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.

Gender - Study

<table>
<thead>
<tr>
<th>Gender</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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Industry First Measurement

Online Panel Views
Page with Webcam On

Standard Ad Unit

Eye Tracking
GazeHawk
Eye Tracking for Everyone

Facial Coding
affectiva

Survey

Rising Star Ad Unit
iab.

Behavioral
Mouse Interactions
MOAT

FINAL
COMBINED
ANALYSIS

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.
Beyond the Click: Key Metrics

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.
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)

- Rising Stars Ad: 15.8 seconds
- Standard Ad: 7.9 seconds

2x More Interaction with Rising Stars

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.

IAB Rising Stars Research with IPG MediaLab, Feb. 2012
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

**Average Reaction Time**
(Seconds)

<table>
<thead>
<tr>
<th>Rising Stars Ad</th>
<th>Standard Ad</th>
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<td>8.1</td>
<td>18.7</td>
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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

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<tr>
<td>Rising Star</td>
<td>7.5</td>
</tr>
<tr>
<td>Incumbent</td>
<td>5.7</td>
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32% More Time Viewing RS ads

215% More Time Viewing RS Billboard Ads

Incumbent ads were either a 728 x 90 or a 250 x 300. Viewing time is based on eyetracking metrics.

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

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”

IAB Rising Stars Research with IPG MediaLab, Feb. 2012
IAB Rising Stars Ad Unit Portfolio

Thank You

Questions?
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