

DISPLAY ADVERTISING BY THE NUMBERS

CASE STUDIES IN
DISPLAY'S INFLUENCE ON
THE MARKETING FUNNEL

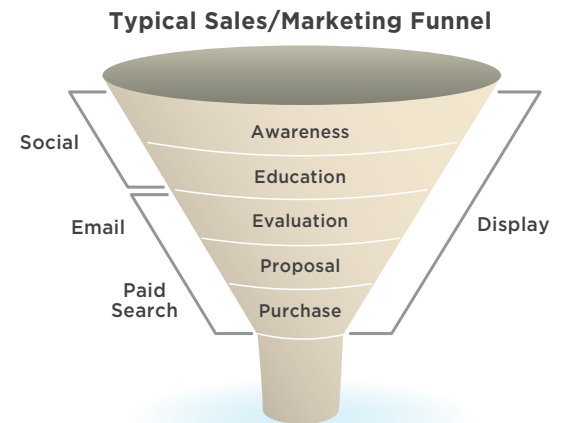


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While customers may not always take a linear path through the marketing funnel, they will almost always experience these stages: brand awareness, education, evaluation, proposal, and finally purchase. Unlike social media and search marketing campaigns, **display advertising gives marketers the opportunity to touch prospects at every stage of the funnel.**

To see the true value of display advertising, look at various results of research and case studies that measure display's results when a site visitor's overall behavior is measured. As you'll see, **display greatly enhances the impact of all other forms of online marketing.**



Top-Funnel Impact

Branding plays a tremendous role, especially in longer sales cycles when companies need to build trust and relationships with their prospects. While it makes a continuous impact throughout the buyer's journey, branding does much at the top of the funnel, where awareness is key.

- **A lift in brand awareness**
In an analysis of 73 brand case studies involving more than 100,000 participants,¹ United Internet Media found that **6% of participants** who'd previously been unaware of a particular brand were able to recall that brand without assistance after viewing a display ad. For aided brand recall, that rate jumped to **26% of participants**.
- In a European study, comScore found that, after a display ad campaign, **web site visits increased by 72%**, and keyword searches for the brand increased by **an average of 94%**.²

Mid-Funnel Impact

After using a variety of advertising methods to generate leads, marketers must then nurture these leads throughout the marketing funnel.

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Once prospects become aware of a brand, they will focus on **educating themselves** about the brand's benefits and **evaluating the company** against other available options on categories including price and features.

In this evaluation stage, it can be immensely helpful for marketers to promote educational content such as white papers, e-books, and webinars, which can help prospects increase their product knowledge and deepen their relationship with the company.

Increased advertiser engagement

ZDNet's Tech Blueprint analysis³ tracked the number of B2B visitors exposed to the Tech Blueprint advertising campaign who showed further engagement with the business solutions provider's content on the site and educated themselves about the advertiser's solutions. Even though many users did not click directly on the display advertisements, the campaigns nonetheless made an impact:

- There was a **140% lift in engagement** with the advertiser's content site-wide for visitors who'd been exposed to display ads.
- Prospects were **82% more likely to download content** and travel further into the sales funnel if they had seen the display advertisements.

Bottom-Funnel Impact

Targeted display advertising continues to make an impact at the bottom of the funnel, enabling companies to drive conversions and generate leads. What's more, when businesses combine display with typical bottom-funnel activities such as search, the results are even more powerful.

- **Increased conversions—especially when paired with search**
Display advertising has a potent effect when marketers plan simultaneous display and search campaigns.
 - » A targeted Bizo display campaign for Superpages also led to substantial lead generation in combination with other advertising methods: During the campaign, the company saw a **180% increase in click-throughs** for its search marketing campaign.
 - » In a recent comScore study, researchers found that prospects who viewed search marketing ads for a company were 82% more likely to buy the product in question than if they received no exposure. However, when the search ads were paired with display ads, the researchers **saw a 119% lift in sales**.⁴

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- **Growth in event registration.** A Bizo display advertising campaign in support of Express Employment Professionals' simulcast event led to a **25% increase in event registration, ultimately generating the same number of event registrations as a national TV campaign—but at 5% of the cost.**⁸
- **Increased leads generated through form conversions.** Salesforce.com used display advertising and retargeting to **boost form conversions by 30+%.⁶**

Display advertising makes an impact at every stage

Display ad campaigns can help business leaders learn about a brand; motivate them to do further research and analysis; and, when they're ready to make a purchase, such campaigns can increase their likelihood of choosing a particular solution.

When display is incorporated into a comprehensive marketing campaign, it can deliver significant results: A 2010 study by the digital advertising solutions company Eyeblaster found that **72% of all online conversions were a direct result of exposure to display ads.**⁵

Further, half of all marketers participating in a 2012 *BtoB Magazine* survey reported that the most significant benefit of online display advertising was its capacity for complementing the entire marketing mix, leading to a fully integrated approach.⁷

**Interested in learning even more?
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- 1 "Brand awareness and digital: An IAB Europe White Paper," June 2010, IAB Europe.
 - 2 "Brand awareness and digital: An IAB Europe White Paper," June 2010, IAB Europe.
 - 3 "Online display advertising: Its Quantified Effect on Organic Down-Funnel Activity," 2011, CBS Interactive Insight Series.
 - 4 comScore white paper, September 17, 2010.
 - 5 "Search & Display: Reach Beyond the Keyword," Eyeblaster, February 2010.
 - 6 "Conquer the New B2B Marketing Funnel," April 2011, Online Marketing Connect.
 - 7 "Online Marketing: The Next Frontier of Email, Display, Search & Social," *BtoB Magazine*, March 2012.
 - 8 Express Employment Professionals Extends Reach, Grows Leads through Bizo, case study, 2011.
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