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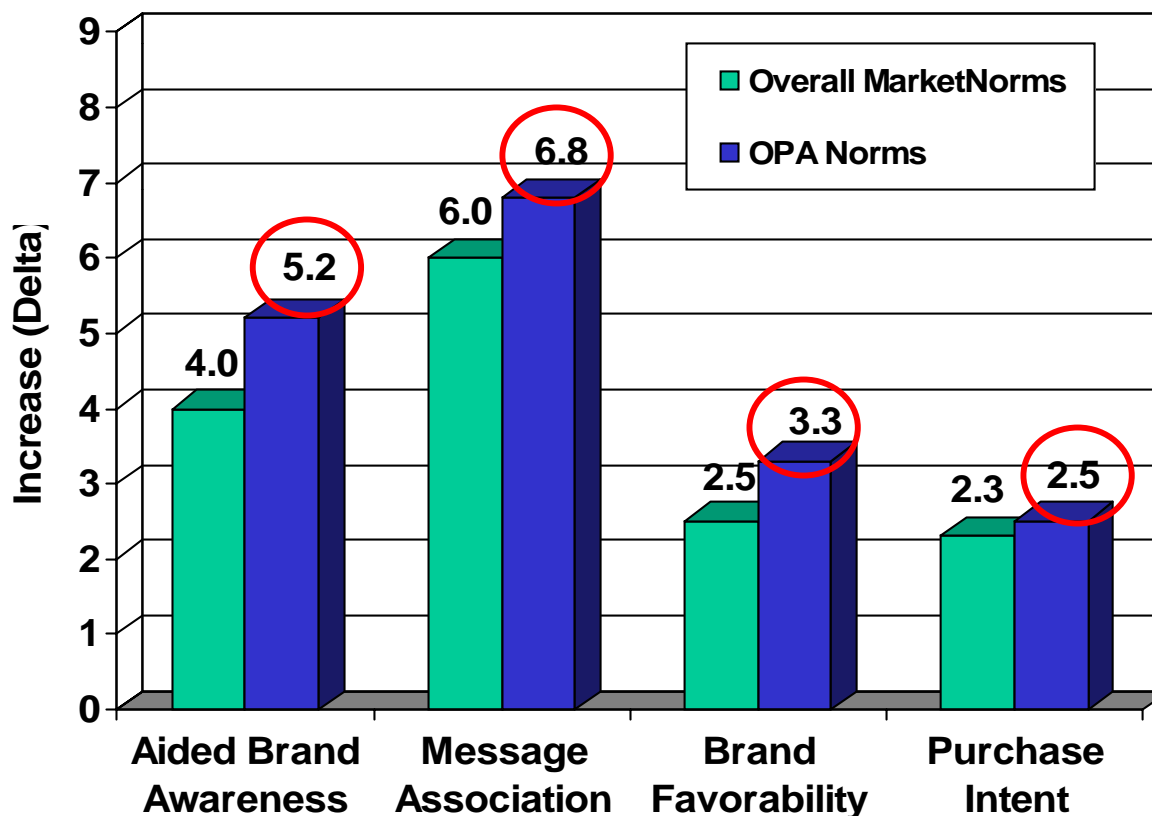
The Impact of Audience Affinity on Advertising Performance

