



Advertising Effect of Native Recommendation Ads

Implementation: eye square

Key Facts



Objectives

Examination of the advertising effect of plista Native RecommendationAds
Identifying the attention performance of the ad

Advertising format

plista Native RecommendationAd

Method

Online In-Context-Testing with live-ad replacement, webcam eye tracking and interview on the advertising effect

Client

Telekom

Sample

Test group: n=106
Reference group: n=59
Age: 18 - 65 years

Survey period

26/05-27/07/2016

Implementation

eye square GmbH

Advertising Material

Example implementation of the tested advertising material



Politik | Wirtschaft | Panorama | Sport | Kultur | Netzwerk | Wissenschaft | Auto

Chatsoftware: WhatsApp jetzt auch als App für PC und Mac



Überall darüber alle Leser. Das Layout ist fertig, der Text läuft auf sich warten. Dann das Layout nun nicht mehr im Raum steht und sich klein und klein vorzukommen, springe ich ein, der Bildschirm. Genau zu diesem Zweck erschaffen, immer ein Schalter meiner großen Buttons (Leeren Spalten, frage ich mich jedes Mal, wenn Sie ein paar Zeilen lesen. Oder eine mit gerader - Seite ist wahr genommen werden. Und wo Sie nun schon die Güte haben, mich ein paar weitere Sätze zu begreifen, möchte ich diese Gelegenheit nutzen. Denn nicht nur als Lückenfüller zu dienen, sondern auf etwas hinzuweisen, das es ebenso verdient wahrgenommen zu werden. Webstandards nämlich. Seiten Sie, Webstandards sind das Regelwerk, auf dem Webseiten aufbauen. So gibt es Regeln für HTML, CSS, JavaScript oder auch XML. Worte, die Sie vielleicht schon einmal von Ihrem Entwickler gehört haben. Diese Standards sorgen dafür, dass alle Beteiligten aus einer Webseite den größten Nutzen ziehen.

Im Gegensatz zu früheren Webseiten müssen wir zum Beispiel nicht mehr zwei verschiedene Webseiten für den Internet Explorer und einen anderen Browser programmieren. Es reicht eine Seite, die - richtig angelegt - sowohl auf verschiedenen Browsern im Netz funktionieren, aber ebenso gut für den Ausdruck oder die Darstellung auf einem Handy geeignet ist. Wichtiges Merkmal: Eine Seite für alle Formate. Was für eine Ersparnis. Standards sparen Zeit bei den Entwicklungsarbeiten und sorgen dafür, dass sich Webseiten später leichter pflegen lassen. Natürlich nur dann, wenn sich alle an diese Standards halten. Das gilt für Browser wie Firefox, Opera, Safari und den Internet Explorer ebenso wie für die Darstellung in Handys. Und was können Sie für Standards tun? Fordern Sie von Ihren Designern und Programmieren einfach standardkonforme Webseiten. Ihr Budget wird es Ihnen auf Dauer danken.

Das könnte Sie auch interessieren

Flat zum Telefonieren und Surfen mit bis zu 50Mbps/S
Jetzt schneller surfen, arbeiten, und streamen mit MagentaZuhause M ab mtl. 34,95€*



Die Kino-Highlights des Monats
Spektakuläre 3D-Blockbuster, romantische Komödien, packende Dokumentationen. Wir stellen Ihnen die Highlights vor.



Schenken mit Wow-Effekt
Ob: Weihnachten, Valentinstag oder Geburtstag - das perfekte Geschenk zu finden ist eine kleine Herausforderung.



Wie oft trainierst du wöchentlich?
Ich trainiere 3-4 pro Woche. Zusätzlich mache ich noch 1-2 pro Woche eine Cardioeinheit ...



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ANZEIGE ▶

Study Design

Order of Study



Recruiting via online
access panel



Calibration
for webcam eye
tracking



Stimulus
presentation on a
leading news website



Follow-up survey
for ad impact

Study Design

Integrated Approach

Hidden design

Test persons were asked to read an article and move freely on the site for 2 - 3 minutes. This way, they paid as much attention to the ads as they normally would.

Live ad simulation

Integration of original advertising material into an editorial website.

Webcam eye tracking

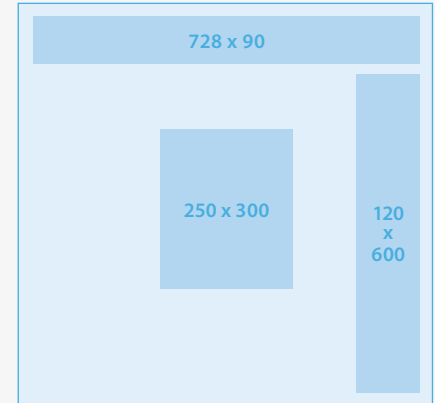
The attention of the test persons is measured via webcam. Therefore the participants had to install an add-on. The method is in use since 2013.



