



DIGITAL ADVERTISING BENCHMARK REPORT:

Measuring the impact of branding
and performance campaigns

1HY 2015

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Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Introduction

Adform is pleased to present this *Digital Advertising Benchmark Report: Measuring the impact of branding and performance campaigns* for the first half year (1HY) of 2015. Each half-year we analyze the performance of all the ad formats used by Adform clients with an eye towards identifying the best performers, as well as ascertaining key insights to help agencies and advertisers optimize campaigns, and publishers make smart decisions as to the formats to offer their clients.

As a global partner for the world's largest agencies, advertisers and publishers, Adform is in a unique position to assess rich-media formats. Our platform provides us access to a massive volume of privacy-compliant campaign data.

How do we analyze the data?

These benchmarks are based on an analysis of nearly 140K campaigns encompassing more than 16 billion impressions delivered in the first half year of 2015.

By reviewing the direct-sales campaigns Adform has executed over the first half-year of 2015, we have identified four primary types of ad formats:

- ✓ Standard banners (also known as non-rich media display banners)
- ✓ Rich-media display banners (including customized units, which may or may not include video content)
- ✓ Video banners (pre-roll, mid-roll and post-roll, which appear across multiple screens)
- ✓ Mobile banners (including rich-media banners, static banners and video banners)

To help marketers assess their campaigns' performance against those of their peers, Adform examined the campaigns using five performance metrics, which provide marketers with a succinct overview to review and improve their strategies, increase their ROI, and measure their success. Those metrics are click-through rate (CTR), engagement rate, engagement time, average video playtime and viewability rate. We've compared these metrics for each format, using rich-media banners divided by type. We've also analyzed the formats by industry vertical and by country.

Key
Metrics

CTR

Engagement
RateEngagement
TimeVideo
PlaytimeViewability
RateIndustry
Vertical

Country

Banner
Type

Methodology & definitions

The data analyzed for these benchmarks are derived from both US and European display campaigns executed on the Adform platform.

Performance Metrics



Click-Through Rate (%)

Percentage of users who have been exposed to a banner and then clicked on it. Calculated as total clicks divided from total impressions (in %).

Engagement Metrics



Engagement Rate (%)

The rate at which consumers engage with an ad.



Avg. Engagement Time (sec.)

Average time spent engaging with a banner (i.e. mouse over time, video play time, banner expansion time).

Video Metrics



Avg. Video Playtime (sec.)

Average time spent watching a video. Only user-initiated video play times are measured. The measurement is based on sampled data.

Viewability Metrics



Viewability Rate (%)

Percentage of viewable impressions in relation to all impressions. An impression is considered viewable when at least 50% of an ad appears in-view on a user's screen for at least one full second.

Now put your glasses on, here come the highlighted results. Enjoy!

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Global Rich Media Key Metrics

Dataset	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec.)	Avg. Video Playtime (sec.)	Viewability Rate (%)
Standard Banners	0.11%	1.76%	8.02	-	51.96%
Mobile Banners	0.27%	1.67%	9.15	14	58.30%
Rich Media Banners	0.42%	13.45%	11.39	37.23	68.23%
Video Banners	0.40%	-	9.2	34.22	64.60%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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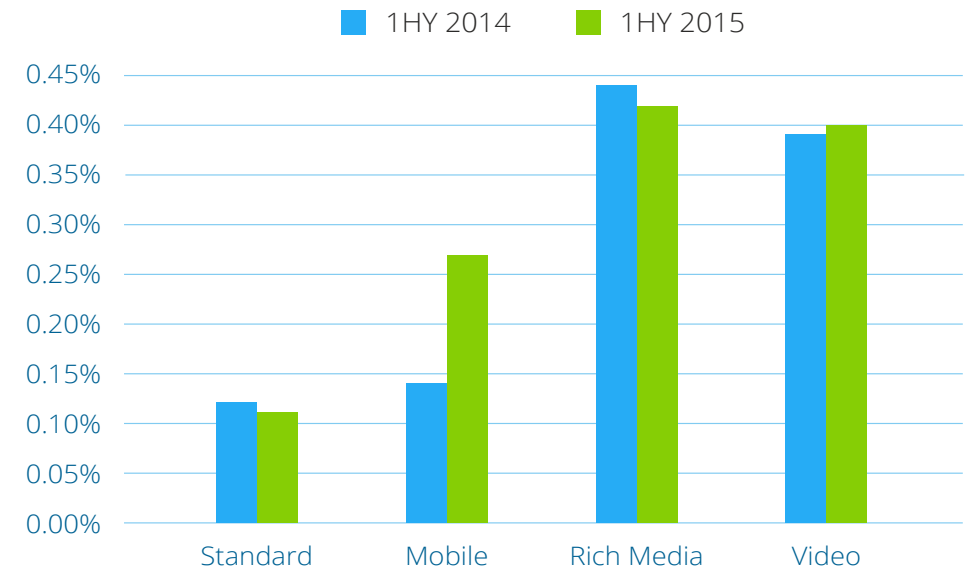
CTR (%)

CTR remains a widely used metric for optimizing and measuring performance campaigns. Banner type and format appear to have significant impact on the CTR rate. For instance:

- ✓ CTR for rich-media banners is 282% higher than standard banners
- ✓ CTR for video banners is 264% higher than standard banners
- ✓ Mobile CTR is 145% higher than standard banners.

Across the globe, click-through rates for video banners increased 3% from 1HY 2014 to 1HY 2015.

