

Display Ads Lift Branding Metrics

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Rich media campaigns boost intent to recommend

Display campaigns may not often get credited with the last click before a conversion, but their value as a branding tool continues to be borne out.

Research from audience data intelligence firm Lotame indicates a significant lift in intent to recommend a product among internet users who have seen a display ad.

Lotame commissioned KN Dimestore, a division of Knowledge Networks, to poll web users exposed and not exposed to several ad campaigns about whether they would recommend the product advertised.

Overall, there was an almost 24% lift in likelihood to recommend a product among the exposed group.

The lift in likelihood to recommend was nearly three times as high for entertainment industry campaigns as for other campaigns.

Campaigns that feature expandable rich media ads performed best, with a 34.4% lift. Flash banner campaigns underperformed compared to the average. None of the campaigns studied featured only static banners.

This research also confirmed earlier findings by Lotame that showed that the likelihood to recommend stat correlated positively with other metrics of brand lift—meaning that the boost in intent to recommend went hand in hand with a boost in other branding metrics.

The closest correlation was with intent to view—for campaigns that advertised a show or movie—followed by purchase intent.

Ad recall, clickthrough rate and interaction rate also rose with likelihood to recommend.

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