

Sticky[®]

PAYING ATTENTION

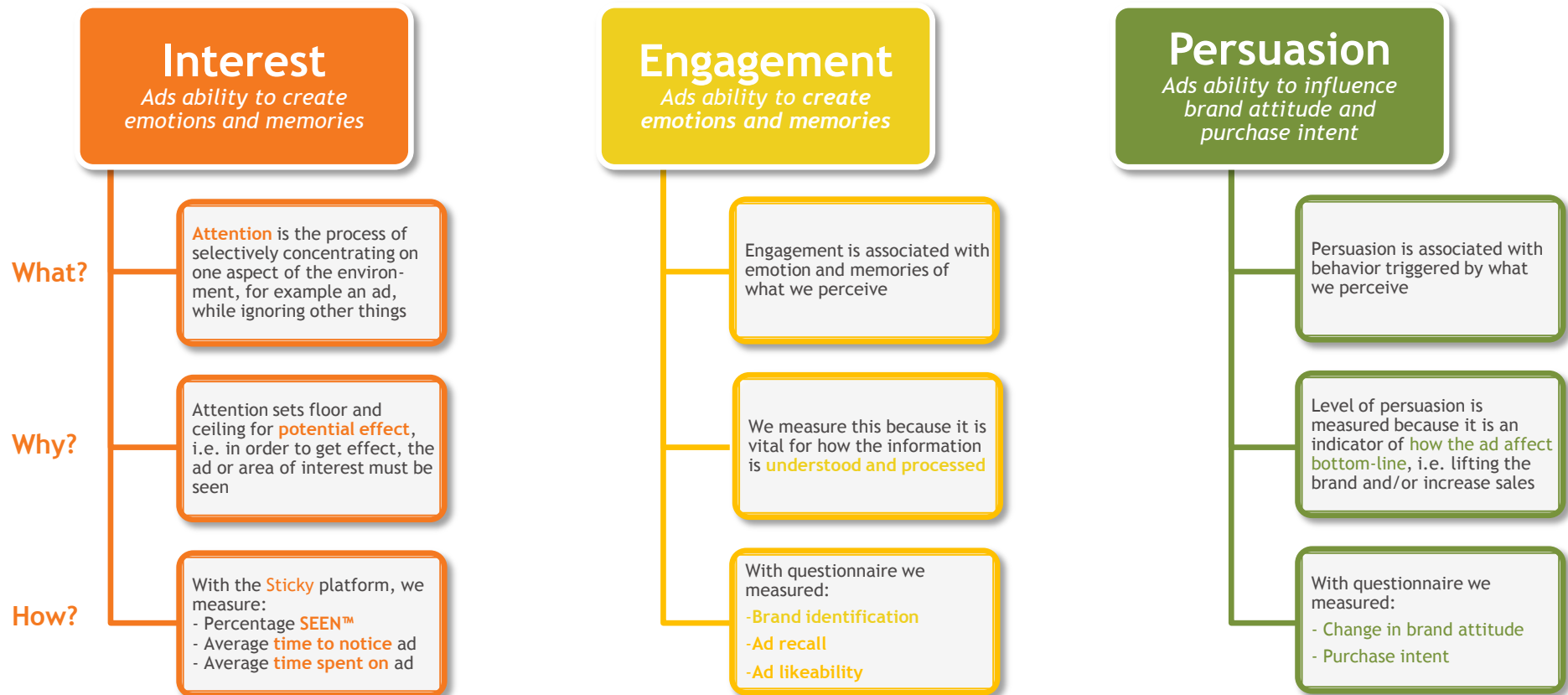
LESS IS MORE

A study on how different online display ads work in
different environments

March 2014

A study to find out how to get best performance of online display advertising

In order to have effect, **any communication need to pass several critical bottlenecks** with the receiver. In this study we've measured over all the crucial bottlenecks to see **how the different ads perform in in different environments:**

