



Dedicated to representing the highest standards in Internet publishing

# Improving Ad Performance Online: The Impact of Advertising on Quality Content Sites *Wave 2*

January 2009

# Online Publishers Association

- The Online Publishers Association (OPA) is a not-for-profit trade organization dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public
- OPA's membership has an unduplicated audience of 149.3 million unique visitors or 79% reach of the U.S. online population (comScore, August 2008)

# Research Objectives & Method

- Objective: To understand the value of advertising on quality content sites, represented by OPA Members, using Dynamic Logic MarketNorms data
  - MarketNorms is the industry standard method for measuring online advertising's effectiveness and branding impact
- OPA previously released its MarketNorms report in August '08 (Wave 1) comparing industry ad effectiveness averages with content sites (i.e., OPA Members), portals and ad networks
- While OPA Members outperformed the ad effectiveness of their competitors in the first analysis, with this report OPA tracks how online advertising effectiveness changes over time

# Site Categories in this Study

- **MarketNorms** – The industry benchmark for online ad effectiveness, with results from 4,000+ AdIndex® research studies based on 6 million+ respondents
- **Content Sites** – OPA Members in the aggregate serve as a proxy for Content Sites. OPA Members are media organizations whose focus is the creation of professional content (see next slide for OPA Member roster)
- **Portals** – Provide multiple functions such as search, e-mail, directories and content from third-parties. Examples include AOL, MSN and Yahoo
- **Ad Networks** – Aggregators and sellers of non-premium ad inventory across third-party sites, typically small to medium size sites. Examples include Advertising.com, Tribal Fusion and ValueClick

# Online Publishers Association



---

# Detailed Findings

# Ads on Content Sites – Represented by OPA Members – Have the Greatest Impact

- Ads on These Content Sites Raise Awareness, Message Association, Brand Favorability and Purchase Intent More than Portals and Networks
- Ad Networks Provide Advertisers with the Smallest Lift

**Ad Effectiveness Deltas by Site Category, Wave 2**

	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA <sup>A</sup>	4.4 <sup>BCD</sup>	6.6 <sup>BCD</sup>	3.9 <sup>BCD</sup>	2.8 <sup>BCD</sup>	1.7 <sup>BD</sup>
MarketNorms <sup>B</sup>	2.5	5.3	2.8	1.6	1.3
Portals <sup>C</sup>	2.9	5.5	2.7	1.5	1.4
Ad Networks <sup>D</sup>	2.1	4.4	2.0	0.5	0.4

Ad awareness on OPA sites is significantly greater than awareness on MarketNorms (B), portals (C) & ad networks (D)

Source: Dynamic Logic's MarketNorms campaigns over last 3 years through Q2 2008, OPA through Q3 2008

A/B/C/D = Statistically significant difference at a 90% confidence level

# These Content Sites Defy Industry Trends, Largely Improving Their Ad Effectiveness Over Time

- Purchase Intent Declined During a Weakened Economy
- Performance of Ads Run on Ad Networks Has Eroded Considerably

## % Change in Ad Effectiveness Deltas, Wave 1 & Wave 2

	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	+38%	+6%	+0%	+27%	-5%
MarketNorms	-7%	-7%	-13%	-6%	-13%
Portals	-9%	-11%	-16%	-17%	-13%
Ad Networks	-19%	-14%	-17%	-29%	-56%

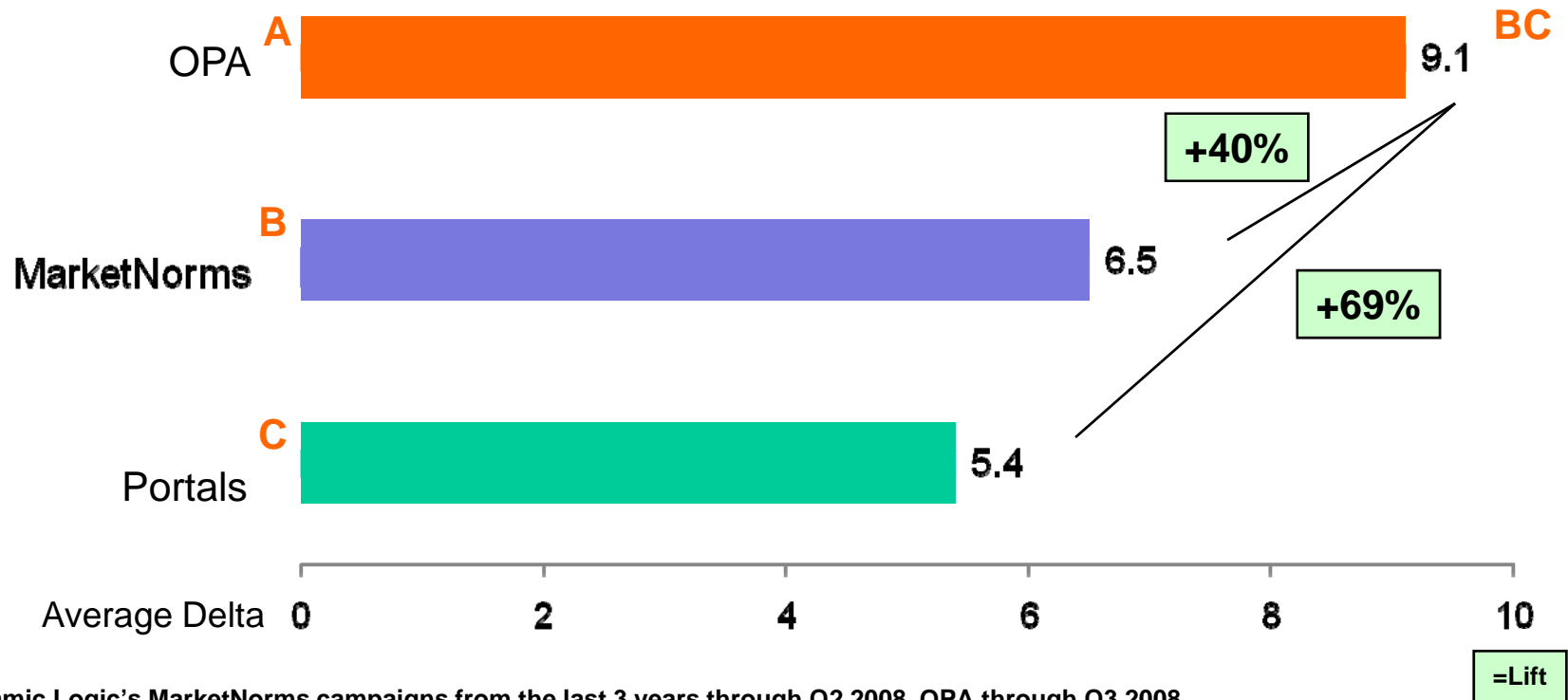
Wave 1: OPA deltas significantly different from MarketNorms, Portals and Ad Networks on all brand metrics except Online Ad Awareness versus Portals  
 Wave 2: OPA deltas significantly different from MarketNorms, Portals and Ad Networks on all brand metrics except Purchase Intent versus Portals



# Sponsorships on These Content Sites are Significantly More Effective than on Portals

## Sponsorship Deltas, Wave 2

*Sponsorships are marketing efforts where the objective is to connect a brand with a separate and identifiable event, person, place, content area or promotion*



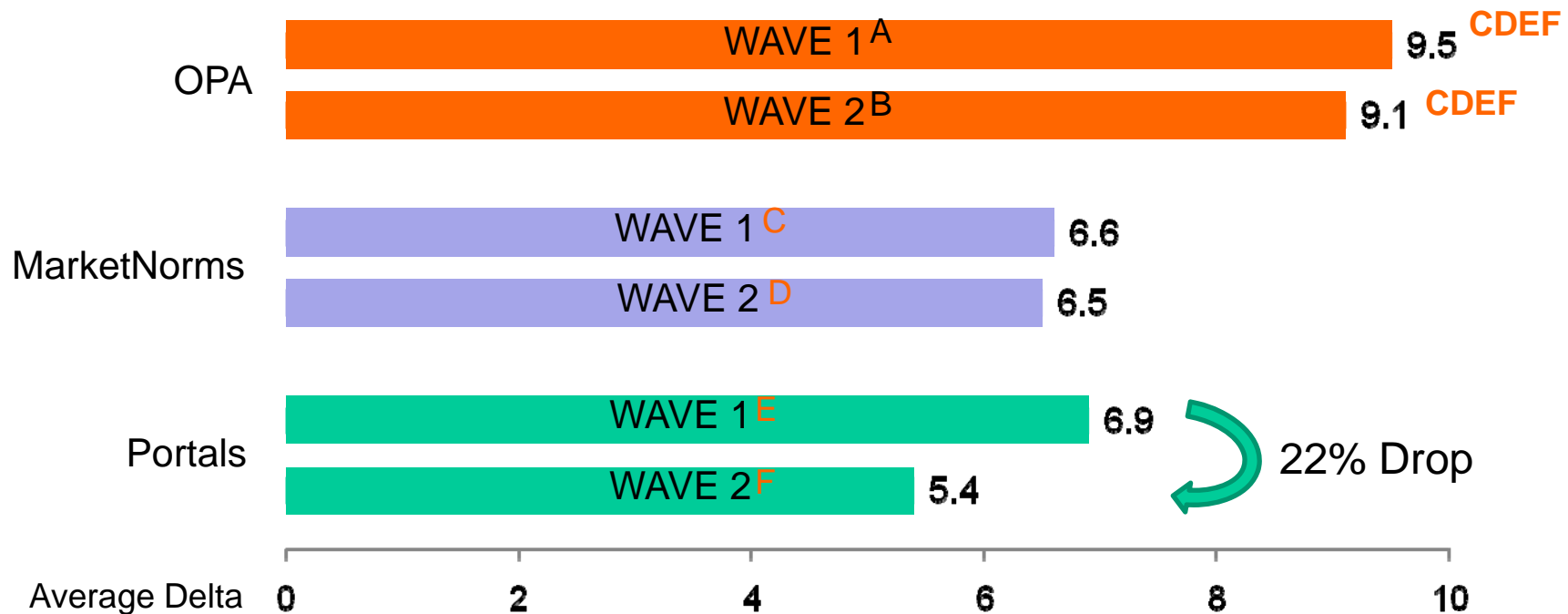
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008, OPA through Q3 2008

