology - Overview

# Methodology - Overview

## Background and Objectives



Eyeo's aim is to evaluate the perception of 13 different kind of online advertising formats from the internet users point of view.

## Method



The survey was carried out as an online ad hoc study based upon a quota sample representing the online population. Interviews were conducted by self-completion questionnaires.

## Target Group



A representative sample based on age, gender and region was drawn from the basic population.  
Field time:  
11 to 24 November 2015

## Sample



A total of 2,000 English-speaking residents (aged 16 to 75) of the USA who are contactable by Internet were interviewed.

A large, abstract graphic on the left side of the slide. It features a film strip running diagonally from the bottom left towards the top right. The film strip is overlaid with various icons and images, including a globe, a yellow rose, a white cruise ship, a laptop keyboard, and several white envelopes. The background is a mix of blue and grey tones with circular and rectangular shapes in yellow, orange, and teal. The number "02" is prominently displayed in a white circle on an orange background.

02

# Advertising Form under Examination

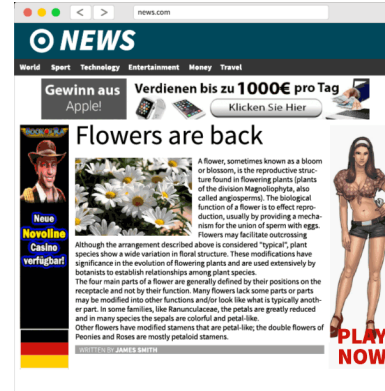
# Advertising Forms under Examination: Ad Banner



Ad Banner  
Conservative



Ad Banner  
Attention Grabbing



Ad Banner  
Animated Banner

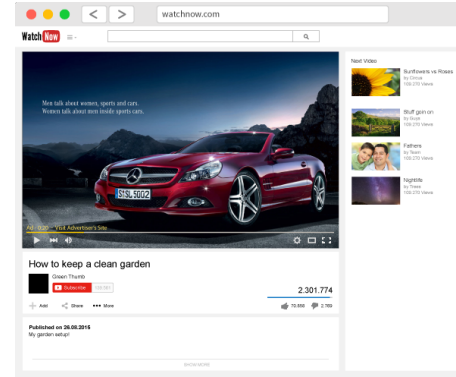


Ad Banner  
All Around

# Advertising Forms under Examination: Pop-up and Video Ad



Pop-up



Video Ad  
Unskippable Video

# Advertising Forms under Examination: Text Ad



NEWS  
World Sport Technology Entertainment Money Travel

## Flowers are back

A flower, sometimes known as a bloom or blossom, is the reproductive structure found in flowering plants (plants of the division Magnoliophyta, also called angiosperms). The biological function of a flower is to effect reproduction, usually by providing a mechanism for the union of sperm with eggs. Flowers may facilitate outcrossing between plants of the same species. Although the arrangement described above is considered "typical", plant species show a wide variation in floral structure. These modifications have significance in the evolution of flowering plants and are used extensively by botanists to establish relationships among plant species. The four main parts of a flower are generally defined by their positions on the receptacle and not by their function. Many flowers lack some parts or parts may be modified into other functions and/or look like what is typically another part. In some families, like Ranunculaceae, the petals are greatly reduced and in many species the sepals are colorful and petal-like. Other flowers have modified stamens that are petal-like, the double flowers of Peonies and Roses are mostly petaloid stamens.

RELATED

- Fun for the whole family! Get moving!
- 5 more tips for your garden!
- New movie coming out! Check it out!
- Things that go well with peas!

WRITTEN BY JAMES SMITH

### Executive Search Partner

We find Experts and Managers for you. Info here!

Text Ad - Below

NEWS  
World Sport Technology Entertainment Money Travel

## Flowers are back

A flower, sometimes known as a bloom or blossom, is the reproductive structure found in flowering plants (plants of the division Magnoliophyta, also called angiosperms). The biological function of a flower is to effect reproduction, usually by providing a mechanism for the union of sperm with eggs. Flowers may facilitate outcrossing between plants of the same species. Although the arrangement described above is considered "typical", plant species show a wide variation in floral structure. These modifications have significance in the evolution of flowering plants and are used extensively by botanists to establish relationships among plant species. The four main parts of a flower are generally defined by their positions on the receptacle and not by their function. Many flowers lack some parts or parts may be modified into other functions and/or look like what is typically another part. In some families, like Ranunculaceae, the petals are greatly reduced and in many species the sepals are colorful and petal-like. Other flowers have modified stamens that are petal-like, the double flowers of Peonies and Roses are mostly petaloid stamens.

RELATED

- Fun for the whole family! Get moving!
- 5 more tips for your garden!
- New movie coming out! Check it out!
- Things that go well with peas!

### Executive Search Partner

We find Experts and Managers for you. Info here!

Text Ad - Between

NEWS  
World Sport Technology Entertainment Money Travel

## Flowers are back

A flower, sometimes known as a bloom or blossom, is the reproductive structure found in flowering plants (plants of the division Magnoliophyta, also called angiosperms). The biological function of a flower is to effect reproduction, usually by providing a mechanism for the union of sperm with eggs. Flowers may facilitate outcrossing between plants of the same species. Although the arrangement described above is considered "typical", plant species show a wide variation in floral structure. These modifications have significance in the evolution of flowering plants and are used extensively by botanists to establish relationships among plant species. The four main parts of a flower are generally defined by their positions on the receptacle and not by their function. Many flowers lack some parts or parts may be modified into other functions and/or look like what is typically another part. In some families, like Ranunculaceae, the petals are greatly reduced and in many species the sepals are colorful and petal-like. Other flowers have modified stamens that are petal-like, the double flowers of Peonies and Roses are mostly petaloid stamens.

RELATED

- Fun for the whole family! Get moving!
- 5 more tips for your garden!
- New movie coming out! Check it out!

### Order Food online

Pizza, Burger, Pasta are coming right to your door!

