

# DID YOU KNOW?

SEE HOW EVOLVING AUDIENCE PREFERENCES FOR CONTENT-LED EXPERIENCES ARE CHANGING HOW MARKETERS LEVERAGE ONLINE MEDIA...

DIGITAL

## AUDIENCE INSIGHTS

BROWSING FOR CONTENT, NOT ADS

NATIVE ADS ARE **MORE VISUALLY ENGAGING** THAN BANNER ADS

52%

CONSUMERS LOOKED AT NATIVE ADS MORE FREQUENTLY<sup>1</sup>

AUDIENCES PREFER RICH MEDIA ADS OVER STATIC ADS<sup>2</sup>

3x

MORE LIKELY TO CLICK ON RICH MEDIA ADS

5x

ENGAGEMENT RATES ARE HIGHER FOR RICH MEDIA CONTENT

74% INCREASE Q1-Q2, 2012

AVERAGE TIME CONSUMERS SPENT ENGAGING WITH RICH MEDIA ADS<sup>2</sup>

AVG. NUMBER OF TIMES AD WAS VIEWED IN A SESSION<sup>1</sup>

2.7 BANNER

4.1 NATIVE

## MARKETER INSIGHTS

DELIVERING CONTENT-LED EXPERIENCES THROUGH NATIVE & RICH MEDIA

EUROPEAN SPEND ON STATIC ADS IS PREDICTED TO **DECLINE BY 13% IN 2013**<sup>3</sup>

13%

USERS ENGAGED IN "DWEIL" EXPERIENCES...

70%

MORE LIKELY TO VISIT VENDOR'S WEBSITE<sup>4</sup>

MEDIA BUYERS

49%

WOULD BUY NATIVE ADS<sup>4</sup>

CREATIVE AGENCIES

59%

SAY NATIVE ADS ARE VERY IMPORTANT<sup>4</sup>

70%

FEEL THAT USER EXPERIENCE IS MOST IMPORTANT<sup>4</sup>

RICH MEDIA AD DEMAND (% OF AD AGENCY RESPONDENTS, MARCH 2013)

YES

HAS THE NUMBER OF CLIENTS REQUESTING DYNAMIC RICH MEDIA ADS INCREASED?<sup>5</sup>

51%

29%

NO

20%

NO, BUT EXPECT TO SEE MORE INTEREST IN 2013

WHAT'S DRIVING INNOVATION:

AUDIENCES EXHIBIT A PREFERENCE FOR NATIVE EXPERIENCES THAT **EDUCATE, ENTERTAIN AND ENGAGE**

AUDIENCES CONTINUE TO DEMONSTRATE **BANNER BLINDNESS**

1 : 2013 NATIVE ADVERTISING EFFECTIVENESS STUDY, IPG MEDIA LAB AND SHARETHROUGH

2 : 2012 ADFORM'S MEDIA BAROMETER

3 : FORRESTER RESEARCH ONLINE DISPLAY ADVERTISING FORECAST, 2012-2017 (US)

4 : SOLVE MEDIA, "NATIVE ADVERTISING: ADVERTISING THAT GIVES BACK TO THE CONSUMER" DEC. 2012

5 : 2013 THE JIVOX RICH MEDIA SURVEY