Executive Summary

The accumulation of advertising research in any medium allows marketers to develop a database of results, or “norms,” which can be used to evaluate the relative effectiveness of any advertising campaign. Online advertising research has recently reached a point whereby a sufficient number of studies have been performed to develop a normative database of results.

The research firm Dynamic Logic has conducted Advertising Effectiveness studies for 288 different campaigns and aggregated the results into a database. These aggregated results, which form Dynamic Logic’s MarketNorms™ Database, clearly prove that online advertising is effective across a spectrum of brand awareness and persuasion measures.

This paper aggregates the results from 37 separate Dynamic Logic studies performed on nine different high-quality news and information sites, all of which are members of the Online Publishers Association (OPA). The aggregated results of OPA members are analyzed to assess: 1) the degree to which online advertising is effective on quality content sites, and 2) whether there is a discernable difference between the performance of advertising on these sites as compared to the Dynamic Logic MarketNorms for online advertising overall.

The analysis reveals that quality, content-driven sites, such as those of the OPA members, offer a significant advertising advantage. These sites deliver universally positive results, outperforming the Dynamic Logic norms in every measure of brand awareness and persuasion.

The lift in Unaided Awareness (exposed versus control) was 16.2 points higher on OPA sites (up 27.5% versus up 11.3%). Message Association scores were 13.2 points higher than the normative data for this measure (32.6% lift versus 19.4%). These findings suggest that the high degree of involvement users have with content sites translates into greater communication potential for advertisers.

The analysis also reveals a 33% lift in Brand Favorability on the OPA member sites relative to the norms, which may be indicative of a “halo effect” on the advertised brand resulting from its placement within a highly regarded editorial environment.
Assessing the Value of Loyal Audiences
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Background

Confidence in advertising effectiveness of traditional media has been built from years of experience and research. Advertising effectiveness testing on television, print and radio have returned consistent results, confirming and reaffirming the value of those media for advertisers. That body of research has also helped shape the industry’s understanding of which media perform better than others for which product categories and under what circumstances.

Compared to that of traditional media, online advertising effectiveness research is relatively new. However, in the six years since the first Hotwired banner ad test\(^1\) in which banners for Dockers, Microsoft’s Internet Explorer and AT&T’s WorldNet were evaluated, a great deal of progress has been made. Measurement of online advertising effectiveness was initially dominated by a simple analysis of banner click-through-rates. The online medium indeed performs admirably in direct response situations by providing consumers message-laced offers with an immediate call to action. But in recent years, a different kind of knowledge base has been accumulating: Marketers have been investing in research to learn more about the powerful *branding effects* being created online.

Numerous large-scale, industry-sponsored studies have been completed. The Online Publishers Association conducted an important study in early 2002 that showed that online advertising used in combination with television advertising (versus a television only campaign) boosted branding performance metrics substantially for the United States Air Force\(^2\). The IAB, ARF, MSN and Marketing Evolution’s Rex Briggs collaborated in a widely publicized study on Cross Media usage\(^3\) showing that incorporating an online advertising element into a traditional media plan improved desired branding results. Further, thousands of advertising effectiveness studies have been completed by research firms such as Dynamic Logic, Millward Brown and others.

Due to the growing number of studies completed, the industry is now reaching the point where powerful normative databases are being built. Using these normative databases, we can examine the aggregate of similar tests, identify patterns in the results, and learn what works in achieving advertising objectives. We can also have greater confidence in the findings because we see the results repeated again and again across a variety of brands, categories, campaigns and time periods.


\(^3\) “Cross Media Research: Online is Powerful Complement to Traditional,” IAB, ARF, MSN, Marketing Evolution collaborative study. Study results are available at http://www.advantage.msn.com/services/crossmedia.asp.
In a previous white paper, the Online Publishers Association showed that loyal audiences account for the majority of a site's traffic; therefore, it is actually a site’s loyal audience that is reached through most advertising campaigns. This finding gives rise to two important questions:

*Do loyal audiences respond to advertising in the first place? And if so, is there evidence that the relationship that loyal audiences have with high-quality content sites, such as those of the OPA members, influences advertising performance one way or the other?*

To answer these questions, the OPA worked with Dynamic Logic, a leading firm specializing in ad effectiveness studies. [Editor’s note: Dynamic Logic offers standardized ad effectiveness studies (the AdIndex) to advertisers, agencies and Web sites. More details about the firm’s AdIndex methodology can be found in Appendix II.]

