

Increasing Conversions and Click Through Rates with Meetrics Ad Viewability Solutions

Challenges

With performance campaigns, marketers face the challenge of generating the highest possible appeal for the user. Whether it is about the Click Through Rate (CTR) or the conversion of a campaign: the question is always raised - which factors affect the actions of the user?



Solutions

Generally, attempts are made to influence the behaviour of the user by having a creatively appealing ad. Thereby, the user is not only motivated to click on the advertising medium by the content of the communication, but also by its engaging design. There are also ad serving solutions on the market which increase the delivery on ad slots with higher CTR and/or conversion rates. Likewise, it would also reduce or completely stop the delivery where this isn't the case. These solutions can only give limited predictions on whether an advert placement will generate clicks and/or conversions or not. An example: over the course of a campaign, which runs for four weeks altogether, advertising placement A accounts for 10 conversions within the first weeks and advertising placement B accounts for 10 conversions in the last weeks. The approach of eliminating advertising space B after the first weeks is therefore unrewarding.

Figure 1: Conversion and Sum of Viewtime per Unique User

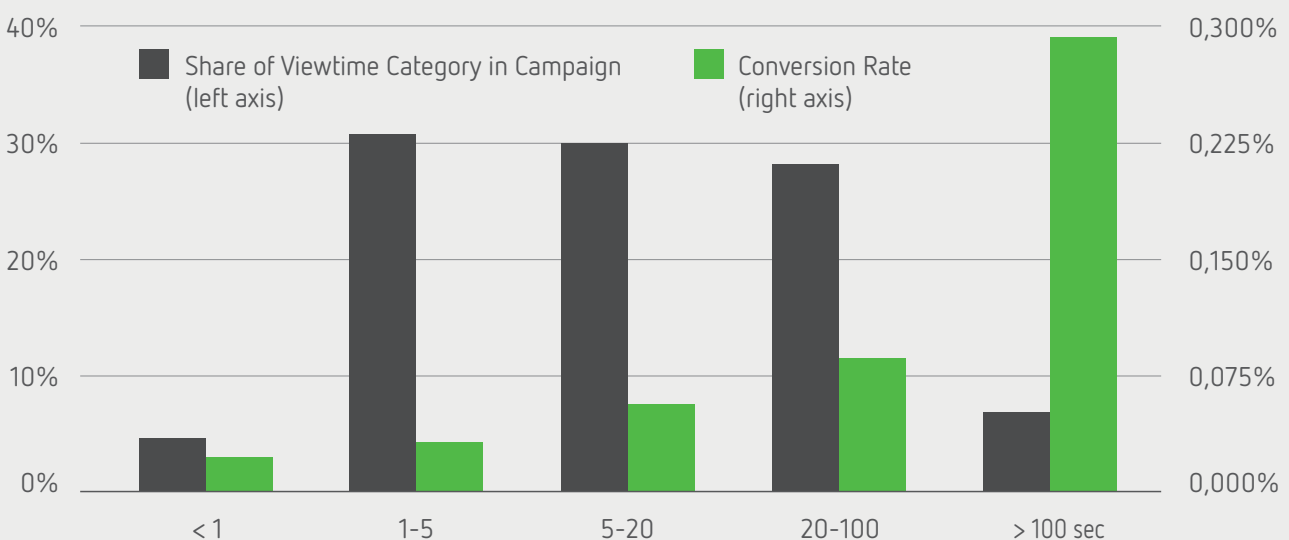
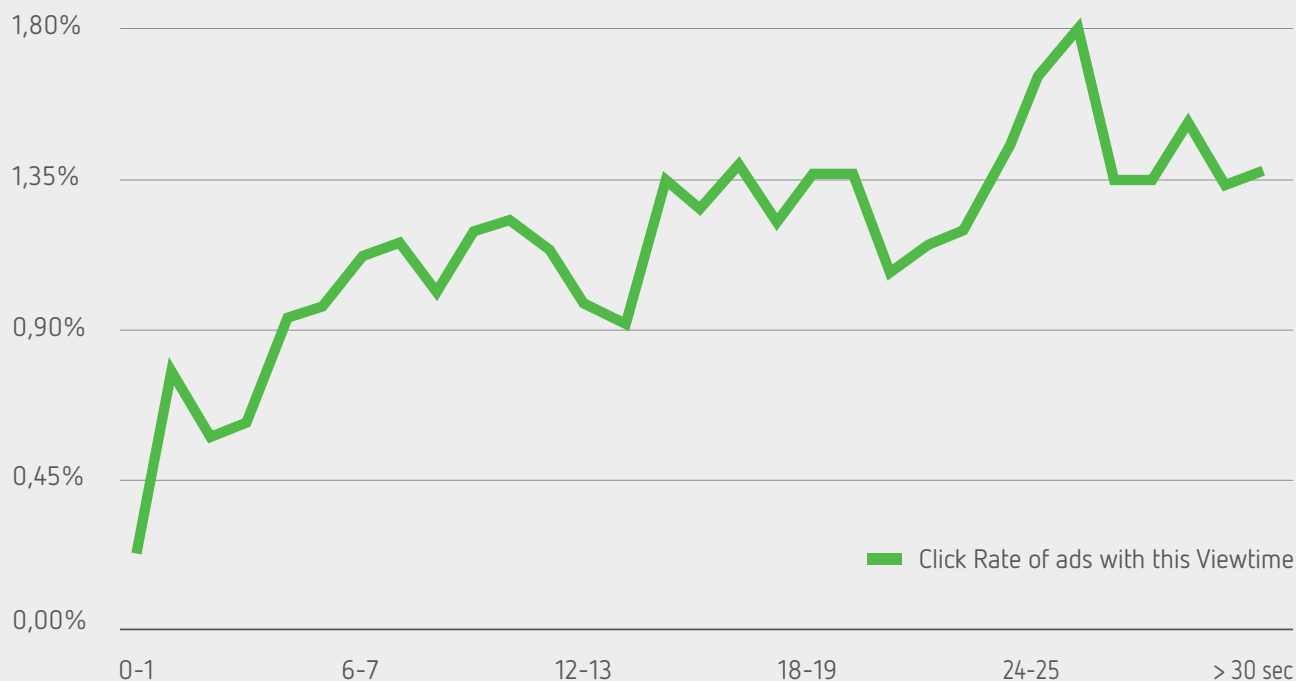