Conducted in partnership with



June 30, 2003

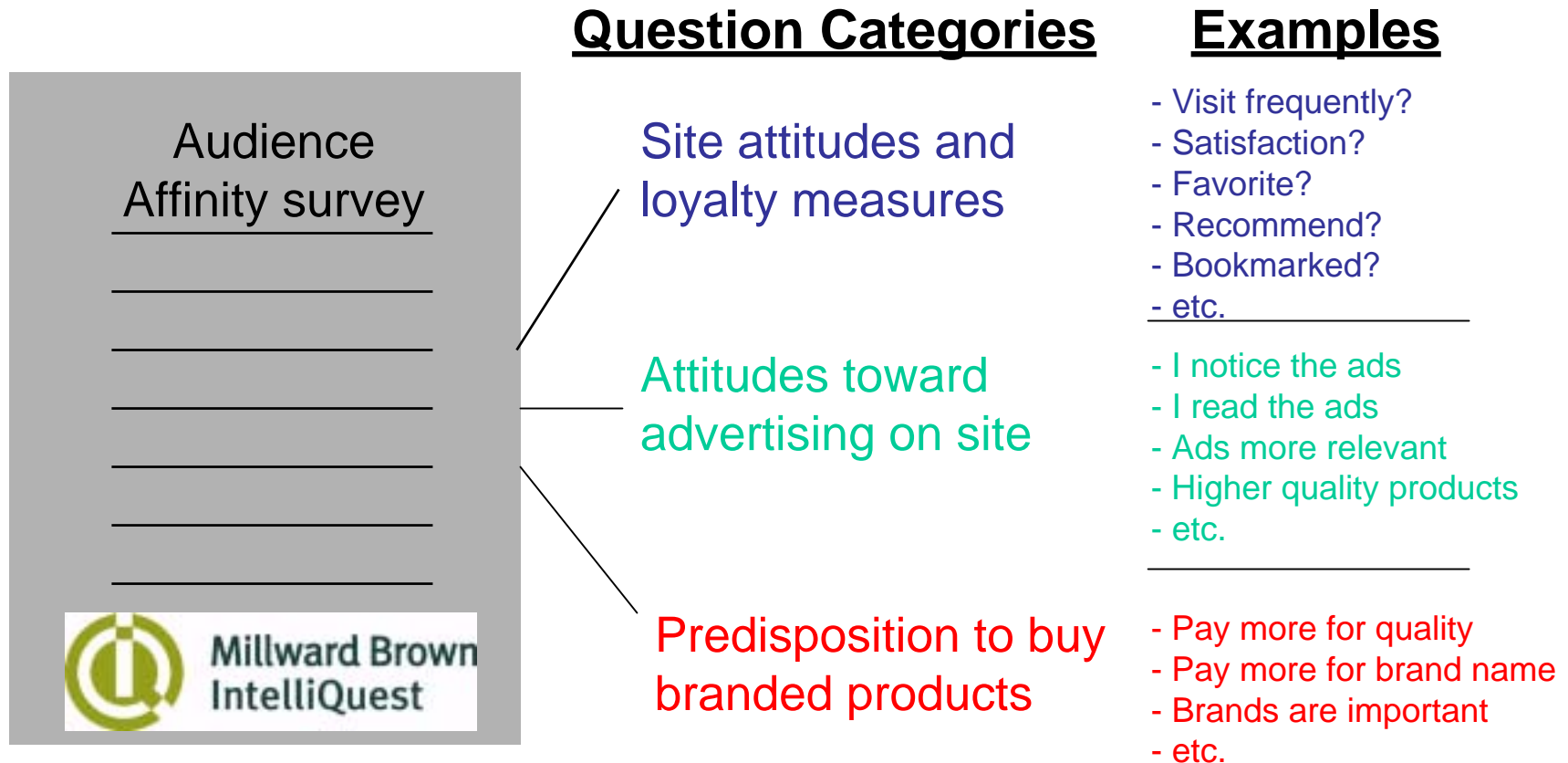
Quality content sites outperform MarketNorms for Awareness and Persuasion



Source: Dynamic Logic MarketNorms Q2 2003; overall n=800,406, OPA n=97,985

Exploring the reasons why:

