

Case Study: Brand Marketers Look Beyond Clicks to Measure Campaign Success

Komli Media (www.komli.com), India's leading digital advertising and technology company, and Vizu Corporation (www.vizu.com), have partnered to introduce the Ad Catalyst platform for measuring the effectiveness of online brand advertising in India. Ad Catalyst will help advertisers go beyond Click Through Rates (CTR) by measuring how online ads impact viewer perceptions of key brand attributes in real time. Ad Catalyst is a first of its kind measurement tool in the Indian online space.



The Study:

Komli teamed up with one of India's leading technology hardware providers to evaluate the impact of their banner advertising campaign on eBay India. The audience on eBay India is pre-disposed to shopping and is e-commerce capable, making it a good fit for the technology provider's campaign goal of measuring brand awareness of that product.

Methodology:

Ad Catalyst's 'test and control' methodology is designed to measure and compare the response for the primary objective of the marketer's campaign. This methodology is endorsed by both the IAB (Interactive Advertising Bureau) and ARF (Advertising Research Foundation).

Ad Catalyst polls two audience sets: a 'control group' or those who are not shown the ad and an 'exposed group' or those who are shown the ad. Both these groups receive a simple, one question survey with multiple answer options. The survey takes less than 30 seconds to complete and responses are immediately recorded in real-time for both audience sets.

The survey results display the 'delta' or the change in the result of the question across multiple parameters such as frequency of exposure, ad unit size and creative series besides an overall cumulative result.

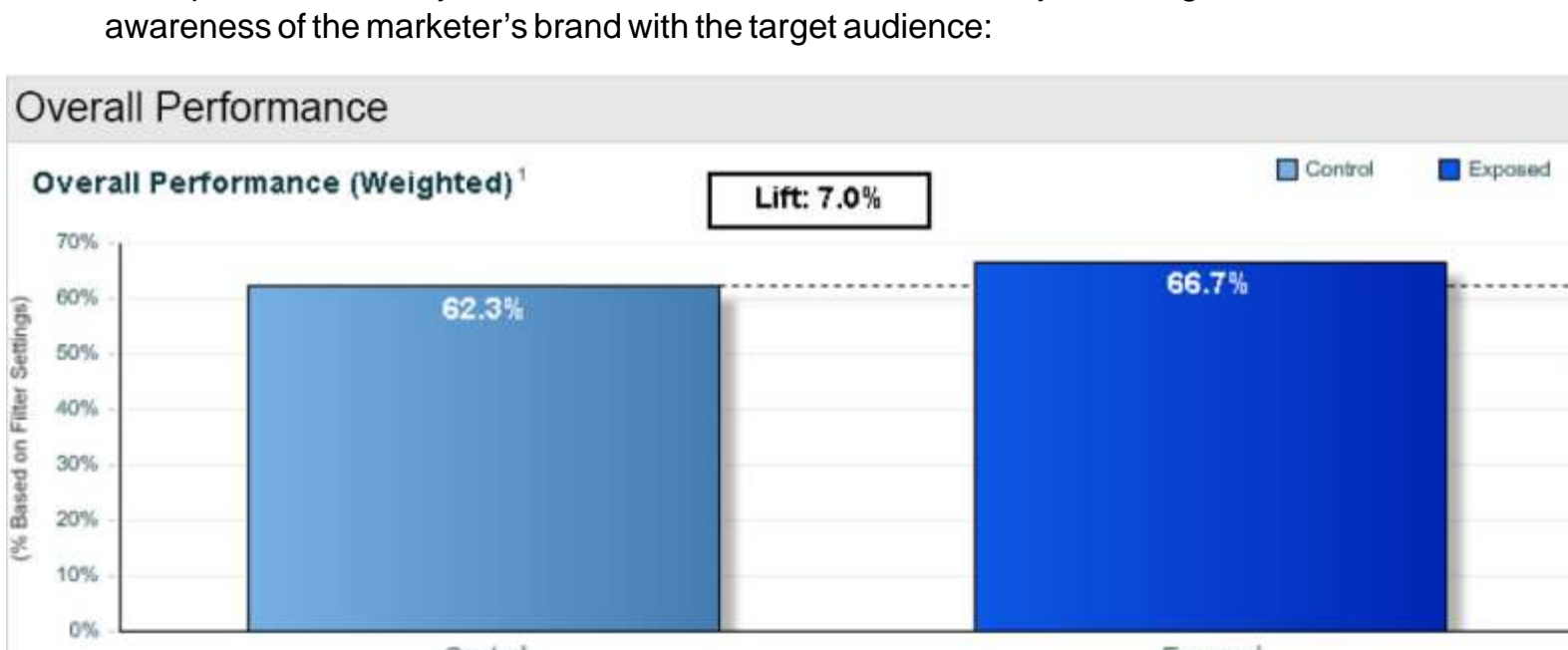
Survey details of the Ad Catalyst study:

- Campaign Objective: Brand Awareness
- Target Audience: eBay India users
- Survey Duration: 30 days
- Survey Question: "Which of the following brands and products have you heard of in the last 30 days?"
- Response Type: Multiple choice format with four options presented with the client's brand as one of them and the rest as competitor brands.

