# The Internet Advertising Handbook

## THE INTERNET ADVERTISING HANDBOOK

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It was only about five years ago that the word “Internet” didn’t roll so easily off the tongue. Fortunately, along with heightened consumer sophistication about the Internet in general, online advertising has slowly but surely shaken its new-kid-on-the-block status.

For a growing number of media buyers, marketers and their agencies, online advertising has become a conscious component of the media mix. They recognize that the Internet is unique because it’s the only medium people use with equal vigor for both recreation and business. As such, it has ubiquitous touch points for reaching out to consumers.

Still, the level of knowledge industry-wide is far from consistent. Some traditional agencies may not be aware of the current research that underscores the benefits of online advertising. Likewise, some interactive shops don’t have the experience of working in a traditional media and marketing environment.

For every marketer who is aware that a great online campaign must mirror the core elements of offline marketing efforts, there is another who believes online advertising is a brave new world with new boundaries and rules. Without the knowledge and effort to integrate the two spheres, a company’s online advertising or branding campaign could be out of synch with its traditional marketing efforts. And, of course, online companies have their own unique set of branding challenges.

Maybe you’ve been enchanted by the online possibilities from the start. Or, maybe you’re only now taking notice, drawing conviction from the fact that big traditional brands have heightened their online profile. They’re out there with everything from high-frequency branding buys to compelling call-to-action campaigns.

Whether you’re an intrepid novice or an enthusiastic proponent, here, in The Internet Advertising Handbook, you’ll find what you need to plan the online buy that’s right for you and your client.

Maybe you’re already an online enthusiast. Maybe the words “banner” and “hit” are still the extent of your online vocabulary. Wherever you fall on the digital spectrum, this Handbook gives you the tools to chart the online terrain.
RELEVANT RESEARCH

WHY SHOULD YOUR CAMPAIGN BE ONLINE?

It’s possible to drown in the existing research that charts Internet usage and growth, so here’s a snapshot of key recent data relevant to Canadian marketers and advertisers.

- **Canada is one of the most wired countries in the world:**
  - An estimated 10 million Canadian adults communicate on the Internet each week, according to a ComQuest Research report released last December.
  - According to Neilsen/Net Ratings, there were 14 million people with household access to the Internet in August 2001.
  
  *Sources: ComQuest Research and Neilsen/Net Ratings*

- **Canadian Internet penetration is growing overall, which means marketers have more opportunities to touch consumers than ever before:**
  - Canada was second only to Sweden in use of the Internet in a study that measured usage in the past 30 days, with 65% of Swedes and 60% of Canadians going online in 2000. Americans were third with 59%.
  - More than half of all Canadian households have at least one occupant who is a regular Internet user, up from 42% last year.
  - Forty percent of households have home Internet access, up from 29% last year.
  - Twenty-eight percent of households have an occupant with Internet access at work, and 20% have an occupant with school access.

  *Sources: Ipsos-Reid & Statistics Canada*

- **Home Internet penetration is steadily on the rise:**
  - The number of Canadians going online at home topped 14 million in June, up 18% since June 2000.
  - The number of French-speaking Canadians with home Internet access jumped by 29% since June 2000, increasing from 2.7 million to 3.4 million.

  *Source: Jupiter Media Metrix Canada*

- **The Internet continues to attract more tightly focused interest groups to niche site categories:**
  - Since June 2000, careers are the top growth category, up 23.1%, followed by travel up 17.2%, business and finance up 8.4%, regional/local up 8.2% and auction sites up 6.9%.

  *Source: Jupiter Media Metrix Canada*

“The steady increase in Internet users, month over month, offers a serious audience to which to advertise.”

Daintry Springer, Executive Director, Internet Advertising Bureau of Canada
High-speed connectivity continues to grow and with it the opportunity to reach more Canadians faster, and with more technologically sophisticated ad messages:

• One million Canadian households plan to upgrade from dial-up to high-speed connectivity this year.
• Six in 10 high-speed subscribers signed up just last year.
• Two in 10 dial-up customers plan on upgrading to high-speed this year.
• Broadband (cable or digital subscribers) currently accounts for 34% of the Canadian Internet household market.

*NF0 Interactive Canada, a division of CF Group*

The Internet’s share of media tuning far outstrips the share of Internet ad spending. As leaders in the Internet industry, we need to educate marketers and advertisers on the power of this medium, be it for brand-building or stimulating immediate interaction. We need to help the industry understand the Internet as a complete marketing medium, including but not restricted to the immediate interaction represented by a click-through. Consumers are online right now and even more of them will be there tomorrow. It’s time we learned together to maximize our exploitation of the medium.”

-Lib Gibson, President and CEO, Bell Globemedia Interactive

It’s projected that by 2005, the Internet will occupy 6% of total ad spending – doubling Outdoor and equaling Magazine print ads.***

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<th>Share of Daily* Media</th>
<th>Share of Ad** Spending</th>
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<tr>
<td>Internet</td>
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<td>TV</td>
<td>49%</td>
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<td>Newspapers</td>
<td>6%</td>
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<td>Radio</td>
<td>31%</td>
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<td>Magazines</td>
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*Sources: *Statistical Research Inc., **A.C.Nielsen, 1999, ***Jupiter Research Forecast*

Canadian advertisers – your competitors – continue to take their advertising efforts online in ever-increasing numbers:

• English online advertising revenue virtually doubled in 2000, up to $110 million from $55.5 million in 1999.
• French-language Web site advertising totaled $14 million in 2000, up 71% over 1999.

*Source: Internet Advertising Bureau of Canada and PricewaterhouseCoopers’ “Publishers’ Report,” a survey of online advertising revenues, from Canadian Web publishers–sellers of online advertising, whose sites include content.*
The Internet plays an unmistakable, integral role in the buying cycle, especially for women researching big-ticket items:

- Seventy percent of female Internet users planning to purchase a car in the next year have researched their purchase online. With an average market price of $30,000 a unit, that's a potential $13-billion market impact.

- Sixty-five percent of female Internet users use the Internet to research electronics and computer hardware and software purchases.

- Seventy-five percent of female Internet users use the Internet to research travel-related purchases.

DoubleClick Canada’s “Canadian Women Online” survey

The Internet is the best way to reach a majority of the people in major urban centres (chart A below):

Urban women are more likely to be online than urban men (chart B above):

“The big advertisers are finally realizing they don’t have to build Web sites to be online. They just need a media unit. That is, they’re moving from a publisher model to a media model. Often, creating a Web site to be on the Net makes as little sense as creating a TV show to be on TV. Big advertisers are learning they are media buyers not content creators.”

Rob Carscadden, General Manager, TargetNet

The number of online banking transactions leapt 73% last year, offering an ever-evolving number of Net-receptive users for your ad message.

Source: Canadian Bankers Association

For more reasons why your campaign should be online, see page 24.
Integrating online advertising seamlessly into the overall media plan means keeping an open mind about the various ways the Internet can generate consumer impact. Many marketers compare online ads with direct mail, with clicking on an ad as the online equivalent of opening an envelope. But that’s just one way of communicating with customers online.

Several new studies also suggest that the Internet should be a component of any strategic branding campaign. A Morgan Stanley report showed that even the banner ad is more effective at generating brand recall and brand interest than ads on TV or in magazines or newspapers. Consumers show a 27% greater ability to recall a brand after seeing an Internet ad than before. Compare that to magazines, which increase brand recall by 26%, newspapers 23%, and televisions 17%. Streaming media ads, which are little used at the moment, are five times as effective at generating brand recall as traditional banner ads.

And bigger is proving better when it comes to branding online. The superstitial ad format delivers equally on key concepts like recall, communication and persuasion, suggests a recent study sponsored by New York-based Unicast, which creates the ad format. Overall, brand recall almost matched that of television, with 81% for superitials compared to 93% for television commercials.

Recognizing that online media can also mimic the branding power of offline media is a gradual evolution, says Cathy Collier, Vice-President, Media Director at Cossette Communication-Marketing in Toronto. “We’re at the point where we consider online a medium like television or print. And when we look at it as part of a media strategy, we ask the same questions:

• Can online reach our target audience?
• Can online meet the objectives of a campaign whether “tactical,” like driving people to a store or service, or by delivering awareness?

“The goal, as with offline, is to work all your messages off your core idea,” says Collier. Here, then, are the key questions to consider when integrating online media into an overall media plan.

1 Does the message reach Internet users at important touch points?

As with offline media, you want to ensure your message is reaching your prospects at the best time. If you’re marketing a restaurant that specializes in lunches, you may want to reach people just before lunch, when they’re hungry. With online, you can target the context of delivery too. A good time to advertise furniture and appliances, for example, is when someone is in a home-and-family vertical Web site.