Benchmark: Universal Ad Package

The Universal Ad Package (UAP), including three classic display formats with comparable investigations, was used as a benchmark for the study results:

- Medium Rectangle: 142 creations
- Skyscraper: 58 creations
- Superbanner: 62 creations



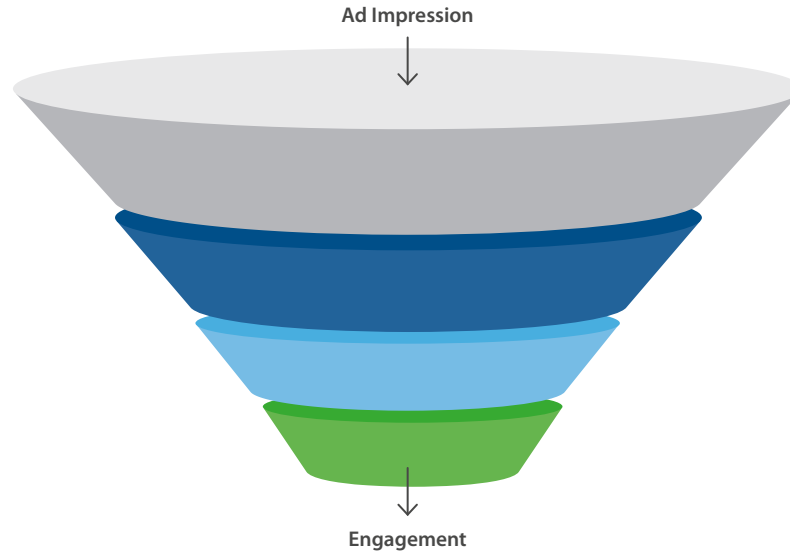
Study Design

Examination Model: In-Depth Analysis in Ad Engagement Funnel



The communication levels in the Ad Engagement Funnel are measured by analysing the user's gaze behaviour via eye tracking and demonstrate the depth of the effect of an advertising contact.

Involve is an especially valuable level for brand communication. However, in many contacts this depth of communication is not achieved because there is an interruption in the awareness in an earlier phase.



Display:
The advertisement is visibly displayed for the user and offers the opportunity for observation.

Attract:
The advertisement draws the user's attention to it.

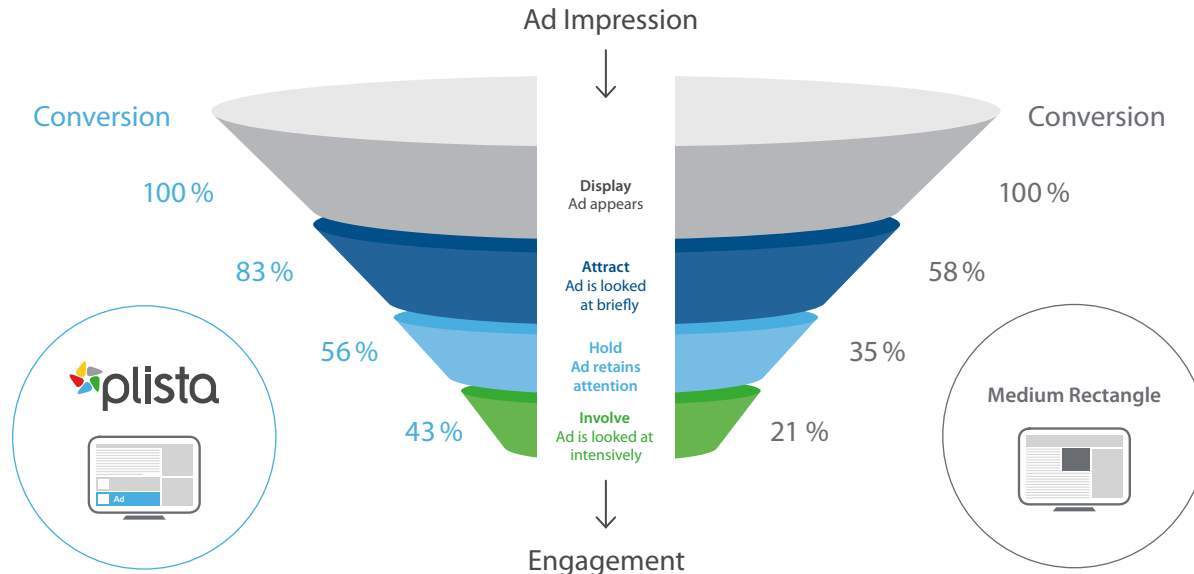
Hold:
Some of the advertisement's motifs are able to hold the user's attention.

