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# IAB Rising Stars Ad Units

## Testing Attention, Interaction & Emotion

Feb. 2012

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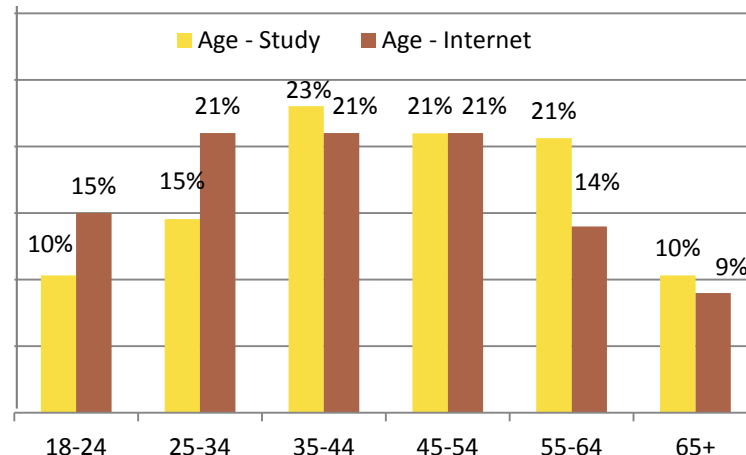
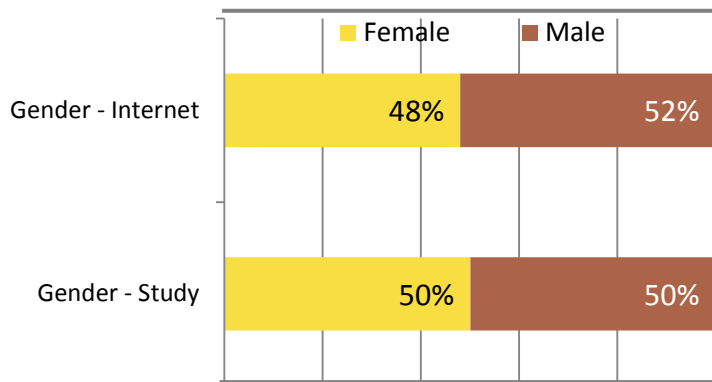