Meanwhile, CTR for mobile grew more than 93% from 1HY 2014 to 1HY 2015. The dramatic increase may be explained in a few ways. First, the high CTR for mobile ads may be a direct result of screen size, which typically accommodates just two ads at most, only one of which is viewable at a time, giving the consumer the opportunity to focus on it. Additionally, popular mobile formats containing video, such as the Cube and the IAB Mobile Full Page Flex, do a good job in capturing the consumers' attention, leading to a higher CTR. Finally, consumers increasingly use their mobile devices to consume television content via on-demand and streaming services. Access to content typically requires users to view video ads.



Take-Aways

- ✓ For marketers seeking to drive campaign performance as measured by CTR, rich media and video banners appear to be the best solution.
- ✓ The industry must adopt formats specifically designed for on-demand and streamed video content.

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Engagement Rate (%)

Engagement metrics help marketers assess the effectiveness of banner creatives. They're also significant for brand advertisers because they provide a clear indication of how well a message resonates with a target audience.

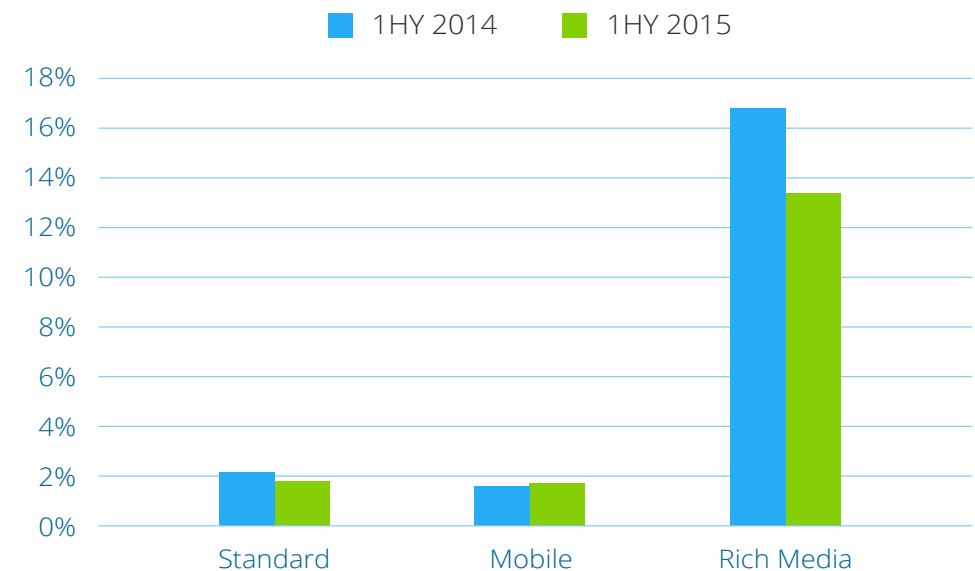
Across Europe and the US, rich media delivered an engagement rate that's 6.6x higher than standard banners. The drivers behind rich media's strong engagement rate may be twofold. First, marketers make significant investments in the creatives and messages for their brand campaigns, and the higher level of investment may do a better job in capturing the consumer's imagination.

Second, rich-media banners include a wide range of formats, including homepage takeovers, expandable ads with special effects, floating banners and so on. Consumers can't help but notice these ads.

Looking specifically at mobile banners, we see that the engagement rate for mobile banners increased by 3% from 1HY 2014 to 1HY 2015, rising from 1.62% to 1.67%.

Advertisers realize the impact of accidental clicks on mobile devices, and the consequent need to measure mobile-banner effectiveness using metrics other than CTR. For instance, Cube Swipe and IAB Full Page Flex

are more popular choices within the Adform community, in large part due to the ability to capture engagement rates and time.



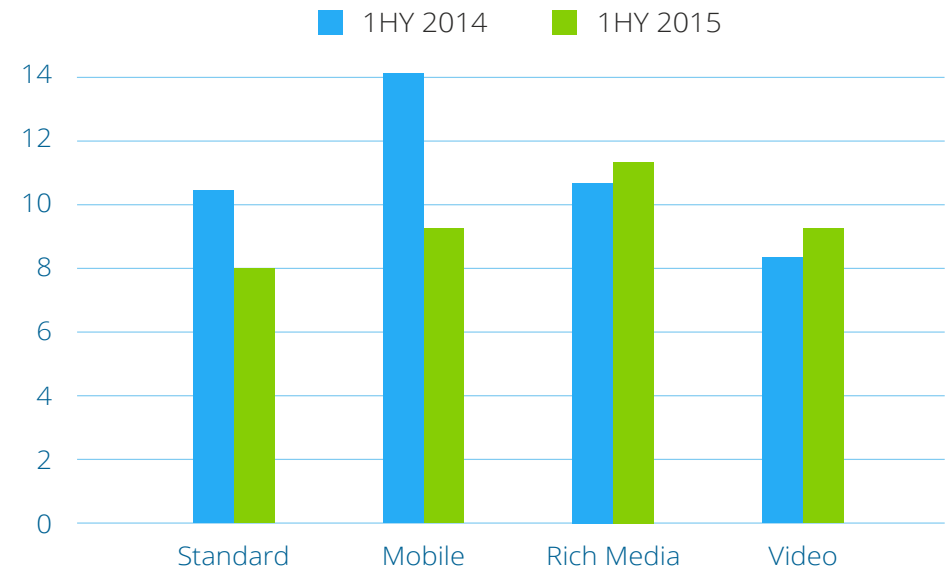
Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Average Engagement Time (sec)

For analyzed average engagement time (sec), we see that:

Engagement time for rich media increased 7% from 1HY 2014 to 1HY 2015, rising from 10.67 seconds to 11.36 seconds – a remarkably long time to spend engaging with an ad. Clearly, marketers are growing adept at creating ads that capture the consumer’s imagination.