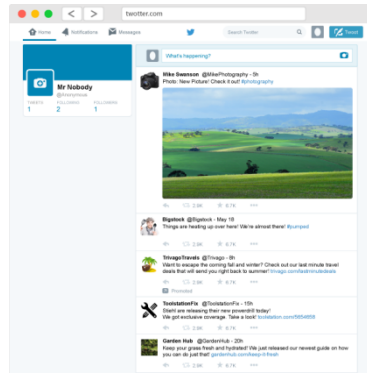
Text Ad - Next To



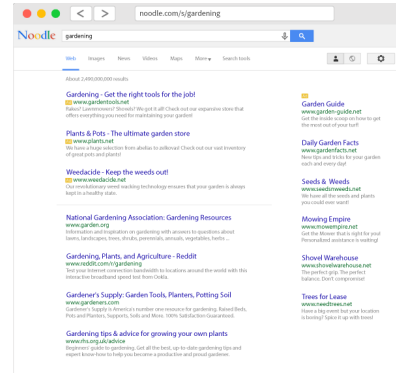
# Advertising Forms under Examination: Native Ad and Search Ad



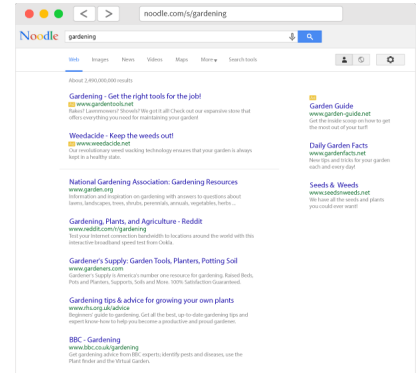
Native Ad



subtle Native Tweets



Search Ad  
High Quantity



Search Ad  
Low Quantity

A large, abstract graphic on the left side of the slide. It features a blue film strip curving upwards, overlaid with various icons: a globe, a camera, a laptop, a hand holding a pen, and several envelopes. The background is a mix of light blue and white, with some faint binary code (0s and 1s) visible. The graphic is partially obscured by a large, dark blue semi-circle and a yellow circle containing the number 03.

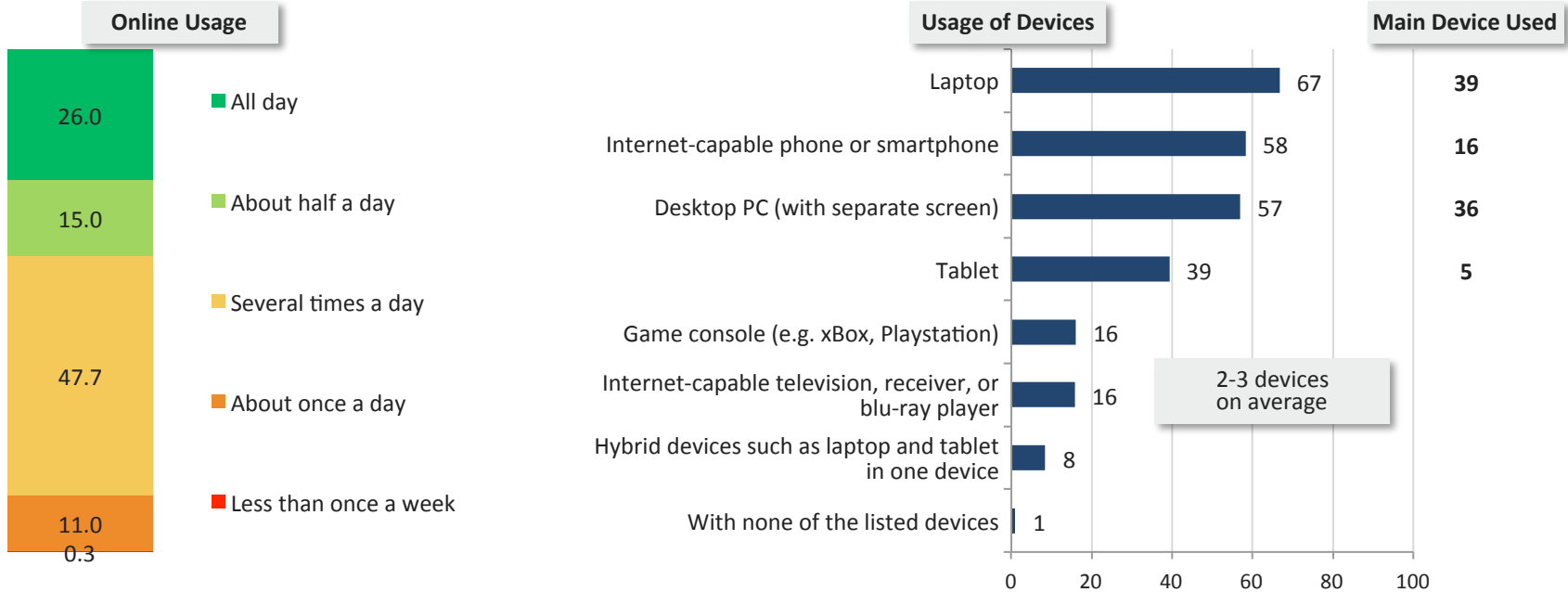
03

# Online Behavior

# Online Usage and Usage of Devices



In the US almost all respondents are at least once a in the internet and about one quarter of this all day long. The most used device is a laptop or a smartphone



Base: All respondents n=2.000, Results in %  
 Question OA1: How often do you go on the Internet?  
 Question OA2: Some devices that you can use to access the Internet are on the list. Which of these devices do you use to access the Internet - regardless if for work or private purposes? Question OA3: What is the device that you use the most to access the Internet, regardless if for work or private purposes?

A large, abstract graphic on the left side of the slide. It features a diagonal split between a light gray upper-left section and a white lower-right section. A dark blue curved shape overlaps the gray section, containing a teal circle with the number '04'. A film strip with numbers 3, 4, 5, 6, and 7 runs across the bottom. Various icons like a globe, a rose, a laptop, and envelopes are scattered throughout the blue area.

