



Industry Report: Back-to-School  
Consumer Interactions Reveal a Hidden  
Opportunity for Advertisers

pointroll®

## Table of Contents

Executive Summary.....	3
Market Update.....	4
Overview.....	5
Online Circular Activity.....	6
Sub-Sector Analyses.....	8
Office and School Supplies.....	8
Office and School Supplies Campaign Size over Time.....	8
Office and School Supplies Campaign Interaction Metrics over Time.....	9
Office and School Supplies Correlation to Online Circulars.....	11
Office and School Supplies Features and Website Categories That Drive Performance.....	12
Apparel.....	14
Apparel Campaign Size over Time.....	14
Apparel Campaign Interaction Metrics over Time.....	15
Apparel Correlation to Online Circulars.....	17
Apparel Features and Website Categories That Drive Performance.....	18
Computers.....	20
Computers Campaign Size over Time.....	20
Computers Campaign Interaction Metrics over Time.....	21
Computers Correlation to Online Circulars.....	23
Computers Features and Website Categories That Drive Performance.....	24
Insights from Aperture, BlueKai and Nielsen.....	26
Aperture.....	26
BlueKai.....	26
Nielsen PRIZM.....	27
Conclusion.....	30
Notes and Methodology.....	30
About PointRoll.....	30
About ShopLocal.....	31
About Aperture.....	31
About BlueKai.....	31
About Nielsen.....	32
Appendix.....	33
Office and School Supplies.....	34
Apparel.....	35
Computers.....	36

## Executive Summary

The Back-to-School season represents a vital period for certain manufacturers and retailers who do some of their biggest business as families and students stock up on gear for the new school year. Ranking second only to winter holidays, Back-to-School revenues from this year's shopping season for K-12 and college combined are expected to rise sharply from 2009 levels. As such, the 2010 Back-to-School season represents a significant opportunity for marketers who take advantage of the invigorated market and effectively reach students who want to return to school in style.

This report examines online advertising activity and consumer interest related to manufacturers and retailers of Back-to-School products including school, office, and art supplies, consumer electronics, computer equipment, and apparel categories during the summer months and into the early school year.

In this evaluation, PointRoll examines advertiser activity including size and timing of media campaigns, consumer engagement with advertisements, activity on retailers' sites as measured by PointRoll's retail division ShopLocal, best-performing features used in advertisers' ads, and best-performing publisher sites. Additionally, to help marketers better understand who is shopping for their products, several of PointRoll's Open Insights partners, including Aperture, BlueKai and Nielsen, have provided key insights regarding audiences and their behaviors during this season.

Primary findings of our research include:

- **Missed Opportunity to Influence Shoppers in September** - Manufacturers and retailers of Apparel and Office and School Supplies (OSS) categories such as pens, paper, printers, glue, and other consumables tended to reduce their media efforts by approximately 75% from their peak at the end of August and prior to Labor Day. PointRoll advertisement engagement data and ShopLocal retailer site data, however, indicate that users remained highly interested and engaged with advertisements and offers from these marketers into September and after school started. This gap between marketing activity and consumer interest represents a potential missed opportunity for OSS and Apparel marketers and indicates that additional gains are available to these advertisers by extending campaign cycles to meet consumer interest into September.
- **Computer Shoppers Show Early Summer Interest** - In contrast to OSS and Apparel categories, which garnered consumer interest well into September, Computer advertisements achieved higher consumer engagement earlier in the summer, with Interaction Rate (IR) tapering off through the end of August by approximately 10%. Although certain measures of consumer engagement showed renewed interest in late August and September, Computer marketers may gain additional advantage by increasing their marketing efforts in the earlier summer months.
- **Key Creative Features** - When evaluating several key PointRoll engagement metrics such as Interaction Rate, Brand Time, and Click-Through Rate (CTR) across Back-to-School categories, PointRoll found that top features spanned branding and direct response techniques and included Dynamic Ads, Video, Coupons, Surveys, Data Collection, File Downloads and Games.
- **Website Category Performance** - The evaluation of several key PointRoll engagement metrics such as Interaction Rate, Brand Time, and Click-Through Rate indicates that the best-performing Website Categories for Back-to-School manufactures and retailers included Music & Streaming Media, Games, Learning & Reference, and Computer & Technology sites for OSS marketers. Apparel marketers enjoyed additional success in Advertising/Marketing, Yellow & White Pages, Kids & Family, and Portal categories. Computer marketers enjoyed success in a diverse set of Website Categories including Games, Comics & Humor, Automotive, Home & Garden, Portals, and Music & Streaming Media sites, representing many pockets of interest.
- **Interaction Rate is Better Correlated to Site Activity Than Click-Through Rate** - Marketers' online display campaign activity showed a statistically significant correlation with online circular Page Views and Visits, indicating campaign effectiveness in driving awareness and interest in their brands. In addition to correlations between ad Impressions and Circular Site volume, we observed different measures of advertising engagement such as Interaction Rate, Brand Time,

and Click-Through Rate correlating with Circular Site activity in each sub-vertical. Click-Through Rate showed inconsistent and lower correlation with site activity compared to Interaction Rate. Click Conversions and View-Through Conversions were not within the scope of this analysis, but remain great questions for further research studies.

- **Consumer Insights Contributed by PointRoll Open Insights Partners** - This report also includes data from PointRoll's partners including Aperture, BlueKai, and Nielsen to provide insight into consumer behavior and online activity.
  - Aperture, a leading provider of online audience measurement, planning and verification analytics, provided insights from apparel-focused retailer campaigns indicating that women ages 46 to 55 appeared to be the most active online shoppers during the Back-to-School period, followed by a younger group in the 26 to 35 age range. Most highly engaged households tended to have a presence of teenage children in the home. Aperture analyses also indicate that View-Through Rate appeared to be a significantly more accurate measure of marketer effectiveness than Click-Through Rate.
  - BlueKai provided insights covering consumer purchase intent for children's clothing, shoes and accessories for the 2009 Back-to-School period. In this analysis, BlueKai's mid-August purchase intent indicators grew 100% week-over-week compared to the index from early June. The index continued to experience a 60% week-over-week growth through the end of September, corroborating PointRoll's findings related to the September missed opportunity noted above.
  - Nielsen provided insights and profiles on consumer groups and households most relevant for Back-to-School marketers, based on its Nielsen PRIZM™ Family Life Lifestage categorization. PRIZM Family Life categories including Accumulated Wealth, Young Accumulators, Mainstream Families, and Sustaining Families represent approximately 30% of the US population. Three of the four Family Life categories indexed especially high on their presence of children in the household and intent to purchase laptops and children's clothing. In addition, two of the categories (Accumulated Wealth and Young Accumulators) indexed high with respect to shopping or researching online.

Based on our findings, we recommend that advertisers:

- Evaluate their campaign performance and engagement data individually to understand potential missed opportunities for their brands.
  - OSS and Apparel may drive additional revenue by extending their Back-to-School campaigns and maintaining higher levels of volume beyond August and through September.
  - Computer marketers may benefit from increasing advertising in earlier summer months and potentially developing new messaging related to "Back-to-Summer."
- Continue measurement of display and other advertising channels to understand their complimentary nature and to help optimize their media mix.
- Develop engaging features and creative strategies that will reinforce their brands and further drive downstream and cross-channel behaviors. Dynamic Data and Video appeared notably strong in most Back-to-School categories.
- Continue learning more about their audiences and the most effective places to find them.
- Leverage capabilities available to understand audience exposure, audience interaction with advertiser messages, and how those activities drive desired downstream activities such as site engagement or purchases.
- Engage in studies to understand how various online formats including rich media affect offline sales.

## Market Update

Research from the National Retail Foundation (NRF) released in July 2010 suggests that families and students are ready to shop in force this year. Revenues from K-12 and college shoppers combined are expected to reach \$55.12B, increasing by a robust 11% from 2009, and edging out 2008 results. Of this amount, approximately two thirds will be spent on behalf of college students, with one third spent on students K-12.

While over half of all college students (52%) live with their parents, a significant number of them (6%) have moved out on their own in the past year. The uncertain economy will continue to affect buying decisions, however, as over 44% of this population plan to purchase generic or store brands, up from 41% in the prior year. Parents remain the primary purchasers, although six in ten indicate that their children are able to influence over 50% of their spending.

Apparel (including shoes) comprises the largest category of spending at 54% of total, followed by Computers and Consumer Electronics at 30%, followed by Office and School Supplies at 16%.

As far as where families will shop this year, the NRF poll shows that seven in ten (71.2%) will shop in discount stores and more than half (53.9%) will shop in their favorite department stores. Other popular shopping destinations include clothing stores (49.0%), electronics stores (23.0%), office supply stores (41.2%), drug stores (19.5%) and thrift stores (17.0%). An increasing number of shoppers (30.8% compared to 22.2% last year) will use comparison shopping for researching or making purchases.

As for Computer suppliers, data from the International Data Corporation (IDC) suggests that seasonally, the third quarter is the second largest shopping time next to the fourth quarter holiday shopping period. This trend is consistent with prevailing logic as college students tend to be in-market for a new computer at some point prior to the beginning of their freshman year.

## Overview

Our analysis evaluated data gathered over four years, from 2006 through 2009, and includes 488 PointRoll campaigns and 17 ShopLocal-hosted online Circular Sites. We also evaluated performance data of Back-to-School brand and retailer advertisers from mid-June through mid-October in the aggregate for these years to understand key activity patterns and trends before and after the conventional Back-to-School advertising season.

In addition, we compared activity and performance to a Benchmark consisting of over 58 billion Impressions and 390 clients from the PointRoll CPG and Retail categories and weighted each category equally at 50% of the Benchmark to understand how Back-to-School subsectors of our data set performed relative to the broader category data set.

To aid in understanding our results, we offer several key definitions:

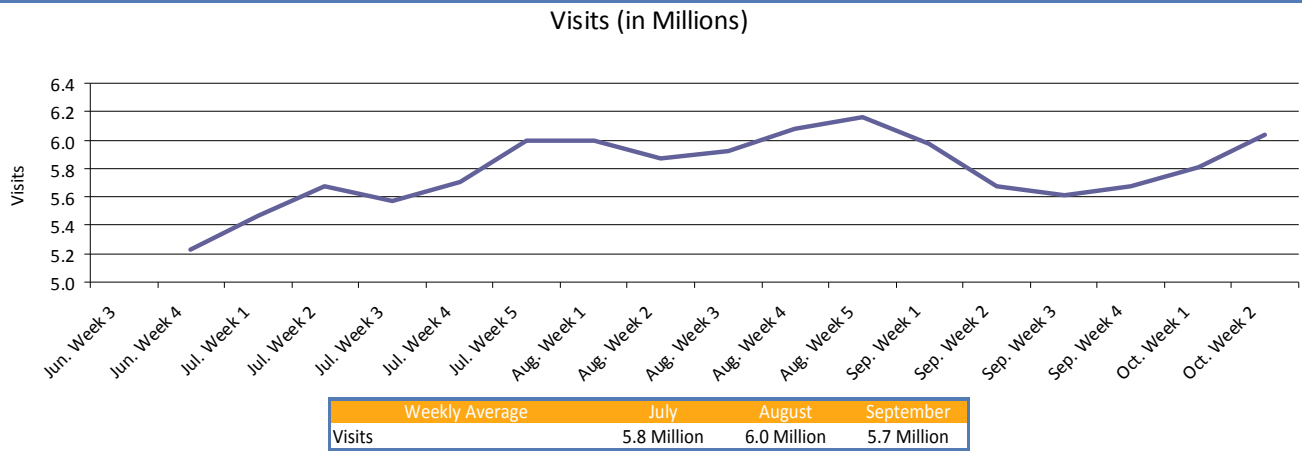
- **Interaction Rate (IR)** - The percentage of ad Impressions where there is interaction by a user. An Interaction can be a Roll-Over, Panel Activity or Click-Through. Interaction Rate is calculated by dividing total Interactions by total rich media Impressions.
- **Brand Time (BT)** - The average amount of time (in seconds) users interact with an ad for at least one second.
- **Click-Through Rate (CTR)** - The percentage of clicked-on Impressions.
- **Visits** - Occur each time a user goes to a circular website hosted by ShopLocal and embedded in a retailer web site. Specific to online circular data.
- **Page Views** - Occur each time a user visits or refreshes a discrete page website hosted by ShopLocal and embedded in a retailer web site.
- **Page Views per Visit (PVs/ Visit)** - The average measure of the number of pages viewed per each individual visit on average on a Circular Site hosted by ShopLocal. Page Views per Visit can be interpreted as a quality-of-visit metric.
- **Deal** - An offer or sale item from a retailer in an online circular. Deals are typically the digital equivalent of offers included in circulars contained in local newspapers.
- **Circular Site** - The portion of a retailer's website hosted and maintained by PointRoll's ShopLocal retail division. Circular Sites contain the digital versions of retailers' circulars typically found in local newspapers and feature Deals.
- **ShopLocal Retail Index** - A well-established benchmark for online circulars for the past ten years based on data provided by PointRoll's ShopLocal Retail division. Through its relationships with top retailers, ShopLocal measures activity of over 30 million consumers each month related to thousands of offers and deals. By evaluating Circular Site activity and correlations with PointRoll advertising data, we can better understand both marketers' activities as well as consumer engagement and interest with retailers specifically related to Back-to-School products and offers.

### Online Circular Activity

We evaluated trends in retailer site volume, Deal activity, and consumer engagement measured on ShopLocal Circular Sites, across all ShopLocal retailer categories.

Total weekly circular Visits rose sharply in July and peaked at 6.2 million in late August before declining 10% to 5.7 million Visits per week in September. Visits remained relatively consistent with prior weeks well into September despite a significant decrease in marketer activity in September. This unexpected strength in consumer interest may indicate the benefit of awareness generated by summer advertising campaigns as well as unaided continuing consumer interest in product offerings as shoppers remain in market into the school year.

