



# BannerLink™

Dynamic Rich Media Video Banner Ads

## Insights on Rich Media and BannerLink Metrics

What aggregate trends in ad serving data can tell you about how Rich Media and BannerLink differ from traditional ad units.

### Click-Through Rate – Not the Only Metric Anymore...

Not every click in a rich media ad 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, viewing the thumbnails 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 Bannerlink Rich Media product allows a prospective customer to deeply engage and interact with your brand – there by increasing the potential ROI.

### Definitions and methodology behind the metrics

For Liquidus BannerLink, the methodology for interaction metrics is as follows:

#### Definition of Impressions

**Rich Media Impressions:** The number of times that a Rich Media ad unit is displayed.

#### Definition of Average Interaction Rate

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

- Interactions / Rich Media Impressions

#### Definition of Average Interactions

**Interactions:** The number of times that a user interacts with a Rich Media ad. Interactions are captured when the user does one or more of the following:

- Rollovers/Expansions the ad for 1 continuous second
- Videos Plays
- Website Click-thrus
- Sort by Make
- Vehicle Click-thrus
- Sort by Model
- Find More Vehicle Click-thrus
- Contact Seller Submissions
- Vehicle views
- Send to a Friend

#### 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. Multiple interactions with an ad during a single ad view are aggregated.

#### Definition of Expansion Rate

**Expansion Rate:** Expansion rate is calculated by dividing expansion time counters by Rich Media expanding ad impressions.

#### Definition of Average Expansion Time

**Average Expansion Time:** The average amount of time, in seconds, that an expanding ad is viewed in an expanded state. Any expansion times that exceed four minutes are 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.

#### Definition of Video Play Rate

**Video View Rate:** Expansion rate is calculated by dividing the number of video plays by Rich Media expanding ad impressions.

**Video Plays:** The number of impressions where a video was played.

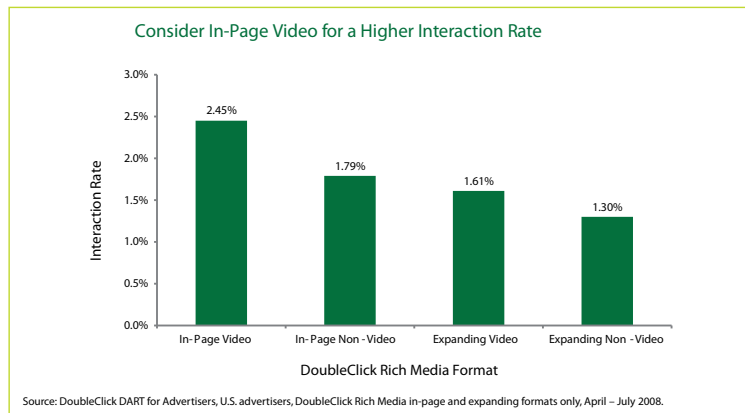
## Insights on Rich Media and BannerLink Metrics

### Industry Benchmarks

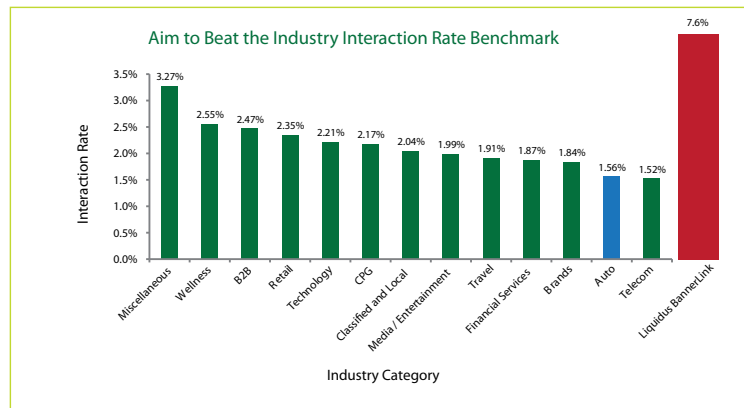
For the best campaign results, it is a good idea to set campaign goals upfront and keep these goals in mind throughout the campaign process. Whether it is Click-through or Interaction, certain elements can help increase those rate.

#### Interaction rate

Interaction Rate is a popular measure of rich media campaign performance. The metric places value on interactions within a unit, even if they do not result in a click-through. Advertisers can make simple creative choices to enhance interaction rates.



This figure shows that in-page video has the highest performing interaction rate in comparison to in-page non-video and expanding formats. In addition, in-page-video has a slightly better performing interaction rate than expanding formats. Consider using in-page video, to achieve a higher interaction rate.