1. Media site affinity



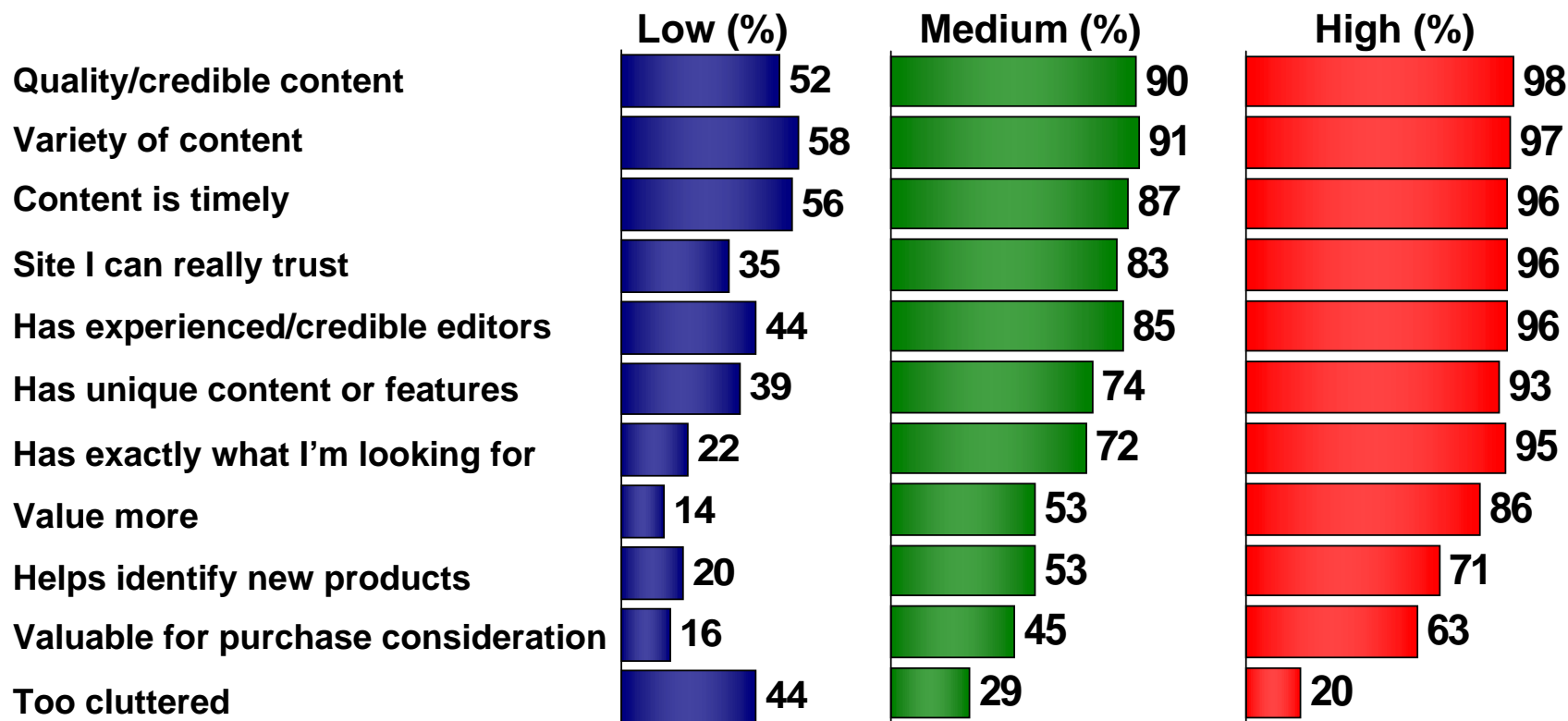
Derivation of Affinity Index

- Site attitudes and loyalty measures were correlated with positive responses to advertising questions
- The three measures which most strongly correlated were:
 - Likelihood to **recommend** (60% weight)
 - **Satisfaction** with content (24% weight)
 - Status among **favorites** (16% weight)
- These measures were weighted as indicated in order to create an Affinity Index

Site affinity predicts positive site ratings

ATTITUDES TOWARD SITE

AFFINITY (Top two box agreement)