The test groups are large enough for the conclusions to be statistically valid for very large population

Findings:

1. **7% more** eBay users who had seen the ad in the last month chose the marketer's brand as one of the four options, than eBay users who had not seen the ad on eBay, resulting in an overall **lift of 7%** on awareness of the marketer's brand with the target audience:

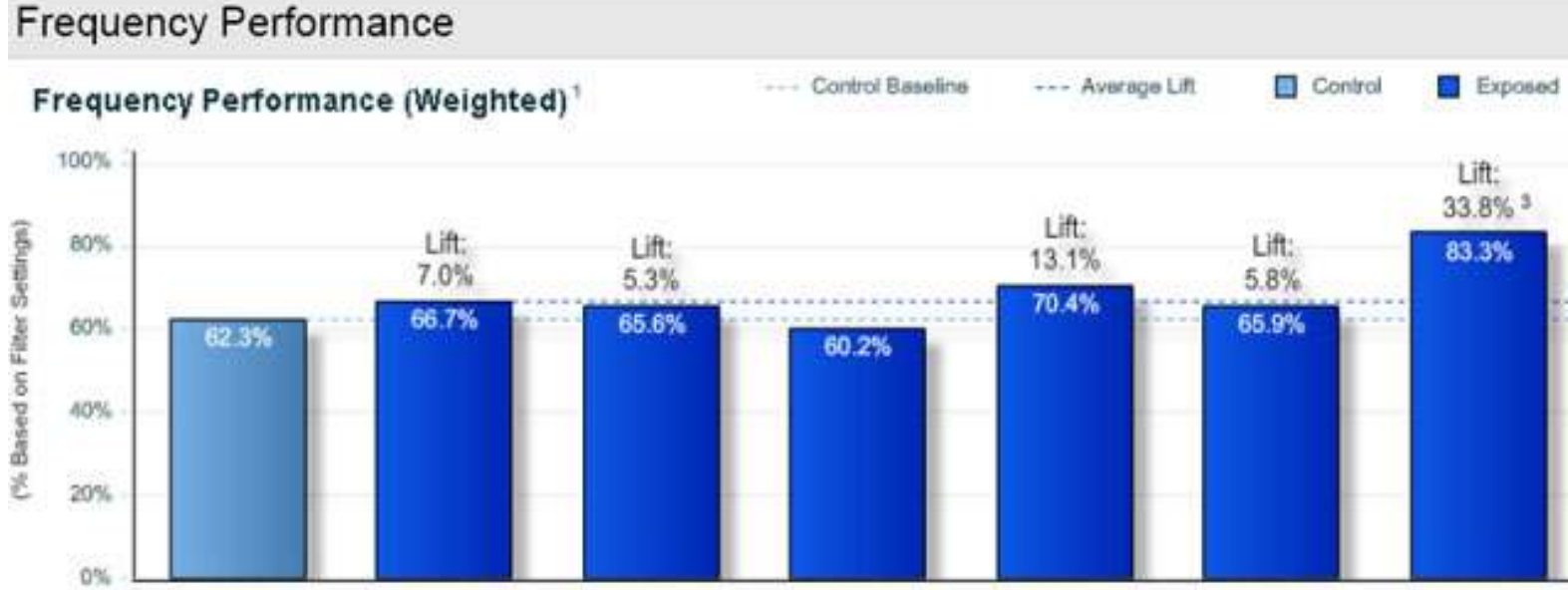


2. In combination with a CTR of .08% on the marketer's advertising campaign, the 7% brand lift added another dimension for evaluating the success of the campaign.

3. The highest brand lift – 34% -- was captured when the user was shown the ad 10 or more times. The next highest brand lift – 13.1% -- was captured when the user was exposed to the ad three to four times. The frequency trail is captured below:

Highest Brand Lift seen when the ad was shown at least 10 times. Next highest was when the ad was shown 3-4 times.

Frequency Performance



Exposures	Votes	n	Lift	Results
1. Control	228.0	366.0	N/A	62.3%
2. All Exposures	223.7	335.5	7.0%	66.7%
3. 1 Exposure	73.1	111.3	5.3%	65.6%
4. 2 Exposures	48.7	80.9	N/A	60.2%
5. 3 Exposures	27.5	39.6	11.5%	69.4%
6. 4 Exposures	18.1	25.2	15.6%	72.0%
7. 5 Exposures	10.1	15.1	7.0%	66.7%
8. 6 Exposures	3.0	8.1	N/A	37.5%
9. 7 Exposures	12.1	15.1	28.4%	80.0%
10. 8 Exposures	4.9	7.0	14.1%	71.1%
11. 9 Exposures	1.0	2.0	N/A	50.0%
12. 10 Exposures	4.0	6.0	7.0%	66.7%