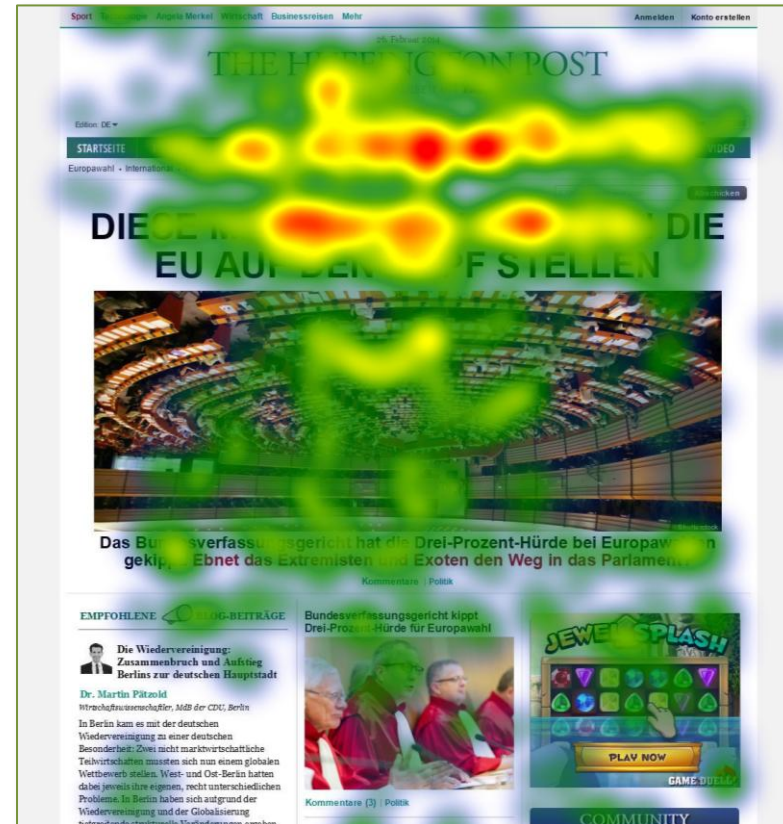


A study to see how the site environment affect ad effectiveness

Example of clean site in the test



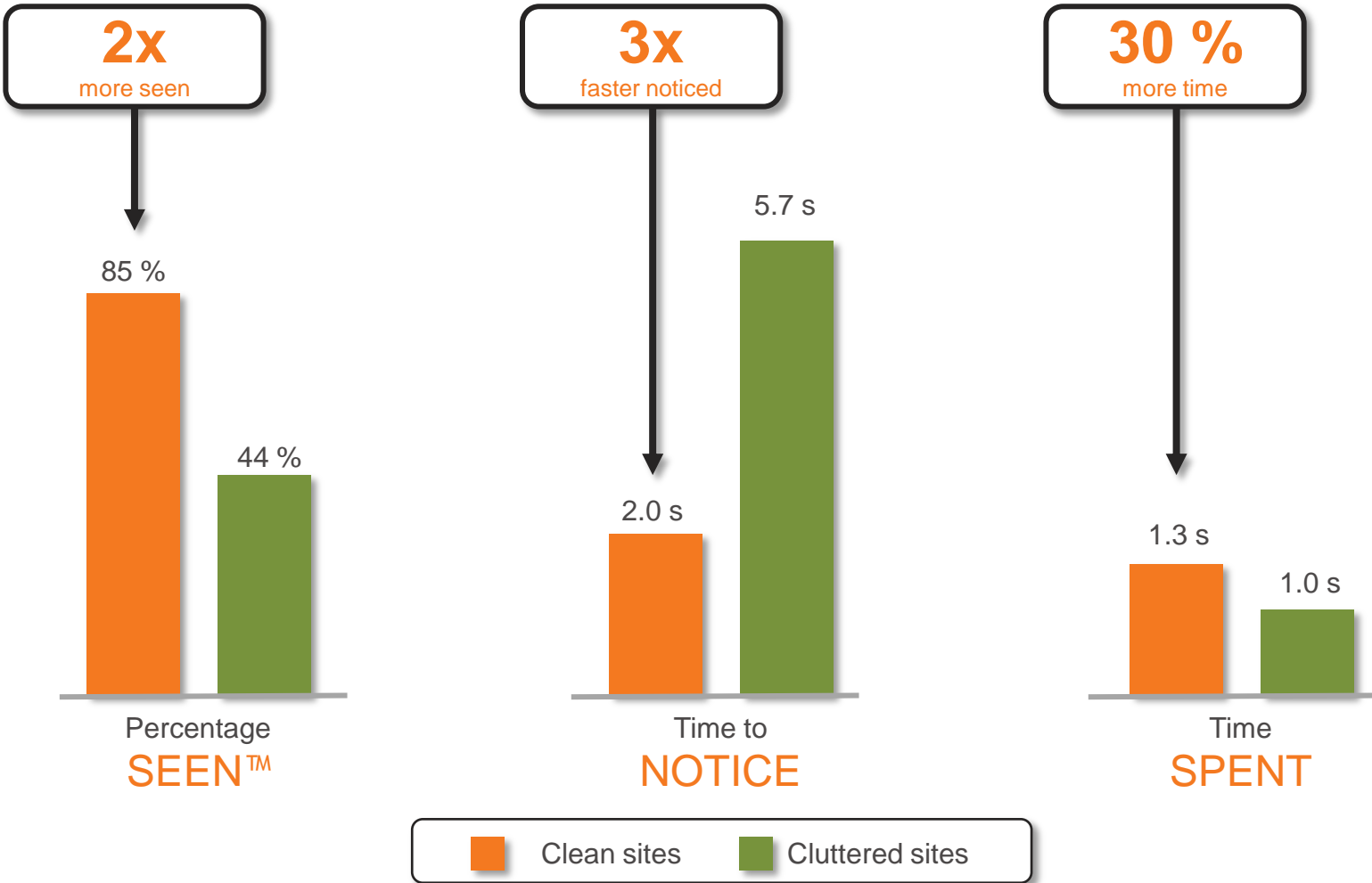
Example of cluttered site in the test



Attention

Ads get higher attention in a clean environment.

Overall the ads were noticed more, quicker and given more time when published in a clean environment



Engagement

Ads perform better in a clean environment.

Overall the ads were remembered to a higher degree and more positively viewed when published in a clean environment

