

Alenty analyzes the visibility of advertisements on the Internet

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Alenty offers a technology to measure the actual visibility of online banner ads. An indicator that could weigh in the determination of the CPM.

The founders of Alenty, the founders of the NetValue and NetRatings statistics system, have created a solution to measure the visibility of banner ads on the Internet. Visibility that varies according to formats, locations but especially sites. The solution is therefore dedicated to media agencies, advertising agencies and publisher sites to better enhance their advertising space or optimize campaigns in terms of memorization and therefore notoriety.

"Our scripts detect the user's keyboard and mouse activity, which allows us to know if they are in front of their screen or not"

The operation of Alenty's solution is simple. A script is integrated directly into the ad creative to know how long it will be visible or in the website page to know the display time. By analyzing the structure of the page, the script helps to find out where the banner is

located and what part of the web page is displayed on the user's screen. In short, the solution measures both the length of time the banner is visible and the area seen. "Our

scripts also detect the user's keyboard and mouse activity, which makes it possible to know if they are in front of their screen or not," says Laurent Nicolas, co-founder of the company. After one minute of inactivity, it's an international standard, we consider that the user is absent."



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To allow the comparison and analysis of the data, it has been formalized as follows: the visibility duration of the banner is multiplied by the percentage of visible area. This results in a measure of the viewability of the advertisement. For example, if a banner has a visibility of ten seconds, it may mean that it has been fully visible for ten seconds or only 50% visible for twenty seconds. As a result, it is necessary to adapt the creation not only to the format, but also to the location and exposure time, especially when it comes to rich media and video. Indeed, depending on the placements and sections, the visibility of the banners can be reduced to ten seconds while the creation lasts twice as long and only reveals the brand name at the last moment. This is unfortunate.

From a commercial point of view, Alenty's solution has been available on the market since the beginning of the year and already has a few customers. For them, there are several possibilities. They can use the solution on a one-off and temporary basis for a campaign for example (in one shot). "We provide a tailor-made script for each site, which knows the structure perfectly," explains Laurent Nicolas. To do this, Alenty's engineers set up the scripts by hand, depending on the site, in just a few minutes." Or they fully integrate the solution.

"Visibility is an important criterion when it comes to optimising advertising space"



This is the case for agency, "this will be traditional service, International Reser

ast May (see table below). For the who wish to do so in addition to the " explains Eléonore Pascassio, n important criterion in the context

international research

of space optimization

in the last quarter of

in the United States.

For its part, Alenty says it is currently conducting tests in Britain and is taking a strong interest in the United States.

Alenty will also offer a consulting service to sites and agencies to better package their offer. "This will undoubtedly allow us to adjust the CPM upwards or downwards to be closer to reality," says Laurent Nicolas. And maybe to make the media more credible."

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important criterion in the context

are fully automated and available

will also be tested by the agency

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On the Web: Alenty

Results of the study conducted by Alenty for Havas Digital in May 2008

The context: from April 14 to May 31, Alenty conducted a study based on this solution on behalf of Havas Digital. The study looked at three advertising campaigns running on nine websites, twenty ad placements, representing ten million banners measured. For this study, the same script was used regardless of the campaign, site or location.

Source: Alenty / Havas Digital (July 2008)

The results: a banner is visible for an average of 20.3 seconds and the visibility of an ad placement regardless of the format is 72.5% on average. In short, when the banner is displayed, more than a quarter is not visible. Depending on the website, the duration of the ads can vary from 5.9 to 50 seconds for the same section and format. Format by format, the numbers also vary depending on the site. A banner (728x90 pixels) achieves 6 to 29 seconds of visibility, 21 seconds on average. A rectangle (300x250 pixels) gets 13 to 94 seconds, 29 on average. The Skyscraper (120x600 pixels) is visible for 6 to 33 seconds, 16 on average.

Source: Alenty / Havas Digital (July 2008)

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