A/B/C = Statistically significant difference at a 90% confidence level

# Sponsorships on These Content Sites are More Effective – with Portal Sponsorships Declining over Time

## Sponsorship Deltas, Wave 1 & Wave 2

*Sponsorships are marketing efforts where the objective is to connect a brand with a separate and identifiable event, person, place, content area or promotion*



A/B/C/D/E/F = Statistically significant difference at a 90% confidence level

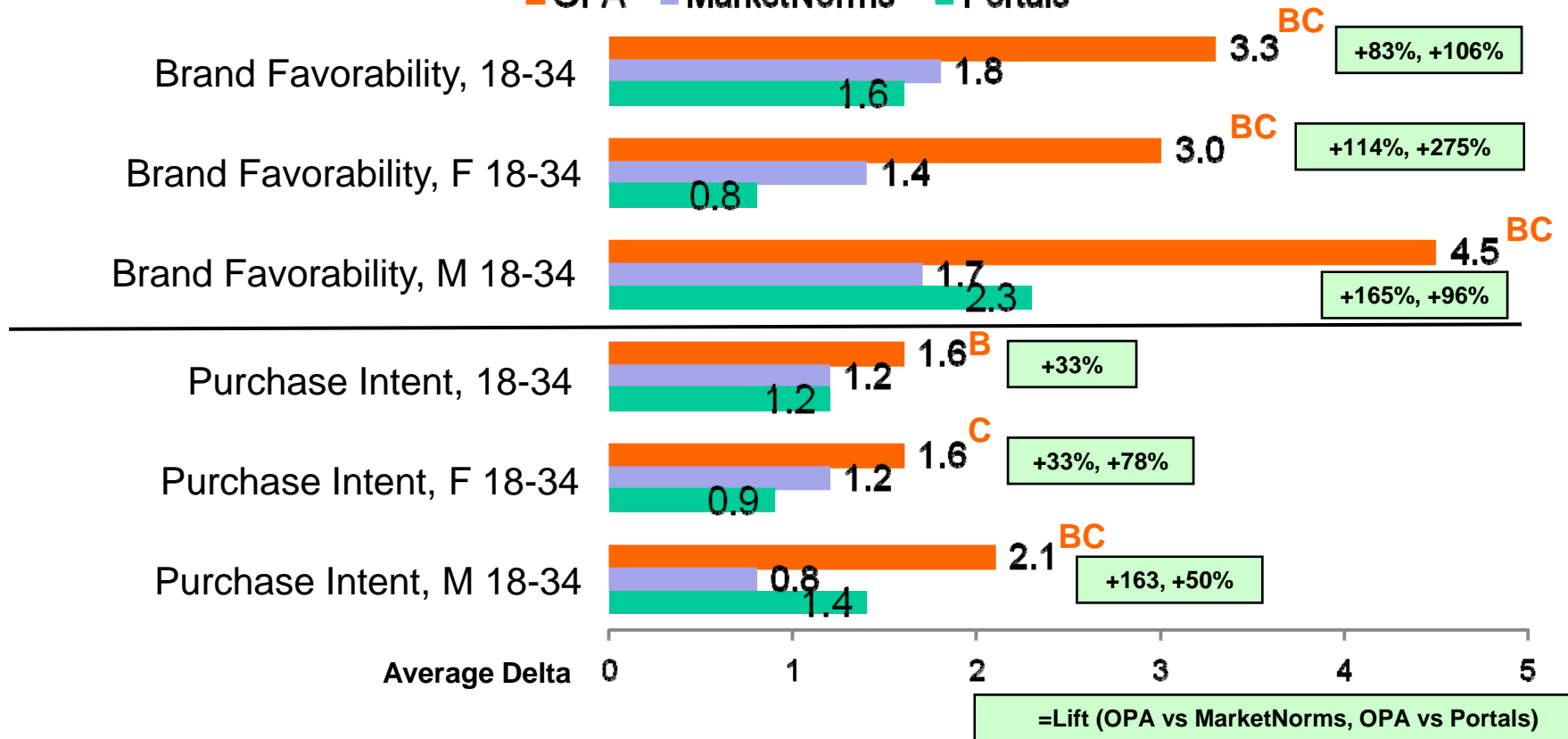
# Ads on Content Sites – Represented by OPA Members – Have Significant Impact on Young and Affluent Audiences

- 18-34 year olds are more responsive to ads on these content sites
  - Brand favorability scores are twice as high than for ads on portals
  - Purchase intent metrics are 33% greater than ads on portals
- Compared to industry averages, affluent audiences exposed to ads on these content sites more likely...
  - Become aware of the advertised brand
  - Remember the brand's message
  - Form favorable opinions about the brand
  - Intend to make the purchase
- Sponsorships on these content sites are a particularly effective way of connecting with up-scale consumers – with success scores more than twice as high as sponsorships run on portals

# 18-34 Year Olds' Brand Favorability and Purchase Intent Metrics are Higher for Products Advertised on These Content Sites

## Ad Effectiveness Deltas, Males & Females 18-34, Wave 2

■ OPA<sup>A</sup> ■ MarketNorms<sup>B</sup> ■ Portals<sup>C</sup>

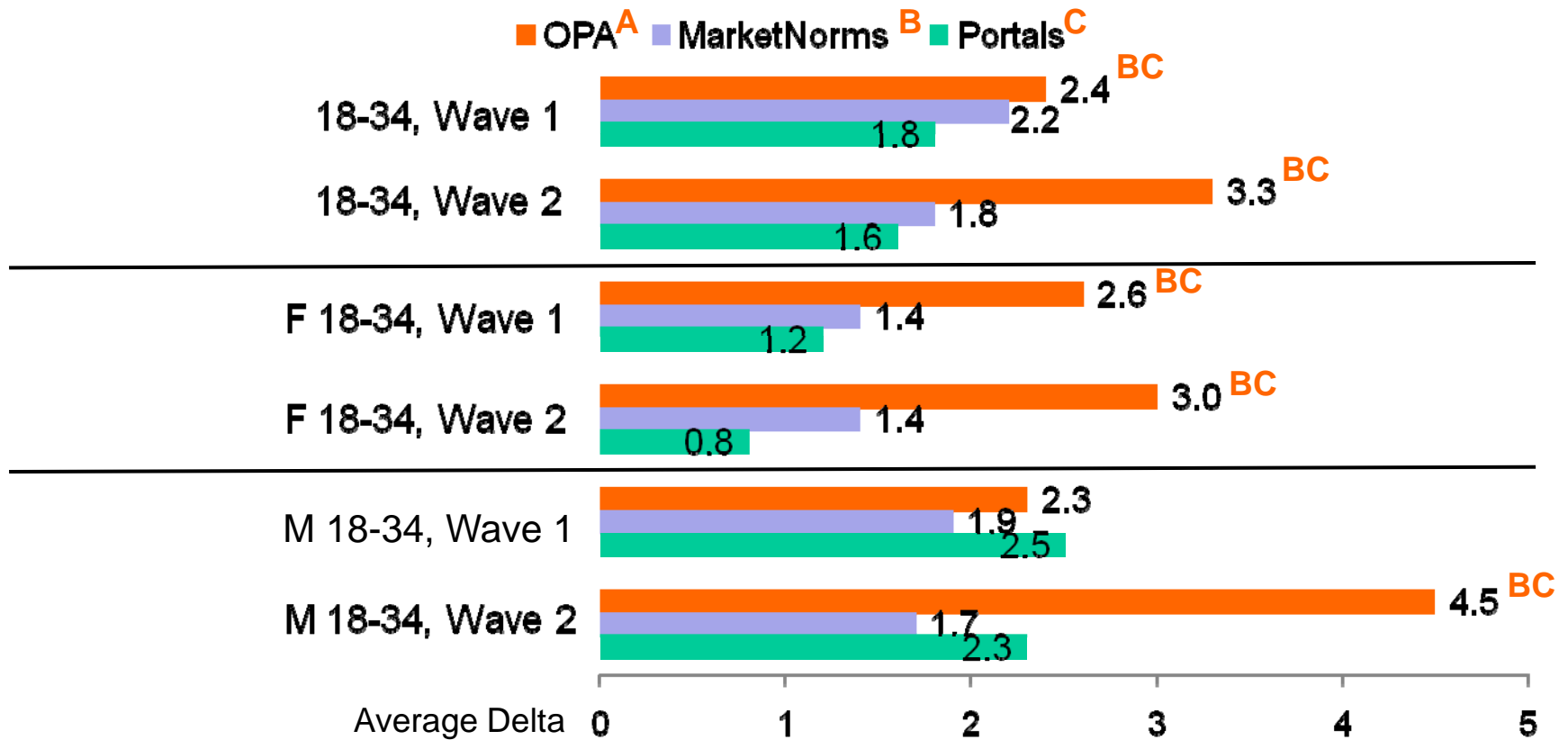


Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008, OPA through Q3 2008

A/B/C = Statistically significant difference at a 90% confidence level

# 18-34 Year Olds' Favorability is Higher for Brands Advertised on These Content Sites, and Their Favorable Opinions Largely Increased Over Time

