2014 Jivox Benchmark Report:
IAB Rising Stars Ad Units
In 2012, the Interactive Advertising Bureau (IAB) expanded its standard ad portfolio to include what it termed “Rising Stars” – six interactive units that fundamentally altered the IAB’s portfolio and promised to radically change the nature of digital advertising.

The goal of the Rising Stars was simple: create user-friendly interactive ad units that would challenge the mainstay of display advertising — the static banner — by delivering an unprecedented level of rich media creativity at scale.

The Rising Stars were designed to challenge what Peter Minnium, Head of Brand Initiatives at the IAB calls the “digital ad ghetto, consisting of the right rail and leaderboard [that] became embedded in the digital advertising world early and has stubbornly held on despite advances in device forms and capabilities, bandwidth and user expectations.”

Since 2012, the original six Rising Stars have been expanded to include 16 cutting-edge ad units. At Jivox, we have been steadily tracking their use and effectiveness, and today are pleased to offer the industry’s first benchmark for Rising Stars.

This report provides evidence that the advertising world is indeed moving on from this “digital ad ghetto,” adopting richer, more engaging ad formats and yielding impressive returns on their investment.
EXECUTIVE SUMMARY

1. IAB Rising Stars Units conclusively outperform equivalent IAB classic banners.

While standard banners make up much more of the current digital advertising spend, interactive ads that engage viewers achieve significantly higher return on investment (ROI). Overall, the better ads by the IAB Rising Stars had an increased Interactivity Rate (IR) of 132 percent. The top performer, the Rising Stars Billboard, delivered dramatic results compared to the classic Leaderboard banner: Dwell time (time spent on the ad) increased by 141 percent; Active Interaction Rate (AIR) increased by 166 percent; Interaction Rate (IR) increased by 159 percent; and Click Through Rate (CTR) averages increased by 75 percent.

2. Viewability matters more than location and/or size.

As ad formats improve, customers respond by engaging more often and for longer periods of time with interactive ads – when they are viewable – regardless of where they are on the page or what their relative size is. For interactive ads, viewability is the largest predictor of engagement, followed by size.

3. HTML5 is at the epicenter of the digital advertising market and will become even more entrenched in 2015.

Overall interactions increased by 30 percent when ads had multi-screen capability and were not just Flash-based, suggesting that HTML5 is here to stay and will continue to function as the essential coding language for rich media ad formats. We anticipate a growing commitment among advertisers and agencies regarding the importance of native support for HTML5 to guarantee their high-value rich media ads don’t render as static fallbacks.

4. The top performing IAB Rising Stars formats are 1) Billboards, 2) Filmstrip and 3) Pushdowns.

Viewability matters most, but size also influences the success of rich media ads. The third-place ranking of “pushdowns” was slightly surprising – it is one of the most popular and effective new formats – but its pre-expansion size is a gating factor for users. Pushdowns do, however, outperform the standard Leaderboard format, which does not expand for a larger reveal.

While the Rising Stars formats are new and impression rates still relatively low, the first wave of user data suggests leading brands are already testing the waters by including interactive units as part of their digital strategy. They’re yielding a noteworthy ROI, as prospects and customers spend considerably more time engaging with brand and product messages when these messages deliver across all screens.
### KEY DEFINITIONS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>Number of times that the ad was served</td>
</tr>
<tr>
<td>Click-Through</td>
<td>Number of times the user clicked anywhere on the ad except for clicks on the interactive features (e.g. store locator, social media, etc.)</td>
</tr>
<tr>
<td>Click-Through Rate</td>
<td>Number of click-throughs divided by the total number of impressions</td>
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<tr>
<td>Active Interactions</td>
<td>The number of clicks on an ad, not including a “dwell” hover</td>
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<tr>
<td>Universal Interactions</td>
<td>IAB defines this as a user hovering over an ad for 0.5 seconds or more</td>
</tr>
<tr>
<td>Total Interactions</td>
<td>Active interactions plus universal interactions</td>
</tr>
<tr>
<td>Interaction Rate (IR)</td>
<td>Total interactions divided by the number of impressions</td>
</tr>
<tr>
<td>Average Dwell Time</td>
<td>The average amount of time users spent on the ad</td>
</tr>
</tbody>
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### KEY DEFINITIONS

**GOOD**
- Super Leaderboard (970x250)
- Half Page (300x600)

**BETTER**
- Billboard (970x250)
- Pushdown (970x490) (expands to 970x415)
- Sidekick (970x250) (expands to 970x550)
- Slider (970x490) (expands to 970x550)

**BEST**
- Portrait (250x115)
- Filmstrip (500x400)
IAB Rising Stars vs. Standard IAB Ads
When the average results of six IAB Rising Stars (Portrait, Filmstrip, Slider, Sidewalk, Billboard and Pushdown) are compared against incumbent IAB ad formats (Half-Page, Leaderboard, Rectangle, Med Rectangle and Skyscraper), the Rising Stars dramatically outperform in every measurement. The results demonstrate the creative power of the new IAB Rising Stars to get viewers to interact and engage with ads.

![Graphs showing Active Interaction Rate (AIR), Interaction Rate (IR), Dwell, and CTR comparisons between IAB Rising Stars and Standard IAB Ads]

IAB Rising Stars Billboard vs. IAB Leaderboard
For every interaction or click-through, the Rising Stars Billboard, which is the most comparable new ad format, far exceeds the Leaderboard. Overall, the Rising Stars Billboard is also the highest performing ad for every measure, including interactions, click-throughs and time spent on the ad.