2 In a mass-media campaign, is there a compelling reason for consumers to visit you online, or will you simply be duplicating offline messages?

While it’s essential that online ads mirror elements from an offline campaign, they should also offer something more or different. More details about the product or offer, or some form of customer interaction is the best way to go. The mass media campaign can generate overall awareness. The online campaign can offer the full details to back it up.

3 Do you want to create a “cool factor”?

It’s like handing out product samples to the cool kids to create a buzz. Launch online to a limited audience, then roll out the rest of the campaign later. This will create a “halo effect” for your core target group. It’s a way to reach those coveted influencers or so-called early adopters. Let them be proud to hear about it before anyone else.

4 How will response be generated and measured?

Online is a more flexible response medium than any other, so don’t just let your message fly. You need to tell people what to do with it. Are they to buy, register, click, or just pay attention? Are you thinking frequency, not depth?

The big caution when integrating online media is that while you can say “My product is better than the rest,” it’s harder to say “My product is better because…” It’s difficult to get below the top-level messaging in box, button or banner ads. Instead, focus on awareness rather than full-scale education, through use of high-frequency messaging. Or consider building a product micro-site to give all the details a simpler ad format can’t provide.

5 Do you want to sustain a long echo?

Even if the rest of a campaign has a short splashy run offline, online is a great way to sustain your message in markets over the long term. With a limited budget, you can create a viral component by asking your core customers to voluntarily refer friends or colleagues to your site or service. Just make sure your message or offer is worth it.
Getting people to trust you, with their money, online: Can there be a more challenging marketing proposition?

For Amicus Financial, a subsidiary of CIBC, the goal was to launch a pure online bank with its own unique digital identity, and no marketed affiliation with any of CIBC’s traditional financial services, except its 4,000-plus bank machines.

“In the old world, you needed marble columns for a legitimate banking business,” says Howard Overland, Director of Sales Operations at Sympatico-Lycos, which teamed up with Amicus for the April launch of its online service. The service covers no-fee Web banking, including chequing and high-interest savings accounts.

While Amicus had previously offered banking infrastructure service for clients like President’s Choice Financial, the launch marked the first time it had gone out under its own name to convert savvy Net users to its service.

According to Sympatico’s internal research, Canada leads the U.S. in online banking adoption with 17% of consumer bankers future-minded enough to take their transactions online.

“Because the targeted audience was open-minded Internet consumers with a high degree of online comfort, Amicus decided to go with a predominantly online campaign that afforded the widest possible reach,” says Leslie Wolf, Senior Marketing Manager for Amicus. “To that end, the Sympatico.ca portal was picked because it reaches about four million users, or about 60% of all online users in Canada.”

The major promotion was a cash giveaway that launched in mid-August and ran until the first week of October 2001. Online creative was conceived by Mosaic Media of Toronto.

Through the URL, www.banksmart.ca, linked off Sympatico’s homepage and content verticals, people who checked out the services and filled out a registration form had the chance to win one of 56 daily prizes of $365. Those who opened a financial savings or chequing account with Amicus became eligible to win $10,000 in a weekly draw.

Additionally, some elements of the campaign were extended to print advertising in The Globe and Mail and Sympatico’s Net Life magazine. A direct mail campaign was also sent to a sample of Sympatico’s ISP customers. Slightly different URLs were offered in each offline marketing piece to track response.

By late September, more than 10,000 people had signed up to be eligible for the daily cash prizes, says Wolf. “Overall, response has been exceptional.”
### 15 Reasons To Advertise Online

All the talk of driving traffic means some of the most fundamental objectives of an online campaign can be easily overlooked. Here’s a checklist of just some of the other campaign objectives the interactive medium can fulfill.

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<td>1</td>
<td><strong>Generate trial of product or service for first-time buyers</strong>&lt;br&gt;Tap into an overlooked potential target demographic, using a smaller but tightly focused viewership. Have them register for a sample of the product or give them a reason to hit the store, such as a coupon for a free trial-sized product.</td>
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<td>2</td>
<td><strong>Increase brand awareness</strong>&lt;br&gt;While unanimous acceptance of the online ad as a pure branding tool is yet to come, more ad trackers are stepping in to offer deep metrics on pre- and post-brand awareness for online campaigns.</td>
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<td>3</td>
<td><strong>Increase use of the brand</strong>&lt;br&gt;Offer printable coupons for product discounts or repeat-purchase bonuses</td>
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<td>4</td>
<td><strong>Cross-sell other brands from the same company</strong>&lt;br&gt;Bundle companion products within the same promotion.</td>
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<td>5</td>
<td><strong>Encourage brand loyalty and increase the customer’s involvement with the brand</strong>&lt;br&gt;Offer exclusive deals in regular “club” style e-newsletters. Assign passwords or code names, if only to increase the exclusivity factor. Offer rewards for customers who refer offers or market surveys to their personal online network.</td>
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<td>6</td>
<td><strong>Provide in-depth information about the brand and offer product demonstrations</strong>&lt;br&gt;Micro-sites or sponsored content are ideal ways to offer an online demo or editorial-style content of a multi-level product or service. Turn the demonstration into a game, and offer a reward for consumers to complete the demonstration.</td>
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<td>7</td>
<td><strong>Develop a database of customers and prospects and collect sales leads</strong>&lt;br&gt;Despite the dot-com dream, most purchases aren’t made on impulse. Romance the leads you collect. Just because the Web is a great place for immediate transactions doesn’t necessarily mean transactions will actually be immediate. Think long term.</td>
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<td>8</td>
<td><strong>Provide or improve customer service</strong>&lt;br&gt;This is one of the most overlooked uses of online marketing. If you have a site dedicated to customer feedback, make sure the customer gets fed. Form letter auto-responses defeat the purpose.</td>
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<td><strong>Test different copy concepts and pricing models</strong>&lt;br&gt;Offline marketers rely on focus groups. Online, simply target your online ad or e-mail campaign to a sliver of your target group – before launching on the mass market sites. Pull copy that doesn’t grab. Experiment with different pricing models, even if it’s for a POP campaign. Why wait to measure performance during or after the campaign?</td>
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<td>10</td>
<td><strong>Generate online revenues</strong>&lt;br&gt;The new thinking in profit-generation campaigns is that you need to do more than break even to make it worthwhile. The customer acquisition-model of the pre-bust era is out. Tread carefully if your objective is to use the Internet as your prime revenue stream, but certainly consider it.</td>
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<td>11</td>
<td><strong>Reach a target audience missed by other media</strong>&lt;br&gt;Research shows it’s a mistake to think people over the age of 55 aren’t on the Net. Likewise, some of the dot-com brigade may be weary, and taking time off from logging online hours. Check which demographics slip through traditional media cracks, and target, target, target.</td>
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<td>12</td>
<td><strong>Drive traffic to a retail location</strong>&lt;br&gt;Offer exclusive POP deals for consumers that hear of your promotion on the Web. Promote exclusive shopping hours or events for your online audience.</td>
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<td>13</td>
<td><strong>Recruit employees</strong>&lt;br&gt;Online job sites have fast replaced the print classified as the most accessible way for job seekers to research available positions. Every company needs to have a section of its corporate site dedicated to advertising career opportunities and handling inquiries.</td>
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<td>14</td>
<td><strong>Target by speed</strong>&lt;br&gt;Generally, the adopters of high-speed Internet access are considered more likely to trust and use newer technologies like e-commerce. This group is more “wired” with Web-enabled cellphones, PDAs, etc.</td>
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<td><strong>Drive traffic to a marketer’s Web site</strong>&lt;br&gt;Who said there were no other objectives for an online campaign?</td>
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(Adapted from the New York-based Interactive Advertising Bureau’s “28 ways to use interactive advertising”)
When it comes to branding, marketing strategy depends a lot on the ultimate goal. Some marketers generally prefer to make a big splash in glossy magazines or on looming billboards. Automakers and packaged-goods marketers, for example, are the biggest branders, and their motto is “Wow now, buy later.” The prime objective of direct marketers, on the other hand, is to produce action. If they’re successful, the branding will follow.

How these two approaches work online is a current topic of discussion. The direct marketers want to know how much site traffic a campaign generated or how many of those visits turned into viable leads or sales.

The branding advocates, however, aren’t as concerned about immediate conversions, acquisitions or click-through rates. They’re more interested in effective great creative that will eventually (but not instantly) spark purchase behaviour. That is to say, no one seriously expects online users to click now to buy a car, or even a can of pop.

