

June 2009

2008 Year-in-Review Benchmarks

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The DoubleClick Benchmarks Report is a free report of industry benchmarks that helps marketers, agencies, and publishers evaluate the performance of online display advertising campaigns in the U.S., relative to industry norms.

DoubleClick benchmarks are derived from a robust data set of metrics across DART for Advertisers (DFA), based on rigorous methodology with input from the Advertising Research Foundation. This data set includes hundreds of advertisers, thousands of campaigns, and tens of billions of ad impressions.

Data shown here represent activity of a wide range of ad formats for DFA advertisers in the United States unless otherwise indicated. The majority of data are from January 2008 to December 2008. The data on interaction rates and interaction times are from April 2008 to December 2008.

Executive Summary

Overall U.S. campaign performance norms for 2008 across DoubleClick image, Flash, and rich media campaigns are as follows:

Country	Click-through Rate (CTR)	Interaction Rate	Average Interaction Time	Expansion Rate	Video Complete Rate	Average Display Time	Average Expanding Time
United States	0.10%	2.11%	10.29 secs	2.46%	54.52%	32.13 secs	6.50 secs

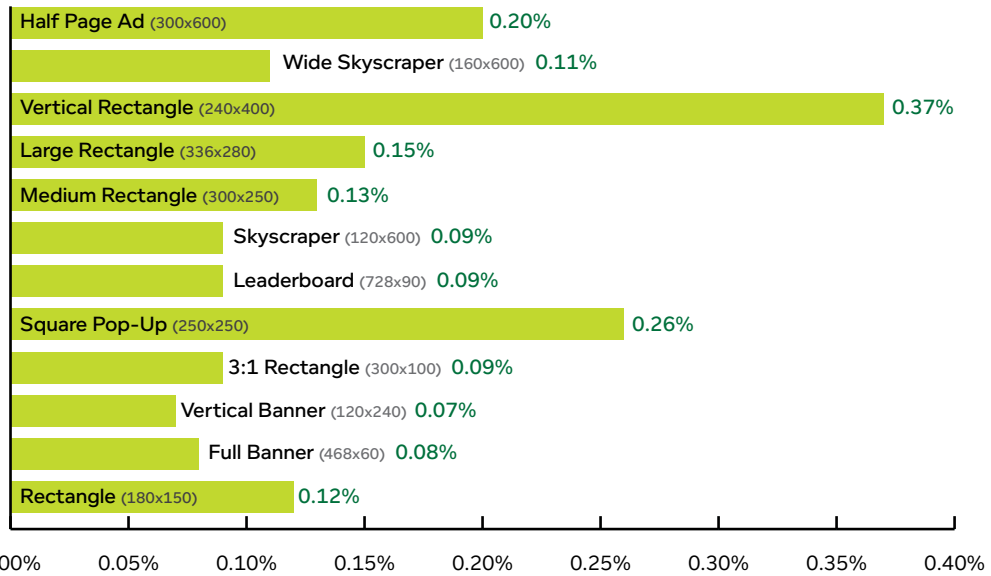
Key observations:

- **Clicks and interaction rates correlate strongly to ad size:** Larger creative sizes tend to produce higher click-through rates and/or interaction rates.
- **Video outperforms non-video ads:** DoubleClick Rich Media video ad units generally experience higher click-through rates and interaction rates than non-video DoubleClick rich media ad formats.

Static Image Ad Benchmarks

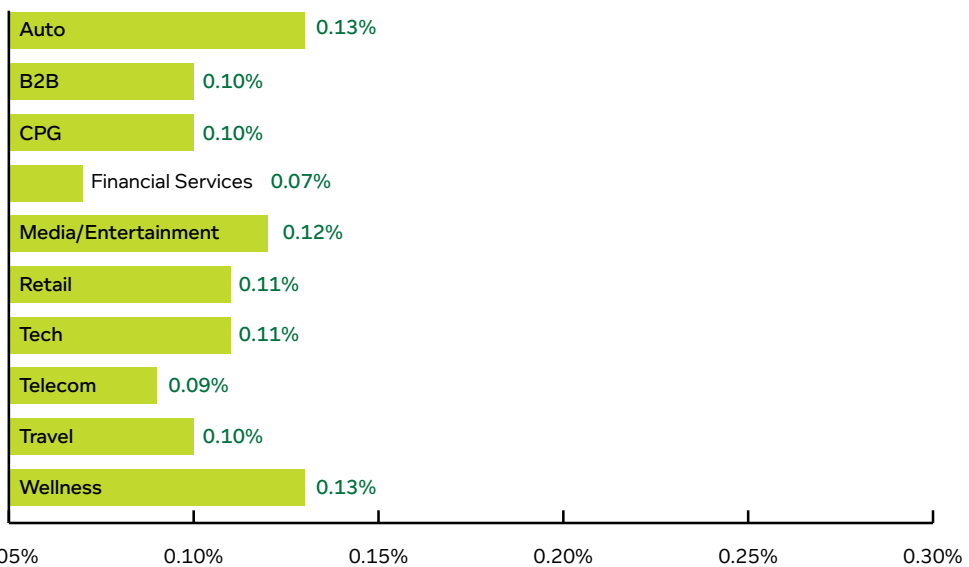
Overall Click-through Rate (CTR) 0.11%

Figure 1 Click-through Rate by Creative Sizes



Source: DoubleClick DART for Advertisers, U.S. advertisers, a cross section of major ad sizes only, January – December 2008