Ad Format Descriptions:
IAB Billboard: Large billboard running the full width of the page with full close-ability
IAB Rising Stars Pushdown vs. IAB Leaderboard
The IAB Rising Stars Pushdown also improved results, in this instance by an average of 32 percent. In particular, interactivity was significantly higher in the Pushdown vs. the IAB Leaderboard.

“"IAB Rising Stars Billboard more than doubles engagement rates.""

Descriptions:
IAB Pushdown is a pushdown unit with broad functionality via a visual toolbar.
IAB Rising Stars Portrait vs. IAB Half-Page

Surprisingly, the IAB Rising Stars Portrait did not outperform the incumbent IAB Half Page in interaction, click-throughs or time spent. In fact, the ad format only received slightly higher performance in one area, which was active interaction performance. This is likely due to the fact that this is a plug-and-play format and is designed less for rich content and more for large, creative canvases.

Descriptions:
IAB Rising Stars Portrait is a 300X1050 canvas format with state-of-the-art plug and play functionality.
IAB Rising Stars Filmstrip vs. IAB Half-Page

The IAB Filmstrip outperformed its incumbent across all core measurements. The Filmstrip is a very content rich format that offers high levels of viewer control, which explains the high interaction rates both for deliberate actions, such as viewing videos and hovering over to view content.

**Active Interaction Rate (AIR)**
- **85% increase**
  - RS Filmstrip: 0.24
  - Half Page: 0.13

**Interaction Rate (IR)**
- **79% increase**
  - RS Filmstrip: 0.43
  - Half Page: 0.24

**Dwell**
- **4% increase**
  - RS Filmstrip: 9.4
  - Half Page: 9

**CTR**
- **27% increase**
  - RS Filmstrip: 0.19
  - Half Page: 0.15
Descriptions:
An IAB Half-Page ad is a 300X600 pixel banner ad unit. The IAB Rising Stars Filmstrip is a 300X3000 canvas, viewable through a 300X600 window and a fully controlled viewer.

IAB Rising Stars Slider
We compared the results for the IAB Rising Stars Slider versus the average most frequently used IAB incumbent ad formats (Half-Page, Leaderboard, Rectangle, Med Rectangle and Skyscraper). The Rising Stars Slider performed significantly higher than older formats. In particular, CTR was very high for the Slider format (nearly 15x), indicating that this is an ideal format for lead generation.

Click Through Rate was very high for the Slider format, indicating that this is an ideal format for lead generation.
**IAB Rising Stars Sidekick**

As with the Slider, the IAB Rising Stars Sidekick outperformed the most popular IAB incumbent ad formats. It also demonstrated dramatically higher CTR.

**Active Interaction Rate (AIR)**

37% increase

- RS Sidekick: 0.26
- IAB Average: 0.19

**Interaction Rate (IR)**

50% increase

- RS Sidekick: 0.45
- IAB Average: 0.3

**Dwell**

4% increase

- RS Sidekick: 11.6
- IAB Average: 12.06

**CTR**

605% increase

- RS Sidekick: 1.34
- IAB Average: 0.19
CONCLUSION

Digital advertising is changing at an unprecedented pace.

Pioneering advertisers and agencies have already begun to incorporate personalized, interactive ads into their cutting-edge digital campaigns, complementing mainstay banners and delivering creativity at scale. Data-driven dynamic advertising—a pipedream even two years ago—is here, as robust ad platforms like Jivox IQ integrate with Data Management Platforms and other first and third party data sources. This integration enables staggering volumes of customer demographic data to trigger and alter the creative process in real-time. Impressive ROI, even at this early stage, suggests interactivity and personalization in display advertising will accelerate. More brands will demand creativity at scale, and agencies will depend on technology partners to deliver interactive, customized ad content to compete for these brands’ business.

Commenting in the November 2013 article on www.IAB.net entitled, The IAB Digital Video Rising Stars -- Getting It Done, Peter Minnium, Head of Brand Initiatives, reflects on this rapidly emerging, increasingly interdependent world of interactive display advertising:

“The increasing capabilities of digital advertising formats provide new opportunities for marketers to engage prospects and turn them into customers ... Given the scope and speed of change, the importance of the partnerships between agencies and technology providers cannot be underestimated. It takes close collaboration between marketer, agency, and technology partners to get the most out of digital advertising.”

The Jivox benchmark results forecast an exciting and rapidly approaching future for digital advertising. As your technology partner and the ad platform of choice for leading brands and agencies, we at Jivox look forward to providing guidance as this future continues to unfold.

METHODOLOGY

Jivox’s Benchmark Report was based on 2.7 billion impressions drawn from the period between January 2013 and January 2014, of which 10 percent were Rising Stars ad units. Summary data includes all impressions. We analyzed data across more than 30 metrics, including AIR (Active Interaction Rate), IR (Interaction Rate) and CTR (Click Through Rate). Interaction rates include the IAB Universal Interactions, which are mouse over events (also known as dwell events).

Jivox enables the world’s top advertisers and agencies to deliver personalized advertising across all screens. Our flagship product, Jivox IQ, is the leading dynamic ad platform. Its unique technical architecture enables customers to develop and serve event-trigger dynamic ads in a wide variety of formats, including mobile, interactive, expanding, video, native and much more. Several hundred media companies and agencies today use Jivox for their most demanding creative campaigns, including College Humor, Everyday Health, Federated Media, FUOR Digital, Havas, Hearst, Interactive One, Martini Media, Razorfish, Sun Times Media, Universal McCann, Videology and Wieden+Kennedy. Stop by our Ad Gallery at www.jivox.com to see our ads at work.