Looking across ad formats (see the graph below) the difference in engagement time between them is less dramatic, although the time spent engaging with rich-media banners was 42% longer (about 4 seconds) than for standard banners. The variations suggest that consumers spend approximately the same length of time with standard banners as they do with mobile ones, and significantly longer with rich media due to the interactive elements and video content they contain.



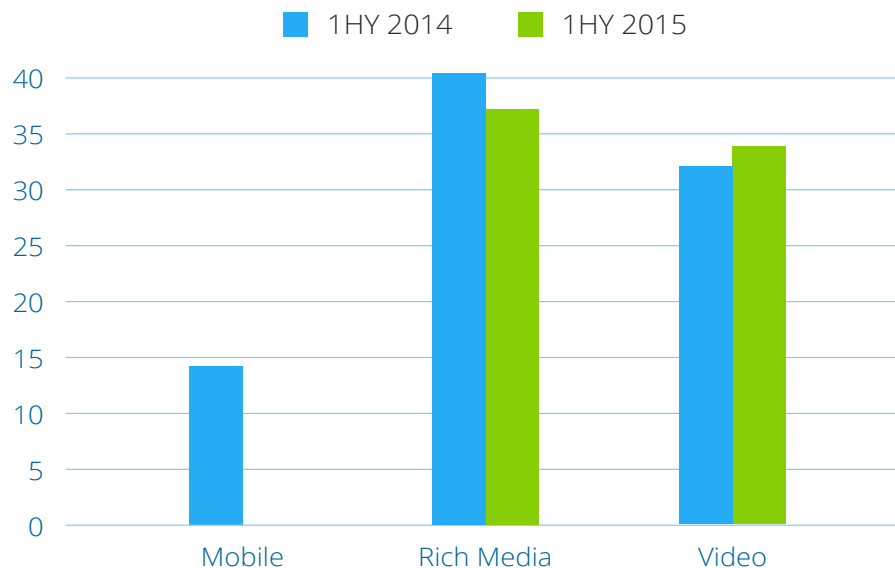
Take-Aways

- ✓ With an engagement rate that's 6.6x better than standard banners, rich-media banners are a smart choice for advertisers who wish to raise awareness of their brands.
- ✓ Marketers who suspect accidental clicks skew CTR should consider using highly engaging mobile formats, such as IAB Full Page Flex and the Cube Swipe, which allow for accurate measurement of engagement rate and time.

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Average Video Playtime (sec)

The average playtime for video banners increased 6% from 1HY 2014 to 1HY 2015, good news for marketers seeking to engage consumers using the format.



Curiously, rich-media banners that feature video content deliver a better average-video playtime than video formats, such as pre-roll or mid-roll (37.23 versus 34.22 respectively). Given that pre-roll video requires the user to view an ad prior to accessing desired video content, one would

expect it to deliver the better average video playtime. The difference may be explained by the nature of banner ads that contain video. In many cases, the video begins to roll as soon as the consumer lands on the page, which may explain why the average playtime is longer.

The vast majority of Adform rich-media inventory requires user initiation of video. Rich-media banners (i.e. banners that contain video) and in-stream (video banners) deliver nearly identical average playtimes, which is an interesting observation, since many marketers prefer in-stream inventory over rich-media banners for their campaigns. This trend indicates that it is video content itself that captures the consumer's attention, and where that content appears is less important than many marketers may have thought.

Take-Aways

- ✓ Video ads are an effective way to capture and hold the consumer's attention, as demonstrated by the long average playtime (roughly 34 – 37 seconds, depending on banner type). Marketers seeking to raise brand awareness should consider video campaigns.
- ✓ Though pre-roll ads are the more desirable format for the industry, rich-media banners with video actually deliver a higher average video playtime. Marketers should consider rich-media banners for their video campaigns.

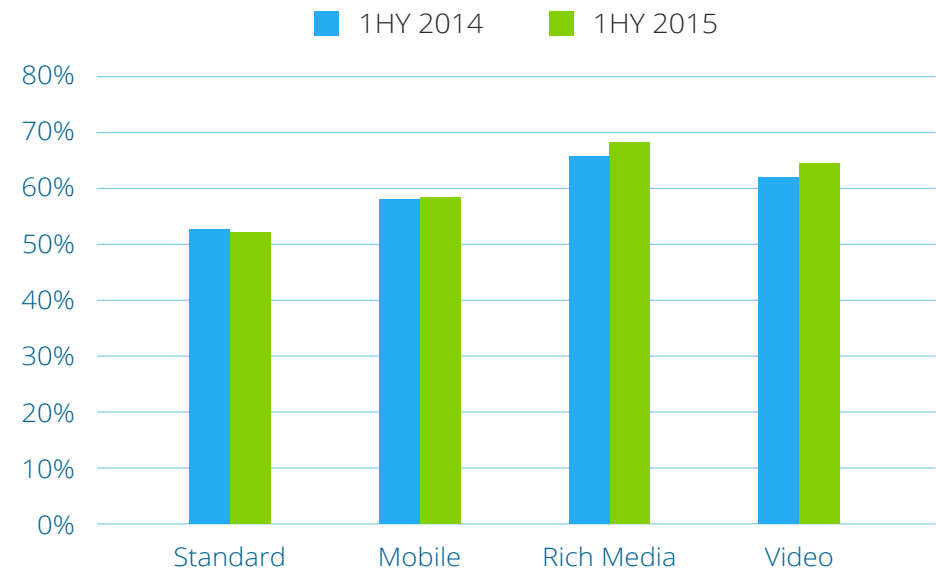
Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Viewability Rate (%)

Looking at the viewability of each banner type, we found that:

- ✓ The viewability rate for rich-media banners is 31% higher than the viewability rate for standard banners, and nearly 10% higher than mobile banners. Standard banners deliver the lowest viewability rate.
- ✓ The viewability rate for mobile banners increased slightly (1%), while video banners improved by 4% and rich-media banners by 3% from 1HY 2014 to 1HY 2015.

