

The Rich and The Powerful

Rich media ads boost advertiser site visits nearly three-fold compared to standard banners





They offer eye-catching video, sound and games. They are dynamic and flexible. They can expand to a large canvas that grabs attention and keeps users engaged for a long time. Rich media ads are a favorite for brand advertising as well as for generating splash for new movie and product launches. Interestingly, they are also proving to be a powerful channel for performance advertisers who want to increase traffic and sales.

A newly released MediaMind analysis looks at how rich media and standard banners affect site visits. The study analyzed 24,000 creatives with more than 12 billion impressions served in North America between July and December, 2011. Site visits were measured using landing page conversion tags. Here are the results:

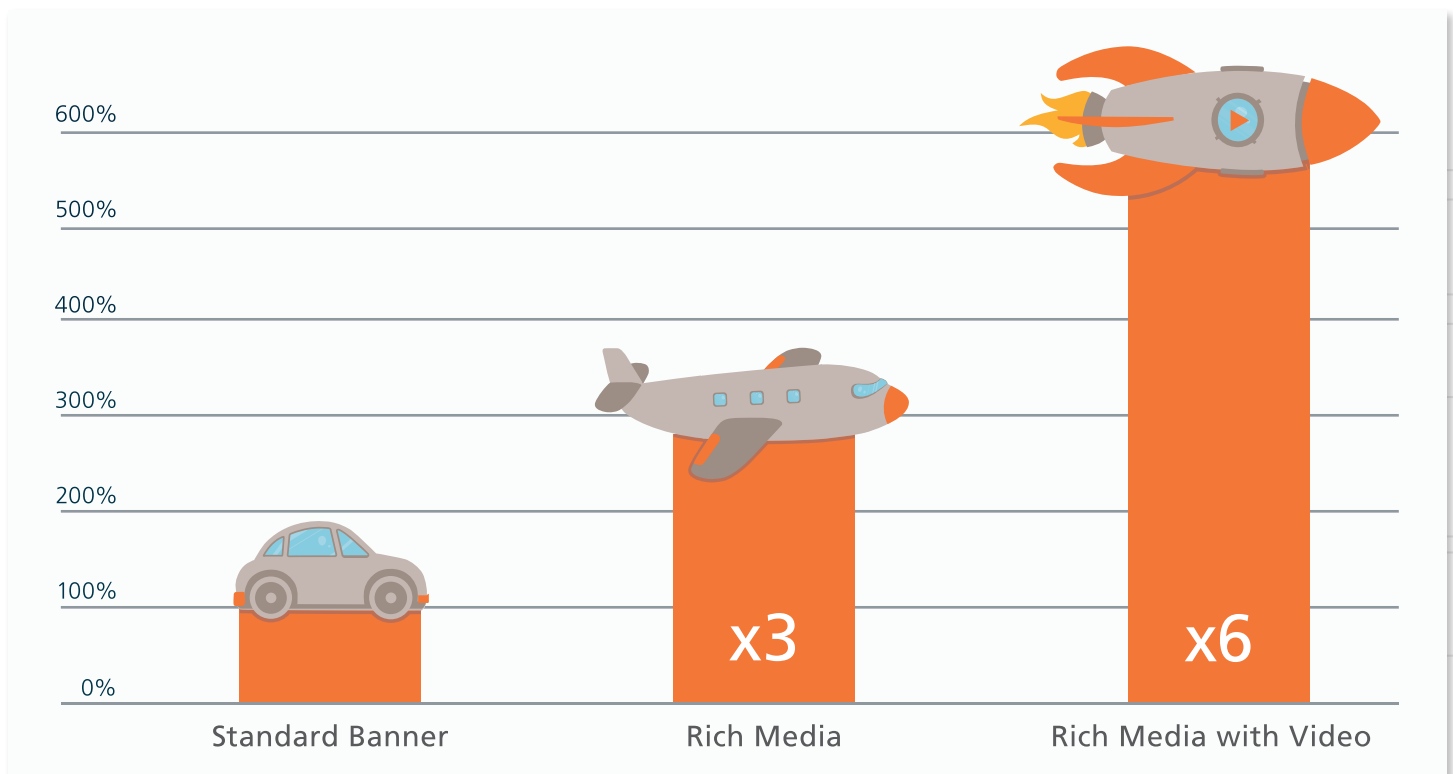
Rich media boosts site visits three-fold, with video, six-fold

The analysis shows that users exposed to rich media ads are far more likely to end up on your website to seek information about products or complete a purchase. While rich media is a proven way to get users excited about products or services by engaging with banners, this data shows that rich media also has power to drive users to action and to your site.

To quantify the value added by rich media, we compared the share of users who ended up on the website after seeing rich media versus the share of users who ended up on the site after seeing standard banners. This included site visitors who clicked on the banner, typed the URL or searched.