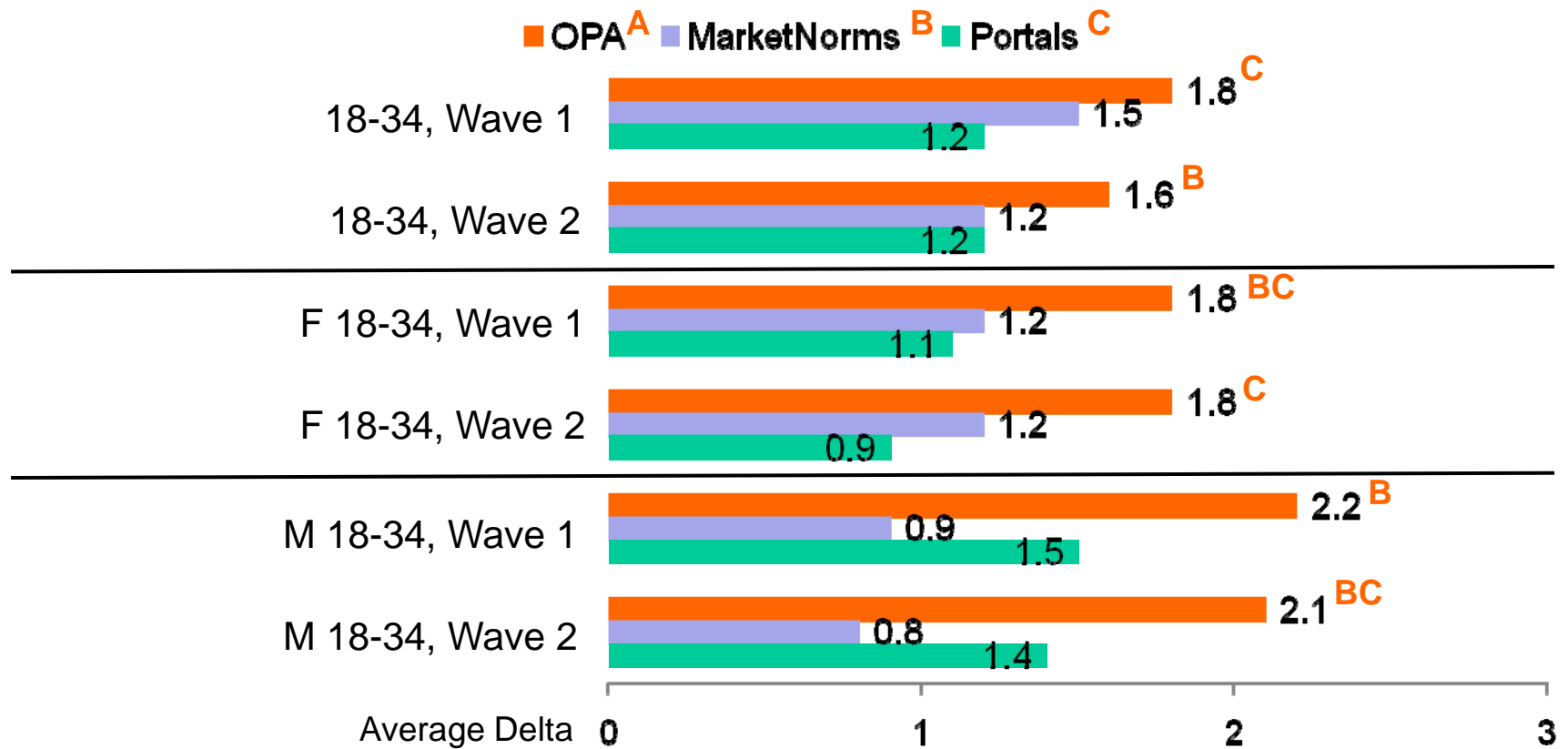
Brand Favorability Deltas, Males & Females 18-34, Wave 1 & Wave 2