“The big question right now is whether the Internet is a credible medium to brand a product,” says Jennifer Langley, Vice-President, Marketing Communications at Sympatico-Lycos in Toronto. “Direct response is a call to action, a conversion to an online sale, a click-through. Without a click-through the question is how to demonstrate the branding impact.”

Nevertheless, it will take time before advertisers and media buyers are thoroughly convinced. Currently, only 15% of marketers are actually conducting formal online branding measurement, according to a recent survey from Jupiter Media Metrix, the New York-based technology measurement firm.

The original focus on click-throughs and direct-response offers left the largest advertisers “stymied,” explains Nick Nyhan, President of Dynamic Logic. “They didn’t have the right metrics,” he says. “For products like cars, soap, toothpaste and food, they can run a promotion and get you to sign up for something. A lot of these companies run contests to generate the accepted metric, the click through, but what they really want is to convert a customer – not instantly, but ultimately.”

Online marketing isn’t only for Web-based products/services. Strong and established bricks-and-mortar brands can greatly benefit from integrating online tactics within their marketing mix. Reaching the customer or prospect from various touch points, pegged “360-degree marketing,” is key in building loyalty and demonstrating your unique selling proposition (USP) to your customers, whether it be a retail catalogue that a customer receives by traditional mail, or an online catalogue on its corporate Web site, or a newspaper that delivers news in both its printed daily newspaper as well as e-mail.

Leverage your Web site as much as you can to promote your offline brand. Remember that your current customers have an affinity to your brand. If you have a new product or sales promotion, promote it on your Web site. You can also test advertising creative or response conversion rates with different incentives. “The Globe and Mail uses its Web site globeandmail.com to promote home delivery newspaper subscriptions,” explains Jennifer Howe, Senior Marketing Manager, globeandmail.com. “Using several online advertising tactics to increase our subscriptions (such as e-mails, banners and interstitials), we found our monthly subscriptions generated online increased 61% in the first month of the promotion alone.”

### Braving Stats

Recent research suggests the online media industry’s increasing focus on moving away from direct-marketing metrics and closer to mirroring the brand awareness that has always held for traditional advertisers.

- Forrester Research predicts that pure CPM deals will decline to less than 20% of total online ad spending by 2003.

- In a recent flurry of U.S.-based research, DoubleClick, the New York-based ad network, the Interactive Advertising Bureau, and online media properties, CNET and MSN, all released research suggesting larger ad sizes (see page 14) perform better than standard banners (486 x 60 pixels) as vehicles for brand response:
  - Specifically, the IAB study, conducted by New York-based research firm, Dynamic Logic, found that larger ad units are 25% more effective in lifting brand awareness and message association – even at one exposure.
  - The long rectangular “skyscraper” creative size worked best, lifting brand awareness by 16%, four times the average.
  - The survey suggests purchase intent is increased dramatically after multiple ad exposures. From a control group response of 44% purchase intent, three exposures increased purchase intent by 6%. Four exposures had a more dramatic effect, increasing purchase intent by 10%.

- The Globe and Mail uses its Web site globeandmail.com to promote home delivery newspaper subscriptions,” explains Jennifer Howe, Senior Marketing Manager, globeandmail.com. “Using several online advertising tactics to increase our subscriptions (such as e-mails, banners and interstitials), we found our monthly subscriptions generated online increased 61% in the first month of the promotion alone.”

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Bell Canada has a long-standing reputation in the public mind as the trusted provider of traditional phone service. But as telecommunications technology evolved, so did Bell. The company is still a key player in delivering land-line phone service to consumers and businesses. But it has also broadened out, providing services in such areas as wireless, broadband and satellite TV. So the challenge was to repackage Bell as a whole lot more than just a stodgy old phone company.

Part of this challenge was convincing all Bell’s business and consumer customers to readily associate the Bell brand with its roster of convergent communication services, everything from its Sympatico High Speed Edition Internet access to its Bell Mobility wireless service.

As its core concept, the campaign hangs on a one-word tag line, Go. “This is a phone company that has evolved, and we were trying to capture the new identity in a single word,” says Bill Durnan, chief strategist at Bell’s agency Cossette Communication-Marketing in Toronto. “Go, it’s an invitation. An aspirational invitation to use Bell’s technology and services to take your life to a higher level of efficiency.”

The campaign, launched in mid-September, includes print, outdoor and three television ads. One TV spot called “Online Jam” depicts an ethnically and musically diverse group of musicians logging on from around the globe to take part in an Internet jam session. It promotes Bell’s Sympatico High Speed access, but the deeper message is that Bell is now more than a traditional phone company.

Online, the Online Jam theme was integrated with the digital creative. A Go-branded audio banner featuring the Online Jam music ran on two Bell Globemedia Web properties, Sympatico-Lycos and globeandmail.com.

Additionally, there was an interactive, educational component called the “Virtual Go Experience.” Accessible from www.bell.ca and online ads on Bell Globemedia properties, this “experience” shows a tiny character navigating its way through a cyber village. Each area of the site represents a different Bell service, including ExpressVu and Sympatico High Speed Edition ISP.

Go watermark ads appeared on the hub pages of 13 categories on the Sympatico.ca site, including personal finance, music and the high-speed zone. The watermarks said things like “Go fortune hunting” in the finance section, or “Go break the high score” in the gaming section. The Go logo binds all the executions together across all the campaign platforms.

The impact of the campaign will eventually be measured by improved sales and consumer impact studies.

“This ranks among the most significant branding efforts we’ve ever done,” says Michael Sabia, president of BCE and vice-chair of Bell Canada. “We aim to reposition in the public mind and convey a sense of possibility.”
Five Ways to Achieve Great Online Creative

1. Keep it simple.

It's essential to make sure both traditional and online ads in a campaign look and feel the same, says Colin Priestley, creative director at Fresh Advertising in Toronto. “One way of doing that is to make sure there's a simple icon or image from traditional ads in the same campaign, or from past campaigns that will transfer easily online.”

Likewise, a banner should never have more than a single concept and a single idea. Creatively, that means working with a single image, an overall statement and a headline, explains Priestley.

If multiple services are promoted in a single campaign, different banner executions are the best bet. The banner isn't and will never be a TV spot. If the goal is to explain several unique features of a product, a better tool is the micro-site, which operates as a separate page of marketer content within the Web publisher's site.

Keeping it simple also means keeping it ultra-obvious. Write “click here” on the banner if click-through is the goal. And don't forget the button-style ad. Naturally, the entire banner is a button. Still, like banners, buttons that actually command the viewer to click, are generally regarded to have higher click-through rates than those without them.

Also, ensure that you evaluate the site that will run your creative. If the site is text heavy with a white background, you'll have great impact with a colourful ad.

2. Never compromise the brand.

“FREE BEER! Now that I've got your attention…” It's one of the oldest lines in the marketing book. Giveaways and sweepstakes are great ways to build a database of prospective consumers, but don't sacrifice the integrity of the brand for a cheap click. Likewise, while it makes sense for a financial institution to offer draws for cash prizes, or for an automotive company to give away cars, beware of giveaways that have nothing to do with your brand or its message. The online promotion may generate response in the short term, but might do little to attract or inform the consumer who has a real interest in eventually buying your product or service.

3. Mix it up.

A successful online marketing mix may integrate rich media with animated graphics (as GIFs) and buttons. Certainly, click-through rates are higher for rich-media banners, which offer video, audio and animation through a variety of pioneering software, such as Flash Shockwave, or Javascript. The catch is, they take longer to download, and some Web sites as well as consumers' browsers have limits on how much rich media they can support.

With the exception of a few major media sites, which are now able to run television ads in their entirety within a banner, the standard still remains the animated GIF banner. This widely used graphics file format compresses easily and downloads fast. The animation it can support, however, amounts to just a few frames.

Only the seamless integration of creative, technical, and media allows you to create a successful online creative mix that hits the target audience with the format most likely to entice.

4. If you don't see it, ask.

With the new IAB-approved ad sizes, marketers have more choices in delivering their ad message. Sponsorships are also a great way to add impact, especially if your brand offers tools and applications, for example, stock look-up tools from globeinvestor.com.

Another key is to think of creative outside the box, advises Troy Young, Creative Director at Organic in Toronto. “The challenge is how to use all the data that already exists on the media property. Publishers are always looking for ways to leverage their viewership.”

“Using existing data means, perhaps, creating an ad that's really a watermark under site content, or, on the Yellow Pages model, creating paid opportunities within an online directory,” says Young.

5. Define your key metric before you conceive creative.

What does the banner, or the entire campaign, need to achieve? For many marketers, no longer is the click-through the prime metric. People don’t usually order on their cellphones after reading a billboard on the highway, though they may buy the product later. Likewise, the new metrics mirror offline efforts, using survey research to test awareness, subsequent transactions and repeat traffic.

