



Dedicated to representing the highest standards in Internet publishing

# Improving Ad Performance Online:

The Impact of Advertising on  
Branded Content Sites

August 2008

# 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 131.7 million unique visitors or 73% reach of the U.S. online population (comScore, July 2008)

# Online Publishers Association

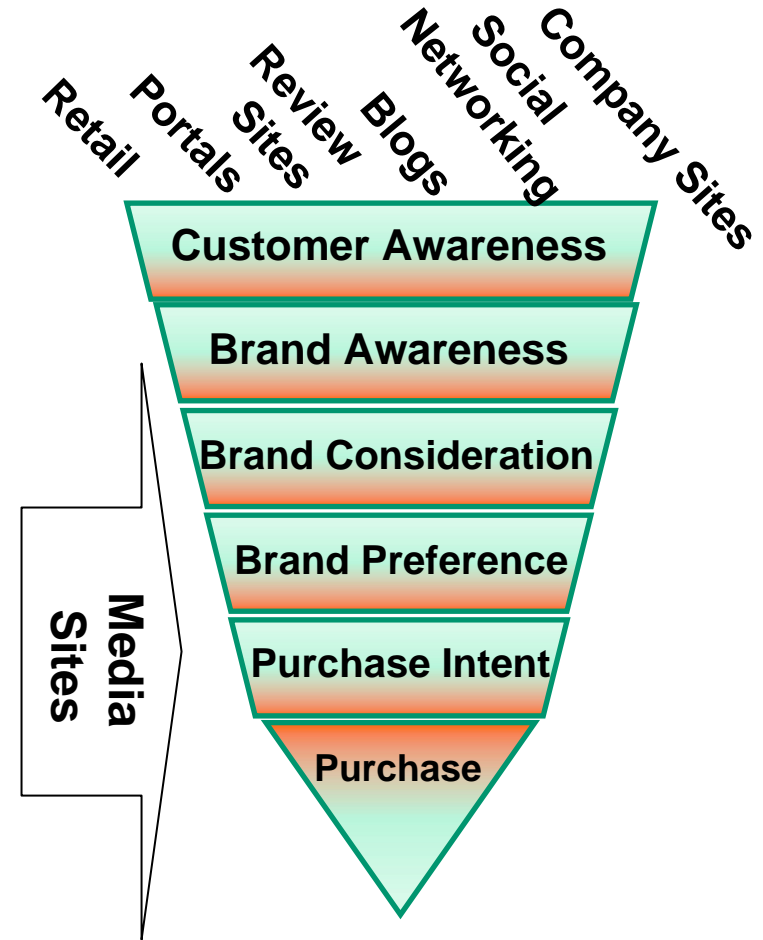


# Research Objectives & Method

- To understand the value of content sites for advertisers by using Dynamic Logic MarketNorms data
  - MarketNorms is the industry standard method for measuring online advertising's ad effectiveness and branding impact
  - MarketNorms data benchmarks online ad campaigns from 3,900+ AdIndex surveys on more than 6 million people, evaluating over 163,000 creatives across a dozen+ industries and hundreds of sites
- As a proxy for content sites, Dynamic Logic calculated OPA members' aggregate ad effectiveness scores
- To measure the value of advertising on content sites, we compare OPA with overall MarketNorms, as well as portals and ad networks

# Online Impact on the Purchase Process

- Research by Dynamic Logic, Pew Internet, DoubleClick and comScore has shown the importance of online through the purchasing process – from initial awareness and product selection to buying decisions
- *But not all sites are equal* – many sites may be involved at the top of the funnel – but media sites also build the relationship further down the funnel with trustworthy content relevant to users and context relevant to advertisers



---

# Detailed Findings

# Ads on Content Sites have Greater Impact Throughout the Purchase Funnel

- Ads Placed on Content Sites Raise Brand Favorability and Purchase Intent Significantly More than Ads Run on Portals
- Ads on Content Sites Provide Double the Brand Favorability and Purchase Intent than Advertising Placed with Ad Networks

**Ad Effectiveness Deltas by Site Category**

	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	3.2	6.2	3.9	2.2	1.8
MarketNorms	2.7	5.7	3.2	1.7	1.5
Portals	3.2	6.2	3.2	1.8	1.6
Ad Networks	2.6	5.1	2.4	0.7	0.9