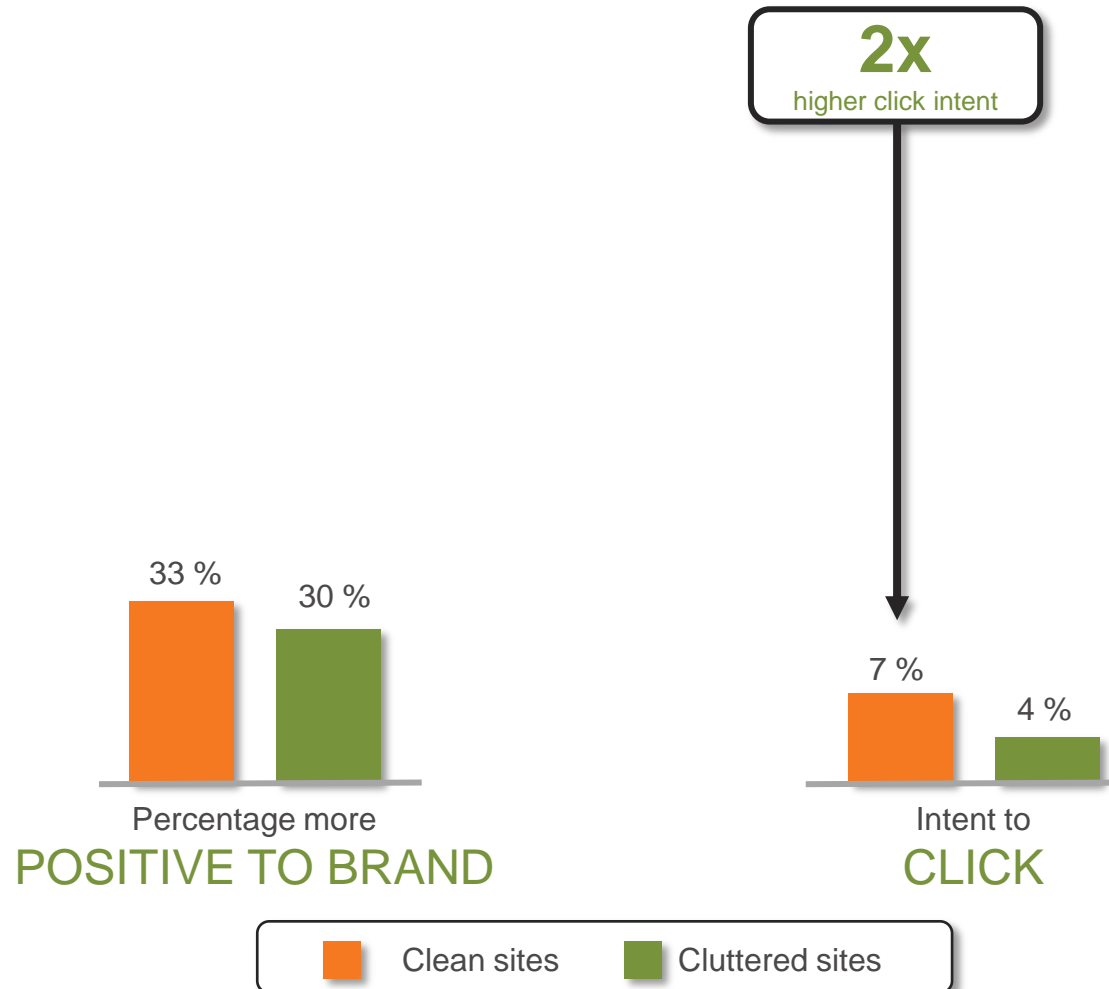


*) Survey question posed: "Below are some words and phrases that could be used to describe an ad. Which of these words or phrases, if any, describe the ad you just viewed? You may select as few or as many as you like". The percentage positive words chosen presented above

Persuasion

Higher intention to click in a clean environment.

Overall users indicated higher likelihood to click the ads when presented in a clean environment



Conclusion: "Less is more..."

Advertising is all about being noticed – an ad that is not seen can not have any effect:

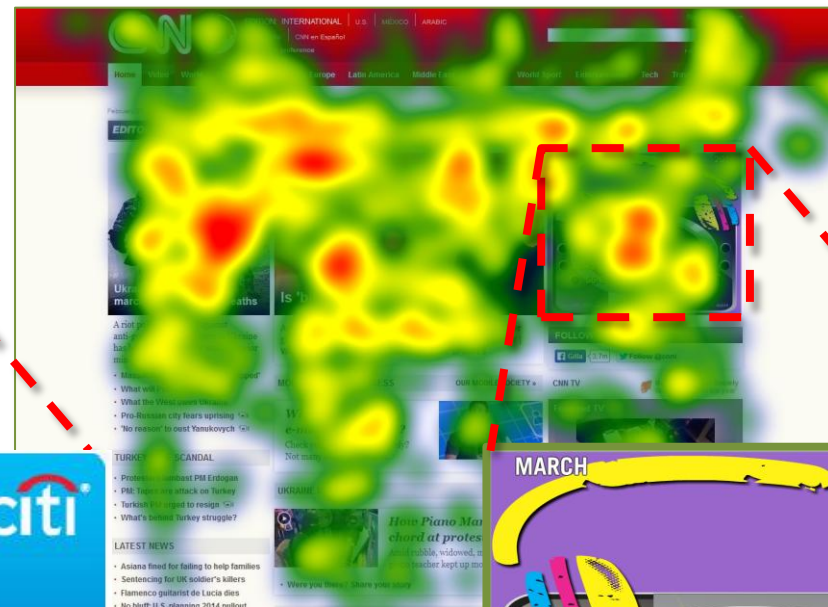
- The results from this test suggests that the effect of an ad is significantly higher when placed in a clean environment compared to a more busy environment
- More people see the ad, they notice it quicker and spend more time with it. This triggers stronger recall, more positive emotions and higher intention to interact with the ad.
- From the advertiser's end of the telescope this means higher ROI and for the publisher a clean site adds value to the ad inventory and might even justify a higher CPMs

A study on how static ads perform relative to flashy ads

Example of static ad in the test



Example of flashy ad in the test



citi

Citi® Diamond Preferred® Card

0% Intro APR

0% Intro APR on Balance Transfers and Purchases for 18 months*

*Get Details ▶

MARCH 2014

PICK YOUR AGE:

