ANALYTICS BULLETIN

RETAIL

’Tis the Season for Retail: Using Online Display to Boost Store Traffic

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Highlights

November and December tend to account for **one third** of global retail online advertising.

1

Brick and mortar retailers tend to use **twice** as much Rich Media as compared to eRetailers.

2

For eRetailers, **100K** impressions generated **139** landing page conversions and **4** sales conversions, on average.

3

Homepages achieve the **highest Conversion** Rate for retailers**.**

4

Music, Mail and IM achieve the **highest Dwell for brick and mortar retailers.**

5

The optimal **frequency for eRetailers is four**, and for **brick and mortar retailers six**; the majority of users get only a single exposure.

6

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Your site is the new storefront

A new type of consumer is now emerging out of the recession—the frugal consumer. Battered consumers who have seen their bonuses sliced, jobs disappear and credit card limits capped have responded by increasing their savings.

Forrester Research estimates that in response to the recession, consumers have changed their behavior in three respects. First, they tend to save more than they have in the past four years in order to rebuild their savings. Second, consumers are finding ways to trade down, such as shopping in discount stores and buying no name brands. Last, consumers are doing more research in order to find the best deal.[1]

13% of consumers compare products online to reduce the number of stores that they visit.

In fact, it is the last point that is most important to online advertisers. Forrester has found that **33% of online users will do more research online** to make sure that they get the best price before purchasing items. **22% of consumers** say that they **use search engines and comparison shopping sites to get the best deal,**

An estimated 4.0% of US sales in 2009 were completed online, as compared to 3.5% in Europe and 2.4% in Asia-Pacific.

while **13% compare products online** to **reduce the number of stores that they visit.**

This fundamentally shifts the retail center of gravity from the store to the Internet. Even if the majority of users are eventually going to purchase the product in the store, they start the process online. This indicates that retailers would be wise to spruce up their presence online both by investing more in their website and in online advertising.

[1] Evans, Patti Freeman. US Retail Forecast, 2008 to 2013. Forrester Research. February 2009, updated March 2009.

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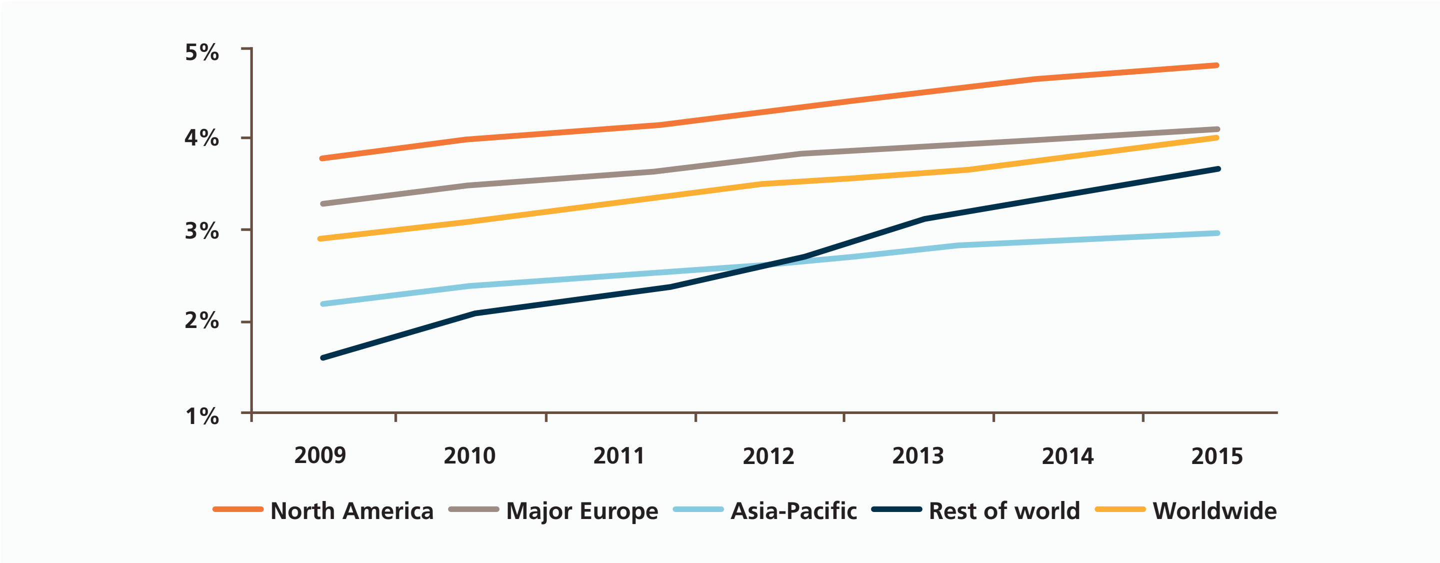
Chart 1: Share of Online Retail Sales



