



Forrester Research
Thought Leadership Paper

July 13, 2011

Agenda

- Introductions
- Who is Adometry?
- Forrester Research Thought Leadership Paper

A Forrester Consulting Thought Leadership Paper Commissioned By Adometry

Marketers Crave Solutions That Provide Richer Performance And Audience Insights

June 2011

About the Speakers



Joanna O'Connell
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Adometry

About Adometry



The leading provider of ad analytics,
delivering actionable insight to improve
the performance of online advertising

Founded
2006



Austin, TX

Why Adometry?

Lots of vendors hyping “verification” and/or “attribution”

- **Better data**
 - Built on a verification platform
 - Analyzes 100% of display impression data
- **Better science**
 - Data driven attribution via data mining, predictive modeling
 - Dynamic cross-channel fractional attribution
- **Actionable**
 - Specific, campaign-level recommendations
 - Automated optimization, projected results
- **Full service, no upcharge**
 - Implementation, customization, interpretation
 - Weekly, monthly, and/or quarterly reports

Making Leaders Successful Every Day

FORRESTER®

Interactive Marketers Crave Solutions That Provide Richer Performance And Audience Insights

Joanna O'Connell, Senior Analyst

July 13, 2011

FORRESTER®



Interactive marketers using display advertising are hungry for better performance and audience insights

Key Findings

Forrester's study yielded the following key findings:

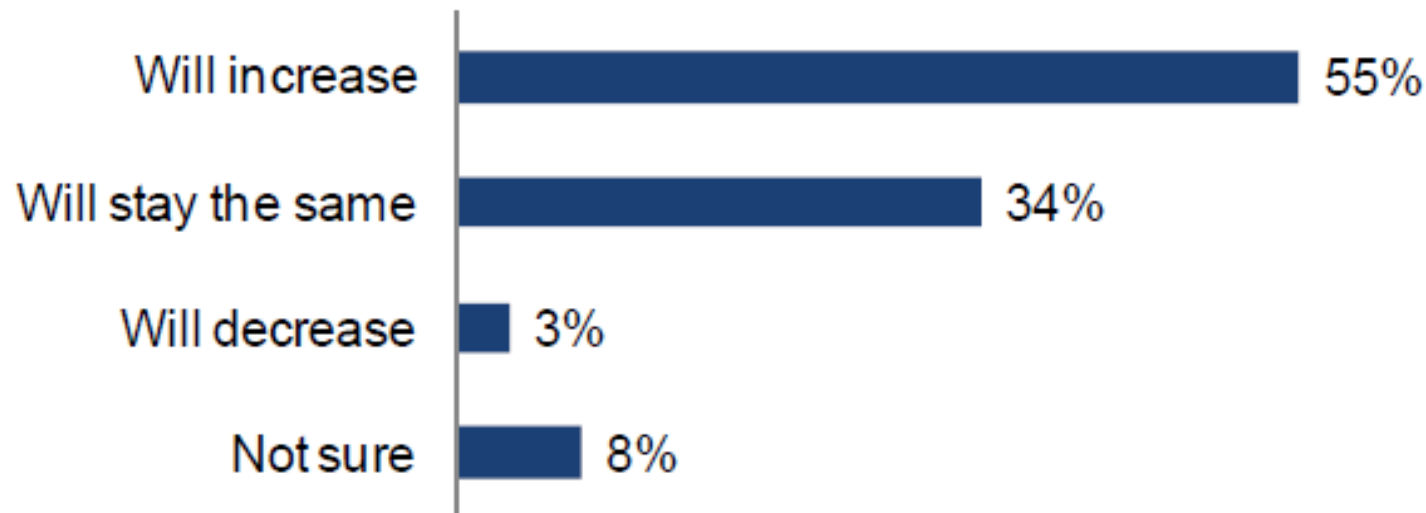
- Display advertising continues to mature, with adoption and investment on the rise.
- A lack of measurable results and a dearth of media and audience insights hamper further investment.
- Current technology point solutions address these challenges in a limited or disjointed way.
- Marketers would benefit from a robust, flexible suite of technology solutions.



Display Continues to "Grow Up"

Display Budgets Primed to Grow

“How will your total interactive marketing display media budget change over the next 12 months?”