A/B/C = Statistically significant difference at a 90% confidence level

# Purchase Intent Metrics are Higher for Products Advertised on These Content Sites

## Purchase Intent Deltas, Males & Females 18-34, Wave 1 & Wave 2

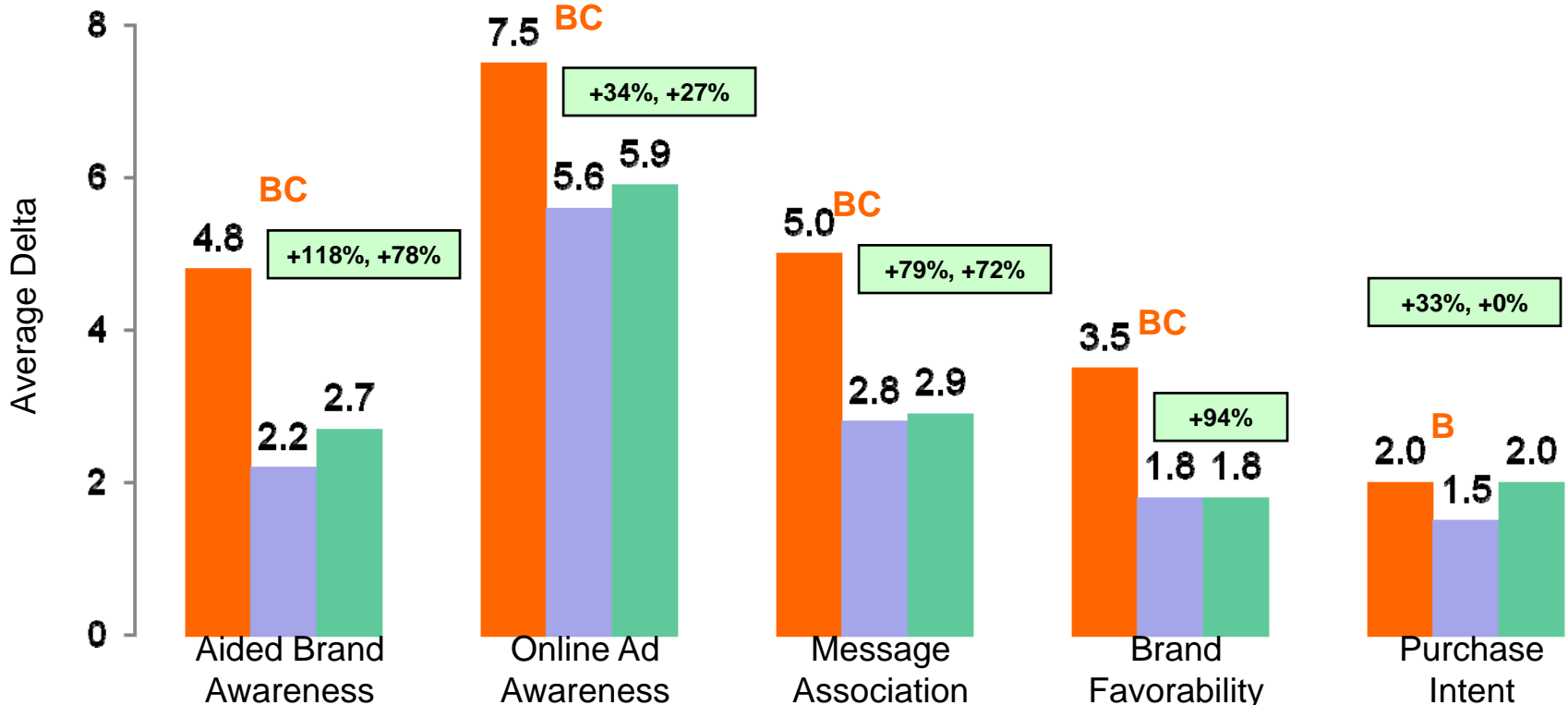


A/B/C = Statistically significant difference at a 90% confidence level

# Ads on Content Sites – Represented by OPA Members – More Likely Resonate with Affluent Audiences

Ad Effectiveness Deltas for \$75K+, Wave 2

■ OPA<sup>A</sup> ■ MarketNorms<sup>B</sup> ■ Portals<sup>C</sup>



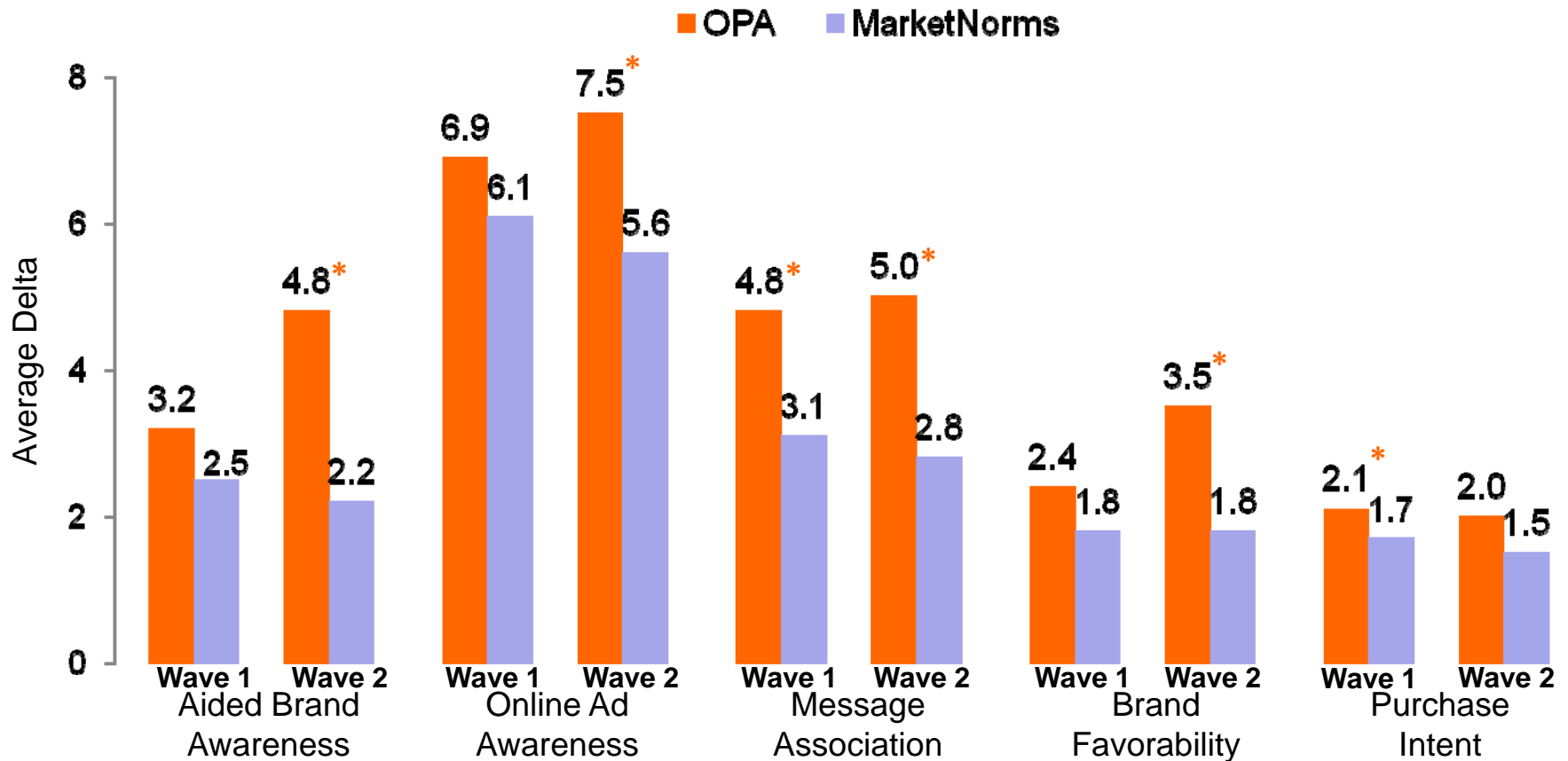
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008, OPA through Q3 2008

A/B/C = Statistically significant difference at a 90% confidence level

=Lift (OPA vs MarketNorms, OPA vs Portals)

# Almost All Metrics for Ads on These Content Sites Improved with Affluent Audiences

Ad Effectiveness Deltas for \$75K+, Wave 1 & Wave 2



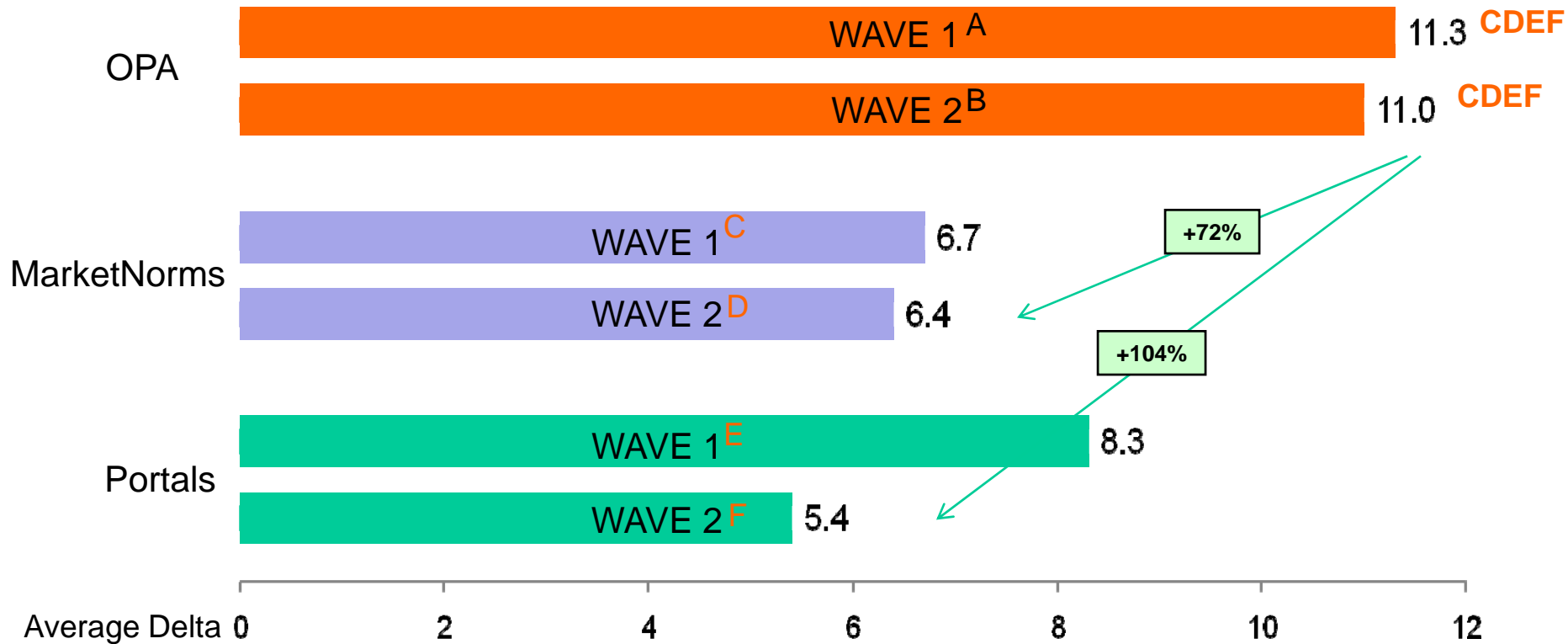
\*Statistically significant difference at a 90% confidence level



# Sponsorships on These Content Sites Have Greater Impact with Affluent Audiences

## Sponsorship Deltas, \$75K+, Wave 1 vs. Wave 2

*Sponsorships are marketing efforts where the objective is to connect a brand with a separate and identifiable event, person, place, content area or promotion*



A/B/C/D/E/F = Statistically significant difference at a 90% confidence level

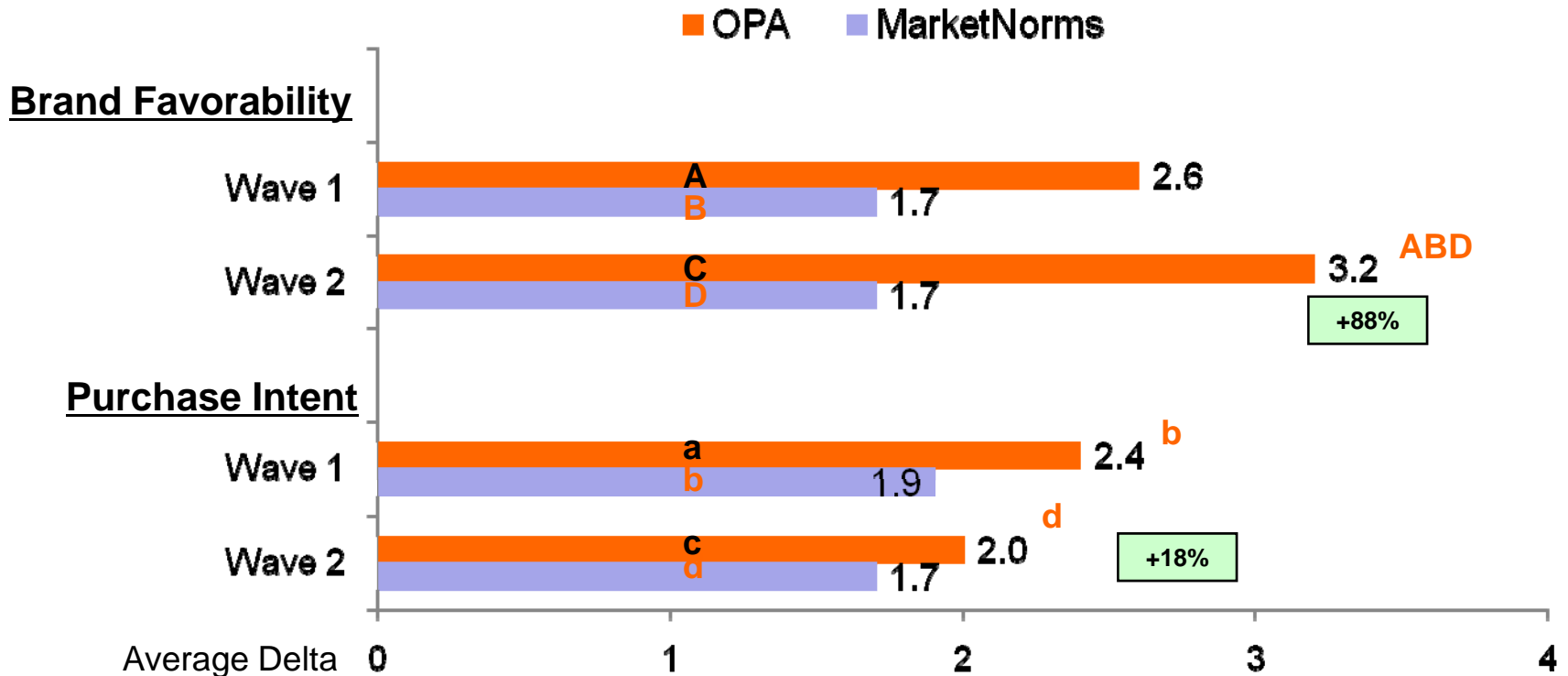
=Lift

# Ad Effectiveness by Industry Type

- CPG, Financial Services, Telecom and Travel benefit by advertising with OPA Members – high quality content sites – especially for the more difficult to move metrics like brand favorability and purchase intent
- In Wave 2 we add Entertainment and Technology ads to the analysis, with similar results for these content sites