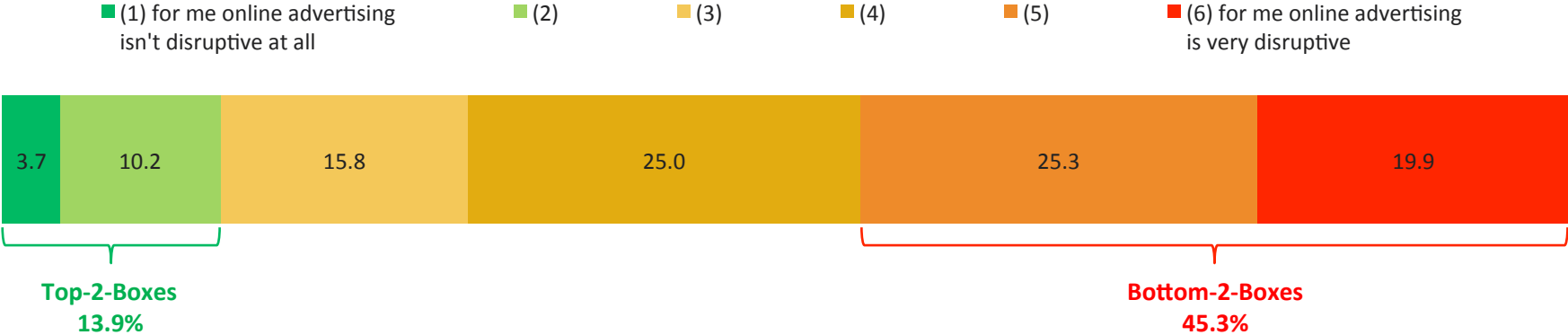
04

## Level of Disruption – Direct Questions

# Overall Assessment of Online Advertising

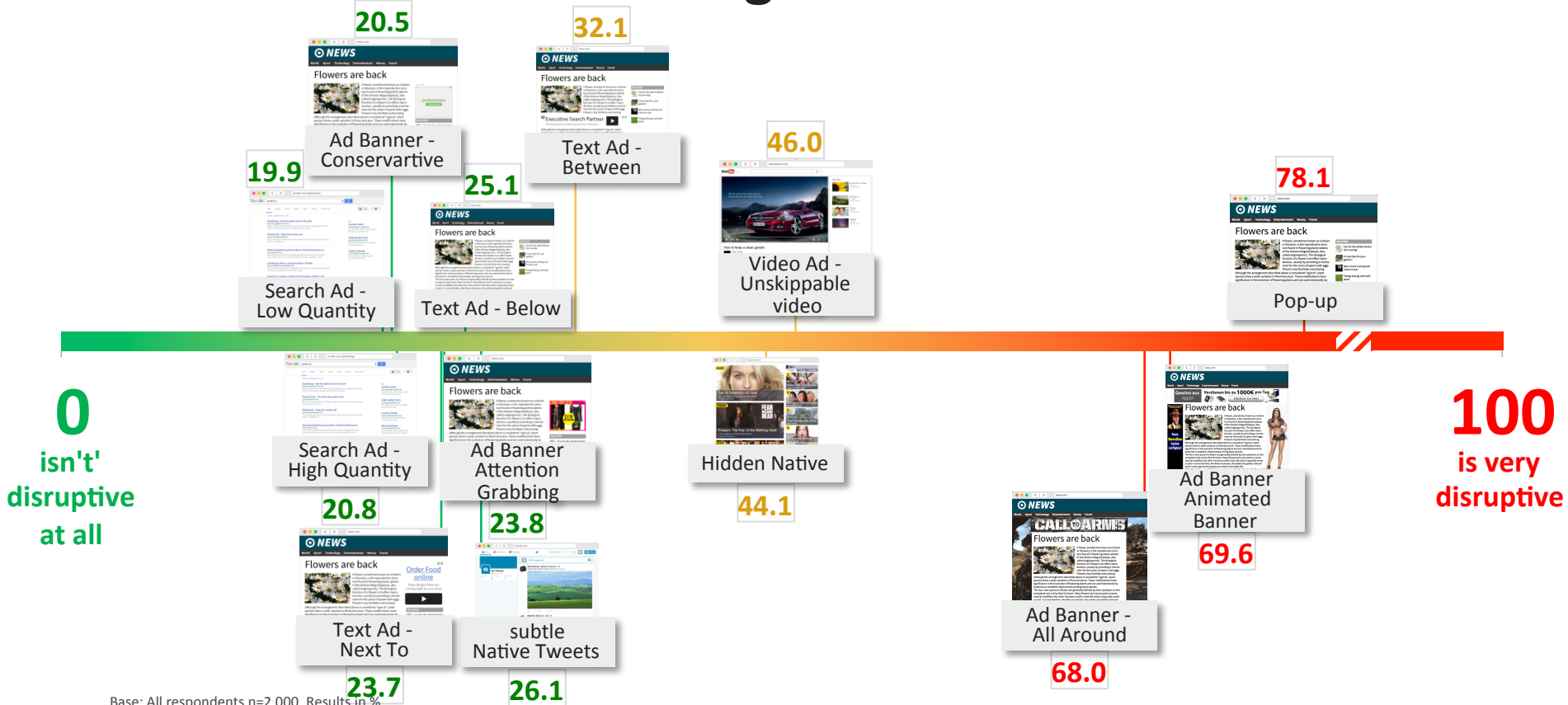


About 45% of the participants surveyed found this online advertising disruptive or very disruptive. About 15% are hardly disturbed



Base: All respondents n=2.000, Results in %  
Question R1: Please take a moment to think of online advertising and the different types of online advertising that you come across on the Internet. How would you rate online advertising in general in comparison to advertising on television, in the movie theater, and in newspapers?  
On this scale 1 means for me online advertising isn't disruptive at all" and 6 means "for me online advertising is very disruptive".

# Level of Disruption - Ranking of all Forms - Overview



0 isn't disruptive at all

100 is very disruptive

Base: All respondents n=2.000, Results in %  
 Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.  
 Data: Bottom-2-Boxes

# Level of Disruption in Detail Bottom-2-Boxes (1/3)



## Most disruptive are Pop-up, Animated Banner and Ad Banner (all around) Advertisements



Pop-up

78.1



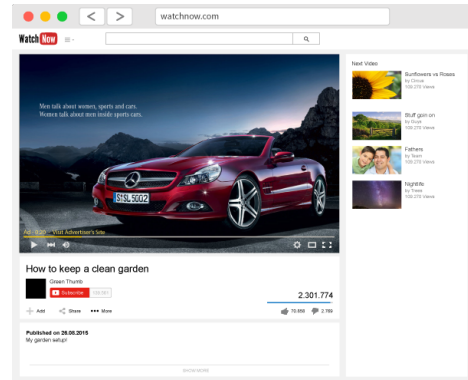
Ad Banner - Animated Banner

69.6



Ad Banner - All Around

68.0



Video Ad - Unskippable video

46.0



Base: All respondents n=2.000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