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- Over 65

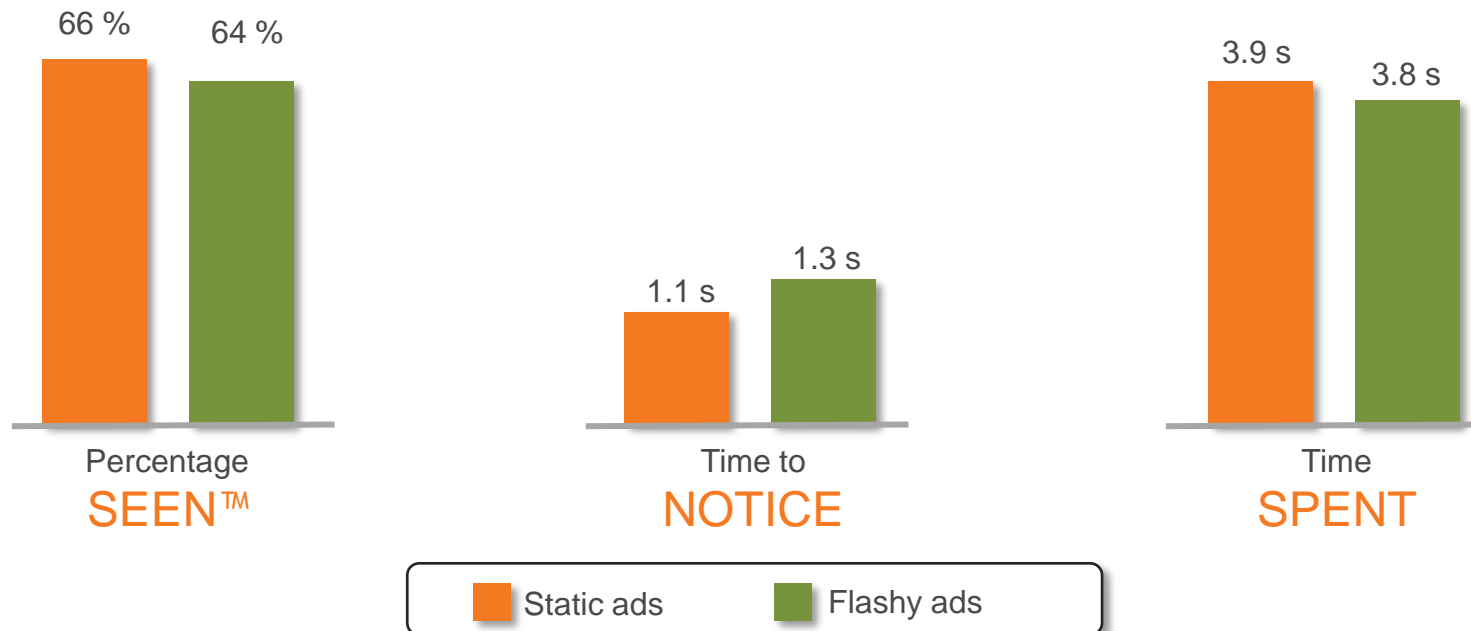
MyBills.com ©2014

Attention

Static and flashy ads get similar level of attention

Overall the ads were noticed very similarly regardless of them being static or flashy

