



## ***Make your ad more interesting than the site content***

Traditionally, marketing has been focused on finding a suitable context where your product matches the intended viewer. If a sports utility company wanted to buy marketing, they would place their ads in sports magazines and purchase TV-time in sports channels and around major sporting events. This behavior spilled over to how online media was bought and has been the best way of targeting up until now. But now, when you know how to reach exactly the audience you want, this is an obsolete way of thinking. So – how can you improve your marketing effect by buying smarter?

We went through our data, and compared campaigns where we have bought impressions based on environment and campaigns that bought impressions based on browser interest. We also based our analysis on campaigns that have combined environments and interests. In this particular case we focused on our sports profile and sport sites. (Our sports profile consists of browsers with a proven interest in sports. If you want to learn more about how we work with profiles, you can read about it [here](#).) When comparing the average CTR for sports browsers, regardless of site category, and sport sites, regardless of browser profile, we found a slightly (but not significantly) higher CTR for the sport browsers. However, when we looked at the CTR for sports browsers on site categories where they have a historically high CTR we could see a 20% increase on average. As an additional effect, our inventory increased with 300% when we weren't limited to sport sites.

This effect can be seen on all our browser categories, so by choosing smart when we combine browser profile with site category we can truly optimize the CTR. Further, by adopting this strategy when buying ad placements you are less likely to have competitors on the same site at the same time.

Why do we see this effect? Our hypothesis is that in order to get clicked, an advertisement needs to be both relevant and more attractive than the surrounding content. Going back to our sports example – when a sports interested browser visits a sport site, they are likely to focus their attention on the content rather than noticing the ads. In site categories where sports browsers have a higher CTR, the ads attract more interest as well as being more relevant than the surrounding context.

There is no common rule for all advertising but by using data to create an optimized campaign we can harness the many possibilities that programmatic buying offers.

*Disclaimer: For branding campaigns the environment often has an importance; we will come back to this in a later article. This article will only consider performance campaigns. But, the same thinking does to some degree also apply for branding.*