If the aim is to heighten awareness, to ultimately affect long-term purchasing behaviour, a banner that offers an immediate call to action may not be required after all.
Standard banner advertisements remain the staple of Web advertising, counting for about 60% to 70% of the total online ad mix, depending on various estimates. Banners are to the Internet what 30-second commercials are to television.

To expand the mix and offer advertisers large and more arresting formats, the Interactive Advertising Bureau in New York recently issued voluntary guidelines for more diverse ad formats. Here is a sampling of the various IAB-endorsed sizes, as well as an explanation of how the various sizes work within a campaign.

**Skyscrapers**
Banners represent a lot of what has come to be called the “real estate” on a Web page. So it’s not surprising that one of the latest formats is called the skyscraper. It’s simply a tall, vertical banner ad that takes up more space than the original screen-top rectangles. As a viewer scrolls a screen, the ad stays in view longer than a banner.

**Big Boxes**
The original banners have now morphed into strategically positioned squares and rectangles. Some sites are even placing ads the size of a CD case right in the middle of the page, with editorial content wrapped around them.

**Banners and Buttons**
A variety of banners and buttons from the size of a business card to a postage stamp can run side by side, or in highly visible traffic hubs.

**Pop-Up Ads**
Pop-Ups appear in a second window as a Web page loads. They work most effectively when a user has a high-speed connection, to allow for animation, sound and streaming video.
Other advertising options include:

E-mail
As a way of acquiring or retaining customers, e-mail marketing has surged in the past year. E-mail production and creative costs are significantly lower than traditional direct mail drops. Jupiter Media Metrix, the New York Internet-research firm, expects e-mail to be a US$7.3 billion market by 2005, up from US$164 million in 1999. Because recipients opt in to receive e-mail newsletters and ads, a highly targeted audience is often guaranteed. Response rates can run as high as 5% to 15%, according to Jupiter. E-mail also solicits a faster response from subscribers, typically 48 hours, compared with snail mail, which takes three weeks.

Sponsorships
Sponsorships are a popular form of online advertisement, especially for traditional advertisers looking for places to promote their brand names on an area of content, a section of a Web site or an entire site. “The advantage is that it’s a good opportunity for an advertiser to present itself as an authority on a certain vertical of content. It’s not unusual to see a brokerage firm sponsor a site’s stock ticker or stock look-up service, for example. Or a major supplier of baby products may wish to sponsor a vertical about infant care,” says Carol Goodall, Senior Marketing Manager, Sympatico-Lycos.

Text links
A text link requires no additional creative. Basically, it’s a paid placement within the editorial content, usually in the form of an index or listing. The advantage for the advertiser is that it will be seen by people with a more focused interest level in what you are offering. For example, a text link within a directory portion on the front page of a shopping vertical, will be seen by people who have qualified themselves as being interested in shopping.

Shopping: eBay.ca, Book a Vacation, Canadian Tire, Comparison Shop
“Too many advertisers want to put too much information in the message,” says Roberto Tayas, senior designer at globeandmail.com. “People have short attention spans, and less is more.”

Keeping that in mind, here’s a sampling of how two innovative marketers have decided to present themselves online (also see the Intel Case Study on page 17). Note that “rich” audio- and video-fuelled ads fit the bill for some clients, while a simple but arresting icon is all that’s required to make a splash for others.

**Sophisticated superstitial promotes Ethical Funds**

Being sensitive to its audience’s political sensibilities was a key reason that Vancouver-based Ethical Funds went with the superstitial ad format, says Dean Butler, director of media services at Glennie Stamnes Strategy in Vancouver. The superstitial, created by U.S.-based Unicast, has many admirers because it loads quietly behind the browser and only appears when a viewer clicks to another page. Unlike an interstitial, it can also be turned off at will. And if a consumer decides to go to a marketer’s jump page, they are returned to the original site after looking at the advertiser’s message.

“We were looking for a way to stand out, but not be intrusive,” says Butler. “Ethical Funds don’t invest in things like tobacco or weapons generation, and its target audience is obviously particularly sensitive to overly intrusive advertising. We knew we’d be under scrutiny for the stand we had taken on advertising.”

The campaign ran this year on globeandmail.com, during the two months prior to the RRSP deadline. The message was that you have the power to effect change, like protecting nature, through your investment decisions. The ad simply showed a dolphin jumping. It received a 2.5% click-through rate, well above the industry average, and the click-through was up to about 8% some weeks, says Butler.

Depending on the goals of your campaign, these are just some of the options open to you to break out of the banner box. (Remember that if you do decide to go with animated or audio-rich ad formats, have a back-up ad of the same size available to serve as the default ad for viewers who don’t have the computer or the access speed required to view rich ads.)

**Vokens key to successful Canadian Tire contest**

An eye-catching icon that travels around a site page instead of being locked in a banner is the key to the online portion of a recent campaign by Canadian Tire. The “voken” ad format, created by EyeReturn in Toronto, works well for marketers with a strong single image easily associated with their message.

The classic case is Canadian Tire’s co-promotion with Sympatico-Lycos. The “Big Spender Giveaway” contest offers three grand cash prizes of $50,000 in Canadian Tire money, plus tons of daily and weekly prizes. For the online portion of the contest, a small briefcase voken floats around the screen. Programmed with a state-of-the-art timing device, the voken explodes to reveal Canadian Tire money. When the cursor rolls over the money, users receive a prompt to “click for a chance to win” – an innovative way of encouraging visitors to register for a contest.

“The interactive element of this campaign was unique,” says Trina Simms, Online Marketing Manager for Sympatico-Lycos in Toronto. “There are incentives to come back each day and to keep track of your status in the contest.”

To play, consumers click on one of the banners or buttons on the pages of sympatico.ca. There were also ads in Symantics’ bi-monthly, opt-in newsletter, and ads in Canadian Tire’s weekly e-flyer.

Once on the daily game site, visitors register or log in, and are given a daily clue. The clue could be “What can you use in summer and winter?” They are then instructed to visit a portion of the co-branded site. There, when they click on the right product, the “Big Spender Briefcase” voken comes floating across the screen. Once clicked, contestants are given a ballot for the daily and grand prizes. They can also track the number of ballots they’ve collected on a personalized game status page.
Imagine running your cursor over a large square ad with the image of “bubble wrap” inside. Now look at and listen to how the bubble cells burst, just like that pleasing pop you get when you squeeze them in real life.

This ad was only one of 30 executions used in an online campaign on globeandmail.com for the launch of Intel’s Pentium 4 processor. It’s a chip used in computer brands like Dell, IBM and Compaq. The chip makes the computer faster, generally, and is especially great for playing the most sophisticated online or CD-based games. “It makes them cleaner, crisper, faster,” says Adrienne Gannon, director of new media for Harrison, Young, Pesonen & Newell in Toronto, which did the media buy for the campaign.

Using small pop-up ads and full-page interstitials, the campaign offered entertaining interactive demos as a way to highlight the function of the chip. “In this case it was a good use of rich media,” says Gannon, “because we were appealing to a highly concentrated Net-savvy audience. They live, eat and breathe the latest technology.” Intel went on the assumption that its target audience had the high-speed connection and the top-end computer to support the applications necessary to view its ads.

Still, Gannon cautions enthusiastic marketers eager to jump on the high-speed bandwagon. “It’s impressive, but it’s often impractical on a grand scale,” she explains. “Obviously, for the Intel customer who lives and breathes the latest technical advancements, it was a good bet. But if people are operating on a 56K dial-up modem, they can’t accept Flash or larger file sizes.

And one final piece of advice from Gannon: “If you’re selling socks, there is no need to go to such lengths. The best practice is to stay cutting edge, but not to forget traditional principles, like keeping a clear eye on your audience.”
Negotiating the Online Ad Buy

Buying online media is becoming a more sophisticated process, with more choice in terms of ad formats and pricing models than ever. For media buyers and marketers, asking the right preliminary questions is an important first step before getting into the more serious negotiation phase. Here’s a quick primer of the right questions to ask to make sure you’ve covered the basics.

Questions for clients to ask their media buyer

1. Where does the demographic information come from?
   Of course you want to know who is looking at your ad. Can the site offer up an audience that will be receptive to your message? Ask if the site publisher gets the demographic information from a proprietary survey, or from a third-party site measurement firm like Jupiter Media Metrix. How was the survey conducted? If it was a site-conducted survey, was there an incentive for respondents?