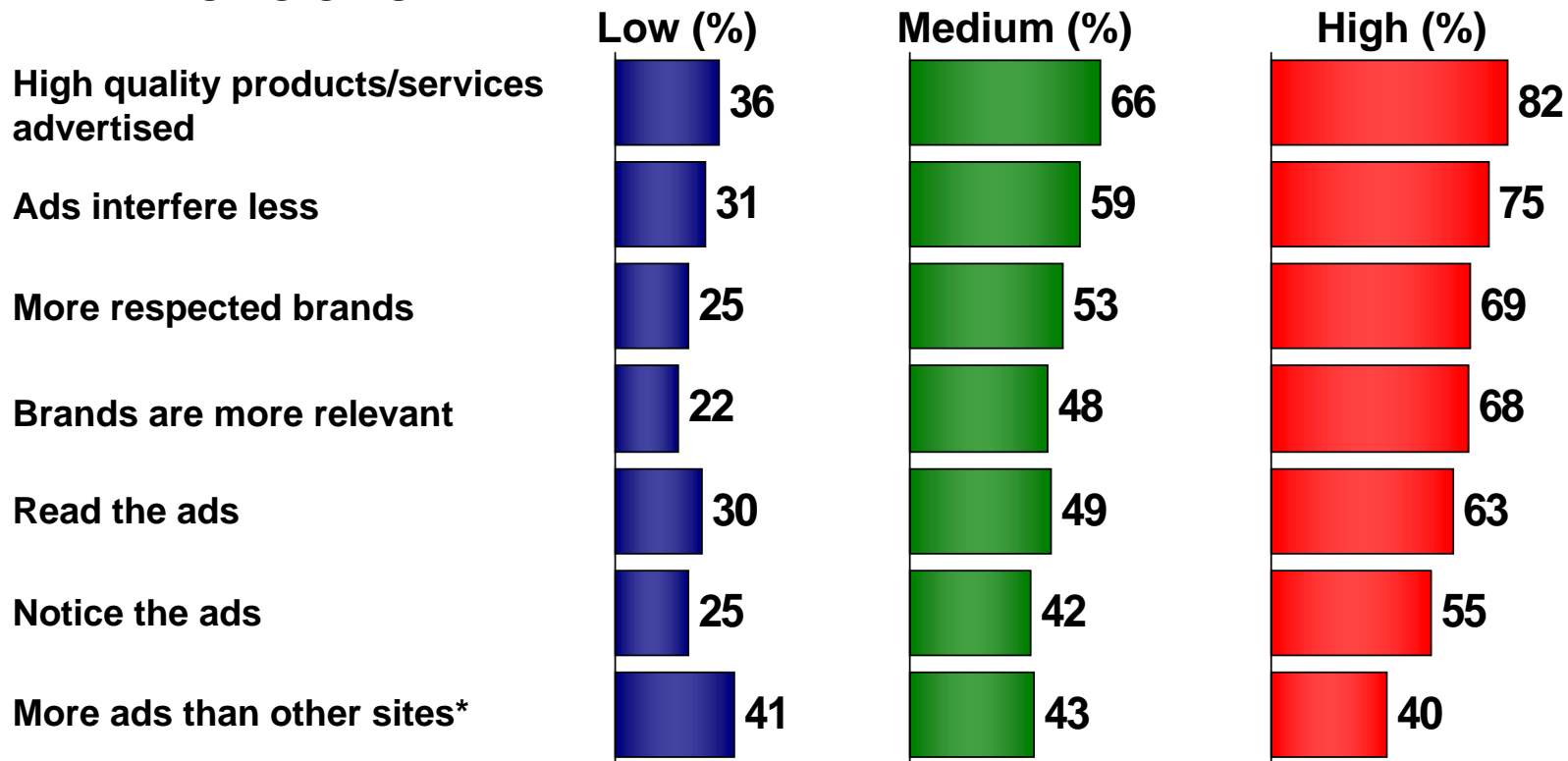


Q26. Below are statements that may or may not describe your opinion of (Site). Please indicate how much you agree or disagree with each statement by checking the one box that most closely applies in each row.

Site affinity predicts positive predisposition toward advertising

ATTITUDES TOWARD ADVERTISING ON SITE

AFFINITY (Top two box agreement)



Q29. Thinking about (Site) compared to other (category) Websites or Channels, please indicate whether you agree or disagree with the following statements.

* The only statement without significant differences among the 3 cells.