Source: Credit Suisse, "Quantifying the Global Opportunity," cited from eMarketer.

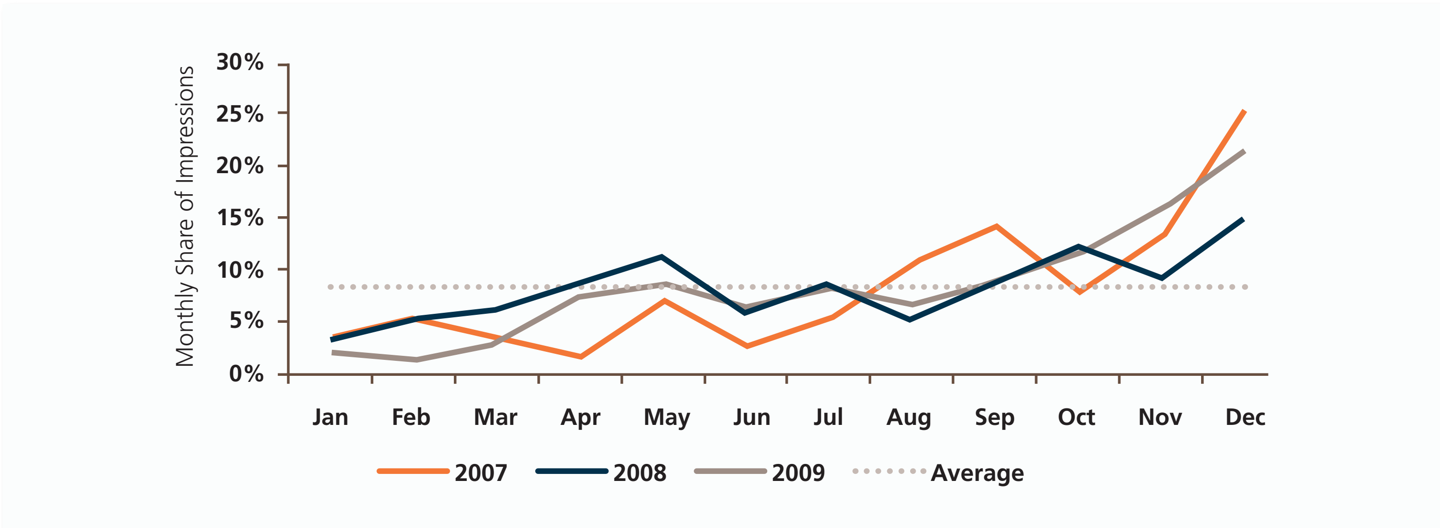
Credit Suisse estimates that **4.0% of US sales in 2009 were completed online, as compared to 3.5% in Europe and 2.4% in Asia-Pacific**. Much is said about the ascent of online retailers, but even for traditional brick and mortar retailers, the website has become the new storefront. The proportion of sales that start or are seeded online is ever increasing. Therefore, the presence online is important both for online retailers and retailers that complete sales in brick and mortar locations.