Figure 2 Click-through Rate by Industry Vertical

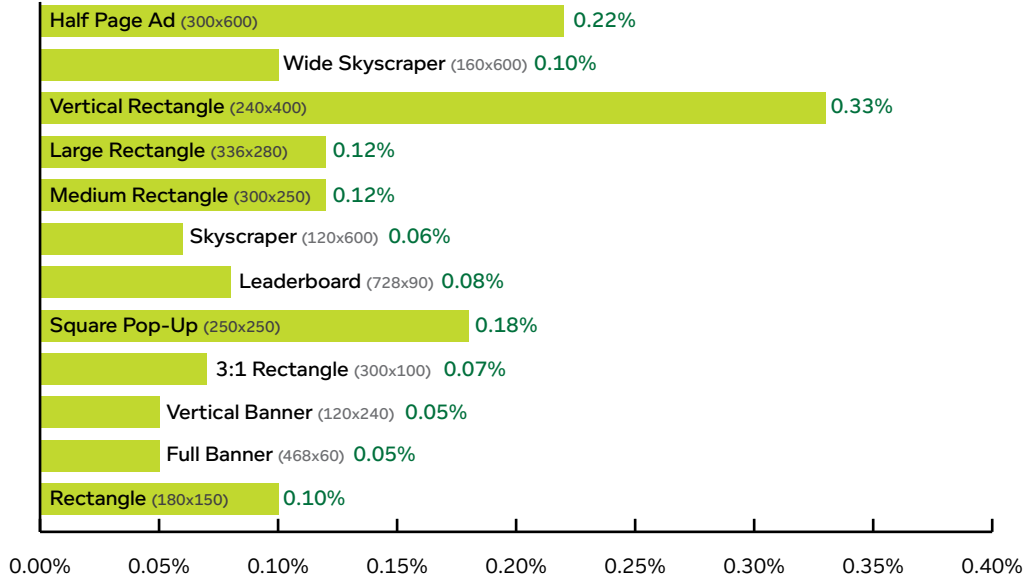


Source: DoubleClick DART for Advertisers, U.S. advertisers, a cross section of major industry verticals only, January – December 2008

Flash Ads

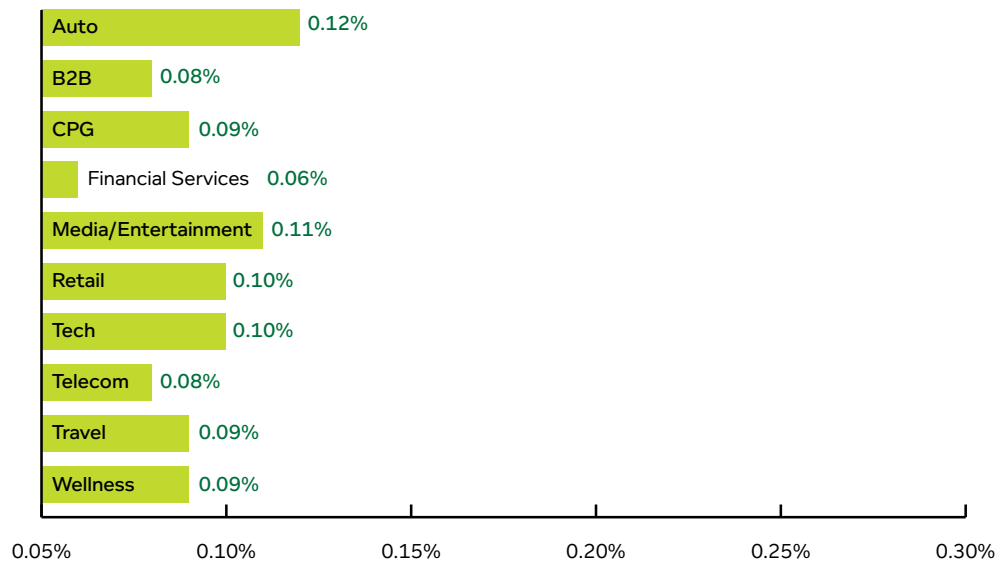
Overall Click-through Rate (CTR) 0.10%

Figure 3 Click-through Rate by Creative Sizes



Source: DoubleClick DART for Advertisers, U.S. advertisers, a cross section of major ad sizes only, January – December 2008

Figure 4 Click-through Rate by Industry Vertical



Source: DoubleClick DART for Advertisers, U.S. advertisers, a cross section of major industry verticals only, January – December 2008

Rich Media Ad Benchmarks

- **Preface: A Primer on Evaluating Rich Media Ad Metrics**
- **Overall Performance Norms**
- **Click-through Rate**
- **Interaction Rate and Expansion Rate**
- **Average Display Time, Interaction Time, and Expanding Time**
- **Video Complete Rate**

Preface: A Primer on Evaluating Rich Media Ad Metrics

A rich media ad unit can inspire a range of responses from users — not every click in a rich media unit produces a click-through. When a viewer clicks on a rich media unit, a number of outcomes are possible, including expanding the unit, playing a video or otherwise interacting with the unit. The call-to-action for a viewer to click-through competes with all other possible forms of interaction within the unit. As a result, click-through rates can be lower for rich media than for other forms of online advertising where the click-through is the only form of user interaction.

The objective of rich media ads isn't always to drive clicks — they are often used to provide users with an experience within the ad itself. Therefore, engagement metrics such as interaction rates, interactions times, video completion, and expansions are important measures of the success of such ads. Also keep in mind that conversion activity can happen within the ad unit itself: A click could result in the user downloading a report from the ad unit, signing up for more information through a form on the ad unit, locating a product by zip code, or playing a video within the ad unit. Advertisers should consider the goals of the campaign at hand, and evaluate the performance of their campaigns based on the most relevant rich media ad metric.

