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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
Google Display Network	75%
YouTube	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%

**YouTube**

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

Luxury Car Shoppers

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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

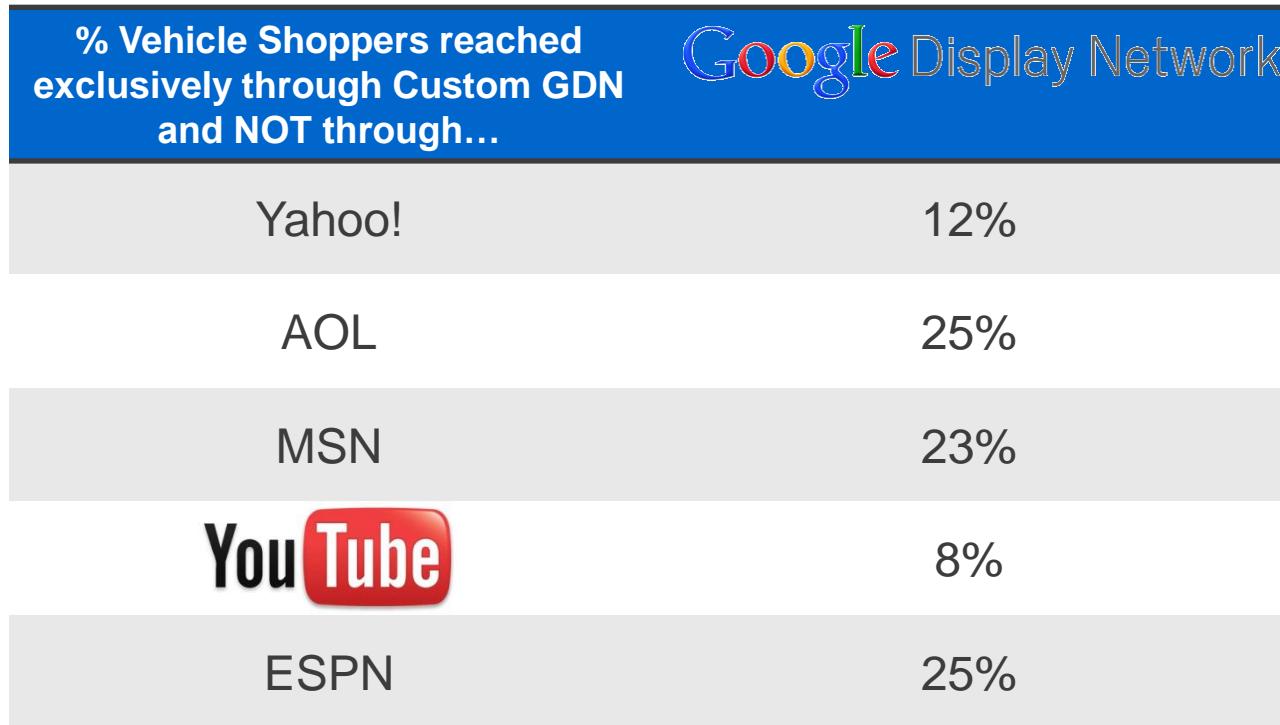
The Google Display Network custom channel exclusively reaches 12% of luxury vehicle shoppers that do not visit the top performing Portal Homepage

# 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



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

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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



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Source: Compete GDN Blast vs. Portal Takeover, April 2011. Top portal: Yahoo Homepage. Luxury Vehicle Shopper defined as any user that performed a KPI on a luxury brand OEM site

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# Reach Luxury Vehicle Shoppers That Don't Visit Top Portals



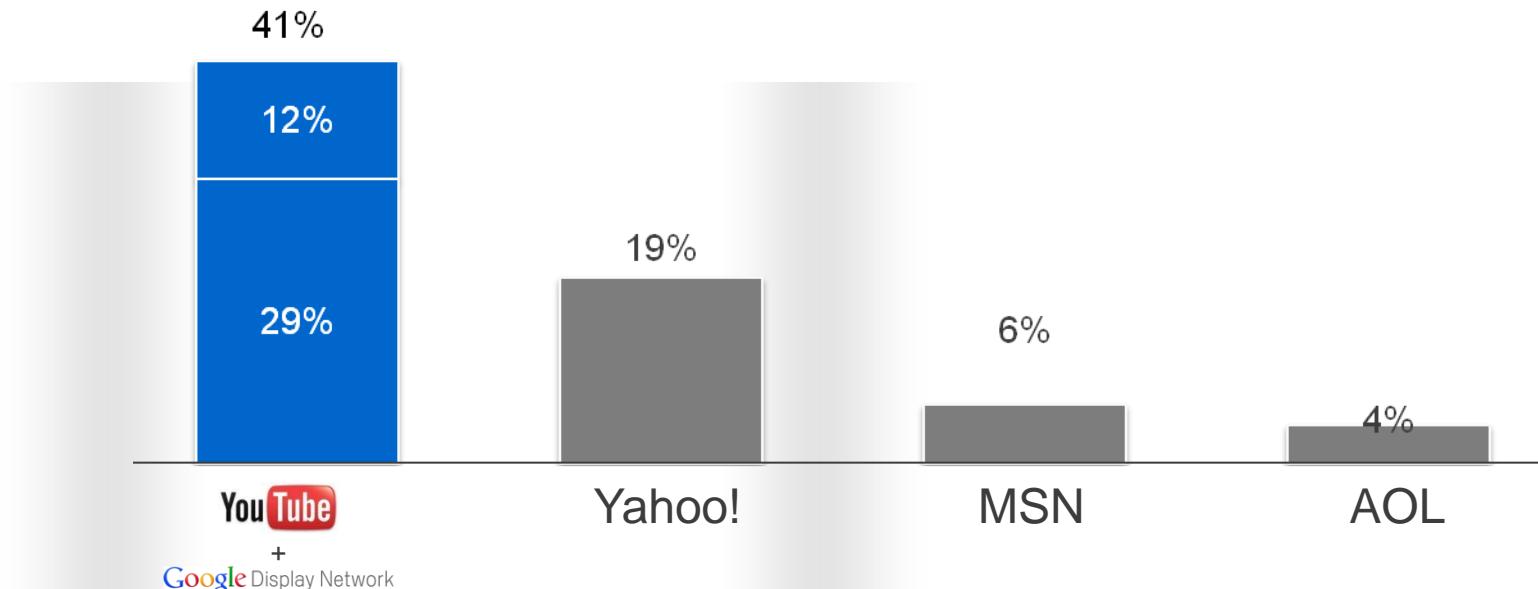
12% of luxury vehicle shoppers can uniquely be reached via a one-day Google Display Network Custom Channel Blast that cannot be reached on the top portal homepage\*

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



with Google™

Source: Compete GDN Blast vs. Portal Takeover, April 2011. Top portal: Yahoo Homepage. Vehicle shopper defined as any user that performed a KPI on a standard vehicle site

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14



## Appendix

Luxury Car Shoppers

Google/Compete  
April 2011

# Segment Definitions

## Luxury vehicle shoppers

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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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