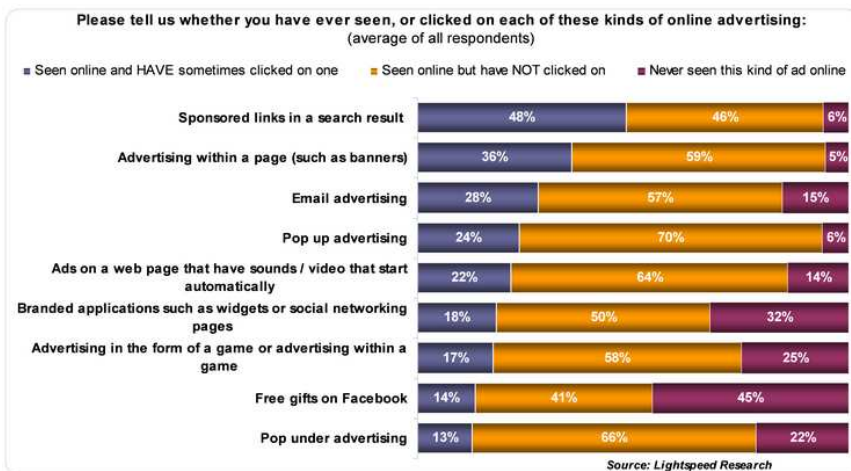


## RESEARCH BRIEF: Creative Best Practices

### Creative Overview

Good creative can ensure that a campaign meets your branding or direct response goals. Creative has the ability to stop a consumer in their everyday digital activities and learn about your brand/product. When implementing a campaign, it is important to understand who your target is, have clear objectives and understand the media placements.

### Performance Benchmarks by Messaging Tactic



### Eyeblander Performance Benchmarks by Ad-Unit

	Basic Metrics		
	IR	Interaction Average Duration (Seconds)	CTR
Standard Banner	--	--	0.09%
<b>Rich Media</b>			
Commercial Break	13%	2.73	2.61%
Expandable Banner	11%	3.87	0.30%
Floating Ad	3%	2.78	3.15%
Floating Ad With Remind	5%	3.00	2.80%
Floating Expandable	10%	3.26	1.52%
In Game	13%	--	4.67%
Polite Banner	5%	3.36	0.17%
Push Down Banner	4%	2.29	0.28%
Video Strip	17%	4.02	0.17%

### Display Best Practices

There are no set standards on how to build creative that will be grab a consumer’s attention. Below are some points to remember when developing creative concepts:

- Reduce clutter – use fewer elements in a banner – say more with fewer words
- Make logos prominent and keep them consistent
  - To boost clarity and recall, your logo should be larger than 14% of your banner size
- Include the likeness of a face or an animation in your ad
- Tying an incentive into your ad can increase click through rates
- Include a call to action: Click here, Click now, tell them how to act
- Animated ads generate a higher click through than non-animated
- Banner ads with positive-induced emotions will have a higher click through than ads that contain no emotion or negative-induced emotions

-Dynamic Logic

### Display Creative Learnings

- Left hand column placement was viewed more than all others
- Ads that blend into the look/feel of an overall page draw more eyes
- Size matters – island ads (those that are placed within editorial content) and roadblock style half-page can be the best performing
- Mouse-over expandable ads are generally viewed more and longer than any other ad

- Eyetrack III Online Media Effectiveness Study

### Rich Media Best Practices

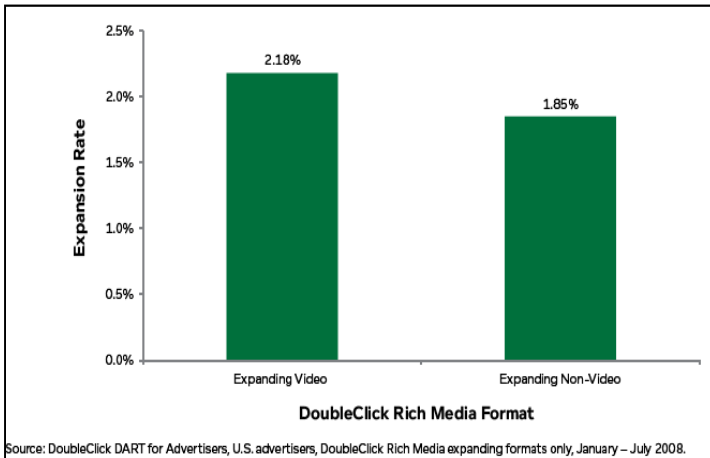
- Immediate Call to Action
  - Placement of and clear Call to Action
  - Standardized “Close” Buttons
  - Clear Control Menus
  - Turning the Audio On Restarts Video
  - Know your audience around Video Length – :15 or :30
  - Limit Interactivity
  - Hot Spotting
  - Rollover vs. Click Actions
- Unicast 2009

## Rich Media Best Practices (cont.)

### Rich Media Learnings

- For higher click-through rates, consider using video and larger creative sizes
- For higher interaction rates, consider using in-page units, especially in-page video units, and larger creative sizes
- When measuring average interaction time, expect something close to the average (just above 11 seconds)
- For higher expansion rates and expansion times, consider using expanding video units

### Add Video to Improve the Expanding Time



The above diagram 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.

- Double Click, July 2008

## Mobile Best Practices

- Provide a clear call to action on the banner or in an accompanying text link
- Include white space on banner graphic margins to maximize link highlight state
- Choose contrasting colors to maintain visibility over different screen sizes. Also, fewer colors mean smaller file sizes
- Use close-cropped photographic images to ensure visibility and impact

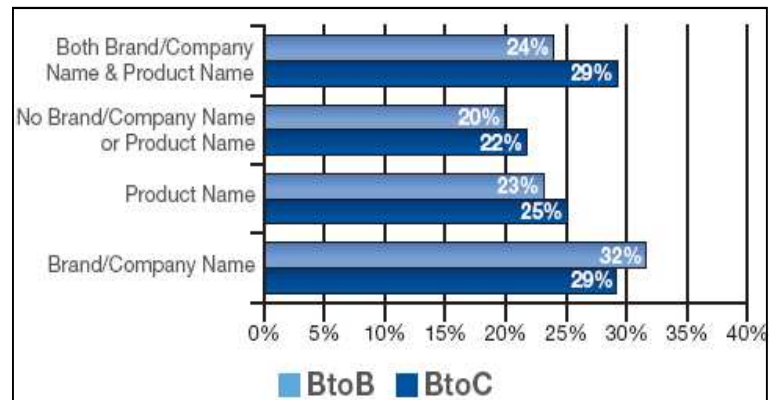
- AIMIA Mobile Advertising Display Formats-2007

## Email Best Practices

Readers decide whether or not to view your email in less than a second. You must grab their attention immediately and subtly guide them to the desired action.

- Include the company name or brand in the subject line
- Include both text and image links to attract attention and boost click rates
- Lifestyle photography attracts consumers and can yield higher click rates
- There is such a thing as too many options
- Placing the call-to-action above the fold is critical for all marketers, but especially for BtoB companies
- If you're using the same format over and over again, consider making a switch
- Remember to remain consistent with your overall brand image
- Keep in mind that what works best for one company may be disastrous for another
  - Test a sub-segment of your target audience with new creative to determine what works best for you and your customers

### Average Open Rates of Emails Based on Subject Line Content



- SilverPOP 2006

## More Information

### Creative Insights on Rich Media

<http://www.doubleclick.com/insight/research/index.aspx>

### Email Marketing Best Practices and Quick Tips

[http://www.emallabs.com/best\\_practices/](http://www.emallabs.com/best_practices/)