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The Impact of A Google Display Network Blast for Auto

The Effectiveness of a GDN Blast vs. a Homepage Takeover

Google/Compete
U.S., October 2010

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Objective and Methodology

Objective

- To demonstrate the relative value of the Google Display Network (GDN) in reaching automotive buyers compared to home page takeovers

Methodology

- Two automotive buyer segments were defined for this study:
 - Auto buyers' online activity within the month of purchase
 - Auto buyers' online activity 3 months from purchase
- Consumer segments were defined based on the Polk matched buyer data set. Users were included if they had visited one of the defined segment sites at least once per month.
- Visitation was measured for March-September 2009 on:
 - The GDN (full and custom)
 - Homepages of three leading portals: Yahoo, MSN, AOL
 - Homepage of YouTube.com
 - Homepages of IMDB.com, CNN, and ESPN.com
- CPM (Cost per Thousand Impressions Delivered) rates for the publishers were compared

Analytic Definitions

Segment Daily Reach

- The share of a segment which can be reached through a given property on an average day (e.g. 50% of buyers can be reached through the GDN on an average day)

Average Monthly Composition Mix

- The share of a given property's unique visitors during a month that are in a given segment (e.g. 10% of GDN visitors are buyers)

GDN Exclusive

- The share of a segment which can be reached through the GDN, but not through another specific property (e.g. 35% of buyers can be reached through the GDN, but are not reachable on Y!)

Custom GDN Pack

- Custom GDN includes all sites indexing higher than or equal to the homepage with the highest monthly composition mix.

Key Takeaways

1

The GDN reaches more automotive buyers than any of the publishers' homepages

2

The GDN reaches 10X more buyers than the best portal

3

The custom GDN site pack reaches more automotive buyers than any of the other publishers

4

The custom GDN has a higher concentration of buyers (comp mix) than any of the portals

5

The GDN exclusively reaches over 90% of buyers that do not visit the best performing portal homepage (Yahoo) on an average day

The GDN Reaches 10X More Auto Buyers

Site	Daily Reach	Composition Mix
Google Display Network	39.71%	.55%
Google Display Network <small>*Custom Pack</small>	38.54%	.60%
Yahoo.com Homepage	3.83%	.39%
MSN.com Homepage	2.38%	.46%
YouTube.com Homepage	.67%	.23%
AOL.com Homepage	.53%	.30%
ESPN.com Homepage	.47%	.35%


On average, 40% of automotive buyers visit the GDN every day, versus 4% who visited the Yahoo! Homepage. On average, the custom GDN has a greater composition of visitors that are buyers than all of the portal homepages

The GDN Exclusively Reaches Nine in Ten Buyers

% TV fans reached exclusively through GDN and NOT through...	Google Display Network
ESPN.com Homepage	99.2%
AOL.com Homepage	98.9%
YouTube.com Homepage	98.4%
MSN.com Homepage	95%
Yahoo.com Homepage	91.2%

91% of Auto Buyers would not be reached through the Yahoo! Homepage, but would be reached via the Google Display Network each day during the month of purchase.

The Custom GDN Exclusively Reaches Nearly Nine in Ten Buyers

% TV fans reached exclusively through GDN and NOT through...	
ESPN.com Homepage	96.2%
AOL.com Homepage	96.1%
YouTube.com Homepage	95.5%
MSN.com Homepage	92.1%
Yahoo.com Homepage	88.3%

88% of Auto Buyers would not be reached through the Yahoo! Homepage, but would be reached via the Custom Google Display Network pack each day during the month of purchase.

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