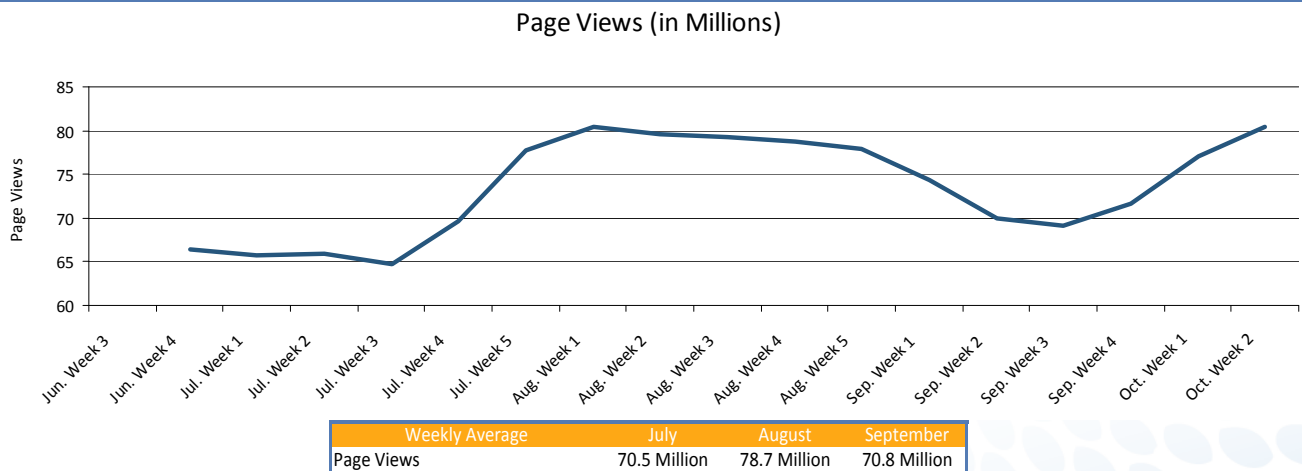
Figure 1



Source: ShopLocal Retail Index, 2006-2009

Total ShopLocal circular Page Views increased 11% in August to a seasonal high of 78.7 million weekly Page Views, and decreased 9% to 70.8 million weekly Page Views in September prior to rising in October with subsequent Q4 activity. We believe that the rise and fall of circular Page Views is consistent with the timing of major sales in the retail space for Back-to-School and Columbus Day sales. One likely explanation is that consumers are already trained from years of print circulars to look for retail discounts on specific holidays. As newspaper circulation and readership continues to decline, we believe that there is a strong probability that consumers will look at circulars online on a similar cycle to their print compliments.

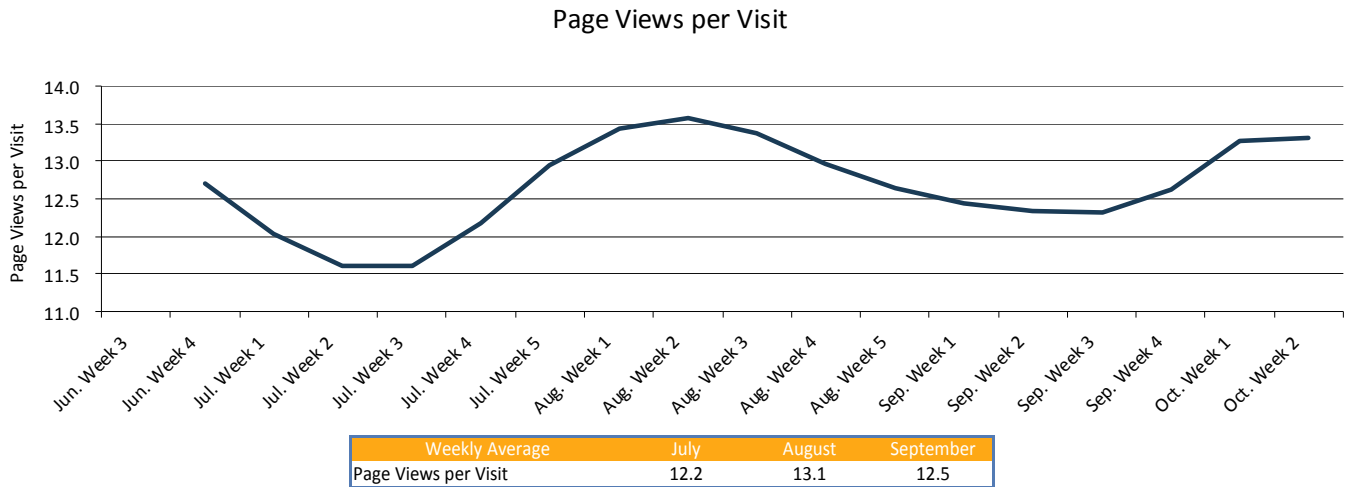
Figure 2



Source: ShopLocal Retail Index, 2006-2009

PVs/Visit peaked in the first two weeks of August to 13.5 PVs/Visit, declining just 9% in September until the subsequent Columbus Day promotions. This decline in engagement was primarily due to declining engagement in the Computer category in September, while other categories seemed to maintain consumer interest. This finding seems consistent with our observation that consumers appeared most interested in Computer products earlier in the summer.

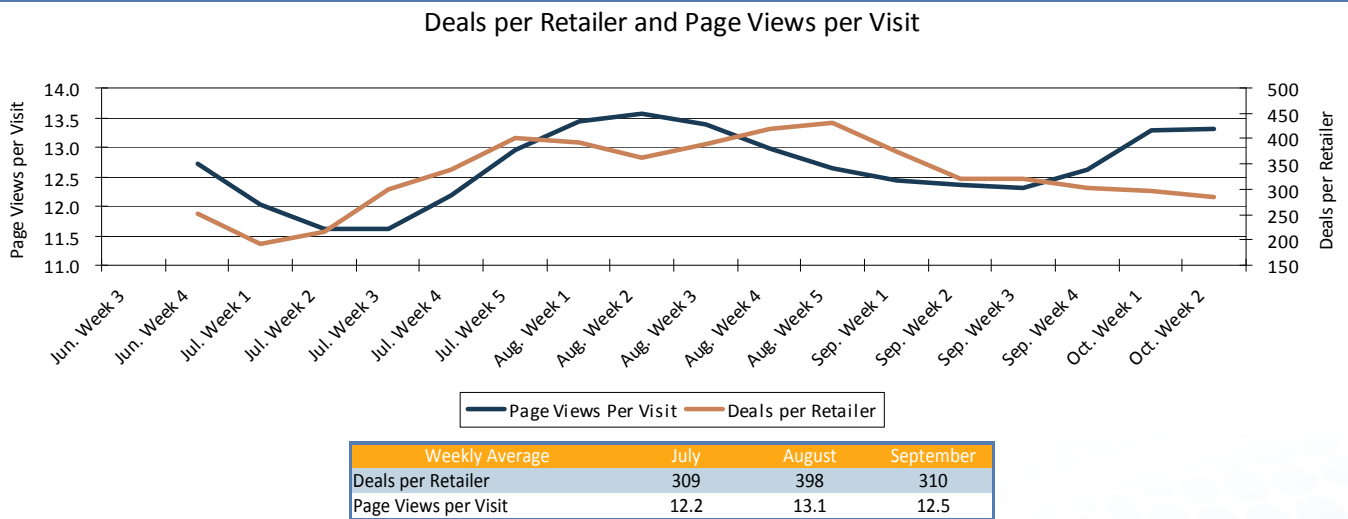
Figure 3



Source: ShopLocal Retail Index, 2006-2009

In addition, we examined the number of Circular Site Deals on an average weekly basis and determined that the number of Deals per retailer on average each week increased 29.2% from July (308) to August (398) and declined to a comparable level to July in September (310). Deals and PVs/Visit were highly correlated (0.81), suggesting a possible relationship between an increase in the number of deals available in a Circular Site and the number of pages a visitor views. Alternatively, trained consumer behavior to seek deals in circulars during the Back-to-School season could also explain the strong correlation.

Figure 4



Source: ShopLocal Retail Index, 2006-2009

## Sub-Sector Analyses

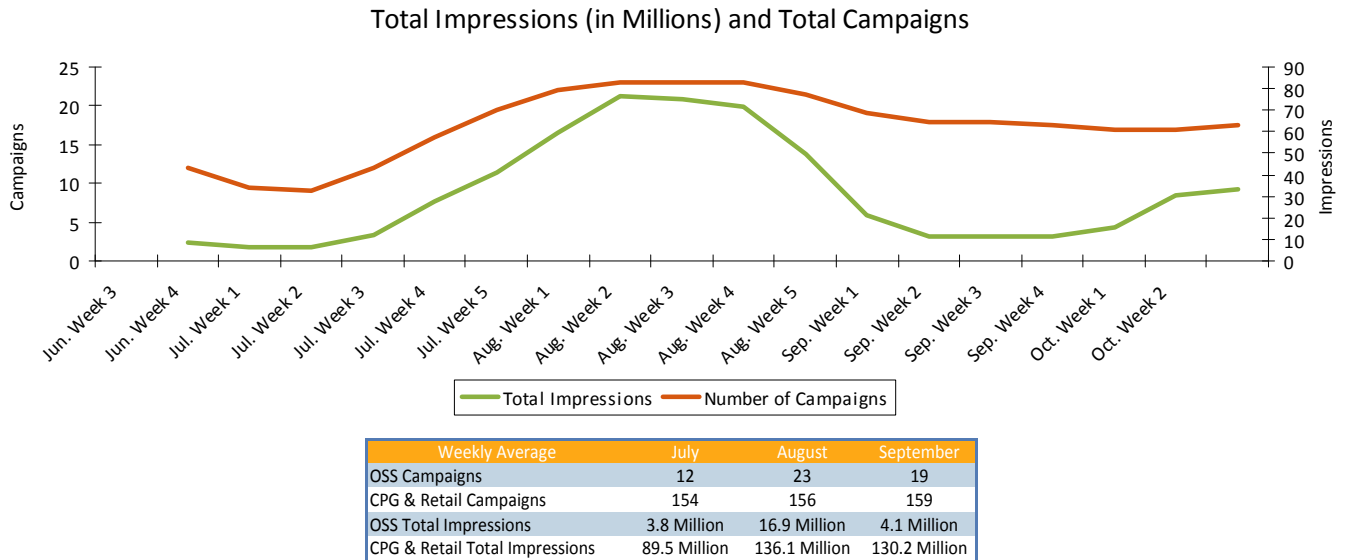
In the following analyses, we evaluated PointRoll advertiser data in OSS, Computers, and Apparel categories. Overall, we observed parallels in user engagement and advertiser activity in OSS and Apparel categories, suggesting additional short-term marketing opportunities in September. These disparities were not apparent in the Computers category where consumer interest appeared to wane in September. We believe these differences are primarily attributable to lower price points of OSS and Apparel products, which require shorter evaluation and research periods, compared to the longer consideration periods required for higher priced and more durable Computer purchases. In addition, based on our analysis, we believe more shoppers are in-market for OSS and Apparel in September, whereas Back-to-School consumers appear to be shopping for Computers earlier in the summer months. While Computer marketers do not appear to have the missed September opportunity available to OSS and Apparel category advertisers, they may be interested in increasing their advertising activities in earlier summer months.

### Office and School Supplies

#### Office and School Supplies Campaign Size over Time

Office and School Supplies manufacturers and retailers began increasing advertising activity significantly in late July to hit seasonal highs in August of 16.9 million weekly Impressions. Total weekly OSS Impressions quadrupled in August and then dropped 76% in September, slightly above July levels. The number of campaigns similarly increased in late July to reach seasonal maximum levels of 23 active campaigns per week in August, though tapering more slowly than Impressions to 19 active campaigns per week as some campaigns continued to trickle into September.

Figure 5

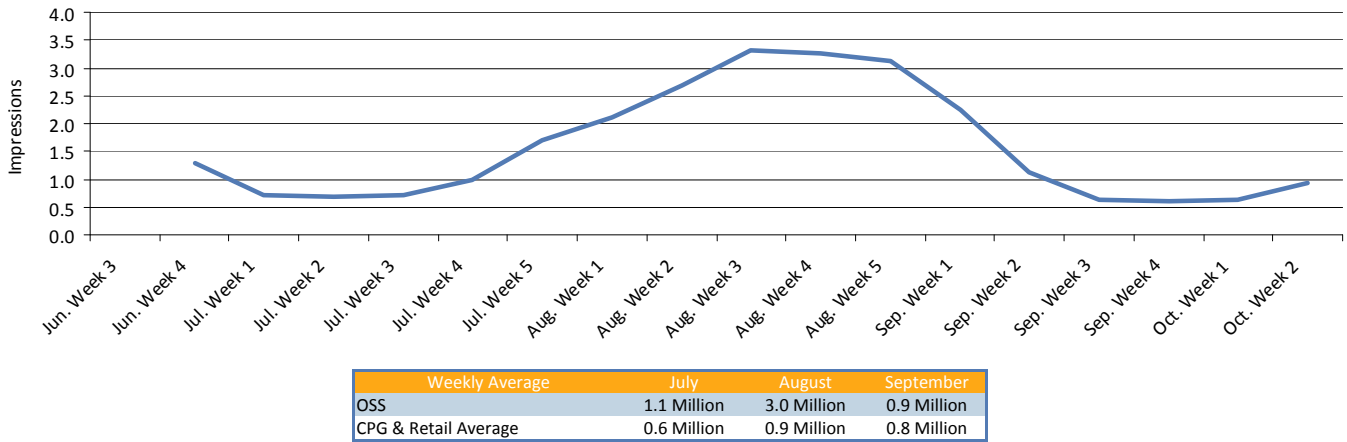


Source: PointRoll Benchmarking Data, 2006-2009

The weekly campaign size in August almost tripled from July levels to 3 million Impressions per campaign as OSS marketers attempted to capitalize on seasonally high consumer interest. Levels then decreased 70% to a monthly average of 0.9 million Impressions per week in September as marketers most likely assumed that the best opportunities for Back-to-School revenue were past and as they begin preparing for subsequent fall activity, notably Columbus Day. Overall, OSS campaign size was larger than the CPG & Retail Benchmark campaign size and it broadened the gap in August as OSS manufacturers increased spending disproportionately to their Benchmark peers.