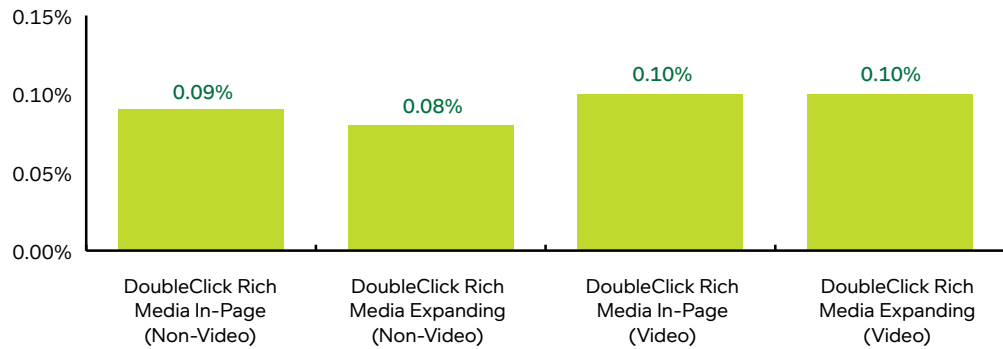
Overall Rich Media Performance Norms

Creative Type	Click-through Rate (CTR)	Interaction Rate	Average Interaction Time	Expansion Rate	Video Complete Rate	Average Display Time	Average Expanding Time
Rich media	0.09%	2.11%	10.29 secs	2.46%	54.52%	32.13 secs	6.50 secs

Click-through Rate by DoubleClick Rich Media Format

Video exhibits higher click-through rates than non-video for both in-page as well as expanding rich media formats.

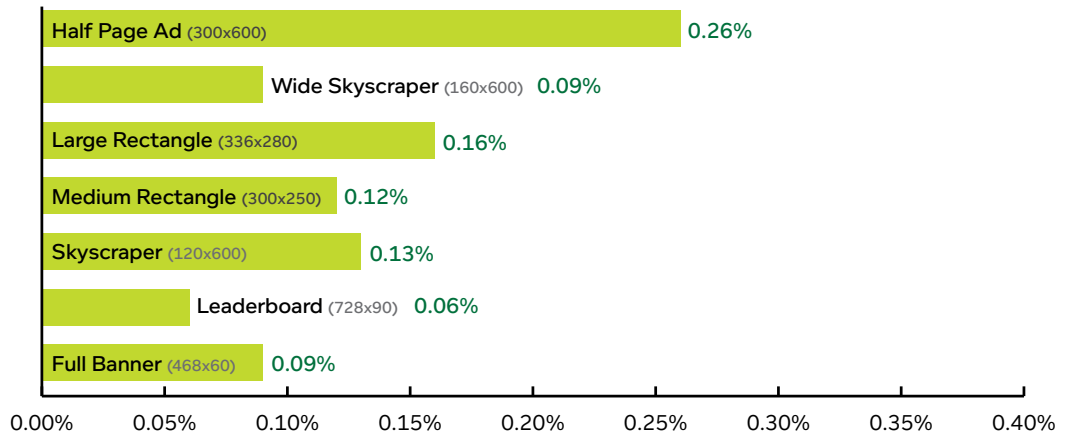
Figure 5 Click-through Rate by DoubleClick Rich Media Format



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – December 2008

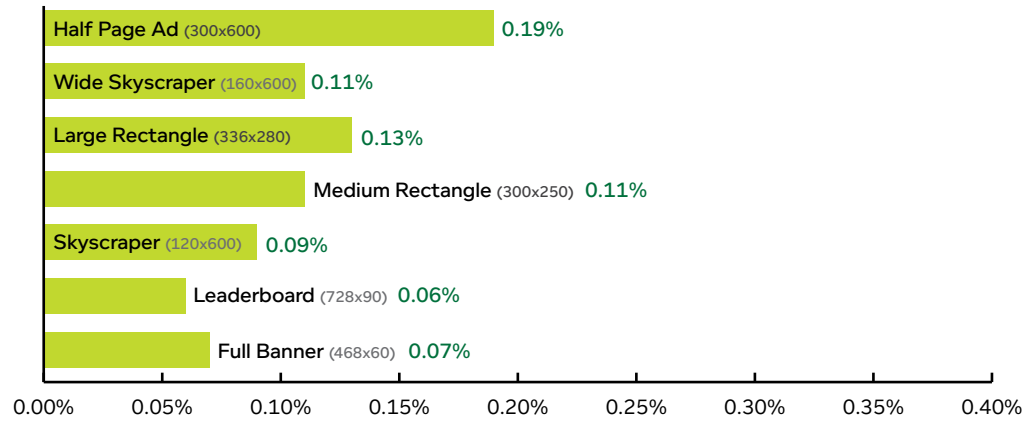
Click-through Rate (CTR) by Creative Size for In-Page and Expanding DoubleClick Rich Media Formats

Figure 6 DoubleClick Rich Media In-Page (Video) - Click-through Rate



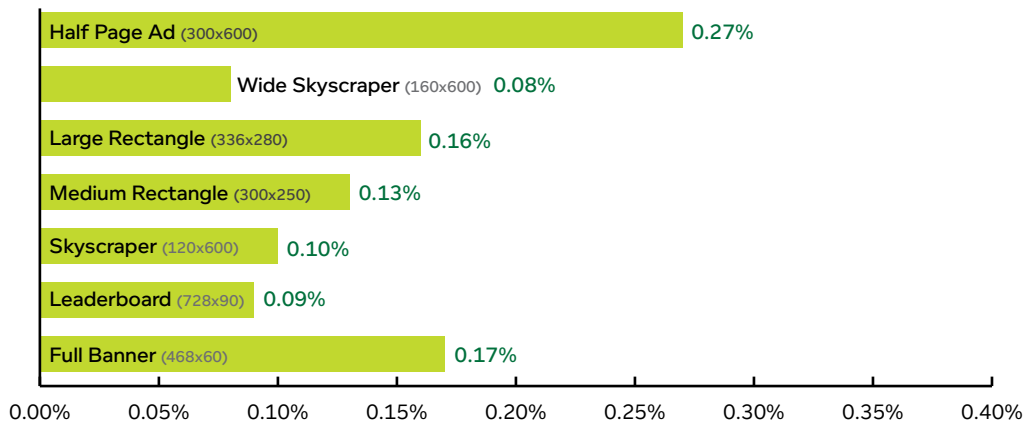
Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