2. What are the behaviour patterns of the users?
   The challenge is to combine the campaign objectives with the information about when and how often a unique visitor will be exposed to your message. This may dictate whether there is a frequency cap on the campaign. For example, if a campaign has an urgent message, “Free cars until 5 p.m. today,” you may want to send the message to more visitors, but only once, to maximize reach. Likewise, if a campaign message is more to the tune of “25 reasons to buy this car,” you may opt for a smaller reach, with a higher frequency cap. It’s only when you’re clear about the campaign objectives that you can tap into the site’s data about its visitors’ viewing habits.

3. What are the other online advertising opportunities, like content solutions (co-brands), sponsorships and e-mail?
   You may have your heart set on some splashy piece of rich-media creative. But maybe a text-heavy e-mail campaign is a better way to go. Even if you think you’ve got a sense of what you want to do, it’s a good exercise to have your media buyer at least discuss why other options won’t do it for you. Maybe something has been overlooked.

4. Is the host Web site able to accommodate rich media?
   The plethora of new formats means site publishers have to juggle coding and ad tags to make them all fit on the page. Make sure the site can accommodate your skyscrapers.

5. How will you measure your campaign and who will do the tracking?
   Sometimes the agency measures the campaign, and sometimes it’s the site. They typically use some sort of ad tracking software, licensed from providers like DoubleClick’s “DART” and 24/7 Media’s “Connect.” Be sure to take the results and redefine, test and change what doesn’t work.

Questions for media buyers purchasing online advertising

1. Have you formulated your marketing objective and target audience and determined which sites will reach your target audience?
   You should always expect an advertising Web site to produce demographic information for you, such as Media Metrix statistics, internal stats and benchmarks from other national studies.

2. Have you considered the kinds of media tactics you will use?
   Make sure you’ve covered the basics: the ad format, targeting options, frequency caps and length of media buy.

3. Have you decided whether the agency or client will produce the creative?
   You may also want to think about whether a third party will be brought in to provide technical support on creative.

4. When measuring the success of a campaign, have you moved beyond straight click-through rates?
   Click-through measurement will only help you on a direct-response campaign. These days, players like New York-based Dynamic Logic are being brought in for post-campaign surveys more akin to measuring traditional branding impact.
The most common pricing scheme for online ads remains the CPM, or cost per 1,000 impressions. It’s the most widely recognized pricing system, and it’s the one you will see on 90% of online publishers’ rate cards. More recently, however, “hybrid” pricing models have stepped in to ease advertiser concerns about the effectiveness of online advertising. Here is a brief overview of the potential pricing models and some tips on deciding which will work best for you.

**CPM:**
With Cost Per Thousand models, the publisher sets the boundary for pricing, which typically runs, on average, about $26, according to the most recent research from the Internet Advertising Bureau of Canada.

**CPA:**
Cost Per Actions models mean the advertiser only pays when someone actually registers or purchases something right then and there. Though pure CPA deals are rare, they are clearly very low risk for the advertiser. The site publisher takes a commission on all sales generated, like any affiliate deal, usually up to about 10%. When CPA is factored into the ad mix, advertiser accounting practices become very important. The site publisher has no way of knowing what people do once they’ve clicked to visit the marketer’s site. So, the advertiser and publisher should use a formal audit procedure to track sales or registration to determine payments.

**Cost-per-click (CPC):**
A payment model in which an advertiser pays only for the number of click-throughs it derives from an ad rather than paying a flat rate to run an ad on a site.

**Cost-per-lead (CPL):**
An online advertising payment model in which an advertiser pays based solely on the number of qualifying leads.

**Flat Rate:**
Flat rate pricing means an advertiser/marketer basically rents a space online and pays a lump sum for that piece of “real estate.” The best example of flat rate pricing is a sponsorship. The sponsorship runs in a content area that is a relevant fit with the ad message, locking out the competition from advertising in that space. Another benefit is, if traffic increases in the sponsored area, the advertiser/marketer reaps the benefit at no extra cost.

**Negotiating the Online Ad Buy**
As online advertising evolves to include a whole collection of ad formats and delivery options, media buyers looking for bigger and better ways to reach their audiences have many choices. The goal, however, is always to create that balance between appropriate and intrusive. “It’s really all about the campaign objective and how your creative supports that,” says Gary Fearnall, vice-president of sales at globeandmail.com.

Communicating the brand value is always critical, so advertisers should not get too focused on immediate response. The majority of people don’t click, so it’s the message that’s important. Research shows that there’s a much higher conversion (purchasing and/or registration) rate from people viewing an ad and clicking on it.

When using interstitials or dHTML ads, you need to evaluate the content of the page and the risk/return of engaging readers rather than annoying them. “You have to think, not just of how the page is built technically, but the content of it as well,” says Fearnall. Keeping that in mind, here are some of Fearnall’s thoughts on the new ad formats and how each is best suited for boosting your brand.

**Interstitials**
These bigger ad formats, which can pop up to take over a large portion of a page, generally cost more, but can have a higher click-through rate. They can accommodate video and audio, to give your message some emotional punch, as well as the opportunity to click. “Think of the message goal,” recommends Fearnall. “If it’s a complex message, then larger ads have a better chance of getting your message across.” Still, because an interstitial is large, media buyers can expect sites to cap their frequency, usually at two impressions.

**Big Boxes and Skyscrapers**
Big Box ads are the new industry standard. Think of the skyscraper ad, which runs vertically down almost a third of the page. The message stays visible as the reader scrolls down the page. The larger ads also give freedom to be more effective with an extended message.

**Buttons**
If the message is simply “free gas” or “sign up for a newsletter,” a button can be all you need. Buttons now come in all shapes and sizes and can be sneaked into the hottest placements. They can be used to flag sponsorship of site content, or placed on a page with heavy traffic to reinforce your logo.

**dHTML**
Ads that can move down and across the page. They are more intrusive than banners or buttons.

**Dynamic New Ad Formats**

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Hybrid Pricing Models

These have emerged to meet demand for a performance-based pay scale. It puts pressure on the site publisher to deliver a higher level of interaction and, like CPA models, is lower risk for the advertiser. Possible hybrid models include the following.

**CPM plus cost per click:** Here, the CPM will be priced at a lower rate than a pure CPM deal, and there will be an additional cost for each actual click. The challenge in using this model is that the advertiser may not necessarily secure the premium site spots. Many of the best spots are locked up by sponsorships. More important, if a publisher can get a certain fee on a CPM basis, they will be less likely to discount the CPM and add the additional risk of cost per click.

Other negotiable hybrid models include CPM plus cost per action, or any combination of the click, action, or impression.

**CASE STUDY: INFINITI’S INNOVATIVE MEDIA BUY**

Nothing reflects the status of its owner quite like a car. So when Infiniti wanted to drive desire for its flagship luxury vehicle to its target audience, it teamed up with TD Waterhouse’s online stock market game “Investor Rally.”

The affiliation was such a perfect fit because TD Waterhouse’s 12-week-long game had collected a captive online audience of more than 20,000 upscale professionals. A whopping 70% of whom were men aged 25 to 55, exactly Infiniti’s target group.

Originally conceived last July, the fifth round of Investor Rally kicked off in February and ran until April. “The real-time investment game offers an innovative online demonstration of the ease and security of online trading in a competitive gaming environment,” says Ceilia Bai, manager of direct sales at TD Waterhouse. “The goal of the game is to show Canadian novice investors that it’s not scary to trade online.”

Incentives for contestants to keep playing for 12 weeks included weekly cash prizes of $500. The top investor received, naturally, a grand prize of one of Infiniti’s flagship cars – a 2000 Q45 Platinum Edition luxury sedan.

For Infiniti, the media buy for the campaign used virtually every component of the online environment, says Karl Flanders, media group head at TBWA\Chiat\Day OMD in Toronto. “We offered the car as the grand prize and in return we got the benefit of the gaming environment as an arena to drive awareness. We also had access to the database of game players.”

Within the game environment itself, at the top of the Investor Rally home page, a sponsorship message read “Presented by Infiniti. Powered by TD Waterhouse.” There were also banners that carried elements over from a print campaign that ran in The Globe and Mail and on ROBTv. The banners clicked through to the Infiniti site, where contestants could read more about the car and enter their names to win. Banners and buttons on the globeandmail.com collection of sites also helped drive traffic to the rally.

A viral marketing component to the campaign also helped increase traffic levels. All players received weekly e-mail newsletters throughout the game. If players sent an invitation to a friend to join the rally, they could receive additional game money to invest. The e-mail also contained a banner ad that linked directly to the gaming site.