IAB Research conducted with IPG Media Lab, MOAT, GazeHawk, & Affectiva

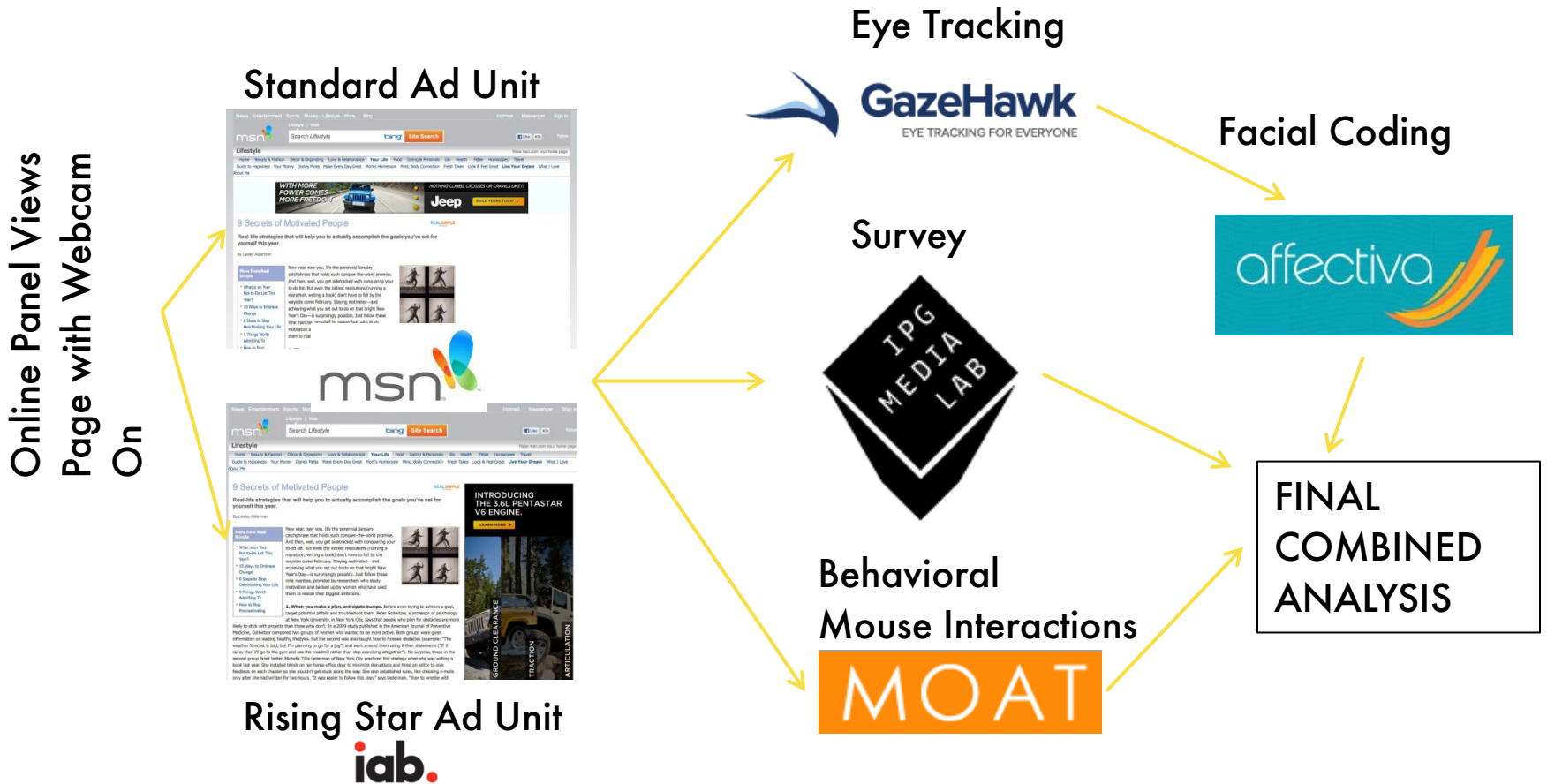


# Goal: Do Rising Stars Ads Work?

- **Users' interactions and reactions were monitored (mouse interactions, eye tracking and facial expressions) as they were exposed to either a Rising Stars ad or a standard ad (same ad, same content page), and then followed by a survey.**
- **Sample was 543 online respondents with webcams, willing to turn them on for eye-tracking & facial coding**
- **All responses were collected Feb. 8 – 13, 2012**



# Industry First Measurement



Note that Eyetracking numbers and Universal Interaction Time numbers are proportionately representative. Different methodologies of each result in Universal Interaction Time appearing to differ from Eyetracking time.

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# Beyond the Click: Key Metrics

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## Universal Interaction Rate

**The percent of users who purposely enter the frame of an ad continuously for at least 0.5 seconds or more**

IAB Rising Stars Working Definition: Universal Interaction Rate refers to the number of times user's mouse enters frame of ad and is active (not parked) for 0.5 seconds or longer (max. of one interaction per load) divided by the number of times ad fully loads on page (max. one ad load per page).

## Universal Interaction Time

**The average amount of time users spent on the ad**

IAB Rising Stars Working Definition: Universal Interaction Time is defined as the average length of a time that a user's mouse enters frame of ad and is active (not parked) for 0.5 seconds or longer and ends when the mouse leaves the ad frame, or at 60 seconds, whichever happens first.

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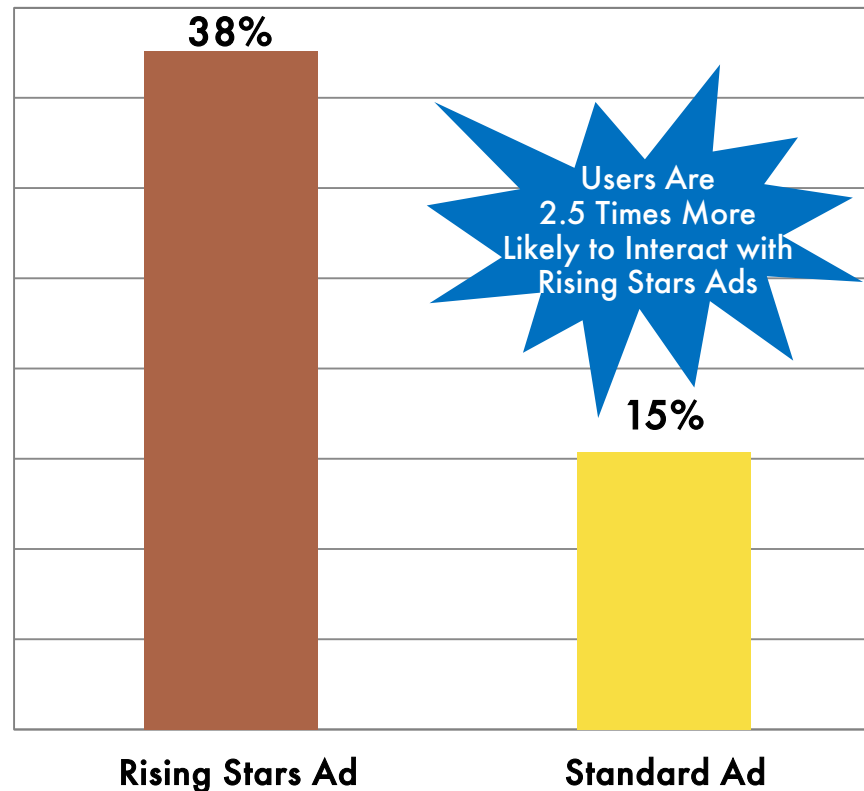
# IAB Rising Stars Ad Units