OPA averages are significantly (at 90% level) different than those of the MarketNorms, Portals and Ad Networks for all metrics except Awareness

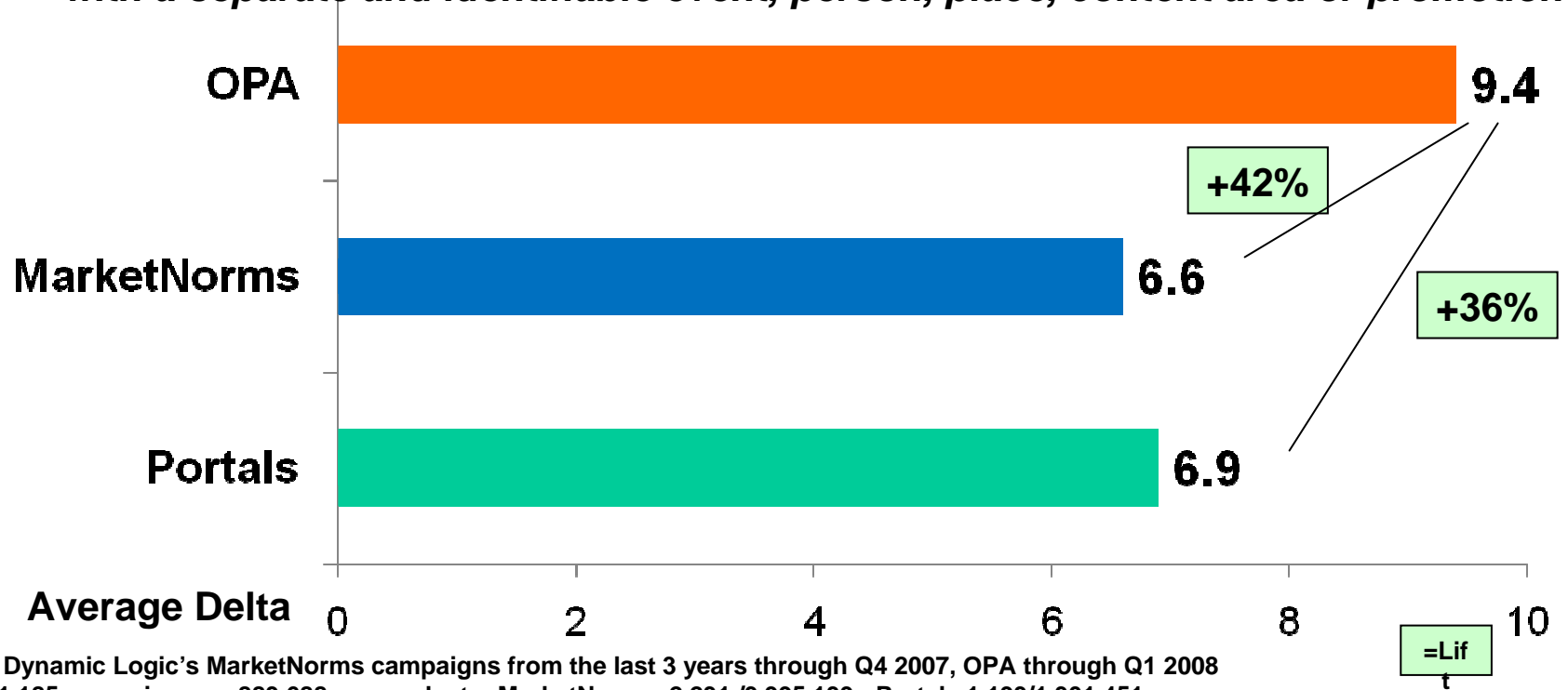
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007, OPA through Q1 2008

OPA N=1,185 campaigns, n=883,688 respondents; MarketNorms 2,231 /3,995,139 ; Portals 1,193/1,301,451; Ad Networks 252/110,773

# Sponsorships on Branded Content Sites are 36% More Effective than on Portals

## Sponsorship Deltas

*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 Q4 2007, OPA through Q1 2008  
OPA N=1,185 campaigns, n=883,688 respondents; MarketNorms 2,231 /3,995,139 ; Portals 1,193/1,301,451