# CPG Brand Favorability and Purchase Intent Ad Effectiveness Were Higher on These Content Sites

CPG Ad Effectiveness Deltas, Wave 1 & Wave 2



Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

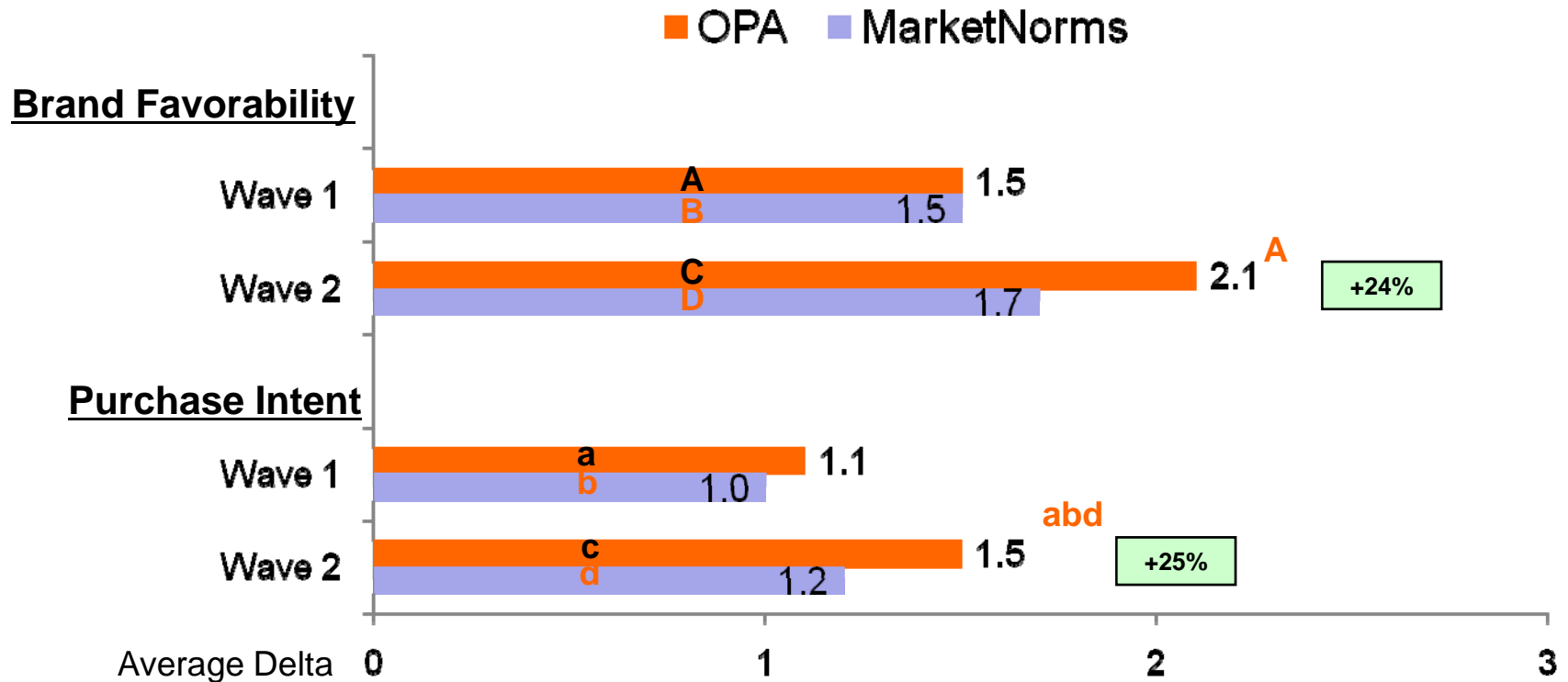
A/B/C/D = Statistically significant difference at a 90% confidence level for Brand Favorability

a/b/c/d = Statistically significant difference at a 90% confidence level for Purchase Intent

=Lift

# Financial Services Ads on These Content Sites Continue to Have Positive Impact

## Financial Services Ad Effectiveness Deltas, Wave 1 & Wave 2



Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

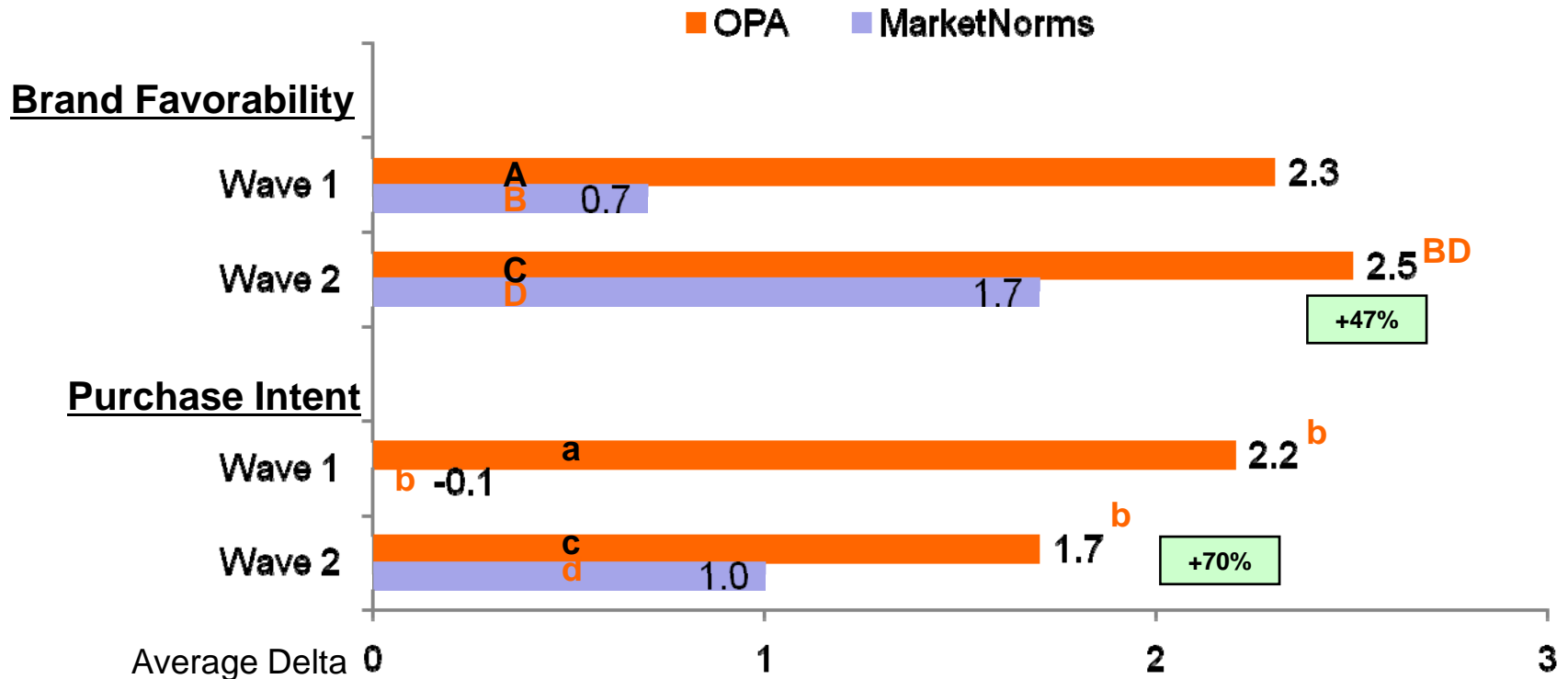
A/B/C/D = Statistically significant difference at a 90% confidence level for Brand Favorability

a/b/c/d = Statistically significant difference at a 90% confidence level for Purchase Intent