High Affinity audiences are brand loyal consumers

BRAND ATTITUDES	Low		Medium		High
	% A		% B		% C
I always prefer to buy a high quality product or service, even if I have to pay a little more	80		84		88 AB
I will spend more to buy a brand name I know and trust	80		82		87 AB
Brands are all the same, I shop around for the best price	56		55 C		49
It is important to me which brands I choose	71		74		81 AB
Brand names do not add anything, it is the product or service that matters	68		73 C		67
I always like to try new and different brands	59		65		67 A

Q14. Please indicate your level of agreement with each of the following statements about your preferences when purchasing goods and services generally.
A/B/C = significance at 95% level

Site affinity is higher among loyal visitors

	Low	Medium	High
	%	%	%
	A	B	C
Number of minutes on site (Past 30 days)			
1 to 5 minutes	44 BC	33 C	22
6 to 20 minutes	25	24	20
20 to 60 minutes	15	21	24 A
More than 60 minutes	16	21	34 AB
Weighted Base: Total	(155)	(1025)	(1399)

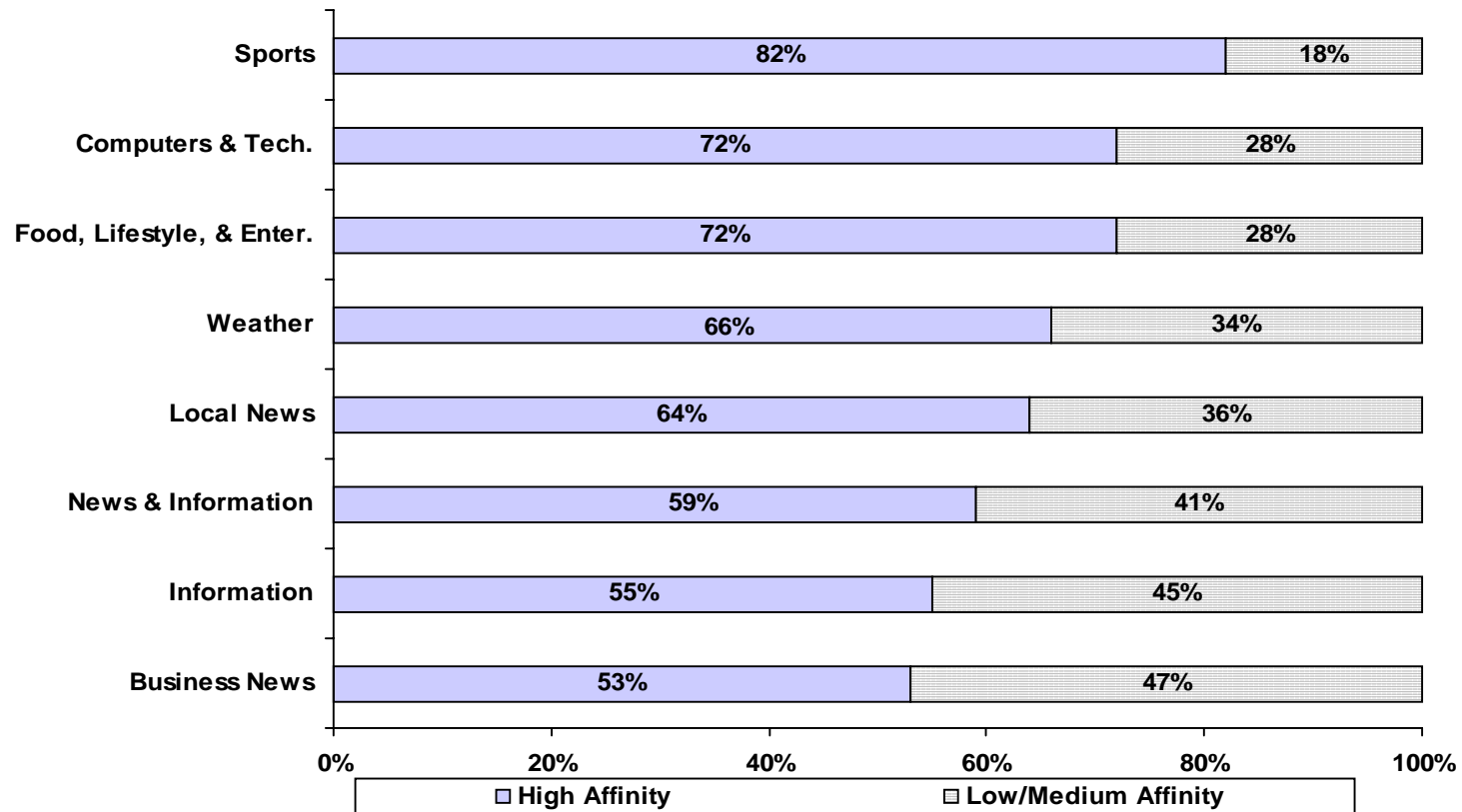
Data represent actual minutes on site as measured by comScore; data are not self-reported by respondents.