Seasonality in online display advertising

Retail is a seasonal business. For global retail online advertising, January and February tend to be slower, March thru October tends to trail around the average and in **November and December advertising investment tends to spike significantly.**

MediaMind data of global retail impressions served from 2007 to 2009 shows that November and December tend to account for one third of online advertising throughout the year. This is double the monthly average. January and February tend to account for only 6% of total annual online display advertising for retail.

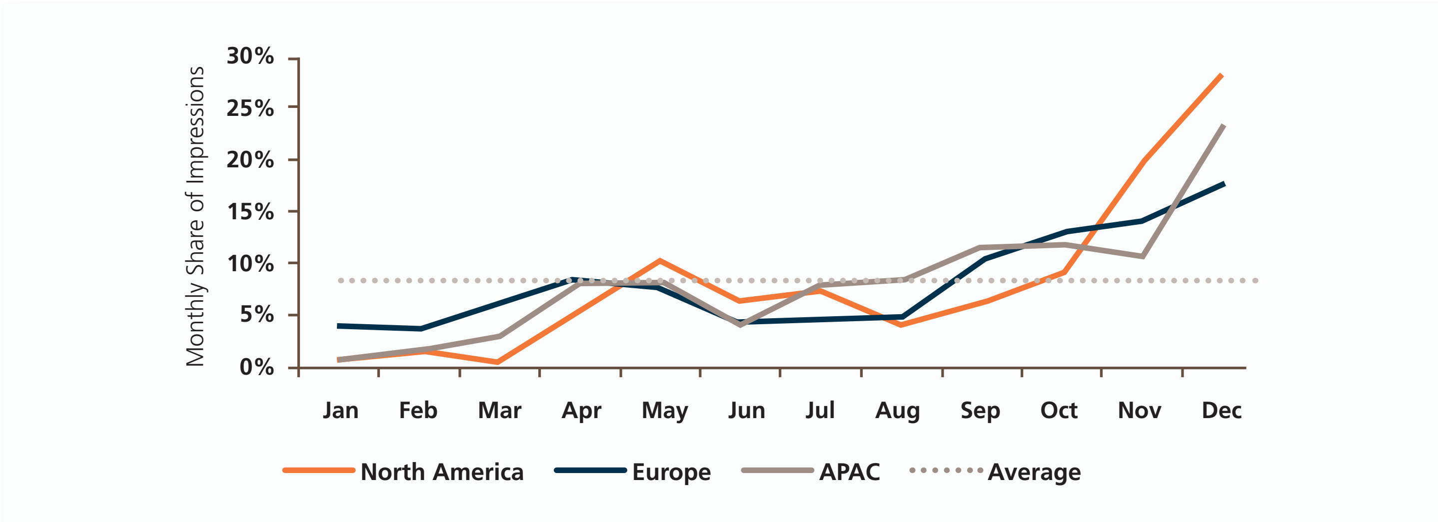
Chart 2: Global Retail Advertising Throughout the Year



Source: MediaMind Research. Data: 2007-2009, Retail.

While 2007 and 2009 tend to exhibit similar advertising behavior, the financial crisis in the second half of 2008 severely impacted retailers' online advertising in that year's holiday season. November and December 2008 accounted only for 24% of online impressions that year.

Chart 3: 2007-2009 Seasonality by Region



Note: Three year average impressions.
Source: MediaMind Research. Data: 2007-2009, Retail.

An analysis of impressions served between 2007 and 2009 by region shows that **North America exhibits the highest seasonality,** followed by Asia-Pacific. Europe exhibits the least seasonality, due to the diversity of retail environments that it encompasses and different buying seasons between the various countries.

