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# GDN Blast vs. Portal Takeovers

Beauty Enthusiasts

Google/Compete  
U.S., April 2011

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# Objective and Methodology

**Objective** | To demonstrate the relative value of the Google Display Network (GDN) in reaching Beauty Enthusiasts compared to Homepage Takeovers across various industries.

## Methodology |

- The Beauty Enthusiast consumer segment was defined based on observed online clickstream behavior using data from Compete's opt-in consumer panel. Users were included if they had visited one of the defined segment sites, and in some cases were further defined by repeat visitation and demographics.
- Visitation was measured for February 2011 on:
  - Google Display Network (full and custom)
  - Homepages of three leading portals: Yahoo, MSN, AOL
  - Homepage of Youtube.com
  - Homepage of MySpace.com

# Key Takeaways

1

The Google Display Network reaches 4.2x more Beauty Enthusiasts than the top Portal Homepage

2

The Google Display Network exclusively reaches over 39% of Beauty Enthusiasts that do not visit the top performing Portal Homepage

# The GDN Reaches 4x More Beauty Enthusiasts

Site	Daily Reach
Google Display Network	80%
YouTube	12%
AOL	5%
MSN	7%
Yahoo!	20%
MySpace	2%

On average, 80% of Beauty Enthusiasts visit the GDN every day compared to 20% that visit the Yahoo! Homepage

# The GDN Exclusively Reaches Over 69% of Beauty Enthusiasts

% Beauty Enthusiasts reached exclusively through  
Google Display Network and NOT through...

Yahoo!

39%

AOL

70%

MSN

64%



41%

MySpace

58%

39% of all Beauty Enthusiasts would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network each day



# GDN Blast Custom Channel vs. Portal Takeovers

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# Key Takeaways

1

The Google Display Network reaches more Beauty Enthusiasts than any of the top Portal Homepages

2

The Google Display Network custom channel exclusively reaches over 37% of Beauty Enthusiasts that do not visit the top performing Portal Homepages

# A Custom GDN Site Pack Reaches 4x More Beauty Enthusiasts

Site	Daily Reach
Google Display Network	77%
YouTube	12%
AOL	5%
MSN	7%
Yahoo!	20%
MySpace	2%

On average, 77% of daily custom GDN site pack visitors are Beauty Enthusiasts, while 20% of Yahoo! Homepage visitors are Beauty Enthusiasts

# The GDN Custom Channel Exclusively Reaches over 50% of Beauty Enthusiasts

% Beauty Enthusiasts reached exclusively through Custom Google Display Network and NOT through...

Yahoo! 37%

AOL 66%

MSN 61%

 34%

MySpace 55%

Over 50% of all Beauty Enthusiasts would not be reached through the AOL, MSN or CNN Money Homepages but would be reached via the Google Display Network custom site pack each day



# Single Slides

Beauty Enthusiasts

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# Reach Beauty Enthusiasts That Don't Visit Top Portals

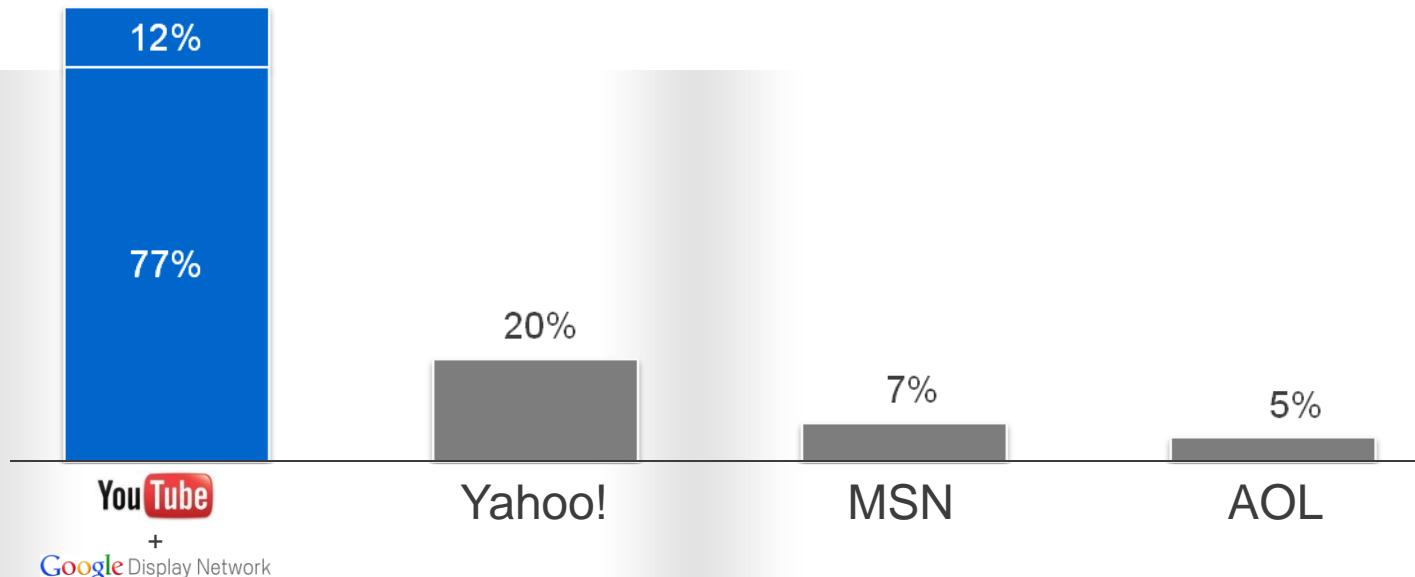


70% of Beauty Enthusiasts can uniquely be reached via a one-day Google Display Network Blast that cannot be reached on the top portal homepage\*

