

Making Display Count

- Return of the Black Sheep



Steen Rasmussen
Superweek 2014
steen@iihnordic.com

In the wonderful world of digital...

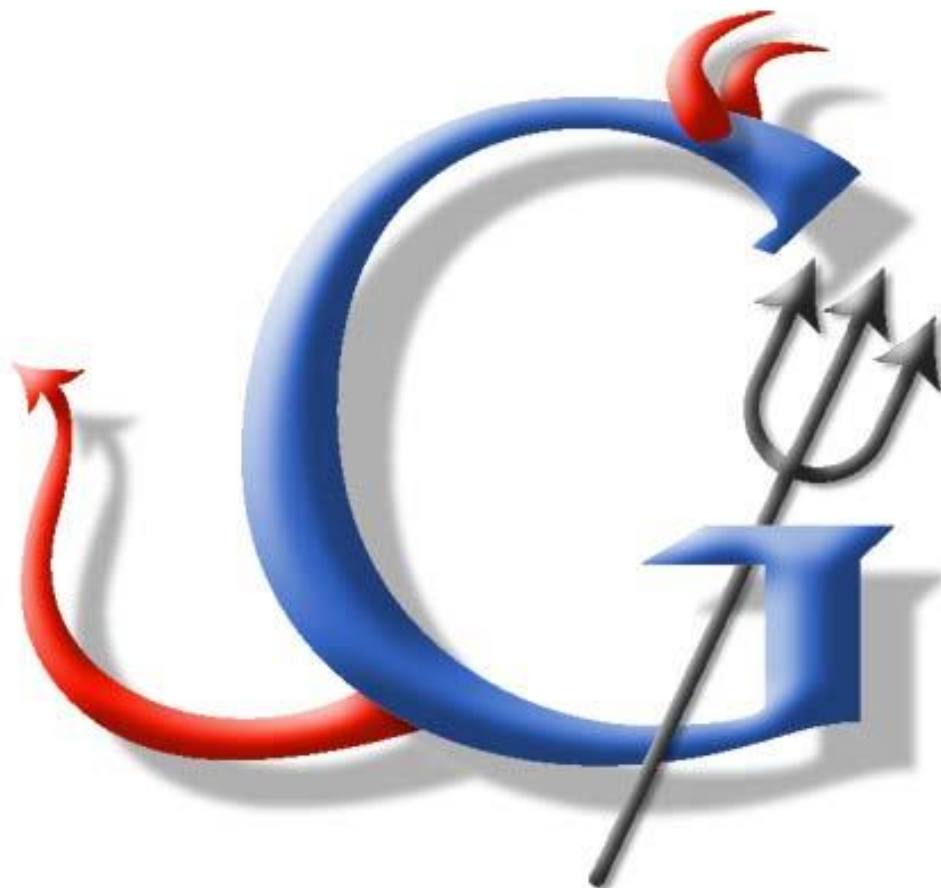


Steen Rasmussen

- » Senior partner, director and co-founder
- » One of the biggest specialist agencies in the Nordics
- » DAA – Denmark chapter-chair, Chair of the certification committee at the DAA, nominated as "Practitioner of the year" 2014
- » Food lover, world traveller, Van Gogh aficionado and once participated in the slow-riding bicycle world championship



The Great Google Conspiracy



A story from the real world



The problem with the standards?

Impressions

Clicks

Click Through Rate

Conversionrate

Cost per aquisition

Cost per click

Impact of Display

The Effect of Display Advertising



Source: comScore. "How Online Advertising Works: Whither The Click?".

The new standards

Dwell time

Engagement

Viewability

” According to their findings, users are up to 21 times more likely to click on a viewable ad”



