Annoying Ads
&
Time Based Ads

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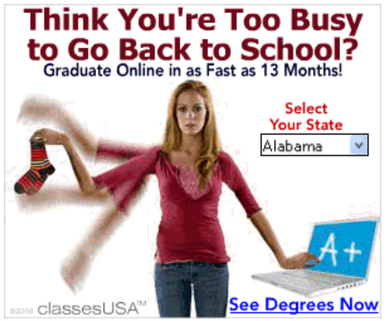
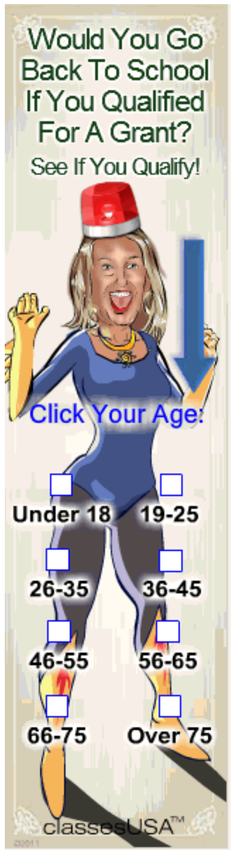
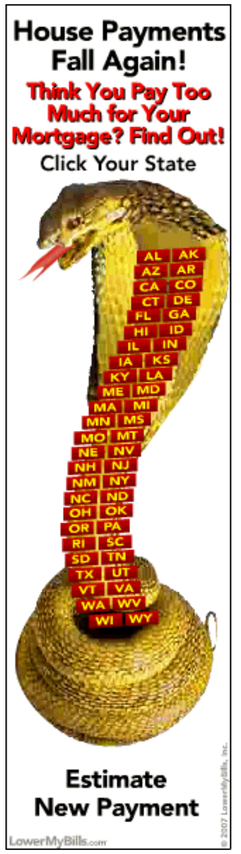
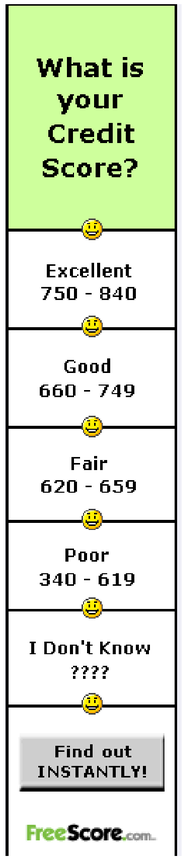
Annoying Ads

- Question: Do ads like these bring in more revenue than they cost due to lost traffic?



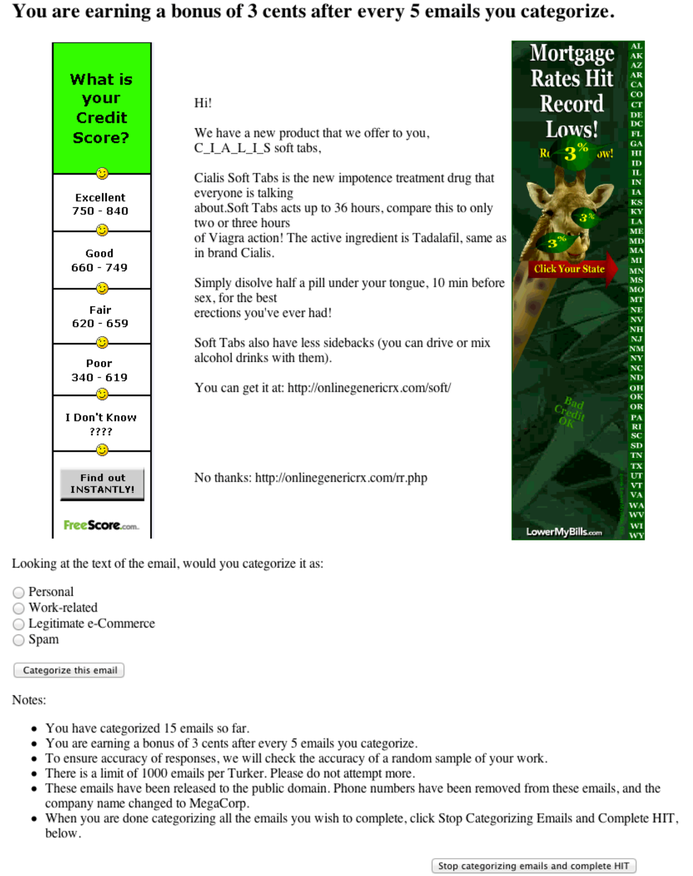






Measuring the Impact of Annoying Ads

- Mechanical Turk task: users classify email, can stop any time
- Measured how much you have to pay to endure the annoying ads.
- Bad ads cost roughly $1 CPM



You are earning a bonus of 3 cents after every 5 emails you categorize.

What is your Credit Score?

Excellent 750 - 840

Good 660 - 749

Fair 620 - 659

Poor 340 - 619

I Don't Know ????

Find out INSTANTLY!

FreeScore.com

Hi!