Figure 6

Impressions per Campaign (in Millions)



Source: PointRoll Benchmarking Data, 2006-2009

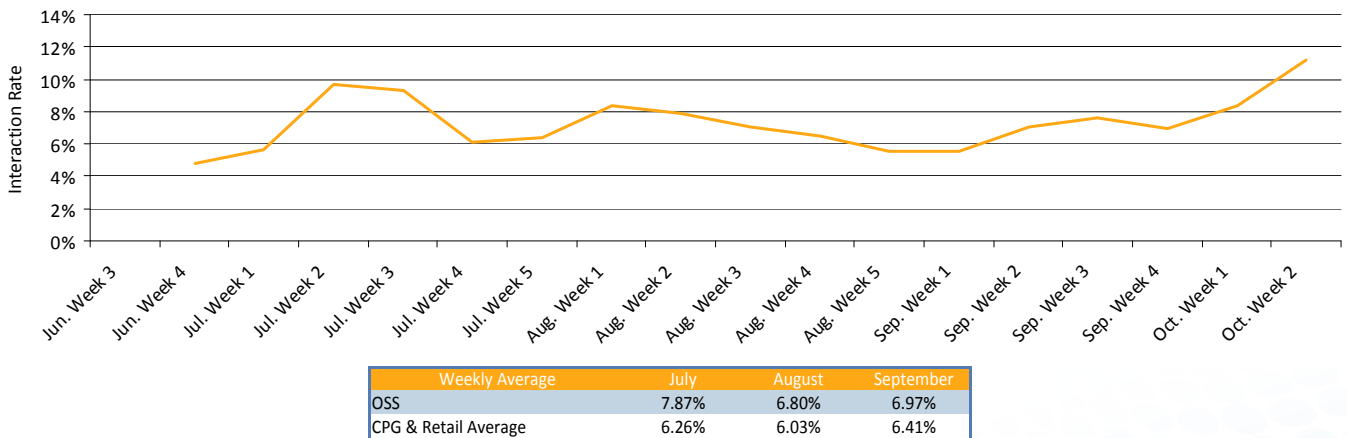
**Office and School Supplies Campaign Interaction Metrics over Time**

**Interaction Rate**

After reaching a summer high of 10% in the second week of July, and seeing a smaller pop to 8% in the second week of August, Interaction Rate remained strong but declined steadily through Labor Day to under 6% as consumer engagement softened and marketers reduced activity. Immediately after Labor Day however, consumers demonstrated a renewed level of interest, pushing Interaction Rate to 8% and beyond into October. Overall, monthly Interaction Rate in September (6.97%) ultimately exceeded August levels (6.80%) slightly, indicating continued consumer interest in these products. Interaction Rate was significantly higher than the CPG & Retail Benchmark for the same period indicating increased user engagement relative to the entire CPG & Retail category.

Figure 7

Interaction Rate

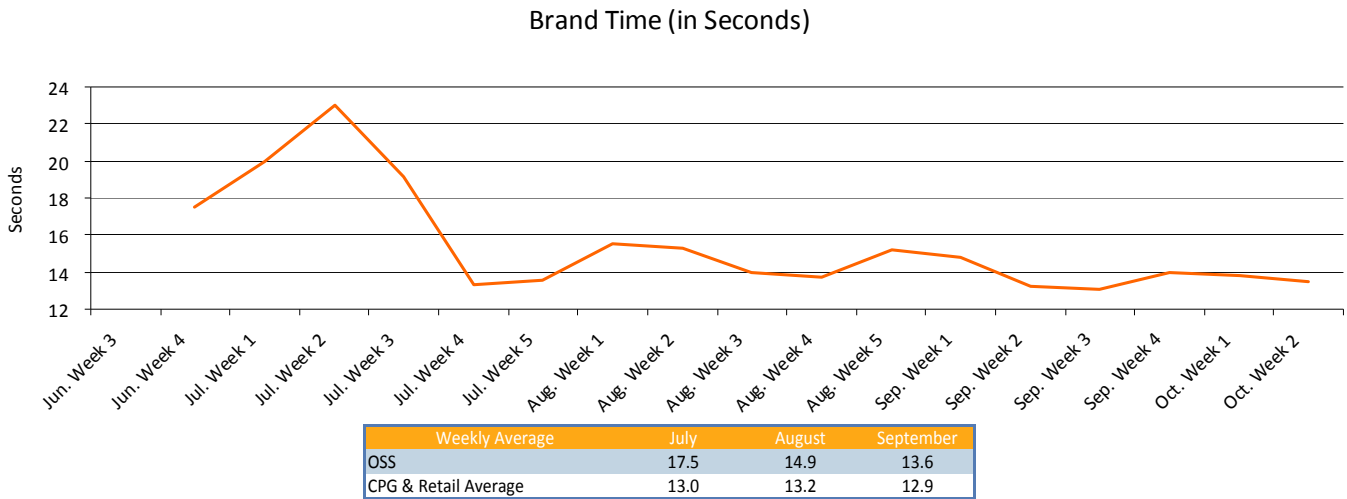


Source: PointRoll Benchmarking Data, 2006-2009

**Average Time Spent with the Ad (Brand Time)**

Brand Time in the OSS category experienced seasonal highs near 23 seconds in the first week of July due to heavy use of front door/homepage takeovers and other highly engaging formats. As a result, the weekly Brand Time for the month of July was higher than expected at 17.5 seconds. For the remainder of the period, Brand Time remained relatively consistent at 14 to 15 seconds, exceeding the CPG & Retail Benchmark by 1 to 2 seconds and indicating a heightened level of consumer interest throughout the remainder of the season.

Figure 8

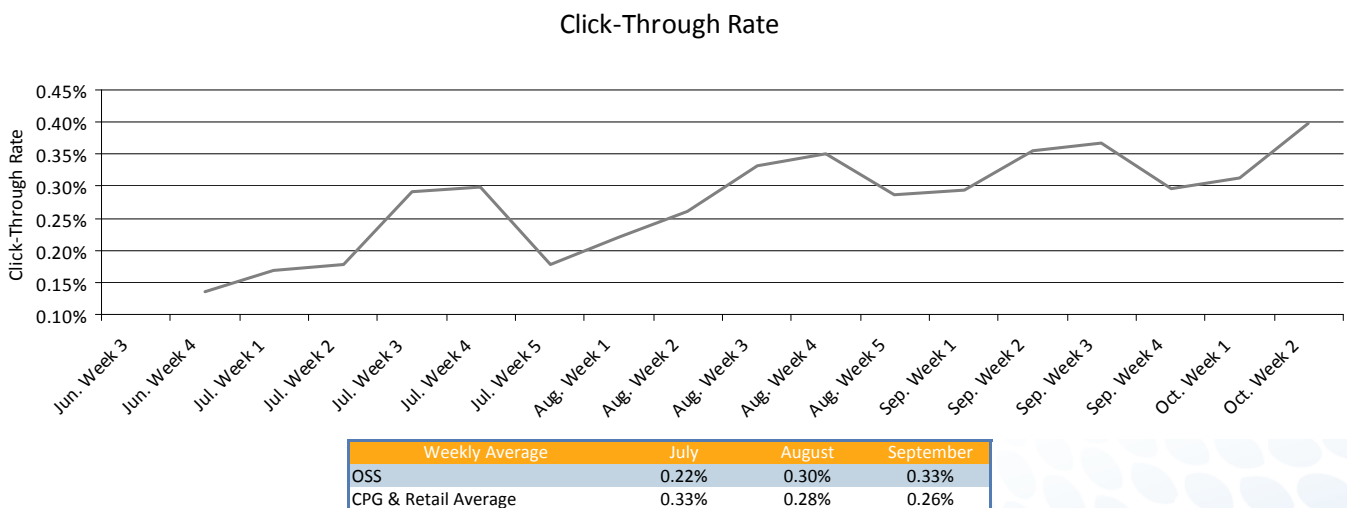


Source: PointRoll Benchmarking Data, 2006-2009

**Click-Through Rate**

Monthly Click-Through Rate (CTR) steadily increased from July (.22%) and August (.30%) to September (.33%), peaking in the second week of September (.42%) following a small dip during the Labor Day holiday. OSS CTR eclipsed the CPG & Retail Benchmark, starting 50% lower in July and ending 25% higher in September, further demonstrating the surge in consumer interest in OSS products well into the school year and offering further evidence to the potential missed September opportunity for OSS marketers.

Figure 9



Source: PointRoll Benchmarking Data, 2006-2009

**Office and School Supplies Correlation to Online Circulars**

PointRoll discovered that all ShopLocal site activity metrics were correlated with Total Impressions, corroborating that campaign volume effectively drives site traffic. Additionally, PointRoll found a significant correlation between Interaction Rate and all measures of ShopLocal site activity. Office and School Supplies metrics showed the strongest correlation to retailer site activity compared to Apparel and Computers. One possible reason for this trend is that consumers tend to research and purchase Office and School Supplies products mainly through OSS-focused retailers, whereas they purchase Apparel and Computers from a longer tail of both manufacturer and retailer sites and stores.

Surprisingly, Brand Time and site activity were negatively correlated across all metrics. This trend may have been the result of a possible time lag between when users engaged with an ad and when they visited the Circular Site. Or, perhaps the creative elements were informative enough to remove the need for product research on Circular Sites. Click-Through Rate showed an insignificant correlation with PVs/Visit, suggesting that better measures of assessing advertising performance are available.

Figure 10

**Office and School Supplies Correlation Chart**

Campaign Metrics	Visits	Page Views	Page Views per Visit
Total Impressions	0.631	0.632	0.376
Interaction Rate	0.514	0.457	0.451
Brand Time	-0.377	-0.496	-0.431
Click-Through Rate	0.509	0.355	NM

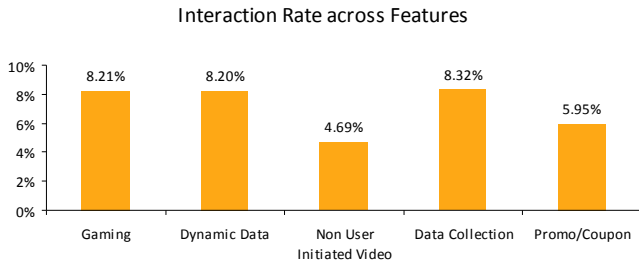
NM (Not Material) indicates a correlation that was not statistically significant at the 90% confidence interval.  
Source: PointRoll Benchmarking Data, 2006-2009

**Office and School Supplies Features and Website Categories That Drive Performance**

**Best-Performing Features**

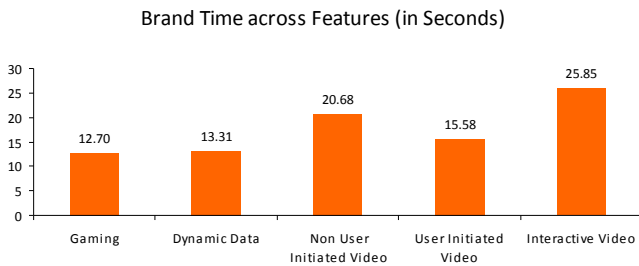
For OSS advertisers, the best-performing features spanned higher and lower funnel strategies, suggesting that a mix of goals and creative approaches works well for advertisers. Notable top performers in OSS across Interaction Rate, Brand Time, and Click-Through Rate metrics included Dynamic Data, Data Collection, Promo/Coupons, and various types of Video.

Figure 11



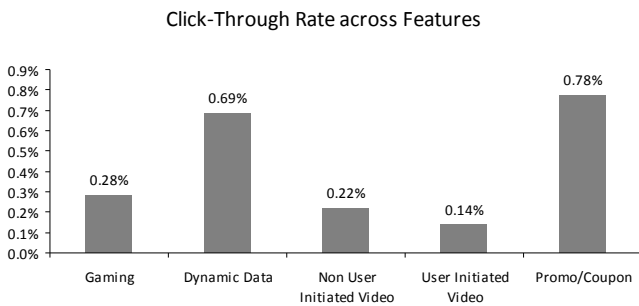
Source: PointRoll Benchmarking Data, 2006-2009

Figure 12



Source: PointRoll Benchmarking Data, 2006-2009

Figure 13



Source: PointRoll Benchmarking Data, 2006-2009

**Campaign Examples**

**Games**



**Dynamic Data**



[http://www.pointroll.com/binnevandsmith\\_backtoschool/](http://www.pointroll.com/binnevandsmith_backtoschool/)  
[http://www.pointroll.com/staples\\_backtoschool/](http://www.pointroll.com/staples_backtoschool/)

**Promo / Coupon**



[http://www.pointroll.com/pentel\\_backtoschool/](http://www.pointroll.com/pentel_backtoschool/)

**Video**

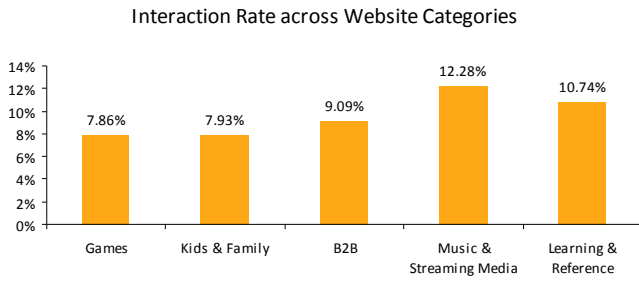


[http://www.pointroll.com/elmers\\_backtoschool/](http://www.pointroll.com/elmers_backtoschool/)

**Best-Performing Website Categories**

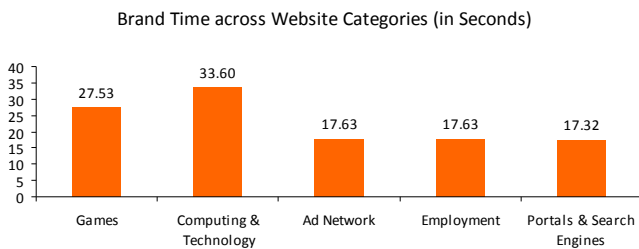
Top Website Categories for OSS clients across key advertising engagement measures included Music & Streaming Media, Learning & Reference, and Computing and Technology sites.

