

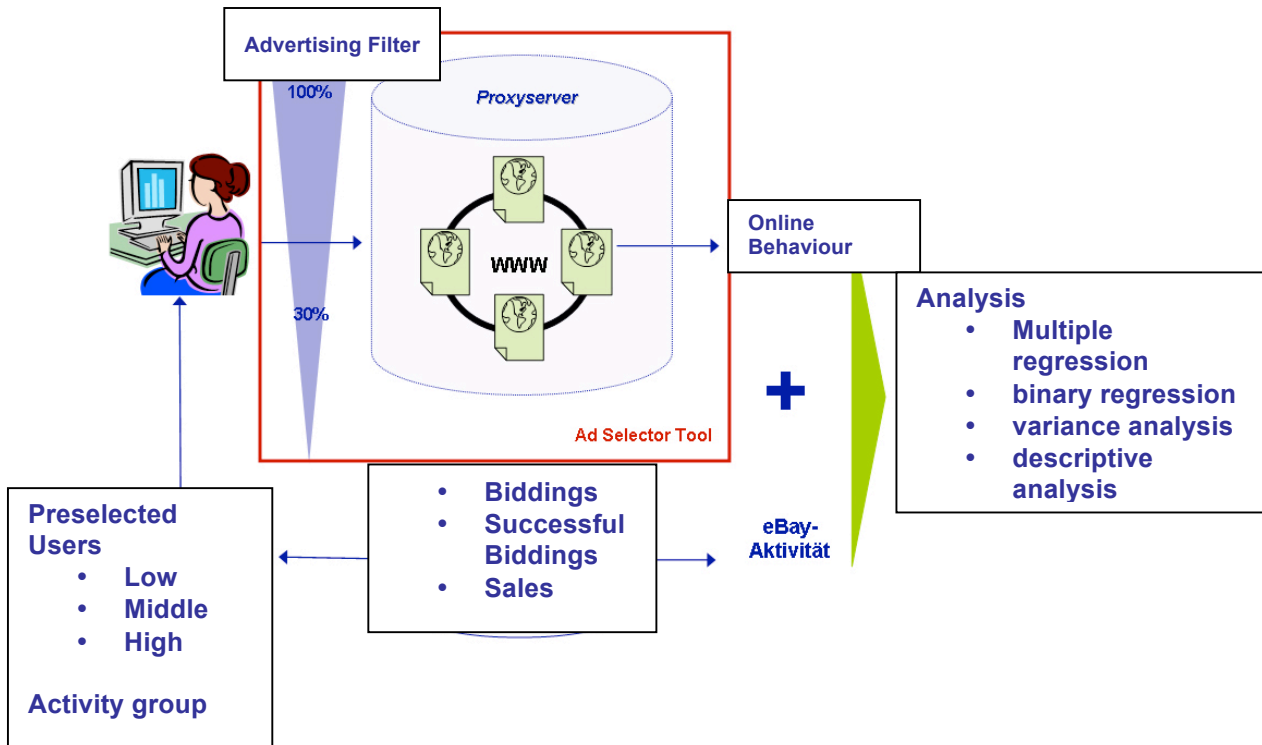
eye square and eBay win the German Market Research Price 2007 “Study of the Year”

Measuring of advertising efficiency of eBay online advertising by order of eBay

Summary

In view of the increasing expenses for online advertising, the relevance of efficiency research of this kind of advertising gets more and more important. Established approaches are often too limited as they only consider the interrelation between clicks on an ad and the thereby generated exchange.