Data: Bottom-2-Boxes

# Level of Disruption in Detail Bottom-2-Boxes (2/3)



Mean values were reached by native ads and Text Ad (between/ below)



Native Ad

44.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

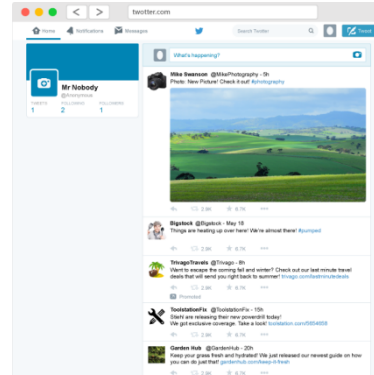


Text Ad - Between

32.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

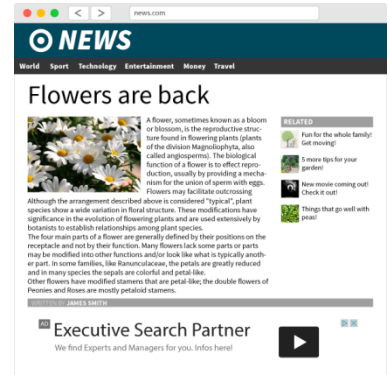


subtle Native Tweets

26.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive



Text Ad - Below

25.1

0  
isn't  
disruptive  
at all

100  
is very  
disruptive

Base: All respondents n=2,000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

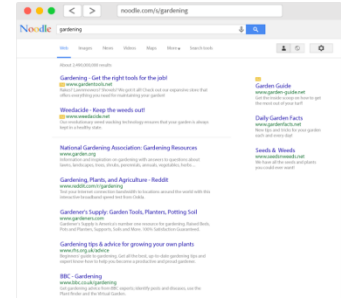
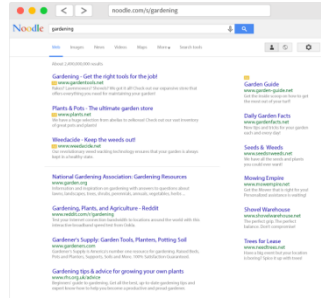
Data: Bottom-2-Boxes



# Level of Disruption in Detail Bottom-2-Boxes (3/3)



Comparatively low is the level of disruption for Search Ad, Text Ad (next to) and Ad Banner (Conservative and Attention Grabbing)



Ad Banner – Attention Grabbing

23.8



0 isn't disruptive at all  
100 is very disruptive

Text Ad - Next to

23.7



0 isn't disruptive at all  
100 is very disruptive

Search Ad High Quantity

20.8



0 isn't disruptive at all  
100 is very disruptive

Ad Banner Conservative

20.5



0 isn't disruptive at all  
100 is very disruptive

Search Ad - Low Quantity

19.9



0 isn't disruptive at all  
100 is very disruptive

Base: All respondents n=2,000, Results in %

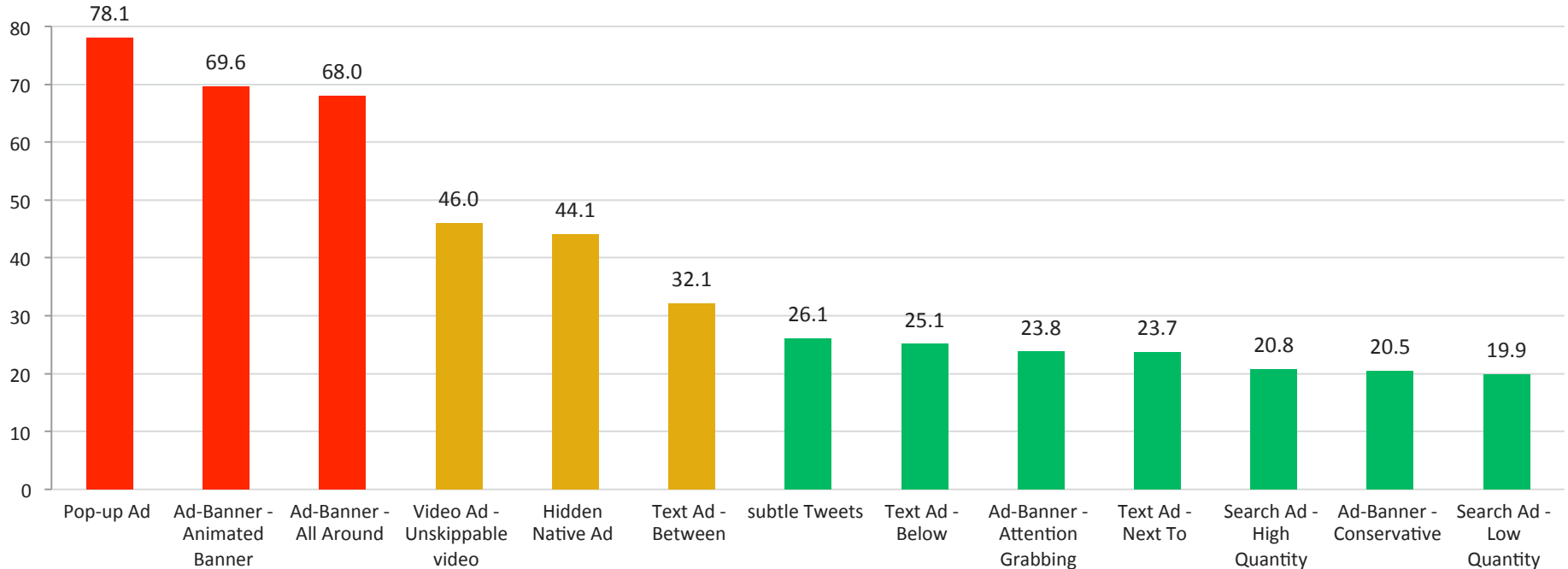
Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

Data: Bottom-2-Boxes

# Level of Disruption – Bottom-2-Boxes



The bottom-2-box indicates the level of disruption



Base: All respondents n=2.000, Results in %

Question R2: Next you will be shown different pictures of a website. The content of the website is the same in each picture. On each page, however, you will see different types of advertising. For each type of advertising shown, please indicate the level of disruption.