To measure the success of the campaign, Infiniti sent a mid-round online survey to players with an incentive of more gaming cash if they filled it in. While this fifth round of Investor Rally already had a large base of players carried over from the previous rounds, 6,000 new players were signed up. And Infiniti received 400 requests for test drives.
If there’s one word to describe the difference between online and traditional media measurement, it’s “accountability.” For better or for worse, the click-through metric tells you, in exhilarating (or excruciating) detail, exactly how many people clicked your ad.

Still, just because the click-through can offer numerical accountability doesn’t mean it should be the default metric to track the success of every online campaign. Think of the traditional metrics media buyers and marketers use to track success. Post-campaign consumer surveys of brand awareness, brand favourability and future purchase intent are still effective ways to gauge both traditional and online campaign success.

As online media buyers and marketers become more familiar with online advertising, they realizing that click-through rates can be an altogether misleading metric for all but the most urgent calls to action. Unless a campaign absolutely demands an immediate response to register or buy something, there may simply be no point tracking click-throughs. And aside from the late-night dating services or fortune tellers, few television or billboard ads actually demand that you pick up the phone and call – right now, or else!

In fact, the term “view-through” has replaced the term “click-through” for more future-minded buyers and marketers. You simply can’t track the number of consumers who, having seen your online ad while browsing some online news at work, decide to “view through” to your site or service once they’re on their own time. That’s one reason more and more online marketers are adopting traditional post-campaign survey metrics to track the success of online campaigns.

What follows is a brief compendium of key information and tips to help online media buyers and marketers get up to speed on some of the latest thinking in online measurement.

The Science of Targeting

Because of the dot-com shakeout, the online audience has become increasingly drawn to a few large sites. The most recent research from Jupiter Media Metrix of New York offers some startling North American statistics. Just 14 Web companies account for 60% of all time spent online. That’s a considerable consolidation of traffic compared with two years ago, when sites from 110 companies drew 60% of Web surfers. What this means for media buyers and marketers is that you have to ensure you are targeting your core target group within these larger site audiences.

To work with an ad agency or site publisher to maximize the reach of your ads within your target audience, here are some strategy suggestions from Patrick Lauzon, sales director at Sympatico-Lycos.

- Target by “hub,” which refers to the subsections or verticals within a larger site such as a portal. While a home-page placement will educate a first-time user about your product or service, content verticals are better places to woo informed surfers away from the competition.

- Target by geographical location. You can serve ads only to consumers in a certain city or province or nationally, depending on the parameters of your promotion.

- Target by time of day. Some of the most successful ads work because your audience is in the mood for what you’ve got. Happy hour promotions for beer companies anyone?

- Target by domain name. For example, because so many Canadian businesses only sell to Canadian customers, you can request that a U.S.-based site serve your ad only to Canadian domain addresses (those with .ca on the end, for example). You can also target consumers only at work or only at home, depending on your audience.

What Ad Serving Technology Can Tell You

In the long term, branding metrics will play an integral role in all online ad measurement. But for now, the click-through terrain remains important.

Click-through metrics are either tracked by the site you are advertising on, an independent ad network like DoubleClick Canada or 24/7 Media, or your media-booking agency. Ad serving software consolidates information on the various creative executions and all the buys. The site, or a third-party service like Jupiter Media Metrix, can offer demographic profiles about site users to complete the picture.
Some of the terminology and concepts you’ll come across in the click-through world:

- CPM refers to the “cost per thousand advertising impressions.” The average CPM in 2000 for business-to-consumer Web sites was $28, according to the Internet Advertising Bureau of Canada. In the first quarter of this year, it was down to $26. (Note that business-to-business rates generally run significantly higher.) This is one method for determining how much you will pay for your ad placement. (For other pricing models, see page 19.)

- Frequency refers to the number of times a user sees your ad. Standard offline wisdom suggests that three impressions, or ad viewings are required for a surfer to take notice. This number is far too low for the online environment, which recommends 10 or more.

- Unique visitors, or what “unduplicated reach” they’re getting, is what most media buyers and marketers want to know. However, it’s difficult to tell whether an impression is from a unique visitor or a unique “browser.” That is, several people could be sharing the same computer. A third-party service can determine the number of unique visitors.

- Marketers or agencies can monitor the campaign’s success from the get-go, replacing creative that isn’t getting the required response, or simply watching what target consumers are following up on.

- Click-through data monitoring can be measured by clicks per creative, clicks per placement on site or by the time of week.

Potential Pitfalls

- Beware of studies that talk up the fact that a certain category of site, finance for example, gets a certain percentage of a demographic. Quite often, there isn’t a great deal of duplicated reach within the group of sites. So ensure you have the specific financial site that best hits your target audience.

- Ensure you have the tracking and response processes in place to meet customer expectations. It’s one thing to pull in your target market. But you need the mechanisms to capture all these new leads and effectively fulfill any requests for information, samples or product. If you lead consumers to your site, make sure the responses can link to your account management software.

- Develop an appropriate and welcoming jump page within your site, where consumers will land when they arrive through your ad. Maybe you hooked them, but if they don’t connect instantly with the information they are expecting, they’ll lose interest. Make sure the jump page mirrors the specific ad, offers more information and allows customers to place an order, if applicable, without milling around looking for the relevant content.

Quality Versus Quantity

While media buyers and marketers love statistics and ratings, they should use special caution when examining site visitor data. “It’s important to understand the difference between quality and quantity of site visitors,” says Catherine Yuile, Head of Research at globeandmail.com.

When determining the reach of a site, you certainly need to know how many unique visitors it gets. However, you really need to go deeper, explains Yuile. “A site might have a million unique visitors, but those million uniques might just come in for a few seconds and, thus, it’s unlikely they will even notice an online ad on that site.”

Therefore, you also want to know what those individuals do once they’re interacting with a site’s content. Take time to examine metrics focusing on “usage” and “duration.”

The metrics that explain what is commonly called the “stickiness” of a site include:
- total-usage minutes;
- the minutes spent per usage, per day, per month, per unique visitor; and
- the average number of unique pages and visits per day and per month.

Likewise, other demographic metrics that determine the quality of the audience include household income, age, gender and geographic region.

“It is important that buyers understand that the quality of audience, in terms of their behaviour and demographic profile,” says Yuile. “This is just as important as the quantity of audience they are targeting.”
The challenge for Charles Schwab Canada was to differentiate its brand message from its competitors, which also promote the benefits of self-managed or advisory investment accounts. “The industry can be confusing for consumers,” explains Leslie Elendt, director of marketing and product development for Charles Schwab Canada, the Toronto-based full-choice brokerage firm. “A lot of the competitors have similar features. It’s important for our messages to stand out”

To measure the success of a recent online campaign, Schwab decided to go with a post-campaign survey of consumers who had been exposed to its message. Rather than simply track immediate click-throughs, the goal was to measure campaign impact based on such traditional brand metrics as favourability, familiarity and usage intent.

The campaign ran on the globeandmail.com group of sites, including globeinvestor.com, from mid-May until mid-June. There were 500,000 impressions served, using three different executions. The formats were a skyscraper, a banner and a “big box” that was 250 x 250 pixels. The creative agency was Ambrose Carr Linton Carroll of Toronto.

The post-campaign survey contacted 300 consumers who had seen the online ads, set against a control group who hadn’t seen the ads.

“The site placement generally made a difference,” says Elendt. “Ads placed on the globeinvestor.com site were more effective at promoting favourability. The users there were a tighter psychographic. They would have an existing relationship with this kind of service. They already have a perception, so we can change it. Placements elsewhere were more effective to increase message association and usage intent for people not as familiar with our products.” The larger units, like boxes and skyscrapers were especially effective at increasing favourability and usage intent.

When asked to differentiate Schwab’s message from the competition, there was an 11% lift in the exposed group. That’s impressive, considering the fact that the competition is promoting similar benefits, says Elendt. Schwab’s tag lines were “Creating a world of smarter investors” and also “It’s your money. It’s your choice. Full-choice brokerage services.” Comparing Schwab’s tag lines to TD Waterhouse’s “Invest for yourself, not by yourself,” the campaign was such a great success that even 27% of the control group could correctly associate the message with the brand.

Another significant finding was that the Schwab campaign scored highly in terms of favourability and usage intent. “Usually, in a financial campaign, 1% is the average lift,” says Elendt. In contrast, this campaign had a 22% lift, meaning 8% more people from the group exposed to the online messages would consider using Schwab’s services in the future.