2. New Research: Empirical validation of the Affinity Index

Brand	Media Category(s)
Leading CPG Brand	Food Lifestyle & Entertainment News & Information Weather
Mobile Phone Manufacturer	Business News & Information Computers & Technology Sports
Telecom Service Provider	Computers & Technology Information News & Information Shopping
Spirits Manufacturer	Local News & Information News & Information Online Magazine

% of high affinity visitors by site category

- Sports, Food, Lifestyle & Entertainment, and Computers & Technology site categories had the greatest percentage of High Affinity visitors



Affinity is a key driver of brand metrics

- High Affinity + High Frequency = Advertising Effectiveness
- Recall up 278% versus affinity-only recall
- Affinity alone drives key brand measures, more so than frequency

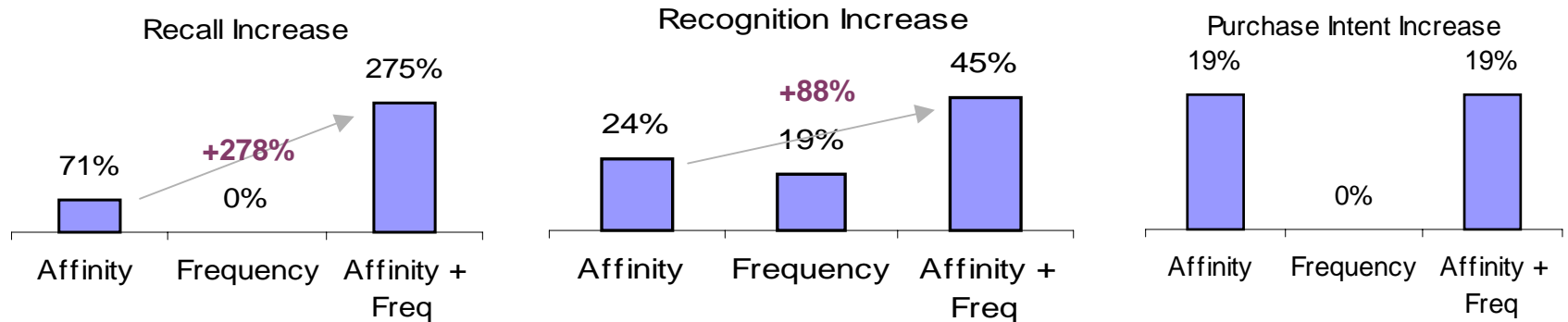
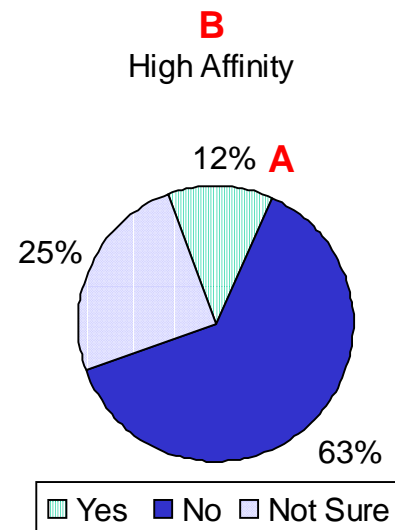
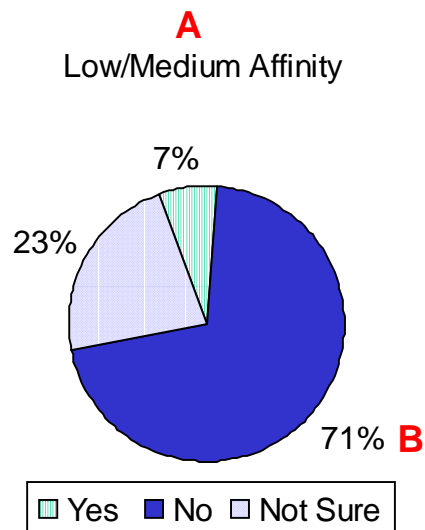


