

Whitepaper

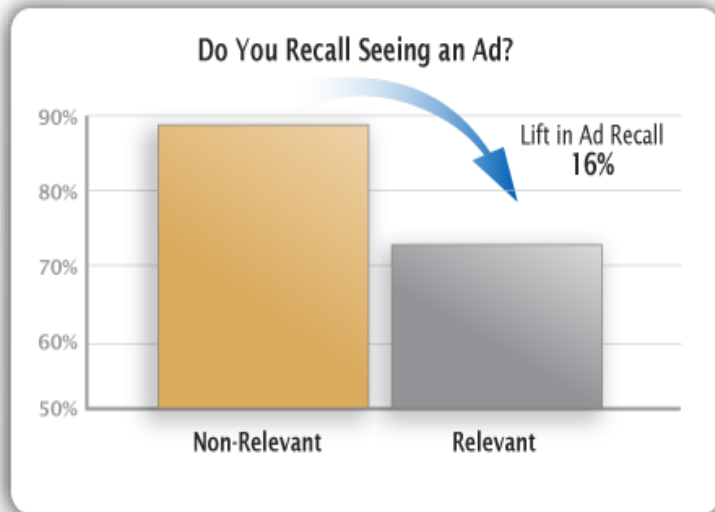
August 2008

Display Advertising – Does Contextual Relevancy Make a Difference?

New research examines the affect that contextual relevancy has on B2B advertising effectiveness. Success indicators such as brand recall, messaging recall and purchasing intent were measured for display ads which appeared in differing contextual environments.

- Enquiro took **100 executive level B2B purchasers** and had them read two articles, one with contextually relevant B2B ads, the other with contextually non-relevant.
- Each “task” was followed by a survey to **measure the level of engagement and efficiency of the advertisement and its messaging.**
- Between each “task” were non-influential engagements to “cleanse the pallet” and reduce second task bias.
- Participants were given the tasks in random order.
- Aggregate heatmaps were analyzed and compared, as well as time slices, to ensure a consistent and baseline engagement across the testing cells.

Real B2B Findings from Real B2B Subjects

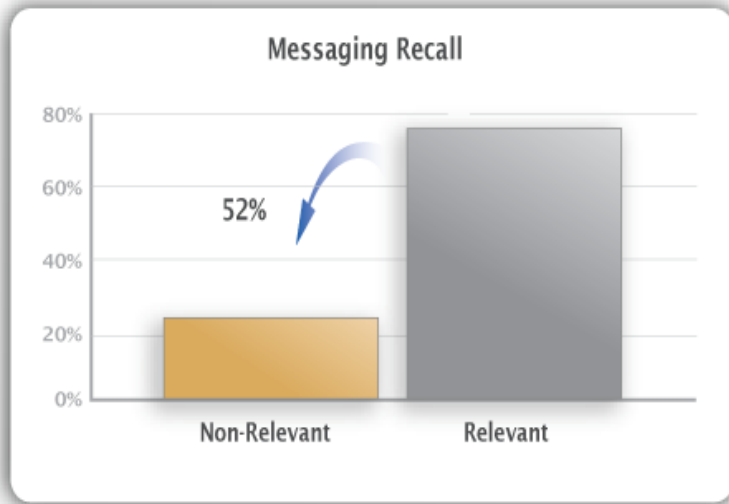


- Ad recall was 16% higher for contextually non-relevant B2B ads... because subjects recognized the ads were out of place and spent upwards of 5% more time fixating on the ad.
- This recency and **surprise factor** combined to lift ad recall.
- It was the only metric where contextually non-relevant B2B ads outperformed relevant ads.

Key Take Away

Contextually non-relevant ads may improve immediate ad recall, but **only big brands can possibly benefit** as offline brand perception and awareness are carried over...

...besides the surprise factor, there is not a strong gain for an advertiser's bottom line.



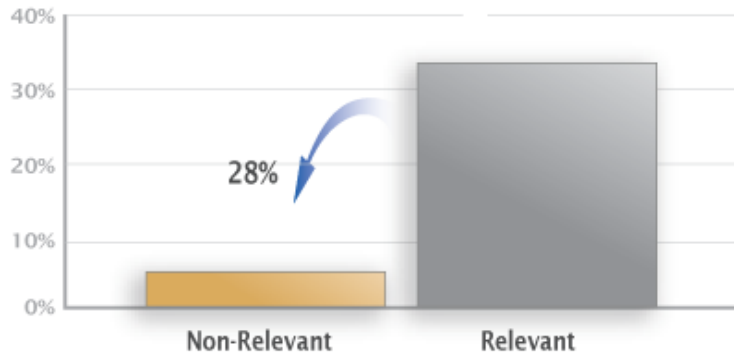
- When asked what brand subjects associated with the advertising message they were exposed to – the aided recall was dramatically higher for contextually relevant ads than contextually non-relevant ads.
- It was only for the initial awareness that contextually non-relevant ads outperformed contextually relevant ads.

