

The Halo Effect

How Premium Context can Drive Higher Ad Effectiveness



Research Background

Research Questions

1

Is it true that ads appearing in **premium contextual environments**, perform better than on other inventory?

2

How does this hold up when levelling the playing field in terms of viewability / IVT – what is **the value of premium context**?

The Campaigns

Key Campaign Characteristics

- 15 desktop display / video ad campaigns analyzed
- Spanned advertiser categories, including CPG, household goods, auto, consumer electronics, and telecom.

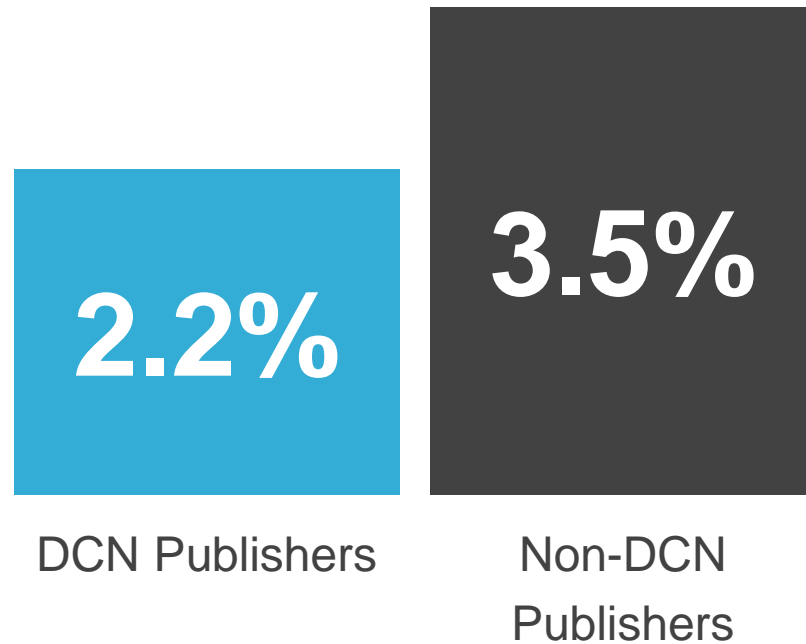
Campaign Selection Criteria

- Sufficiently large impression volume
- Ads running on both DCN and Non-DCN sites
- At least 400 total survey respondents
- At least 75 survey respondents in DCN group
- At least 1 brand metric showing statistically significant lift