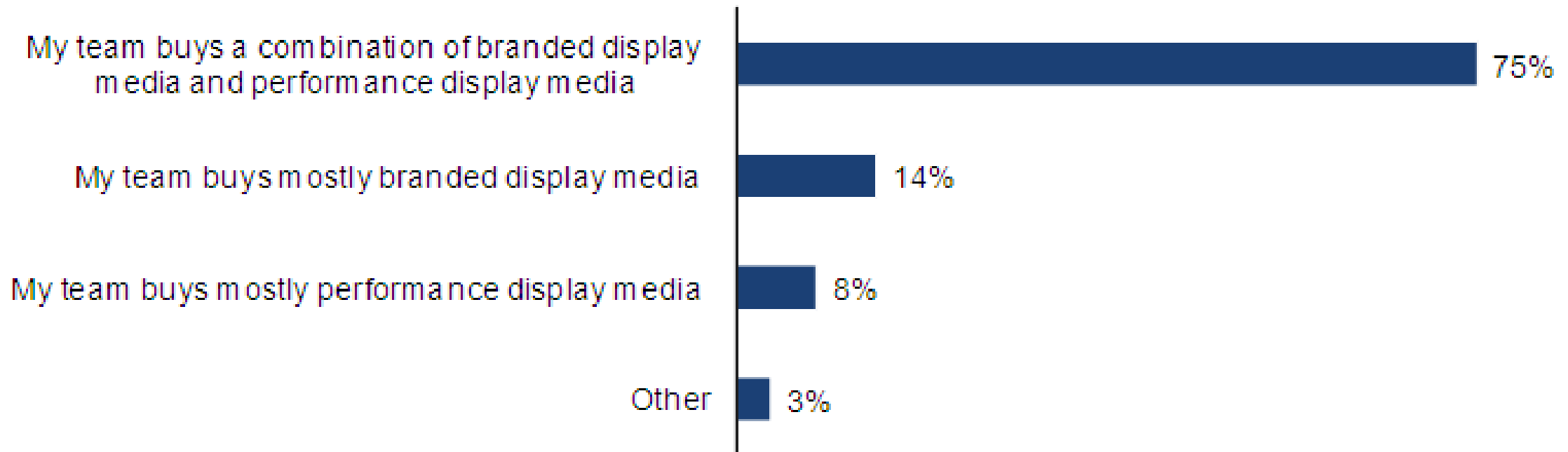


Base: 150 North American marketing professionals with interactive marketing responsibility

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

Display Isn't Just For DR Advertisers Anymore

"Please select the statement that best describes your display media buying practices."



Base: 150 North American marketing professionals with interactive marketing responsibility