Chart definitions: Affinity=High affinity, Frequency=High frequency, Affinity+Freq=High affinity, High freq; n=1,295

Key Finding: Affinity alone boosts ad recall

- Overall, High Affinity visitors to content sites were significantly more likely to recall Online ads for the test brands.

Have you seen any (all brand) ads on the Internet in the past few weeks?

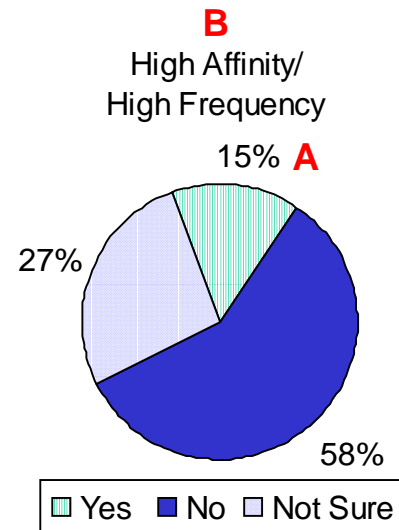
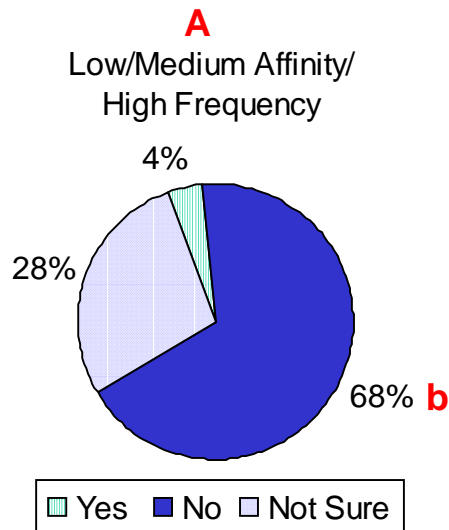


A/B = significance at 95% level; a/b = significance at 90% level

Affinity + Frequency multiplies the effect

- Overall, Site Affinity – that is, value attributed to a site by visitors – is a key differentiator in increasing Online ad awareness, particularly when supported with increased ad frequency. Therefore, ad effectiveness will be increased when placed on content sites, which have a higher percentage of High Affinity visitors.

Have you seen any (all brand) ads on the Internet in the past few weeks?



A/B = significance at 95% level; a/b = significance at 90% level

Affinity alone had a significant impact on purchase intent

	A <u>Low/Medium</u>	B <u>High</u>
<u>The next time that you buy (product category), would (test brand) be:</u>		
The only brand of (product category) you would buy	4%	6% a
One of several brands you would consider	59%	64%
Not among the brands you would consider	37% B	30%
<u>How likely are you to buy (this brand) in the next 3 months? – Very Likely/Somewhat Likely (top 2 box agreement)</u>	32%	38% A

A/B = significance at 95% level; a/b = significance at 90% level

Frequency made no impact on purchase intent for the test brands

- “Site endorsement” among High Affinity visitors prompted increased likelihood to purchase more than frequency of ad exposure.

	A <u>Low/Medium/ High Frequency</u>	B <u>High/ High Frequency</u>
<u>The next time that you buy (product category), would (test brand) be:</u>		
The only brand of (product category) you would buy	4%	5%
One of several brands you would consider	62%	64%
Not among the brands you would consider	34%	31%
<u>How likely are you to buy (this brand) in the next 3 months? – Very Likely/Somewhat Likely (top 2 box agreement)</u>	30%	33%

A/B = significance at 95% level; a/b = significance at 90% level