Figure 14



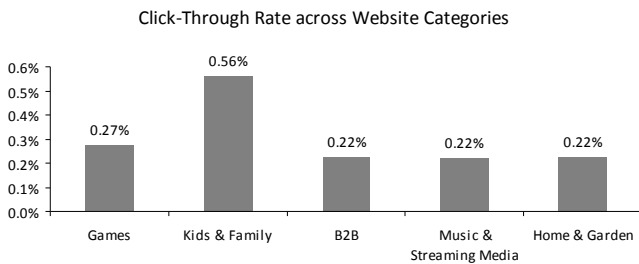
Source: PointRoll Benchmarking Data, 2006-2009

Figure 15



Source: PointRoll Benchmarking Data, 2006-2009

Figure 16



Source: PointRoll Benchmarking Data, 2006-2009

**Website Examples**

Games



Kids & Family



Music & Streaming Video



Computing & Technology



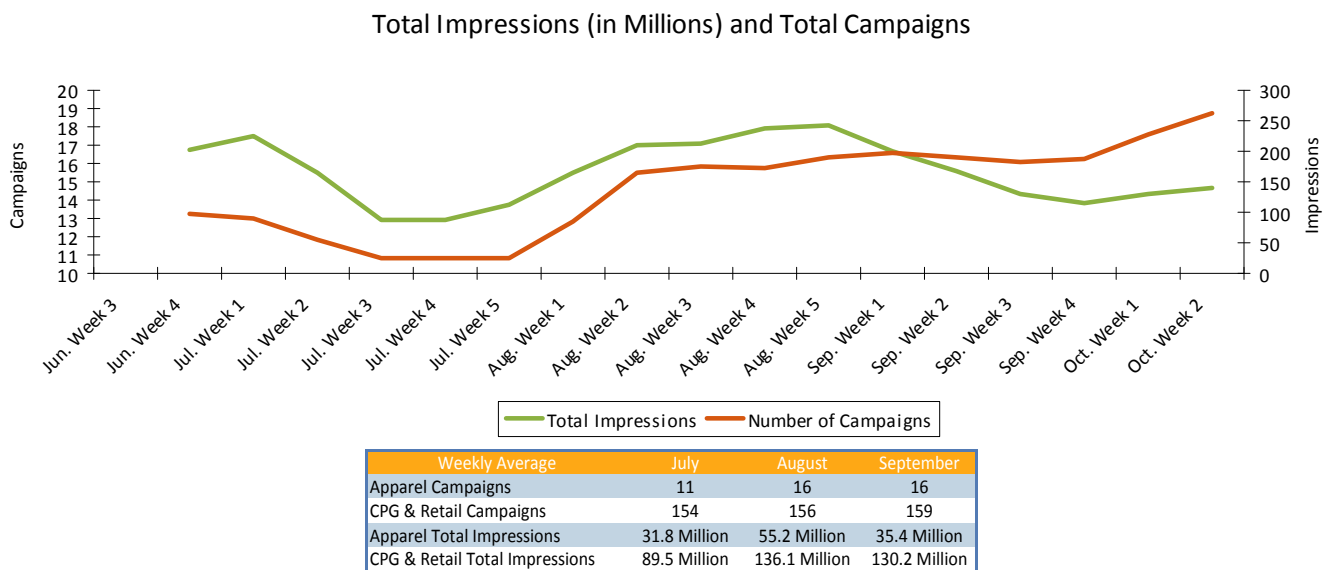
## Apparel

In Apparel, as with the OSS category, we saw consumer engagement again surging in September, indicating an opportunity for advertisers to maintain or grow spending during this time. Correlations with ShopLocal retail site activity were not as strong, and in some cases were negative, due to a variety of reasons that we believe are primarily related to the dynamics of the industry and consumer shopping behavior for Apparel products. The increases in active campaigns during September indicate that some marketers may recognize the opportunity to capitalize on consumer interest, though lower Impression volumes indicate upside potential from further expanding campaign sizes.

### Apparel Campaign Size over Time

Manufacturers and retailers of Apparel products demonstrated mixed campaign strategies across the period observed, disproportionately allocating Impressions in August. Total weekly Impressions tripled in August from July lows, and then decreased by 50% in September. The number of active campaigns continued to increase across the entire period and into September and October, climbing to an average of 66 per week in September, up 44% from July. Total Impressions decreased due to lower per campaign Impression volumes.

Figure 17

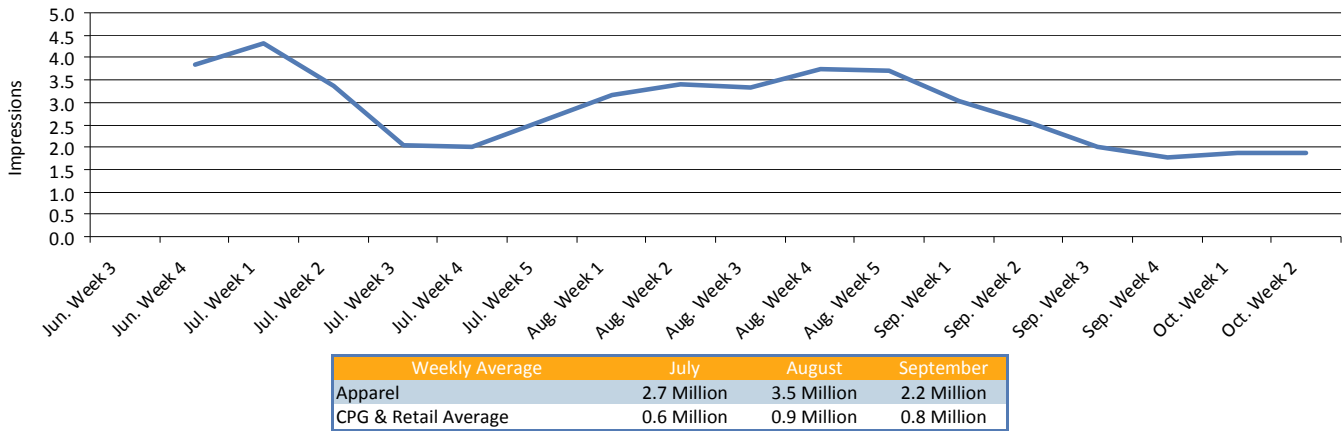


Source: PointRoll Benchmarking Data, 2006-2009

Weekly Impressions per Campaign reached highs of 3.7 million in August before dipping below 2 million in September, reflecting a return to targeted campaigns compared to larger scale efforts with a broader appeal in August.

Figure 18

Impressions Per Campaign (in Millions)



Source: PointRoll Benchmarking Data, 2006-2009

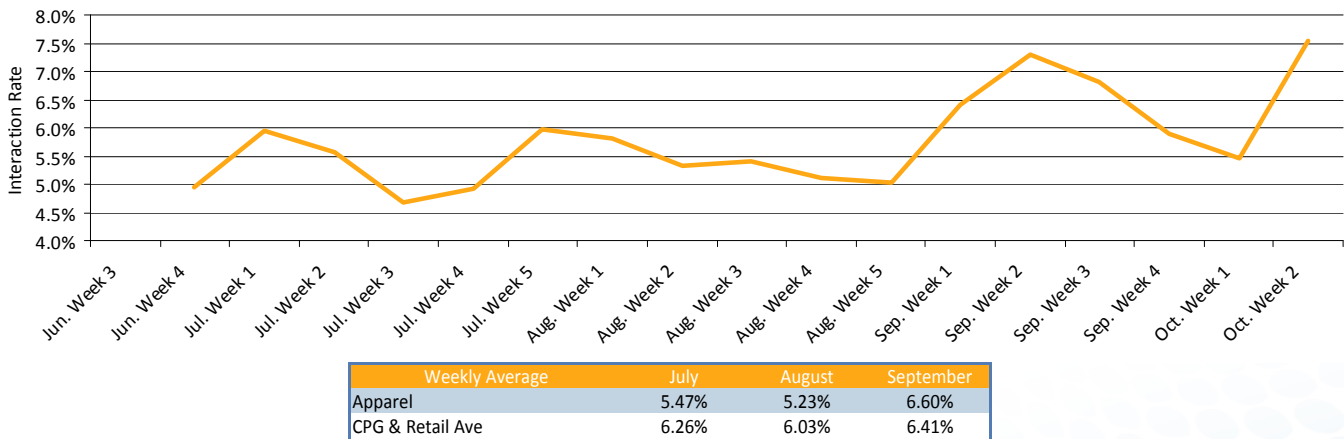
**Apparel Campaign Interaction Metrics over Time**

**Interaction Rate**

Interaction Rate (IR) fluctuated between 4.5% and 6% throughout July and August, until hitting an inflection point in the Labor Day period and leading to a September high nearing 7.5% in the middle of the month. IR softened from these seasonal highs in late September, prior to increases related to fall sales and the winter and holiday seasons. In September, Interaction Rate surged past the CPG & Retail Benchmark, further corroborating a heightened level of consumer interest in September despite marketers' reduction in volume.

Figure 19

Interaction Rate



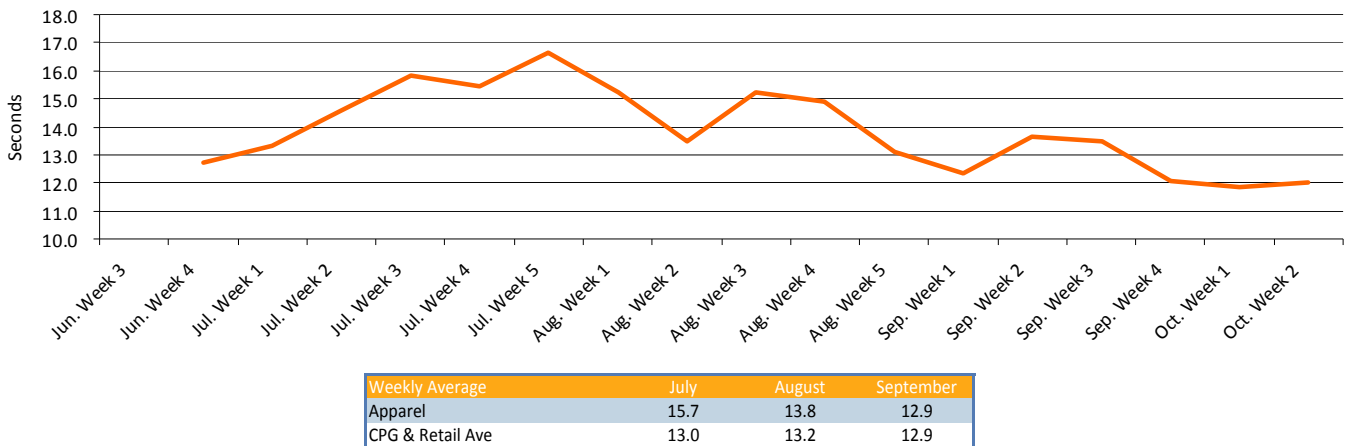
Source: PointRoll Benchmarking Data, 2006-2009

**Average Time Spent with the Ad (Brand Time)**

Measures of Brand Time generally decreased throughout the summer from a weekly average of 15.7 seconds in July to a weekly average of 12.9 seconds in September. There was a slight resurgence after Labor Day with a significant decline in Brand Time entering October. There may be opportunities for Apparel advertisers to capitalize on the post Labor Day surge, but from a Brand Time perspective, September performed about as well as the CPG & Retail Benchmark.

Figure 20

**Brand Time (in Seconds)**



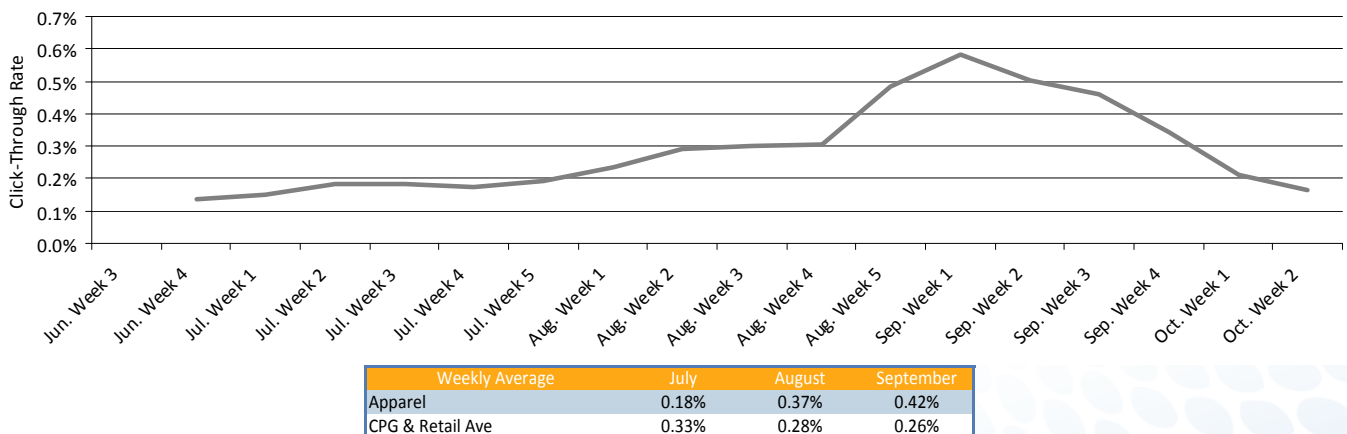
Source: PointRoll Benchmarking Data, 2006-2009

**Click-Through Rate**

Click-Through Rate (CTR) increased by almost 2.5 times in the Apparel category from July to September with a peak of almost 0.6% in the first week of September. CTR experienced a steady decline for most of September through the second week of August to a nadir of 0.18%. Still, through the second and third weeks of September, Apparel advertisements had a Click-Through Rate that indicates continued interest from consumers, which Apparel advertisers may be able to harness through increased advertising spend to generate more revenue. Interestingly, CTR actually declined through Columbus Day, a noted holiday for in-store Apparel sales.