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

New Audience Targeting and Format Options Abound

The rapid expansion of the audience targeting market

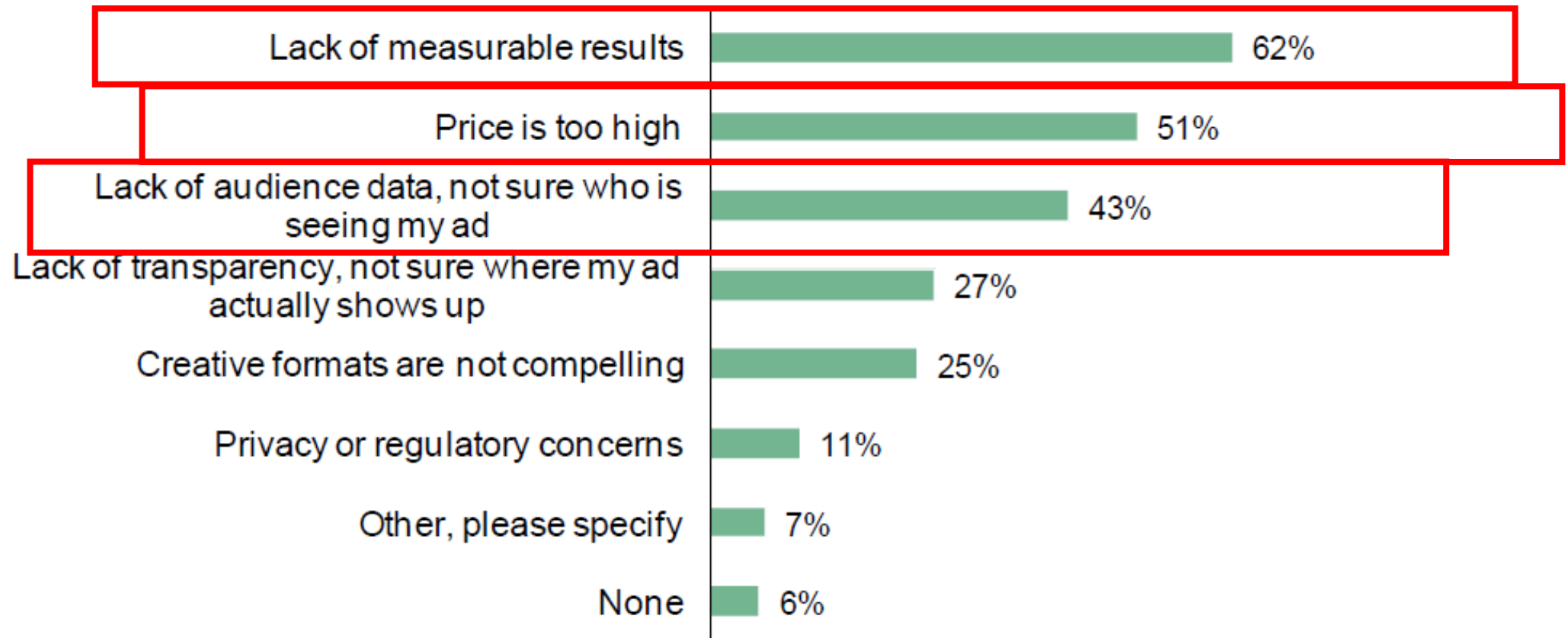




Marketers are Hungry for Insights

Marketers Limit Display For Several Key Reasons

“Please indicate which of the following factors are most influential in limiting the amount your organization spends on display media”