Results show that users who have last seen a rich media ad are nearly three times more likely to browse to the advertiser's website vs. those who have last seen a standard banner. Banners with video are truly a bonanza. Advertisers who added video to the banner boosted site visits six-fold vs. standard banners.

Chart 1: Post-Ad Site Visit Lift with Rich Media vs. Standard Banners



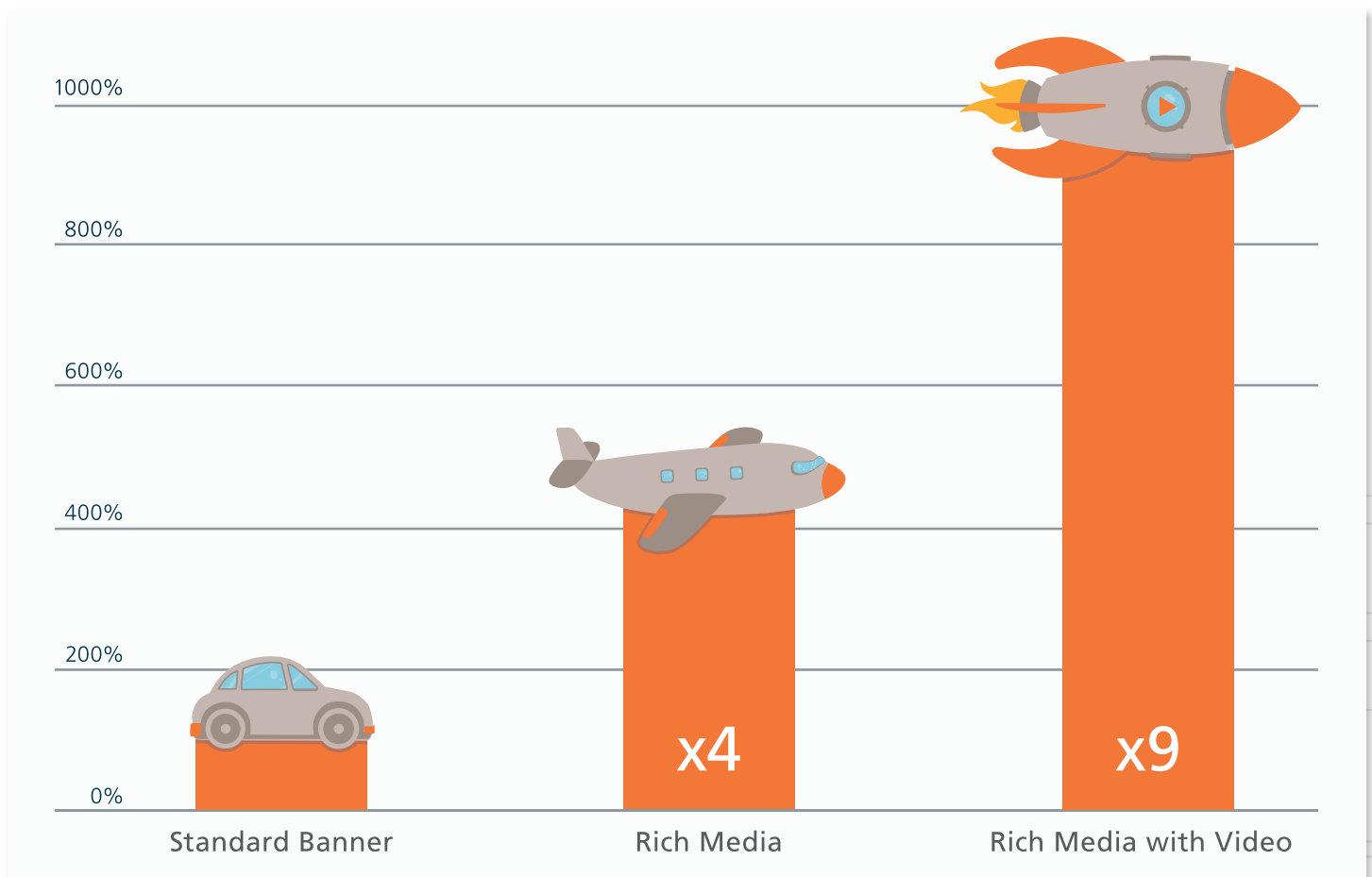
Source: MediaMind Research. Rebased, Standard Banners = 100%.



Direct Response: rich media boosts post-click site traffic four-fold, with video, nine-fold

Rich media is also more likely to spur users to action. We compared rich media and standard banners in terms of the likelihood of users clicking on the banner and ending up on the website (excluding accidental clicks that did not result in a website visit). Results show that users are four times more likely to click and visit the advertiser site after watching rich media ads vs. standard banners and nine times more likely after viewing rich media with video.