4. The **300x100 ad unit** gave the highest brand lift at 28% as seen below:

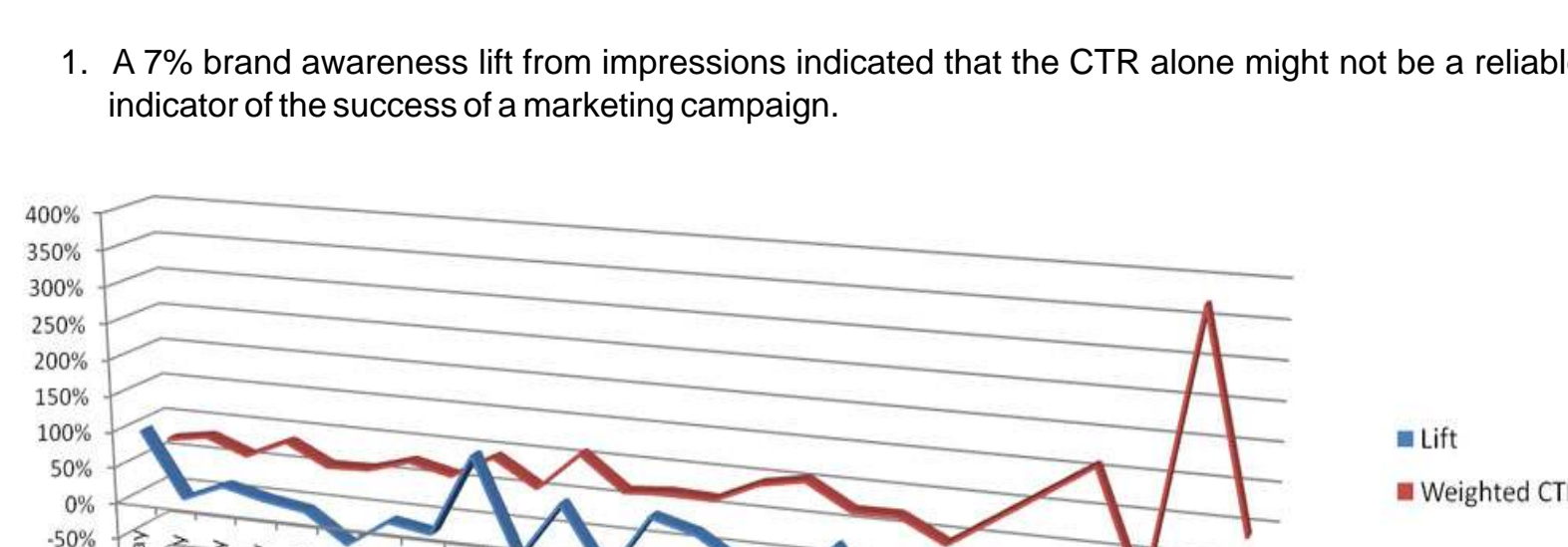
Creative Performance



Creative	Votes	n	Lift	Results
1. Control	228.0	366.0	N/A	62.3%
2. All Creative	73.1	111.3	5.3%	65.6%
3. 300x100	24.2	30.2	28.4%	80.0%
4. 728x90	17.5	24.5	14.4%	71.2%
5. 160x600	20.4	34.5	N/A	59.1%
6. 180x150	11.1	22.2	N/A	50.0%

Inferences:

1. A 7% brand awareness lift from impressions indicated that the CTR alone might not be a reliable indicator of the success of a marketing campaign.



2. For an eBay like audience, the marketer is better off targeting the user with at least 10 impressions delivered as soon as possible. To be cost-effective and yet achieve good brand lift, the marketer should target no less and no more than three to four impressions to be delivered as soon as possible. This data is particularly useful when the marketer is buying inventory on a CPM basis.

Brand Lift was found to be weakly correlated with the Click Through Rate on the ads.

3. For the next round of advertising this product and brand on eBay, the advertising should be concentrated on the 300x100 ad unit on the home page, which yielded the highest brand lift.

About Komli Media:

Komli Media is a digital advertising and technology company enabling marketers to reach and acquire their audiences and publishers to maximize their revenues. Komli Media powers India's leading ad network platform with solutions across lead acquisition, targeting, rich media and measurement. Headquartered in Mumbai, with an engineering centre in Pune, Komli Media is also located in Delhi (India) and New York (US). For more information log on to www.komli.com.

About Vizu:

Vizu is the leading online brand advertising measurement system. Our Ad Catalyst real-time measurement infrastructure for assessing ad campaign effectiveness provides powerful benefits for publishers and advertisers. Through the use of Ad Catalyst, our clients gain actionable Brand Lift data on their online advertising campaigns, giving them a powerful advertising ROI metric. Vizu is a privately-held company based in San Francisco, CA, with backing from leading venture capital firms Draper Fisher Jurvetson and Greycroft Partners. For more information visit www.vizu.com - Advertise With Confidence.

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