

# Pop-Up Guidelines & Best Practices

A Discussion Around Our Final Recommendation  
September 2004



**STANDARDS & GUIDELINES**



*INTERACTIVE. It's the active ingredient.*



# Agenda / Discussion

- Developing Pop-up Guidelines & Best Practices: **Our Approach**
- Understanding Industry Research: **Our Findings**
  - User Experience
  - Ad Effectiveness
- Reviewing Final Guideline & Best Practice: **Our Recommendation**



# Our Approach to Pop-up Guidelines Development

In order to create industry efficiencies for buying, planning and creating online advertising, we need to develop a set of standards for the usage of pop-ups and pop-unders. The Pop-Up Task Force must address issues from the key industry constituencies to create acceptable and sellable standards.

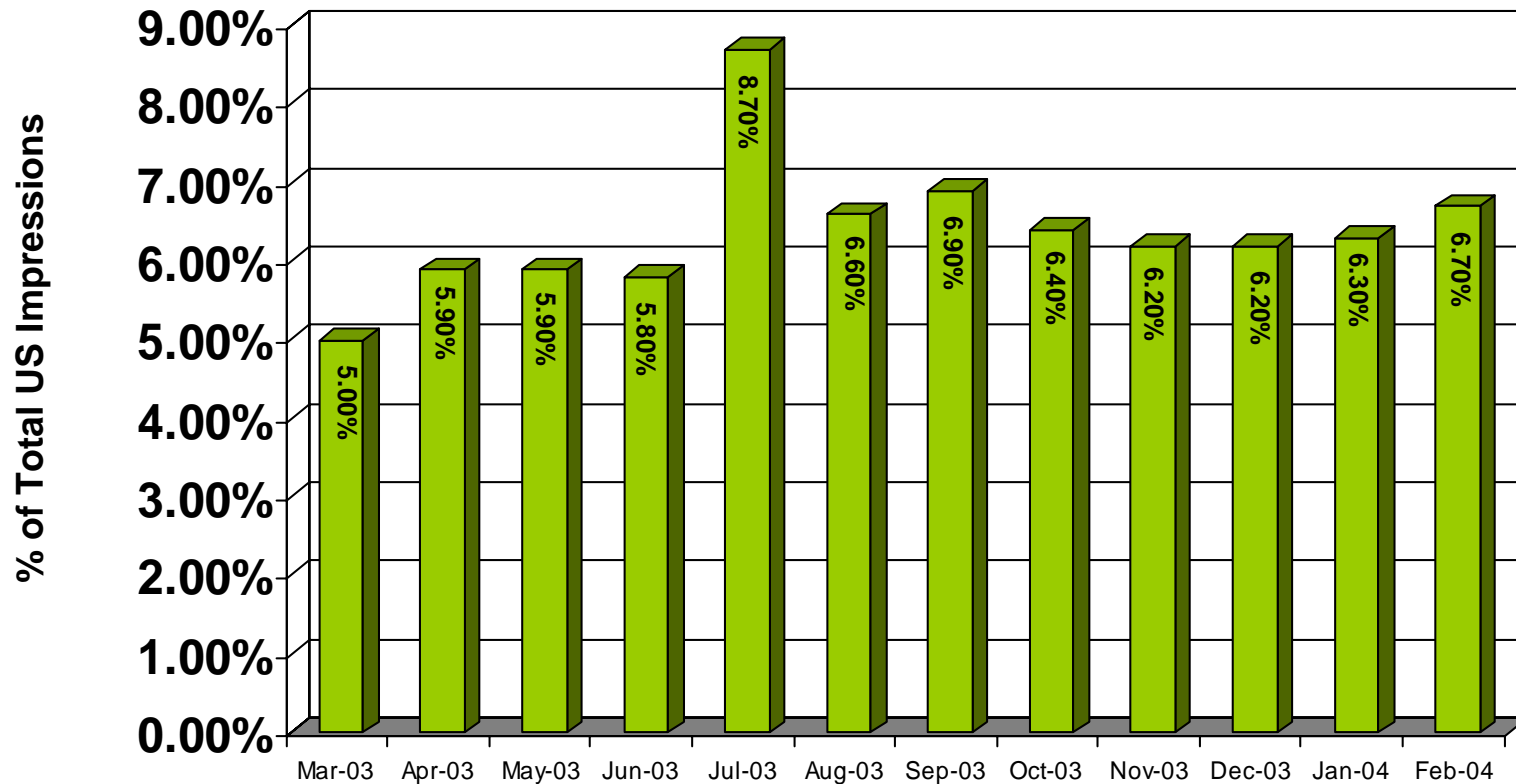
Key Issues	Methodology	Questions We Need to Answer
<b>Buyer Needs</b>	<ul style="list-style-type: none"><li>• Agency &amp; Marketer tours</li><li>• Sales Team feedback</li></ul>	<ul style="list-style-type: none"><li>• What are buyers asking for?</li><li>• Which ad types do buyers use frequently?</li></ul>
<b>User Acceptance</b>	<ul style="list-style-type: none"><li>• Lab studies</li><li>• Live Testing</li><li>• Web Surveys</li></ul>	<ul style="list-style-type: none"><li>• Which ad types do consumers have a negative reaction to?</li><li>• In what ways do differing characteristics of ad units impact user experience?</li></ul>
<b>Ad Effectiveness</b>	<ul style="list-style-type: none"><li>• Historical analysis</li><li>• AEF research</li></ul>	<ul style="list-style-type: none"><li>• What is the comparative performance of various ad types?</li><li>• Do various ad unit characteristics impact performance?</li></ul>
<b>Publisher Requirements</b>	<ul style="list-style-type: none"><li>• Industry Forum</li><li>• Inventory Modeling</li></ul>	<ul style="list-style-type: none"><li>• Which ad types are appropriate for my publication?</li><li>• What are the implications for my business?</li></ul>

