



# To Succeed With Display Advertising

# Why Display Advertising?

The average user spends **95% of their time** online communicating via email or social networks, reading blogs, browsing general interest sites, news and shopping<sup>1</sup>.

Display ads run on all of these types of websites, extending the reach of your business to consumers as they're considering options related to your business.

The power of display advertising is in reaching the right person at the right time, helping your business in 3 ways.

## 1. Build Awareness

Getting in front of consumers so they can learn about your business as they consider their options.

## 2. Drive Sales

When it comes time to buy, business that's top-of-mind will be searched.

## 3. Increase Loyalty

Drives site traffic of interested consumers who can be re-engaged through re-marketing. Unlike other online marketing channels, display reaches consumers at all stages of the purchase funnel.

<sup>1</sup> Internet Activity Index" (IAI), Online Publishers Association, March 2009

“One in five consumers exposed to a business's display ads perform related searches and one in three visit their website.”

- Online Publishers Association, "The Silent Click: Building Brands Online", June 2009

“The typical combined Search and Display campaign gets 22% greater conversions compared to Search only campaigns.”

- iProspect & Comscore real branding implications of digital media - August 2011

“Remarketing can engage shopping cart abandoners. Studies show remarketing drives 51% higher conversions and 28% lower cost per acquisition.”

- 2010 Google study

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# 1. Define Your Objectives

Before you get started with Display Advertising, it's important to define your campaign objectives.

With specific goals in mind, you can work strategically to achieve these outcomes, track your performance, and make the modifications necessary to get the results you want.

Are you trying to build awareness, promote a message or influence a purchase decision?

Figure 2 outlines what you need to consider when you are setting your campaign goals in regards to your audience and brand objectives.

## Does your audience...

Recognise your brand when presented with its name?

Recognise that you've advertised online recently?

Associate your brand with its value perception

Appreciate, respect or otherwise carry favourable opinions about your brand

Intend to purchase or take action because of your brand?



## If "no," focus on:

**Aided Brand Awareness**  
Measures the level of aided familiarity respondents have with a brand

**Online Ad Awareness**  
Measures the level of "break-through" of online advertising by gauging ad recall

**Message Association**  
Measures the extent to which respondents can match the messages and/or concepts in the creative to the brand

**Brand Favorability**  
Measures the extent to which respondents have a positive or favourable opinion of the brand

**Purchase Intent**  
Measures the likelihood of respondents to make a purchase

Figure 2. "Better Brand Engagement with Display Formats". Doubleclick and Dynamic Logic. Feb 2012.

# 2. Choose The Right Format

Display ads contain a mix of content formats such as text, flash, video, or images, each with their own set of strengths.

The 3 most common formats are:

### 1. Static JPG/GIF

A static banner takes the shape of an image that might contain graphics and text.

### 2. Simple Flash

Flash is a form of vector animation and is great for online design because they are so lightweight. Simple flash ads often include animated content and text.

### 3. Rich Media

Rich media ads can include video ads, interactive flash animated ads and other engaging mediums (or a combination of). These ads generally mix text and animated content with design and development to more actively engage a web user.

Rich Media is the format that generally has the most brand impact. Reasons for this vary, but it is predominantly because it is the most engaging type of creative. This means that audience is more likely to interact with the banner willingly.

Figure 3 helps you choose the most appropriate display format for your brand objectives by vertical

	OVERALL	CPG	TECHNOLOGY	FINANCIAL SERVICES	AUTOMOTIVE	TELE COMMUNICATIONS
AIDED BRAND AWARENESS	GIF/JPG	Rich Media Without Video	Rich Media With Video	Simple Flash	Rich Media With Video	Simple Flash
ONLINE AD AWARENESS	Rich Media With Video	Rich Media With Video	Rich Media With Video	GIF/JPG	Rich Media With or Without Video	GIF/JPG
MESSAGE ASSOCIATION	GIF/JPG	GIF/JPG	GIF/JPG	GIF/JPG	Rich Media With Video	Rich Media With Video
BRAND FAVORABILITY	Rich Media With Video GIF/JPG	Rich Media With Video	GIF/JPG	GIF/JPG	Rich Media With or Without Video	Simple Flash
PURCHASE INTENT	GIF/JPG	Rich Media With Video	Rich Media With Video GIF/JPG	GIF/JPG	Rich Media With Video GIF/JPG	Simple Flash GIF/JPG

Figure 3. Display creative by objective and vertical

# 3. Give Your Creative Life

Almost anything you can do on the web, you can do in a display ad. The rise in visual media formats has meant that display ads can be more interactive, more fun and sexier than ever.