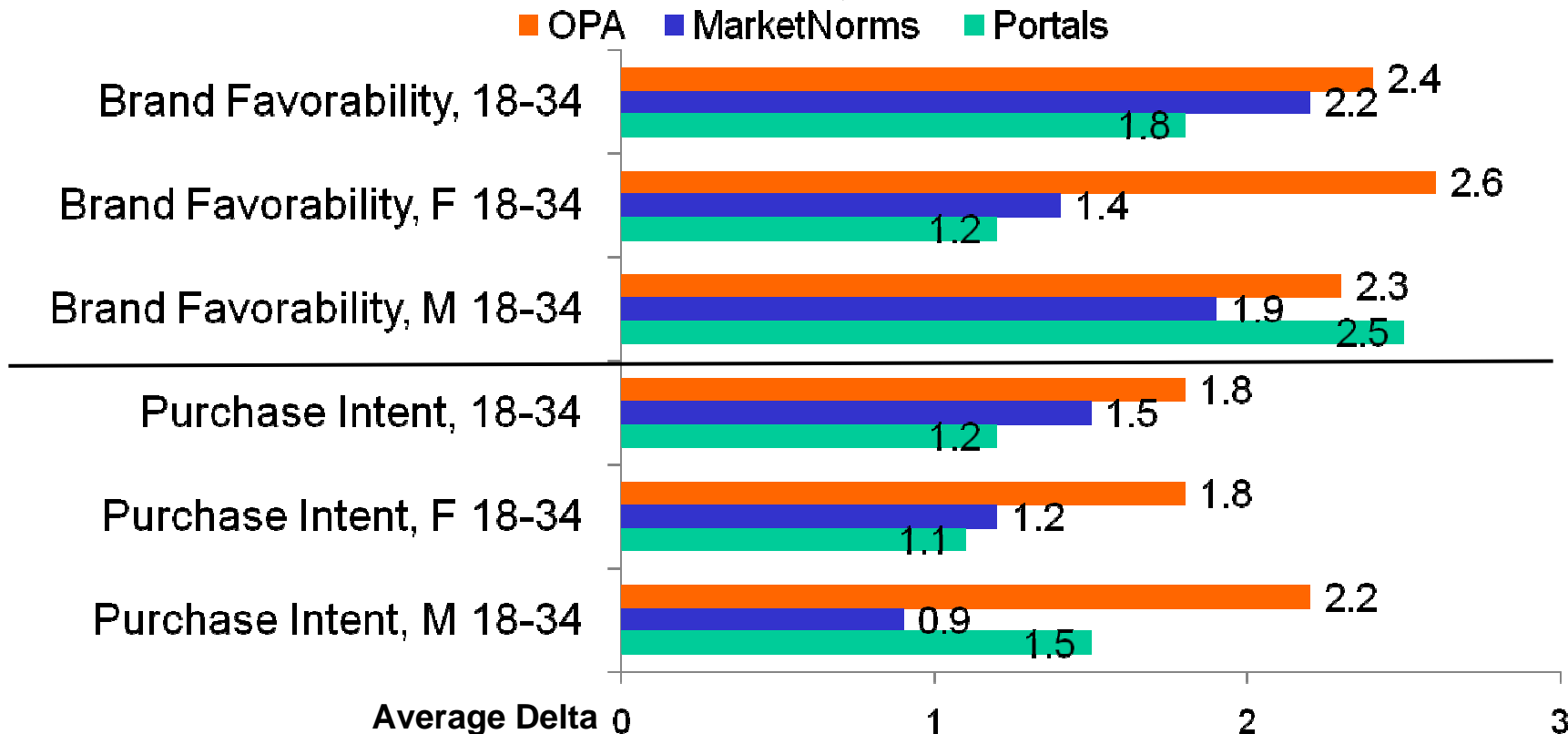


# Ads on Content Sites Have Significant Impact on Younger and Affluent Audiences

- 18-34 year olds are more responsive to ads on content sites
  - 33% more likely to form favorable opinions about advertised brands than ads on portals
  - 50% more likely to make the purchase than ads seen on portals
- Affluent audiences are more receptive to ads on content sites
  - 55% more likely to get the brand's message, 33% more likely to have a favorable opinion and 24% more likely to purchase
  - Sponsorships on content sites are a particularly effective way for getting through to up-scale consumers

