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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

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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



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# The GDN Reaches 4x More Beauty Enthusiasts

Site	Daily Reach
 Display Network	80%
	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  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
 Display Network	77%
	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  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

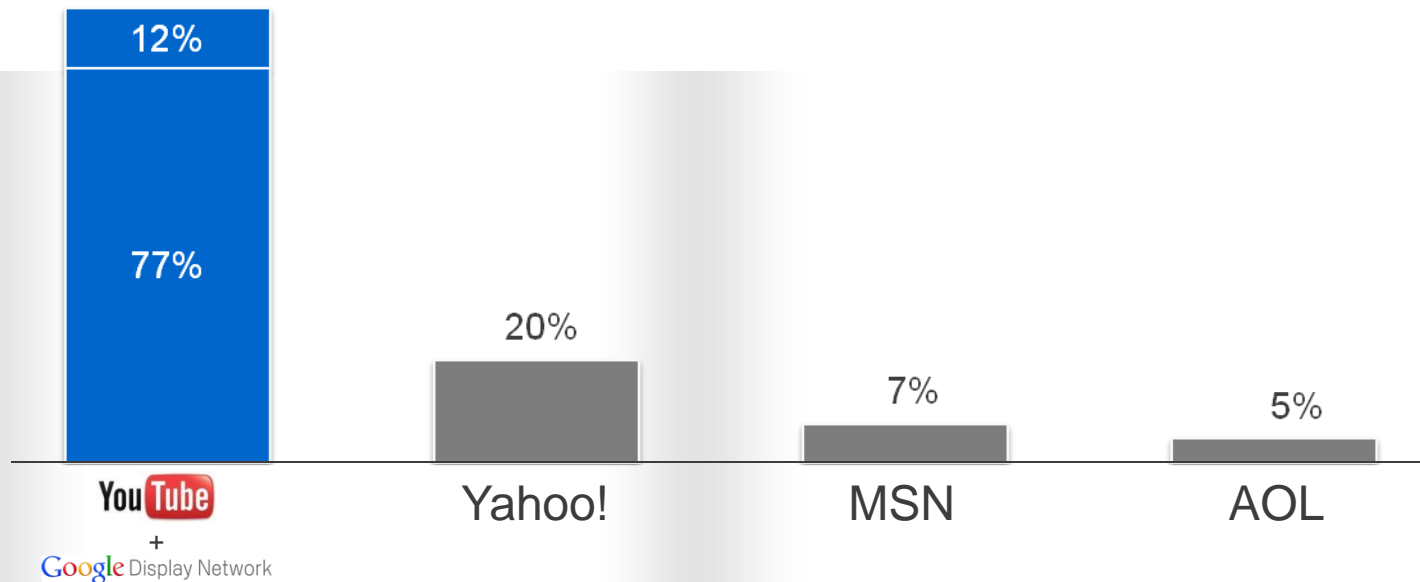


**70%** of Beauty Enthusiasts can uniquely be reached via a one-day Google Display Network Blast that cannot be reached on the top portal homepage\*

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 Research Segment Definition

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

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