By 2015 it is estimated that 50% online ads will have video in them<sup>2</sup> and animations and video are only just a few ways to get attention.

Good design brings the right attention and promotes the message you are trying to convey.

When designing and writing your ads, remember to:

- Use Images Wisely**  
 Having an engaging visual element is essential to any display banner, just don't over do it with too many conflicting images, or have none at all.
- Have A Call-To-Action**  
 Tell your users what you want them to do, trial, download, register etc. You only have a few seconds to engage them. Make it count.
- Be Brief**  
 Keep your message simple and avoid any unnecessary information.

<sup>2</sup> What does the future of display advertising look like", Google, 2010.

“Creative accounts for 50-75% of the brand impact variation between the best and worst performing online campaigns. Understanding creative potential is key to the implementation of a successful online campaign.”

- Amy Fayer, Director of Research, Dynamic Logic



# 4. Sync Your Creative

Ad syncing is when your ads have a local connection through flash or video. What this means is that the two (or more) placements on the same page are working together, showing your audience one integrated creative visual.

Synced rich media ads average 6.6% engagement while regular rich media ads saw 5.6% engagement.<sup>3</sup> Engagement is when a user purposely interacts with your creative (e.g. hovering over the ad or playing a video).

By syncing creative on the same page, you can create a more cohesive and relevant page presence that is harder to ignore, driving higher engagement and brand recall.