Figure 7 DoubleClick Rich Media In-Page (Non-Video) - Click-through Rate



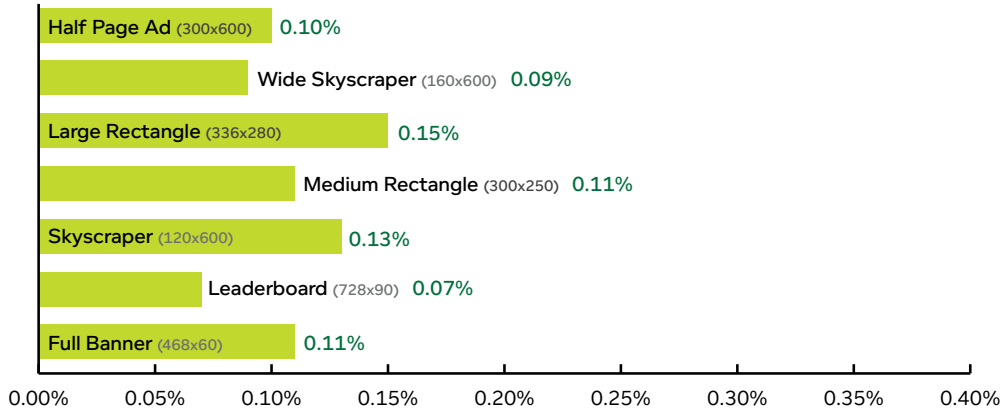
Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

Figure 8 DoubleClick Rich Media Expandable (Video) - Click-through Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

Figure 9 DoubleClick Rich Media Expandable (Non-Video) - Click-through Rate

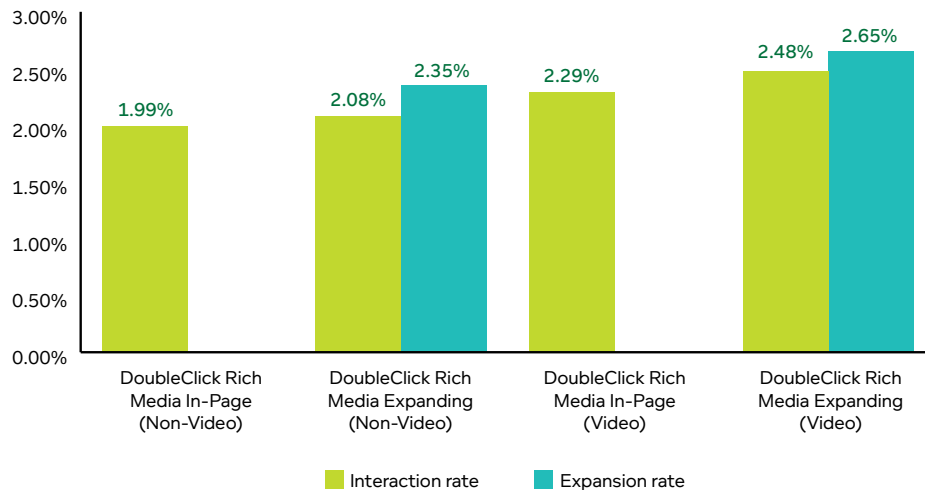


Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

Interaction and Expansion Rates

Consider video over non-video for higher interaction and expansion rates in both in-page as well as expanding rich media formats.

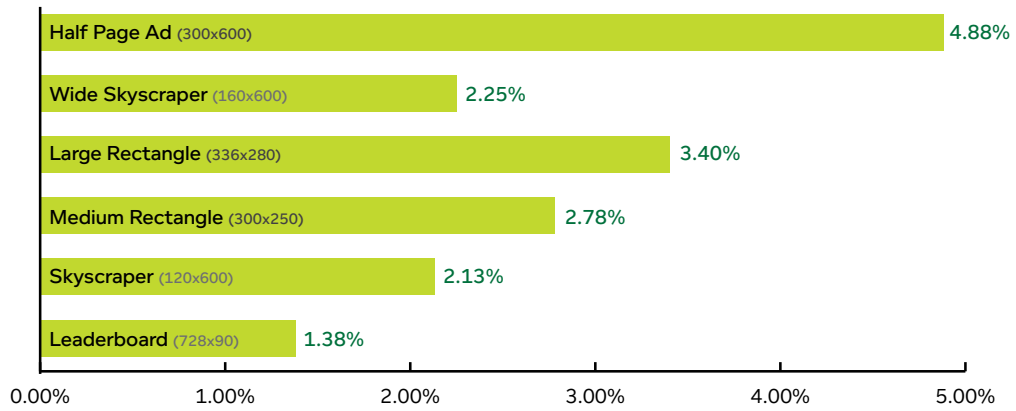
Figure 10 Interaction Rate and Expansion Rate by DoubleClick Rich Media Format