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

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



Average Delta 0 1 2 3

OPA averages are significantly (at 90% level) different than MarketNorms and Portals for all groups except Purchase Intent MN 18-34, Portals 18-34 Males and Brand Favorability MN 18-34 Males

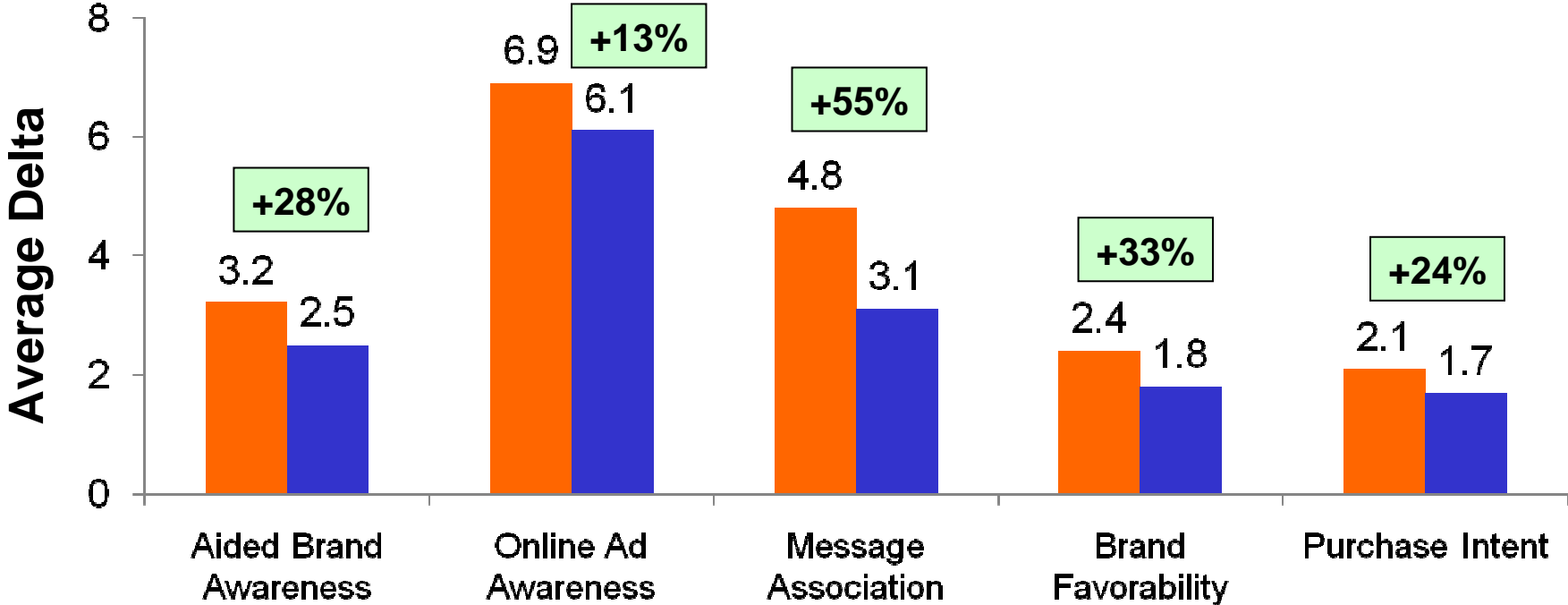
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007, OPA through Q1 2008

OPA N=1,185 campaigns, n=883,688 respondents; MarketNorms 2,231 /3,995,139 ; Portals 1,193/1,301,451

# Ads on Branded Content Sites Significantly More Likely to Increase Message Association and Purchase Intent for Affluent Audiences

Ad Effectiveness Deltas for \$75K+

■ OPA ■ MarketNorms



OPA averages are significantly (at 90% level) different than MarketNorms for all metrics except Awareness and Brand Favorability