Finally, while all campaigns aim to hit the target, it was startling how closely the respondent profiles on the self-disclosed survey matched the profile of the desired customer. The target was people 35-49, making over $75,000 in personal – not household – income. The survey showed that a full 47% of the respondents were making over $75,000, and 42% of this group were 35-49. Generally, 65% of people were over 35. “In our industry that’s the key demographic,” says Elendt. “They’re saving for retirement but they have a high income and lots of financial needs.”
Canadian online marketers predict they will increase both future Internet ad spending and expand their arsenal of online marketing tactics:

- Fifty-five percent of Canadian online marketers will increase spending, while only 2% will decrease Internet spending.
- There will be a much greater use of “streaming media” ads containing audio and/or video. Forty percent of online marketers surveyed intend to use them, up from 24%. Thirty-two percent intend to use interstitials, up from 22%.

Source: Toronto-based InterACT Research survey of online marketers at the Association of Internet Marketing and Sales (AIMS) and Engage Canada

Online advertisers are learning that the voluntary guidelines for the larger online ad formats, endorsed by the Interactive Advertising Bureau this past spring, can greatly increase consumer impact:

- The new larger ad units, or so-called Interactive Marketing Units, are 25% more effective in lifting key branding metrics such as brand awareness and message association, even at one exposure.
- Additional exposures significantly increase persuasion metrics such as purchase intent.

Source: IAB study, conducted by New York-based independent research firm Dynamic Logic, based on 8,750 respondents, four advertisers and 12 creative units.

Different online creative formats have a powerful impact on overall brand building:

- A standard banner increased aided brand awareness 5% over a control group, which had 60% aided brand awareness from exposure purely to an offline campaign.
- A skyscraper increased aided brand awareness 8% to 68%.
- A large rectangle ad increased aided brand awareness 9% to 69%.
- An interstitial increased aided brand awareness 11 points, to 71%.

Source: Another study, conducted by Diameter, a division of DoubleClick, measured the impact of various online ad formats, sizes and usage methods on traditional brand marketing goals.

More studies show that Canadians are turning to the Web for financial news and to handle financial transactions:

- 51% of Canadians prefer financial news Web sites
- 55% of Canadians invest online

Sources: Angus Reid, 2000; Canadian Facts, July 2001
Canadians are more receptive than Americans to online transactions like banking and buying. We also have a higher degree of high-speed penetration:

![Graph showing U.S. and Canadian Internet Users](image)

Source: Ipsos-Reid (Aug. 20, 2001)

There’s an enormous market opportunity for marketers interested in putting customer profile data to innovative use:

- Sixty percent of Canadian companies have a Web presence.

- Most common e-marketing tactic is outbound e-mail at 46%, followed by banner ads at 38% and online collaborative tools such as mortgage calculators at 34%.

- While 67% are aggregating customer data, 74% are just building their databases and not yet putting customer knowledge to use.

Source: Canadian Marketing Association/IBM's Interactive Marketing and Brand Strategy Practice.

The Internet is slowly seducing the disbelievers who argued it could never be a credible branding vehicle:

- On average, there are 33% more “conversion events,” such as purchases, registrations, etc., from users who only viewed an ad, but did not click, than from users who clicked on an ad

Source: AdKnowledge’s “Online Advertising Report,” which tracks data from more than 4,000 U.S.-based sites and networks in the AdKnowledge system.
**Online Advertising Glossary**

**Ad impression:** Each time a banner ad is displayed on a Web page, it's counted as one ad or page impression. If a banner is displayed 50 times in one day, 50 impressions are delivered to site visitors.

**Ad network:** An aggregator or broker of advertising inventory from many sites.

**Ad request:** The request for an ad as a result of a visitor's action, as recorded by the ad serving software. It doesn't guarantee that a visitor actually viewed an ad.

**Bandwidth:** The information-carrying capacity of the Web. It's basically how much “stuff” you can send through an Internet connection. It's usually measured in bits-per-second. A full page of text is about 16,000 bits. A fast modem can move approximately 15,000 bits in one second. Full-motion full-screen video requires about 10 million bits-per-second, depending on compression.

**Banner ad:** A 468 x 60 pixel ad, typically placed at the top of an editorial page. It can either link to an advertiser's content page, or it can simply be a single-layer billboard to promote brand awareness.

**Broadband:** The term is used in two different contexts, both of which refer to the ability to carry more information faster. Broadband often simply refers to being able to transmit at higher speeds than in the past. In a more technical sense, it refers to the method of transmitting data, voice and video using frequency division multiplexing (FDM), such as used with cable TV. In this context, “broadband” channels have a wider bandwidth than conventional telephone lines, giving them the ability to carry video, voice and data simultaneously.

**Browser:** A software application that enables users to see Web pages.

**Button:** Smaller than the traditional banner, buttons are usually located down the left or right side of a site.

**Click-through:** The number of visitors linking from a banner ad to the advertiser's Web site to sign up for something, make a purchase or retrieve more information.

**Click-through rate:** Percentage of times users responded to an advertisement by clicking on the ad button/banner. At one time the standard in Web-marketing measurements, click-through is based on the idea that online promotions that do what they're intended to do will elicit a click.

**Content sponsorship:** An area of content sponsored as a distinct entity often by a single advertiser, as opposed to rotating banners with messages from several advertisers. Often the content will reflect the nature of the sponsor, as well as the nature of the target demographic.

**Cookies:** Electronic ID tags sent from a Web server to a user's browser, where they remain until deleted by the user. Cookies can track Web surfing patterns, such as ads clicked on, products purchased and sites visited, as well as to determine the user's origin.

**Cost-per-action (CPA):** A payment model in which an advertiser pays based solely on qualifying actions by visitors such as sales or registrations.

**Cost-per-click (CPC):** A payment model in which an advertiser pays only for the number of click-throughs it derives from an ad rather than paying a flat rate to run an ad on a site.

**Cost-per-lead (CPL):** An online advertising payment model in which an advertiser pays based solely on the number of qualifying leads.

**Cost-per-thousand advertising impressions (CPM):** The letter “M” is the Roman numeral for 1,000. A Web site that charges $15,000 per banner and guarantees 600,000 impressions has a CPM of $25 ($15,000 divided by 600).

**Customer acquisition cost:** The cost associated with acquiring a new customer.

**Digital Subscriber Line (DSL):** It's a technology that uses existing copper telephone wiring found in almost every home and office to provide a fast connection to the Internet. Special hardware is attached to both ends of the line to allow data to transmit over the wires at a far greater speed than the standard telephone wiring. It also provides a constant connection to the Internet without dialing to an ISP each time a user wants to get online. Using a DSL system, customers need only one phone line to carry both voice and data signals.

**dHTML (dynamic HTML):** Dynamic HTML combines HTML, style sheets and scripts to create Web pages that can change (and even be animated) after they've been downloaded. A user clicks or
Rolls over something, and suddenly text changes size, colour, or location; graphics disappear, animate, or move around. (Vokens or Interactive virtual tokens, from Toronto’s eyeReturn, are an example of dHTML in use.)

Encryption: Secret coding or passwords that make data unreadable to everyone except the receiver. It’s a way to send credit card numbers over the Internet when conducting commercial transactions.

Eyeballs: The number of people who see an ad.

Firewall: A security barrier set up between a company’s internal computer systems and outside systems. It keeps hostile visitors out to protect internal information. It can also be used to keep employees in to discourage game playing or visiting recreational sites. Firewalls don’t usually affect access to commercial sites, except that some target consumers may only have access to pre-approved sites during work hours.

Frequency: The number of times an ad is delivered to the same browser in a single session or time period. Cookies are used to manage ad frequency.

GIF (and Animated GIFs): Stands for “graphics interchange format,” which is a graphics file format popular for compressing images to a file size manageable for downloading. (The other common image format found on the Web is JPEG). Several GIFs can be joined into a single GIF89 file to create an animation. It may not be as fancy or sharp as more advanced animation formats, but GIF animations remain popular because they don’t use a lot of memory and almost every browser can see them.

Hit: A single request from a Web browser for a single item from a Web server. Once a leading metric for site traffic, hits are now generally considered unreliable as a measurement method for Web use. Every level of a requested page is counted as a hit. A single graphics-heavy Web page might measure 50 or more hits every time it’s accessed.

Hyperlink: A word, phrase or graphic image in hypertext. It is the highlighted, underlined or “clickable” object that links to another site.

Hypertext Markup Language (HTML): The coding language used to format documents for the Web.

Hybrid pricing: A combination of two or more online marketing payment models.

Interstitial: An ad message that pops up while a Web page downloads in the background. An interstitial is an intrusive ad unit that is delivered without specifically being requested.

Internet Service Provider (ISP): A company that provides access to the Internet. Before customers can connect to the Net, they must first establish an account with an ISP.