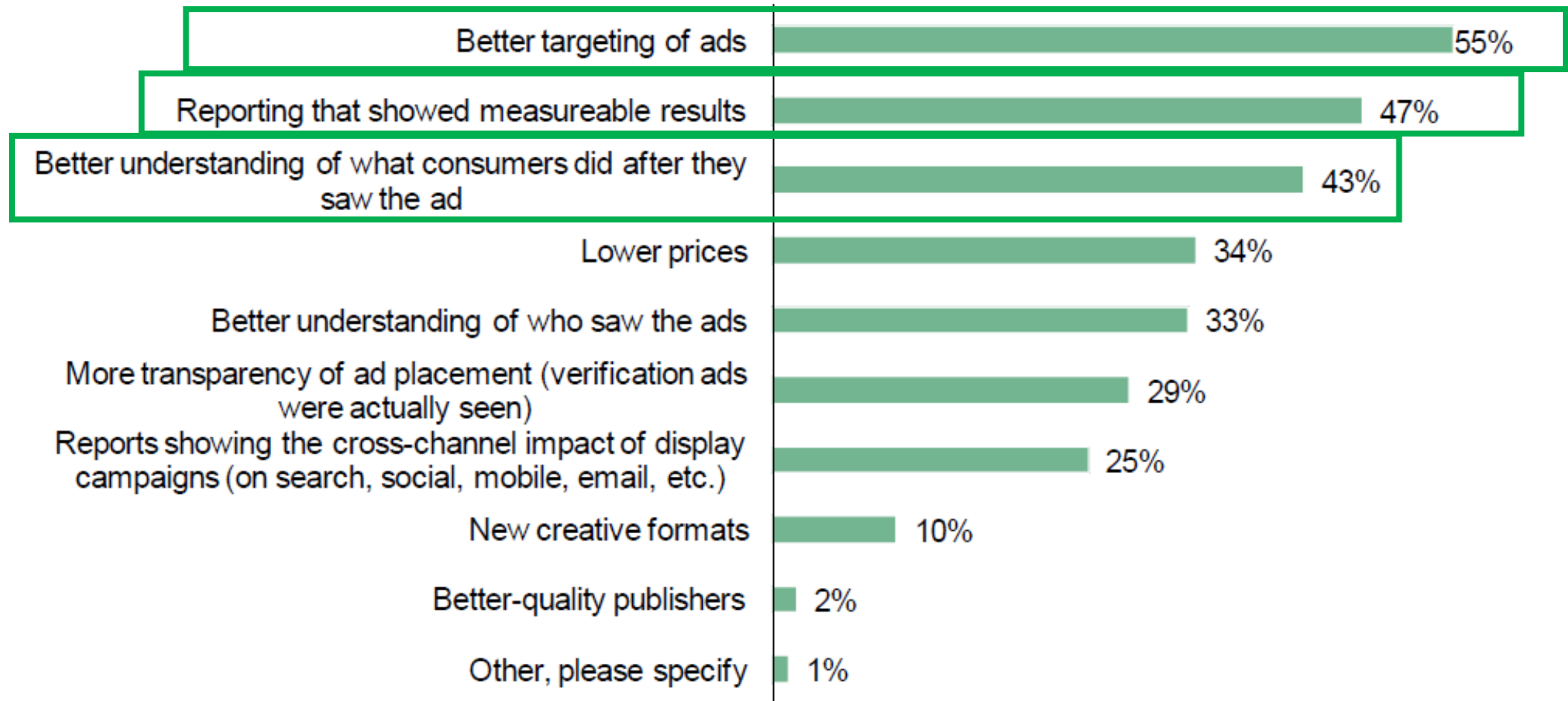


Base: 150 North American marketing professionals with interactive marketing responsibility
(multiple responses accepted)

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

Reporting and Audience Insights Top Buyers 'Needs' List