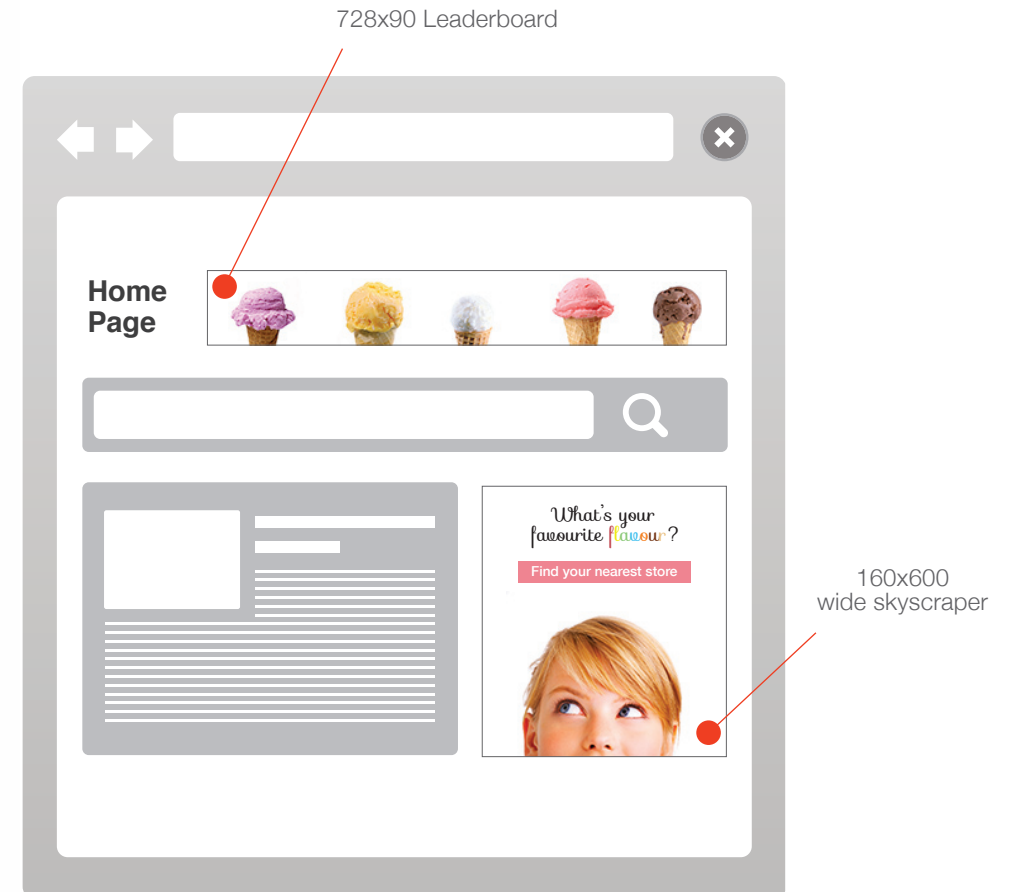


Figure 4. Synced leaderboard and medium rectangle creating a cohesive brand presence

<sup>3</sup> Relevance Key To Increasing Display Ad Dwell Rate", eMarketer. December 2011

# 5. Bring Your Customers Back

Remarketing to your users across the web is an effective way to bring them back to your website.

With remarketing, you can reach customers who have already shown an interest in your product or service by visiting your site. Once they leave your website, you can show them relevant ads as they browse other sites across the web. It's a powerful way to match the right people with the right message.

Because you're marketing to users who've visited

your website, remarketed display ads have a reach that is typically much smaller than simple run-of-network campaigns, however they provide results that significantly outperform other display targeting techniques.

- **A 1046% lift in searches** on brand terms within four weeks after ad exposure (double that of audience targeting at 514%).<sup>4</sup>
- **A 726% lift in website visitation** within four weeks after ad exposure.<sup>5</sup>

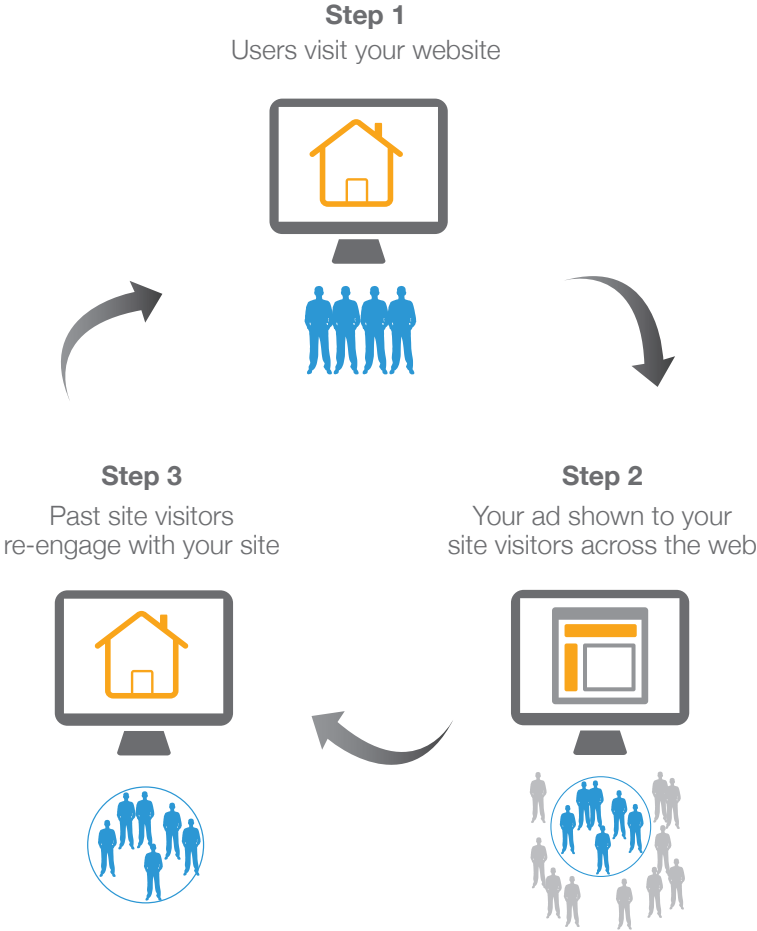


Figure 5. Remarketing to engage past site visitors

<sup>4/5</sup> Retargeting used by Marketers for Cost-Effective Brand Lift", eMarketer, September 2010

# 6. Be Relevant

Display Advertising is about delivering the right ad, to the right person at the right time.