There are numerous reasons why rich media delivers a stronger viewability rate over standard banners. To begin, expandable ads and homepage takeovers all but guarantee the user will see these ads. Additionally, many premium ad units, such as those that appear at the time of page load, are rich media. Finally, consumers often scroll down to the desired content as soon as they land on a page, and because the publisher's content appears first, followed by the ads, viewability is affected.



Take-Aways

- ✓ Advertising can't drive awareness or convert consumers if consumers never have a chance to see an ad. Where performance is critical, rich-media banners are the smart choice for marketers.

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Industry Vertical

The following tables present the performance of each industry vertical according to our key metrics and banner types.

Standard

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Alcohol	0.12%	2.01%	10.2	52.00%
Arts & Entertainment	0.10%	1.45%	3.2	52.60%
Automotive	0.17%	2.34%	12	55.00%
Business	0.08%	2.10%	8	42.00%
Careers	0.07%	1.20%	7.4	41.50%
Dating	0.09%	2.02%	9.9	54.50%
Education	0.07%	0.67%	6.2	38.40%
Family & Parenting	0.12%	0.82%	12.9	39.50%
Food & Drink	0.14%	2.13%	10.2	51.30%
Gambling	0.13%	1.45%	8.6	55.40%
Health & Fitness	0.13%	1.15%	8.7	54.20%
Hobbies & Interests	0.11%	1.03%	9.3	55.60%
Home & Garden	0.11%	1.49%	10.2	51.30%

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Law, Gov't & Politics	0.25%	1.87%	14.9	59.30%
News	0.10%	1.18%	8	47.50%
Personal Finance	0.11%	1.21%	5.9	52.00%
Pets	0.07%	0.45%	4.4	62.00%
Real Estate	0.11%	0.59%	9.2	53.00%
Science	0.03%	0.43%	7.1	49.90%
Shopping	0.16%	2.93%	10.2	54.70%
Society	0.08%	0.56%	8	51.00%
Sports	0.19%	2.91%	14.3	60.00%
Style & Fashion	0.14%	1.45%	9.7	51.50%
Technology & Computing	0.11%	1.56%	5.4	48.60%
Travel	0.13%	1.91%	14.5	50.20%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Mobile

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Alcohol	0.35%	2.00%	10.3	58.00%
Arts & Entertainment	0.31%	1.65%	4.3	58.80%
Automotive	0.37%	1.73%	11	58.00%
Business	0.22%	1.99%	5.2	56.00%
Careers	0.27%	0.80%	6.5	45.00%
Education	0.29%	1.00%	4.5	52.00%
Family & Parenting	0.19%	1.12%	9	590.00%
Food & Drink	0.29%	1.86%	15.1	57.20%
Gambling	0.21%	1.31%	7.4	45.00%
Health & Fitness	0.20%	1.44%	6.3	56.40%
Hobbies & Interests	0.41%	1.21%	7	56.00%
Home & Garden	0.35%	1.42%	6.4	57.40%

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Law, Gov't & Politics	0.43%	2.25%	13.5	62.20%
News	0.15%	1.01%	9.1	52.00%
Personal Finance	0.40%	1.23%	7.5	53.40%
Pets	0.40%	0.92%	3.3	49.20%
Real Estate	0.23%	1.74%	9.6	54.50%
Science	0.06%	1.23%	11	57.30%
Shopping	0.30%	1.72%	14.3	58.30%
Society	0.15%	1.41%	6.4	46.50%
Sports	0.73%	1.65%	12.8	58.00%
Style & Fashion	0.17%	1.72%	12.3	54.60%
Technology & Computing	0.24%	1.52%	5.5	58.70%
Travel	0.26%	1.79%	14.4	56.50%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Rich Media

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Avg. Video Playtime (sec)	Viewability Rate (%)
Alcohol	0.49%	16.21%	13	37.10	70.60%
Arts & Entertainment	0.52%	21.00%	14.3	32.40	71.50%
Automotive	0.51%	15.32%	9.4	41.30	66.90%
Business	0.33%	5.34%	7.2	12.30	62.70%
Careers	0.25%	5.43%	4.7	29.40	74.50%
Education	0.24%	3.45%	5.7	23.10	53.30%
Family & Parenting	0.30%	8.09%	10.4	34.20	80.20%
Food & Drink	0.57%	13.00%	18.2	43.50	70.60%
Gambling	0.25%	12.19%	11.4	42.40	63.00%
Health & Fitness	0.35%	9.27%	9	24.30	63.90%
Hobbies & Interests	0.65%	12.45%	5.2	32.00	68.40%
Home & Garden	0.46%	6.20%	9.7	37.40	68.70%