## Results

Feb. 2012

# Rising Stars Get More Interaction Than Standard Ads

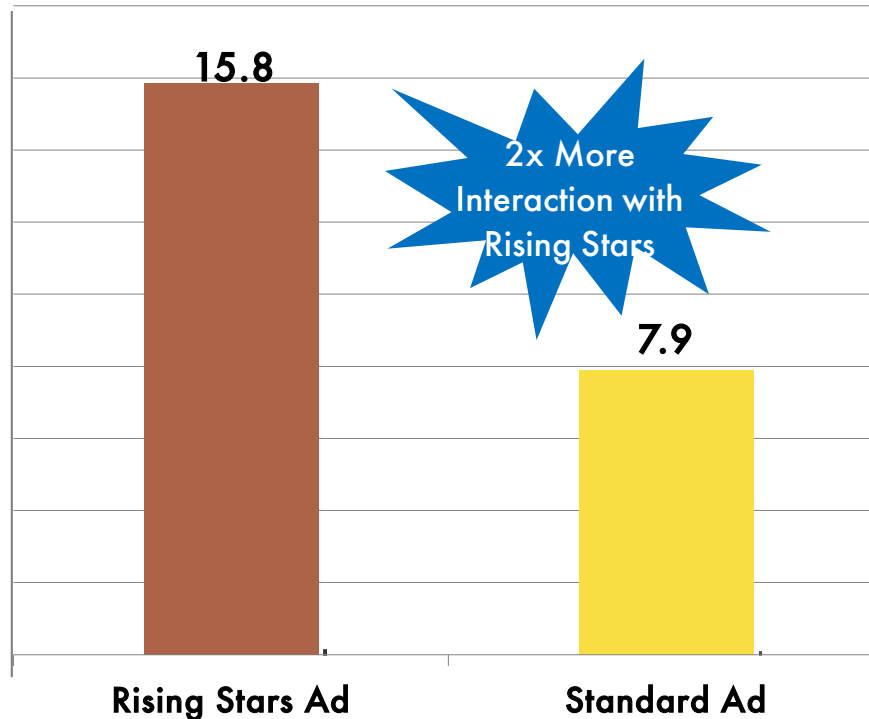
## Universal Interaction Rate



Universal Interaction Rate refers to the number of times user's mouse enters frame of ad and is active (not parked) for 0.5 seconds or longer (max. of one interaction per load) divided by the number of times ad fully loads on page (max. one ad load per page).

