EVALUATING ONLINE AD EFFECTIVENESS

Understanding the Effectiveness of New Ad Formats

THE CHALLENGE

The Online Publisher Association (OPA) wanted to understand the impact and advertising effectiveness of new OPA ad units. They needed testing beyond traditional research methods, which are limited in their ability to measure how the end user specifically engages with advertising. Understanding the impact of these ad units was important, as they were designed to provide a platform for marketers to deliver their brand experiences in addition to encouraging consumers to click.

Nine brand advertisers were involved in the study, including Cleveland Clinic, Cadillac, Mercedes-Benz, Microsoft Bing, Unilever and Westin Hotels.

THE SOLUTION

Nielsen Consumer Neuroscience* measured visual attention and emotional response of OPA ads using biometric monitoring and eye tracking.

Study participants were directed to the homepages of three OPA member sites — CNN.com, MSNBC.com and NYTimes.com — and given the option to select from a specific group of top stories that featured evergreen content. These homepages and particular article pages were recreated for the purposes of this study so that an OPA ad unit could be randomly presented on the targeted article pages. Once a participant surfed away from a target article by clicking a link to another article, they could freely browse the rest of the news websites, creating a natural online experience.

THE RESULTS

The OPA found that these ad units commanded greater attention and engaged website visitors:

- New OPA ads delivered more visual attention and emotional response to break through the clutter.
- The new ads also commanded greater dwell time.
- They were able to use the findings to support a successful launch of new ad units.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience