Perception of search and display advertising
Mobile vs. Desktop

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Mobile Internet – a highly discussed and globally relevant topic

A significant increase in mobile phone usage and smartphone penetration worldwide, has led to an increased interest in mobile websites.

Therefore an eye tracking study was conducted to analyse the effects of mobile advertising on mobile websites, compared to regular websites and advertising.

Eye tracking is a method used to analyse viewing patterns on a website. It allows you to track which elements of the website have been noticed and for how long.
Study design

- 90 participants
- 45-60 minutes test duration (F2F)
- Fully textured interview in a laboratory test environment
- Stimulus
  - 2 websites with inserted display ads: website in the GDN (Google Display Network) & YouTube (only mobile)
  - 2 Google search engine result pages with inserted AdWords ads.
- Three clients involved:
  - HRS – Das Hotelportal
  - Otto
  - Telekom
- Authentic search tasks
- The order of the stimuli was rotated to avoid sequence effects

* Test of the mobile website took for three search tasks 60 minutes, **Tests of the stationary website took for two search tasks 45 minutes
Search task

Think about the following situation: It is your girlfriend/wife‘s birthday soon and she wants a pair of shoes as a present. Please look for an attractive offer using a search engine.

Think about the following situation: You are planning a short trip for you and your family to Cologne. You want information about different hotels and their offers. Please look for a hotel using a search engine.

You want to purchase a smartphone with a touchscreen in the near future. The mobile phone should have a contract with a phone and a data flat rate. Please use a search engine to look for an attractive offer.
Results - Search
Desktop search engine result page

- Strong focus on the AdWords results
- Rich Media elements move the attention/fixation points down the site
- Nearly no focus on the organic results below the fold
- People look more intensively on the right hand side than on the organic results below the fold

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the stationary advertising on Google (n=38 Stationary)
Info: Aggregation over three brands
Mobile search engine results page

First focus on the search bar and the first AdWords ad

Second focus on the first organic result

A traditional above and below the fold is missing on the mobile page

Ads at the end of the page are noticed by the respondents

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile advertising on Google (n=50 mobile)
Info: Aggregation over three brands
Percentage of eye contact – Desktop

71% of visitors looks at the top 3 AdWords ads on desktop search engine result page.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the stationary ads on Google (n=38 stationary)
Duration of viewing – Desktop

On average people look for 2.5 seconds at the top sponsored results of the search engine results page.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the stationary ads on Google (n=38 stationary)
Eye contact probability—mobile

85% of visitors look at the top 2 AdWords results on the mobile search engine results page.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile ads on Google (n=37 mobile)
Duration of viewing – mobile

1.9 seconds on average. The organic results are viewed only very quickly.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile ads on Google (n=37 mobile)
Awareness

The ad awareness can be increase much stronger via mobile campaigns on Google, than via desktop campaigns, although mobile ads are viewed much shorter.

Unaided ad awareness

Aided ad awareness

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile and stationary ads on Google (n=50 mobile and n=38 stationary)
Question: And for which brands and products have you seen advertising for?
Question: Have you seen in the last minutes advertising for product of the below listed brands?
Stationary website in the GDN

Strong focus on the areas search and display advertising – content below the fold is noticed marginal.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contract to the stationary ads on the GDN website (n=38 stationary)
Info: Aggregation for three brands
Mobile website in the GDN

Strong focus on the first news and the mobile display advertising – through scrolling the entire mobile site is viewed.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to mobile ads on a GDN website (n=50 mobile)
Info: Aggregation for three brands
Mobile YouTube website

The YouTube roadblock ad format is in the focus of the viewing and gets an intensive recognition.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to mobile ads on YouTube (n=50)
Info: Aggregation for three brands
Duration of the site visit

The desktop website is viewed 10 seconds longer than the mobile YouTube website.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile and stationary ads on the GDN website (n=38 stationary und n=48 mobile) and mobile ads on YouTube (n=49)
Frequency of viewing

93% of the respondents have seen the YouTube roadblock ad format, considerably more than for the other formats.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile and stationary ads on the GDN website (n=38 stationary and n=48 mobile) and mobile ads on YouTube (n=49)
Awareness

The aided ad awareness for the YouTube roadblock is higher than for the mobile display ads – both formats are not as effective as the desktop format.

Source: Eye Square Eye Tracking Study, 2011
Base: Respondents with contact to the mobile and stationary ads on the GDN website (n=38 stationary und n=48 mobile) and mobile ads on YouTube (n=50)

Question: And for which brands and products have you seen advertising for?
Question: Have you seen in the last minutes advertising for product of the below listed brands?
Summary

1. Mobile advertising is an effective way of capturing people’s attention.

2. The traditional above and below the fold does not exist on a mobile website; the screen is scrolled and checked carefully.

3. Although people view mobile websites for less time than when using a desktop, their attention is more focused and can be directed to the most relevant area of the site.

4. The small screen on a mobile device lends itself to scrolling and as a result people often view the entire site.

5. Mobile adverts are of a similar level of effectiveness as desktop adverts.