Industry Vertical	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Avg. Video Playtime (sec)	Viewability Rate (%)
Law, Gov't & Politics	0.32%	15.89%	9.7	29.30	62.00%
News	0.32%	11.42%	11.5	24.60	52.90%
Personal Finance	0.42%	7.51%	12.7	23.40	65.00%
Real Estate	0.42%	13.07%	10.5	17.30	64.00%
Religion & Spirituality	0.32%	5.43%	5.8	12.10	73.00%
Shopping	0.71%	16.74%	17.3	48.50	65.70%
Society	0.40%	4.32%	9	26.70	52.00%
Sports	0.92%	15.25%	15.6	35.00	73.80%
Style & Fashion	0.81%	17.38%	17.3	38.40	72.80%
Technology & Computing	0.39%	7.50%	7.5	32.40	62.80%
Travel	0.67%	17.56%	15.3	41.40	75.60%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Video

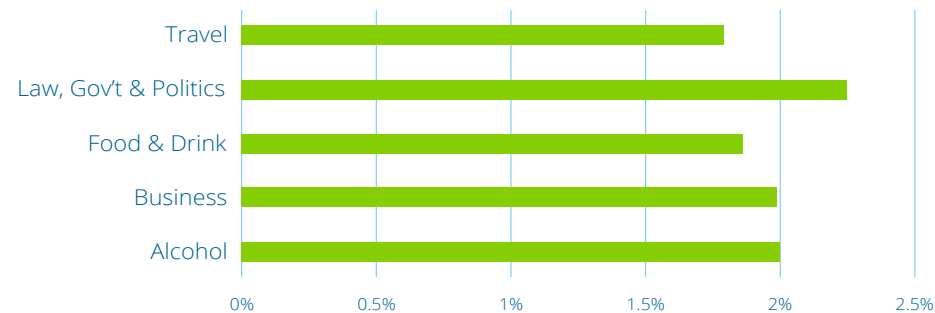
Industry Vertical	CTR (%)	Avg. Video Playtime (sec)
Alcohol	0.30%	42.30
Arts & Entertainment	0.51%	38.40
Automotive	0.41%	35.40
Business	0.62%	24.10
Food & Drink	0.38%	34.30
Gambling	0.13%	24.30
Health & Fitness	0.35%	35.40
Hobbies & Interests	0.82%	32.50
Home & Garden	0.41%	15.40
Law, Gov't & Politics	0.32%	34.30
News	0.31%	24.40

Industry Vertical	CTR (%)	Avg. Video Playtime (sec)
Personal Finance	0.41%	12.30
Pets	0.24%	21.90
Real Estate	0.42%	17.40
Religion & Spirituality	0.21%	19.40
Shopping	0.67%	38.40
Society	0.15%	18.30
Sports	0.21%	38.40
Style & Fashion	0.45%	41.40
Technology & Computing	0.32%	27.30
Travel	0.52%	45.40

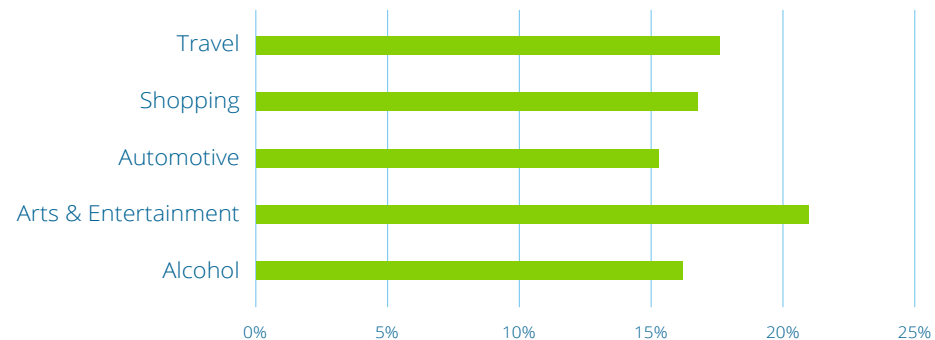
Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Top Performing Verticals

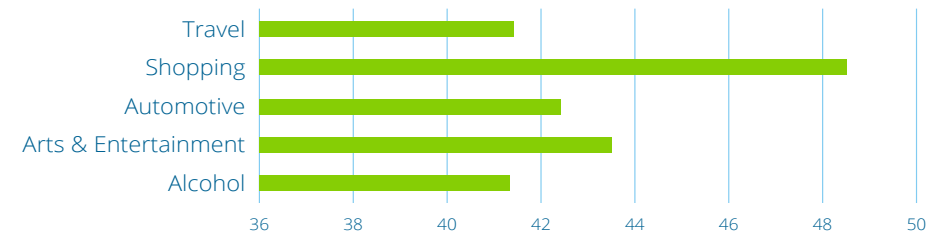
Engagement Rate (%) for Mobile



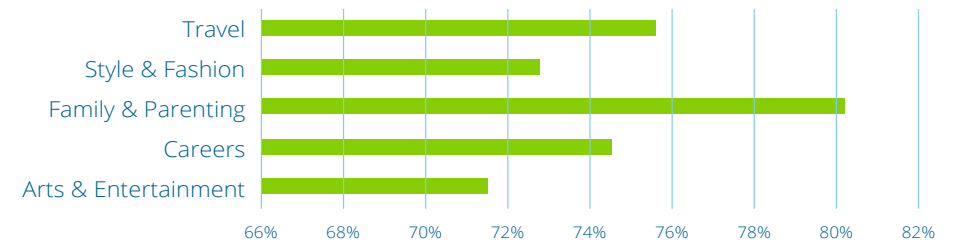
Engagement Rate (%) for Rich Media



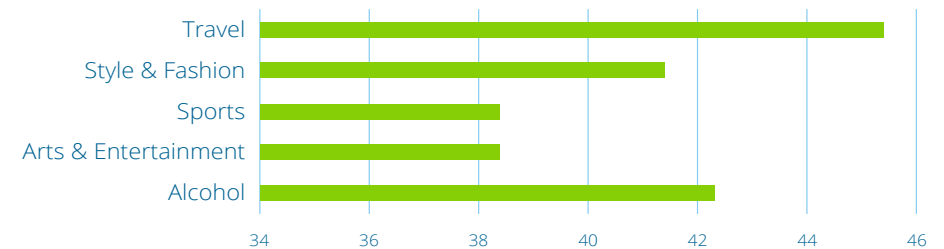
Average Video Playtime (sec) for Rich Media



Viewability Rate (%) for Rich Media



Average Video Playtime (sec) for Video



Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Country

The following tables presents how each country performed against our key metrics and banner types.