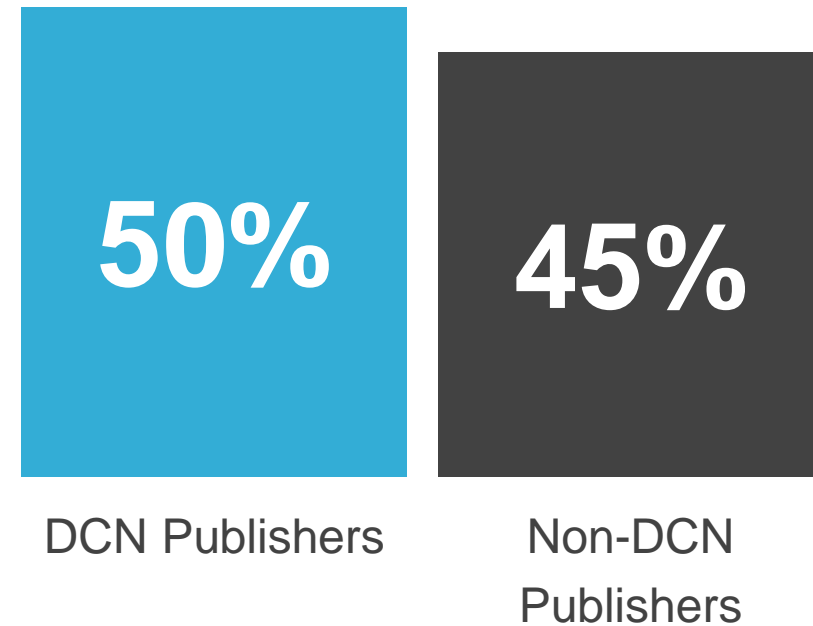
Research Findings

Ads on DCN Publishers more likely to be viewable / IVT free

% invalid traffic



% viewable

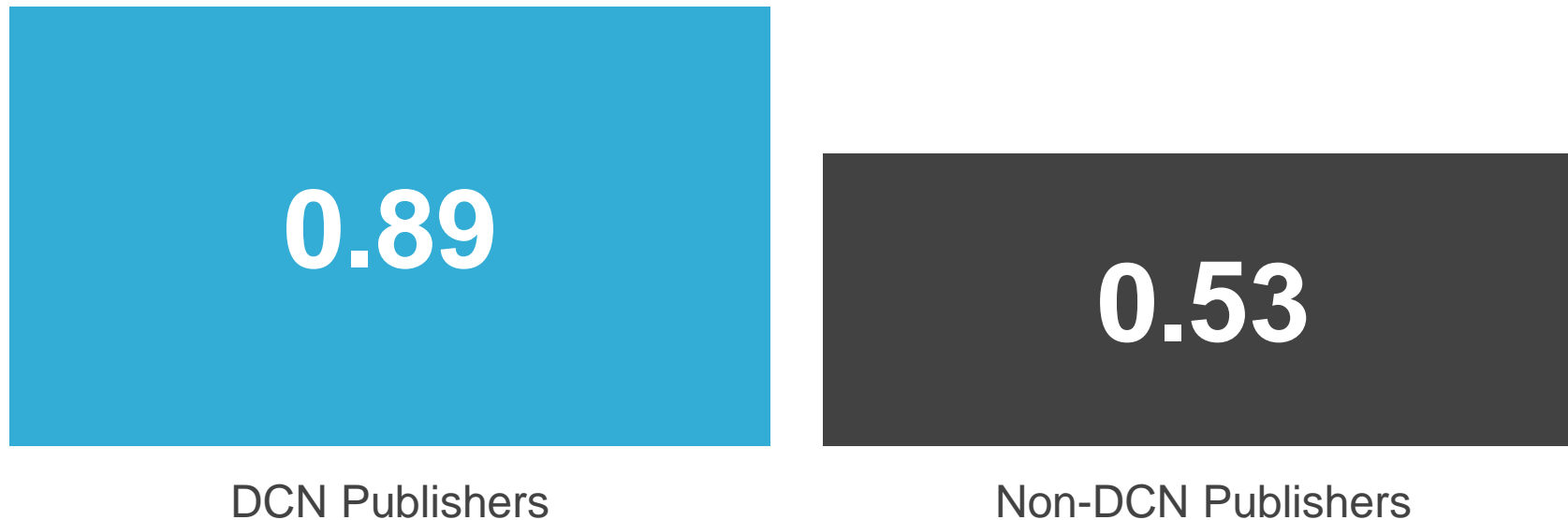


Brand lift results across a variety of marketing metrics



DCN Publishers had 67% higher brand lift effectiveness

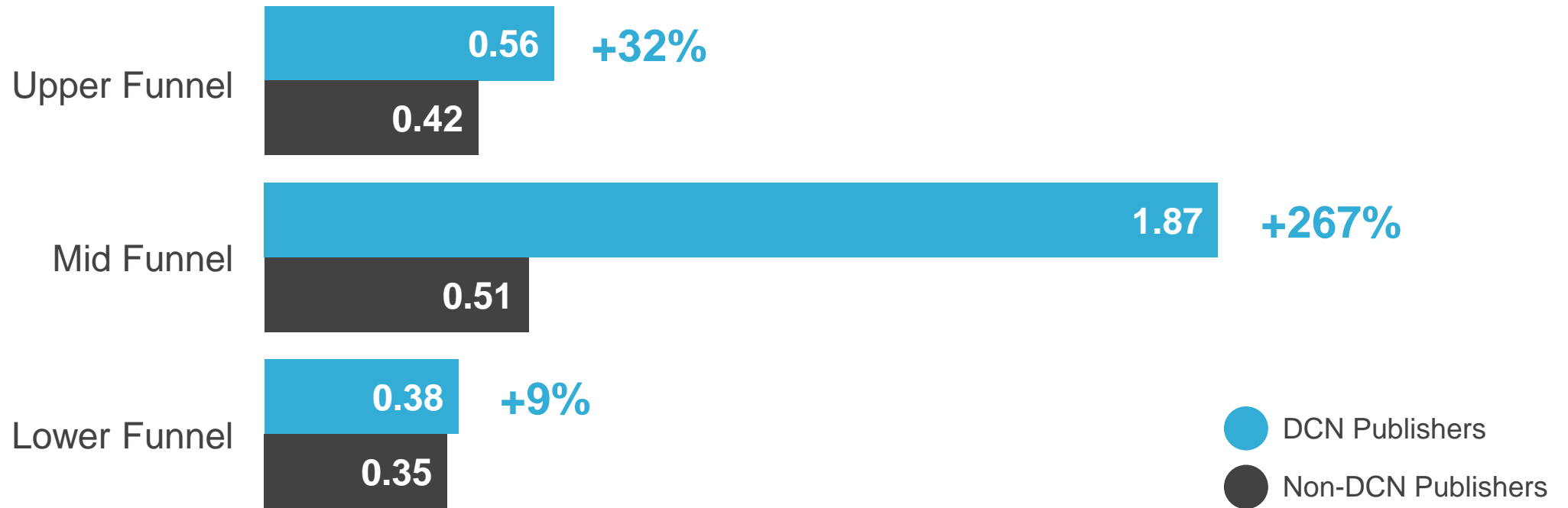
Average Brand Lift*



**impressions-weighted*

A more pronounced impact by funnel stages

Average Brand Lift*




**impressions-weighted*

Putting it All Together: The Halo Effect

Effectiveness is a function of multiple factors



Factoring out viewability, context drives +51% effectiveness

$$\frac{\text{Overall Effectiveness}}{\text{Viewability}} = \text{Halo Effect} \triangleright \frac{1.67}{1.11} = 1.51$$
A diagram consisting of four concentric circles in shades of blue, with the text "Halo Effect" centered in the innermost circle. To the right of the circles is a white right-pointing triangle.

Summary

- **Higher viewability rates**, including lower levels of invalid traffic, contribute to premium publishers' “**Halo effect**” of **effectiveness, but context has greater significance**
- Display/video ads on DCN premium publisher sites had an average of **67% higher brand lift than non-DCN publishers**
- Premium publishers are more than **3x more effective in driving mid-funnel brand lift metrics**, such as favorability, consideration and intent to recommend



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