

This study is brought to you courtesy of

**thinkinsights**  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)



# GDN Blast vs. Portal Takeovers

Investment Researchers

Google/Compete  
U.S., April 2011

# Table of Contents

**1** Objective & Methodology

**2** Full GDN Findings

**3** Custom GDN Findings

**4** Strategic Slide Inserts

**5** Appendix

# Objective and Methodology

**Objective** | To demonstrate the relative value of the Google Display Network (GDN) in reaching Investment Researchers compared to Home Page Takeovers in the across various industries.

## **Methodology** |

- The Investment Researchers 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 Money.CNN.com

# Key Takeaways

---

1



The Google Display Network reaches 4.2x more Investment Researchers than the top Portal Homepage

2

The Google Display Network exclusively reaches over 40% of Investment Researchers that do not visit the top performing Portal Homepage



---

# The GDN Reaches 4.2x More Investment Researchers

Site	Daily Reach
 Display Network	76%
	5%
AOL	4%
MSN	7%
Yahoo!	18%
CNN Money	3%

On average, 76% of Investment Researchers visit the GDN every day compared to 18% that visit the Yahoo! Homepage

# The GDN Exclusively Reaches Over 40% of Investment Researchers

% Investment Researchers reached exclusively through  and NOT through...	
Yahoo!	42%
AOL	68%
MSN	61%
	55%
CNN Money	58%

42% of all Investment Researchers 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

Investment Researchers

Google/Compete  
U.S., April 2011

# Key Takeaways

---

1



The Google Display Network custom channel has a higher concentration of Investment Researchers than any of the top Portal Homepages

2

The Google Display Network custom channel exclusively reaches over 50% of Investment Researchers that do not visit the top performing Portal Homepages



---

# The GDN Custom Channel has a High Concentration of Investment Researchers

Site	Daily Reach
 Display Network	69%
	5%
AOL	4%
MSN	7%
Yahoo!	18%
CNN Money	3%

On average, 69% of daily custom GDN site pack visitors are Investment Researchers, while 18% of Yahoo! Homepage visitors are Investment Researchers

# The GDN Custom Channel Exclusively Reaches over 50% of Investment Researchers

% Investment Researchers reached exclusively through Custom  and NOT through...	
Yahoo!	37%
AOL	61%
MSN	55%
	49%
CNN Money	52%

Over 50% of all Investment Researchers 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

Investment Researchers

Google/Compete  
U.S., April 2011

# Reach Investment Researchers That Don't Visit Top Portals

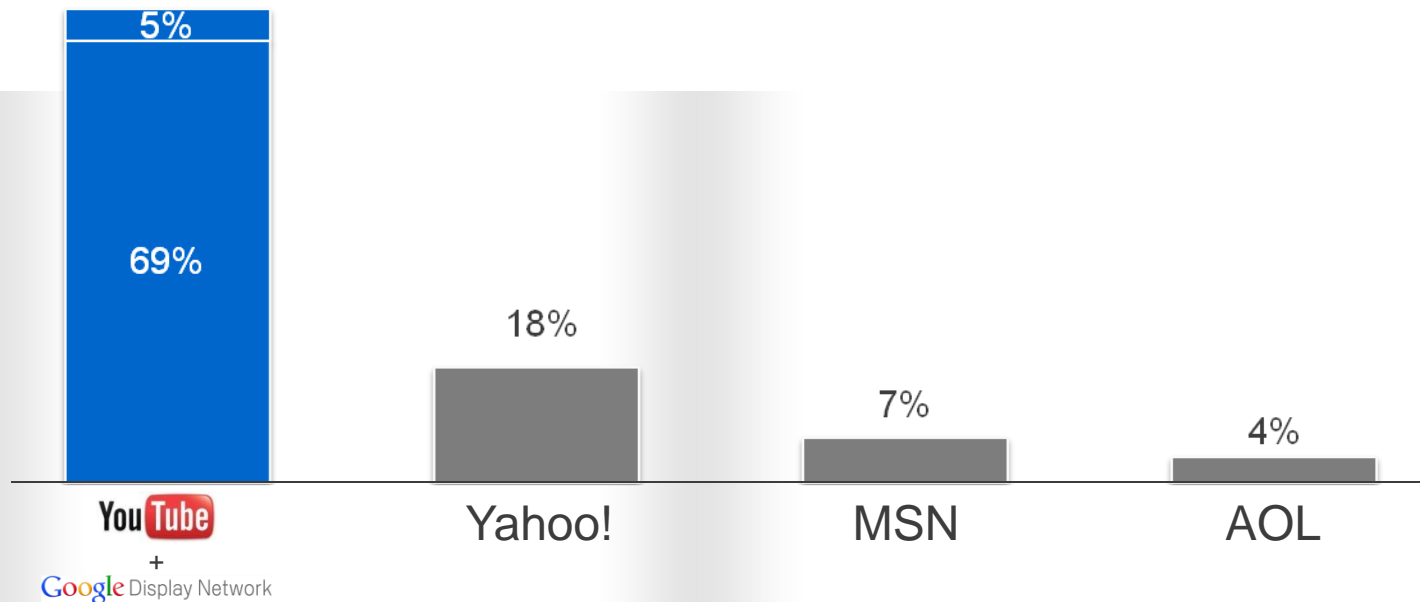


68% of Investment Researchers can uniquely be reached via a one-day Google Display Network Blast that cannot be reached on the top portal homepage\*

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

# Reach More Investment Researchers with YouTube + GDN Blast

A one-day Google Custom Display Network Blast + YouTube Homepage Takeover reaches **74%** of all Investment Researchers



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

with Google



# Appendix

Investment Researchers

Google/Compete  
U.S., April 2011

# Investment Researcher Segment Definition

Visited at least 2 different sites of the following, only tracked consumption of investment research content

dailyfinance.com  
edwardjones.com  
etrade.com  
fidelity.com  
finance.yahoo.com  
google.com/finance  
money.msn.com  
optionsxpress.com  
schwab.com  
scottrade.com  
sharebuilder.com  
smithbarney.com  
tdameritrade.com  
vanguard.com  
zacks.com

# 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 Investment Researchers 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% Investment Researchers 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

Like what you learned?  
Find more studies and data at

thinkinsights  
with Google™

[www.google.com/think/insights](http://www.google.com/think/insights)