Standard

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Austria	0.09%	0.90%	5.4	42.10%
Belgium	0.14%	1.80%	8	52.40%
Brazil	0.09%	2.30%	8.1	43.00%
Czech Republic	0.12%	2.30%	8.9	52.00%
Denmark	0.10%	1.70%	9.2	54.50%
Finland	0.10%	2.00%	7.5	55.10%
Germany	0.11%	1.40%	10	55.00%
Holland	0.09%	1.50%	10.5	52.20%
Italy	0.08%	1.40%	5.4	47.30%
Lithuania	0.07%	1.00%	4	51.30%

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Norway	0.11%	2.00%	11	52.30%
Poland	0.12%	2.20%	11.3	47.50%
Russia	0.08%	1.30%	12.3	37.50%
Spain	0.12%	1.90%	13.2	47.60%
Sweden	0.08%	1.10%	8.5	53.60%
Switzerland	0.07%	0.70%	7.8	51.00%
Turkey	0.11%	0.50%	7	45.00%
United Kingdom	0.11%	1.20%	9.3	48.20%
United States	0.12%	1.50%	7.9	53.00%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Mobile

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Austria	0.64%	1.00%	7	50.40%
Belgium	0.29%	1.20%	9.2	52.00%
Brazil	0.45%	0.40%	3.4	45.00%
Czech Republic	0.29%	1.20%	6.7	56.00%
Denmark	0.22%	1.40%	9.2	62.00%
Finland	0.25%	1.20%	9.5	57.60%
Germany	0.15%	1.50%	12.5	60.40%
Holland	0.22%	1.40%	11.4	60.40%
Italy	0.25%	0.80%	9.1	53.60%
Lithuania	0.50%	1.20%	7.4	60.40%

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Viewability Rate (%)
Norway	0.21%	1.40%	7.5	56.00%
Poland	0.26%	1.90%	11.2	60.00%
Russia	0.33%	0.50%	4.9	45.00%
Spain	0.20%	1.70%	12.5	55.10%
Sweden	0.39%	1.40%	8.4	58.00%
Switzerland	0.31%	1.30%	8.2	59.70%
Turkey	0.25%	1.10%	5.4	45.00%
United Kingdom	0.15%	0.90%	12.3	57.00%
United States	0.35%	1.40%	10.3	52.30%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Rich Media

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Avg. Video Playtime (sec)	Viewability Rate (%)
Austria	0.39%	8.00%	7.8	23.10	63.00%
Belgium	0.45%	12.50%	11.9	29.10	68.00%
Brazil	0.20%	10.80%	4.6	21.30	45.40%
Czech Republic	0.28%	18.50%	11	38.40	67.40%
Denmark	0.42%	15.50%	9.3	38.20	72.30%
Finland	0.38%	15.00%	11.3	32.40	72.20%
Germany	0.44%	15.20%	12.4	33.40	67.30%
Holland	0.40%	13.90%	14.3	27.90	72.00%
Italy	0.45%	12.40%	7.9	25.30	58.00%
Lithuania	0.42%	12.90%	2.4	21.40	54.00%

Country	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec)	Avg. Video Playtime (sec)	Viewability Rate (%)
Norway	0.29%	13.80%	14.5	34.30	58.70%
Poland	0.34%	11.00%	19.3	39.30	54.00%
Russia	0.25%	5.00%	5.9	-	45.80%
Spain	0.72%	16.40%	9	23.30	53.60%
Sweden	0.52%	14.20%	11	45.30	66.20%
Switzerland	0.51%	8.50%	8.4	18.30	59.40%
Turkey	0.43%	6.70%	3.9	-	45.90%
United Kingdom	0.49%	14.60%	14.5	32.10	71.20%
United States	0.45%	12.10%	13.2	26.40	68.40%

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Video

Country	CTR (%)	Avg. Video Playtime (sec)
Austria	0.32%	35.10
Belgium	0.52%	34.20
Brazil	0.05%	19.30
Czech Republic	0.24%	38.00
Denmark	0.52%	42.30
Finland	0.32%	31.50
Germany	0.43%	24.50
Holland	0.44%	62.30
Italy	0.34%	39.50
Lithuania	0.23%	17.40

Country	CTR (%)	Avg. Video Playtime (sec)
Norway	0.42%	44.20
Poland	0.44%	33.40
Russia	0.23%	33.50
Spain	0.34%	26.50
Sweden	0.34%	36.30
Switzerland	0.42%	22.30
Turkey	0.42%	19.50
United Kingdom	0.34%	36.40
United States	0.35%	38.50

Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Banner Type

The following tables present how each banner type performed against our key metrics.