The results of 37 different Dynamic Logic studies (the AdIndex) conducted on nine different OPA member sites were aggregated and compared to those of Dynamic Logic’s MarketNorms Database. This provided a basis for: 1) assessing the degree to which online advertising is effective on quality content sites; and 2) comparing the performance of advertising on quality content sites such as those that comprise the OPA with established norms for advertising performance on both awareness and persuasion measures.

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Overall Performance: Dynamic Logic MarketNorms Database for Advertising Effectiveness

After conducting studies for nearly 300 online ad campaigns encompassing a broad range of product categories and over 300,000 consumer surveys, Dynamic Logic established the MarketNorms Database used in this analysis.

The overall MarketNorms Database shows that online campaigns make a significant impact on the exposed relative to the control group in terms of both awareness and persuasion measures. Online campaigns increased Unaided Awareness an average of 14%, and Aided Awareness by an average of 5%. Message Association, or the ability of consumers to correctly associate the advertising message to the brand, was improved by an average of 17% across all the studies.

The MarketNorms Database is important because 1) it provides a basis for understanding how well online campaigns can be expected to work; and 2) it sets a benchmark for assessing advertising performance for individual campaigns. Tests can be grouped by advertised category to understand how different classes of advertised products or services benefit from online advertising. It is also possible to use these norms to isolate classes of sites in order to evaluate how media vehicles perform within a plan.

Source: Dynamic Logic, Inc., MarketNorms Q1/’02

\[ \text{Average Lift by Measure – Exposed vs. Control} \]

- Unaided Awareness: 14.1%
- Aided Awareness: 4.7%
- Message Association: 17.4%
- Brand Favorability: 1.6%
- Purchase Intent: 2.2%

\[ \text{Since the time of this analysis, Dynamic Logic’s MarketNorms Database has grown to include more than 400 campaigns.} \]
The Impact of Media Site on Advertising Performance – Methodology

The purpose of this paper is to assess the performance of premium, branded content sites, as typified by the OPA membership, within the online media plan.

In order to conduct this analysis, several OPA members authorized Dynamic Logic to provide top line findings of their studies for analysis. Advertiser names and other confidential and proprietary information were masked to protect the interests of the advertisers. In total, 37 AdIndex studies were available across nine OPA member organizations at the time of the analysis. An average of 941 respondents participated in each study (Control plus Exposed), providing excellent precision in the results. The participating sites were MarketWatch.com, Cnet [News.com], CondéNet, ESPN.com, New York Times Digital, Salon, weather.com, Washingtonpost.com, and the Wall Street Journal Online.

The 37 studies encompassed a broad range of advertised product categories and editorial environments, providing us with the ability to generalize the aggregated results.

Distribution of Product Categories Among 37 OPA Member Studies

The largest single category was “Utility” (24% of tests). This category includes a roughly equal mix of consumer and B2B-oriented products and services. Automotive was the second largest category (19%), followed by Technology (16%).
Summary – OPA Member Studies Performance

Average Lift by Measure

The aggregated results of AdIndex studies on OPA member sites reveal that online advertisers are effectively building awareness and placing key messages into the marketplace through advertising on quality content sites. Advertisers running campaigns on OPA member sites were rewarded with substantial improvements in Unaided Awareness (27.5% lift over control) and Brand Message Association (32.6% lift over control).

Aided Awareness improved overall by 5.3% over the control group. This is especially impressive in view of the fact that many of the advertised brands in the OPA member studies already had Aided Awareness levels approaching 100%, making large gains impossible. In those cases where the brands had less than 50% Aided Awareness, the average lift was 18.8% over the control. (See Appendix I.)