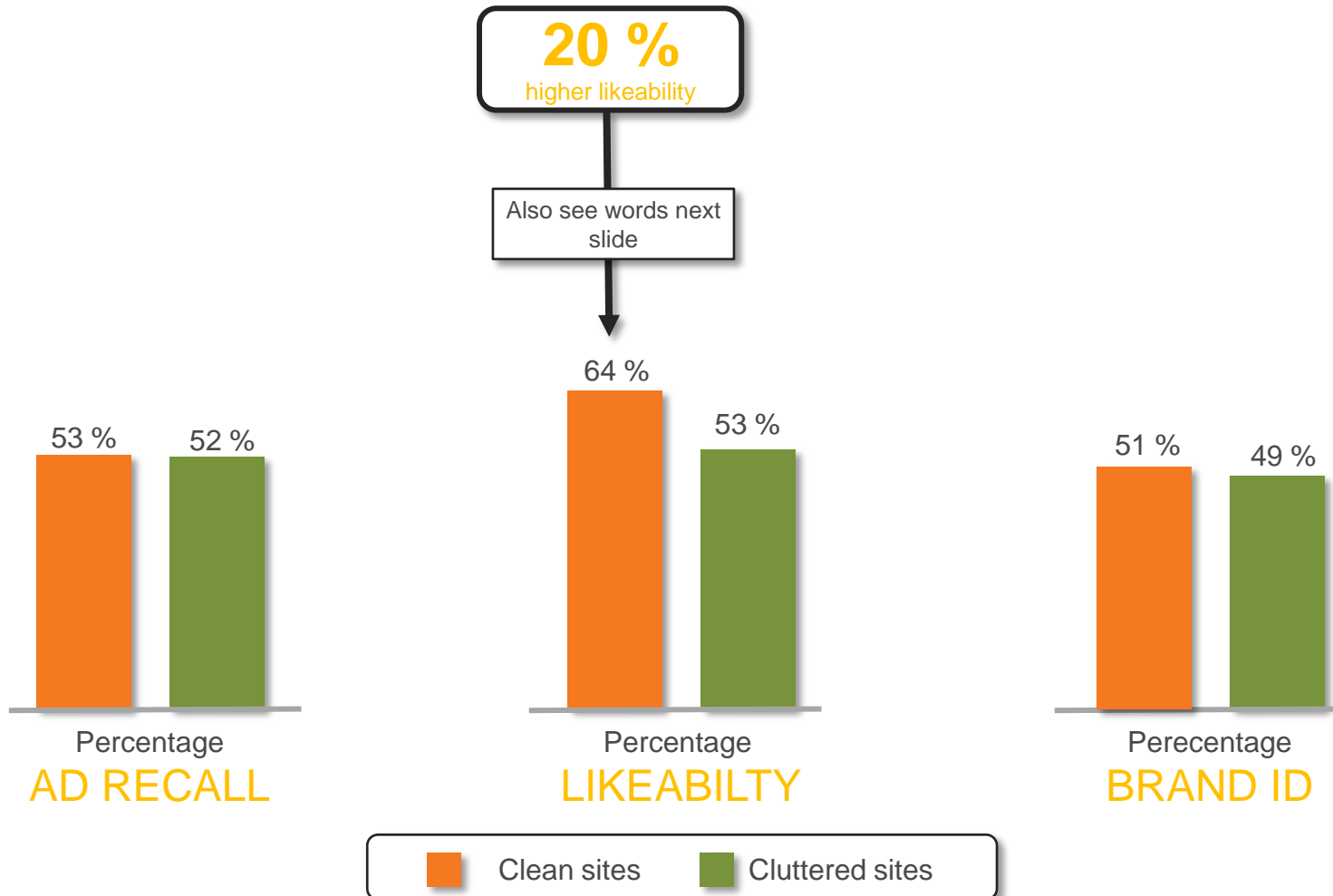
No evidence for higher attention with flashy ads!



