

IN TARGETING ONLINE ADS, “NEUSTAR BEAT OTHER DATA SUPPLIERS BY NEARLY 20%.”



WITH NEUSTAR TARGETING DATA, COLLECTIVE’S ADS GENERATED:

ALMOST 20% HIGHER
interaction rate

10 SECONDS LONGER
average view time

“Engagement and interaction rates are among the metrics that experts think may kill the click – or at least move it down the list of metrics that are most important to marketers.”

—Justin Evans, SVP,
Audience Development, Collective

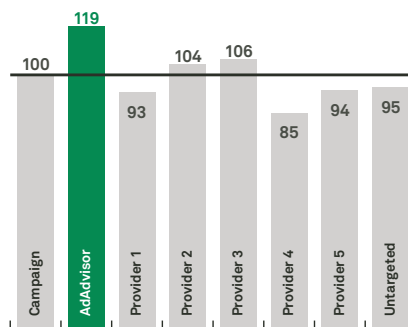
Increasingly, online marketers measure campaigns with more than just clicks. In a brand awareness campaign for a retail banking client, ad tech firm Collective Media used Neustar targeting data to improve two other metrics: interaction rate (number of mouse scrolls per ad) and average view time (time spent on an ad).

NEUSTAR DATA DROVE A “SIGNIFICANT INCREASE IN CONSUMER INTERACTION AND VIEW TIME.”

“With Neustar data, we were able to deliver significant increase in consumer interaction rate and average view time for the client’s ads—outperforming the average of other data suppliers by nearly 20%,” said Justin Evans, SVP, Audience Development, Collective.

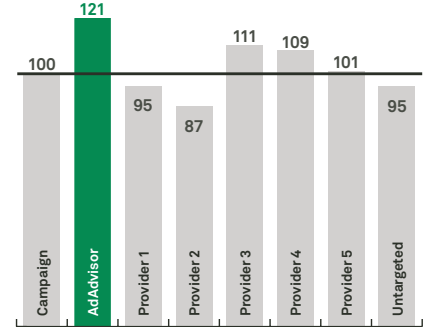
Both interaction rate and average view time increased by that amount. Collective used five other data suppliers to target ads for the campaign.

Average View Time – Index to Campaign



AdAdvisor had an average view time that was nearly 20% higher than the campaign average.

Interaction Rate – Index to Campaign



AdAdvisor had a 20% higher rate of interaction than did the campaign as a whole.

Using these metrics, Collective was able to measure brand awareness among the sub-set of consumers that interacted with the ad – whether or not they actually clicked. The result: a better understanding of the factors that drive awareness. Not to mention a happy client.