

chew the fat

january 2009

BEANIE AWARDS :: METRICS :: WHAT'S NEW ::

BEANIE AWARDS

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The Beanie Award is aptly named for PointRoll's signature product FatBoy, who wears a propeller beanie cap. Selected from over 800 campaigns each month, Beanie Award winners are part of an elite group and represent the most outstanding use of rich media technology through exceptional design, use of functionality or superlative campaign metrics. Less than one percent of all PointRoll campaigns are recognized with a Beanie Award. Each winner receives a special award and an authentic PointRoll propeller beanie hat. And the winners are...



Advertiser: Procter & Gamble-Tampax
Creative Agency: Digitas Boston
Media Agency: MediaVest Worldwide
Product: Synched Unit
Beanie Winner: Outstanding Creative Design



Advertiser: SC Johnson
Creative Agency: R/GA
Media Agency: DraftFCB
Product: FatBoy Expandable
Beanie Winner: Outstanding Metrics



Advertiser: Pentel
Creative Agency: Alloy Media + Marketing
Media Agency: Alloy Media + Marketing
Product: FatBoy Expandable
Beanie Winner: Outstanding Metrics



Advertiser: NAPA Auto Parts
Creative Agency: Fahlgren
Media Agency: Fahlgren
Product: FatBoy Expandable
Beanie Winner: Outstanding/Innovative use of features



Advertiser: Procter & Gamble-Herbal Essences
Creative Agency: Resource Interactive
Media Agency: MediaVest Worldwide
Product: FatBoy Expandable
Beanie Winner: Outstanding Metrics



Advertiser: Toyota
Creative Agency: Nobox
Media Agency: Nobox
Product: FatBoy Expandable
Beanie Winner: Outstanding Metrics

VERTICAL METRICS

(rolling 3 months ending 12/31/08)
 The chart below reports brand metrics for PointRoll ad units across key verticals. The interaction rate for a PointRoll ad unit is 6.77% and avg. brand interaction time is 14.52 seconds.

	INTERACTION RATE	AVG. BRAND INTERACTION TIME
Advertising	10.14%	14.99
Computers & Technology	23.61%	15.93
Entertainment	7.58%	15.19
Government	7.19%	22.71
Retail	7.61%	15.63
Sports & Fitness	9.74%	18.90
Telecommunications	7.20%	15.21
Toys & Games	13.43%	17.53
Travel & Tourism	7.18%	13.02
PointRoll Benchmark	6.77%	14.52

- Interaction Rate: Total Interactions/Total Impressions
- Interaction: Anytime a user expands an ad by rolling a mouse over
- Avg. Brand Interaction Time: Weighted average of total seconds that panels were displayed within an individual impression
- Metrics based on mouse-over ads; TomBoys excluded



WHAT'S NEW

PointRoll Expands International Reach to India – Partners with Komli Media

PointRoll and Komli Media, India's leading online advertising technology firm, have entered a two-year strategic partnership to further develop and service the Indian market. Through the Komli and PointRoll partnership, Indian advertisers will now be able to develop, manage and deliver dynamic and interactive rich media that improves campaign effectiveness, increasing branding and conversion opportunities while also providing publishers with a more engaging platform.

In the rapidly growing Indian Internet advertising market, advertisers are eager to tap into the benefits of providing rich media ad content to promote their brands and engage customers, while publishers benefit from new ways to increase ad revenue through unique and engaging rich media formats.

Indian advertisers now have access to in-depth reporting and analytics capabilities through PointRoll, allowing for a significantly enhanced understanding of how consumers are engaging with their brands. This partnership compliments PointRoll's overall international reach which spans Asia, Australia, South America, Canada and Europe.



Ford, ESPN, Apple and CNET Innovate with PointRoll

Advertisers, agencies, publishers and PointRoll are coming together to develop unique and innovative ad executions. From custom formats and integrated content to leading edge video and dynamic creative, the sky's the limit for grabbing a user's attention and inspiring them to engage. Reach out to your PointRoll rep today on these and other cutting-edge capabilities.



*view in Internet Explorer

PointRoll Partners with Omniture to Further Enhance Reporting Capability and Integration



PointRoll has joined the Omniture Genesis Network, opening up the ability for clients to align PointRoll metrics with their site event, web analytics and customer segmentation data. Currently in development, this capability will enable advertisers and agencies to report on and analyze metrics including interaction data, time spent, click through, and more within their Omniture dashboard.