Data: Bottom-2-Boxes

04

## Level of Disruption - Calculation

# Level of Disruption -Calculation

## A score per respondent and advertising forms was calculated

The calculation is based on different scaled questions as follows:

- Question R1: Overall assessment of online advertising
- Question R2: Level of disturbance (All advertising forms successively)
- Question R3: Ranking of the advertising forms (Comparatively testing of the advertising forms)
- Question R4: Level of Disturbance (Test of selected advertising forms depending on response behavior in question R3)

The score indicates the level of disruption. Possible is a value area from 0 (=isn't disruptive at all) to 100 (=very disruptive).



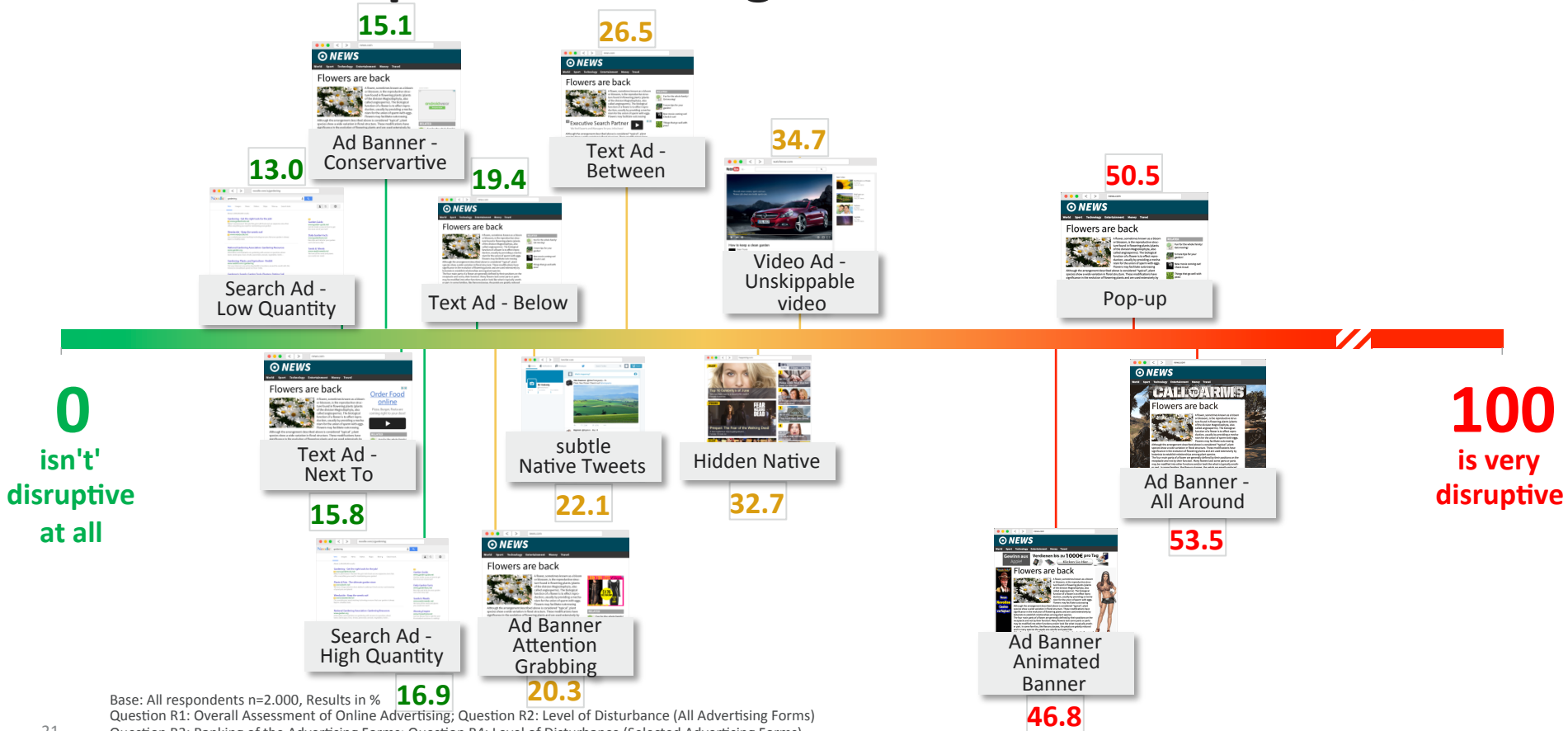
0

isn't  
disruptive  
at all

100

is very  
disruptive

# Level of Disruption - Ranking of all Forms - Overview



0 isn't disruptive at all

100 is very disruptive

Base: All respondents n=2.000, Results in %  
 Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)  
 Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)  
 Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (1/3)

## Most disruptive are Pop-up, Animated Banner and Ad Banner (all around) Advertisements



Ad Banner - All Around

53.5



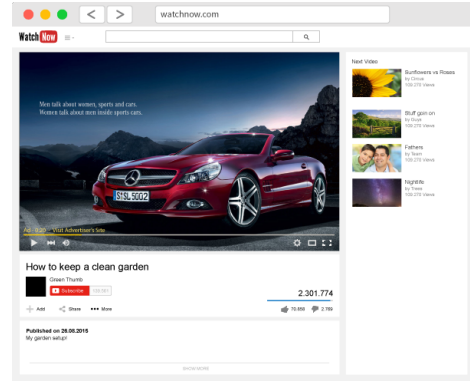
Pop-up

50.5



Ad Banner - Animated Banner

46.8



Video Ad - Unskippable video

34.7



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (2/3)



Mean values were reached by native ads, Text Ad (between) and Ad Banner (Attent.