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – December 2008

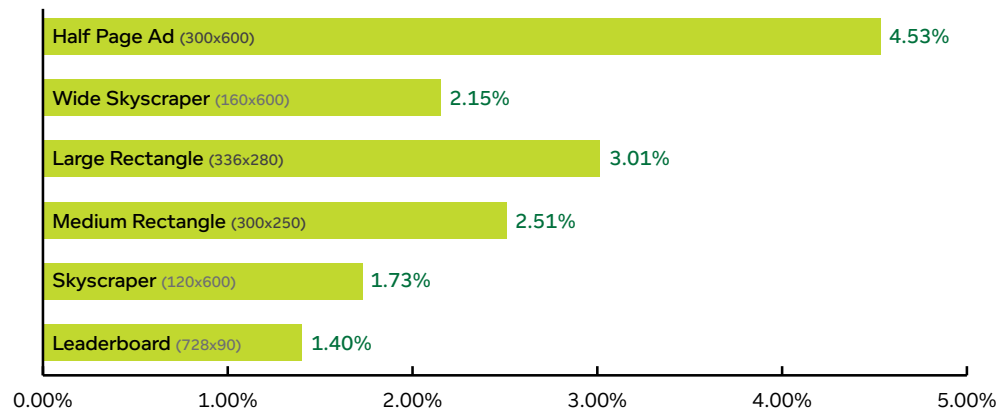
Interaction Rate by Creative Size

Figure 11 DoubleClick Rich Media In-Page (Video) - Interaction Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

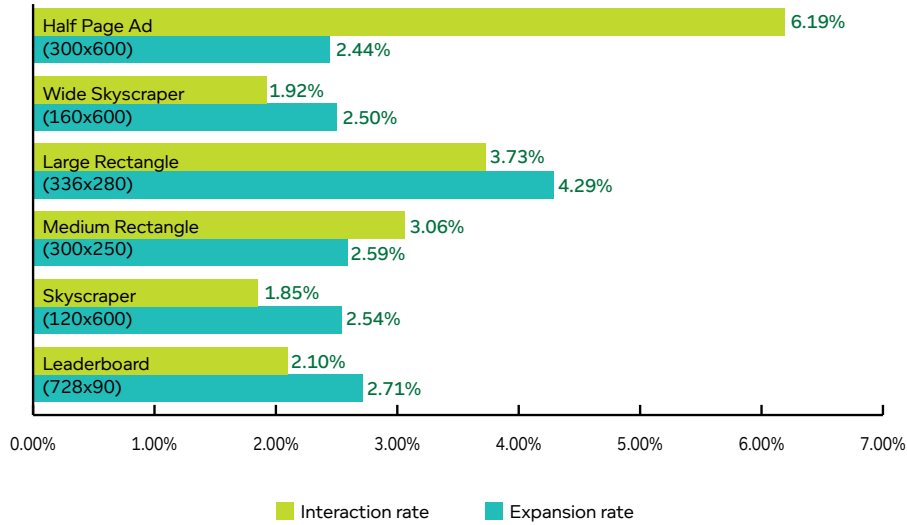
Figure 12 DoubleClick Rich Media In-Page (Non-Video) - Interaction Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

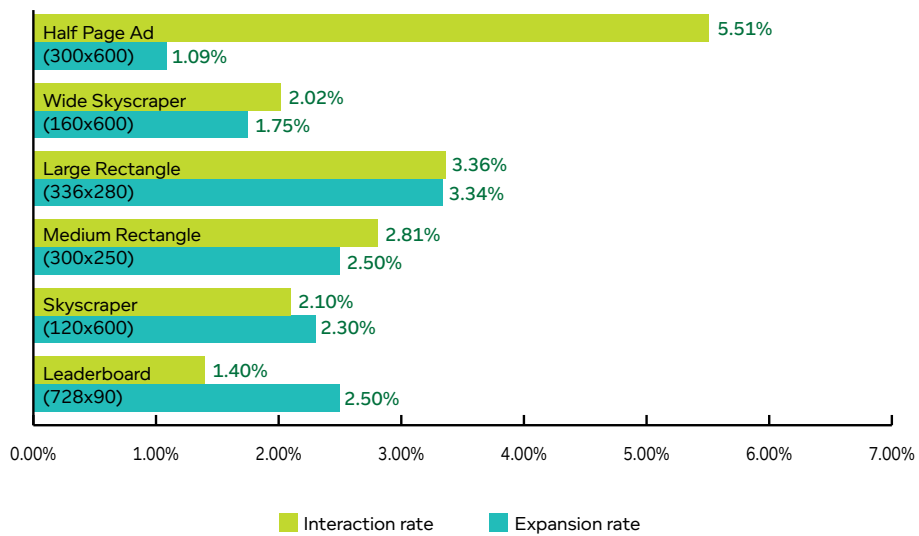
Interaction Rate and Expansion Rate by Creative Size

Figure 13 DoubleClick Rich Media Expandable (Video) - Interaction Rate and Expansion Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

Figure 14 DoubleClick Rich Media Expandable (Non-Video) - Interaction Rate and Expansion Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, a cross section of standard ad sizes only, January – December 2008

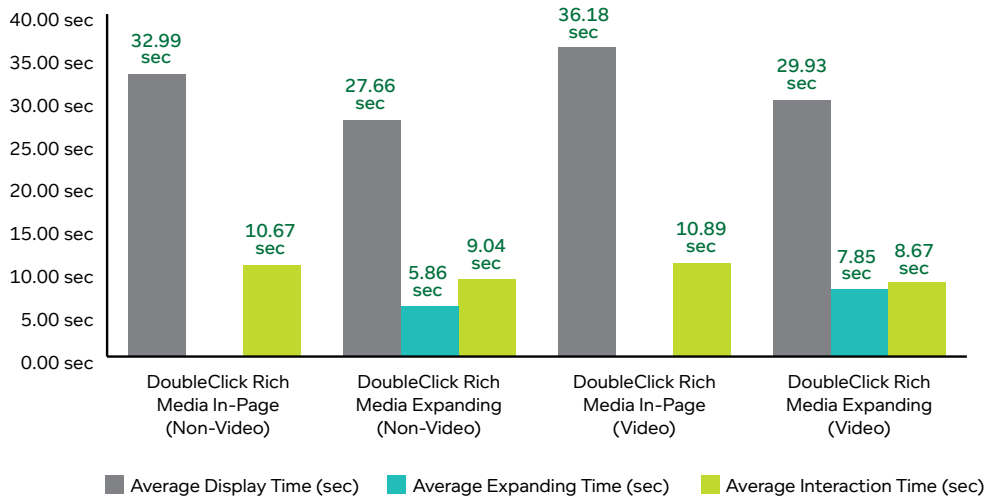
Figure 15 Click-through Rate (CTR), Interaction Rate, and Expansion Rate by Industry Vertical for DoubleClick Rich Media Formats