JavaScript: A programming language that can be used to make Web ads more dynamic. By combining JavaScript with HTML, marketers can do things like create popular roll-over menus, where a visitor moves the mouse over an image to reveal additional information. (Not to be confused with Java, a more sophisticated and difficult programming language.)

Jump page: Also called a “splash” page. When visitors click on an ad, they may first be shown a “jump page” that reminds them they are leaving the original site. This can be important in cases where privacy policies differ, or where the original site wishes to emphasize its independence from the material at the ad-linked site. The “jump page” can also refer to a page in a marketer’s site that continues the message used in the advertising creative. The user is sent there rather than the home page for ease of navigation. Jump pages can be used to promote special offers or to measure the response to an advertisement.

Link: Similar to a banner but consisting of text, this is a URL embedded in a Web page which takes users to another Web page or Internet resource when clicked.

Micro-site: A page or less of content that a marketer creates as part of a special program or contest. It may be part of – but separated from – a larger site. (Not to be confused with content sponsorships, where the marketer sponsors existing content on a Web site.)

Opt in/Opt out: An e-mail marketing promotion that typically gives consumers an opportunity to “opt in” (taking action to be part of the promotion) or to “opt out” (taking action to not be part of the promotion).

Page request: Data submitted to a server asking for specific content when a user clicks on a link.
Not all page requests become page impressions because some users abort the download by clicking on the “stop” button or get impatient and move on to another site.

**Page views:** Also known as a page impression or simply an impression. It’s when a page request is actually presented to a Web site visitor. Home pages generally get more page views than other pages in the site, which is why more advertisers place their banners on home pages.

**Pixel:** Pixel is the unit of measurement for online advertising. It’s a combination of picture and element and is the smallest element of a display that can be assigned a colour. If the computer display is set to the maximum resolution, it’s the smallest building block on the monitor. If the display is set to a lower resolution, it can be made up of several blocks to form each pixel.

**Platform:** The type of computer or operating system on which a software application runs. Some common platforms are PC, Macintosh and Unix.

**Plug-in:** A browser attachment that is usually created by third-party software developers for specific functions, such as viewing files with video (see Shockwave).

**Point of Presence (POP):** A service provider’s location for connecting to users. Generally, POPs refer to the location where people can dial into the provider’s host computer. Most providers have several POPs to allow low-cost access via telephone lines.

**Pop-ups:** See “Interstitial.”

**Rich media:** Web pages or ads that contain audio, animation, video or special effects using such applications as Shockwave, Flash or JavaScript. Rich media is considered higher bandwidth advertising that delivers more of a brand impact than an animated banner advertisement.

**Run-of-site:** Advertising “run-of-site” means ad units that operate within the automated rotation of advertising throughout the entire site. A run-of-site ad will appear in category, keyword and user-personalized areas of the site.

**Shockwave:** A browser plug-in that allows for multimedia movies to play through a browser.

**Skyscraper:** A large vertical banner ad that is usually either 120 x 600 pixels or 160 x 600 pixels. Skyscrapers have been endorsed by the Internet Advertising Bureau, as an effective way to capture viewer attention.

**Streaming:** With streaming technology, viewers can start watching or listening to an audio or video file before the entire file has been downloaded. Think of watching a movie on a DVD or video where the images and sound are available as you need them, versus renting a movie one reel at a time.

**Stickiness:** A measure of the effectiveness of a site in retaining visitors. All sites want to be sticky.

**Superstitial:** An animated advertisement on the Web—delivered by Unicast Communications, New York, (www.unicast.com). Unlike the small banner ads that are static, or at most, a short animated GIF image, a superstitial uses Flash animation or video for a complete TV-like experience. It downloads “politely” in the background while the user’s modem is idle and appears in a separate window only after the entire ad has been sent.

**Targeted advertising:** Refers to the placement of ads in related or desired content areas that reflect the demographic profile of the target audience. With a targeted buy, ads have a specific presence on a section front or page.

**Unique visitors:** Individuals who have visited a Web site or network at least once in a fixed time frame, typically a 30-day period. As more than one person can be using the same computer in an office or home, to identify unique users Web sites need to rely on some form of user registration or identification system.

**View-through:** Unlike a click-through, which is measured on the spot, a view-through means someone visited the advertised site at a later date, as a result of viewing the ad earlier. Of course, this is almost impossible to measure.

**Viral marketing:** Consciously developing components of a Web strategy, often in an e-mail campaign, that involve consumer word of mouth or “refer-a-friend” elements for distribution of the message.

**Visit:** A series of page requests by a visitor without 30 consecutive minutes of inactivity.
A concise reference guide to the most important links to current research of greatest relevance to the Canadian Internet media planner.

**RESEARCH**

**Canadian Research Centre for Internet Business**
www.gdsourcing.com/gdsinternet.htm

The “Internet Statistics” section is a one-stop shop for great links to every important Canadian research source. The best part is, the links here offer direct access to each relevant study or survey. So, you don’t have to mine a whole other site to find what you’re looking for. Sources listed include:

- Boston Consulting Group
- EMarketer
- Ernst & Young (Canada)
- Ipsos Reid
- Jupiter Media Metrix Canada
- Statistics Canada
- The Yankee Group
- J.C. Williams (which works with DoubleClick Canada on its useful “Canadian Women Online” study)

**CyberAtlas**
www.cyberatlas.com

This source aggregates global stats and market research for online advertisers and marketers. Type in “Canada” and have a browse.

**Forrester Research**
www.forrester.com

Whether you believe all their predictions or not, Forrester is a leader in forecasting online trends on a global scale. It recently added a special Canadian division. For best access to Canadian information, go to the Press Release section and type in Canada.

**ASSOCIATIONS**

**Internet Advertising Bureau of Canada (IAB)**
www.iabcana.com

This is the prominent association of publishers, agencies and associates in the Canadian interactive marketing industry. Its site is an invaluable source about everything from online ad revenue, to standard industry practices to networking events.

**Association of Internet Marketing & Sales (AIMS)**
www.aimscanada.com

This association has lots of good networking events, as well as a weekly e-mail newsletter offering a snapshot of current, hotly debated online advertising issues.

**Canadian Marketing Association**
www.the-cma.org

The Canadian Marketing Association (CMA) is the largest marketing association in Canada representing the integration and convergence of all marketing disciplines, channels and technologies. The site contains information on coming events and member-only sections on marketing regulations and other points of interest.

**MEASUREMENT/MONITORING**

**Dynamic Logic**
www.dynamiclogic.com

This New York-based measurement firm’s Web site offers case studies and links to recent news articles that draw attention to the power of Internet advertising as an effective branding tool. It is one of the current leaders in measuring brand impact for Net-based campaigns.

**Jupiter Media Metrix Canada**
www.mediametrix.com/xp/ca/home.xml

One of the most-quoted data sources for household Internet usage in both English- and French-speaking Canada. Media Metrix also offers analysis, forecasting and special events.

**ICONOCAST**
www.iconocast.com

A new media company that provides trend analysis and insider information on the Internet marketing industry.

**MultiMediator**
www.multimediator.com

Canada’s guide to multimedia associations, developers, employment, events, periodicals and resources.
Nielsen//NetRatings
www.nielsen-netratings.com

A more recent player in the Net ratings arena, Nielsen compiles data about household Internet usage, in Canada and around the world.

ONLINE ADVERTISING NEWS

In addition to coverage in obvious general sources like The Globe and Mail and the Toronto Star, check out these sources:

Digital Marketing Magazine
www.marketingmag.ca

In addition to Marketing’s regular weekly coverage of Internet news, Digital Marketing writes exclusively about online advertising issues ten times per year. The current issue of Digital Marketing is always posted online and back issues can be searched.

ClickZ
www.clickz.com

Part of the Internet.com network, this is an invaluable site to brush up on all Net ad-relates issues, everything from e-mail marketing to how to convert traffic into buyers. The archive is easily sorted by category, and the columnists are chatty and informed.

AdAge
www.adage.com

The “interactive news” section of the site is always a useful place to scope for future trends and U.S.-based developments.

1to1.com
www.1to1.com

From the Peppers & Rogers Group, this site provides customizable information on customer relationship management.

GLOSSARY LINKS

To find out more about the specialized terminology of the Net, check out our sources:

IAB Canada glossary
www.iabcanada.com/resources/glossary.shtml

Hotwired's e-business glossary
www.hotwired.lycos.com/webmonkey/guides/glossary/index.html

Marketing Manager's Plain English Internet Glossary
www.jaderiver.com/glossary.html

NetLingo
www.netlingo.com

TechWeb
www.techweb.com

24/7 Media
www.247media.com/research/resources/glossary.html

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