Gains in Brand Favorability and Purchase Intent were noted as well. It is important to note that these two measures are particularly difficult to move in a single campaign for high-consideration products such as automobiles, technology, financial services, and B2B offerings. All of the OPA studies were based on single campaigns and were highly concentrated in exactly these types of product categories. As we shall see in the following sections, the lifts recorded by OPA member sites on the important measures of Brand Favorability and Purchase Intent turn out to exceed the norms for the categories studied.

Source: Dynamic Logic, Inc., MarketNorms Q1/’02, OPA Member Studies Only

Complete details for each measure, outlining averages for Control and Exposed, are shown in Appendix I.
Weighting the MarketNorms Database by Category for Comparability

Dynamic Logic has previously published analyses of its MarketNorms Database showing that certain product categories are more or less responsive to advertising on each of the five measures. By way of example, the firm recently showed that lift in Unaided Awareness can vary substantially by product category.

![Dynamic Logic – Selected Industries](image)

*Source: Dynamic Logic MarketNorms Q2’02*

Similarly, variances by category were noted for each of the five awareness and persuasion measures studied. Given the considerable amount of variability in advertising performance by category, it is important to control for these differences when comparing results of advertising performance on OPA member sites to the MarketNorms Database.

Dynamic Logic provided the OPA with normative results by category. Those results were weighted to match the category profile among the OPA Member Studies. (See previous pie chart, “Distribution of Product Categories Among 37 OPA Member Studies.”) The weighting removed category differences as a variable when making comparisons between the OPA Member Studies and the MarketNorms Database. Categories not represented in the OPA mix were excluded from the MarketNorms Database.

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Weighting of the MarketNorms Database was performed independently for each of the five measures, as the mix of categories varied from measure to measure. The category weighting structure is presented in Appendix III, detailing measure-by-measure weights applied.

**Summary – OPA Member Sites vs. Overall MarketNorms Database (Weighted)**

**Average Lift by Measure**

On every available measure, advertising on the OPA member sites outperformed the industry overall. Advertisers on OPA sites experienced a significant advantage in terms of building Unaided Awareness, outperforming the category weighted norm by 16.2 points (up 27.5% versus up 11.3%). Message Association scores were also much higher on the OPA sites, providing advertisers with a 13.2 point advantage over all other sites/advertisers in the normative data (32.6% lift versus 19.4%). Advantages in Aided Awareness, Brand Favorability and Purchase Intent performance are also evident on the OPA member sites.

![OPA Member Sites vs. Weighted Overall Norms](chart)

Source: Dynamic Logic, Inc., MarketNorms Q1/’02

A complete data table summary is available in Appendix III.
Conclusions

Brand Awareness (Unaided and Aided) and Message Association are significantly increased through online advertising based on the results of nearly 300 different Dynamic Logic ad effectiveness tests included in the MarketNorms Database. Brand Favorability and Purchase Intent, while more challenging to improve, are also responsive to online advertising.

Marketers who place online advertising on premium quality content sites as typified by the OPA member companies experience even greater returns – more than doubling advertising impact in Unaided Awareness and outperforming the weighted average by two-thirds on Message Association.

Why do quality content sites deliver a more effective advertising response? We can theorize that the rich editorial environment and high degree of visitor loyalty fosters a deeper relationship with the media brand, which, in turn, offers advertisers an engaged, thinking consumer prepared to receive information.

Furthermore, the high level of involvement that users have with high-quality content sites translates into greater communication potential for advertisers, as evidenced by the very high lift in awareness and advertising message association. Finally, the 33% lift in Brand Favorability on the OPA member sites may be indicative of a “halo effect” on the advertised brand from its appearance within a highly regarded editorial environment.

This secondary research demonstrates an apparent interaction working to advertisers’ advantage on sites for which visitors have high affinity and loyalty, suggesting that quality content-driven sites are particularly effective advertising environments. The OPA is currently engaged in primary research to further study this phenomenon.
Appendix I – Detailed Findings OPA Member Studies

Advertisers on the OPA sites experienced substantial increases in Unaided Awareness and saw sharply positive improvements in Message Association as a result of online advertising. A review of each of the five measures follows.