**A rigorous approach leads to adoptable and acceptable standards.**



# Buyers Usage & Needs

How frequently are buyers using pop-ups and pop-unders?



Source: Nielsen//NetRatings AdRelevance



# Buyers Usage & Needs

What are the top ten marketer verticals using these ad types?

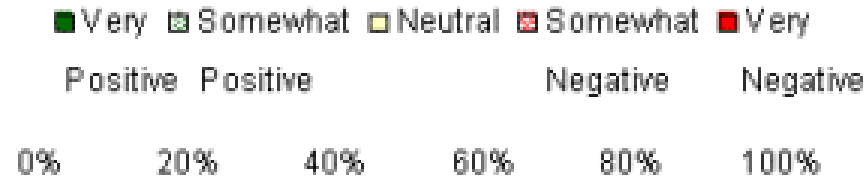
Verticals	Number of Impressions	Share of Total US Imps
Travel Booking Services	17,227,524,000	24.8%
Financial Services Consumer Credit	8,624,645,000	12.4%
Retail Goods & Services Books, Movies & Music	4,416,418,000	6.4%
Financial Services Consumer Loans	3,929,698,000	5.7%
Public Services Education	3,906,514,000	5.6%
Web Media Personals	2,138,448,000	3.1%
Hardware & Electronics Video Equipment	1,880,441,000	2.7%
Software Anti-Virus & Security	1,865,834,000	2.7%
Retail Goods & Services Misc. Services	1,818,736,000	2.6%
Entertainment Casinos	1,695,234,000	2.4%

Source: [Nielsen//NetRatings AdRelevance](#) March 2003 to February 2004 cumulative. US Home and Work.



# User Acceptance Research

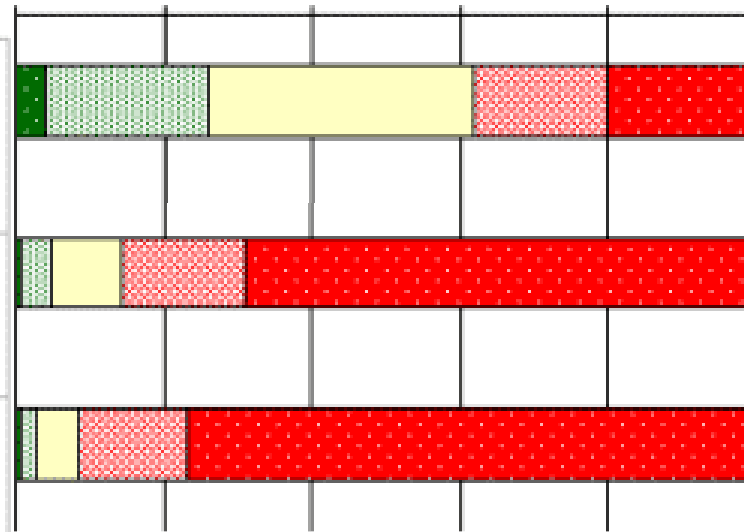
## How do consumers view different ad types?