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@strasm #spwk

Attribution and the return on investment

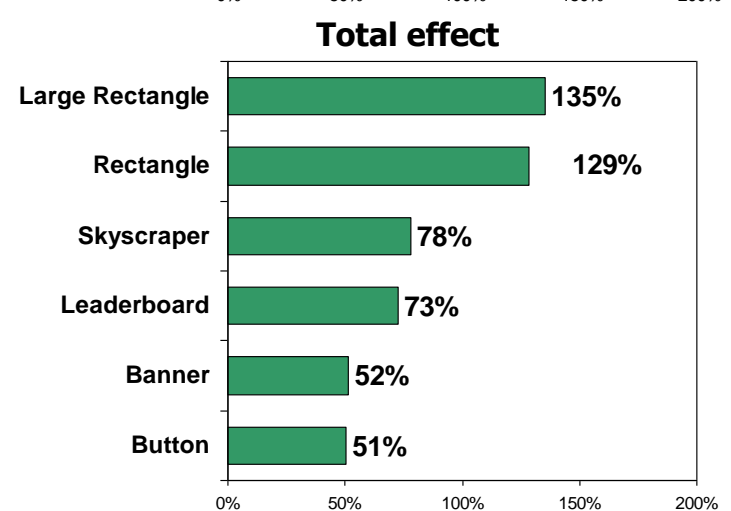
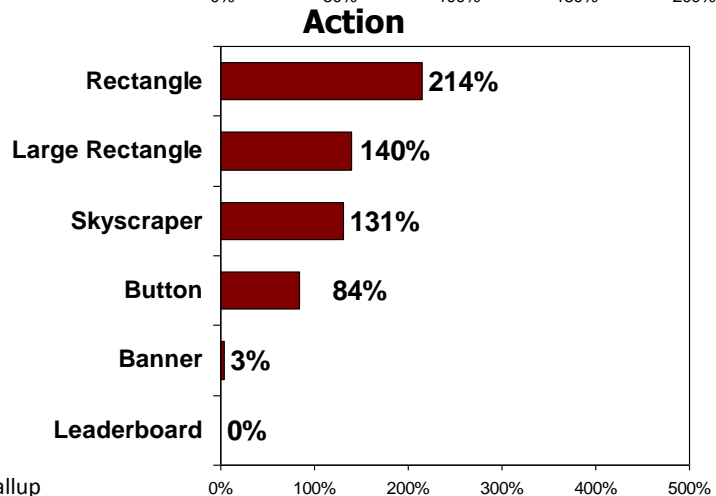
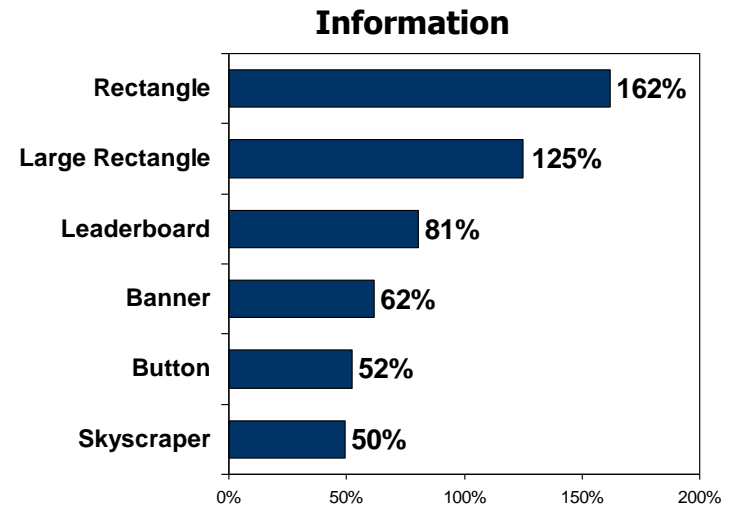
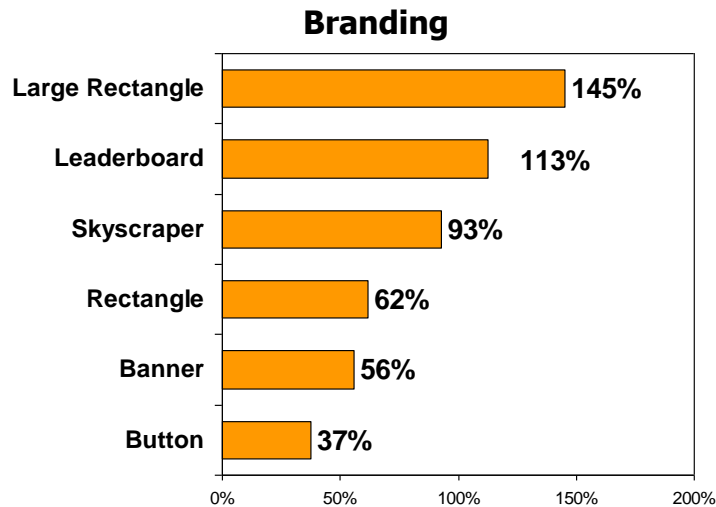
“we find that each \$1 invested in display and search leads to a return of \$1.24 for display and \$1.75 for search ads, which contrasts sharply with the estimated returns based on standard metrics.”