Blast your ad over a one or two day period to a targeted group of Beauty Enthusiasts on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price

# Reach More Beauty Enthusiasts: YouTube + GDN Blast

A one-day Google Display Network Blast + YouTube Homepage Takeover reaches **89%** of all Beauty Enthusiasts



Blast your ad over a one or two day period to a targeted group of Beauty Enthusiasts on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price



## Appendix

Beauty Enthusiasts

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# Investment Researcher Segment Definition

2+ visits to any of the following sites in February 2011

almay.com  
arbonne.com  
avalonorganics.com  
aveda.com  
aveeno.com  
avon.com  
babypatfragnrances.com  
bareessentials.com  
bareminerals.com  
bathandbodyworks.com  
beckham-fragrances.com  
benefitcosmetics.com  
biore.com  
blissworld.com  
bobbibrown cosmetics.com  
bodyshop.com  
bonnebell.com  
bosciaskincare.com  
bourjoisusa.com  
britneyspearsbeauty.com  
burtsbees.com  
calvinkleininc.com/fragrance  
caressskin.com  
cargocosmetics.com  
carolsdaughter.com  
celinedionbeauty.com  
chanel.com  
christina-aguilera-perfumes.com  
clairol.com  
clarins.com  
cleanandclear.com  
clearasil.us  
clinique.com  
cota.com  
covergirl.com  
cremedelamer.com  
curl.com  
daisymarcjacobs.com  
degreedogplant.com  
dermablend.com  
dermalogica.com  
dialcorp.com  
dior.com  
donnakaranbeauty.com  
dove.msn.com  
dove.us  
dovebodylotion.com  
drbrandtskinicare.com  
dunhillfragrances.com  
elizabetharden.com  
esteelauder.com  
eucerin.com  
eucerinus.com  
eyeslipsface.com  
feelbanfresh.com  
fragrance.mariahcarey.com  
fresh.com  
garnier.com  
garniernutritioniste.com  
garnierusa.com  
gillette.com  
gillettevenus.com  
giorgioarmanibeauty-usa.com  
guerlain.com  
guthy-renker-store.com/meaningful  
guthy-renker-store.com/proactiv  
guthy-renker-store.com/sheercover2  
h2oplus.com  
hardcandy.com  
headandshoulders.comherbalessences.com  
hlfragrance.com  
hugofragrances.com  
ivory.com  
janecosmetics.com  
jason-natural.com  
jenniferlopezbeauty.com  
jergens.com  
johnfrieda.com  
jomalone.com  
jovansexy.com  
kerastase-usa.com  
kiehls.com  
kinerase.com  
kissmyface.com  
lancome-usa.com  
laprairie.com  
laroche-posay.com  
lauramerier.com  
loraccosmetics.com  
loreal.com  
lorealparisusa.com  
lorealtechnique.com  
lorealusa.com  
maccosmetics.com  
mallybeauty.com  
mariobadescu.com  
marykay.com  
maxfactor.com  
maybelline.com  
mdskincare.com  
meaningfulbeauty.com  
meetmark.com  
minerals.rawnaturalbeauty.com  
mitchumman.com  
murad.com  
narscosmetics.com  
nauticafragrance.com  
neutrogena.com  
neutrogenawave.com  
nivea.com  
niveausa.com  
olay.com  
olayforyou.com  
oldspice.com  
opi.com  
origins.com  
pantene.com  
parfumsgivenchy.com  
philosophy.com  
physiciansformula.com  
ponds.com  
proactiv.com  
quattroforwomen.com  
redken.com  
revlon.com  
rimmel.ai-media.com  
rimmellondon.com  
rocksincare.com  
sallybeauty.com  
sallyhansen.com  
sarahjessicaparkerbeauty.com  
sassoon.com  
schickintuition.com  
schickquattro.com  
secret.com  
sephora.com  
shaniabystetson.com  
shaving.com  
sheercover.com  
shopcleanandclear.com  
shuuemura-usa.com  
skinceuticals.com  
skinmilk.net  
skintimate.com  
smashbox.com  
stetsoncologne.com  
stilacosmetics.com  
stives.com  
strivectin.com  
suave.com  
sunsilk.com  
tartecosmetics.com  
theaxeeffect.com  
timmcgrawfragrances.com  
tresemme.com  
ulta.com  
urbandecay.com  
usa.loccitane.com  
usa.lush.com  
veet.com  
verawangprincess.com  
vichyusa.com  
vitalradiance.com  
withlovehilaryduff.com  
wnwbeauty.com  
yslbeautyus.com  
yvesrocher.com  
yvesrocherusa.com  
zinodavidoff.com/fragrances

# 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 Beauty Enthusiasts can be reached through the GDN on an average day)

## GDN Exclusive

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

# Update on Compete's Data Methodology

- Compete recently enhanced its data methodology to better align with IAB standards
  - Changed definitions of page views, visits, and referrals
  - Restated historical data set
- At the same time as the planned data methodology rollout, Compete experienced a disruption with one of its data partners
  - Compete developed a methodology to correct for this disruption
  - Rigorous testing was conducted to ensure the data correlated & trended with previously reported data
- Data published with Compete's new methodology will not always match historically published data

The release of the new methodology has significantly enhanced Compete's ability to describe, estimate, and quantify online consumer behavior

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