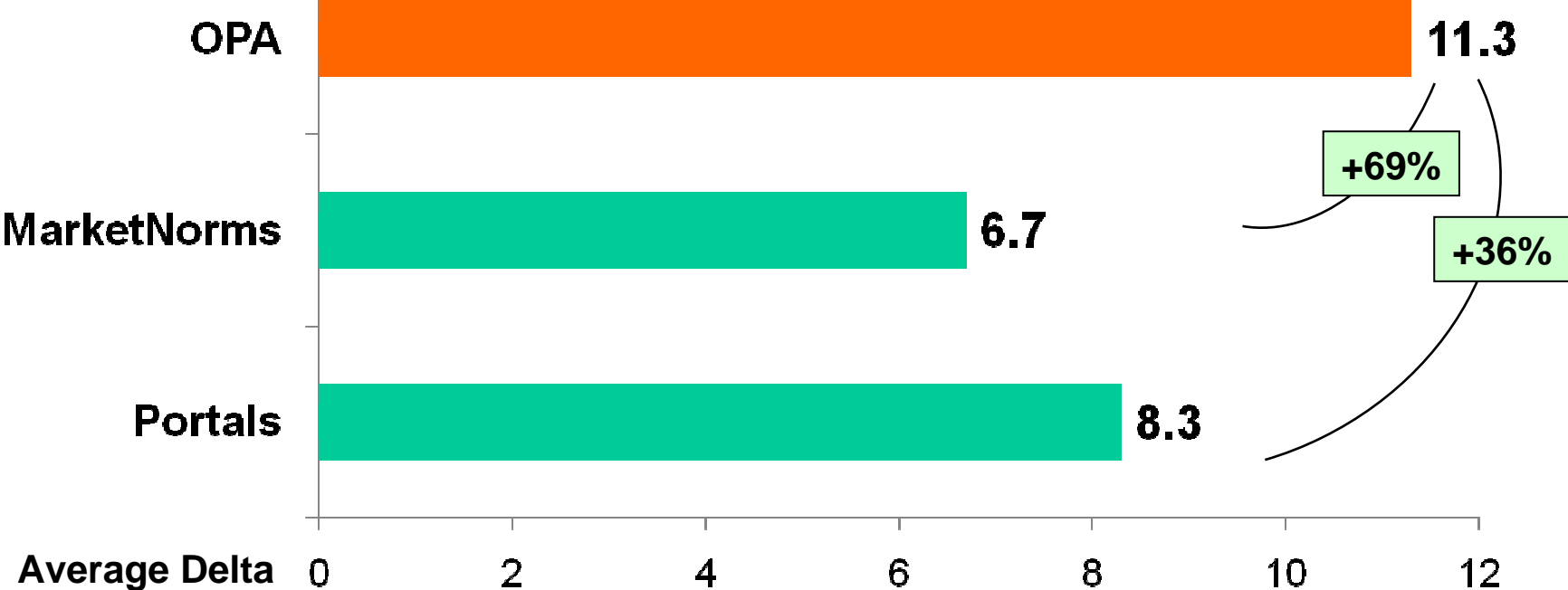
Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007, OPA through Q1 2008  
 OPA 75k+ N=585 campaigns, n=215,555respondents; MarketNorms 75k + 1,515 /824,909

=Lif  
t

# Sponsorships on Branded Content Sites have Greater Impact Among Affluent Audiences than MarketNorms and Portals

## Sponsorship Deltas, \$75K+

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



OPA averages are significantly (at 90% level) different than MarketNorms in the Sponsorship Metric

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007, OPA through Q1 2008

OPA 75k+ N=585 campaigns, n=215,555respondents; MarketNorms 75k + 1,515 /824,909, MarketNorms Portals 75k+ 546/208,391