# Users Spend Twice as Much Time With Rising Stars Ads

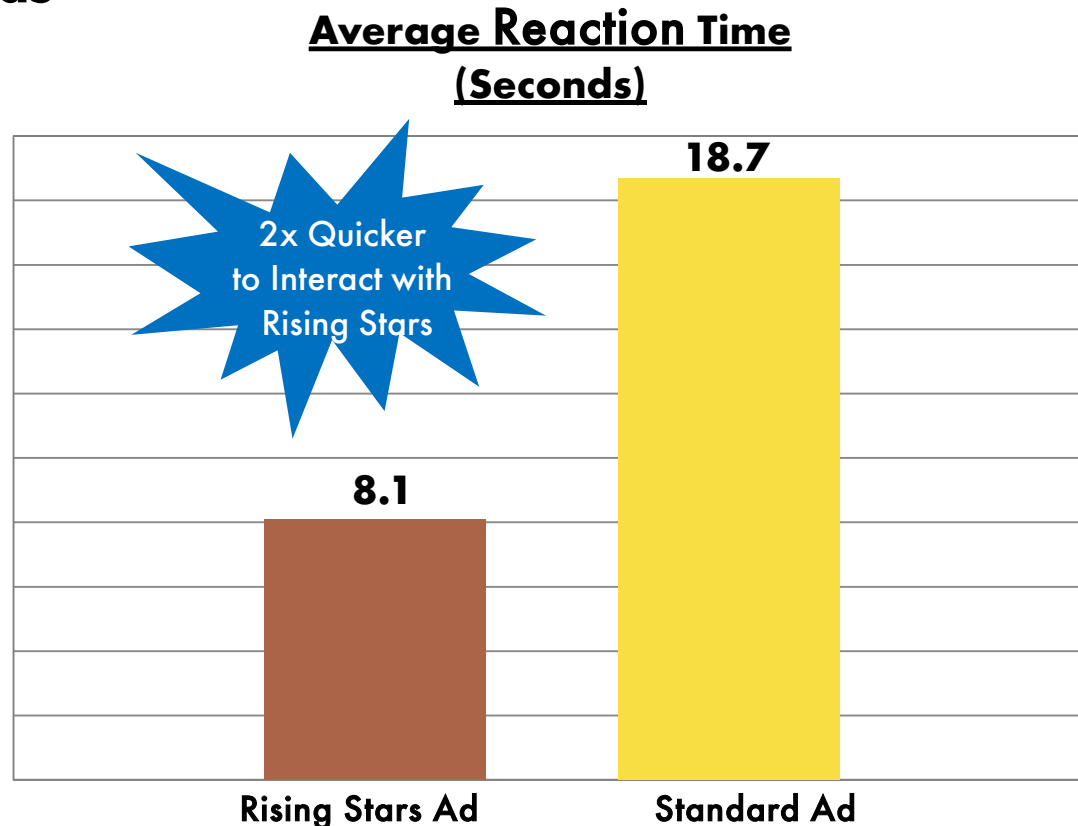
## Universal Interaction Time (seconds)



Universal Interaction Time is defined as the average length of a time that a user's mouse enters frame of ad and is active (not parked) for 0.5 seconds or longer and ends when the mouse leaves the ad frame, or 60 seconds, whichever happens first.

# Users Take Less Time to React to Rising Stars Ads

- Half as long to mouse over a Rising Stars ad than to interact with standard ads



Avg. Reaction Time refers to the time it takes to react or the average time between ad load and mouse interaction in seconds





# Users Spend 32% More Time Viewing Rising Stars Ads

- Users spent one-third more time viewing Rising Stars ads than standard ads
- Users spend twice as much time viewing a Billboard Rising Star ad than a standard ad

Average Length of Ad View in Seconds



32% More Time Viewing RS ads

Average Length of Ad View in Seconds

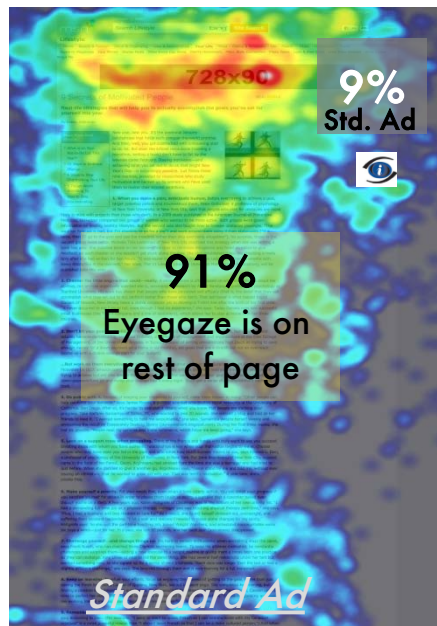


215% More Time Viewing RS Billboard Ads

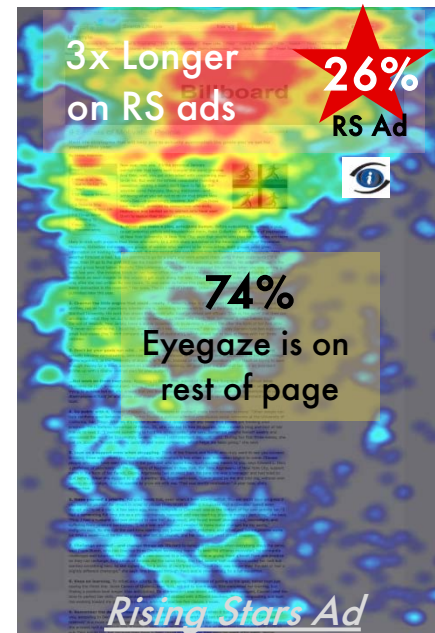
# Consumers Spend More Time on the Page Viewing Rising Star Ads

- One-quarter of users' time spent on the page is on a Rising Stars ad of similar placement
- That's three times more viewing time than on a standard ad
- The Billboard Rising Star ad got the most viewing time of all, at 12.3 sec.