Involve:
The user becomes more interested and considers the elements presented relatively completely.

Study Results
Eye Tracking

1. Native Recommendation Ads Achieve High User Engagement

Native Recommendation Ads retain the attention of up to 83% of all users whose field of vision they enter. 43% of the users reach the involve level and show a deep interest in the ad.

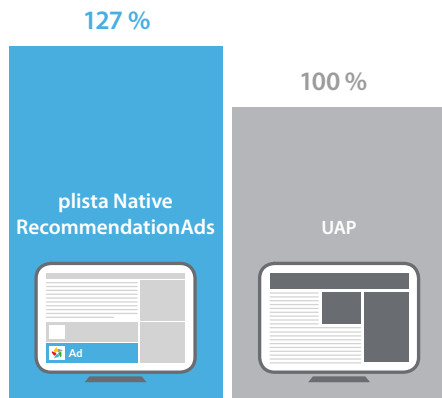


In comparison, the standard display format Medium Rectangle engages less attention from the beginning (58%). Only one fifth of the users consider the ad in-depth and reach the involve level.

2. Native Placement Leads to Intensive Inspection



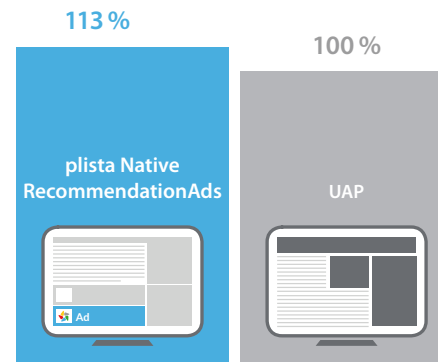
Viewing frequency by comparison



Native RecommendationAds are viewed more frequently (27%) than formats of the UAP, although they are placed below the editorial content.



Viewing duration by comparison



The native placement within editorial article recommendations increases the user's interest, leading to a 13% longer inspection of the Native RecommendationAds .

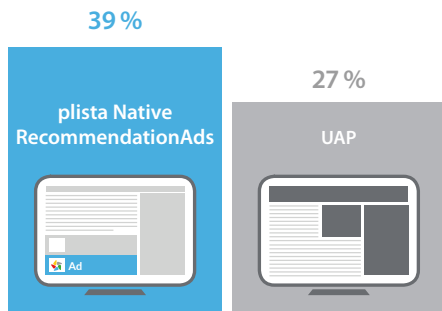
Study Results
Advertising Effect

1. Native Recommendation Ads Reach Higher Brand Awareness than UAP formats

As a result of more intensive examination of the Native Recommendation Ad, the advertising format is better recalled than UAP formats. This is reflected in the brand awareness that is 44% higher compared to UAP formats.



Awareness by comparison



2. Native Recommendation Ads increase Brand Awareness, Impact and Image



ADquality Index

The ADquality Index contains all important standard parameters of advertising effects and unites advertising impact parameters from the areas of awareness, impact and image.

Native Recommendation Ads reach positive effects. On the whole, the ADquality Index increases by 13%.



+13%

+38 % Awareness

Free/aided advertising recall,
free brand awareness and recognition.

+11 % Impact

Relevant set and
purchase intention.

