

Online behavioural targeting and video as the Future of Advertising

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European Study of Media Publishers for Advertising.com by SKOPOS digital insight adds further weight to market trends

Advertising.com's first European Study of Publishers (conducted by digital research agency SKOPOS) has reinforced the popularity of online video advertising and behavioural targeting. The findings cite these types of campaign as having the most significant impact on the respondent's businesses this coming year, and are also tipped as the channels most likely to be developed in future.

The study conducted amongst Advertising.com's quality network of European publisher partners also revealed that UK and European publishers are in agreement. Behavioural targeting was tipped as the ripest channel for development and ranked in the first position by UK respondents, followed by video.

Commenting on the findings, Brendan Condon, managing director of Advertising.com International, said: "The capabilities of behavioural targeting technology are impressive. At Advertising.com we have seen campaigns effortlessly result in on average three times more up lift in conversions.

"However, the different variations of what behavioural targeting is and how it works means that it can be challenging for advertisers to understand the most appropriate way to utilise it. Advertisers who partner with a network that has a specialist understanding of behavioural targeting and the highest traffic will experience the most successful return on their behavioural campaigns."

The study also further confirms the growing online video trend in the domestic market, with 63 per cent of UK respondents confirming that their websites currently stream video. Of the small proportion of UK publishers questioned who do not, 50 per cent plan to roll out streaming capabilities within 18 months.

UK respondents also reported that they stream an even mix of video content. More than half (56 per cent) carry original content, 38 per cent stream user generated content and 44 per cent derive video from syndicated content.

In banner and pre-roll were identified as the most popular video formats by the UK respondents that currently stream video. Both used are by a significant 82 per cent.

Almost three quarters (73 per cent) support the 15-second video ad, reducing to 55 per cent for 30-second ads. Interestingly, only 55 per cent take advantage of the opportunity to reinforce video advertising by supporting pre-roll with a companion banner.

Commenting on these findings, Brendan Condon, says: "The UK's publishers have been quick to recognise that video is the future of online. Unlike passive TV adverts, online video allows brands to engage and interact with audiences in new ways, and its branding and direct response capabilities are convincing. It captures the sight, sound and motion attributes of TV advertising, but in a much more interactive environment.

"Advertising.com's web network includes video inventory from some of the top UK and European publishers, and we allow advertisers to take advantage of the full range of formats available. Having access to such a quality network means advertisers can easily incorporate new channels and rely on our extensive reach to deliver maximum results."

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