=Lift

# Telecom Ad Effectiveness is Greater on These Content Sites

Telecom Ad Effectiveness Deltas, Wave 1 & Wave 2



Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

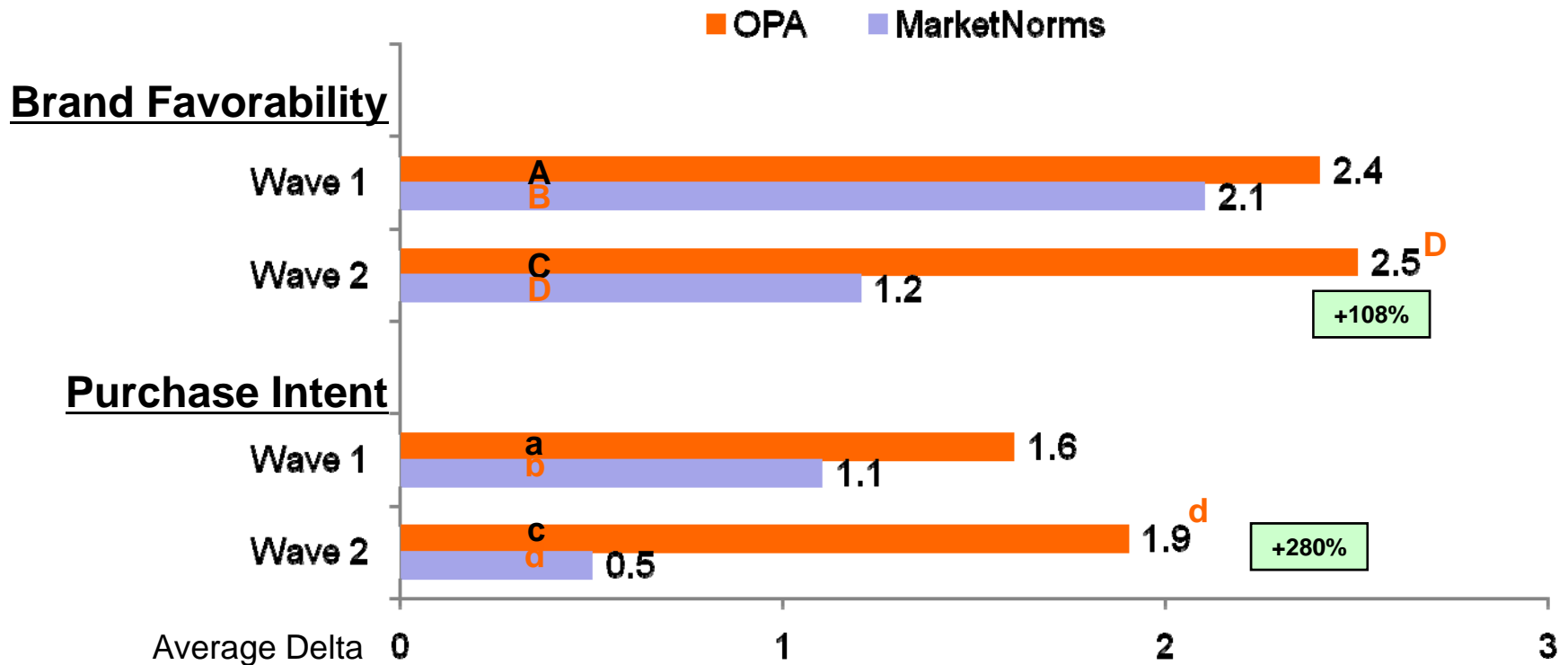
A/B/C/D = Statistically significant difference at a 90% confidence level for Brand Favorability

a/b/c/d = Statistically significant difference at a 90% confidence level for Purchase Intent

=Lift

# Counter to Industry Trends, Travel Ads on These Content Sites Held Steady Over Time

Travel Ad Effectiveness Deltas, Wave 1 & Wave 2



Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C/D = Statistically significant difference at a 90% confidence level for Brand Favorability

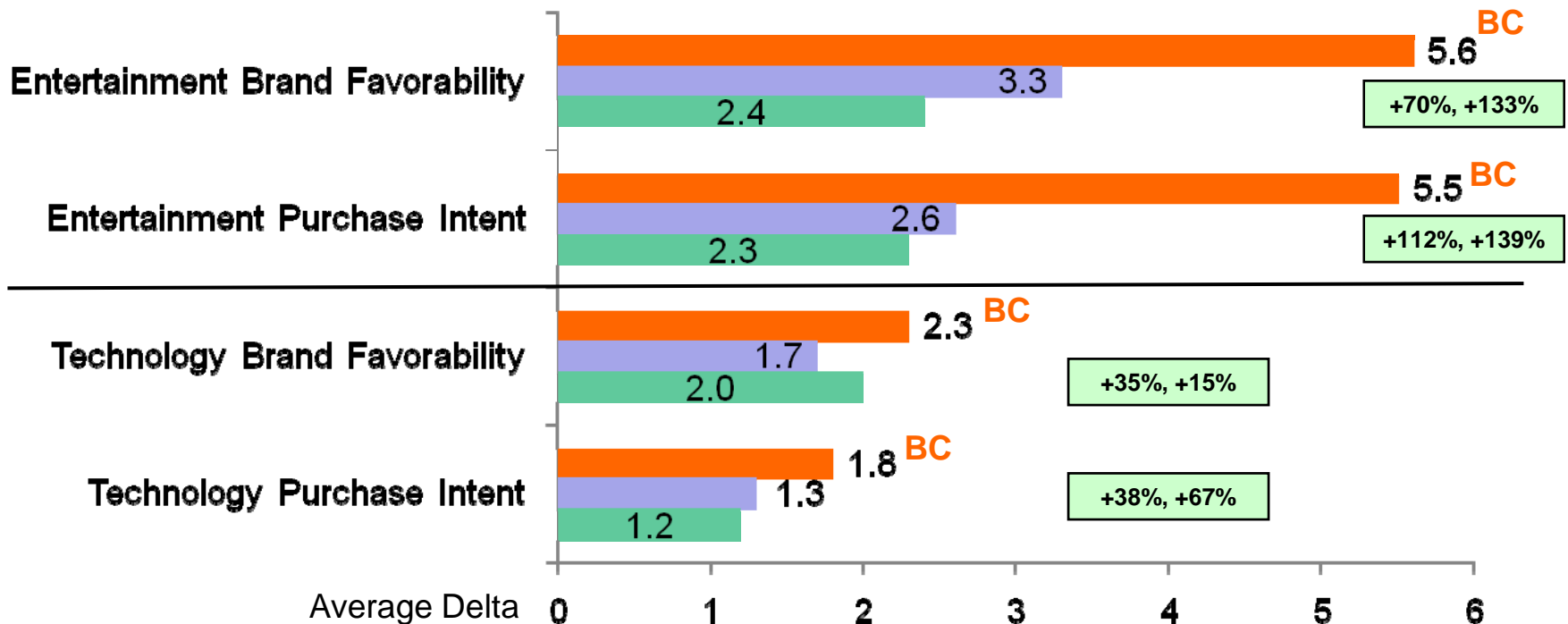
a/b/c/d = Statistically significant difference at a 90% confidence level for Purchase Intent

=Lift

# Entertainment and Technology Brands are Better Served by Advertising on These Content Sites

Ad Effectiveness Deltas by Industry, Wave 2

OPA <sup>A</sup> MarketNorms <sup>B</sup> Portals <sup>C</sup>



Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C/D = Statistically significant difference at a 90% confidence level for Brand Favorability

a/b/c/d = Statistically significant difference at a 90% confidence level for Purchase Intent

=Lift (OPA vs MarketNorms, OPA vs Portals)

# Ad Effectiveness Beyond the Banner

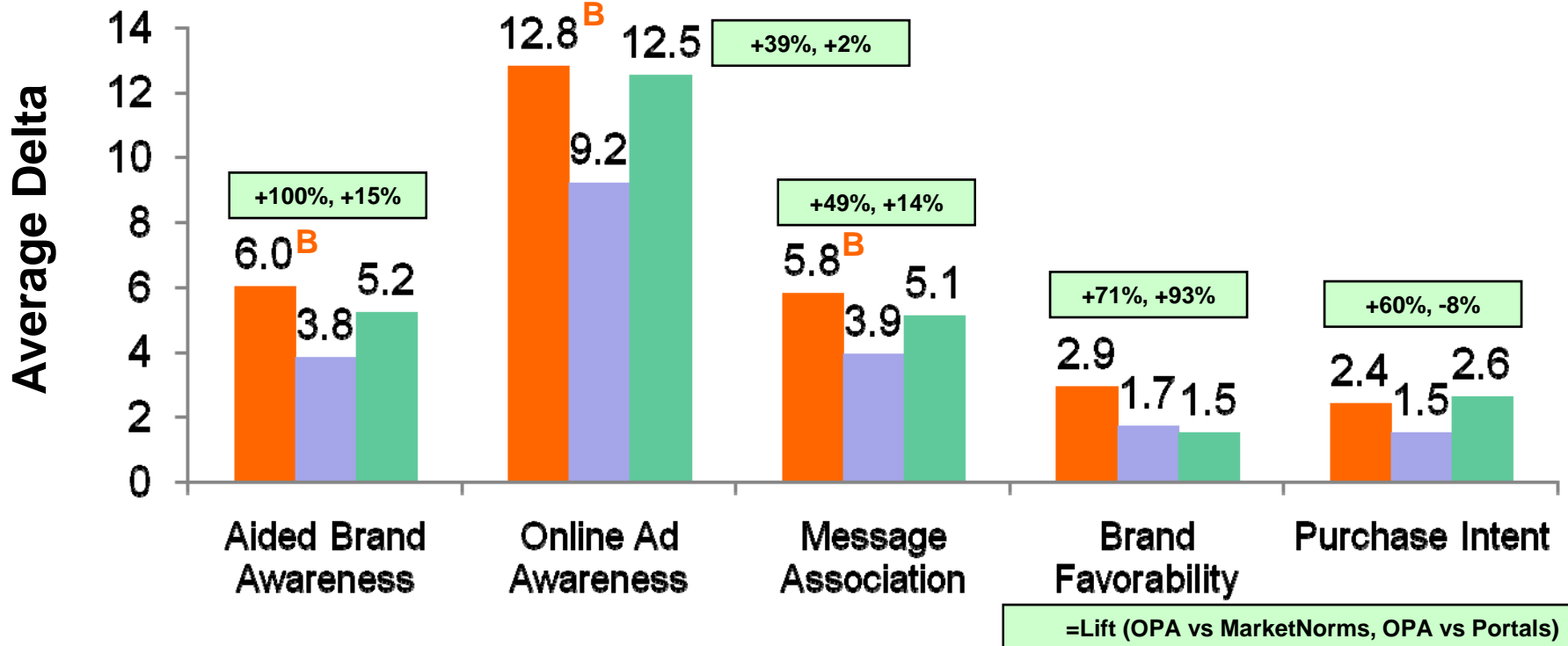
- Video ads on content sites – represented by OPA Members – have greater impact
  - For example, brand favorability and purchase intent are 60%+ greater on these content sites than MarketNorms averages
- Rich media ads more effectively engage these content site visitors – making such sites better platforms for alternatives to banners
  - Compared to portals, these content sites' online awareness scores are 25% higher, and brand favorability scores are almost double (87%)
  - OPA Members' message association scores are 85% higher than ad networks, and 54% more than portals
- Consumers are more involved with interactive ads on content sites
  - Message association scores are 80% greater than with interactive ads on ad networks