"Please indicate which of the following factors would cause your organization to spend more on display media"



Base: 150 North American marketing professionals with interactive marketing responsibility
(multiple responses accepted)

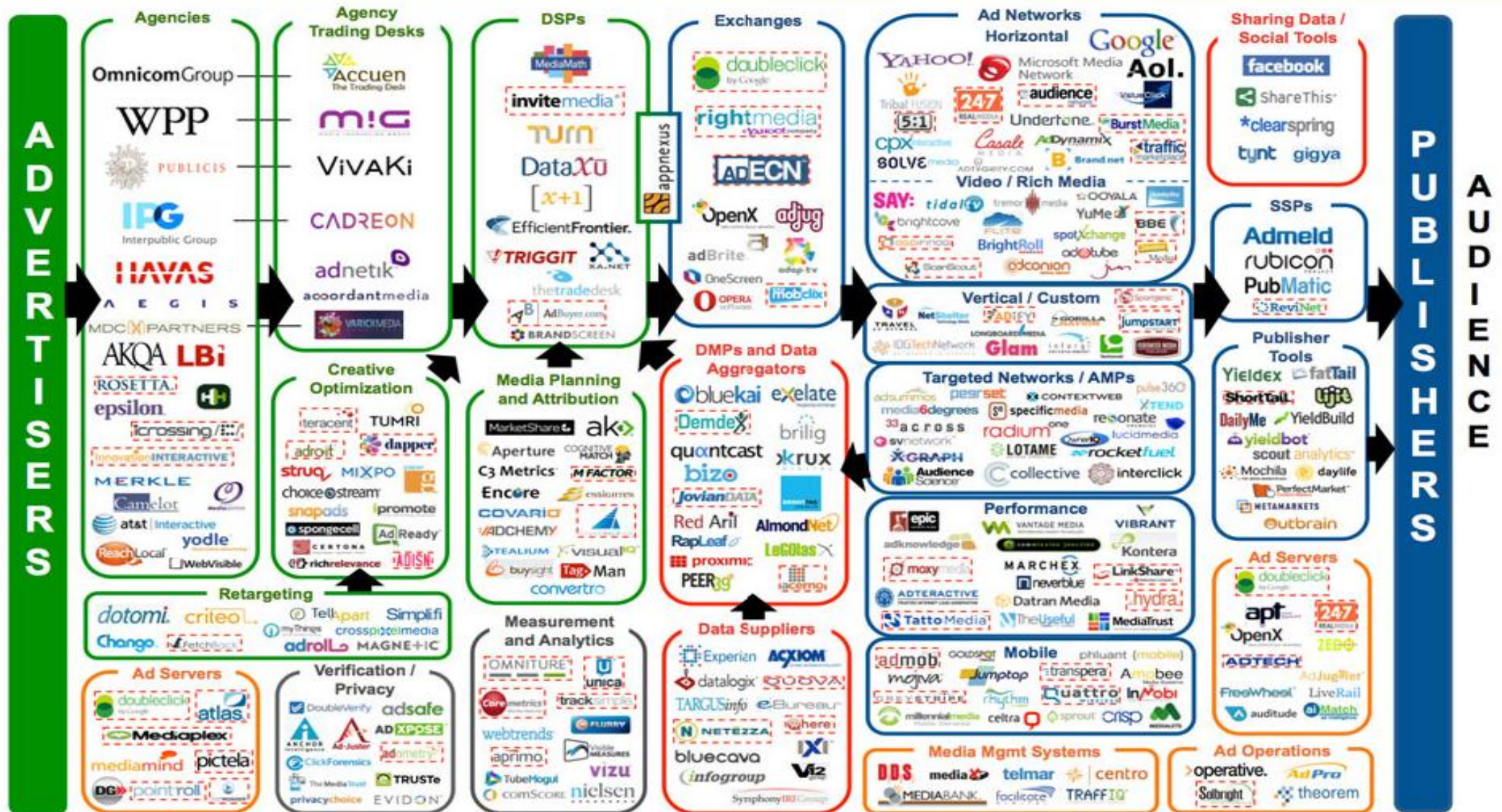
Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011