### Unaided Awareness – OPA Member Studies

<table>
<thead>
<tr>
<th>Control</th>
<th>Exposed Lift:</th>
<th>9.9%</th>
<th>12.6%</th>
</tr>
</thead>
</table>

Source: Dynamic Logic, Inc., MarketNorms Q1/’02, OPA Member Studies Only

Where measured, advertisers achieved significant improvements in Unaided Awareness, achieving a 27.5% increase as a result of advertising on the OPA member sites. Eleven of the 37 studies measured Unaided Awareness, including brands in the Automotive, Technology, Restaurant, Financial, Utility and Travel categories. Nine of the eleven studies showed significantly positive results as a result of exposure to the advertising.

### Aided Awareness – OPA Member Studies

<table>
<thead>
<tr>
<th>Control</th>
<th>Exposed Lift:</th>
<th>72.2%</th>
<th>76.0%</th>
</tr>
</thead>
</table>

Source: Dynamic Logic, Inc., MarketNorms Q1/’02, OPA Member Studies Only

Aided Awareness, which was measured in all 37 studies, improved by 5.3% overall as a result of online advertising. Awareness levels were already quite high (over 70%) for the brands aggregated in the OPA Member Studies. In fact, 17 of the 37 studies were advertising brands with greater than 90% Aided
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Awareness in the Control (unadvertised) group. Those brands had an average Aided Awareness of 97%. Consequently, the average lift was nominally low at +0.5%, but still an achievement.

However, for the nine studies with Aided Awareness at or below 50%, the average lift was a substantial 18.8% on an average Aided Awareness in the Control (unadvertised) group of 35%.

Online advertising can play an essential role in a marketing campaign with awareness-raising objectives, whether measured in terms of aided or unaided awareness.

Message Association – OPA Member Studies

Advertising on the OPA member sites provided clients with spectacular results in terms of Message Association, or the ability of consumers to accurately associate key advertising messages to the brand.

Nearly 95% of the 33 studies that measured Message Association showed strong gains in associating the advertiser’s message with the brand. The OPA experience is that online advertising is a highly effective tool for getting key marketing messages out to consumers.
Brand Favorability – OPA Member Studies

Control: 62.2%
Exposed: 63.2%
Lift: + 1.6%

Source: Dynamic Logic, Inc., MarketNorms Q1/’02, OPA Member Studies Only

Brand Favorability measures respondents’ opinion of the brand. Overall, advertising improved this rating in better than half of the 31 tests that measured it. Six of the tests (about 20%) showed significant improvements among the Exposed group versus the Control.

Purchase/Behavior Intent – OPA Member Studies

Control: 43.9%
Exposed: 44.7%
Lift: + 1.6%

Source: Dynamic Logic, Inc., MarketNorms Q1/’02, OPA Member Studies Only

Nearly 60% of the tests showed greater Purchase/Behavior Intent in the Exposed group versus the Control group, among the 35 studies that assessed this measure. It should be noted that the OPA Member Studies concentrated on high involvement/high consideration products, in which case Purchase Intent is the most difficult measure to move.
Appendix II – About the AdIndex™

Tested ad units are tagged so that Dynamic Logic can passively track advertising exposures by individual browser over the duration of the marketing effort. The campaign launches normally and individuals are either exposed to the ads, or not, based on their surfing behavior and on the normal operation of the ad server.

After the campaign has been running for a sufficient duration (to enable consumers to be shown the ads at multiple frequency levels), Dynamic Logic randomly launches a pop-up invitation to intercept a Control and Exposed group of individuals asking them to complete a survey. Roughly half of the total sample is exposed to the ads in the campaign while visiting a specific set of sites determined through Dynamic Logic’s AdScout™ tracking technology. This group is labeled “Exposed” and contains a proportional distribution of respondents exposed to the various ad units on the various sites. Simultaneously, a sample of respondents that visit the same sites but were not exposed to the ads is recruited. Both groups have the same statistical likelihood of having been exposed to alternate channel marketing efforts, such as television or print campaigns running, as well as having been exposed to online ads running on other sites. Since the only variable of difference between the two groups is the presence of the ad campaign being measured, differences in consumer attitudes toward the advertiser’s brand can be attributed to the online campaign.

The Questionnaire. At the close of the test period, study participants are invited via pop-up to complete a questionnaire. The first part of the questionnaire is identical for Exposed and Control participants, quickly covering five areas:

<table>
<thead>
<tr>
<th>Metric Name</th>
<th>Measurement Focus</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaided Brand Awareness</td>
<td>Brand Awareness</td>
<td>Score measuring whether respondents can name the advertised brand unaided</td>
</tr>
<tr>
<td>Aided Brand Awareness</td>
<td>Brand Awareness</td>
<td>Score measuring whether respondents acknowledge awareness of the named advertised brand</td>
</tr>
<tr>
<td>Message Association</td>
<td>Persuasion</td>
<td>Score measuring whether respondents can accurately associate the advertising message to the correct brand</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>Persuasion</td>
<td>Score measuring whether respondents have favorable viewpoint for the brand</td>
</tr>
<tr>
<td>Purchase/Behavior Intent</td>
<td>Persuasion</td>
<td>Score measuring whether respondents have desired purchase or behavioral intent</td>
</tr>
</tbody>
</table>

7 Dynamic Logic Methodology Note: There are select instances where the control/exposed methodology is not possible due to the nature of a campaign, which can result in slight deviations in the recruitment plan. For example, advertisers are able to place their logo on the home page of a site, thereby exposing all site visitors to a campaign. This means that once the campaign begins, it would be impossible to recruit a control sample from the site because every single visitor will become exposed to the campaign. When this happens, Dynamic Logic recruits the control cell a few days before the launch to create the brand metric baselines. Since the time difference between the recruitment in this scenario and the launch of the campaign are as condensed as possible, the effect of other marketing efforts is minimal.

8 Please note that these scores are defined in the following text.
All brand metrics questions are asked blind, meaning that respondents do not know which brand is being advertised, reducing the potential for respondent bias. Additionally, brands in each blinded question are rotated from each survey to the next in order to prevent “order bias.”

The second section of the questionnaire reveals the brand being measured, as respondents are shown (or re-shown, in the case of the Exposed respondents) the advertising. They are asked if they recognize the ads, and if the ads make them more interested in the product or service.

The results are summarized into scores on each of the five performance dimensions, expressed as a percentage of the Test or Control group that responded positively in terms of each of the five standardized measures.

For the **awareness measures** (Unaided Brand Awareness, Aided Brand Awareness and Message Association), the computation is straightforward. Message Association, for example, is the percent of each sample that can correctly match the tag line in the creative to the advertised brand.

For the **persuasion measures** (Brand Favorability and Purchase Intent), the computation is more complex. These questions are asked using five-point scales (very favorable, somewhat favorable, neutral, somewhat unfavorable, very unfavorable). The weighted mean score (%) is a more sensitive measure of attitudinal change. The table below contains the weights provided to each of the answers.

<table>
<thead>
<tr>
<th>Answer</th>
<th>Value</th>
<th>Score (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Favorable</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>Somewhat Favorable</td>
<td>.75</td>
<td>75%</td>
</tr>
<tr>
<td>Neutral</td>
<td>.50</td>
<td>50%</td>
</tr>
<tr>
<td>Somewhat Unfavorable</td>
<td>.25</td>
<td>25%</td>
</tr>
<tr>
<td>Very Unfavorable</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

The AdIndex questionnaire was designed to include standardized questions across many different tests for normative purposes, but also necessarily allows for flexibility where clients require customization. Of course, there are exceptions as a result of differences in brands, categories, and advertising objectives. Some ads and some advertised products and services do not lend themselves equally well to all five measurements and therefore, data are not available for every dimension on every test.

