



Presented by the Advertising Research Foundation

Telecommunications Silver Winner DoubleClick DFA-Omniture Genesis Integration

BUSINESS SITUATION & CAMPAIGN OBJECTIVES

The advertising industry has historically been relying on click-through rates to evaluate the success of campaigns. However, recent research stresses that for most display ad campaigns, the click-through is not the most appropriate metric for evaluating success. Rather, advertisers should evaluate campaigns based on their combined click-through and view-through performance. A view-through occurs when users see an ad, do not click on it, but still perform the ad's intended actions – in our case, visiting Comcast.com, researching Comcast product offerings and, ultimately, signing up or upgrading the existing service. This was initially a difficult idea for clients to understand and consequently, they have been skeptical of its relevance. On top of this, view-throughs are notoriously difficult to track using basic services so very few advertisers make use of their value.

RESEARCH STORY

MediaVest won the Comcast digital business in the first quarter of 2009. This put our agency in a position to perform planning and buying for Comcast across all media. Mediavest serves all of its digital ads through the Doubleclick ad serving program, this program allows us to track how many people saw our ads, the sites they saw them on and how many clicks each ad received. However, this does not give us any understanding into what these users do after they see an ad, they may go on to seek more information, search for the brand, or purchase the product on the destination site. On the client's side, Comcast uses a program called Omniture for its site analytics, this allows them to track a user's behavior through their site to see who made purchases and what they ordered but doesn't reveal any insights into those user's interests or activities outside of Comcast.com.

CAMPAIGN & RESULTS

In May of 2009, Mediavest's Comcast digital team partnered with Comcast.com for the Omniture-DFA Genesis integration. The team managed the collaboration of four separate business entities (Mediavest Digital, Comcast.com Analytics, Omniture, Doubleclick DFA) in order to align, implement, and troubleshoot the new solution. Once the integration was set up, Mediavest's ad serving data started automatically pulling into the Omniture site analytics dashboard. The Genesis integration allows the digital team to tie together their ad-serving data with later user activities within Comcast.com. This solution gives both agency and client teams full transparency into all available data at no additional cost. The digital team can now set campaign success metrics that are far more valuable than click-through rate. We are able to determine the full impact of our online display advertising by tracking the activities of every person who sees our ads. No matter the method that they enter Comcast.com, we know exactly which messaging and placements each user has seen and what difference that exposure is making on their behavior.

Ultimately, a successful integration has helped drive more effective strategic initiatives. Our team can now track a user's final order and spend all the way back to the first site they saw an ad on and which message they saw. We use this robust data to identify which message, site and target audience combinations bring the highest returns. The integration also helped demystify the impact and value of view-throughs to the client. As a result of our success, Comcast has been working to integrate other business arms into Omniture including natural and paid search, internal campaigns and call center data. The transparency and unity that the Genesis integration has created have allowed our client to directly compare across multiple channels improving their ability to allocate budgets efficiently.

Here are some of the key data-points we've been able to glean:

- View-through impacts are real: As a segment, view-through users are more valuable. This is because most users who click on the ad are not yet ready to purchase, whereas view-through users more likely are.
- View-throughs are bigger in volume: depending on the campaign, 5x to 10x more orders are coming from view-throughs compared to click-throughs.
- View-throughs are not coincidental: Majority of View-throughs occur within 3 hours of seeing the ad.
- Display's impacts are real: 3% of orders are brought in through online display.
- Display works well with Search: Up to 10% of view-throughs visits also show usage in natural search.

Overall, this integration initiative helped position Display more strategically with the client, as this integration helped us to report out on the bottom-line that the client is held responsible for. As a result of subsequent optimizations, in the following quarters,

- **Total visits driven to Comcast.com from Display increased by + 134% in Q2 2009, compared YOY.** While this is mostly due to having consistent tracking, it showcased the importance of Display's contribution to the site.
- **Display's contribution to acquisition increased by +615% in Q3 2009, when taking view-throughs into account.** While this is also due to tracking (view-through orders were not captured in 2008), this showcased the depth of reach Display has in impacting user perceptions.
- **View-throughs are real:** 65% of View-through activities occur within 3 hours of seeing the ad, and they are more valuable to optimize for than the users who click on an ad.
- **Display works well with Search:** Up to 10% of view-throughs visits also show usage in natural search to navigate back to Comcast.com.
- **Understanding ROI by partner site:** Since we were able to quantify the contribution of each site (Cost per acquisition, ROI), we have been able to quantify each partner's contribution to the number 1 goal of Comcast.com – new customer acquisition.