Campaign performance can be measured against industry benchmarks for interaction rates. The figure above (from Double Click research report) shows that advertisers can expect to get anywhere between a 1.52% and 3.27% interaction rate, depending on the industry. A good measure of success is to beat the industry benchmark for interaction rates. For example, a Travel campaign should aim for an interaction rate above 1.91%. By employing Bannerlink Rich Media ads you can achieve an interaction rate averaging 7.6%

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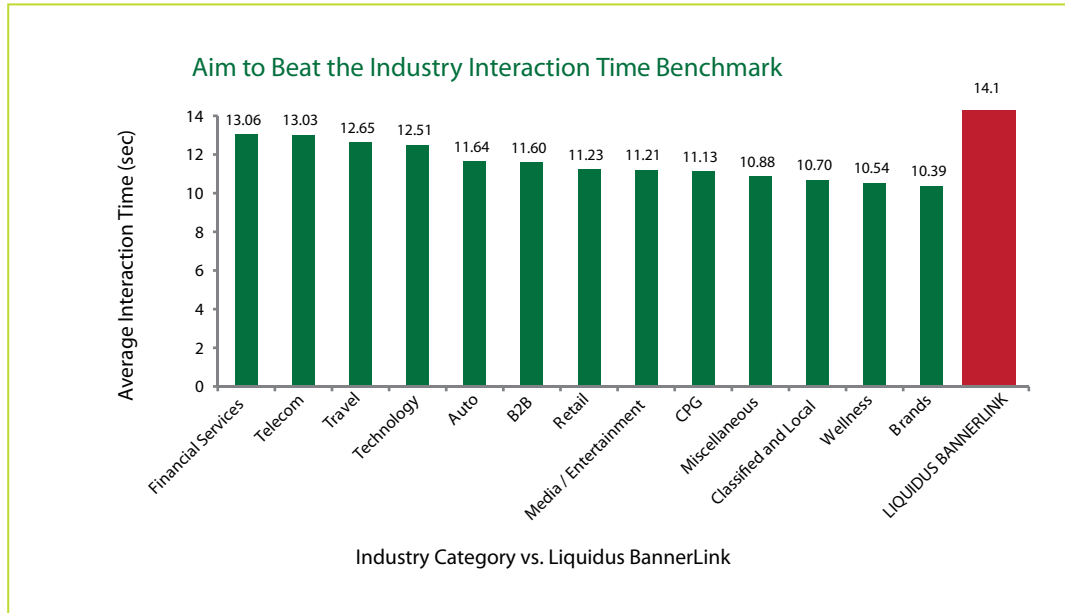
### Industry Benchmarks

#### Average Interaction Time

Average interaction time is a measure of how long viewers are interacting with an ad unit. DoubleClick reports the amount of time users spend interacting with the average Rich Media units is just over 11 seconds. There are very few gains to be made to average interaction time by controlling the format or creative size of the ad units. Rather, interaction time is dependent on how interesting and engaging your creative.

The average interaction time for a Liquidus BannerLink is 14.1 seconds.

If interaction time is an important goal of your campaign, we suggest the use of highly interactive features of BannerLink Rich Media Video Banner Ads.