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New York, NY 10016
1-800-245-2455
212-591-9177
info@dynamiclogic.com
Appendix III – Summary Data Table

<table>
<thead>
<tr>
<th>Measure</th>
<th>Dynamic Logic Norms</th>
<th>Dynamic Logic Norms Weighted</th>
<th>OPA Member Norms</th>
<th>Difference Unweighted</th>
<th>Difference Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unaided Awareness</td>
<td>14.1</td>
<td>11.3</td>
<td>27.5</td>
<td>13.4</td>
<td>16.2</td>
</tr>
<tr>
<td>Aided Awareness</td>
<td>4.7</td>
<td>4.4</td>
<td>5.3</td>
<td>0.6</td>
<td>0.9</td>
</tr>
<tr>
<td>Message Association</td>
<td>17.4</td>
<td>19.4</td>
<td>32.6</td>
<td>15.2</td>
<td>13.2</td>
</tr>
<tr>
<td>Brand Favorability</td>
<td>1.6</td>
<td>1.2</td>
<td>1.6</td>
<td>-</td>
<td>0.4</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>2.2</td>
<td>1.5</td>
<td>1.6</td>
<td>(0.6)</td>
<td>0.1</td>
</tr>
</tbody>
</table>


Appendix IV – Weighting Table

<table>
<thead>
<tr>
<th>Weights Applied to Normative Data Set</th>
<th>UnAided Awareness</th>
<th>Aided Awareness</th>
<th>Message Association</th>
<th>Brand Favorability</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>--</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Automotive</td>
<td>54.5%</td>
<td>18.9%</td>
<td>18.2%</td>
<td>6.5%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>9.1%</td>
<td>8.1%</td>
<td>9.1%</td>
<td>6.5%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Home Repair</td>
<td>--</td>
<td>5.4%</td>
<td>3.0%</td>
<td>6.5%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Packaged Good</td>
<td>--</td>
<td>5.4%</td>
<td>3.0%</td>
<td>6.5%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Pharmaceutical</td>
<td>--</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>9.1%</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Retail</td>
<td>--</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Technology</td>
<td>9.1%</td>
<td>16.2%</td>
<td>15.2%</td>
<td>19.4%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Travel</td>
<td>9.1%</td>
<td>5.4%</td>
<td>6.1%</td>
<td>6.5%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Utility</td>
<td>9.1%</td>
<td>24.3%</td>
<td>27.3%</td>
<td>29.0%</td>
<td>25.7%</td>
</tr>
<tr>
<td>Web site</td>
<td>--</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Hotel</td>
<td>--</td>
<td>2.7%</td>
<td>3.0%</td>
<td>3.2%</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

The Dynamic Logic MarketNorms Database of 288 studies was weighted as shown above for each measure in order to match the category profile observed in the OPA Member data set.
About the Author

Steve Coffey, the author of this white paper, is president of Coffey & Associates, a media and marketing research consultancy with a broad range of media and marketing clients based in New York City. An industry-respected specialist in research methods, strategy and analysis, Mr. Coffey co-founded Media Metrix in 1995 and was responsible for the research, design and implementation of the service. He developed the company's Reach & Frequency planning system in 2002. Mr. Coffey also launched Nielsen's in-home scanning panel in 1989, as well as a panel company in Mexico City in 1993, and a single-source magazine measurement service, also for Nielsen, in 1991. He is a frequent public speaker and academic lecturer, has published articles in the Journal of Advertising Research, ESOMAR Proceedings, and the Journal of Interactive Advertising. He holds a Masters degree in business from Columbia University in the City of New York. Mr. Coffey currently serves as a consultant to the OPA on its research initiatives.

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The OPA White Papers

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About the Online Publishers Association

Founded in June 2001 by some of the Internet’s leading content brands, the Online Publishers Association (OPA) is an industry trade organization dedicated to representing high-quality online publishers before the advertising community, the press, the government and the public.

OPA is committed to producing groundbreaking research into online advertising and media consumption with the goal of advancing the online publishing industry. Through credible research and ongoing communications, OPA seeks to establish and promote the Internet as an effective advertising medium for marketers and a sustainable media business for publishers, thereby ensuring the continued availability of quality content to serve the public good.