Key Take Away

Your advertising messaging communicates your competitive advantage, or at least it should...

through contextually relevant B2B ads, purchasers are 52% more likely to associate your messaging with your brand.

Which Brands would make your Shortlist?



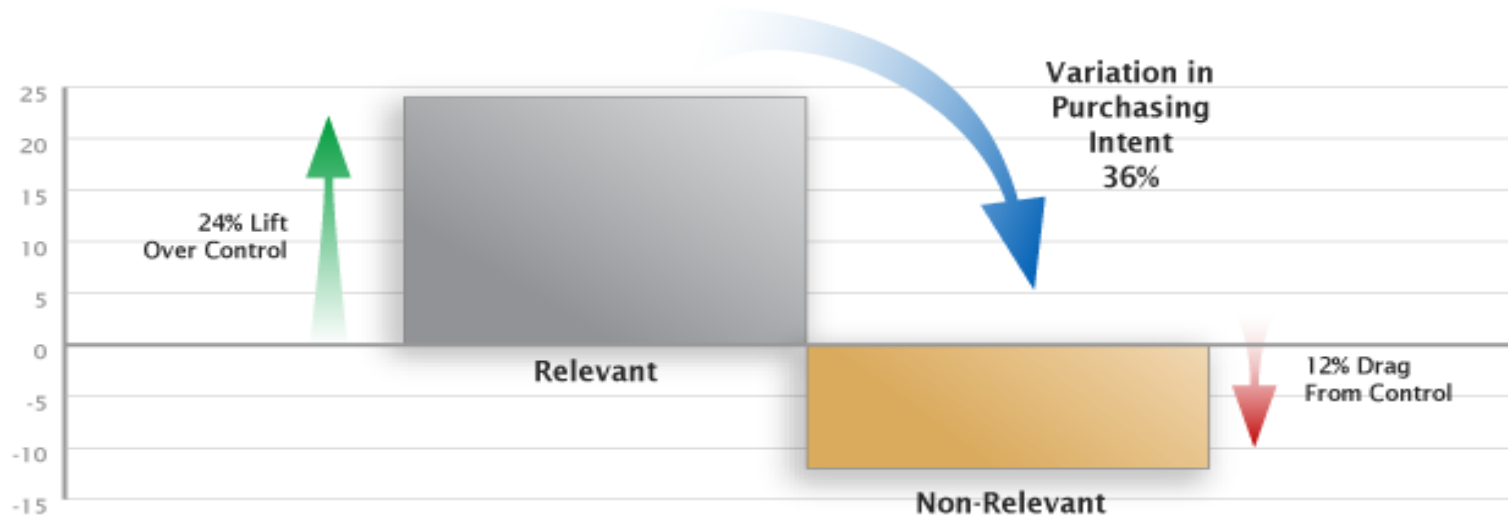
- Most execute level purchasing decisions involve researching vendors, identifying criteria, and making shortlists until there is a single preferred vendor.
- **Making that shortlist is a benefit to any B2B vendor.**

Key Take Away

With Contextually Relevant B2B ads you are...

28% more likely your Brand will make the cut and be shortlisted.

Purchasing Intent Over Baseline Control Group



Contextually Relevant B2B ads can lift purchasing intent** by 36%.

**In this case, purchasing intent is defined as a subjects likelihood of selecting a brand as the preferred vendor in a shortlisting process

Also Published by Enquiro

- 🔍 Barriers on a Website (March 2008)
- 🔍 Chinese Search Engine Engagement (January 2008)
- 🔍 The Brand Lift of Search (December 2007)
- 🔍 Marketing to a B2B Technical Buyer (October 2007)
- 🔍 Search Engine Results: 2010 (May 2007)
- 🔍 B2B Survey 2007 (May 2007)
- 🔍 Enquiro Eye Tracking Report II:
 - 🔍 Google, MSN and Yahoo! Compared (November 2006)
- 🔍 Enquiro Eye Tracking Report I:
 - 🔍 Google (July 2005)
- 🔍 B2B Survey Summary (October 2004)
- 🔍 Search Engine Usage In North America (April 2004)
- 🔍 Inside the Mind of the Searcher (March 2004)

All papers available at www.enquiroresearch.com/whitepapers

Contact Enquiro

phone. 1.800.277.9997

email. research@enquiro.com

web. enquiroresearch.com/whitepapers