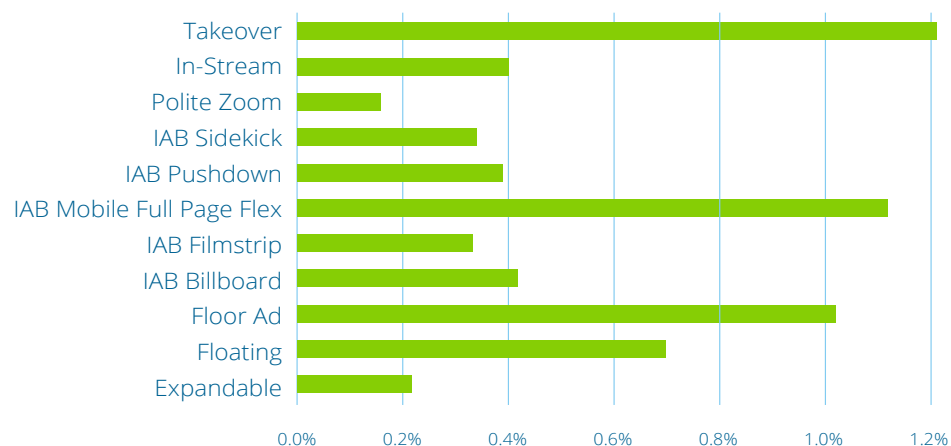
Some key observations:

- ✓ Takeover units delivered 4.5x higher CTR than the expandable banners, and 73% higher CTR than floating units
- ✓ The takeover units delivered the highest engagement rates, followed by floating units and the IAB Rising Stars formats (Billboard, Filmstrip, Pushdown and Sidekick).

Dataset	CTR (%)	Engagement Rate (%)	Avg. Engagement Time (sec.)	Avg. Video Playtime (sec.)	Viewability Rate (%)
Expandable	0.22%	4.3%	6.7	-	70.56%
Floating	0.70%	21.2%	9.2	-	72.41%
Floor Ad	1.02%	8.1%	8.2	-	92.10%
IAB Billboard	0.42%	12.2%	12.2	-	72.20%
IAB Filmstrip	0.33%	8.5%	14.4	-	72.30%
IAB Mobile Full Page Flex	1.12%	-	15.3	-	83.30%
IAB Pushdown	0.39%	14.5%	16.3	-	73.30%
IAB Sidekick	0.34%	6.9%	22.3	-	67.30%
Polite Zoom	0.16%	5.8%	4.4	-	56.20%
In-Stream	0.40%	-	-	34.2	-
Takeover	1.21%	23.11%	10.4	43	67.17%

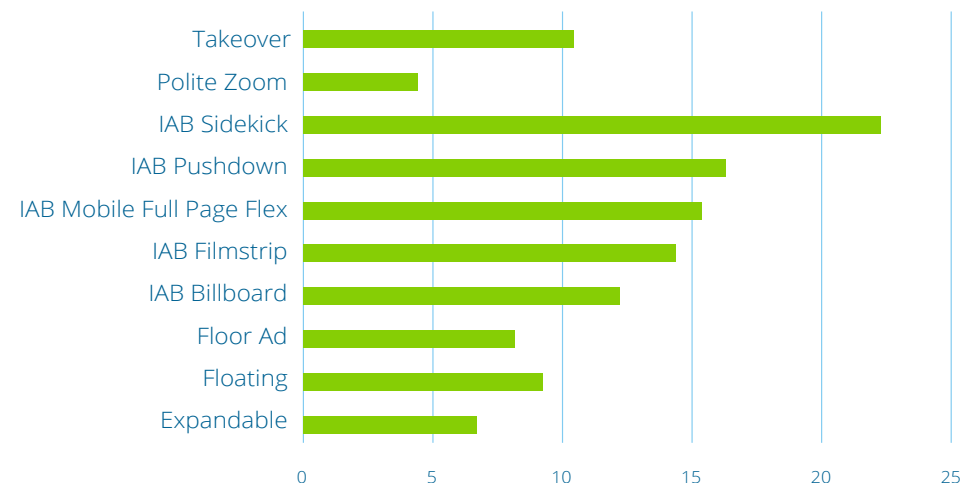
Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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CTR (%)

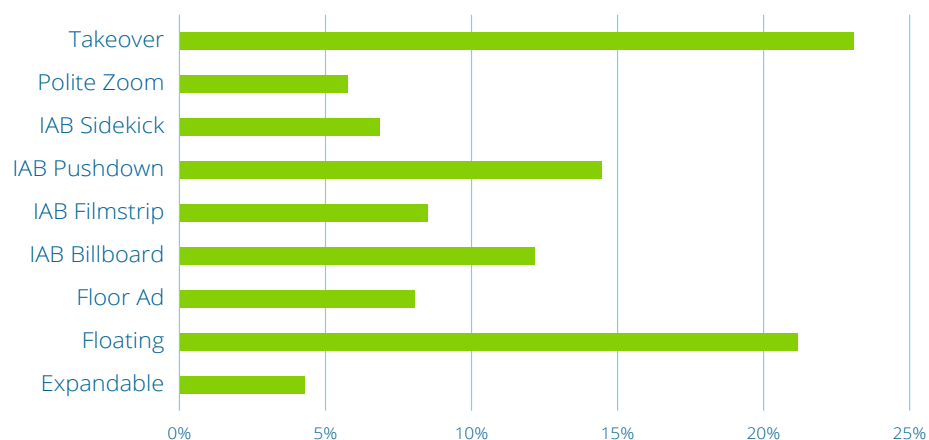


Next, we see that the IAB Rising Stars (including one of the popular IAB mobile formats, IAB Mobile Full Page Flex) evoke more engagement time than the other banner types analyzed. A possible reason to consider is that the IAB formats usually contain video content, which generate higher user interactions.