+3 % Image

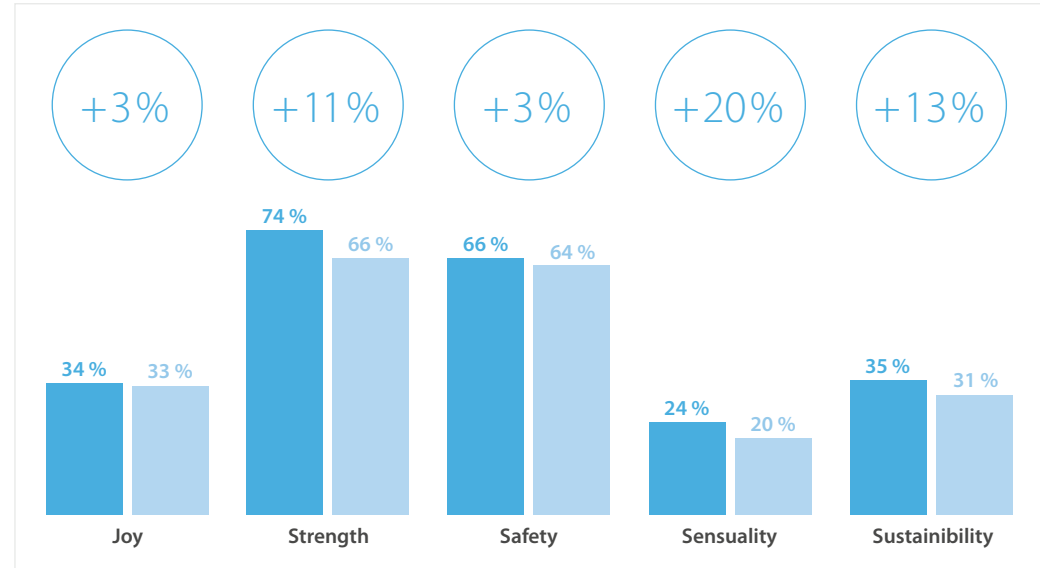
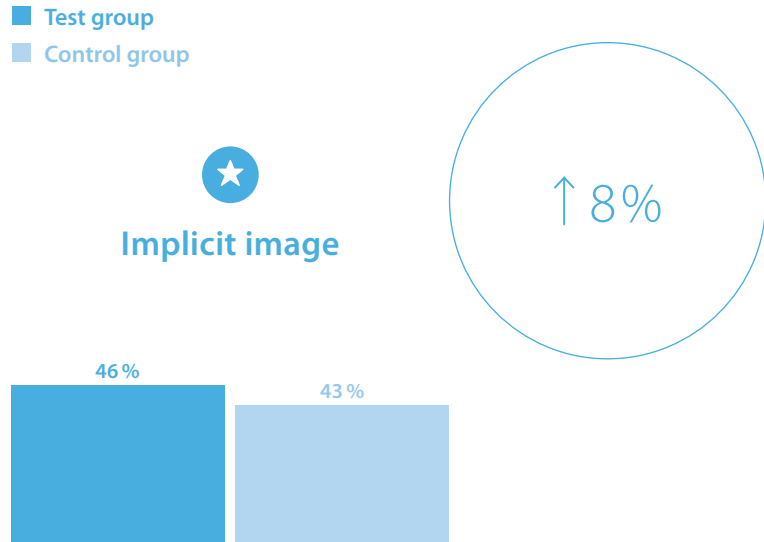
Explicit brand image and
implicit brand image.

Test group N=106 // Reference group N=59 // Question: average from awareness (free and aided brand recall, free brand awareness, recognition), impact and image

ADquality Index (test)=49 %, ADquality Index (control)=43 %, awareness (test)=39 %, awareness (control)=28 %, image (test)=53 %, image (control)=51 %, impact (test)=57 % (relevant set=53 %, product interest=60 %), impact (control)=51 % (relevant set=49 %, product interest=53 %)

3. Native RecommendationAds particularly Improve Implicit Brand Image

The implied brand dimensions experience a thoroughly improved evaluation compared to the test group after viewing the plista RecommendationAd. The increase after the ad contact is 8%.



Test group N=106 // Reference group N=59 // question: "In the following you will be shown one adjective and one brand logo. Please decide ASAP, if the adjective fits the brand or not. By clicking button "A" you decide "YES", if the adjective fits the brand. By clicking button "L" you decide "NO", if the adjective doesn't fit the brand.

Conclusion



Intensive perception

Overall, Native Recommendation Ads are viewed longer and more frequently than formats of the UAP. Furthermore: When the ad reaches user's field of view, the likelihood of an intensive consideration is increased significantly.

Higher conversion along the Ad Engagement Funnel

Advertising placed on the side is often hidden by the user because the attention focus is placed on the editorial context. Whereas Native Recommendation Ads are integrated into the natural flow of reading and do not interrupt it. The central placement is not considered disruptive or obtrusive and is eye-catching at the same time.

Improvement of brand awareness, impact and image

Due to the integration between editorial article recommendations, Native Recommendations Ads enjoy high credibility. The ad impact shows improvements on all ADquality Index levels.

About plista



plista is a pioneer when it comes to innovative solutions for native advertising and content distribution in premium environments. With its data-driven platform, the Berlin based company has been successfully bringing advertisers and media together since 2008. With its proprietary real-time Recommendation Technology, plista is able to deliver both content and advertising that matches users' individual interests – across all channels and devices. Publishers benefit from longer user visit duration, increased traffic and the additional monetization of their digital products. By using plista's native ad formats, advertisers are able to address users seamlessly and efficiently along the entire sales funnel.

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