We have a new product that we offer to you,
C_I_A_L_I_S soft tabs,

Cialis Soft Tabs is the new impotence treatment drug that everyone is talking
about.Soft Tabs acts up to 36 hours, compare this to only two or three hours
of Viagra action! The active ingredient is Tadalafil, same as in brand Cialis.

Simply disolve half a pill under your tongue, 10 min before sex, for the best
erections you've ever had!

Soft Tabs also have less sidebacks (you can drive or mix alcohol drinks with them).

You can get it at: http://onlinegenericrx.com/soft/

No thanks: http://onlinegenericrx.com/rr.php

Mortgage Rates Hit Record Lows!

Click Your State

Bad Credit Ok

LowerMyBills.com

AL AK AZ AR CA CO CT DE DC FL GA HI ID IL IN IA KS KY LA ME MD MA MI MN MS MO MT NE NY NH NJ NM NY NC ND OH OK OR PA RI SC SD TN TX UT VT VA WA WV WI WY

Looking at the text of the email, would you categorize it as:

- Personal
- Work-related
- Legitimate e-Commerce
- Spam

Categorize this email

Notes:

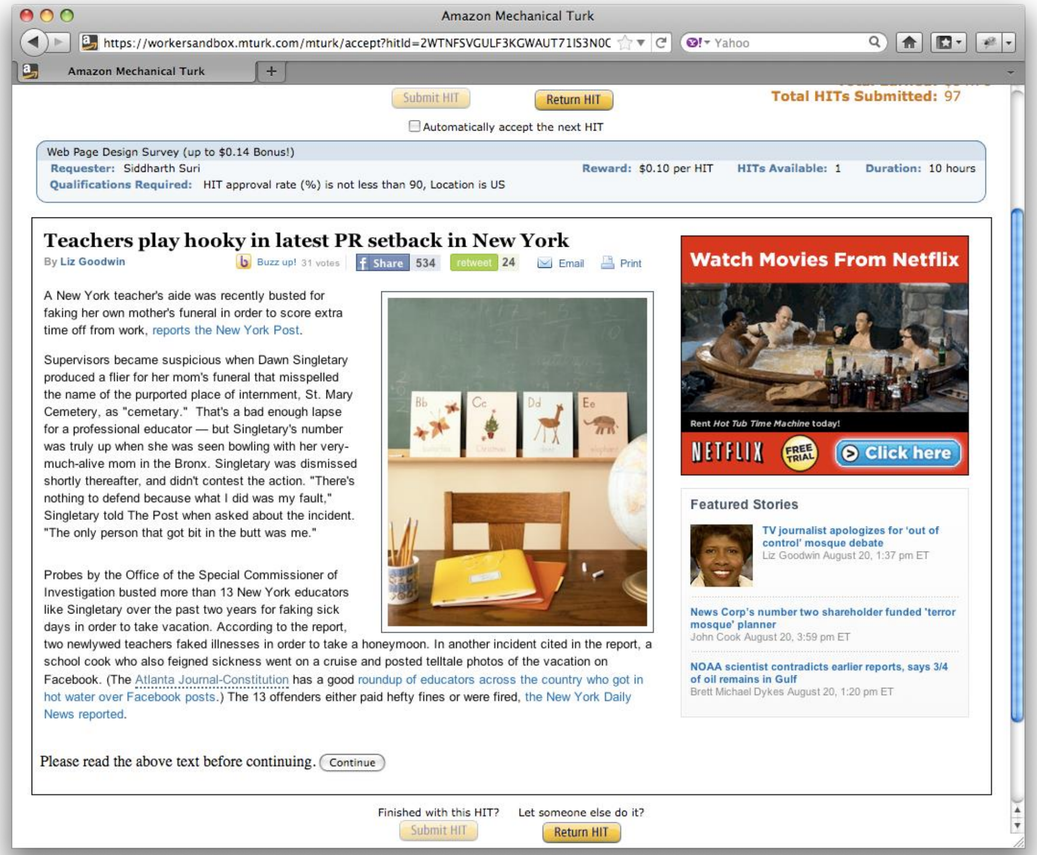
- You have categorized 15 emails so far.
- You are earning a bonus of 3 cents after every 5 emails you categorize.
- To ensure accuracy of responses, we will check the accuracy of a random sample of your work.
- There is a limit of 1000 emails per Turker. Please do not attempt more.
- These emails have been released to the public domain. Phone numbers have been removed from these emails, and the company name changed to MegaCorp.
- When you are done categorizing all the emails you wish to complete, click Stop Categorizing Emails and Complete HIT, below.