Contextually targeted Display Advertising is aligned to the content on the web page that the end user is viewing. It's about getting in front of consumers so they can learn about your business as they consider their options. For example, a hardware store advertiser showing their ad on a site about home renovations.

Display campaigns next to relevant content perform better as your audience is already engaging with content that is related to your business.

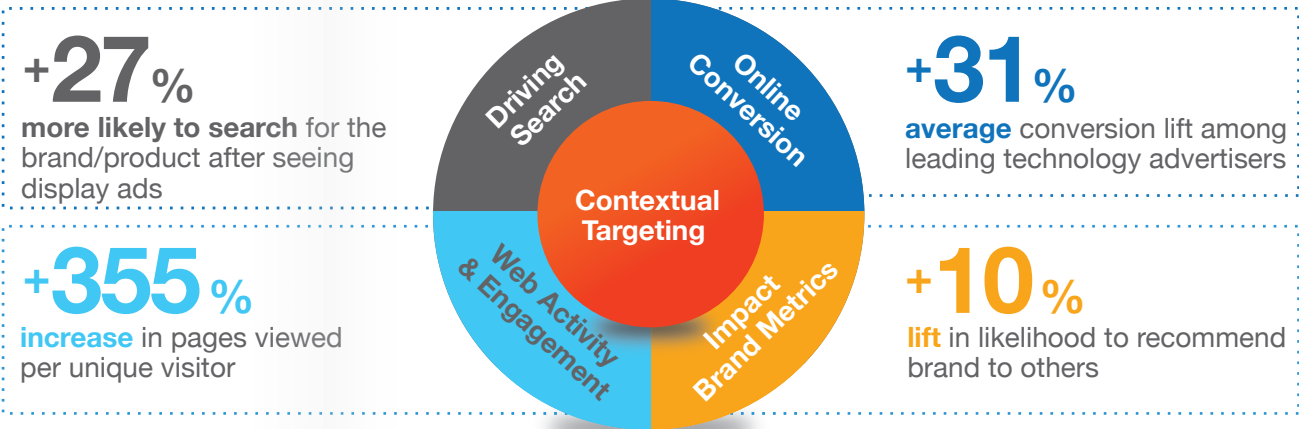


Figure 6. Contextual targeting's impact on search behaviour



# 8. Integrate Display With Your Other Marketing Channels

Combining display with your other channels ensures your message is heard consistently and can amplify the impact for your business.

## Search

Combining display with search advertising increases brand recall by 6%<sup>8</sup> and drives a 30% increase in likelihood to purchase.<sup>9</sup>

## Social

When we're making decisions, we usually turn to the people we trust for recommendations. By enabling social endorsements on your ads (a like, +1 or

retweet), you can expand your reach and let your customers easily share and discuss your content.

Recommendations from friends are a trusted source of advice and social annotations help people see these recommendations as they use their respective social services, potentially bringing you more informed traffic.