**Do Display Ads Influence Search?
Attribution and Dynamics in Online
Advertising, Harvard 2013**



Sunil Gupta is the Edward W. Carter Professor of Business Administration at Harvard Business School.

The point - not the numbers



Kilde: Esomar - Gallup

How 90 % of display ads are produced



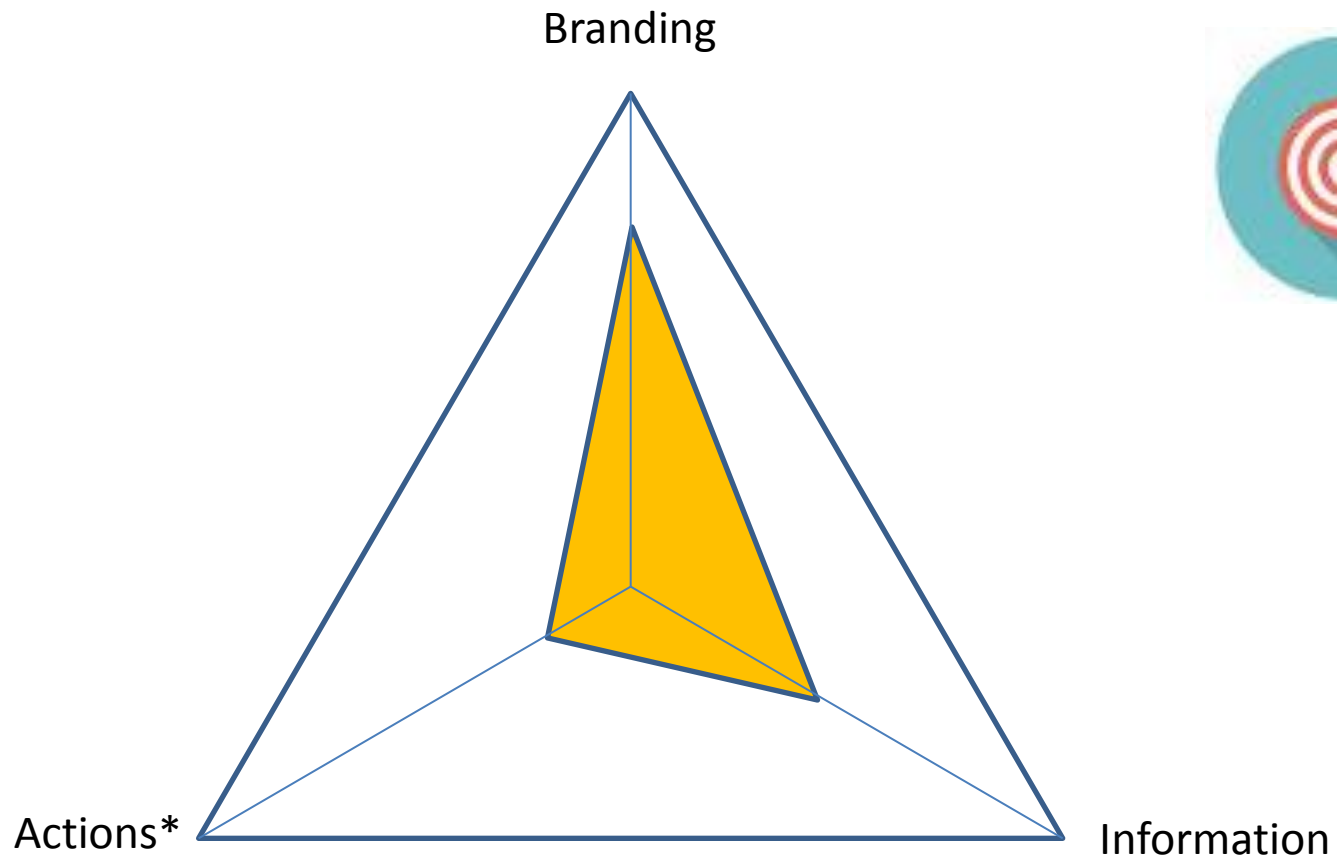
The Operational Banner Playbook



- 6 elements of the play
- » Objective
 - » Segment & run
 - » MDFF
 - » Media & placement
 - » Tie-ins
 - » Landing page