Figure 21

**Click-Through Rate**



Source: PointRoll Benchmarking Data, 2006-2009

**Apparel Correlation to Online Circulars**

Total Apparel Impressions were positively correlated with ShopLocal Visits and Page Views. However, there were no significant correlations between PointRoll engagement metrics and ShopLocal Circular Site metrics. These correlation trends may have been the result of differing marketing strategies across Apparel brands and retailers.

Figure 22

**Apparel Correlation Chart**

Campaign Metrics	Visits	Page Views	Page Views per Visit
Total Impressions	0.560	0.540	NM
Interaction Rate	NM	NM	NM
Brand Time	NM	NM	NM
Click-Through Rate	NM	NM	NM

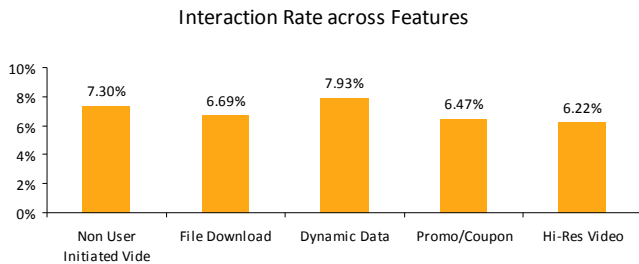
NM (Not Material) indicates a correlation that was not statistically significant at the 90% confidence interval.  
Source: PointRoll Benchmarking Data, 2006-2009

**Apparel Features and Website Categories That Drive Performance**

**Best-Performing Features**

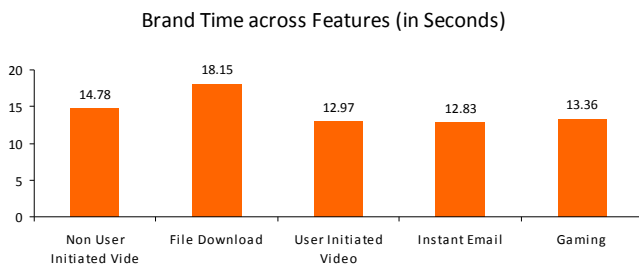
As with OSS advertisers, the best-performing Apparel advertising features spanned higher and lower funnel strategies, suggesting that a mix of goals and creative approaches seem to work well for advertisers. Notable top performers in Apparel across Interaction Rate, Brand Time, and Click-Through Rate metrics included various types of Video, File Downloads, Dynamic Data, Coupons, and Instant Emails.

Figure 23



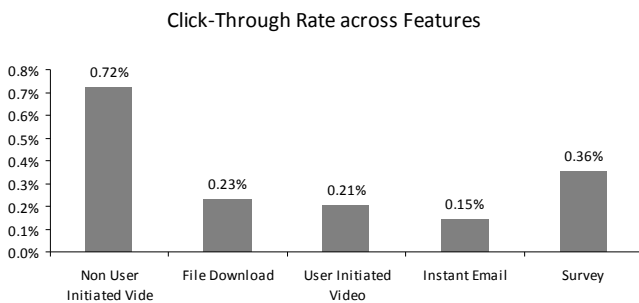
Source: PointRoll Benchmarking Data, 2006-2009

Figure 24



Source: PointRoll Benchmarking Data, 2006-2009

Figure 25



Source: PointRoll Benchmarking Data, 2006-2009

**Campaign Examples**

**Video**



**Instant Email**



[http://www.pointroll.com/target\\_backtoschool/](http://www.pointroll.com/target_backtoschool/)  
[http://www.pointroll.com/sears\\_backtocollege/](http://www.pointroll.com/sears_backtocollege/)

**File Download**



[http://www.pointroll.com/sears\\_backtoschool/](http://www.pointroll.com/sears_backtoschool/)

**Dynamic Data**

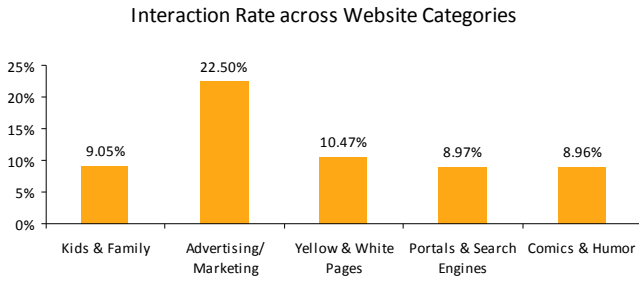


[http://www.pointroll.com/walmart\\_backtoschool/](http://www.pointroll.com/walmart_backtoschool/)

**Best-Performing Website Categories**

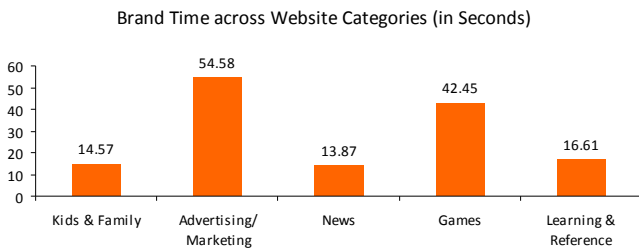
Top Website Categories for Apparel clients across key advertising engagement measures included Kids & Family, Advertising/Marketing, Yellow & White Pages, Portals & Search Engines and Games.

Figure 26



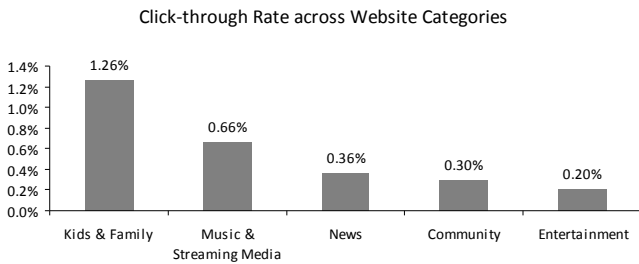
Source: PointRoll Benchmarking Data, 2006-2009

Figure 27



Source: PointRoll Benchmarking Data, 2006-2009

Figure 28



Source: PointRoll Benchmarking Data, 2006-2009

**Website Examples**

Kids & Family



Advertising/ Marketing



Portals & Search



Entertainment



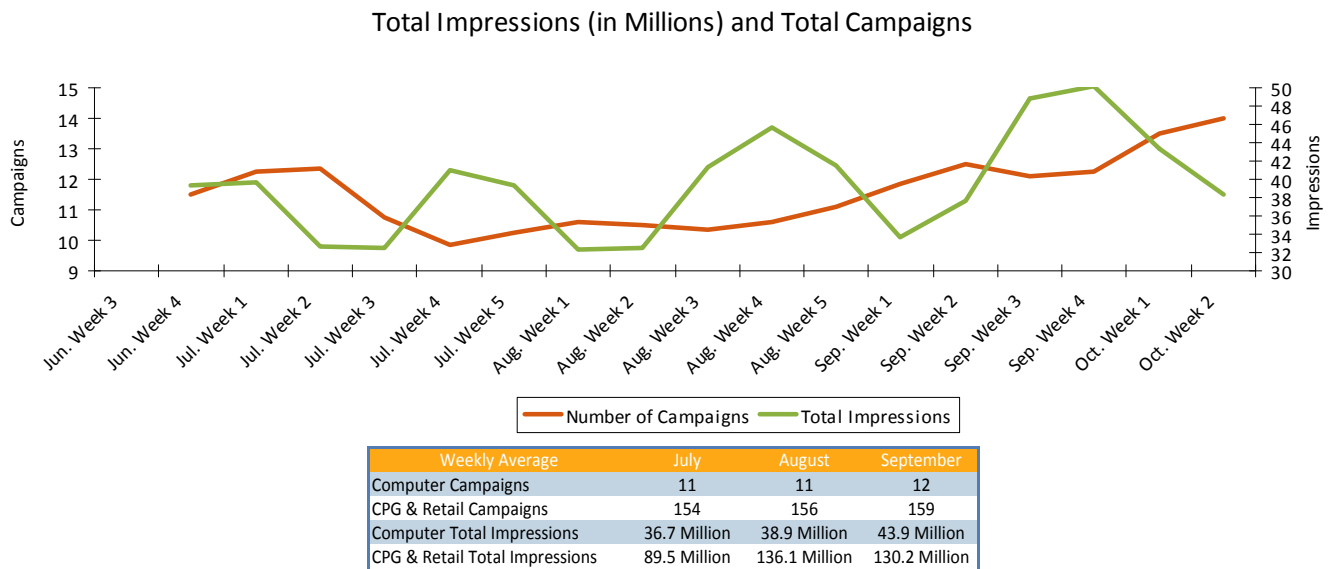
## Computers

Overall in Computers, contrasting with OSS and Apparel, we observed higher performance levels and indications of consumer interest in earlier summer months than later in the Back-to-School time period. Computer marketers, on the other hand, appeared to increase their advertising activity throughout the period with the largest volumes back-loaded and focused on September. As such, we believe that Computer marketers may benefit from an increase in advertising activity earlier in the summer to capitalize on interest and help to prime customers for purchases across the summer and Back-to-School season. It is possible that consumers are in-market for Computer products earlier in the summer because they prefer to upgrade their systems for higher performance for activities such as entertainment, social networking, and other types of media consumption when leisure time is more abundant during summer vacation periods. Additionally, we believe that Computer marketers may benefit from further evaluation and considering whether this “Back-to-Summer” theory applies to their brands.

### Computers Campaign Size over Time

Although campaign sizes remained relatively consistent throughout the Back-to-School period, Computer marketers tended to increase the number of weekly campaigns across the period and into the fourth quarter. This approach is consistent with long-term branding and product awareness strategies. Yet, as other metrics demonstrate, Computer advertisers may better serve their objectives by increasing activity toward the beginning of the summer when engagement metrics are at their peak.

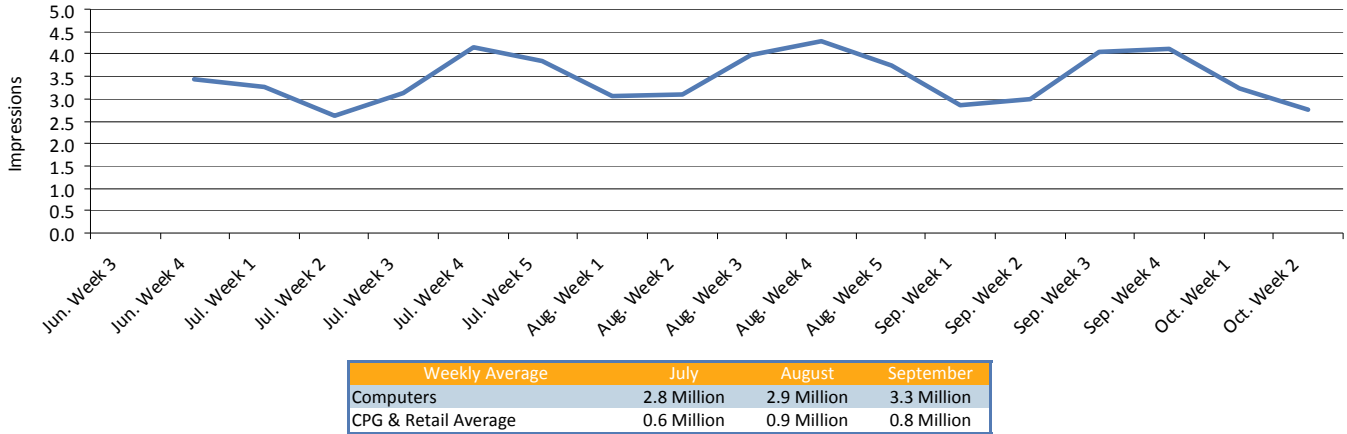
Figure 29



Source: PointRoll Benchmarking Data, 2006-2009

Figure 30

Impressions per Campaign (in Millions)



Source: PointRoll Benchmarking Data, 2006-2009

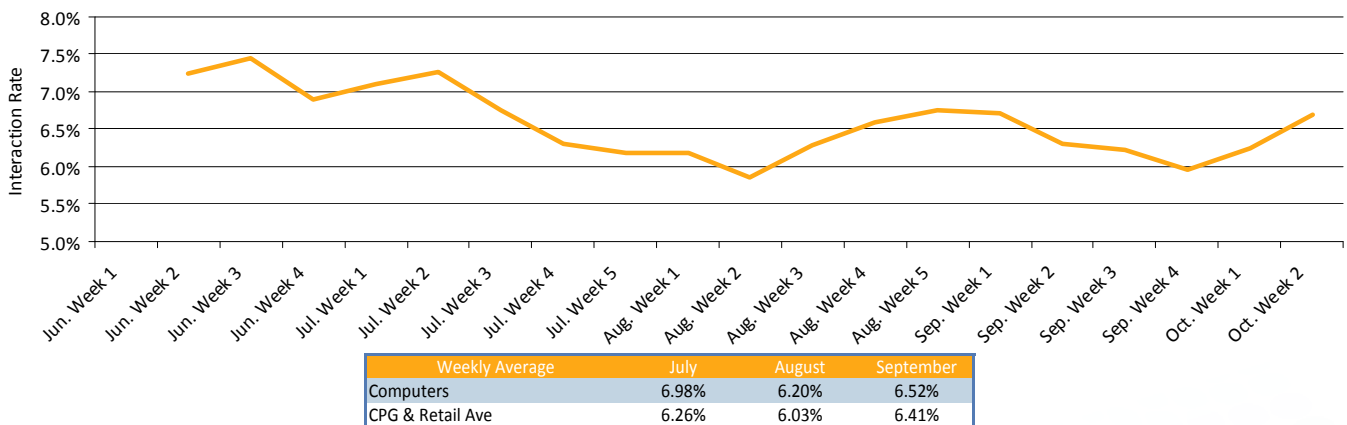
**Computers Campaign Interaction Metrics over Time**

**Interaction Rate**

Interaction Rate (IR) captured the highest interest levels in July, averaging just under 7% for the month, followed by a sustained drop to just under 6% in mid August. IR saw a brief period of renewed consumer interest during late August and early September, which is consistent with the opening of most school districts and universities across the country, before declining to 6% in late September. Levels exceeded the CPG & Retail Benchmark in all periods evaluated, indicating seasonal strength for the Computer category.