Current Tech Solutions Meet Some Needs,
But Not All

Current Tech Solutions Only Take

DISPLAY LUMAscape

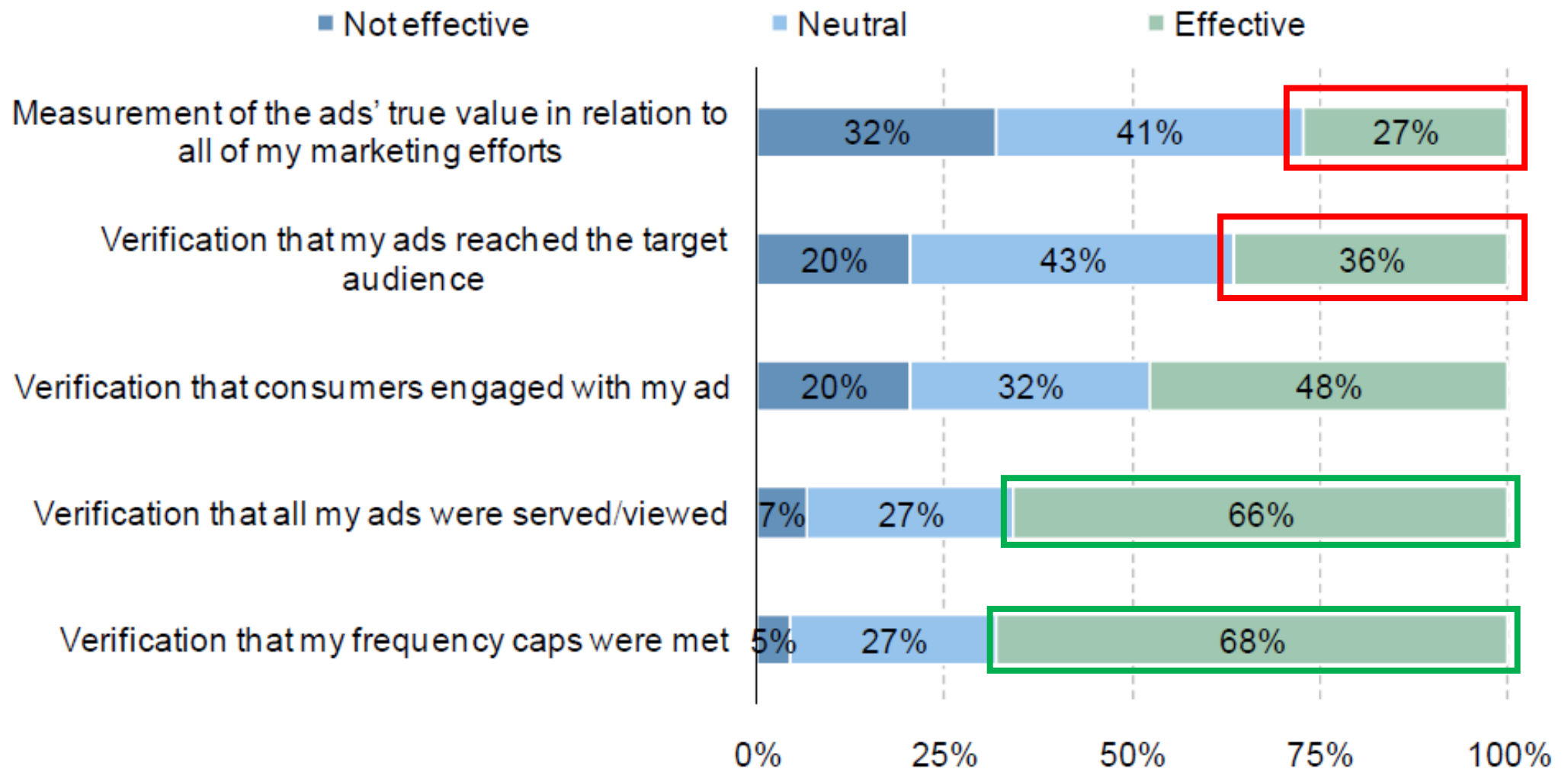


Denotes acquired company

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Current Verification Tools Lack Measurement Capabilities and Audience

“Please indicate how effective your display media partners are at reporting the following”

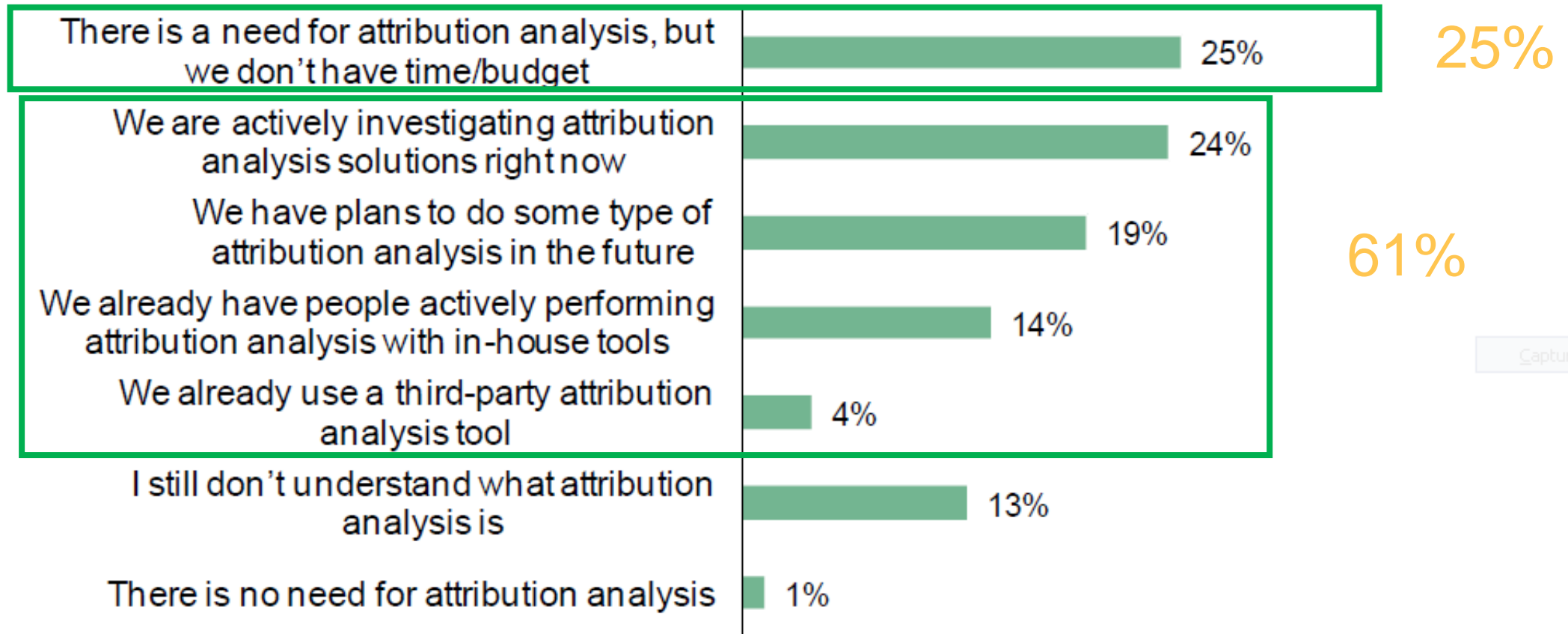


Base: 44 North American marketing professionals with interactive marketing responsibility