Avg. Engagement Time (sec)



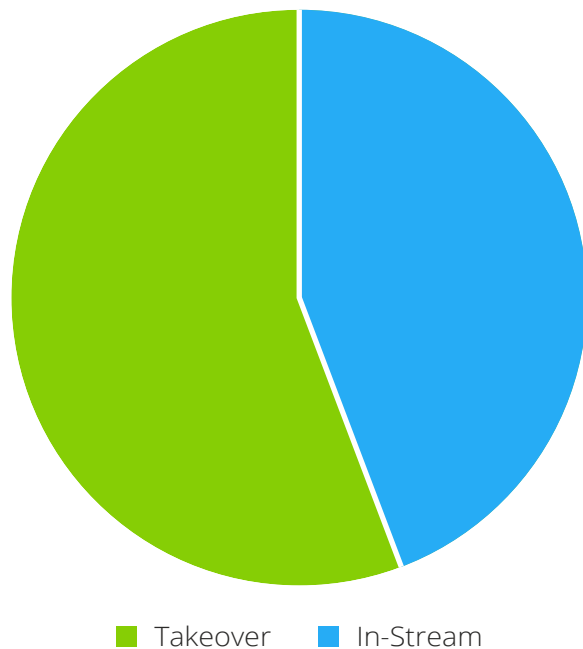
Engagement Rate (%)



Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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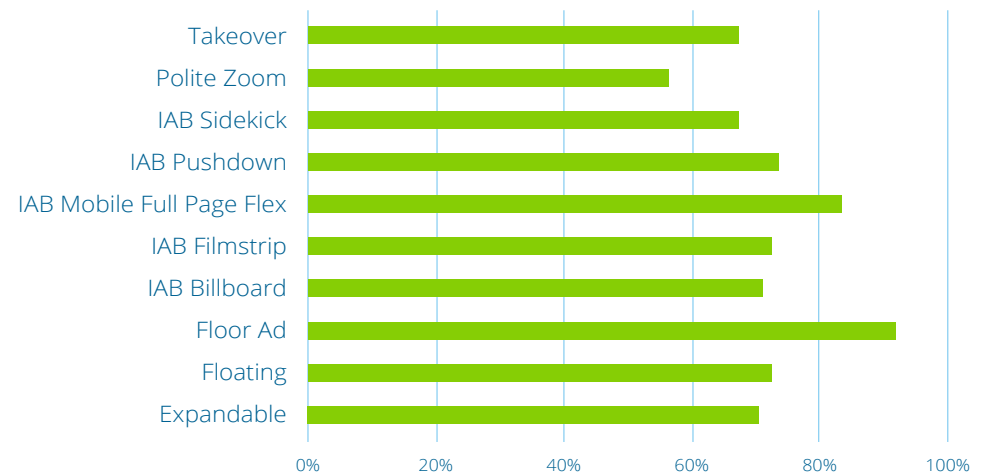
There are two ways to use video in online advertising: incorporate video content in a mobile banner or rich-media banner, or through a video banner itself (pre-roll, mid-roll, post-roll). Videos that appear in a rich-media takeover unit delivered an average playtime of 43 seconds, while in-stream and other video ads were watched for 34.2 seconds.

Avg. Video Playtime (sec)



Viewability differs slightly among the banner types; for instance, the big winner is the floor ad, thanks to its sticky placement at the bottom of the (in-view) screen. The floor ad has a lot going for it: it automatically formats to fit the browser's width, and it is anchored at the bottom of the page and follows the user as the page is scrolled or the browser window is resized. Upon user interaction, the floor ad will expand to a large ad space where brands can display a wide range of content, including videos, interactive games and embedded websites.

Viewability Rate (%)



Key Metrics	CTR	Engagement Rate	Engagement Time	Video Playtime	Viewability Rate	Industry Vertical	Country	Banner Type
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Take-Aways

- ✓ The stellar CTR of the takeover units delivers the best CTR performance, making them the best option for brand marketers who optimize on that metric.
- ✓ The takeover units also deliver the highest engagement rates, which makes them an attractive (though costly) option for brand marketers.
- ✓ The IAB Rising Stars formats (Billboard, Filmstrip, Pushdown and Sidekick) deliver the second highest engagement rates due to the typical use of video content in those ad units. Marketers seeking addition scale for their video campaigns can consider these inventory types.

Final Conclusions

Rich media is helping advertisers achieve their goals in significant ways. First, the highly engaging ad formats are an effective antidote to banner blindness (the ability of consumers to ignore display ads). Second, as the web becomes increasingly visual – due to the rise of the visual web – rich-media banners tap into a need for attractive and attention-grabbing images and video over static banners with stock photography and text.

The evidence of rich media's superiority lies in the consistently higher CTR, engagement rate, engagement time and even viewability. Industry sectors that rely most heavily on the visual web – automotive, travel, alcohol, entertainment, shopping and fashion & style – are the top performers, offering further proof that rich media is an essential ingredient for successful advertising today.

About Adform

Adform is a media agnostic tech vendor for media agencies, trading desks, advertisers and publishers that offers the world's only programmatic brand-led media platform supporting all aspects of multi-screen brand advertising. The Adform tech stack includes demand and supply side platforms, automated guaranteed, a third party ad server, data management platform, private marketplace, programmatic publisher ad server and a market-leading creative suite.

Established in Denmark in 2002, Adform now has offices in 15 countries including the United States, United Kingdom, Germany, Sweden, Denmark, Norway, Finland, Spain, Italy, Netherlands, Belgium, Czech Republic, Poland, Lithuania and Belarus.