Figure 31

Interaction Rate



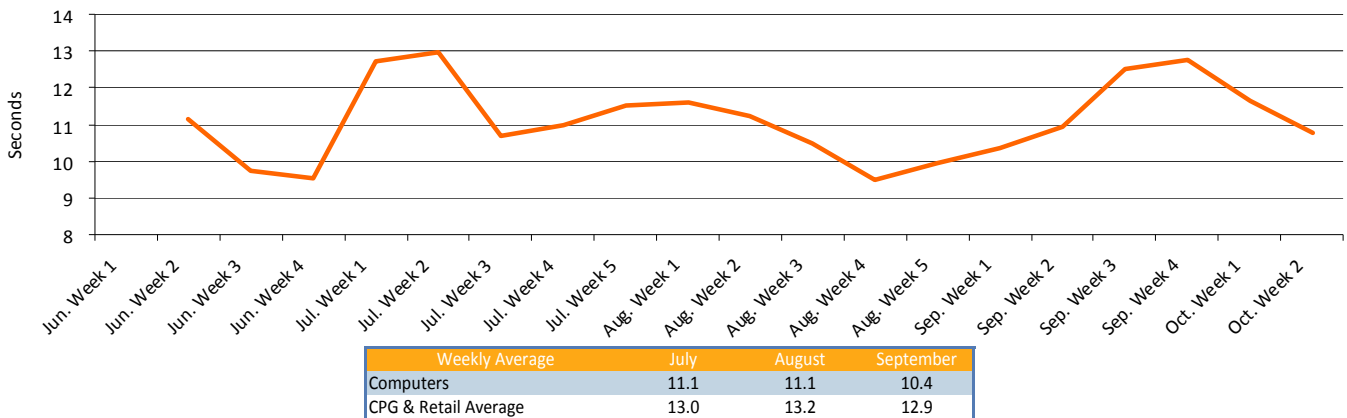
Source: PointRoll Benchmarking Data, 2006-2009

**Average Time Spent with the Ad (Brand Time)**

Brand Time similarly indicates heightened levels of consumer interest in July, suggesting that consumers are in-market for new equipment throughout the period and may be interested in gearing up or learning about new equipment long before school begins. Brand Time dipped 15% from a weekly high of 13 seconds in mid July to 11 seconds in August as consumer interest settled and then saw a lift in September, indicating that at least some consumers remain in-market in September.

Figure 32

Brand Time (in Seconds)



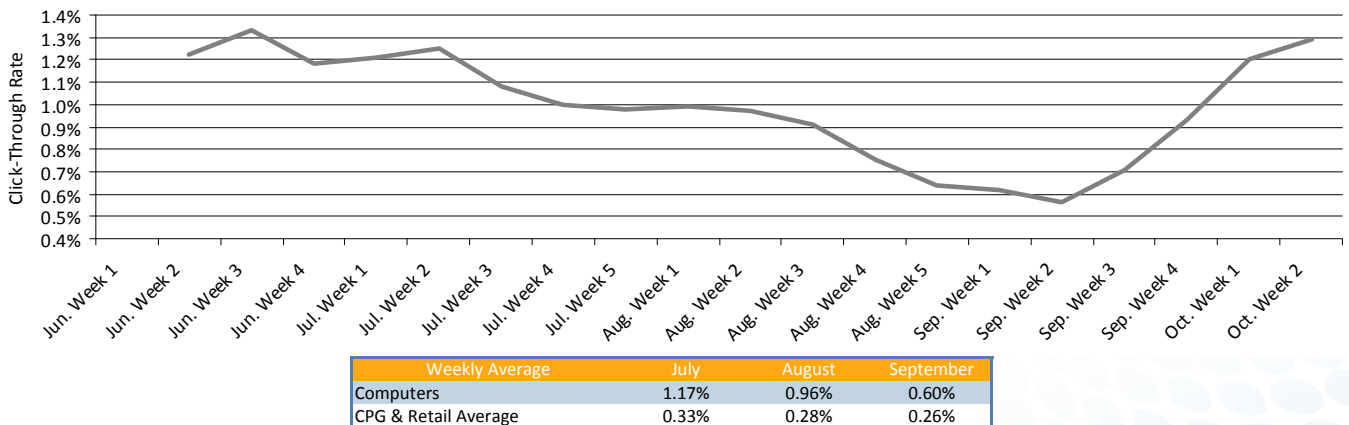
Source: PointRoll Benchmarking Data, 2006-2009

**Click-Through Rate**

Click-Through Rate peaked at almost 1.25% in the middle of July and declined to slightly less than 0.6% in September clearly indicating the high degree of interest consumers have in Computer products at the beginning of the summer. This trend suggests that once students and parents purchase Back-to-School machines, their interest in the category wanes. CTR began to increase again toward the end of September as some consumers possibly remained in-market for Back-to-School purposes or began to consider high-priced holiday presents. Across the period, Computers performed at least three times better than the benchmark on average, clearly demonstrating seasonal strength for Computer advertising.

Figure 33

Click-Through Rate



Source: PointRoll Benchmarking Data, 2006-2009

**Computers Correlation to Online Circulars**

Total Impressions, Brand Time, and Click-Through Rate for Computers were not significantly correlated with ShopLocal Visits, Page Views or PVs/Visit. Interaction Rate was negatively correlated with Visits and Page Views. We suspect that these trends were the result of the aforementioned seasonal disconnect between user Computer research activities and marketing efforts. Further research is necessary to explore a possible time lag between ad engagement and site activity.

Figure 34

**Computers Correlation Chart**

Campaign Metrics	Visits	Page Views	Page Views per Visit
Total Impressions	NM	NM	NM
Interaction Rate	-0.443	-0.481	NM
Brand Time	NM	NM	NM
Click-Through Rate	NM	NM	NM

NM (Not Material) indicates a correlation that was not statistically significant at the 90% confidence interval.

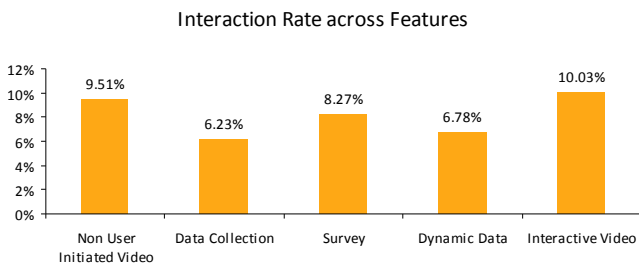
Source: PointRoll Benchmarking Data, 2006-2009

**Computers Features and Website Categories That Drive Performance**

**Best-Performing Features**

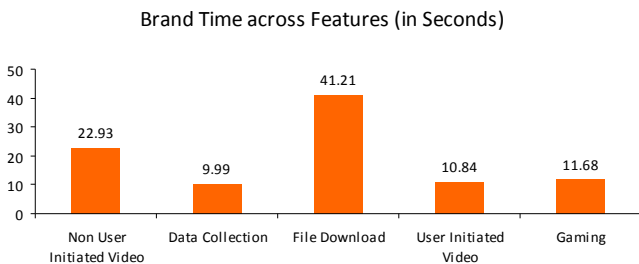
For Computer advertisers, as with OSS and Apparel, the best-performing features spanned higher and lower funnel strategies, suggesting that a mix of goals and creative approaches works well for advertisers. Notable top performers in Computers across Interaction Rate, Brand Time, and Click-Through Rate metrics included various types of Video, Data Collection, File Downloads, Surveys, and Dynamic Data.

Figure 35



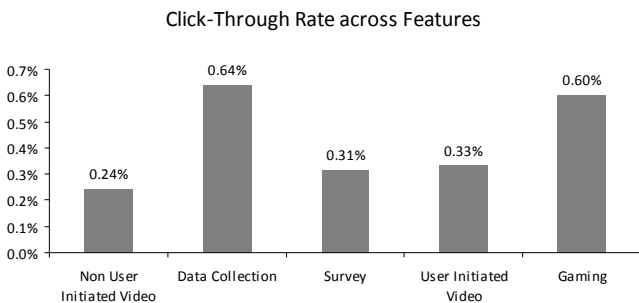
Source: PointRoll Benchmarking Data, 2006-2009

Figure 36



Source: PointRoll Benchmarking Data, 2006-2009

Figure 37



Source: PointRoll Benchmarking Data, 2006-2009

**Campaign Examples**

**Video**



**Interactivity**



[http://www.pointroll.com/intel\\_backtoschool/](http://www.pointroll.com/intel_backtoschool/)  
[http://www.pointroll.com/radioshack\\_backtoschool/](http://www.pointroll.com/radioshack_backtoschool/)

**Data Collection**



[http://www.pointroll.com/hp\\_backtocollege/](http://www.pointroll.com/hp_backtocollege/)

**Gaming**

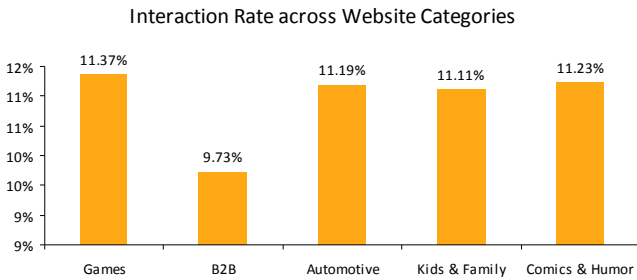


[http://www.pointroll.com/hp\\_backtoschool/](http://www.pointroll.com/hp_backtoschool/)

**Best-Performing Website Categories**

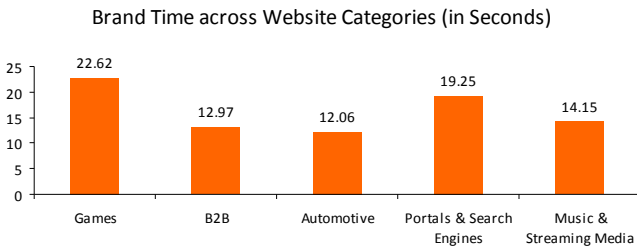
Top Website Categories for Computer clients across key advertising engagement measures included Games, B2B, Automotive, Home and Garden, and Kids & Family, representing a surprisingly diverse set of contextual environments for marketing Computer products.

Figure 38



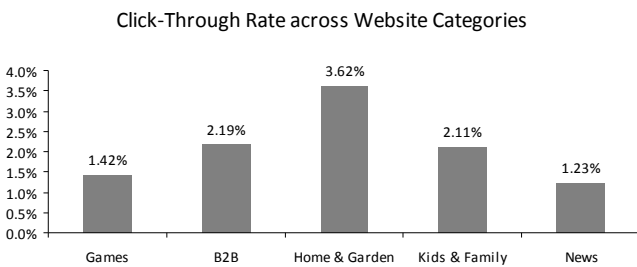
Source: PointRoll Benchmarking Data, 2006-2009

Figure 39



Source: PointRoll Benchmarking Data, 2006-2009

Figure 40



Source: PointRoll Benchmarking Data, 2006-2009

**Website Examples**

Games



Kids & Family



Automotive



News



## Insights from Aperture, BlueKai and Nielsen

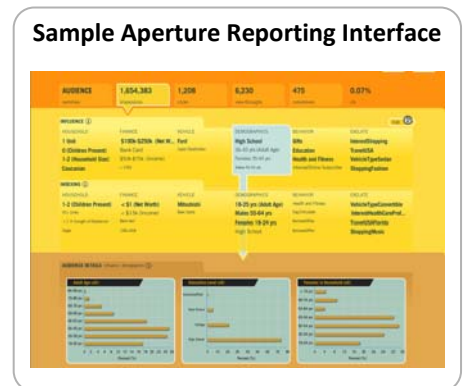
PointRoll proudly announced its Open Insights partnership suite in April 2010, representing the industry’s most comprehensive collection of ad serving integrations with top data and analytics providers. PointRoll and its partners share a common aspiration to help clients fuse their media and creative goals, helping them better understand their audiences, find more of them, engage their users and generate the best creative for each target customer, and more effectively measure and analyze the results of their marketing efforts.

For our Back-to-School analysis, several partners including Aperture, BlueKai and Nielsen provided insights aimed at assisting marketers with efficiency and effectiveness of their advertising efforts.

Note – the term partner or partnership does not denote the legal relationship between these entities.