**Banners**  
(smaller, wide rectangles that usually appear at top, middle or bottom of page)

**Pop-under ads**  
(rectangle windows that appear AFTER you close the browser)

**Pop-up ads**  
(smaller browser windows that open up with ad in it)



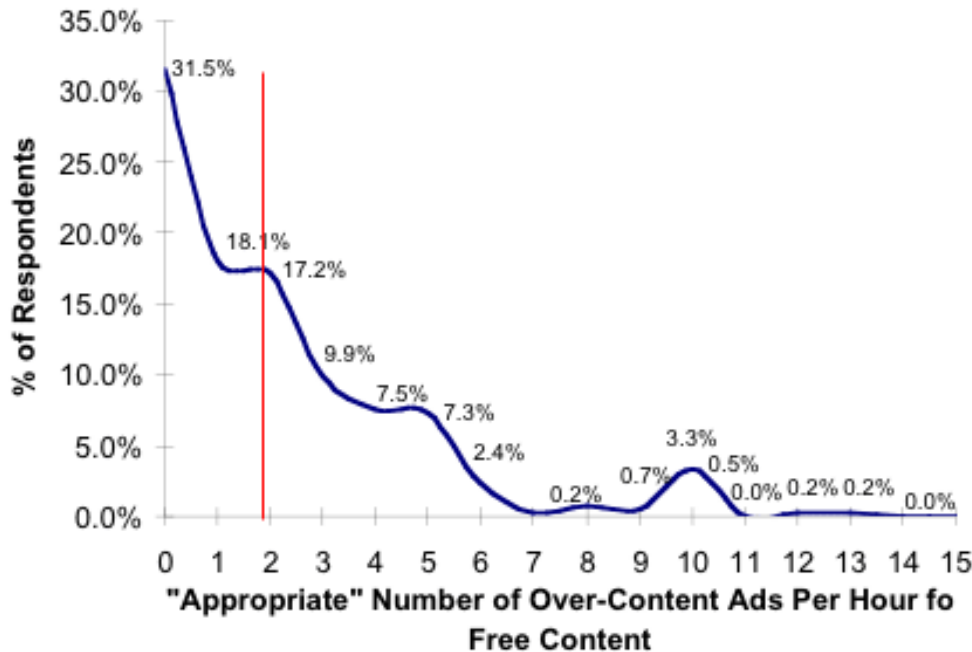
**CONCLUSION:**  
Users view “pop-ups” & “pop-under” very negatively.



**NOTE:** Field dates for AdReaction 3: Dec 2003, sample size: 425, Margin of error +/-2-5 depending on proximity of data points. The sample was randomly selected from a database of over 1 million respondents who had taken an online survey with Dynamic Logic sometime in the last 4 years. Many of these people - but not all - were recruited to participate in prior studies using a Web intercept model that utilized pop-ups. This may influence results.

# User Acceptance Research

What frequency do consumers deem “appropriate”?



