

Online banner advertising

“Realeyes eye tracking data helped us break down copy within an ad and isolate words that had little or no impact on a consumer. Having empirical data to show how a consumer responds to web content is invaluable to a media planner and design team.”

Steve Scherbak, VP Product Development New Media, Valassis Interactive

Valassis commissioned Realeyes to optimize banner ad design and placement for their clients. In a study done for a prominent satellite TV service provider, eye tracking was used to come up with recommendations regarding messaging, graphical elements and banner placement. A Tobii T120 Eye Tracker and Tobii Studio were used for collecting and analyzing the eye tracking data.

Key questions

Valassis had two different banner creatives in mind for its client, targeted at a web page for buying and renting movies. One design was “Red” and the other “Blue”.

The purpose of the study was to identify:

- Best banner creative
- Best placement on page
- What specific elements of the banner attracted most attention

The study

Realeyes carried out testing with 50 people to provide sufficient data to draw reliable conclusions. The demographic target was set at 60% females and 60% people aged over 30.

Testing was conducted in a London café, matching the target audience closely. Bringing eye tracking equipment to people, rather than recruiting people to come over to testing labs, made testing considerably faster and more cost-efficient.

Two offline web pages with the different banners were shown to all respondents in randomized order to smooth out learning effects. The following instruction was



The Tobii T120 Eye Tracker was set up in a café as shown in this picture.

displayed for respondents: “Please use this website to buy or rent a DVD you like”. As soon as people completed the task, the test session was finished.

The results

Visibility of an ad is of crucial importance. It is an inevitable prerequisite for achieving any goals of advertising, whether it is recall or specific call-to-action.

During analysis, Tobii Studio was used to define Areas of Interest, building aggregate heat maps and calculating statistics.

Firstly, results showed the “Red” design attracted more attention than the “Blue” design, improving the overall result of the campaign.



The heat maps show differences in visual attention attracted by the different banner creatives.

In the top area the Red design attracted 22% more attention (103 fixations compared to 86 fixations).

Secondly, the study found that the “Top” banner area performed 2.3 times better visually than the “Bottom” area .

Banners	Top	Bottom
Attention deployment		
Time to first eye fixation (s)	2,8	11,5
Information processing		
Observation length (s)	1,0	0,5
Attention quality		
Average fixation duration	96%	117%
Visibility		
% people noticing the area	69%	55%
% of total visual value	60%	28%

Eye tracking metrics used during the analysis.

The winning combination was to use the red banner for the top area and the blue banner to contrast the red background in the bottom area. Such a combination resulted in an additional 14% increase in total ad exposure.

Furthermore, eye tracking provided insights into which specific elements of the banner captured the most attention.



The heat map of the Red banner shows that the number 4 captured the most attention, and so did the number 29 in the Blue banner.

The winning banner was analyzed in detail and split into different Areas of Interest. Attention distribution across those design elements is shown below.



The study showed that using numbers and clear, large product names contributed most to visual attractiveness of the banner. It also revealed that using the word “Free” was unhelpful - people practically ignored this part of the banner.

The banner space could be used more effectively. For example, the “Order Now” button deserves to stand out more than the current share of only 12% of the attention on the banner.

Benefits gained from using eye tracking

Eye tracking can be used to improve communication through online advertising, by maximizing visibility of the message.

A unique benefit of eye tracking is that it makes it possible to objectively measure actual ad exposure rather than click-through rates, which is currently a standard success measure of most online campaigns. An increase in ability to attract visitors' attention doesn't lend itself to be measured by mouse clicks because people might look at the brand but not click on it for other reasons. For non-transactional online campaigns, eye tracking provides much more relevant measures than click-through rates.

In this particular case, the optimization of the creative design and the placement of the message increased ad exposure by more than a third compared to the base scenario.

In addition to immediate gains, the study findings can be leveraged in future campaigns. Media buy decisions can be optimized, and having learned which design elements perform best with customers, upcoming campaigns can be designed to have an even greater impact.

Why Tobii?

“Our clients demand extremely fast delivery. It takes our technicians around 10 minutes to set up the Tobii T120 Eye Tracker in any public café or shopping center. In that respect there really is no alternative to the eye tracking solutions provided by Tobii,” says Mihkel Jäätma, Director, Realeyes Data Services Ltd.

“Quality of the recorded data and stability of the hardware is critical to Realeyes. We

started working with the Tobii T120 directly after it was introduced on the market in summer 2007 and have built strong trust in Tobii solutions over that time period,” says Niall Bellabarba, Director, Realeyes Data Services Ltd.

About Realeyes Data Services Ltd.

Realeyes is a specialized provider of quantitative eye tracking research. The company offers large sample eye tracking data collection services, delivered fast and cost-efficiently. Realeyes' analysis solutions save time and effort since all results are quickly delivered in easy-to-read reports, available in pdf, ppt and flash format.

Realeyes clients include research firms, consultancies, media agencies, creative agencies and market research firms. Realeyes also works directly for brands like Sony, Barclays and PriceRunner.

Realeyes is an official Tobii data collection partner.

To find out how Eye Tracking can improve your business, please visit www.tobii.com or contact one of our offices.

EMEA
Tobii Technology AB
Karlsrovägen 2D
S-182 53 Danderyd
Sweden
+46 8 663 69 90 Phone
+46 8 30 14 00 Fax
sales@tobii.com

NORTH AMERICA
Tobii Technology, Inc.
510 N. Washington Street
Suite 200 - Falls Church,
VA 22046 - USA
+1-703-738-1300 Phone
+1-888-898-6244 Phone
+1-703-738-1313 Fax
sales.us@tobii.com

ASIA
Tobii Technology, Ltd.
3-4-13 Takanawa, Minato-ku
Tokyo 108-0074
Japan
+81-3-5793-3316 Phone
+81-3-5793-3317 Fax
sales.jp@tobii.com

CENTRAL EUROPE
Tobii Technology GmbH
Niederanau 45
D-60325 Frankfurt am Main
Germany
+49 69 24 75 03 40 Phone
+49 69 24 75 03 429 Fax
sales.de@tobii.com