### Aperture

Aperture, an online audience measurement, planning and verification provider, shared insights from Apparel retailer campaigns to evaluate audience composition and behavior for Back-to-School advertisers. Using its proprietary cookie pool and a combination of third party data sources, Aperture observed the following activity by evaluating Impressions, Click-Through Rate, and site activity across its retail Back-to-School advertiser campaign base from 2009 to 2010:



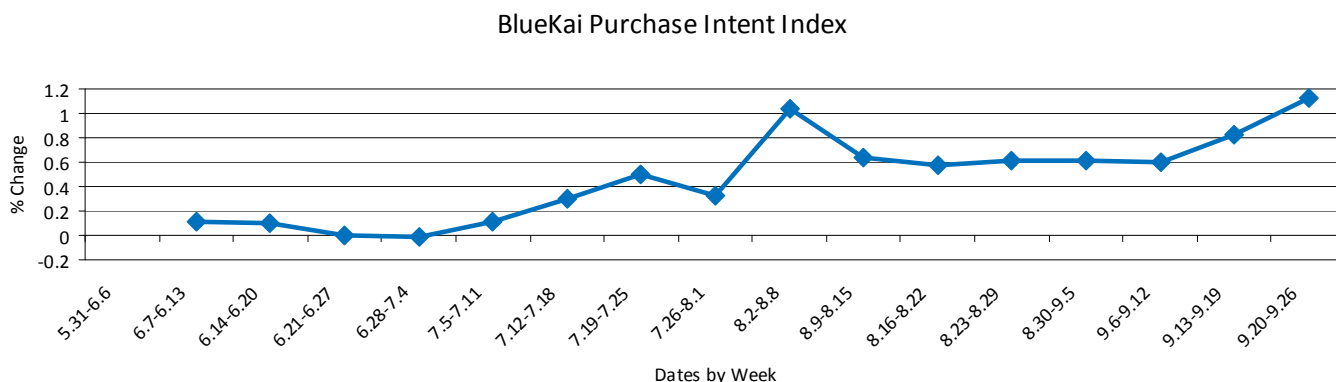
- Middle-aged women aged 46-55 appeared to be the most active online shoppers during the Back-to-School period, followed by a younger group in the 26- 35 age range.
- Most highly engaged households tended to include teenage children in the home.
- Many shoppers were looking for clothes for their teenaged children, indicating that the adult age range is the sweet spot for Apparel marketers during this season.
- Shopping household income ranged from low to high, but averaged around mid to high levels. Despite this trend, shoppers were most engaged around the sale promotions areas of the site.
- Converting audiences were most apt to convert via View-Through. This trend indicates that multiple exposures, URL type-ins and other complimentary channels, such as search, are better drivers and indicators of performance than Click-Through Rate. Retirees with lower presence of children indexed high on CTR indicating strong proclivity of older demographics to click.

### BlueKai

BlueKai provided data on shopper purchase intent from the first week of June 2009 through the first week of October 2009 for children’s apparel, shoes and accessories, based on its proprietary shopping data tracking methodologies and databases. Utilizing the first week of June as a normalization point for a benchmark, BlueKai’s proprietary data demonstrates the following:

- Growth in shopper purchase intent for children’s apparel, shoes and accessories grew consistently each week from the first week of July to a peak in the first week of August that is over 100% growth in the index compared to the first week of June.
- Throughout August, shoppers were still over 50% more likely to purchase clothing for children.
- September data indicates continued strength in the likelihood for purchase of children’s clothing corroborating that Apparel marketers are possibly missing opportunities to influence shoppers for these goods into September when Impression volumes historically decrease.

Figure 41



Source: BlueKai, 2009

### Nielsen PRIZM

Insights contributed by Nielsen include an analysis of most likely online customers of Back-to-School products, based on its PRIZM™ segment framework. In assessing its Lifestage groups, Nielsen has identified four Family Life categories, each containing children. The Family Life categories cumulatively represent approximately 30% of US households. Each of these four categories indexed high based on presence of children ages 6- 11 and 12-17 in the household, with Mainstream Families ranking highest with 35% having a child in each age group, followed by Young Accumulators, Sustaining Families, trailing with Accumulated Wealth.

Of these four categories, three of them, Accumulated Wealth, Young Accumulators, and Mainstream Families showed high proclivity to shop for Back-to-School products at major retailers evaluated, lead by the Accumulated Wealth and Young Accumulator categories. In addition, Accumulated Wealth and Young Accumulator categories showed high proclivity to shop and research online, further indicating marketers’ potential to influence their buying decisions with online advertising.

#### Nielsen Family Life Description

**Family Life**

- Middle Age 25-54
- Families w/Children
- 33.5% of USA

Family Life is composed of segments that are middle aged and either defined by presence of children in the household or have high indices for households with children under age 18. They may be married couples or single parents.

Within the Family Life lifestage class there are 4 levels of affluence. Nielsen's definition of affluence is a combined measure to account for income, education, occupation and home value.

**Family Life**

**F1** Accumulated Wealth

**F2** Young Accumulators

**F3** Mainstream Families

**F4** Sustaining Families

Figure 42

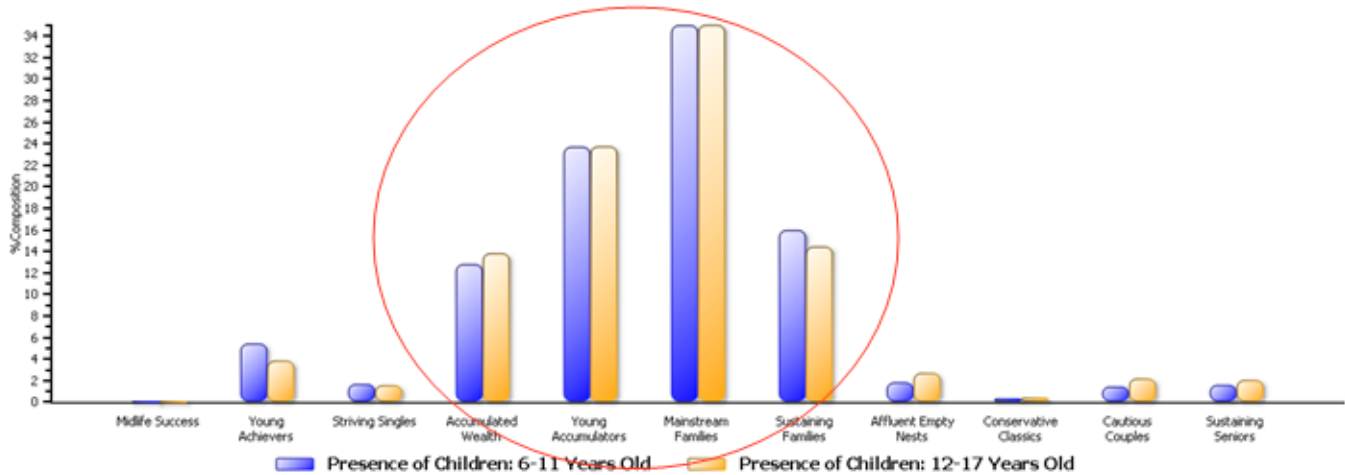
Nielsen Profile Comparison Report					
PRIZM Lifestage Group	Presence of Children: 6-11 Years Old			Presence of Children: 12-17 Years Old	
	All U.S. % Comp	% Comp	Index	% Comp	Index
Midlife Success	12.73	0.00	0	0.00	0
Young Achievers	10.02	5.45	54	3.87	39
Striving Singles	10.66	1.70	16	1.59	15
Accumulated Wealth	3.91	12.83	328	13.84	354
Young Accumulators	8.14	23.72	291	23.76	292
Mainstream Families	11.83	35.00	296	35.03	296
Sustaining Families	6.07	15.99	263	14.45	238
Affluent Empty Nests	7.02	1.85	26	2.73	39
Conservative Classics	9.23	0.36	4	0.05	5
Cautious Couples	10.37	1.46	14	2.21	21
Sustaining Seniors	10.01	1.62	16	2.07	21

Source: Nielsen PRIZM 2009, Claritas Household Demographics, 2009. Copyright 2010, The Nielsen Company.

Figure 43

**PRIZM Lifestage Groups: Presence of Children 6-11 and/or 12-17**

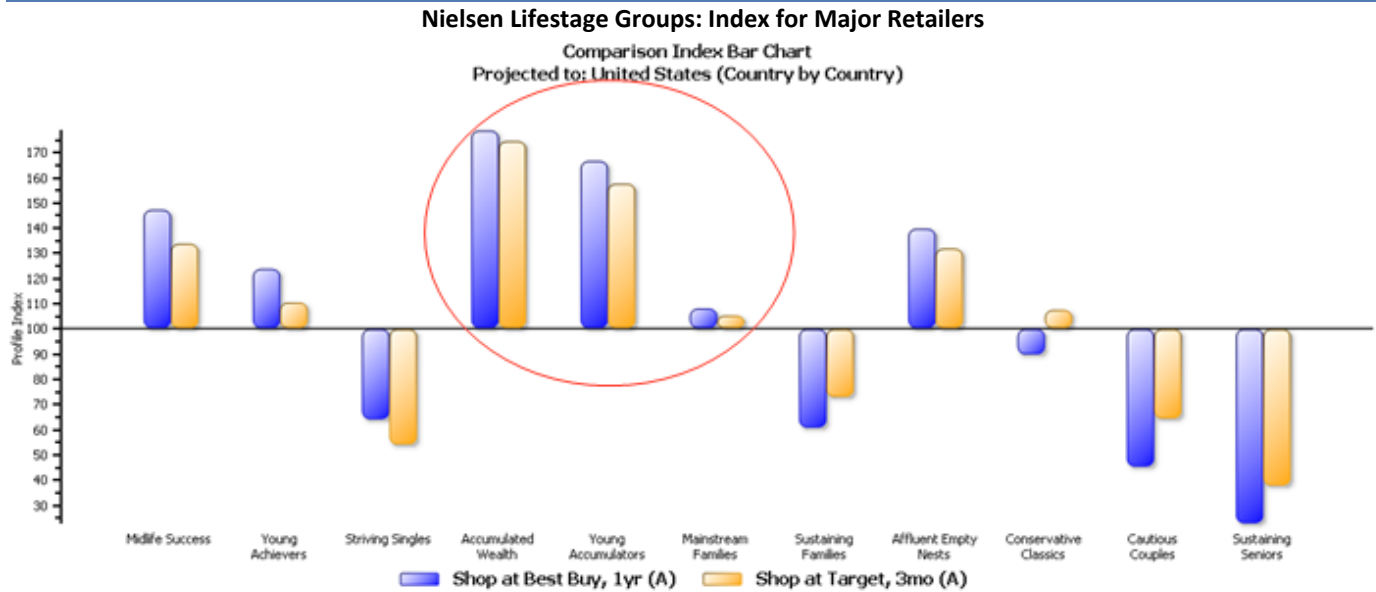
Comparison Percent Composition Bar Chart  
Projected to: United States (Country by Country)



Source: PRIZM 2009, Copyright 2010, The Nielsen Company.

Three out of four of the Nielsen Family Life Lifestage groups indexed above average for major retailers for Back-to-School shopping.

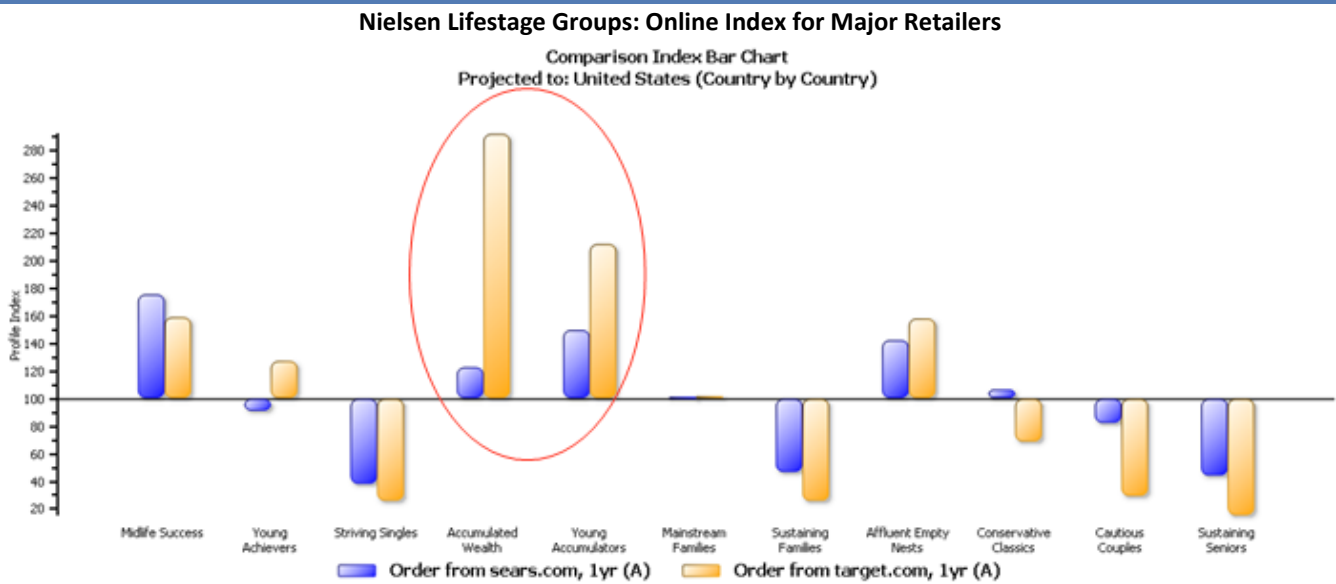
Figure 44



Source: Nielsen Claritas, 2009

Accumulated Wealth and Young Accumulators were strong online shoppers.

Figure 45



Source: Nielsen Claritas, 2009

## Conclusion

Key insights are available from advertisement metrics and other tools that enable marketers to understand how their audiences engage with their messages. Manufacturers and retailers are encouraged to evaluate the performance of their own Back-to-School marketing efforts and revenues to determine whether and to what extent the findings in this document apply to their businesses. Key findings identified by PointRoll include:

- **September is a hidden opportunity for OSS and Apparel marketers** - Consumer interaction remained strong in September for these verticals, even as most Back-to-School campaigns were winding down.
- **July is the strongest month for Computers** - Consumers tended to show the most interest in Computer campaigns in late July indicating potential new opportunities for Computer marketers who tend to back-load their marketing efforts into September.
- **Consumer engagement with rich media advertisements is highly correlated to site activity** – Interaction Rate was correlated to site activity and showed a stronger relationship to online circular activity than Click-Through Rate.
- **Middle-aged women and mid to high income parents are most active shoppers** - Both Aperture and Nielsen data indicates that middle-aged and mid to high income-level parents, notably women, are the most active Back-to-School shoppers. Additionally, most active shoppers appear to be shopping for teenage children.
- **Children’s apparel, shoes and accessory shopping extends well into September** - BlueKai purchase intent data demonstrates that following peak growth weeks in the first week of August, purchase intent levels remained significantly elevated through the end of September when compared to the June index.