Engagement

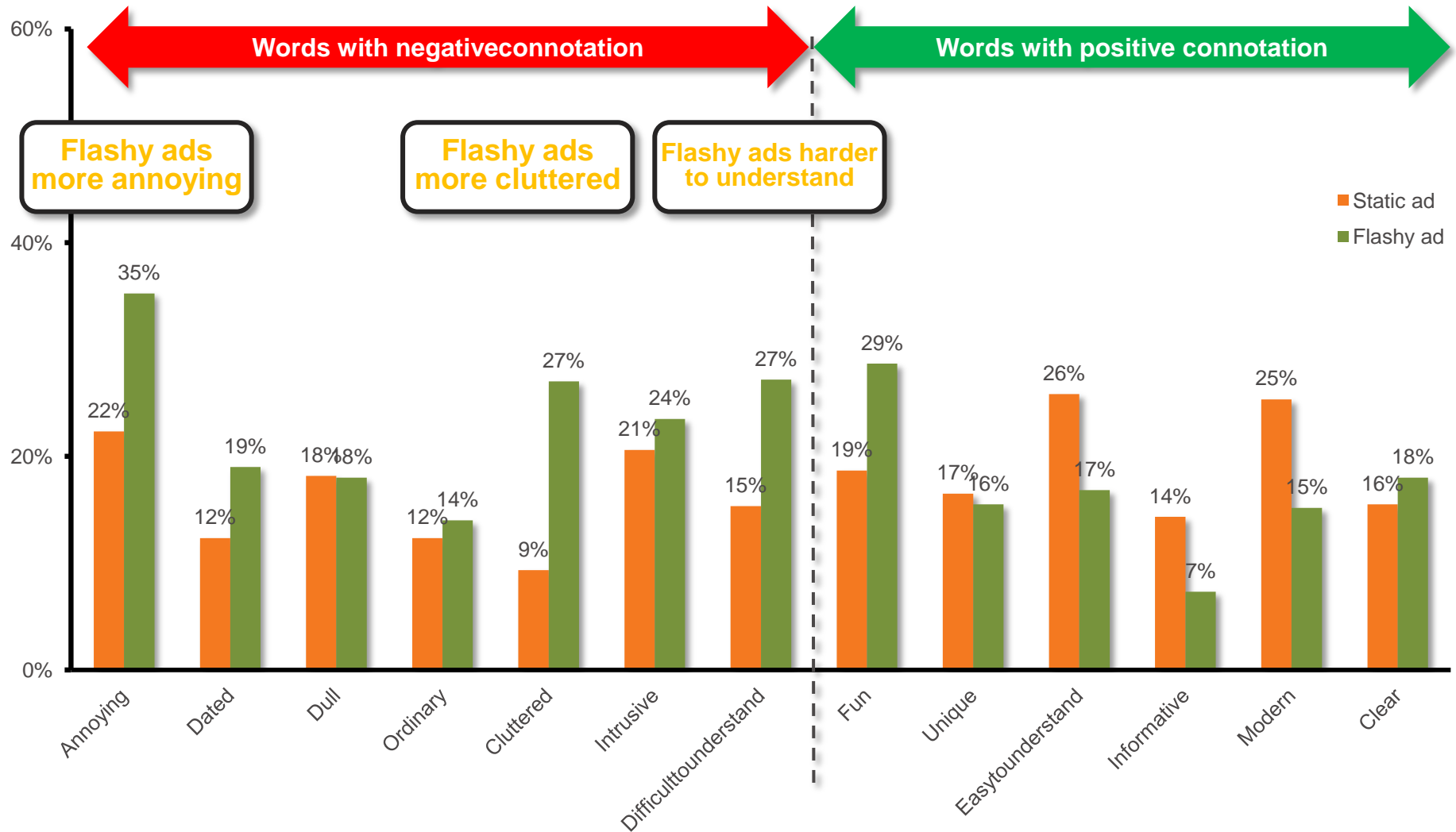
Static ads more positively received.

Overall the ads were remembered to a higher degree and more positively viewed when published in a clean environment