# Video Ad Effectiveness is Particularly Strong Among OPA Member Sites for Top Funnel Metrics

## Video Ad Effectiveness Deltas, Wave 2

■ OPA<sup>A</sup>
■ MarketNorms<sup>B</sup>
■ Portals<sup>C</sup>



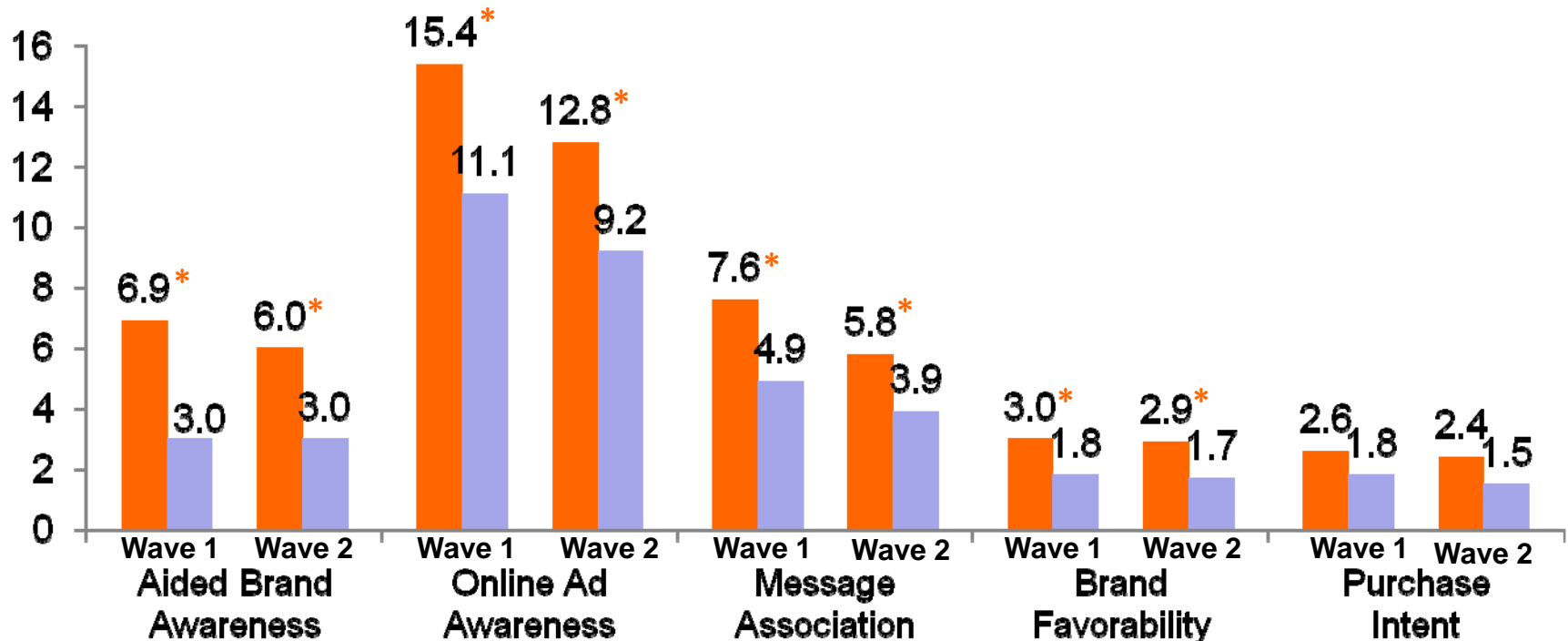
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C = Statistically significant difference at a 90% confidence level

# Video Ads on Content Sites – Represented by OPA Members – Outpace Industry Averages

## Video Ad Effectiveness Deltas, Wave 1 & Wave 2

■ OPA ■ MarketNorms



\*Statistically significant difference at a 90% confidence level

# Rich Media Ad Effectiveness is Generally Higher on These Content Sites

## Rich Media Ad Effectiveness Deltas by Site Category, Wave 2

	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA <sup>A</sup>	4.3 <sup>BCD</sup>	6.6 <sup>BCD</sup>	3.7 <sup>BCD</sup>	2.8 <sup>BCD</sup>	1.5 <sup>D</sup>
MarketNorms <sup>B</sup>	2.3	4.9	2.5	1.4	1.3
Portals <sup>C</sup>	2.9	5.3	2.4	1.5	1.5
Ad Networks <sup>D</sup>	2.0	4.2	2.0	0.3	0.5

***Rich media includes a variety of technology formats, including: Unicast Superstitials, dHTML (Eyeblander, MSN's NGAP, Shoshkalees, Eyewonder, Klipmart), Enhanced Flash (PointRoll), among others.***

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C/D = Statistically significant difference at a 90% confidence level

# Counter to Industry Trends, Rich Media Ad Performance on These Content Sites Largely Improved Over Time

% Change in Rich Media Ad Effectiveness Deltas, Wave 1 & Wave 2					
	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	+34%	+12%	+6%	+47%	+0%
MarketNorms	-8%	-8%	-7%	-13%	-7%
Portals	-6%	-5%	-8%	-17%	-6%
Ad Networks	-20%	-11%	-5%	-40%	-38%

***Rich media includes a variety of technology formats, including: Unicast Superstitials, dHTML (Eyeblander, MSN's NGAP, Shoshkalees, Eyewonder, Klipmart), Enhanced Flash (PointRoll), among others.***

Wave 1: OPA deltas are significantly higher (at 90% level) than MarketNorms, Portals and Ad Networks for all metrics except Message Association, Brand Favorability vs. Ad Networks, and Aided Brand Awareness vs. Portals

Wave 2: OPA deltas significantly higher (at 90% level) than MarketNorms, Portals and Ad Networks on all brand metrics except Purchase Intent; OPA outperforms Ad Networks on Purchase Intent

# Visitors to These Content Sites are More Involved with Interactive Ads, and More Likely to Make the Purchase

Interactive Ad Effectiveness Deltas by Site Category, Wave 2					
	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA <sup>A</sup>	4.6 <sup>BCD</sup>	7.5 <sup>BCD</sup>	4.0 <sup>BCD</sup>	2.8 <sup>BCD</sup>	1.9 <sup>BD</sup>
MarketNorms <sup>B</sup>	2.4	5.4	2.8	1.4	1.4
Portals <sup>C</sup>	3.2	6.1	2.9	1.6	1.7
Ad Networks <sup>D</sup>	2.7	5.6	2.2	0.9	0.9

***Interactive ads are executions that involve the audience without having them click-through or leave the web page. Radio buttons and rollovers are examples of interactive ads.***

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C/D = Statistically significant difference at a 90% confidence level

# Interactive Ad Performance on These Content Sites Defy Industry Trends

% Change in Interactive Ad Effectiveness Deltas, Wave 1 & Wave 2					
	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	+63%	+7%	+8%	+40%	+0%
MarketNorms	-11%	-8%	-10%	-18%	-13%
Portals	-9%	-3%	-6%	-11%	+0%
Ad Networks	-21%	-7%	+0%	-18%	-40%

***Interactive ads are executions that involve the audience without having them click-through or leave the web page. Radio buttons and rollovers are examples of interactive ads.***

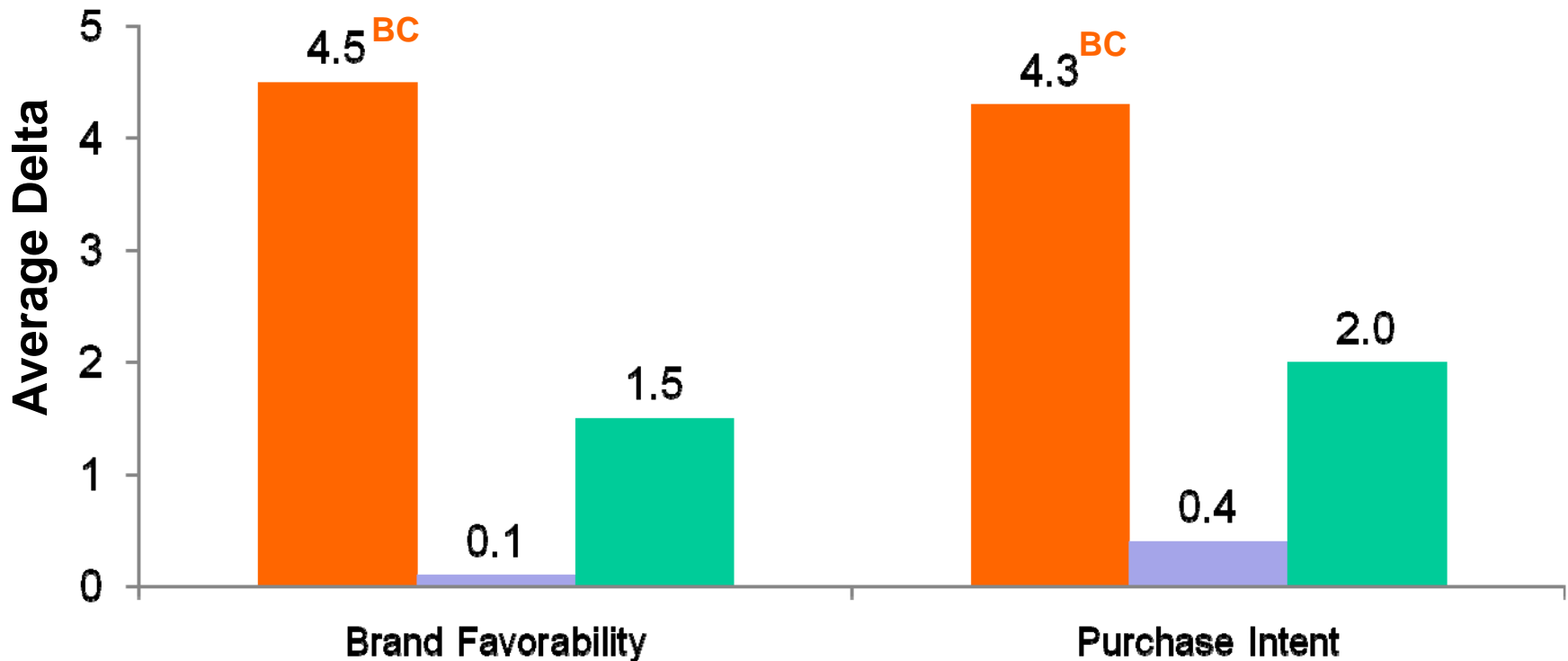
Wave 1: OPA deltas are significantly different (at a 90% level) than MarketNorms, Portals and Ad Networks for all metrics except Message Association and Brand Favorability vs. Portals