Source: Dynamic Logic AdReaction 3 Study, 12/03, n=425



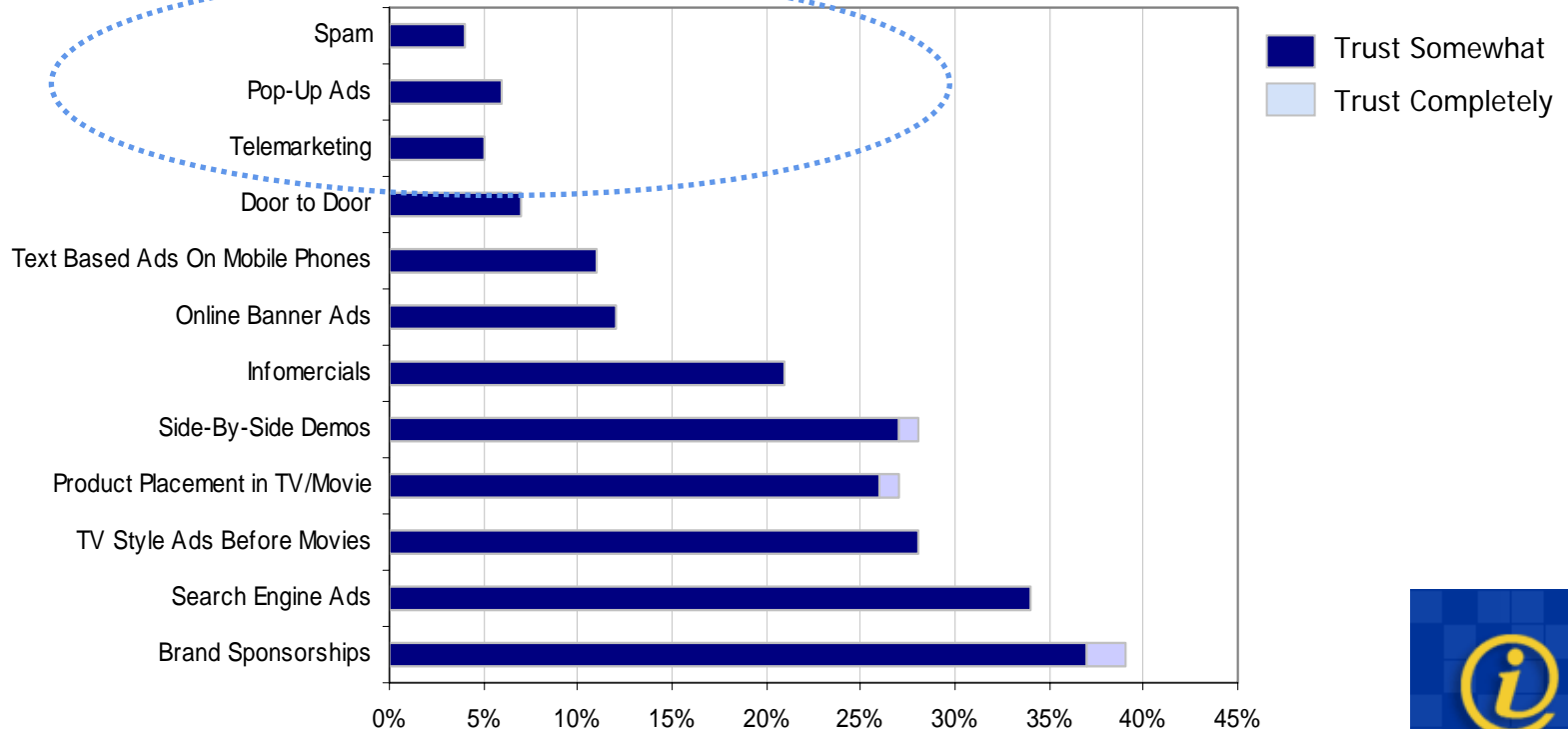
**CONCLUSION:**  
**Two Over-Content  
Ads per Hour  
may be “appropriate”**

*NOTE: A median was used to calculate the average as opposed to mean since the distribution curve is not asymmetrical. Median is calculated by finding a number where 50% of the population is below that number and 50% is above. Field dates: Dec 2003, sample size: 425, Margin of error +/-2-5 depending on proximity of data points. The sample was randomly selected from a