Objective – the What



*How I came to owe Peter O'Neil 1 £

Segments & Run – the who

Who are we trying to reach

- » New or existing customers
- » Specific demographics
- » Specific interest
- » Specific intent



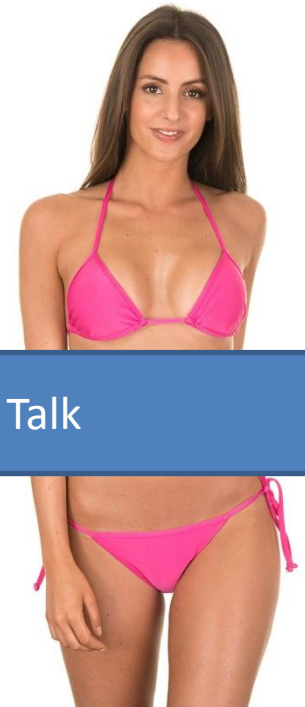
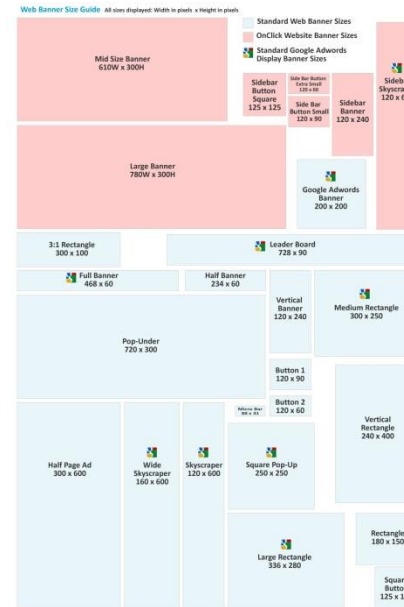
Run – how do we show it?

- » ROS
- » Segment
- » Retargeting
- » RTB

MDFF - The how

MDFF?