=Lif  
↑

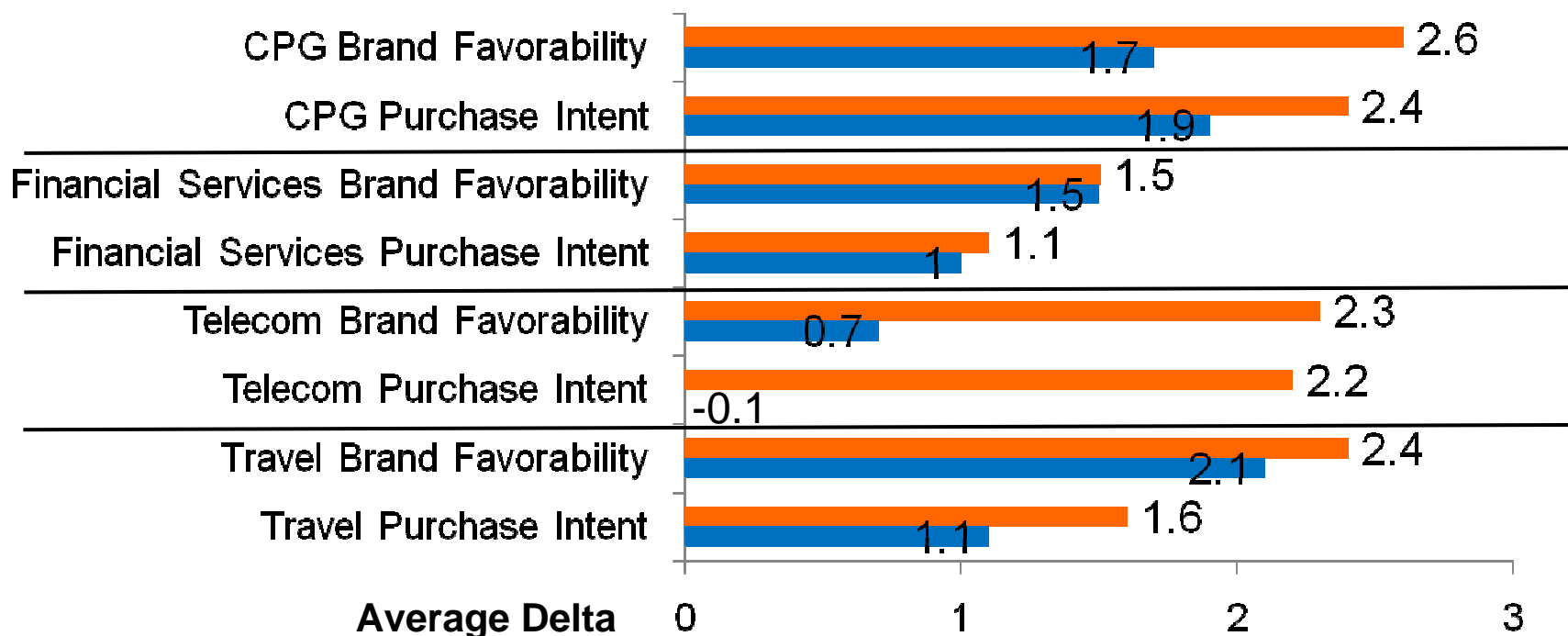
# Ad Effectiveness by Industry Type

- CPG, Financial Services, Technology, Telecom and Travel all benefit by advertising on content sites – this is especially true for the more difficult to move metrics such as brand favorability and purchase intent
  - For example, Telecom ads on content sites are more than twice as likely as the industry average to create positive feelings about advertised brands and drive audiences to purchase

# Across Industries, Content Sites Have Numerically Greater “Close to Purchase” Metrics

## Ad Effectiveness Deltas by Industry

■ OPA ■ MarketNorms



OPA averages are significantly (at 90% level) different than MarketNorms for all metrics except CPG Brand Favorability, Financial Svcs Purchase Intent and Travel Brand Favorability

