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GDN Blast vs. Portal Takeovers

Luxury Car Shoppers

Google/Compete

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 Automotive target audiences compared to major Portal Homepage Takeovers

Methodology |

- The Luxury Vehicle Shopper 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.
 - Luxury Vehicle Shoppers (performed a KPI on at least one of the listed brand sites – see Appendix)
- Visitation to the following web properties was measured for April 2011 on:
 - The Google Display Network (full and custom site pack)
 - Homepages of three leading portals: Yahoo!, MSN, AOL
 - Homepage of YouTube.com
 - Homepage of ESPN.com

Key Takeaways



1

The Google Display Network reaches 4x more Luxury Vehicle Shoppers than the top Portal Homepage

2

The Google Display Network exclusively reaches over 35% of Luxury Vehicle Shoppers that do not visit the top performing Portal Homepage

The GDN Reaches 4x More Luxury Vehicle Shoppers

Site	Daily Reach
	75%
	12%
AOL	4%
MSN	6%
Yahoo!	19%
ESPN	2%

On average, 75% of Luxury Vehicle Shoppers visit the GDN every day compared to 19% that visit the Yahoo! Homepage

The GDN Exclusively Reaches Over 35% of Luxury Vehicle Shoppers

% of vehicle shoppers reached exclusively through GDN and NOT through...	Google Display Network
Yahoo!	35%
AOL	65%
MSN	60%
	34%
ESON	68%

35% of all Luxury Vehicle Shoppers 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 custom channel reaches 1.5x more luxury vehicle shoppers than the top Portal Homepages

2


The Google Display Network custom channel exclusively reaches 12% of luxury vehicle shoppers that do not visit the top performing Portal Homepage

The GDN Custom Site Pack Reaches 1.5x More Luxury Vehicle Shoppers

Site	Daily Reach
 Google Display Network	29%
 YouTube	12%
AOL	4%
MSN	6%
Yahoo!	19%
ESPN	2%

On average, 29% of Luxury Vehicle Shoppers visit the GDN every day compared to 19% that visit the Yahoo! Homepage

The GDN Custom Channel Exclusively Reaches 12% of Luxury Vehicle Shoppers

% Vehicle Shoppers reached exclusively through Custom GDN and NOT through...		Google Display Network
Yahoo!	12%	
AOL	25%	
MSN	23%	
	8%	
ESPN	25%	

12% of all Luxury Vehicle Shoppers would not be reached through the Yahoo! Homepage but would be reached via the Google Display Network each day



Single Slides

Luxury Car Shoppers

Google/Compete
April 2011

Reach Luxury Vehicle Shoppers That Don't Visit Top Portals



35% of luxury vehicle shoppers 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 luxury vehicle shoppers on hundreds of premium and niche websites, driving millions of impressions at a cost-efficient price

Reach Luxury Vehicle Shoppers That Don't Visit Top Portals

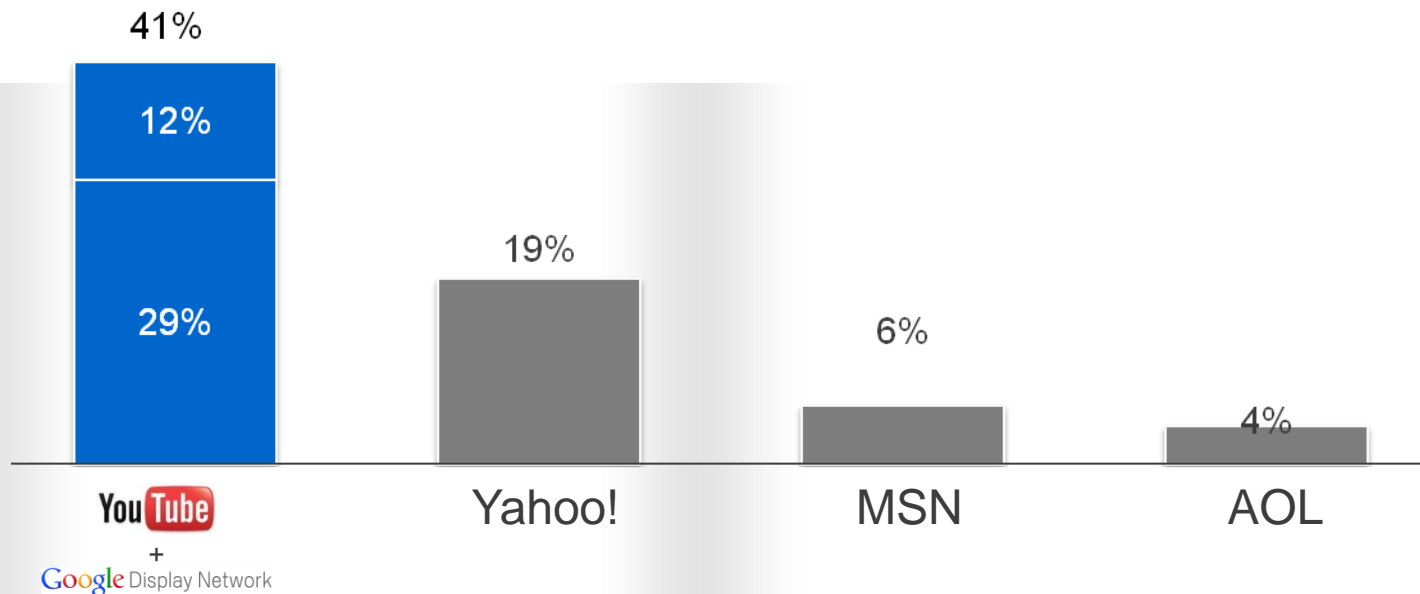


12% of luxury vehicle shoppers can uniquely be reached via a one-day Google Display Network Custom Channel Blast that cannot be reached on the top portal homepage*

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

Reach More Vehicle Shoppers with YouTube + GDN Blast

A one-day Google Display Network Blast + YouTube Homepage Takeover reaches **41%** of vehicle shoppers



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



Appendix

Luxury Car Shoppers

Google/Compete

April 2011

Segment Definitions

Luxury vehicle shoppers

Acura
Audi
BMW
Cadillac
Infiniti
Jaguar
Land Rover
Lexus
Lincoln
Mercedes-Benz
Porsche
Volvo

Note: Visitors were included in a segment if they had visited one of the defined segment 2x times or had performed a KPI on an automotive brand site (May-July 2010)

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 vehicle shoppers 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 vehicle shoppers)

GDN Exclusive

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

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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