## Insights on Rich Media and BannerLink Metrics

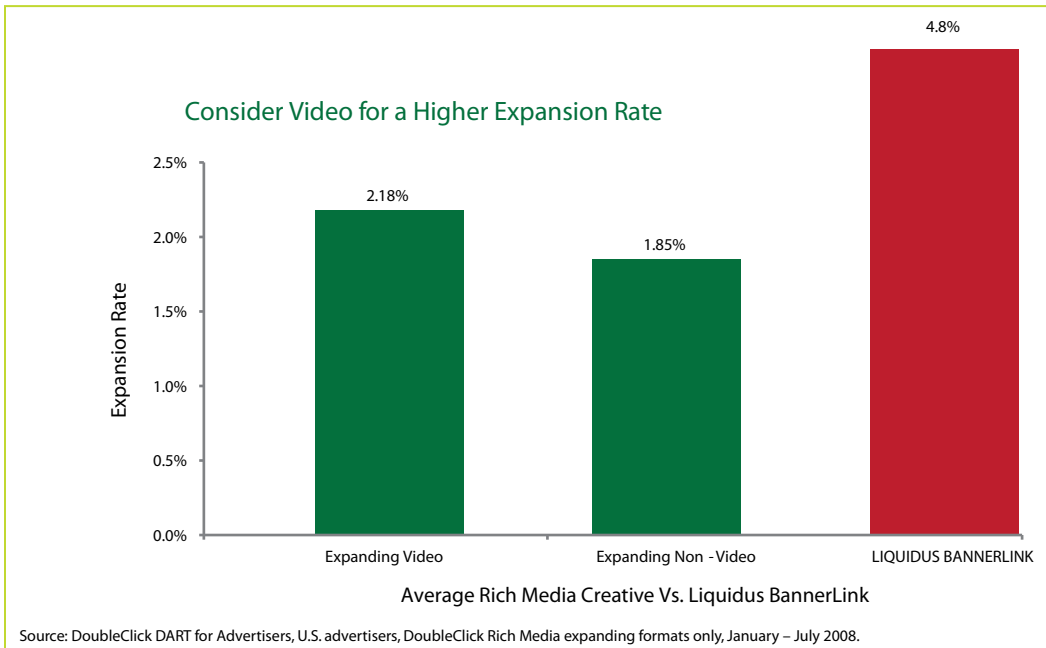
### Industry Benchmarks

#### Expansion Rate

Expanding ad units contain rich content and features that can only be accessed by viewers when they expand the ad. (See Appendix C for the definition of expansion rate.)

On average, 1.94% of expanding ad impressions served get expanded by viewers. Advertisers can make simple creative choices to enhance expansion rates.

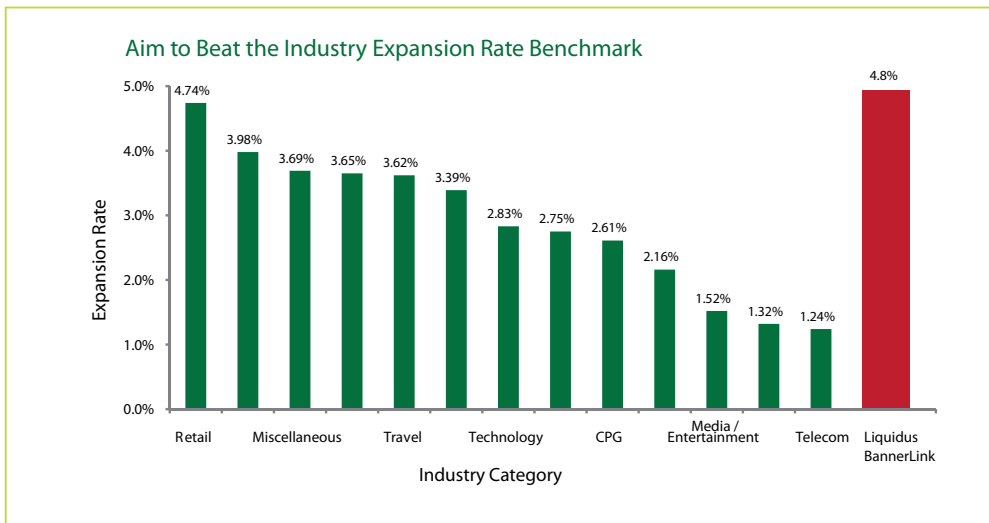
This figure shows that the expansion rate improves from 1.85% to 2.18% when comparing expanding units without video to expanding units with video. To achieve the highest expansion rate possible, consider using video in your expanding units.



## Insights on Rich Media and BannerLink Metrics

### Industry Benchmarks

Campaign performance can be measured against industry benchmarks for expansion rates. Below shows that advertisers can expect to get anywhere between a 1.24% and 4.74% expansion rate depending on the industry. A good measure of success is to beat the industry benchmark for expansion rates. Liquidus Rich Media Video Banner Ads on average have an Expansion Rate of over 4%.



## BannerLink Features

Logo placement builds brand awareness

Text-to-speech voice over and music bring listings to life



**2009 Cadillac CTS**  
 Tim Stockton Cadillac \$52,900  
 3.6L V-6 Sedan 1,030 Miles

Features:  
 Remote Power Locks Speed Sensing,  
 Front And Rear Power Windows With  
 Two One-Touch, Cruise Control, Four-  
 Wheel ABS, Four Disc Brakes [...more](#)

**CONTACT DEALER** **SEND TO A FRIEND** **MORE INFO**

Generate leads with email forms

Access a dealer's entire inventory

**TIM STOCKTON**  
 *Cadillac.*  
 (312) 322-4000



**2008 Chrysler Pacifica Touring**  
 \$37,995



**2009 Cadillac CTS**  
 \$52,900



**2009 Buick Lucerne CXL**  
 \$43,490



**SORT BY MAKE/MODEL**

**VISIT OUR WEBSITE**