

PERFORMANCE STUDY

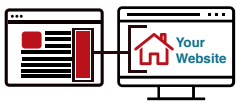
The Impact of Data Driven Display (3D)



CONVERSION LOGIX

Product Goal: Our goal in this study is to evaluate 3D's behind the scenes effect on a comprehensive campaign. We look to attribute traffic not only to 3D's clicks but also its influence on user's search habits.

Product Challenge



- Data Driven Display has never been a “click driver” compared to other products like Facebook
- Statistical data from real time reporting does not show the true value of Data Driven Display
- Products are often evaluated on a CTR basis by clients – 3D does not perform well in this regard
- Attribution in Google Analytics does not accurately credit Data Driven Display

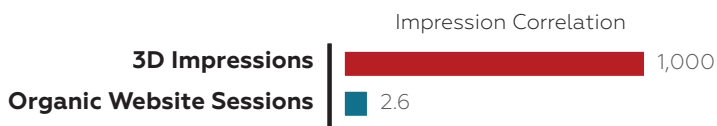
ANALYSIS

Statistical Modeling: This analysis shows that display impressions do affect a user's search behavior. Users that are shown a display ad are more likely to later search for that particular community. This allows us to attribute a portion of Google Organic Sessions to Data Driven Display.

Post View Visits: A post view visit analysis allows us to view a post view conversion on the client's website. A post view conversion is when a consumer views a banner, does not click on it, but returns to the website and executes the goal. For this test, the goal was triggered if the consumer reached the homepage of the website after seeing, but not clicking on, the banner ads.

RESULTS

Statistical Modeling*: This model showed a high degree of correlation between 3D impressions and organic website sessions. It was found that for every 1,000 3D impressions, you can expect an additional 2.6 organic website sessions. These results show that an average 3D campaign can expect an increase of roughly 97 organic website sessions per month!



Post View Visits: After looking at the post view visits analysis, we found an average of 70 post view conversions per month. On one occasion, a specific client received 39 post view conversion in a single week, meaning they are on pace for over 160 post view visits in a single month!



Conclusion: When you put both of these tests together, the case becomes quite compelling for why a client should include 3D in their comprehensive marketing campaign. Data Driven Display is responsible for more traffic “behind the scenes” than it is given credit for, proving that you must look beyond the click for the true impact of this product.

*Retargeting and Facebook impressions were used as control variables



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