*% of Time on the Page Spent Viewing Ad  
Similarly Placed Standard Ad*



*% of Time on the Page Spent Viewing Ad  
Similarly Placed Rising Stars Ads*

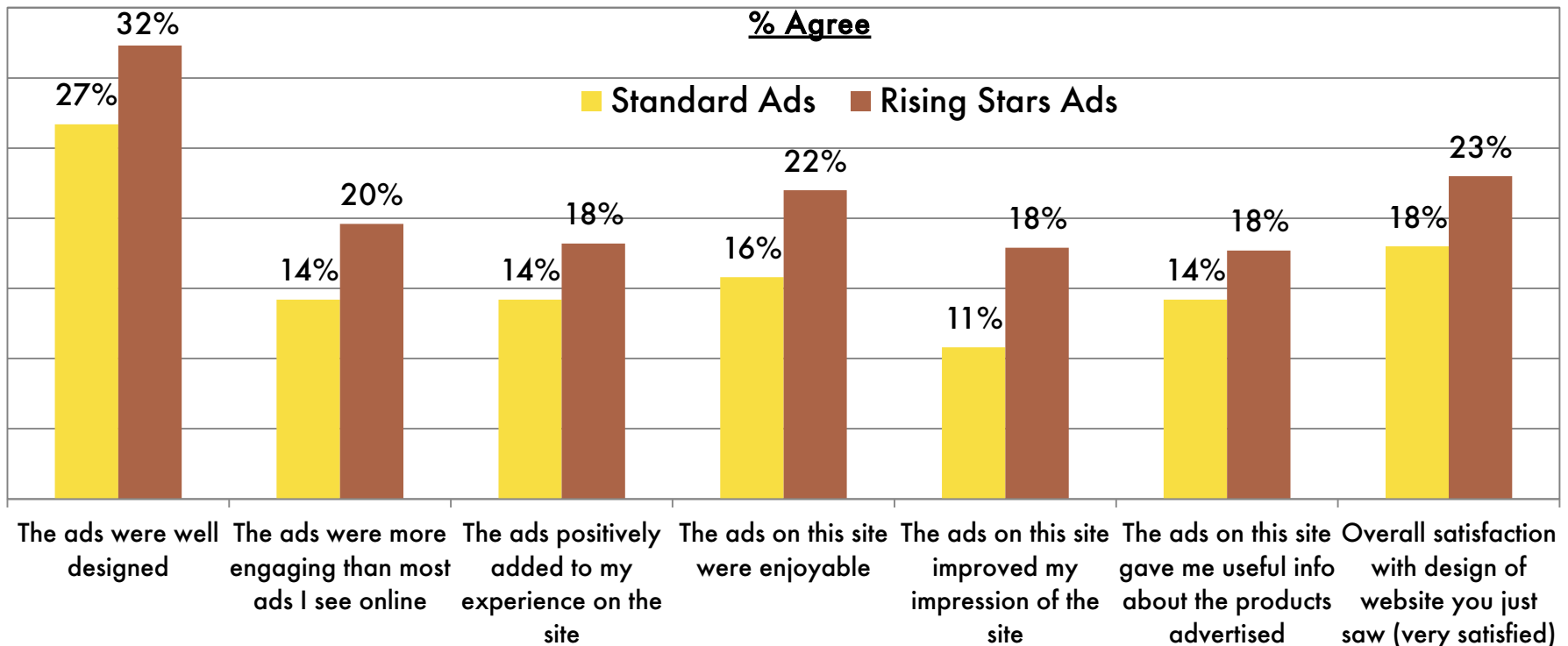


*Similarly placed ads consist of vertical ads. Viewing time is based on eyetracking metrics.*

*IAB Rising Stars Research with IPG MediaLab, Feb. 2012*

# Users Generally Like Rising Stars Ads

- One in three users thought Rising Stars ads were well designed
- Roughly one in five found Rising Stars ads to be more “engaging” than standard ads
- Nearly one in five found the ads to be “enjoyable”, “useful” and to “improve my impression of the website”



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# IAB Rising Stars Ad Unit Portfolio

## Thank You

Questions?

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Research conducted with IPG Media Lab, Moat, GazeHawk, & Affectiva