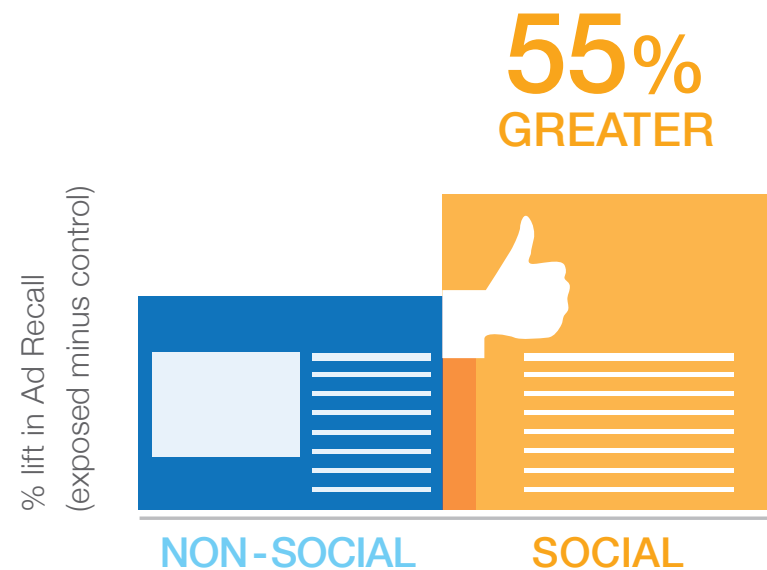


Figure 8. Ad Recall, Social Vs Non Social Ads, Nielsen.com

<sup>8</sup> Combining Search and Display Boosts Recall, iMedia Connection Blog, May 2011

<sup>9</sup> Real Branding Implications of Digital Media. iProspect and comScore, August 2011

# 9. Mobilise Your Brand

Today, more people connect to the internet via a mobile device than through a computer.<sup>10</sup> This shift in consumer behavior means that increasingly your customers will be looking for you on mobile.

Some interesting mobile facts:

- 70% of mobile users have compared product prices on their phones
- 65% have read product reviews on their phones
- 50% of mobile searches lead to purchase.<sup>11</sup>

Display advertising on mobile is powerful and has advantages over other media for its ability to target and reach a precise audience, engage them, be shared effortlessly and lead to a transaction easily - see Figure 9.

## Relative Efficacy of Mobile vs Other Advertising Media

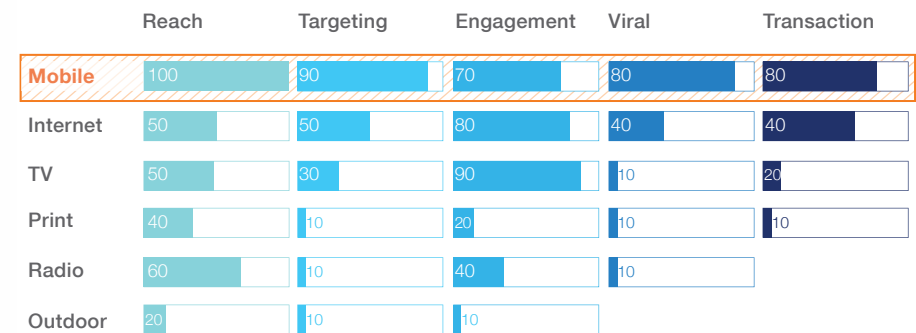


Figure 9. Relative Efficacy of Mobile vs Other Advertising Media. Chetan Sharma, 2011.

<sup>10</sup> Top 10 Mobile Internet Trends, Mary Meeker, Kleiner Perkins Caulfield Byers, 2012

<sup>11</sup> The Mobile Movement - Understanding Smartphone Users\* Lightspeed Research and Google, 2011

## 10.

## Look Past The Click

Attributing the performance of your display campaign to the last click is an ineffective metric for measuring actual results. Instead, you should look beyond the click.

4 metrics that can show you the real effect of your Display Advertisements are:

### Reach and Frequency

Reach and Frequency shows the number of unique visitors who saw the ad and how often they were in contact with the ad. For example, over a given period your ads may have been seen 3 times by 1,900,000 people and 8 or more times by 800,000 people.

### Engagement

This is the measurement of the proportion of impressions that were engaged intentionally (mouse touch, interaction or click) as well how long the engagement was. This is also called 'dwell rate'.

### Lift in Site Visits

Tracking the number of visitors to your website when a campaign is running and comparing it to when there are no campaigns is a great way of measuring advertising effectiveness.



### View-Through Conversions

A view-through conversion occurs when a user views a display ad and later completes a conversion without having clicked on the ad. This metric shows the impact of viewing the ad on the conversion.

Remember why you're advertising. You are not advertising for clicks. What you're advertising for is to sell me stuff or change my perception, and that's what we need to be measuring against.

- Carrie Frolich, Managing Director Digital, Mediaedge:cia

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