database of over 1 million respondents who had taken an online survey with Dynamic Logic sometime in the last 4 years. Many of these people - but not all - were recruited to participate in prior studies using a Web intercept model that utilized pop-ups. This may influence results.*



# User Acceptance Research

**Ad models we once relied upon are less trusted, credible. Intrusive ad models (spam, pop-ups) haven't helped. Even "side-by-sides" now suspect?**



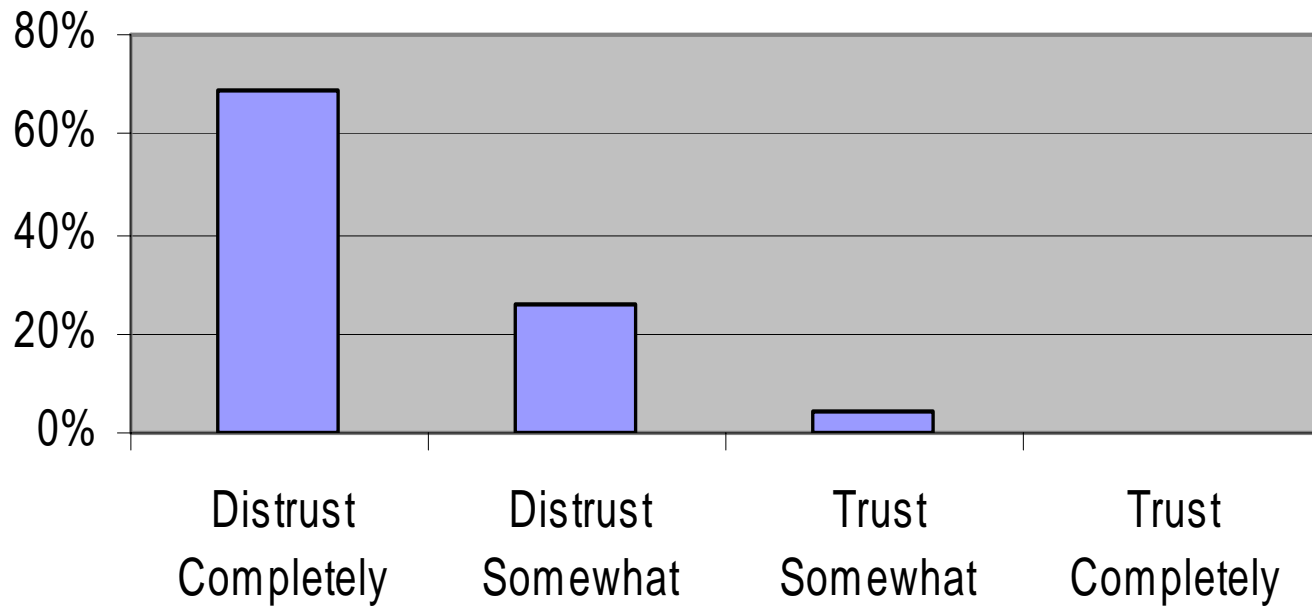
Source: 2004 Forrester/Intelliseek Research