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

Interactive Marketers See a Need for Multi-Channel Attribution Analysis

“Which of the following best describes your organization’s efforts in attribution analysis?”
(Understanding the impact display campaigns have on overall KPIs)



Base: 150 North American marketing professionals with interactive marketing responsibility

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

Key Takeaways

Marketers would benefit from a robust, flexible suite of solutions:

- A baseline of brand safety
- An additional layer of audience and measurement insights
- Multi-channel attribution

Recommendations

- Assess your own needs and review available resources
- Perform an audit of current technology and media partners
- Consider a provider with a flexible suite of solutions to fill gaps

Thank you

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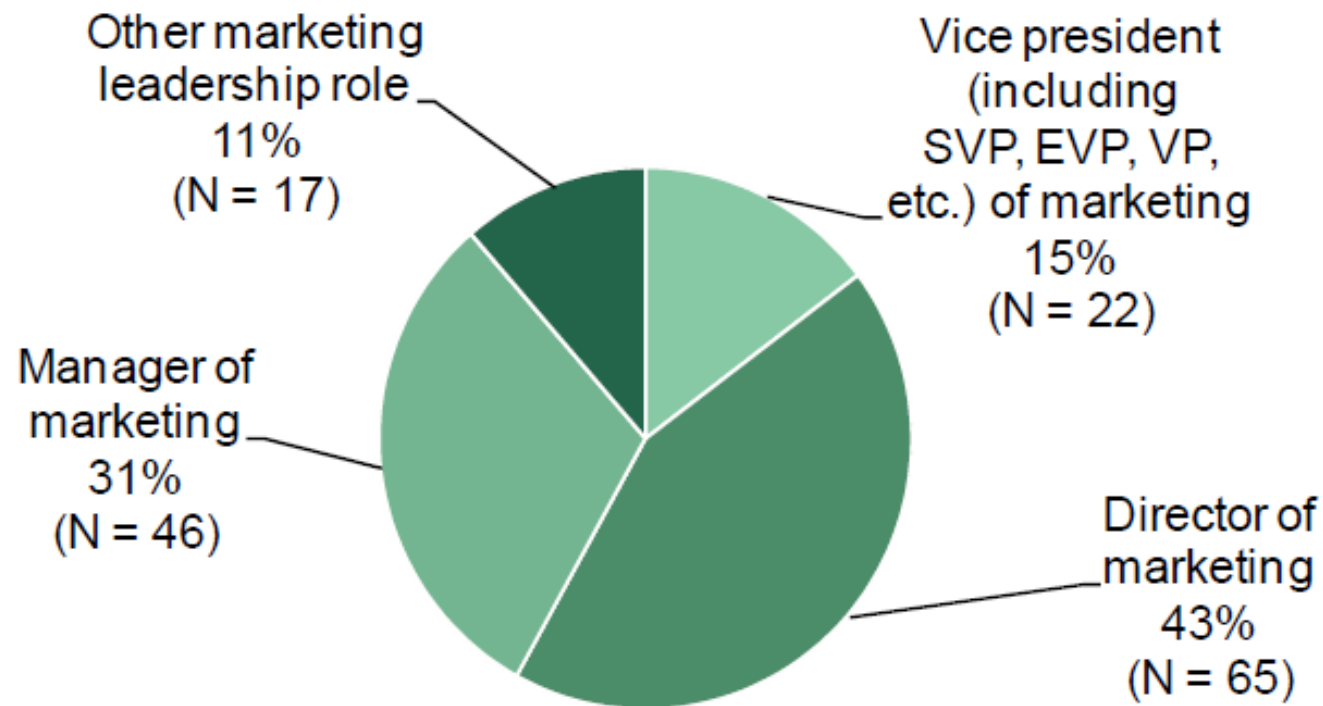
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Appendix

Demographics: Job Titles

“Which of these statements best describes your job title?”