Figure 2: Click Through Rate (CTR) and Viewtime per placement



Meetrics uses viewability data in order to reliably predict the efficiency of advertising spaces for CTR and conversions. In numerous studies Meetrics has shown that there is a close correlation between the viewtime of an ad and the CTR and conversion rate of a user. Only when the ad is viewable for an average time of five seconds does the proportion of conversions that take place on the basis of placements clearly rise. The highest conversion rate is seen for users who had a total viewtime of more than 100 seconds during the campaign period (see fig. 1). This is in line with the CTR results that were found on a placement level (see fig. 2). The longer users see an ad, the higher the chance, that they actually click on it.

Conclusion

In order to achieve the highest possible performance amongst users, the increase of viewtime is crucial. With the Ad Attention Manager from Meetrics, placements with a high click or conversion rate, determined by their average length of viewability, can be identified, during an ongoing campaign. Thereby, these placements can be optimised during the campaign and CTR and conversion rates can be enhanced. For example the advertiser MoneySupermarket, in so doing, achieved a return of investment of 37% (www.thedrum.com/news/2014/01/13/moneysupermarket-recruits-meetrics-optimize-online-ads).

About us

Meetrics is a leading company on the global market for technical solutions which increase the quality and effectiveness of digital advertising campaigns. Alongside the viewability measurement of online ads, Meetrics provides the opportunity to verify environments and target groups as well as the detection of fraudulent and non-human activities.

The client base includes well-known digital marketing companies such as Condé Nast, Dentsu Aegis Network, GroupM, Interactive Media, Mindshare, OMG, OMS, Tomorrow Focus, United Internet Media and YAHOO!.

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