# User Acceptance Research

Pop-ups among the least trusted ad-forms on the internet. Spam is only ad/message vehicle with higher distrust factor.

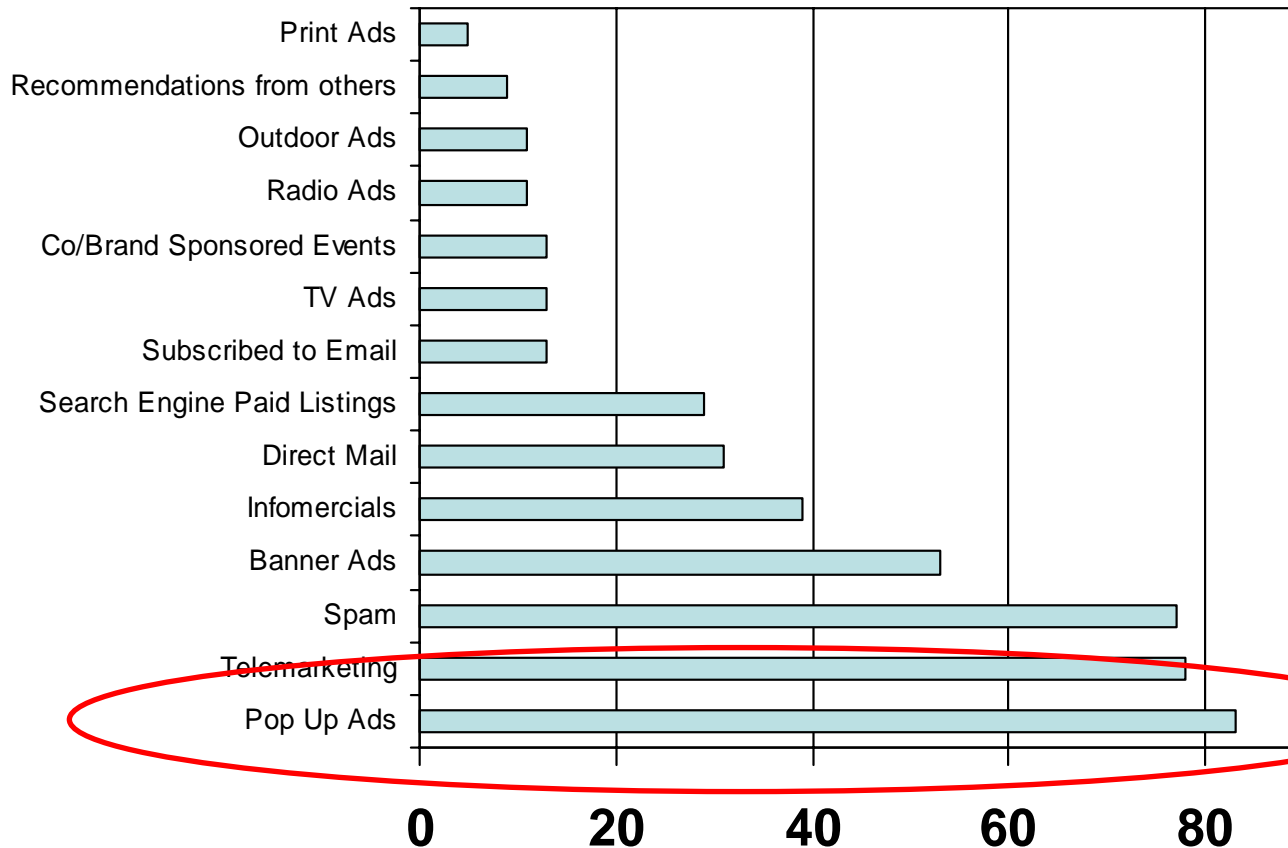


Source: 2003 Intelliseek



# User Acceptance Research

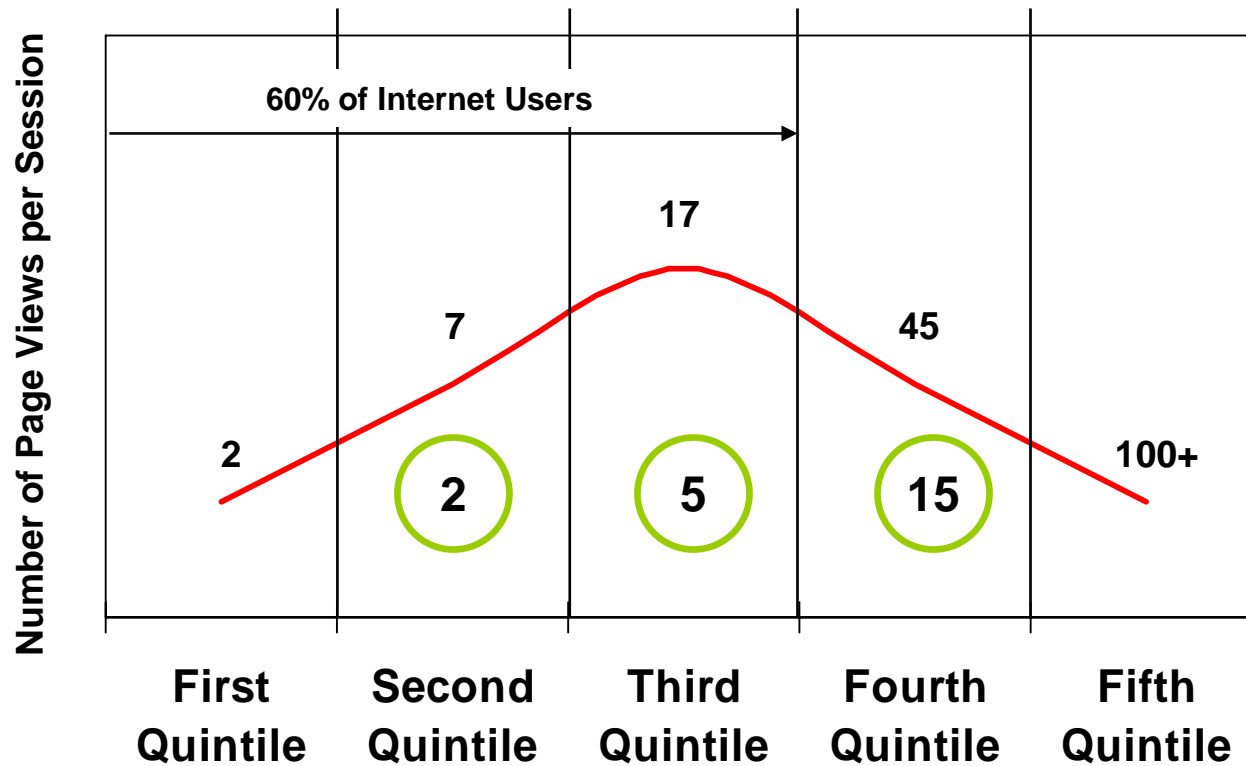
## Spam, Pop-Up, and telemarketing highest “annoyance” factor



Source: 2003 Intelliseek

# User Acceptance Research

What is the distribution of number of page views per user session?



