

OPTIMIZING AD TARGETING

Measuring Consumer Reaction to Advertisements

THE CHALLENGE

Yahoo! needed to determine how to better target digital advertising to reach the right audience, at the right time, with the right message. In this increasingly complex digital marketing landscape, Yahoo! understood that traditional marketing research methods alone were inadequate to truly understand consumers' response to digital ads.

THE SOLUTION

In order to evaluate the emotional and cognitive responses to online advertising in different scenarios, Nielsen Consumer Neuroscience* used a combination of biometrics and eye tracking.

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

Using heat maps to illustrate where consumers' attention is directed to, Nielsen was able to identify areas of relatively high (red) and low (green) visual attention.

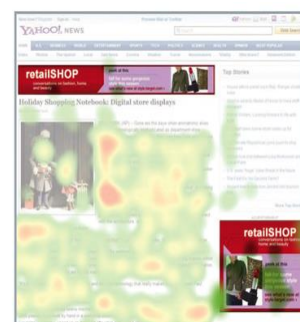
THE RESULTS

Yahoo! created a new set of guidelines to help marketers select the most effective online targeting method. Insights from Nielsen helped Yahoo! determine that:

- If the ad's objective is to build awareness, contextual targeting is more effective.
- If the ad's objective is to communicate new product features, personal targeting increases impact.

DIGITAL ADVERTISING CASE STUDY

YAHOO!



PERSONALLY RELEVANT AD



NON-PERSONALLY RELEVANT AD

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