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007 ; OPA through Q1 2008

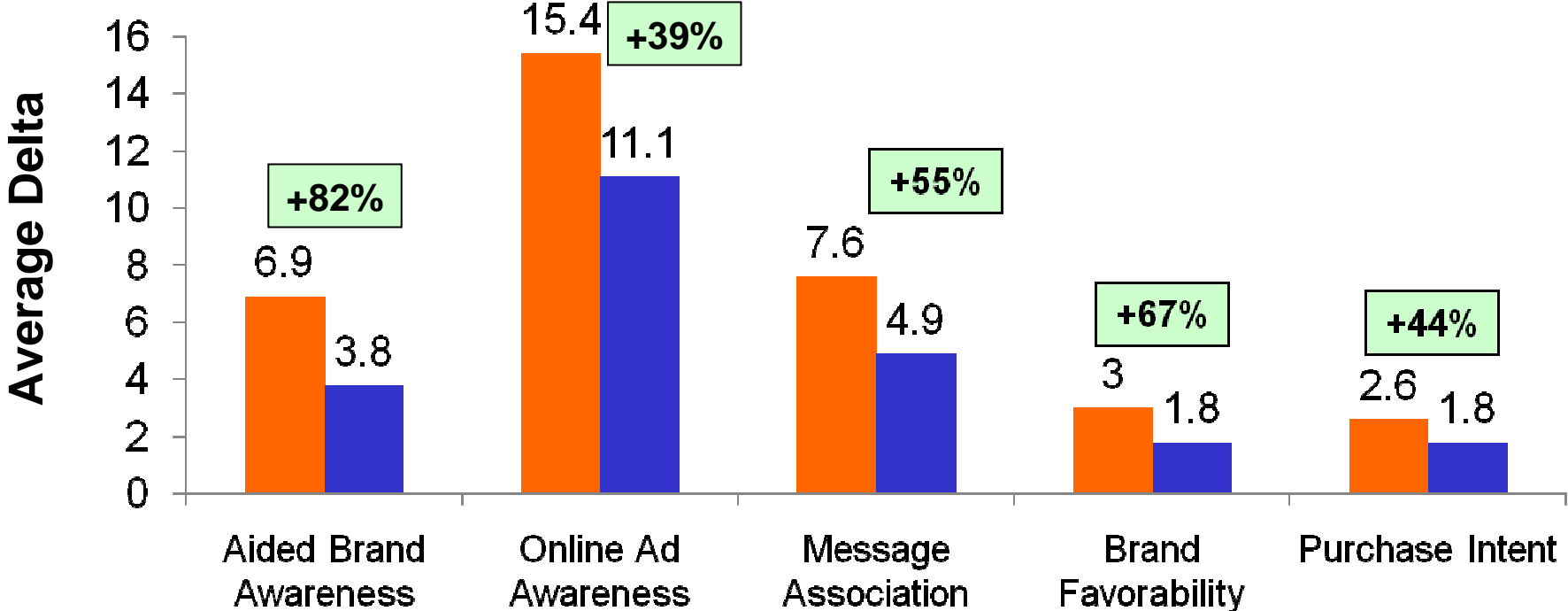
# Ad Effectiveness Beyond the Banner

- Video ads on content sites have greater impact
  - For example, brand awareness and favorability are about 40%+ greater on content sites than MarketNorms averages
- Rich media ads are more effective at engaging content site visitors
  - making content sites a better platform for newer ad technologies
    - Rich media ads are 25% more likely to be seen when placed on content sites than when run on ad networks
    - Visitors are about 66% more likely to remember advertised messages on content sites than ad networks, and more than twice as likely to develop favorable brand opinions
- Consumers are more involved with interactive ads on content sites
  - Message association is almost 70% greater than interactive ads placed with ad networks

# Video Ads Placed on Content Sites Significantly Raise Brand Awareness and Favorability

## Video Ad Effectiveness Deltas

■ OPA ■ MarketNorms



OPA averages are significantly (at 90% level) different than MarketNorms in all metrics except Purchase Intent

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007 ; OPA through Q1 2008 OPA Video N=32 campaigns, n=19,979 respondents; MarketNorms Video 157/205,677

=Lif  
↑



# Rich Media Ads Generally Perform Better on Branded Content Sites

Rich Media Ad Effectiveness Deltas by Site Category					
	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	3.2	5.9	3.5	1.9	1.5
MarketNorms	2.5	5.3	2.7	1.6	1.4
Portals	3.1	5.6	2.6	1.8	1.6
Ad Networks	2.5	4.7	2.1	0.5	0.8

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

OPA averages are significantly (at a 90% level) different than MarketNorms, Portals and Ad Networks for all metrics except Message Association across board, Brand Favorability vs. Ad Networks, and Aided Brand Awareness vs. Portals.

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007 ; OPA through Q1 2008

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

Interactive Ad Effectiveness Deltas by Site Category					
	Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
OPA	2.9	7.0	3.7	2.0	1.9
MarketNorms	2.7	5.9	3.1	1.7	1.6
Portals	3.5	6.3	3.1	1.8	1.7
Ad Networks	3.4	6.0	2.2	1.1	1.5

***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.***

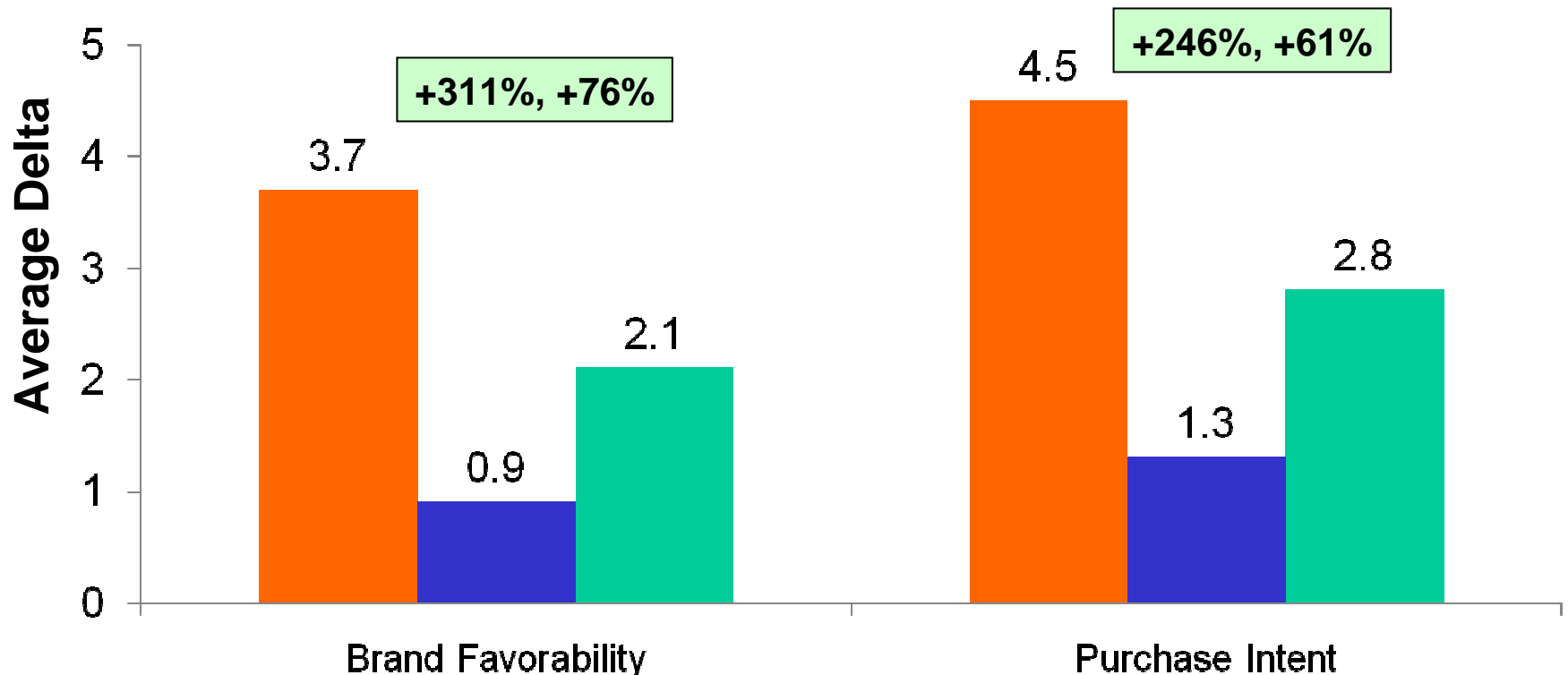
OPA averages are significantly (at a 90% level) different than those of the MarketNorms, Portals and Ad Networks for all metrics except Message Association and Brand Favorability vs. Portals.

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007 ; OPA through Q1 2008

# Large Ads on Content Sites More than Double Brand Favorability and Purchase Intent Over Industry Norms and Almost Twice as Effective as on Portals

## Full & Half Page Ad Effectiveness Deltas

■ OPA 
 ■ MarketNorms 
 ■ Portals



OPA averages are significantly (at 90% level) different than MarketNorms and MarketNorms Portals in all metrics

Source: Dynamic Logic's MarketNorms campaigns from the last 3 years through Q4 2007 ; OPA through Q1 2008

OPA N=61 campaigns, n=31,604 respondents; MarketNorms 151/189,624; Portals 50/46,247

=Lif

t

# Executive Summary

---

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

- OPA sites outsourced MarketNorms 41 out of 43 times across metrics measuring overall ad effectiveness and by demo, industry and ad format
- Content sites are particularly effective at improving brand favorability and purchase intent – typically the most difficult metrics to impact
- Content sites do a better job of integrating advertising into professional video and rich media
- Sponsorships on content sites achieve greater lift than sponsorships on portals

# 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:

**Don Marshall**  
**Rational PR**  
**202.429.4932**