Industry Vertical	Click-through Rate	Interaction Rate	Expansion Rate
Auto	0.09	2.00	1.76
B2B	0.08	3.27	4.50
CPG	0.10	3.07	3.01
Financial Services	0.06	2.43	2.51
Media / Entertainment	0.16	2.87	1.83
Retail	0.10	3.12	4.86
Tech	0.12	2.73	2.56
Telecom	0.08	1.98	1.45
Travel	0.08	2.30	3.76
Wellness	0.08	4.16	2.95

Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media formats only, a cross section of major industry verticals only, January – December 2008

Average Display Time, Interaction Time, and Expanding Time

Figure 16 Average Display Time, Interaction Time, and Expanding Time by DoubleClick Rich Media Format



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – December 2008

Average Display Time, Interaction Time, and Expanding Time by Creative Size and Rich Media Format

Figure 17 DoubleClick Rich Media In-Page

		Average display time (secs)	Average interaction time (secs)
Half Page Ad (300x600)	Video	31.60	9.79
Half Page Ad (300x600)	Non-Video	39.10	11.38
Wide Skyscraper (160x600)	Video	34.31	9.75
Wide Skyscraper (160x600)	Non-Video	31.77	9.34
Large Rectangle (336x280)	Video	44.81	11.47
Large Rectangle (336x280)	Non-Video	48.11	10.62
Medium Rectangle (300x250)	Video	36.30	10.85
Medium Rectangle (300x250)	Non-Video	33.45	10.29
Skyscraper (120x600)	Video	37.64	10.51
Skyscraper (120x600)	Non-Video	35.89	10.78
Leaderboard (728x90)	Video	35.52	10.32
Leaderboard (728x90)	Non-Video	31.90	10.22
Full Banner (468x60)	Video	38.48	10.00
Full Banner (468x60)	Non-Video	33.36	7.58

Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page format only, a cross section of standard ad sizes only, January – December 2008

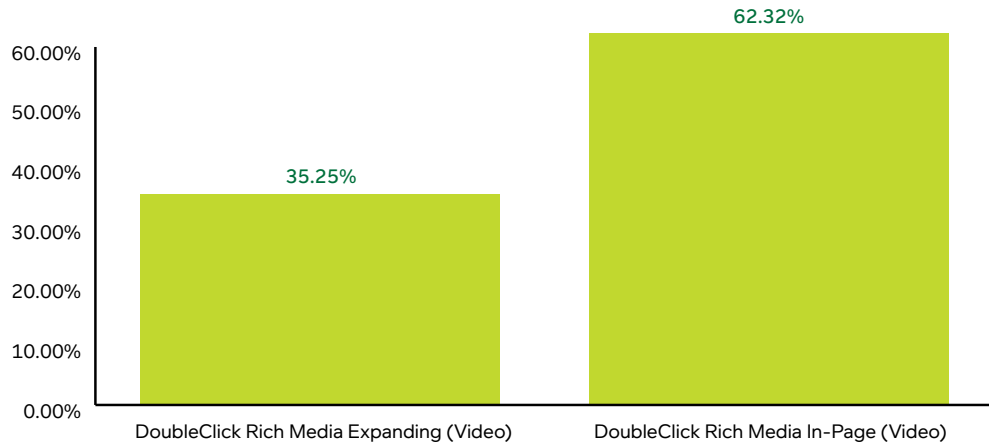
Figure 18 DoubleClick Rich Media Expandable - Average Display Time, Expanding Time, and Interaction Time

		Average display time (secs)	Average expanding time (secs)	Average interaction time (secs)
Half Page Ad (300x600)	Video	25.25	6.94	7.26
Half Page Ad (300x600)	Non-Video	32.70	5.00	8.22
Wide Skyscraper (160x600)	Video	26.53	11.53	9.27
Wide Skyscraper (160x600)	Non-Video	24.13	5.86	7.69
Large Rectangle (336x280)	Video	38.59	12.67	8.42
Large Rectangle (336x280)	Non-Video	35.81	9.65	8.43
Medium Rectangle (300x250)	Video	29.82	7.41	7.95
Medium Rectangle (300x250)	Non-Video	27.74	6.19	7.56
Skyscraper (120x600)	Video	29.16	7.39	6.94
Skyscraper (120x600)	Non-Video	34.34	4.74	6.10
Leaderboard (728x90)	Video	31.18	7.24	8.33
Leaderboard (728x90)	Non-Video	28.81	5.49	8.74
Full Banner (468x60)	Video	32.84	4.94	1.99
Full Banner (468x60)	Non-Video	28.14	5.83	2.96

Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media expanding format only, a cross section of standard ad sizes only, January – December 2008