**Fact:**  
Average US Audience Views 3 Sites per session

Number of Pages Viewed Per Site

**CONCLUSION:**  
60% of US Internet Users view less than 17 page views per session.

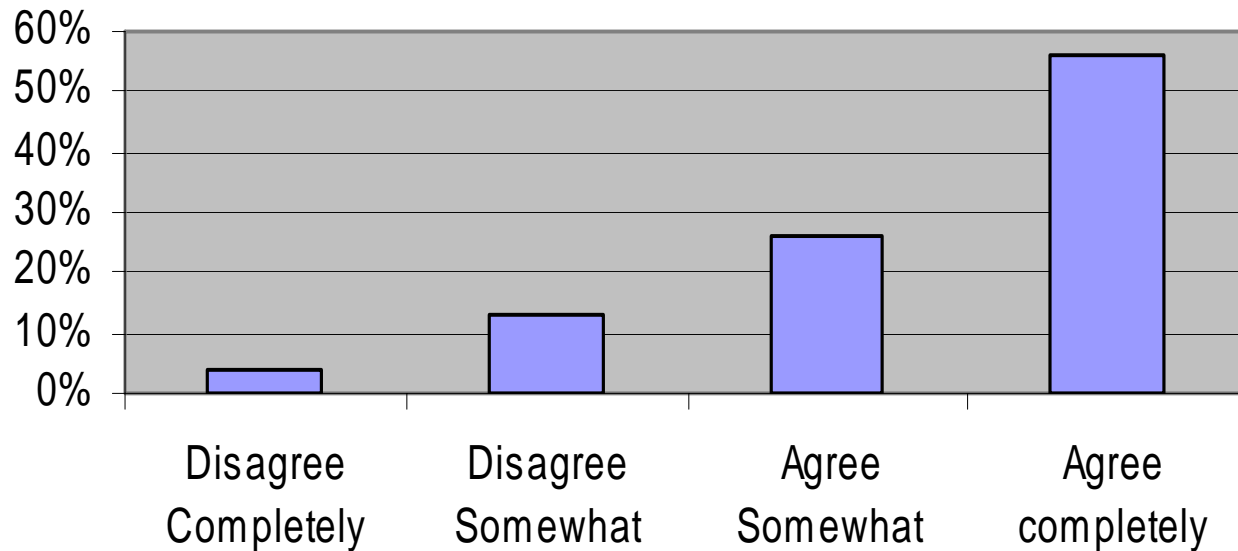
Note: March 2004, US HHs and Work Panels