- » Message
- » Design
- » Format
- » Flow



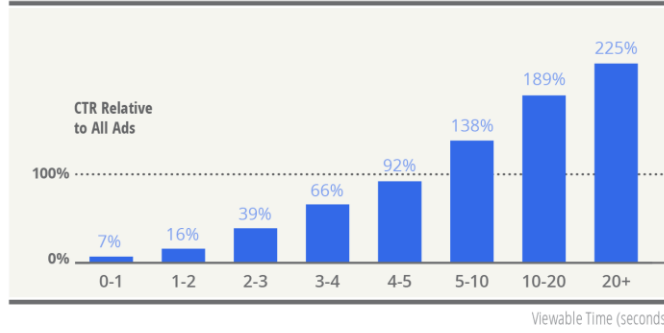
How

We

Talk

Media, time, medium & placement – the where

All Ads



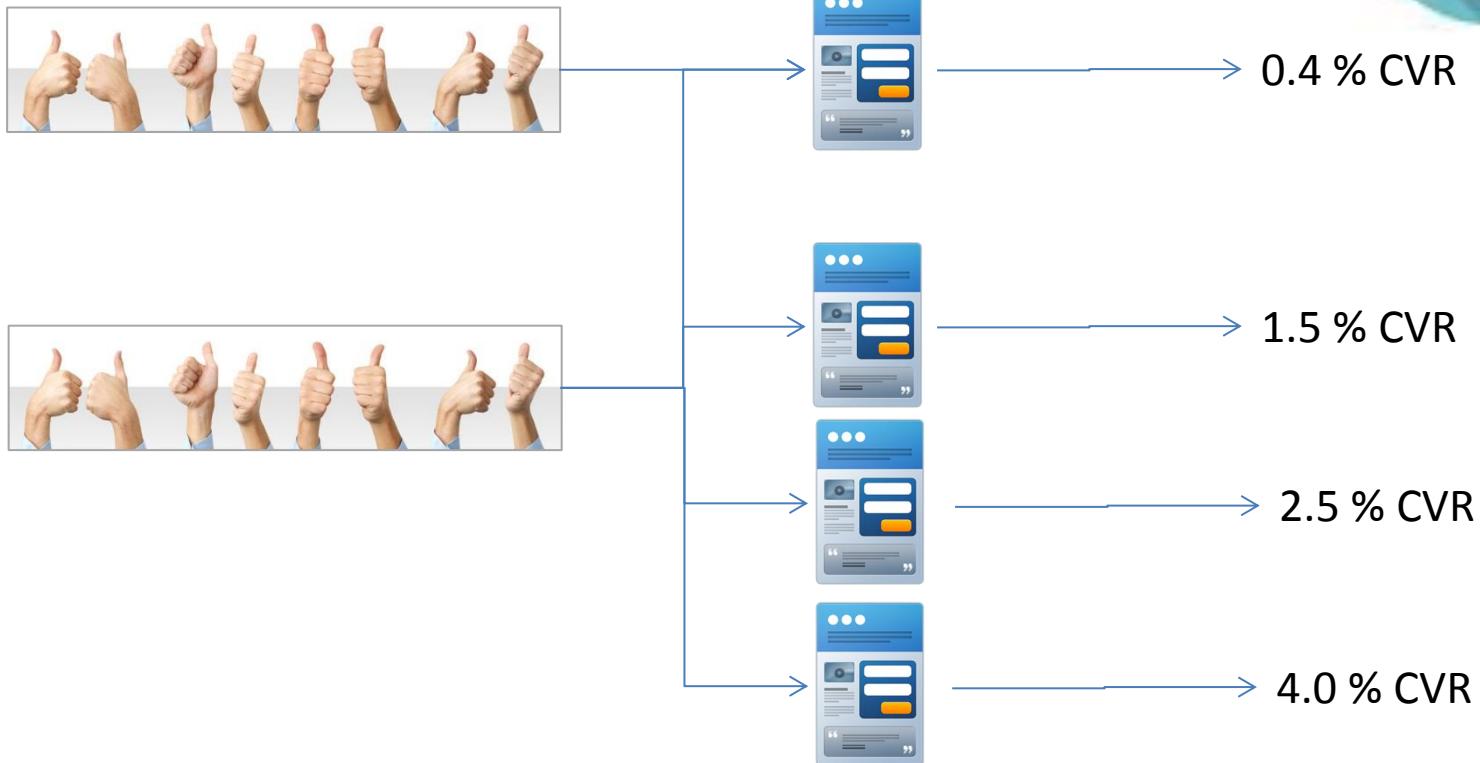
The screenshot shows a website layout with several ad placements highlighted by yellow and red boxes. The placements are located in the top right, right sidebar, and bottom of the page.



Tie-ins – The context



Landing page – the close



The Bigger Picture



What

Who

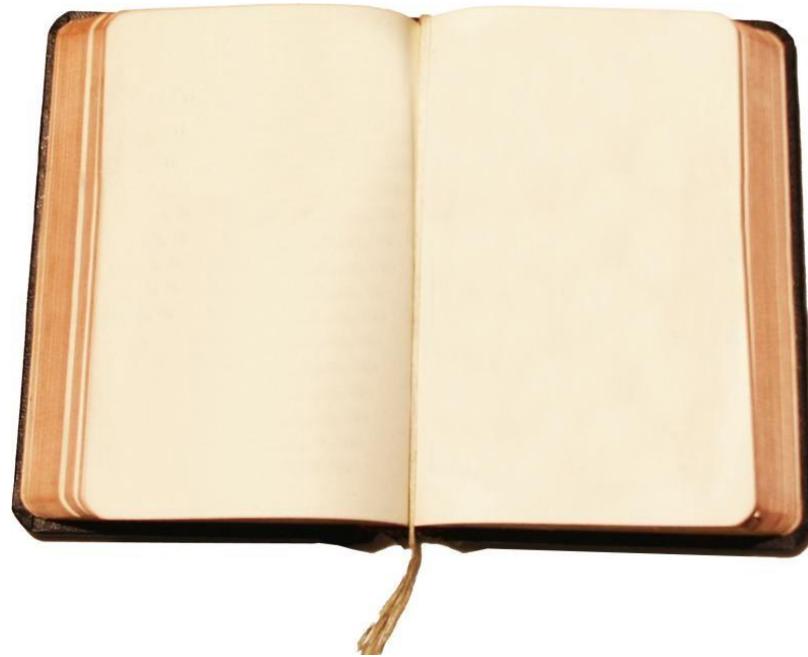
How

Where

Context

Recieve

Build your own Banner Playbook



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Revenge of the black sheep



Questions?