Video Complete Rate

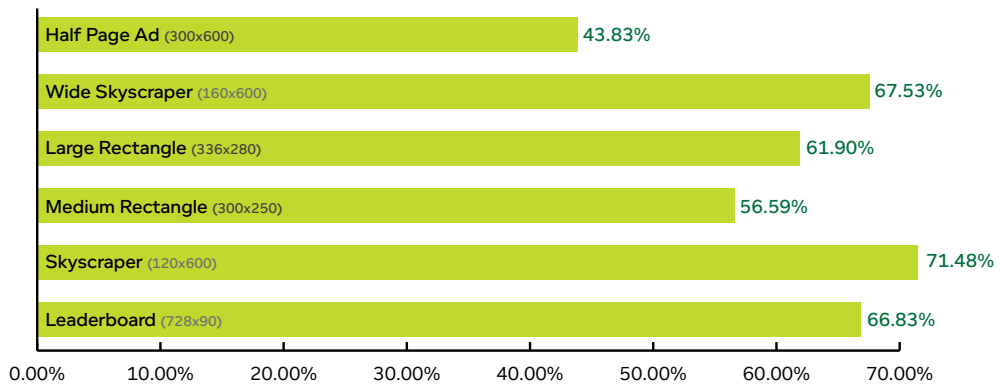
Figure 19 Video Complete Rate by Format



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page and expanding formats only, January – December 2008

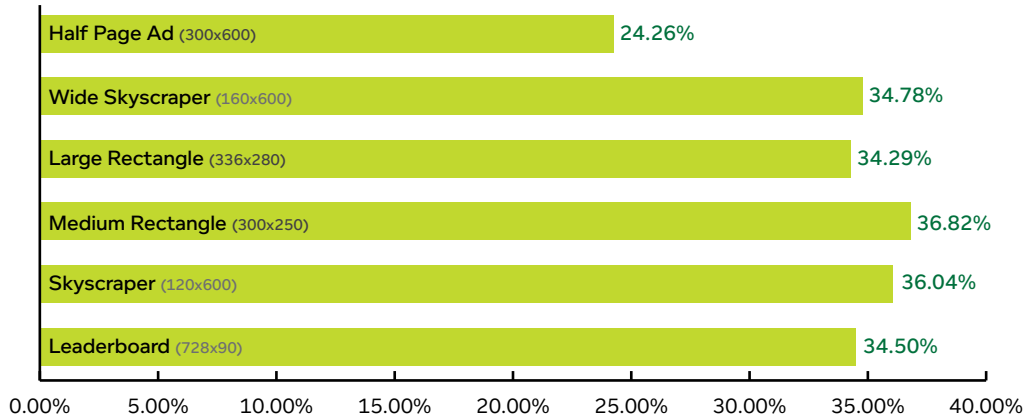
Video Complete Rate by Creative Size

Figure 20 DoubleClick Rich Media In-Page (Video) - Video Complete Rate



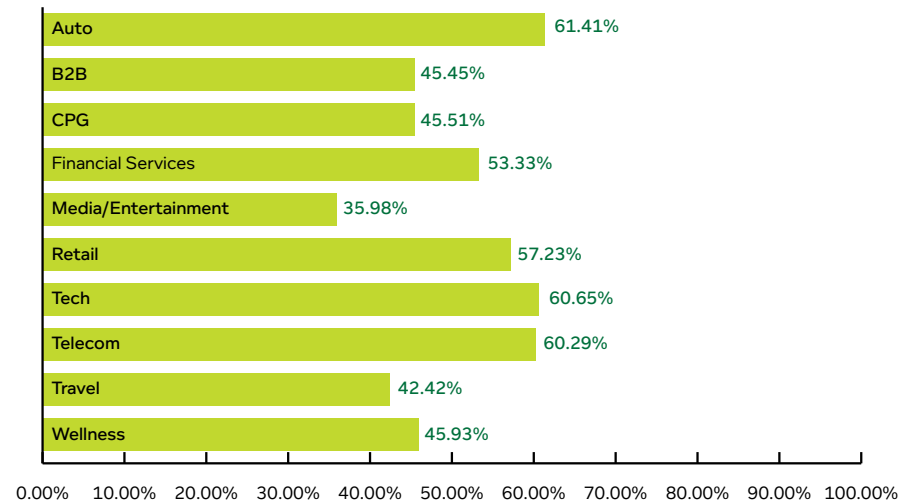
Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media in-page video format only, a cross section of standard ad sizes only, January – December 2008

Figure 21 DoubleClick Rich Media Expandable (Video) - Video Complete Rate



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media expanding video format only, a cross section of standard ad sizes only, January – December 2008

Figure 22 Video Complete Rate by Industry Vertical



Source: DoubleClick DART for Advertisers, U.S. advertisers, DoubleClick Rich Media video format only, a cross section of major verticals only, January – December 2008

Worldwide Overall Performance Norms

Figure 23 Overall Worldwide Click-through Rate across Static Image, Flash, and Rich Media Ad Formats

Country	Overall Click-through Rate
Australia	0.10%
Austria	0.15%
Belgium	0.17%
Canada	0.10%
China	0.18%
Denmark	0.12%
Finland	0.09%
France	0.12%
Germany	0.13%
Greece	0.18%
Hong Kong	0.21%
Hungary	0.11%
India	0.20%
Ireland	0.08%
Italy	0.12%
Luxembourg	0.08%
Malaysia	0.29%
Netherlands	0.16%
New Zealand	0.14%
Norway	0.07%
Singapore	0.20%
Spain	0.14%
Sweden	0.10%
Switzerland	0.11%
Turkey	0.14%
United Arab Emirates	0.26%
United Kingdom	0.08%
United States	0.10%

Source: DoubleClick DART for Advertisers, a cross section of regions, January – December 2008