Engagement

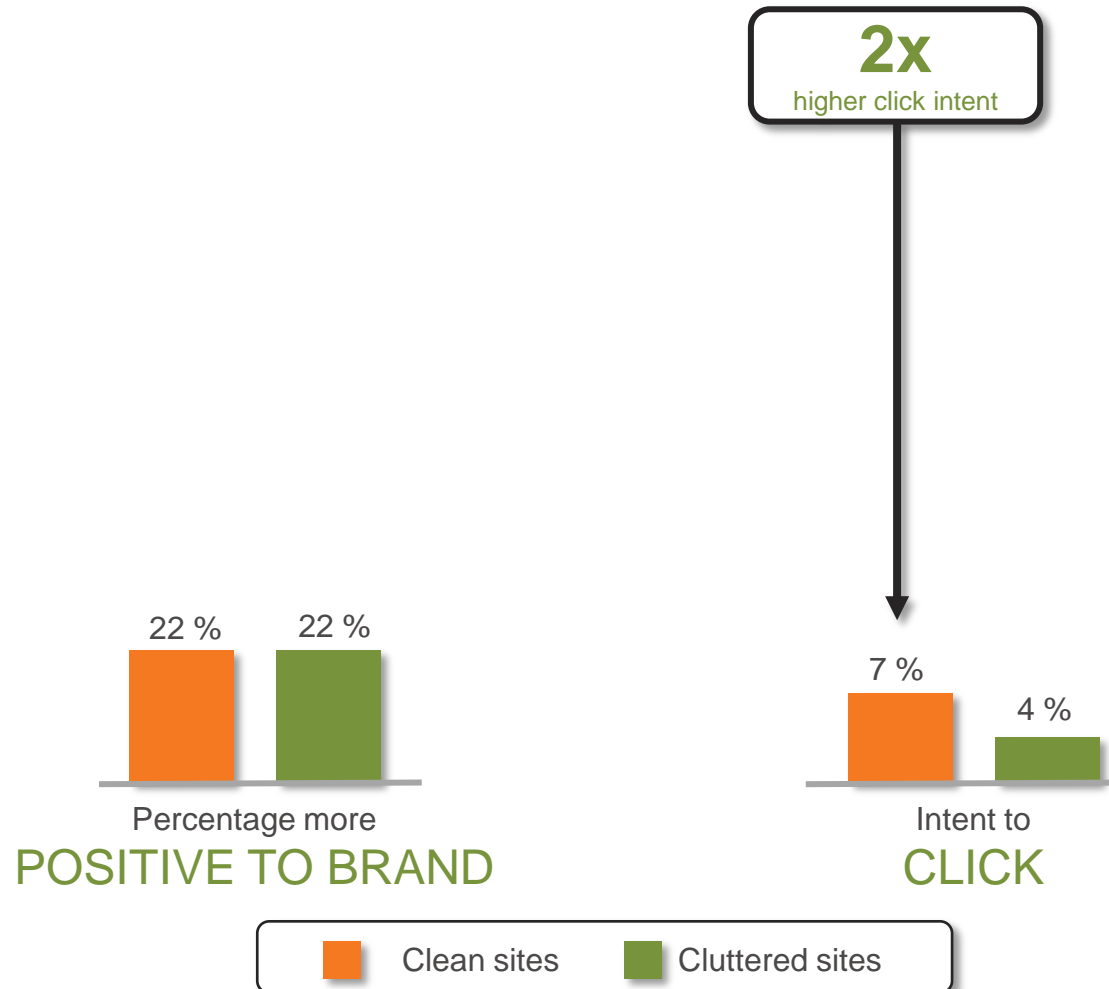
Flashy ads annoying and hard to understand.
The flashy ads are perceived as more cluttered and hard to understand than the static ones. However, also more fun.



Persuasion

Higher intention to click a static ad

Overall users indicated higher likelihood to click the static ads than the flashy ones



Conclusion: No call for 'smoke and mirrors'

Advertising is all about being noticed – and it's intuitively appealing to think that a flashy ad would catch users attention to a higher degree:

- However, the results from this test suggests that a static ad has equally good chance of catching user's attention
- At the same time the static ad generates more positive feelings than the flashy, resulting in a higher intention to interact with the ad.
- From the advertiser's end of the telescope the use of static ads means higher ROI and for the publisher it help keeping the site calm

Methodology/Technology

Methodology/Technology

WebCam Based EyeTracking Platform

- In this test we've measured over **all the crucial bottlenecks** to see how the communication is performing and where it potentially fails.
- By combining **eye tracking** statistics with the answers from the **survey questions**, we get a clear picture over the advertising performance.
- The test was conducted in Germany and the US and included a **total of 1,200 respondents** and a number of ads were tested across different sites

How it works



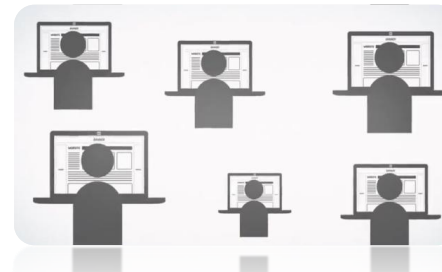
Respondents are recruited from web panels or tested site.

Respondents are rewarded for their participation by the panel company.



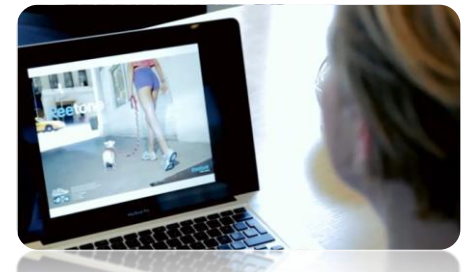
The survey can be sent out to panelists anywhere in the world.

Panelists receive a link in a e-mail leading to the survey



In the survey respondents are asked permission to access their web camera.

Thereafter the respondents eye/web camera is calibrated.



The stimuli is presented on the respondents computer screen

During the test the respondents gaze is tracked through the web camera.

Session ends with a quick questionnaire

Eye Tracking Statistics & Survey Questions