Key areas identified for future research include evaluating measures of View-Through and Interact-Through, understanding cross-channel marketing synergies, evaluating advertising activity including engagement with rich media advertisements for correlations with offline sales, and evaluating lag times between marketing and various measures of engagement across different industry verticals.

## Notes and Methodology

All evaluated campaigns have a minimum of 10 thousand impressions. All metrics contained within this study are Impression-weighted. PointRoll has also evaluated campaigns on a campaign-weighted basis to determine whether any outliers were present and as a result, two Computer campaigns have been excluded due to their extraordinarily large Impression number relative to the remainder of the data set. In addition, one large Computer and Consumer Electronics manufacturer’s results were removed due to its irregular and unrepresentative activities and non-standard creative.

All correlations are Pierson Correlations with statistical significance tested through a two-tailed student t-test at the 90% confidence interval. We have omitted any correlation value not found to be statistically significant at the 90% confidence interval as we believe that those could create unnecessary confusion between meaningful and not meaningful correlations.

## About PointRoll

Powering more than 50% of all rich media campaigns online, creating more than 35 billion conversion opportunities and delivering over 110 billion ads in 2009 alone, PointRoll is the leading provider of digital marketing services and technology. Considered the proxy for the industry, PointRoll dramatically enhances measurement capability to effectively and succinctly track ROI. PointRoll strives to provide highly relevant insights that empower marketers to create the most successful digital campaigns.

PointRoll is unique as the only digital marketing services provider to deliver both the art and science of digital engagement. We are focused on enabling marketers to make a creative and measurable “impression” on consumers by delivering interactive video, rich media, social and mobile ad experiences that measure consumer engagement and generate actionable insights. PointRoll also “makes” each impression deliver the maximum return, measurably increasing conversion opportunities, brand awareness, creative expression and message content to drive ROI.

### About ShopLocal

ShopLocal, the retail division of PointRoll and leader in multi-channel shopping services, enables over 100 of the nation's top retailers to deliver highly interactive, targeted and engaging localized promotions to shoppers through online circulars, display advertising, search, social media, digital out-of-home and mobile. The result is highly effective communications that deliver the right message, to the right person, at the right time.

ShopLocal connects retailers with shoppers through innovative, effective and measurable marketing solutions. Pioneering the use of the internet for driving in-store sales with online circulars, ShopLocal has spent the past decade honing the marketing tools, and building a powerful publisher network that connects one-to-one with shoppers.

With many of the nation's top retailers as clients, including Target, Best Buy, Home Depot, CVS, Albertsons and Sears, the ShopLocal brand carries equity and name recognition within the industry.

### About Aperture

Aperture is a revolutionary audience measurement, planning and verification solution provider that brings an unparalleled level of precision and intelligence to online marketing. Developed by Datran Media, Aperture is the first and only media solution to combine household-level data with online consumer activity to accurately identify, reach and measure your online audience.

Aperture offers advertisers, publishers and agencies deeper insights into their digital audiences. The differentiator originates from household-level demographic data verified by multiple offline third-party sources.

Most audience data is clustered into groups at a zip code level. Aperture is the first and only online platform that combines three levels of data to serve the right display ads to precisely the right audience. Leveraging this rich intelligence with Datran Media's proprietary transaction-based behavioral data creates the most advanced targeting and reporting capabilities available anywhere today.

Through partnership with PointRoll and a pixel-based integration, Aperture reporting helps PointRoll clients identify and analyze their most effective audiences on top of their PointRoll campaigns to enable more intelligent analysis of user actions throughout the funnel. The PointRoll / Aperture integration enables tracking of Interactions – not just Impressions and Clicks – adding a dimension of engagement to reporting that enables more powerful insights in addition to more opportunities to engage.

### About BlueKai

With data quality and fair market pricing at its core, BlueKai attracts top tier providers with intent data on valuable in-market shoppers across key verticals. As a result, the BlueKai Exchange is the largest source of high performance intent data revealing over 160 million unique consumers who are ready to buy.

BlueKai's intent data also drives more effective targeting across the entire marketing funnel. The BlueKai Exchange offers over 30 thousand data attributes across in-market, demographic, geographic, psychographic and occupational categories to power all direct response and branding campaigns.

BlueKai manages over 750 million data events every day and is the industry standard for public and private data transactions. BlueKai also offers a proprietary platform solution for marketers to buy, manage and analyze all data in a private data ecosystem.

Through the integration of BlueKai tracking pixels in PointRoll ads, clients are able to view a custom In-Market report their PointRoll campaigns with BlueKai audience behavior data in any media buy. This custom In-Market report allows clients to understand which behavioral characteristics are driving the best response by using Interactions with PointRoll ads – not just Impressions and Clicks – and discover new related behaviors they might not have been aware of (e.g. people shopping for cars are also shopping for new homes). Additionally, BlueKai's integration with PointRoll enables PointRoll's AdControl technology to receive behavioral parameters from BlueKai at run-time to dynamically generate and optimize ads based on rules developed at

the outset of the campaign. Integrations with mutual publisher and ad network partners enables marketers to use a single ontology for media buying and creative decisioning across their entire buy.

### About Nielsen

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement and trade shows. The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit [www.nielsen.com](http://www.nielsen.com).

For 35 years, marketers have come to Nielsen for industry-leading demographic and census data, marketing software and market segmentation services. For Fortune 500 companies, Nielsen is the preferred choice and the nation's leading provider of syndicated surveys and databases of consumer behavior.

Nielsen's PRIZM segments are integrated into AdControl, PointRoll's dynamic ad optimization solution, allowing clients to use AdControl for rules or optimization-based creative generation based on precise PRIZM segments across any media buy. Integrations with mutual publisher and ad network partners allow buyers to also pinpoint online campaigns using PRIZM segments. For the first time ever, marketers are able to use their favorite offline solutions for finding and messaging to their audiences online.

**Appendix**

Figure 46

<b>ShopLocal and PointRoll Engagement Metrics</b>			
ShopLocal Retail Index			
Weekly Average	July	August	September
Visits	5.8 Million	6.0 Million	5.7 Million
Page Views	70.5 Million	78.7 Million	70.8 Million
Page Views per Visit	12.2	13.1	12.5
Deals per Retailer	309	398	310
Office and School Supplies			
Weekly Average	July	August	September
Campaigns	12	23	19
Total Impressions	3.8 Million	16.9 Million	4.1 Million
Impressions per Campaign	1.1 Million	3.0 Million	0.9 Million
Interaction Rate	7.87%	6.80%	6.97%
Brand Time	17.5	14.9	13.6
Click-Through Rate	0.22%	0.30%	0.33%
Apparel			
Weekly Average	July	August	September
Campaigns	11	16	16
Total Impressions	31.8 Million	55.2 Million	35.4 Million
Impressions per Campaign	2.7 Million	3.5 Million	2.2 Million
Interaction Rate	5.47%	5.23%	6.60%
Brand Time	15.65	13.79	12.86
Click-Through Rate	0.18%	0.37%	0.42%
Computers			
Weekly Average	July	August	September
Campaigns	11	11	12
Total Impressions	36.7 Million	38.9 Million	43.9 Million
Impressions per Campaign	2.8 Million	2.9 Million	3.3 Million
Interaction Rate	6.98%	6.20%	6.52%
Brand Time	11.12	11.09	10.43
Click-Through Rate	1.17%	0.96%	0.60%
CPG & Retail			
Weekly Average	July	August	September
Campaigns	154	156	159
Total Impressions	89.5 Million	136.1 Million	130.2 Million
Impressions per Campaign	0.6 Million	0.9 Million	0.8 Million
Interaction Rate	6.26%	6.03%	6.41%
Brand Time	13.0	13.2	12.9
Click-Through Rate	0.33%	0.28%	0.26%

Source: PointRoll Benchmarking Data, 2006-2009

**Office and School Supplies**

Figure 47

**Office and School Supplies Feature Metrics**

Feature	Interaction		
	Rate	Brand Time	Total CTR
Data Collection	8.32%	9.06	0.11%
Gaming	8.21%	12.70	0.28%
Dynamic Data	8.20%	13.31	0.69%
Promo/Coupon	5.95%	8.09	0.78%
Non User Initiated Video	4.69%	20.68	0.22%
User Initiated Video	4.49%	15.58	0.14%
Interactive Video	3.11%	25.85	0.08%

Source: PointRoll Benchmarking Data, 2006-2009

Figure 48

**Office and School Supplies Website Category Metrics**

Website Category	Interaction		
	Rate	Brand Time	Total CTR
Music & Streaming Media	12.28%	11.90	0.22%
Learning & Reference	10.74%	15.78	0.13%
B2B	9.09%	12.04	0.22%
Kids & Family	7.93%	12.07	0.56%
Games	7.86%	27.53	0.27%
Entertainment	6.99%	10.49	0.19%
Yellow & White Pages	6.82%	5.32	0.04%
Home & Garden	6.24%	10.85	0.22%
Comics & Humor	6.06%	10.03	0.07%
Computing & Technology	3.23%	33.60	0.13%
News	5.85%	12.43	0.10%
Sports & Recreation	5.60%	12.49	0.08%
Portals & Search Engines	5.12%	17.32	0.11%
Health & Fitness	5.07%	8.30	0.09%
Business & Finance	4.99%	16.78	0.11%
Employment	3.79%	17.63	0.08%
Community	3.65%	14.00	0.11%
Ad Network	3.49%	17.63	0.10%
Shopping & Auction	2.93%	14.43	0.11%
Womens Interest	2.44%	11.43	0.14%
Local/Regional	1.62%	5.37	0.06%

Source: PointRoll Benchmarking Data, 2006-2009

Apparel

Figure 49

Apparel Feature Metrics			
Feature	Interaction		
	Rate	Brand Time	Total CTR
Dynamic Data	7.93%	12.62	0.12%
Non User Initiated Vide	7.30%	14.78	0.72%
File Download	6.69%	18.15	0.23%
Promo/Coupon	6.47%	10.14	0.07%
Hi-Res Video	6.22%	8.66	0.14%
Gaming	5.85%	13.36	0.14%
Data Collection	5.83%	11.35	0.13%
User Initiated Video	5.73%	12.97	0.21%
Instant Email	5.58%	12.83	0.15%
Interactive Video	4.01%	7.80	0.09%
Survey	3.65%	11.71	0.36%

Source: PointRoll Benchmarking Data, 2006-2009

Figure 50

Apparel Website Category Metrics			
Website Category	Interaction		
	Rate	Brand Time	Total CTR
Advertising/ Marketing	22.50%	54.58	0.07%
Yellow & White Pages	10.47%	12.84	0.09%
Kids & Family	9.05%	14.57	1.26%
Portals & Search Engines	8.97%	12.33	0.15%
Comics & Humor	8.96%	13.26	0.11%
Shopping & Auction	7.59%	9.29	0.15%
Music & Streaming Media	7.16%	11.42	0.66%
Games	6.72%	42.45	0.20%
Learning & Reference	6.36%	16.61	0.12%
Travel	6.17%	8.69	0.12%
News	6.06%	13.87	0.36%
Sports & Recreation	5.84%	10.36	0.16%
B2B	5.83%	11.04	0.11%
Local/Regional	5.59%	11.31	0.07%
Ad Network	5.57%	11.81	0.10%
Home & Garden	5.40%	7.37	0.15%
Community	5.32%	12.62	0.30%
Entertainment	5.06%	10.37	0.20%
Automotive	4.95%	12.64	0.08%
Womens Interest	3.95%	9.43	0.19%
Health & Fitness	3.69%	10.98	0.12%
Computing & Technology	2.88%	6.02	0.07%
Business & Finance	1.82%	13.71	0.14%

Source: PointRoll Benchmarking Data, 2006-2009

**Computers**

Figure 51

<b>Computers Feature Metrics</b>			
<b>Feature</b>	<b>Interaction</b>		
	<b>Rate</b>	<b>Brand Time</b>	<b>Total CTR</b>
Interactive Video	10.03%	N/A	0.10%
Non User Initiated Video	9.51%	22.93	0.24%
Survey	8.27%	9.14	0.31%
Dynamic Data	6.78%	8.32	0.11%
Data Collection	6.23%	9.99	0.64%
Gaming	5.42%	11.68	0.60%
User Initiated Video	4.64%	10.84	0.33%
File Download	2.96%	41.21	0.10%
Snaggable Ad	0.30%	N/A	0.03%

Source: PointRoll Benchmarking Data, 2006-2009

Figure 52

<b>Computers Website Category Metrics</b>			
<b>Website Category</b>	<b>Interaction</b>		
	<b>Rate</b>	<b>Brand Time</b>	<b>Total CTR</b>
Games	11.37%	22.62	1.42%
Comics & Humor	11.23%	3.87	0.09%
Automotive	11.19%	12.06	0.07%
Kids & Family	11.11%	9.26	2.11%
B2B	9.73%	12.97	2.19%
Home & Garden	9.19%	6.94	3.62%
Shopping & Auction	9.14%	6.33	0.15%
Local/Regional	8.64%	8.77	0.19%
News	8.32%	9.11	1.23%
Entertainment	8.21%	8.11	0.37%
Computing & Technology	8.06%	11.21	0.28%
Portals & Search Engines	7.34%	19.25	0.76%
Community	6.51%	10.25	0.61%
Sports & Recreation	6.38%	8.01	1.09%
Travel	6.08%	5.39	0.19%
Business & Finance	5.74%	11.51	0.12%
Womens Interest	5.66%	7.73	0.73%
Music & Streaming Media	4.78%	14.15	0.51%
Ad Network	4.66%	9.71	1.02%
Learning & Reference	2.93%	7.42	0.54%

Source: PointRoll Benchmarking Data, 2006-2009