Wave 2: OPA deltas significantly different (at a 90% level) from MarketNorms, Portals and Ad Networks on all brand metrics except Purchase Intent;; OPA outperforms MarketNorms and Ad Networks on Purchase Intent

# Bigger Ads are Well Received on These Content Sites, Not Seen as Intrusive in this Environment versus Portals and Other Sites

Full & Half Page Ad Effectiveness Deltas, Wave 2

■ OPA<sup>A</sup> ■ MarketNorms<sup>B</sup> ■ Portals<sup>C</sup>

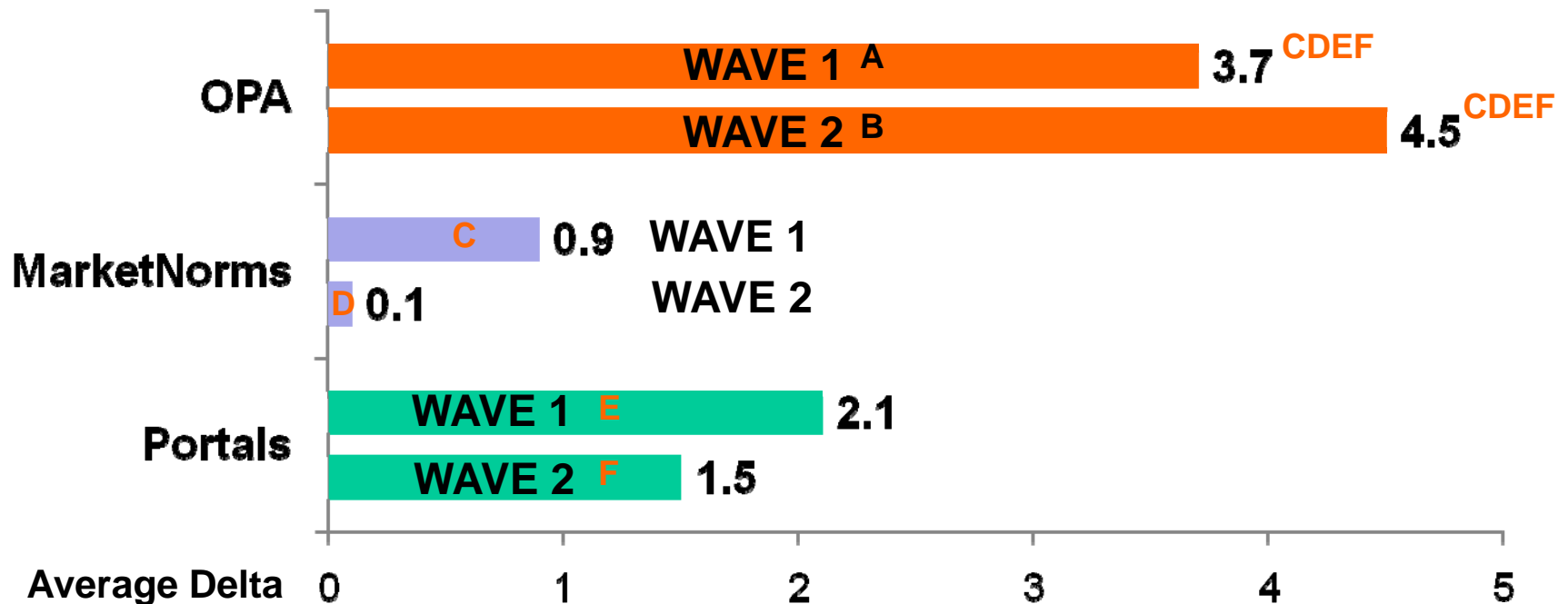


Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q2 2008; OPA through Q3 2008

A/B/C= Statistically significant difference at a 90% confidence level

# Brands Benefit Running Large Ads on These Content Sites, Where They're Well Received

## Full & Half Page Ads Brand Favorability Deltas, Wave 1 vs. Wave 2

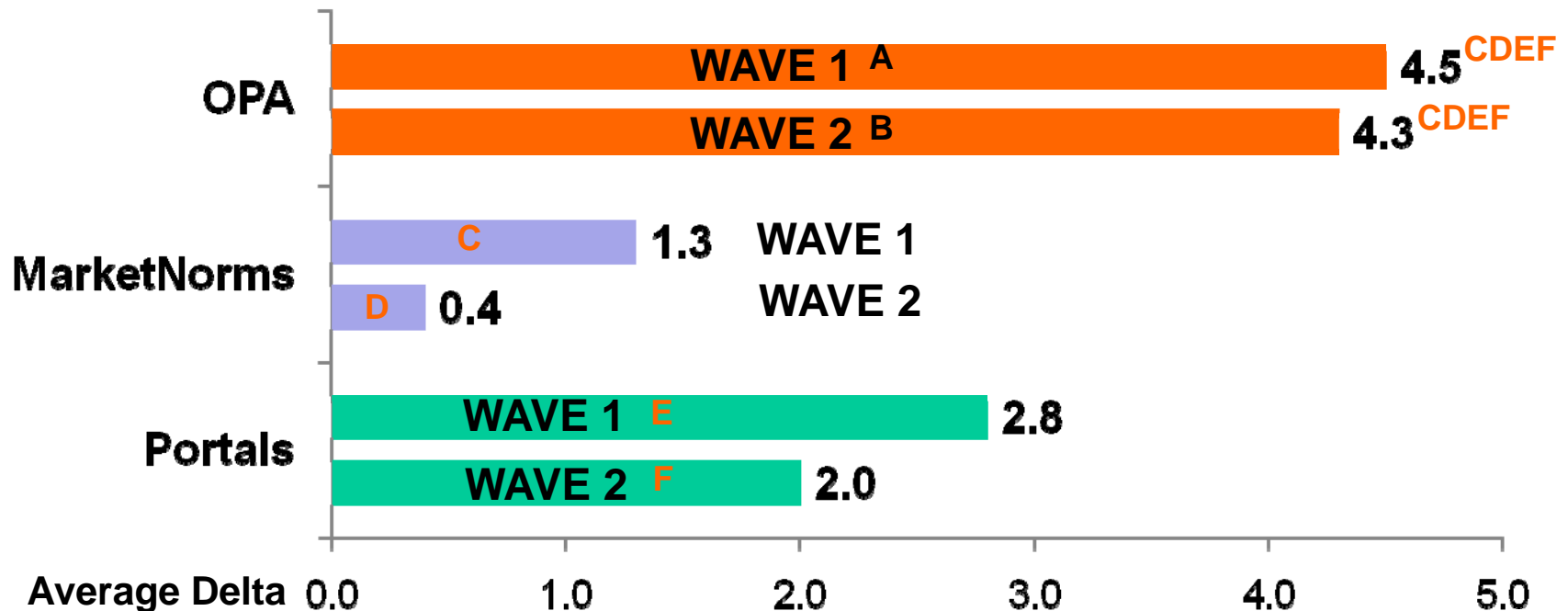


A/B/C/D/E/F = Statistically significant difference at a 90% confidence level



# Large Ads on These Content Sites are More Likely to Drive Purchases

## Full & Half Page Ads Purchase Intent Deltas, Wave 1 vs. Wave 2



A/B/C/D/E/F = Statistically significant difference at a 90% confidence level

# Executive Summary

*For ad effectiveness, environment matters – and high quality content sites help advertisers ‘move the needle’*

- OPA Member sites’ ad effectiveness consistently outperform other sites – including portals and ad networks, even during an economic recession
- OPA sites have largely improved their ad effectiveness over time, unlike portals and ad networks
- These content sites generally do a better job of integrating advertising into professional video, as well as rich media and interactive ads
- Sponsorships on these content sites achieve greater lift than sponsorships on portals, where effectiveness has fallen below the industry average

# Online Publishers Association



# For More Information

---

## Research Questions:

**Stuart Schneiderman**  
**Director of Research**  
**Online Publishers Association**  
**[stuart@online-publishers.org](mailto:stuart@online-publishers.org)**  
**212.204.1489**

## PR Inquiries:

**Aimee Yoon**  
**Dotted Line Communications**  
**[aimee@dottedlinecomm.com](mailto:aimee@dottedlinecomm.com)**  
**646.678.4980**