

ComScore measured thousands of online campaigns and found that over 50% of online ads were not seen by anyone. The ads were actually not visible on the user's screen due to glitches, user errors, or fraud. Half of the ad was not on the screen for more than one second at any time, but was still considered a delivered ad message.

HOW IS THE ONLINE AD AUDIENCE MEASURED?

Online ratings use a few types of measurement for selling and reporting. Served impressions are the most common. It includes any ad that is served, regardless of if it is visible on a screen. Viewable impressions are the number of times the advertisement was visible on a user's screen. Click-through numbers are the number of times your ad was clicked on, and often used to measure success.

54% of polled consumers believe that banner ads **DO NOT** work.

50% of consumers say they **NEVER** click banner ads.

35% click less than **5 PER MONTH**.

CONSUMERS REPORT BEING ANNOYED BY:

ONLINE POP-UP ADS

70% ANNOYED



ADS THEY'RE FORCED TO WATCH ONLINE

66% ANNOYED



BILLBOARDS

11% ANNOYED



25% of online revenue is **WASTED** on fraud and piracy. -Medialink

36% of online ad impressions (views) are generated by non-humans.

INTERNET AD DISADVANTAGES

- x Internet ads have limited frequency due to millions of websites
- x Privacy and security concerns
- x Ads are counted as "impressions" even if they aren't visible
- x Placement is hard to prove
- x Internet sites don't use traditional media measurement

INTERNET AD ADVANTAGES

- Internet ads generate direct and immediate responses
- Real-time transaction opportunity
- Allows for one-to-one marketing for direct targeting
- Online advertising has quick turnaround and production



OUT-OF-HOME ADVANTAGES

Outdoor reaches ALL consumers, even those who are not actively reading and noticing your ad. The size is eye-catching and memorable, and billboards can target any size geographic area you want!