

Measuring the Ability of Online Advertisements to Deliver Viewers: A&E



Situation

A&E, an award-winning international media company comprised of well known cable and satellite channels including A&E Network®, The History Channel®, History International™, The Bio Channel®, Military History Channel™, Crime & Investigation Network™ and others, launched its newest crime investigative show, **Crime 360**.

Working with **Horizon Media**, the largest independent U.S. media services company with \$1.8BN in annual billings, A&E sought to measure the effectiveness of the advertising campaign to drive awareness and viewership for **Crime 360**.

Solution

Given the advertising for **Crime 360** was conducted exclusively online, A&E and Horizon Media turned to Vizu's Ad Catalyst to measure the impact of the online campaign. Vizu leveraged its innovative ad measurement solution to quantify the impact of the four day, multi-million impression campaign across cnn.com, imdb.com, msn.com, nytimes.com and seven other sites.

Using the exposed/unexposed research methodology endorsed by the Interactive Advertising Bureau and the Advertising Research Foundation, Vizu's Ad Catalyst captured the *tune-in intent* and ad exposure history of tens of thousands of consumers prior to the airing of **Crime 360**—including 52% who were exposed to one or more ads in the campaign.

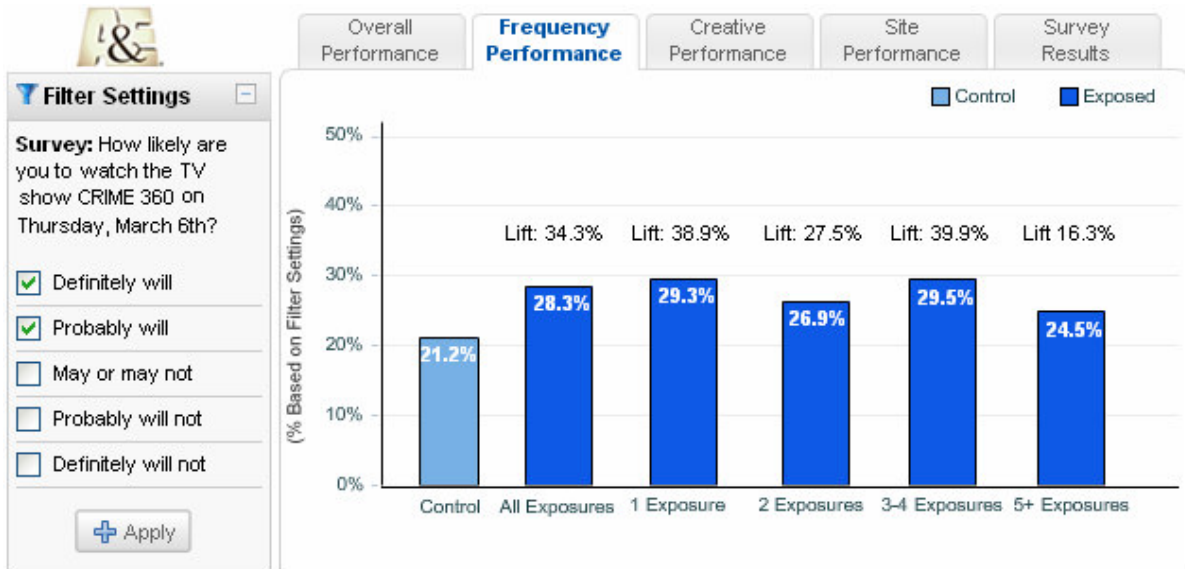
Immediately following the first broadcast of **Crime 360**, Vizu's Ad Catalyst was redeployed to capture *tune-in behavior*. By surveying consumers and combining their ad exposures with their self-reported tune-in behavior, the overall performance of the campaign could be determined. Using Ad Catalyst's real-time reporting, the ad format, exposure frequency and websites which drove the most people to watch **Crime 360** could easily be identified.

“The advertising insights provided by Ad Catalyst enable us to efficiently manage our objectives to drive tune-in through our online media.”

—Melissa Hudson
Director, Digital Media Marketing
A&E Television Networks

Results

By all measures, **Crime 360** and its advertising campaign were a resounding success. According to Nielsen Media Research, the first episode of **Crime 360** attracted 2.25 millions viewers—winning its time slot among the coveted 18-49 audience. Vizu's Ad Catalyst revealed Horizon's online advertising campaign increased tune-in intent and viewership for **Crime 360** by 34% and 11%, respectively.