Chart 2: Post-Click Site Visits – Lift vs. Standard Banners



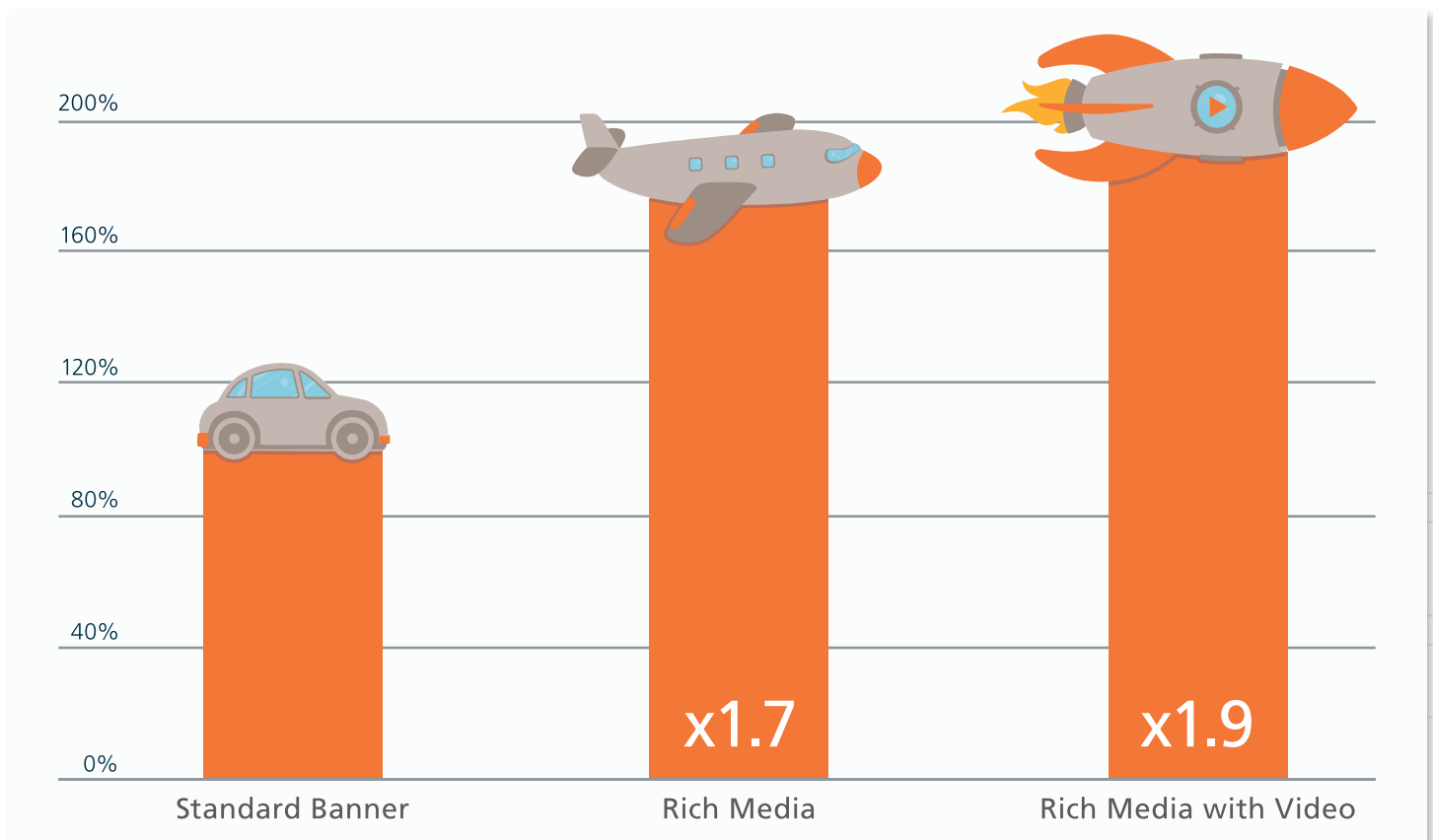
Source: MediaMind Research. Rebased, Standard Banners = 100%.



Branding: rich media boosts visits of non-clicking users nearly two-fold

According to comScore, many site visitors arrive there based simply on banner exposure, without clicking on the ad. This is a testament to the branding power of display banners—users retain the advertising message and independently visit the site to explore further. Results of our analysis show that even for visits generated without a click, rich media is far more effective than standard banners. Users who viewed rich media are 1.7 times more likely visit the advertiser’s site vs. standard banners, while users who viewed rich media with video are 1.9 times more likely.

Chart 3: Post-Impression Site Visits – Lift vs. Standard Banners



Source: MediaMind Research. Rebased, Standard Banners = 100%.

SUMMARY

Rich media clearly works on many levels for many campaign objectives. More visible and engaging, rich media ads add value to both brand advertising and direct response advertising. MediaMind's analysis shows that rich media and specifically rich media with video is a worthwhile investment for directly generating site traffic and sales.



Full study results at:

www.mediamind.com

