

# COLLECTIVE

## AD NETWORK DRIVES SUPERIOR BRAND AWARENESS ONLINE WITH ADADVISOR®

Collective — the audience engine™ — connects advertisers with consumers across a premium network of publishers with the ability to deliver an unparalleled combination of audience and inventory to clients. Collective provides over 300,000,000 behavioral data points daily from data providers to optimize and target campaigns.

### Beyond the Click

During a display advertising campaign for a Retail Banking client, Collective focused on analysis beyond the CTR, diving deep into additional metrics to better understand what drives brand awareness. The campaign leveraged untargeted run of network inventory and 6 different data suppliers — including AdAdvisor by TARGUSinfo — with a primary focus to target and reach consumers between the ages of 18-44 (Generation X & Y).

Collective's sophisticated proprietary technology enabled them to focus on the sub-set of consumers who interacted with targeted ads. Based on engagement — interaction rates and time spent viewing the ad — Collective was able to use these performance metrics to measure brand awareness for the Retail Banking client whether or not the sub-set of consumers actually clicked on the ad. "With AdAdvisor data we were able to deliver significant increase in consumer Interaction Rate and Average View Time for the client's ads — outperforming the average of other data suppliers by nearly 20%," said Justin Evans, SVP, Audience Development, Collective.

#### **Challenge**

*Increase brand awareness for a Retail Banking client's display campaign*

#### **Solution**

*AdAdvisor by TARGUSinfo*

#### **Results**

*20% lift in interaction rate and an increase of 10 seconds in average view time*

## A Brand New Engagement

The **Interaction Rate**, according to Collective, is the frequency of how often the mouse scrolls over the advertisement. AdAdvisor showed a 20% higher Interaction Rate when compared to the other data suppliers within the campaign.

Collective also measured brand awareness through **Average View Time** — or the amount of time a consumer spent on a particular advertisement. During the campaign, consumers viewed the AdAdvisor targeted ad 10 seconds longer on average than the others, more than 20% over the competition.

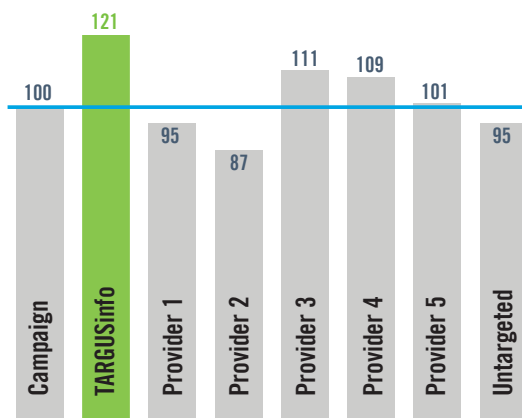
While many companies are still using the click to measure effectiveness of their online display ad campaigns the industry is continually challenged with reliable metrics for brand awareness campaigns that are not easily quantified by click performance numbers. Often, the key to brand awareness campaign measurement can be shown by engagement and interaction with the advertisements.

AdAdvisor data provides the targeting fuel to help ad network partners engage their advertiser’s media buys with the ideal audience and best prospects for their business.

*“Engagement and interaction rates are among the metrics that experts think may kill the click — or at least move it down the list of metrics that are most important to marketers.”*

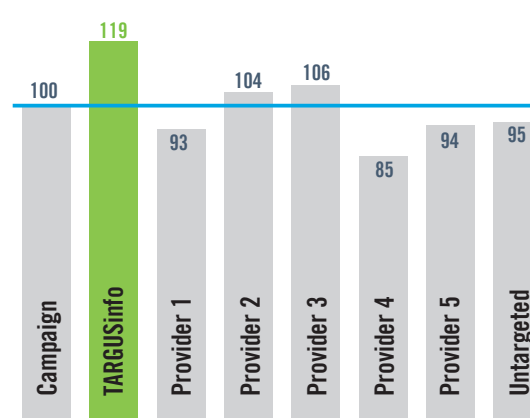
*Justin Evans, SVP,  
Audience Development,  
Collective*

### Interaction Rate - Index to Campaign



TARGUSinfo had a 20% higher rate of interaction than did the campaign as a whole.

### Average View Time - Index to Campaign



TARGUSinfo had an average view time that was nearly 20% higher than the campaign average.