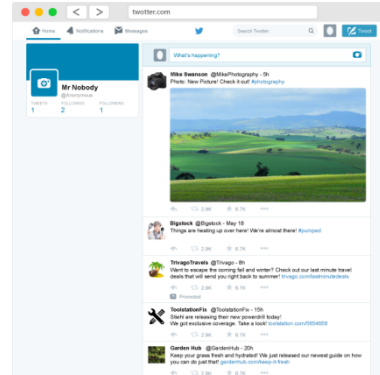
Native Ad

32.7



Text Ad - Between

26.5



subtle Native Tweets

22.1



Ad Banner – Attention Grabbing

20.3



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

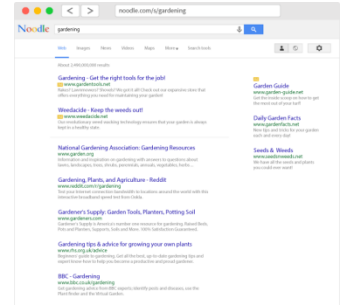
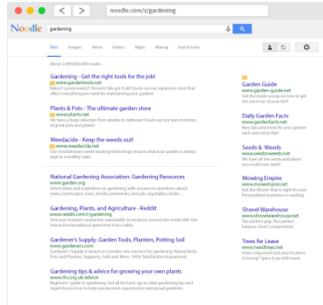
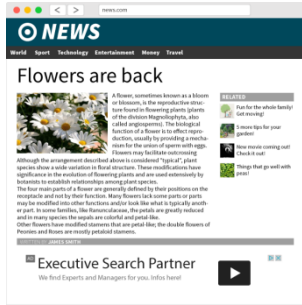
Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption in Detail (3/3)



## Comparatively low is the level of disruption for Text Ad, Ad Banner Conservative and Search Ad



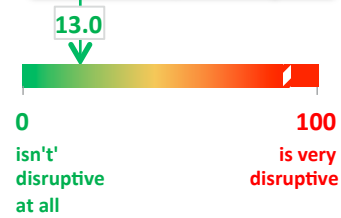
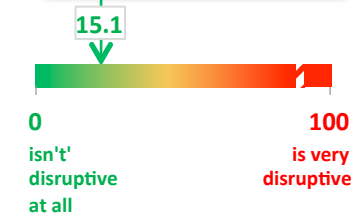
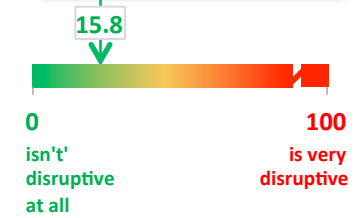
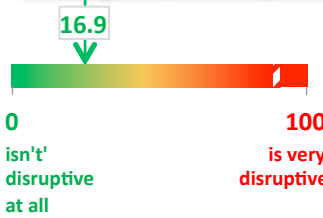
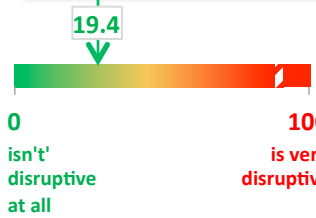
Text Ad - Below

Search Ad  
High Quantity

Text Ad - Next To

Ad Banner  
Conservative

Search Ad -  
Low Quantity



Base: All respondents n=2,000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

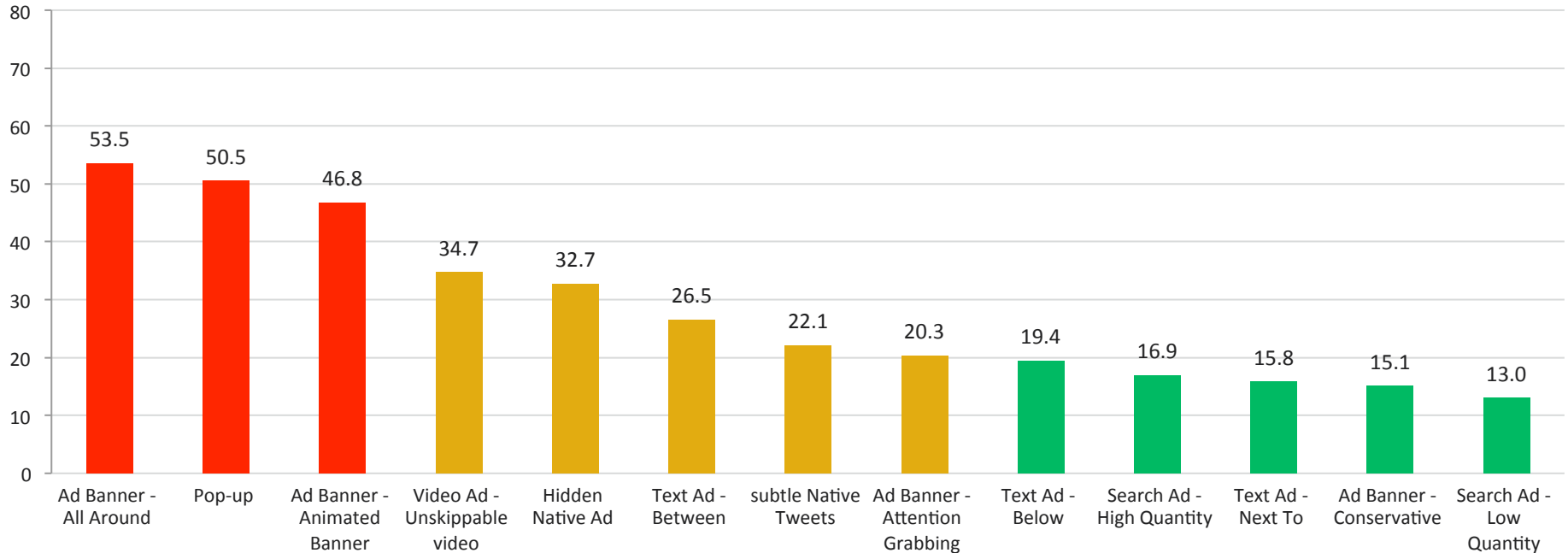
Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible



# Level of Disruption – Average Values of the Score



The score indicates the level of disruption



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

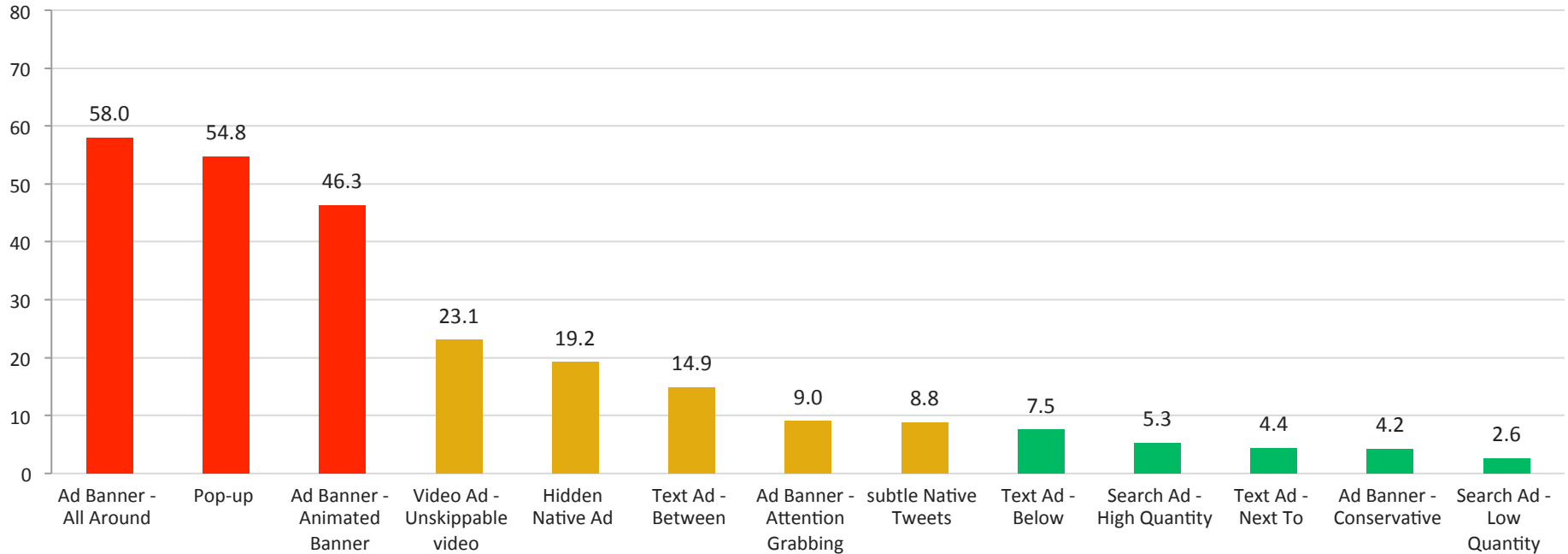
Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Level of Disruption – Median of the Score



The score indicates the level of disruption



Base: All respondents n=2.000, Results in %

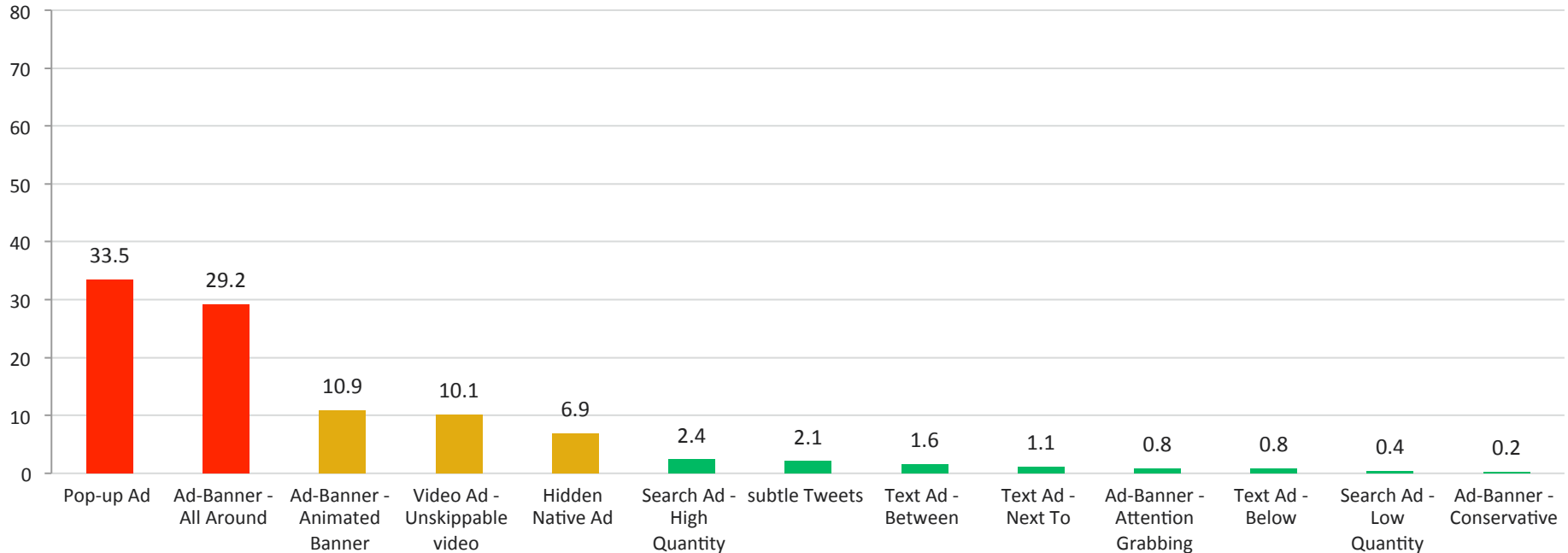
Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Top Ad