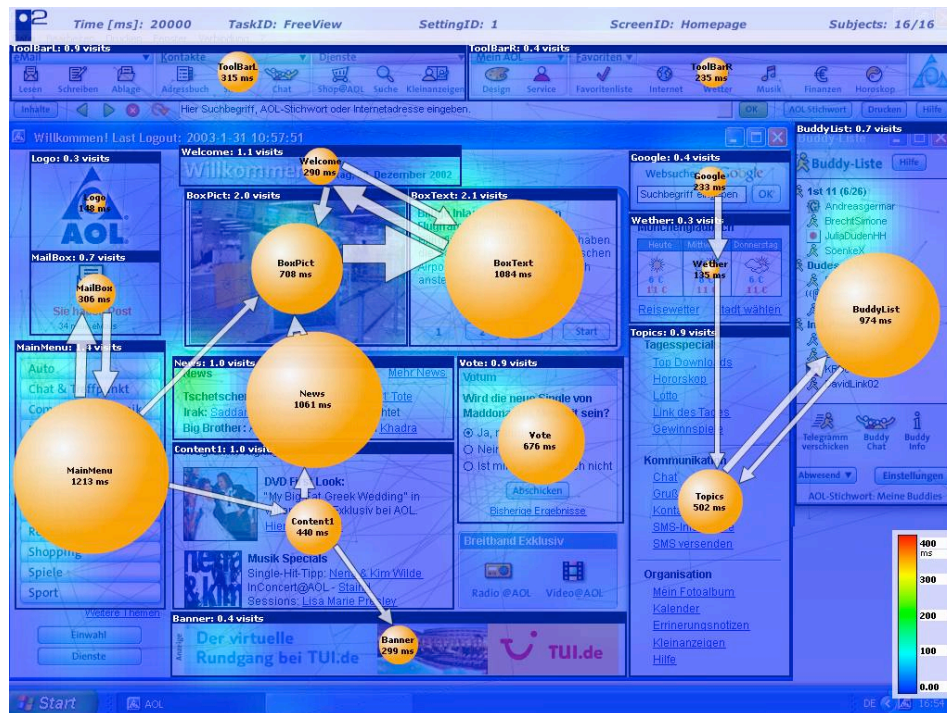
Schematic Representation of the Study



In a between- subjects design, our experimental approach analyzes the effect of the frequency of the presentation of eBay advertisement on the number of eBay page activations and number and amount of the successful and non-successful bids on eBay. With the help of our Ad Selector Tools the presentation of eBay advertising could be varied and registered systematically in a time period of four weeks: The control group saw 100% of all eBay ads that can be found on websites, and the experimental group only 30%.

The participants could take part in the study whilst staying at home. At first, they installed the Ad Selector Tool, which consists of a Proxy server and a little programme, on their own computer. For the duration of the study, the Proxy server made sure that the users, whilst surfing in the internet, were logged on automatically with a randomly distributed ID. Furthermore, the Proxy server can identify approximately 90% of all kinds of eBay advertisement. In line with the experimental condition, the Proxy either replaced the eBay ad with another one of the same layout format which was unnoticeable for the user, or recorded when and where an eBay ad was presented for every participant-ID. Additionally, the clicks on an eBay ad or the visit of an eBay page were recorded.

Eye Tracking Analysis of a Web Page



- How is attention focused on certain areas of the page?
- How are the gaze transitions between the areas?

Areas of Interest - Transitions



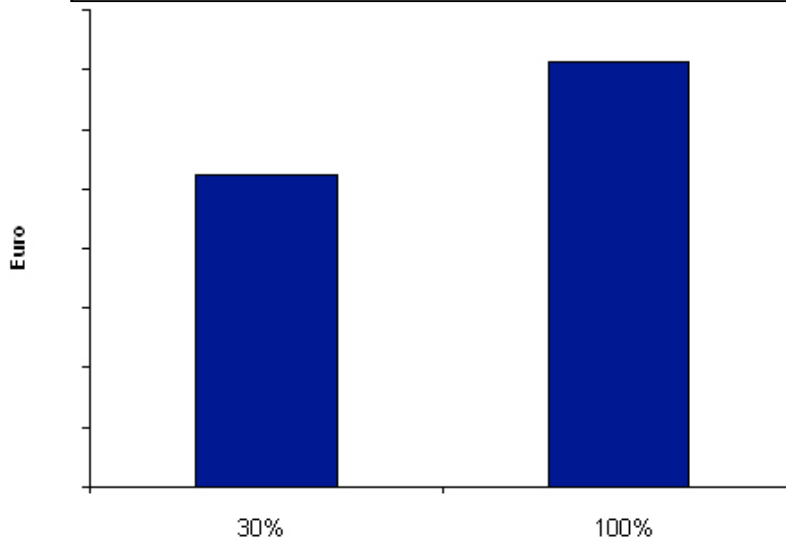
- How is the attention distributed across the site?
- Where are the attention 'hot spots'?
- Do the ad banners receive attention?

Density Allocation

After the study was finished, the activity data on eBay was equalized anonymously over the participant-ID. On the group level as well as on the individual case level, the interrelation between the contact with online advertisement and purchase activity could be identified. In fact, it was possible to prove experimentally that a part of the advertising effect of online advertisement can be seen not until a few days after the contact in an activity (a bid, a purchase respectively), partly without anyone clicking on an ad. Moreover, user groups could be identified which clicked on online ads a lot. This clicking on the online ads, however, did not lead to new activities on eBay. Apparently, the click on an ad was used to, for instance, check the stand of one's own bid.

Result: Online marketing works although the participants have not noticed anything.

Middle amount of the biddings for the group of low activity



Change perception eBay advertising