Figure 24 DoubleClick Rich Media Metrics Across a Cross-Section of Regions

Country	Interaction Rate	Expansion Rate	Video Complete Rate	Average Interaction Time	Average Expanding Time	Average Display Time
Australia	3.70%	5.96%	38.73%	10.12 secs	8.06 secs	41.84 secs
Belgium	3.06%	N/A	38.81%	8.22 secs	3.25 secs	26.29 secs
Canada	3.45%	5.28%	67.66%	9.26 secs	4.81 secs	41.27 secs
France	3.31%	7.16%	54.18%	9.19 secs	15.89 secs	38.26 secs
Germany	4.10%	7.72%	59.91%	8.32 secs	5.56 secs	31.72 secs
Hong Kong	4.72%	9.67%	27.11%	9.67 secs	4.29 secs	10.98 secs
Ireland	2.08%	4.10%	42.07%	10.55 secs	10.46 secs	32.82 secs
Italy	3.42%	N/A	55.38%	8.85 secs	7.98 secs	35.67 secs
Luxembourg	2.14%	6.00%	34.24%	9.08 secs	7.73 secs	30.98 secs
Malaysia	4.49%	9.67%	N/A	8.60 secs	5.57 secs	45.15 secs
Netherlands	4.45%	9.57%	43.68%	7.97 secs	3.81 secs	29.82 secs
Singapore	3.80%	6.91%	37.69%	10.10 secs	5.29 secs	31.20 secs
Sweden	3.41%	N/A	N/A	9.39 secs	N/A	34.66 secs
United Kingdom	2.29%	4.77%	47.41%	9.30 secs	7.04 secs	32.20 secs
United States	2.11%	2.46%	54.52%	10.29 secs	6.50 secs	32.13 secs

Source: DoubleClick DART for Advertisers, a cross section of regions with statistically significant rich media metrics, January – December 2008

Appendix

Appendix A: About the Source Data

DoubleClick has built a robust software tool to analyze online advertising campaign activity across its DART ad serving platform. Presently, the tool reports click-through rates, interaction rates, interaction times, expansion rates, expansion times and video complete rates for ads for thousands of advertisers using the DART for Advertisers (DFA) and DoubleClick Rich Media platforms. These data are carefully normalized to reflect industry norms to the best of our ability. The Advertising Research Foundation (ARF) was consulted on the design of this tool and advised on aspects of its methodological design, including the use of medians instead of mean averages for the calculation of the benchmark metrics noted above. Data shown here represent activity of a wide range of ad formats for DFA advertisers in the United States unless otherwise indicated. The majority of data are from January 2008 to December 2008. The data on interaction rates and interaction times are from April 2008 to December 2008.

The dataset used for the DoubleClick benchmarks reports of the activity of thousands of DFA advertisers that have been categorized by industry and country geography. Industry categories are defined by the sub-categories they represent. To make category assignments, each DFA advertiser is assigned to a single industry sub-category. Subcategory assignments then roll-up into category assignments. For example, the Media and Entertainment industry category is a roll-up of advertiser data from seventeen sub-categories, including Music, Movies, Sports, Arts and others. To ensure statistical soundness as well as client confidentiality, minimums have been applied to the data sets that can be reported on: at least four advertisers and four DART networks must be represented for any metric to be reported at any dimension of the data (e.g., by creative size, by time period).

Appendix B: Definition of Interaction Rate and Interactions

Interaction Rate: The ratio of DoubleClick Rich Media ad interactions to the number of rich media ad impressions displayed. This number is reached using the following calculation:

$$\text{Interactions} \div \text{Rich Media Impressions}$$

Interactions: The number of times users interacted with a DoubleClick Rich Media ad.

An interaction is uniquely counted only once per impression.

Interactions are captured when the user does one or more of the following:

- Mouses over the ad for 1 continuous second
- Clicks an Exit link
- Makes the ad display in Full Screen mode
- Expands the ad

Appendix C: Definition of Average Interaction Time

Average Interaction Time: The average amount of time, in seconds, that a user interacts with a DoubleClick Rich Media ad. Time from multiple interactions with an ad during a single ad view are aggregated.

Appendix D: Definition of Expansion Rate

Expansion Rate: Expansion rate is calculated by dividing Expansions by DoubleClick Rich Media Expanding ad impressions.

Expansions are counted when a user expands the ad by either rolling over the ad or by clicking on it and the ad reaches its expanded state.

An expansion is counted only once per impression

Appendix E: Definition of Average Expanding Time

Average Expanding Time: The average length of time, in seconds, that an expanding ad is viewed in its expanded state. Time from multiple expansions during a single ad view are aggregated. Timer starts when the ad reaches the expanded state and stops when it collapses.

Any expansion time that exceeds four minutes is capped. This extended expansion time can occur, for example, when a user opens an expanding ad on his or her browser, then steps away for an hour without collapsing the ad or closing the browser. The capping rule helps prevent skewed results.

Appendix F: Measuring Video Completes

The video complete rate is calculated by the following formula and definitions:

$$\text{Video Completes} \div \text{Video Plays}$$

Video Completes: The number of times a video played to its completion. For example, the number of times a 15-second video plays for its full 15 seconds.

Video Plays: The number of impressions where a video started to play.

About DoubleClick

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, search and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. DoubleClick is a division of Google Inc. (NASDAQ: GOOG). Learn more at www.doubleclick.com

For more information on the DoubleClick platform and DoubleClick advertiser, publisher, search, and rich media solutions, contact a sales representative at (212) 271-CLICK (2542) or www.doubleclick.com/contact/report



US Headquarters
76 Ninth Avenue
6th Floor
New York, NY 10011
Tel: 212-683-0001
Tel: 866-683-0001 (toll free)
Fax: 212-287-1203

EMEA Headquarters
Gordon House
Barrow Street
Dublin 4
Ireland
Tel: +353 1 543 0100
Fax: +353 1 436 1001

Asia Pacific Headquarters
Suite 19, Level 1
88 Cumberland Street
The Rocks,
Sydney, NSW 2000
Australia
Tel: +61 (0)2 8247 3700
Fax: +61 (0)2 8247 3701