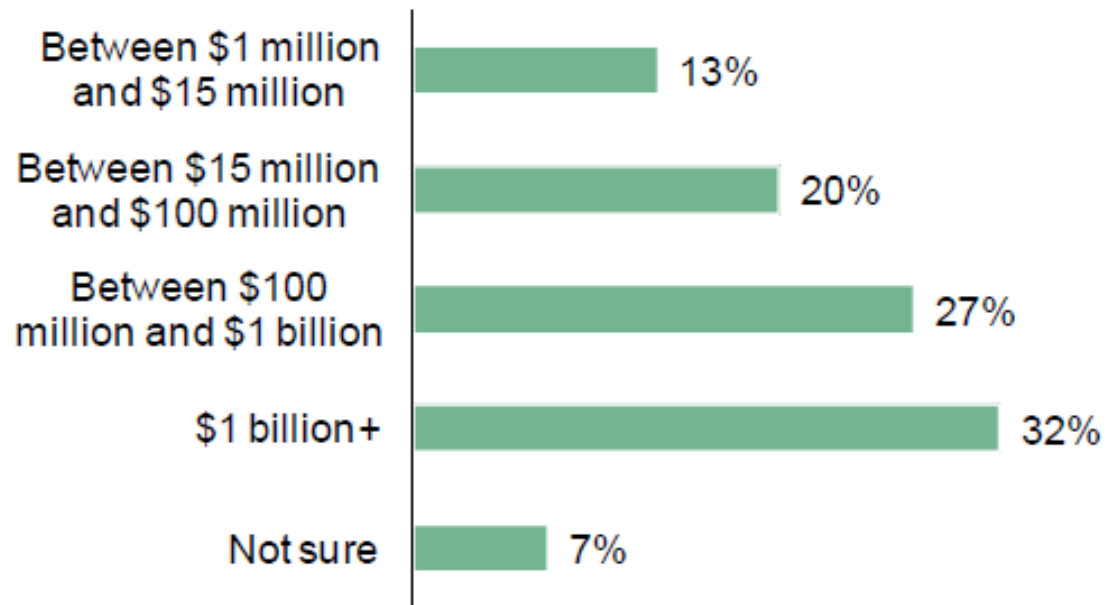


Base: 150 North American marketing professionals with interactive marketing responsibility

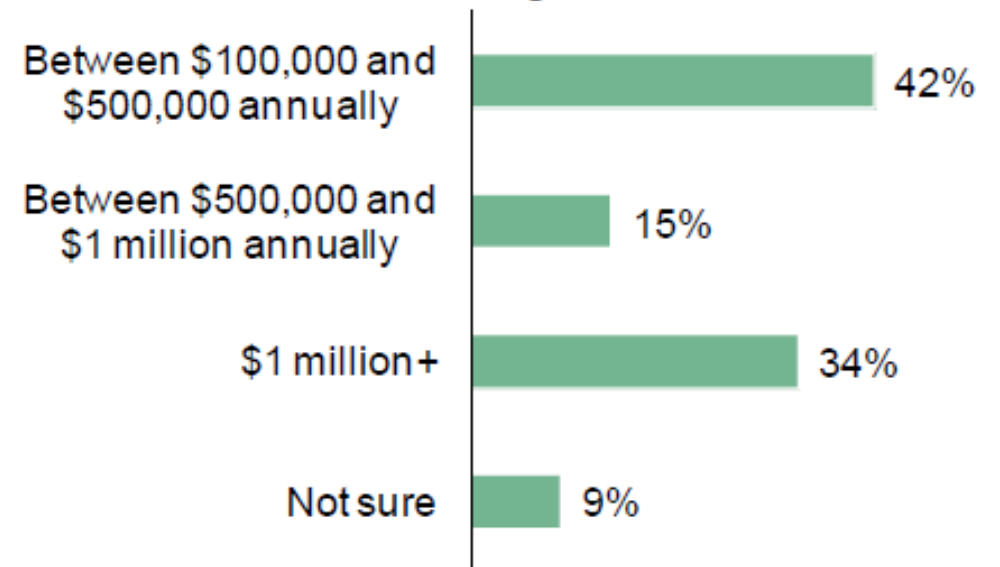
Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011

Demographics: Spend

“Please select the option that best describes your organization’s annual revenue”



“Please select the option that best describes the size of your organization’s interactive marketing display media budget”



Base: 150 North American marketing professionals with interactive marketing responsibility

Source: A commissioned study conducted by Forrester Consulting on behalf of Adometry, March 2011