



## The Case for Interactive Banner Ads

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## **1. Interactive Advertising Suits a Vast Audience**

"Online video has become the dominant online entertainment format,  
led by the global popularity of YouTube  
with more than 250 million visitors in January."

Source: "comScore 'Digital World: State Of The Internet' Report Highlights Growth in Emerging Internet Markets"  
by comScore published March 18, 2008  
<http://www.comscore.com/press/release.asp?press=2115>

Note: Press release summarizes conclusions of recent comScore research regarding global internet usage.

## **2. Interactive Advertisements Engage.**

"User engagement and interaction are significantly improved in ads that  
leverage video and "richer" rich media  
compared with GIF and simple Flash rich media advertisements..."

Source: "Richer Rich Media and Video Boost Online Ad Performance" by Marketing Charts Jun 15, '07  
<http://www.marketingcharts.com/interactive/richer-rich-media-and-video-boost-online-ad-performance-673/>

Note: Article Reviews a 2007 InsightExpress study commissioned by Viewpoint Corporation.

"The study results showed much-increased  
purchase intent, brand awareness and  
ad favorability from survey respondents..."

Source: "Richer Rich Media and Video Boost Online Ad Performance" by Marketing Charts Jun 15, '07  
<http://www.marketingcharts.com/interactive/richer-rich-media-and-video-boost-online-ad-performance-673/>

Note: Article Reviews a 2007 InsightExpress study commissioned by Viewpoint Corporation.

## **3. Interactive Ads Generate Action.**

"...59 percent of those surveyed claimed to watch online video,  
and more than half said they engage in some sort of response activity,  
such as visiting a Web site, going to a physical location or making a purchase."

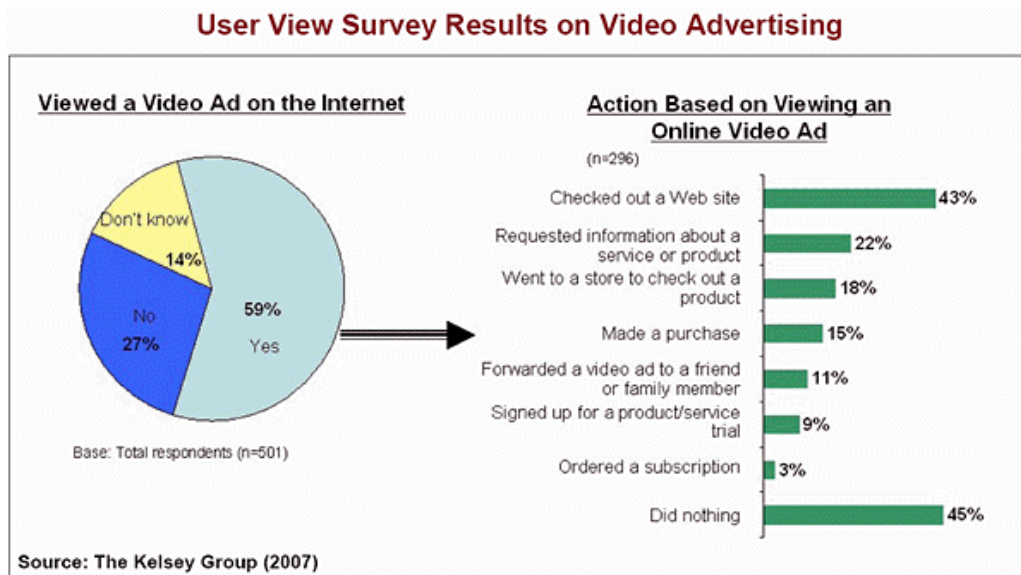
Source: "Nearly 60% of Consumers Surveyed Watch Online Video, According to The Kelsey Group"  
by The Kelsey Group published May 24, 2007  
<http://www.kelseygroup.com/press/pr070524.asp>

"The click-through rate for online video ads range from 0.4 percent to 0.74 percent... plain GIF or JPG image ads is between 0.1 and 0.2 percent..."

Source: "DoubleClick: Video-Ad Click Rates Better Than Image Ads" by Marketing Charts Mar 24, '07  
<http://www.marketingcharts.com/interactive/doubleclick-video-ad-click-rates-better-than-image-ads-230/>  
Note: Article Reviews a 2007 study by DoubleClick.

"The results show that there are clear ROI advantages to placing video ads.  
We expect to see strong growth in the number of companies  
reaping the benefits of online video advertising in the coming months and years."

Source: Rick Bruner, research director at DoubleClick as quoted within  
"DoubleClick: Video-Ad Click Rates Better Than Image Ads" by Marketing Charts Mar 24, '07  
<http://www.marketingcharts.com/interactive/doubleclick-video-ad-click-rates-better-than-image-ads-230/>



#### 4. Online Video Advertising Is Poised for Rapid Expansion.

"Video ad sales are expected to grow from an estimated \$775 million this year to \$3.1 billion in 2010 and then to \$4.3 billion in 2011."

Source: "Online Video Ads: Just Wait" by Catherine Holahan published by Business Week July 16, 2007  
[http://www.businessweek.com/technology/content/jul2007/tc20070715\\_870951.htm?chan=top+news\\_top+news+index\\_technology](http://www.businessweek.com/technology/content/jul2007/tc20070715_870951.htm?chan=top+news_top+news+index_technology)  
Note: Article Reviews the Findings of a 2007 Study Published by eMarketer.