## Top-Ad: Percentage share of advertising forms that disrupt most in the individual case



Base: All respondents n=2.000, Results in %

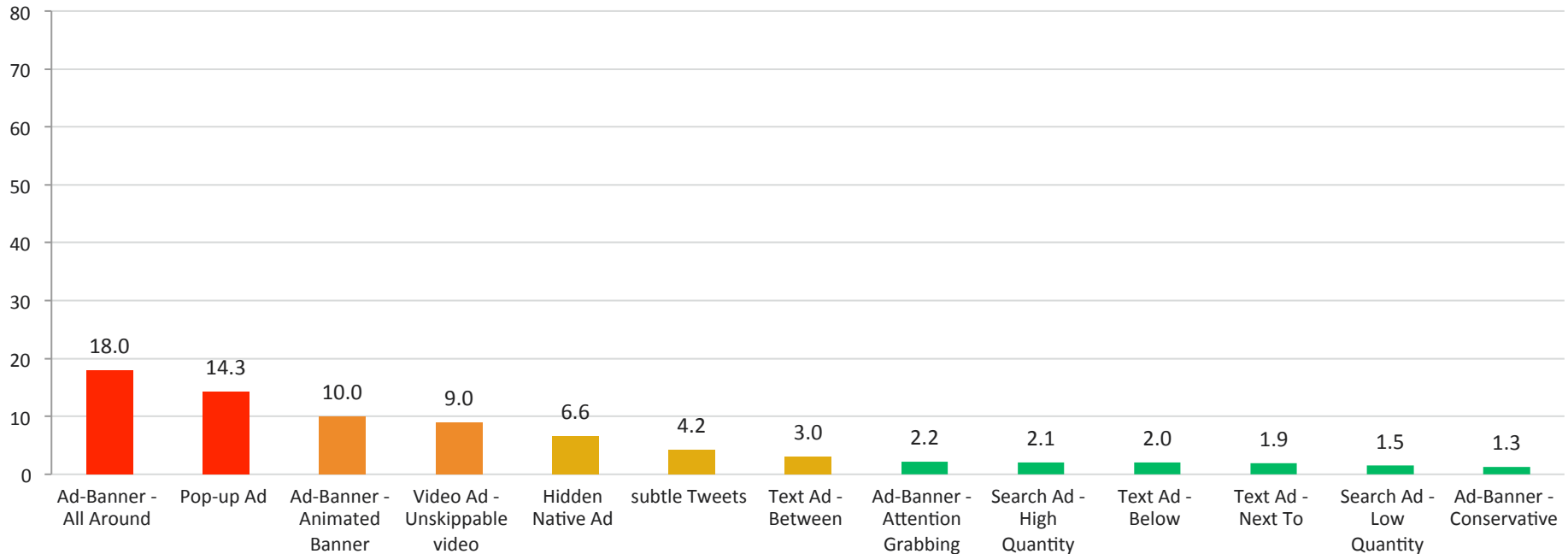
Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Very Disruptive

Disruptive impact: Frequency of each of advertising form with a score greater than 90 in the individual case



Base: All respondents n=2.000, Results in %

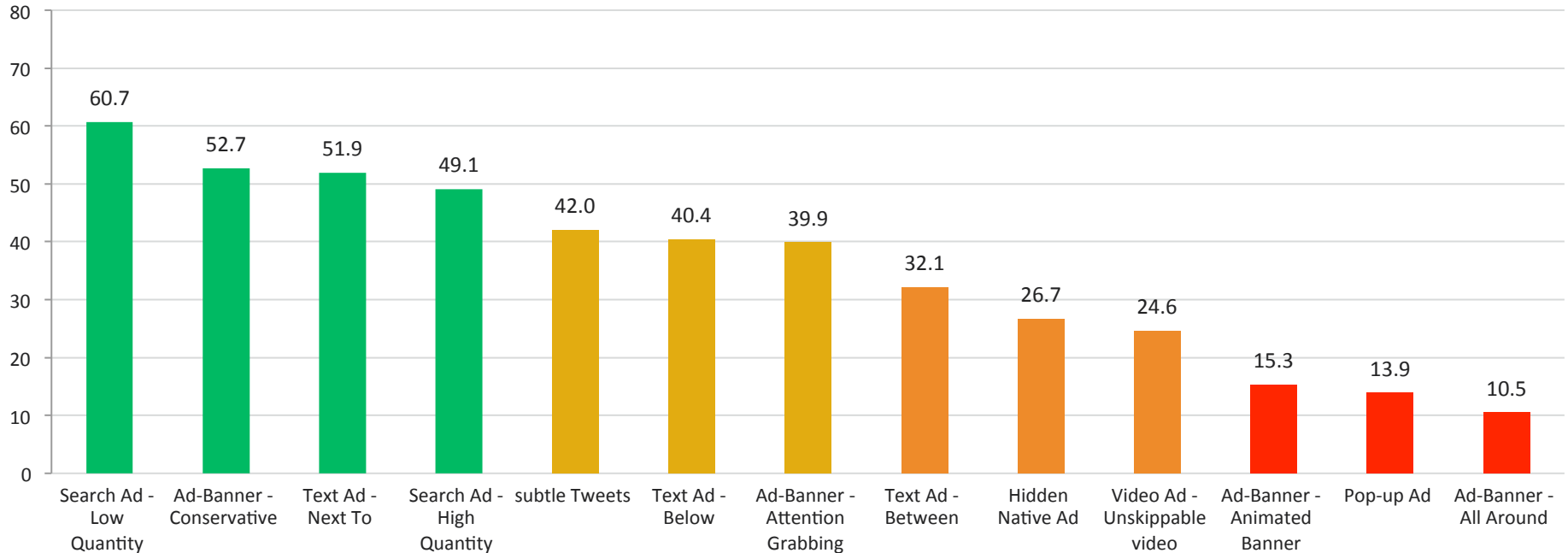
Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

# Not disruptive at all

Irrelevant: Frequency of each of advertising form with a score less than 5 in the individual case



Base: All respondents n=2.000, Results in %

Question R1: Overall Assessment of Online Advertising; Question R2: Level of Disturbance (All Advertising Forms)

Question R3: Ranking of the Advertising Forms; Question R4: Level of Disturbance (Selected Advertising Forms)

Scores: Average of the individual scores per advertising form calculated from Questions R01 to R04, value area from 0 (irrelevant) to 100 (=very disruptive) possible

06


# Demography

# Demography

Values in percent




Gender (S1)	Total
Male	52
Female	48




Age (S2)	Total
16-34 years	33
35-54 years	38
55 and older	30




Educational Level (D2)	Total
Elementary school and below	6
High school diploma or GED	21
High school diploma with SAT/ACT score	21
University degree (bachelor, master, PhD)	52



Life stages (D1)	Total
Living alone/ own household	22
Living with partner/ one household	29
Living with family (partner and child/children)	27
Living with child/ children (single parent)	4
Sharing a household with friends/ roommates	5
Living with parents/ not have own household	12



Online Usage (OA1)	Total
All day	26
Several times/ half a day	63
Once a day	9
Less	3



Yearly Net Household Income (D3)	Total
bis zu \$ 4.999	7
\$ 5.000-14.999	8
\$ 15.000-24.999	7
\$ 25.000-34.999	10
\$ 35.000-44.999	10
\$ 45.000-54.999	10
\$ 55.000-74.999	15
\$ 75.000-124.999	19
\$ 125.000+	7
No answer	8