Source: Nielsen//NetRatings



# Ad Effectiveness

**If a company uses pop-up ads, I am less likely to be loyal to that company/brand.**

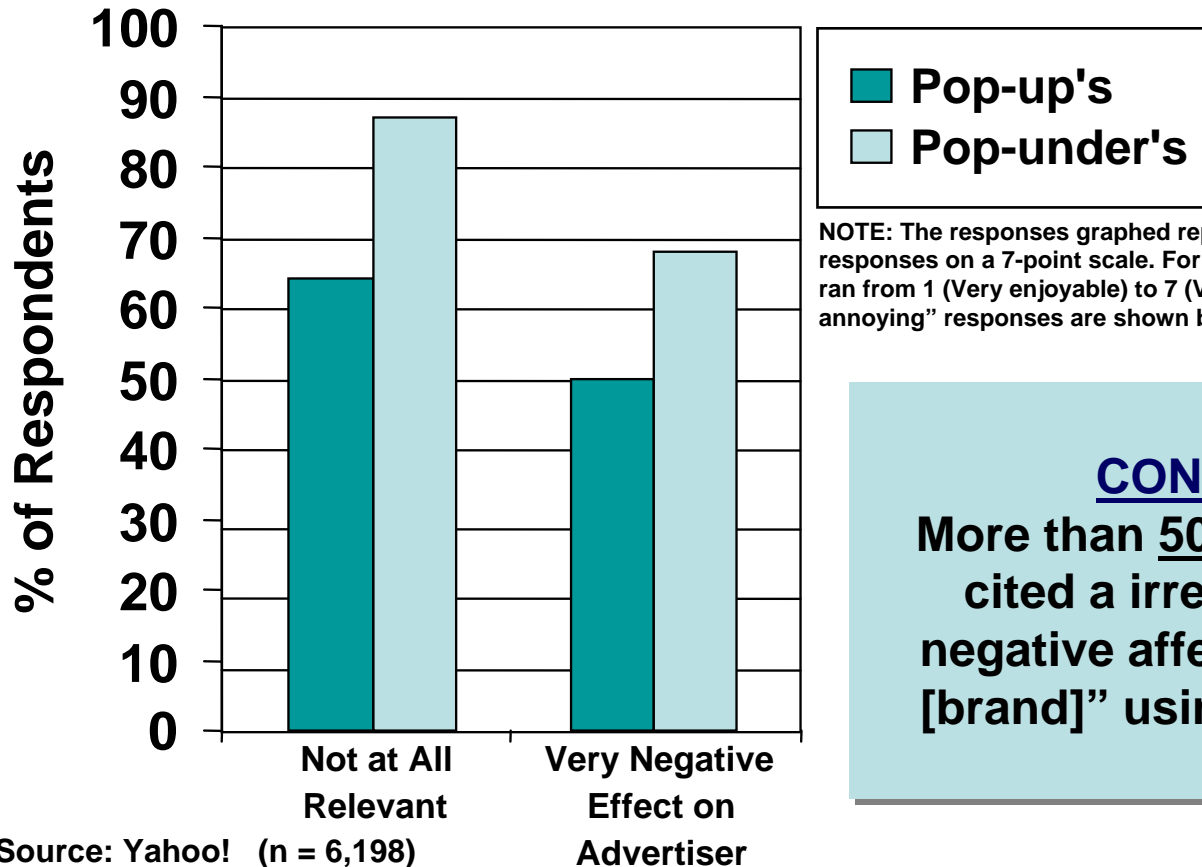


Source: 2003 Intelliseek



# Ad Effectiveness

What are consumers attitudes to the brands using these ad types?



NOTE: The responses graphed represent only the most extreme responses on a 7-point scale. For example, the 7-point enjoyment scale ran from 1 (Very enjoyable) to 7 (Very annoying). Only the "Very annoying" responses are shown below.

## CONCLUSION:

More than 50% of respondents cited a irrelevance & "very negative affect on advertisers' [brand]" using these ad types.

Source: Yahoo! (n = 6,198)



# Summary of Research Findings

Based upon the research described previously, and other proprietary research by IAB Members shared throughout the group, below are some key conclusions drawn for each of the key Industry stakeholders, as follows:

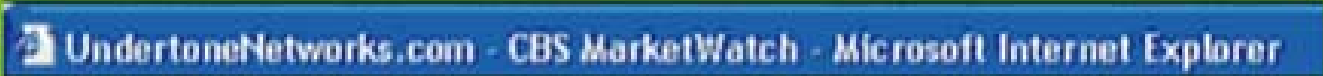
Key Issues	Methodology	Key Conclusions
<b>Buyer Needs</b>	<ul style="list-style-type: none"> <li>• Agency &amp; Marketer Tours</li> <li>• Sales Team feedback</li> </ul>	<ul style="list-style-type: none"> <li>• As some advertisers employ these ad types, we must sustain the viability of this ad type.*</li> </ul>
<b>User Acceptance</b>	<ul style="list-style-type: none"> <li>• Lab studies</li> <li>• Live Testing</li> <li>• Web Surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers do not distinguish pop-ups from pop-unders.**</li> <li>• More than 90% of consumers find pop-ups annoying or objectionable.†</li> </ul>
<b>Ad Effectiveness</b>	<ul style="list-style-type: none"> <li>• Historical analysis</li> <li>• AEF research</li> </ul>	<ul style="list-style-type: none"> <li>• More than 50% of users cited a “very negative affect” to brands using pop-ups. 70% cited same for brand using pop-unders. ††</li> </ul>
<b>Publisher Requirements</b>	<ul style="list-style-type: none"> <li>• Industry Forum</li> <li>• Inventory Modeling</li> </ul>	<ul style="list-style-type: none"> <li>• Labeling is key way to manage consumer service issues</li> <li>• Standard sizes is key to managing consumer expectations</li> </ul>

Sources: \*Nielsen/NetRatings Adrelevance, 2004; \*\*Microsoft / MSN Usability Research, 2004; †Dynamic Logic, 2003; ††Yahoo, Inc. User Research, 2003

**Sound decisions based upon a rigorous approach.**



# Final Guideline & Best Practice Recommendation

<b>Def.</b>	Any advertising experience that utilizes a web-browser initiated additional window to deliver an ad impression either directly above or below the existing browser experience.				
<b>Freq.</b>	Each user should be exposed to no more than one pop-up ad for each visit to an online site.*				
<b>Labeling</b>	Both pop-ups and pop-unders should be clearly labeled with the name of the Network / Advertiser – Publisher – Browser Type ( if applicable):  <i>Example:</i> 				
<b>Specifications</b>	<b>Unit Type</b>	<b>Unit Size (WxH in pixels)</b>	<b>File Weight</b>	<b>Audio/Video Initiation</b>	<b>Close Box</b>
	Pop-Under	720X300	50k images 50k flash	User initiated	Mandatory
	Pop-Up	250X250 300X250	30k images 40k flash	User initiated	Mandatory
	Pop-Up Large	550X480	30k images 40k flash	User initiated	Mandatory

Note: Not all publishers carry either pop-ups or pop-unders. Some publishers may not accept all ad sizes.

\*Technical frequency guideline: One per user per session per site for both pop-ups and pop-unders. Ad networks and servers may either count a session by site or across network.