Impact

Online video and multiple ad exposures are winning solutions for A&E to influence television tune-in behavior. These key insights along with the contribution of each website in the media mix will be leveraged by A&E and Horizon for future **Crime 360** campaigns and television programs targeting similar audiences.

Overview

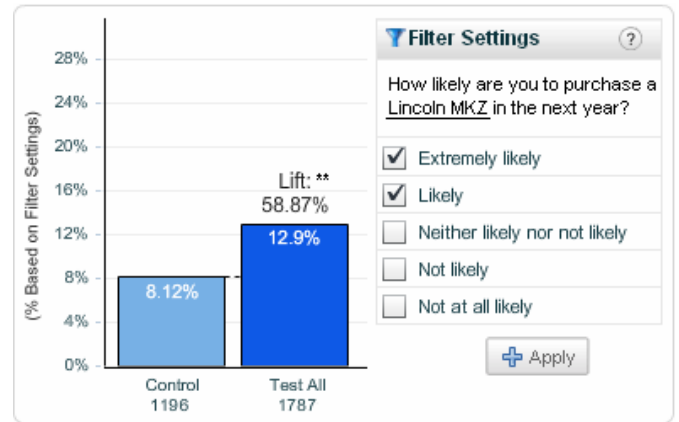
Vizu's Ad Catalyst is the new standard for online ad effectiveness measurement. Using the exposed/unexposed research methodology endorsed by the Interactive Advertising Bureau (IAB) and the Advertising Research Foundation (ARF), web visitors are asked a single question. The difference in answers between the unexposed (those who have not seen the ad) and the exposed (those who have) groups accurately reveals the true impact of the online advertising in real-time.

Unexposed Visitor:
Views "Control" Ad

Exposed Visitor:
Views Test Ad

The screenshot shows a car website interface. On the left, there's a navigation menu with options like 'HOME', 'NEW CARS', 'CERTIFIED CARS', etc. The main content area displays a '2008 Acura RL Styles' with pricing and specifications. Below this, there's a section for 'Select a style below for pricing, specs and info'. In the center, there are two advertisements: a 'GIVE A GRAD A GREAT GIFT. Katana™ by Sanyo™ Now \$29.99' and a 'LINCOLN' advertisement for the MKZ with the headline 'WHAT DOES THE COLOR YOU CHOOSE REVEAL?'. The bottom of the page shows a table of '4 vehicles matched your selection' with columns for '2008 Acura RL', 'Technology', 'Base', 'AWD', '3.5L V6', 'Auto', and 'MSRP'.

Results: Comparison of
Unexposed and Exposed Visitors



User Experience

The Ad Catalyst survey appears as a user-friendly flyover without requiring the visitor to leave the website. Site visitors easily share their opinions and then view the results of other participants.

Ad Catalyst: Easy In-Page Question

The screenshot shows the MSN homepage with a survey overlay. The survey question is 'How favorably do you view the Apple iPod?' with options: 'Extremely', 'Somewhat', 'Neutral', 'Not very', and 'Not at all'. The survey is titled 'One question site survey! (You will not leave this Web page)'. Below the question is a progress bar and a 'Vote & View Results' button. The background shows the MSN homepage with various links and a 'Make MSN your homepage today' banner.

Results: Rewarding Web Visitors

The screenshot shows the MSN homepage with the survey results overlay. The question is 'How favorably do you view the Apple iPod?' and the results are displayed as a bar chart: 'Extremely' (42.0%), 'Somewhat' (12.0%), 'Neutral' (15.0%), 'Not very' (8.0%), and 'Not at all' (13.0%. The survey is titled 'One question site survey! (You will not leave this Web page)'. Below the chart is a 'Vote & View Results' button. The background shows the MSN homepage with various links and a 'Make MSN your homepage today' banner.

Key Benefits

Ad Catalyst's innovative approach:

- > Produces the highest quality and most accurate data
- > Is fast and easy for web users—driving participation
- > Delivers completion rates 40 to 50 times greater than other online ad measurement offerings
- > Does not divert visitors to another website to share their opinions
- > Rewards participants by sharing the opinions of others—enhancing the user experience
- > Enables real-time ad optimization