

Ad Environments: The Halo Effect

Introduction

As digital ad buying evolves, marketers are seeking more data driven and cost efficient options. In fact, spend on audience targeting is expected to grow to nearly \$17 billion by 2017, which will represent 83% of the total US digital display spend.¹

But it's important for marketers and buyers to balance that efficiency with ad engagement. As one agency digital strategist states:

"Understanding the environment is completely part of the thinking that's going to make an ad a success...The mindset of the person that's in an environment is part of what's going to make the ad successful or not."

-Strategist @ Cramer-Krasselt

Building the right relationships with consumers and developing brand stories in immersive environments is paramount to buyers. In an industry focused on efficiency, **advertisers need more proof points to quantify the value of advertising environments.**

What We Did

Phase 1

We interviewed 30 marketers and advertisers to understand the challenges marketers face when making media budget allocations.

Phase 2

We partnered with INNERSCOPE RESEARCH to look at the biometric performance for ads appearing on premium environments compared to non-premium environments.

EXAMPLE OF BIOMETRIC AD COMPARISONS



YAHOO SPLASH VIDEO UNIT



NON-PREMIUM PRE-ROLL (DEBRANDED)

- We invited 65 respondents to a biometrics lab to test for eye tracking, biometric response and code their behavior online.
- We also surveyed 1200 people to uncover the lifts in traditional brand metrics we saw for ads in both environments.

Key Findings

Advertisers and marketers defined premium environments using these **FOUR PILLARS**

1	DESIGN Modern, clean and simple palates
2	EDITORIAL Respected experts with a good consumer reputation
3	AD FORMATS Innovative ad formats
4	NATIVE Ad units that are easily integrated into the pages / apps

When sites and apps deliver on the Four Pillars of a premium environment, advertisers benefit. We proved this out by comparing the same ad on premium versus non-premium environments:

DESIGN

Ads on clean and simple pages allow for:

- 97% more fixation
- 6X more attention

EDITORIAL

Premium editorial environments generate:

- 3X the lift in emotional resonance
- 72% lift in ad recall
- 26% more positive emotional resonance

AD FORMATS

Innovative ad units like the Splash unit deliver:

- 133% more fixation
- 300% more emotional resonance
- 51% more ad recall
- 62% more brand preference

NATIVE

Premium native experiences deliver:

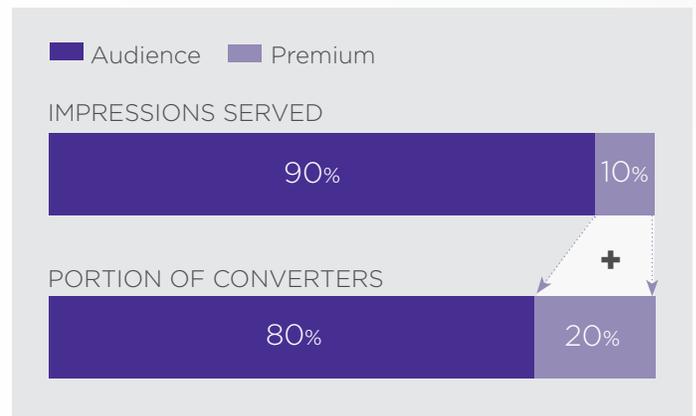
- Seamlessly integrated experience with editorial content on PC & mobile
- 3x more attention
- +55% stronger emotional resonance
- +23% higher quality ad perception

Real World Application

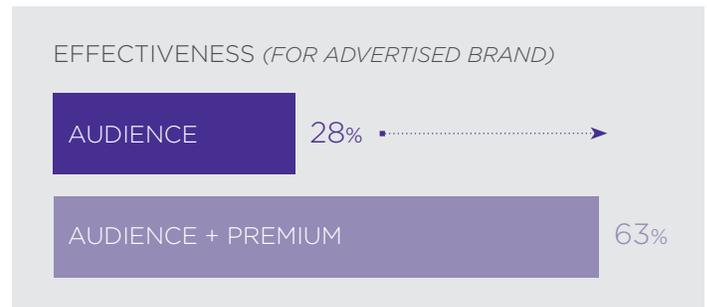
In a Yahoo advertiser case study, we saw first-hand how efficiency and engagement work together:

EFFICIENCY: Audience targeting accounted for 90% of total impressions, which delivered 80% of the total converters.

ENGAGEMENT: When adding 10% of the total impressions on premium environments, placements yielded a 2:1 conversion ratio, garnering 20% of the campaigns total converters.



When added to an audience buy, premium placements deliver an exponential lift in KPI metrics like search lift and site visitation.



Premium placements drive engaging results for an advertiser while including audience draws more efficiency by amplifying your message to the largest audience possible.

Sources: 'MAGNA GLOBAL Estimate