Stop categorizing emails and complete HIT

Time-Based Display Advertising: Experimental Design

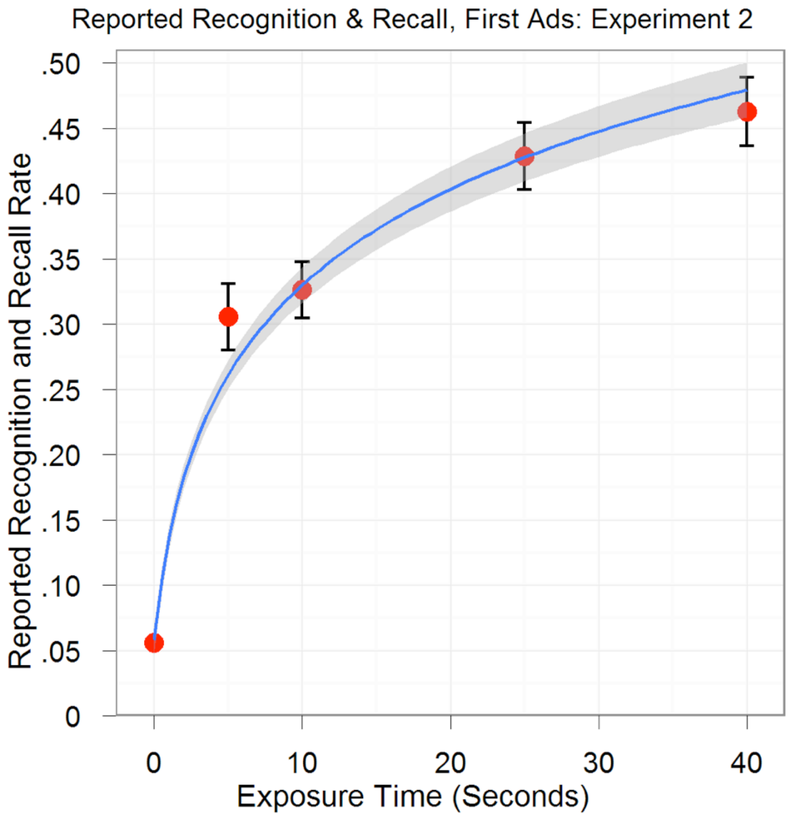
- Mechanical Turk experiment
- Instructions: read web page and answer questions about it
- Ad would disappear after a few seconds

- When user finished reading asked:
  - Which advertiser did you see?

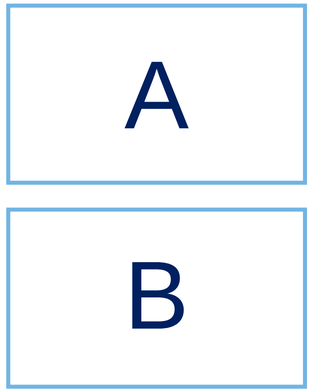
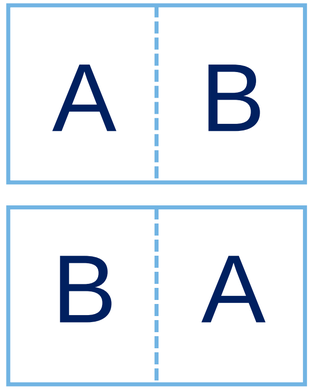


More Exposure Time Causes Increased Memory

- Increased exposure time causes increased probability of remembering ad.
- First 10 seconds are most valuable.
- After 10 seconds increased exposure helps, but there are diminishing returns.



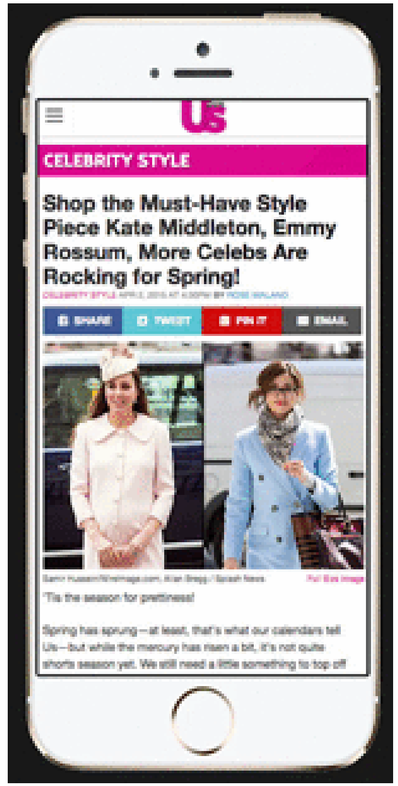
Rotating Ads is Better for Advertisers A & B

		Visual Recognition	Text Recognition	Unaided Recall
Schedule 1 Have the whole page duration to yourself on half the page loads		41%	28%	16%
Schedule 2 Rotate ads after 10 seconds Half the impressions, you're first Half the impressions, you're second		58%	38%	28%

Current Work: Moving Studies to Websites & Mobile Phones

- Advertisers A and B, shown for varying amounts of time
- After 20 seconds, 1-question survey
- Partnering with Chartbeat

- Users see inline ad for a variable amount of time
- Later serve an ad that asks one question about creative
- Partnering with Sled



Want to Collaborate?

- Experiment with in App advertising?
- How valuable is being the only advertiser on a page?
- What is the relationship between repeated exposure and memory?
- Do take over ads bring in more revenue than they cost in lost traffic?

- Other suggestions?

- Papers available at: sidsuri.com, dangoldstein.com, mcafee.cc