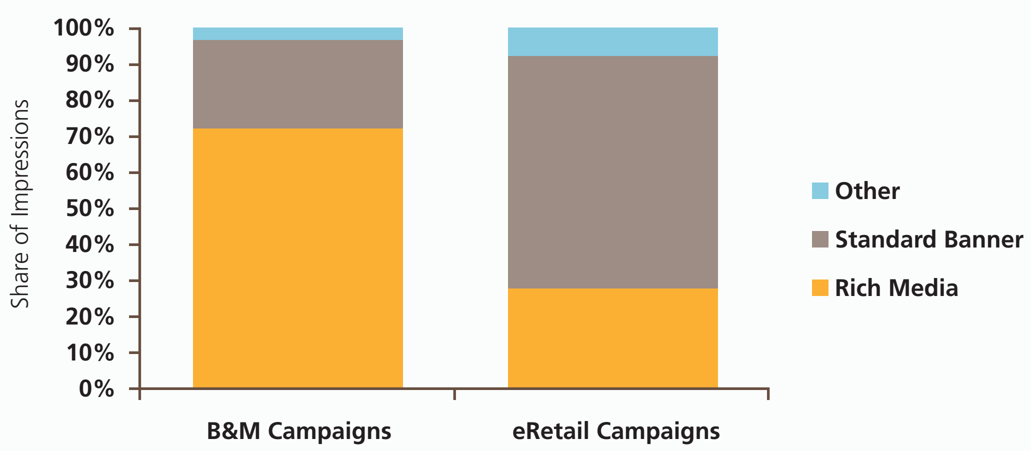
Online Retailers versus Brick and Mortar Retailers

For the purpose of this research, MediaMind Research divided campaigns into two groups:

- ***eRetail campaigns.*** Campaigns for retailers that focus on online retail and are aimed at direct response. The aim is not to promote sales in brick and mortar outlets, but rather to promote their online store. As all sales occur online, these retailers can track users using conversion tags from viewing an ad to the online store checkout.
- ***Brick and mortar (B&M) campaigns.*** Campaigns for retailers that may also have an online store, but the bulk of the activity takes place offline. These campaigns focus on branding. For these retailers, the online store can double both for generating revenue and as a marketing tool to allow users to compare prices. Brick and mortar advertisers aim to push people to the physical store, and not to generate sales online.

One major difference between the two types of campaigns is their goal. eRetail campaigns employ direct response tactics to drive traffic to the site. B&M campaigns are typically a combination of direct response and branding, to both draw users to their websites and even more importantly, to bring them to their stores.

Chart 4: Retail Impressions by Segment



Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

The difference in campaign types is reflected in the type of media that each of the groups uses. Brick and mortar retailers tend to use significantly more Rich Media as compared to eRetailers. A research by Dynamic Logic shows that **Rich Media ads work better than Standard Banners in driving brand metrics.** According to the research, Rich Media ads without video are better at driving aided brand awareness and purchase intent, as compared to Standard Banners. Rich Media ads with video outperform Standard Banners in aided brand awareness, online ad awareness, brand favorability and purchase intent.[2]

[2] Dynamic Logic. The Brand Value of Rich Media and Video Ads. June 2009.
Available at: http://www.dynamiclogic.com/na/research/whitepapers/docs/DL_DoubleClick_June09.pdf

Rich Media has a higher branding effect as compared to Standard Banners for several reasons. The dynamic features of Rich Media help attract users' eyes away from the publisher content to the ad. Furthermore, by enabling users to interact with the marketing message, Rich Media increases recall. Rich creatives also have the ability to feed data dynamically and increase relevancy. When all of these effects are combined, Rich Media tends to boost branding metrics, as compared to Standard Banners.

Rich Media ads with video outperform Standard Banners in aided brand awareness, online ad awareness, brand favorability and purchase intent.

While Rich Media costs more to produce and serve, new capabilities for dynamic creative such as MediaMind's Smart Versioning allow the advertiser to better control long term creative costs by dynamically generating multiple versions of the creative. The ability to generate multiple versions of the same ad quickly and easily is especially valuable to retailers who would like to promote a myriad of products. What previously might have required manually crafting many versions of the ad to support each product can now happen quickly and efficiently.

Online Retail

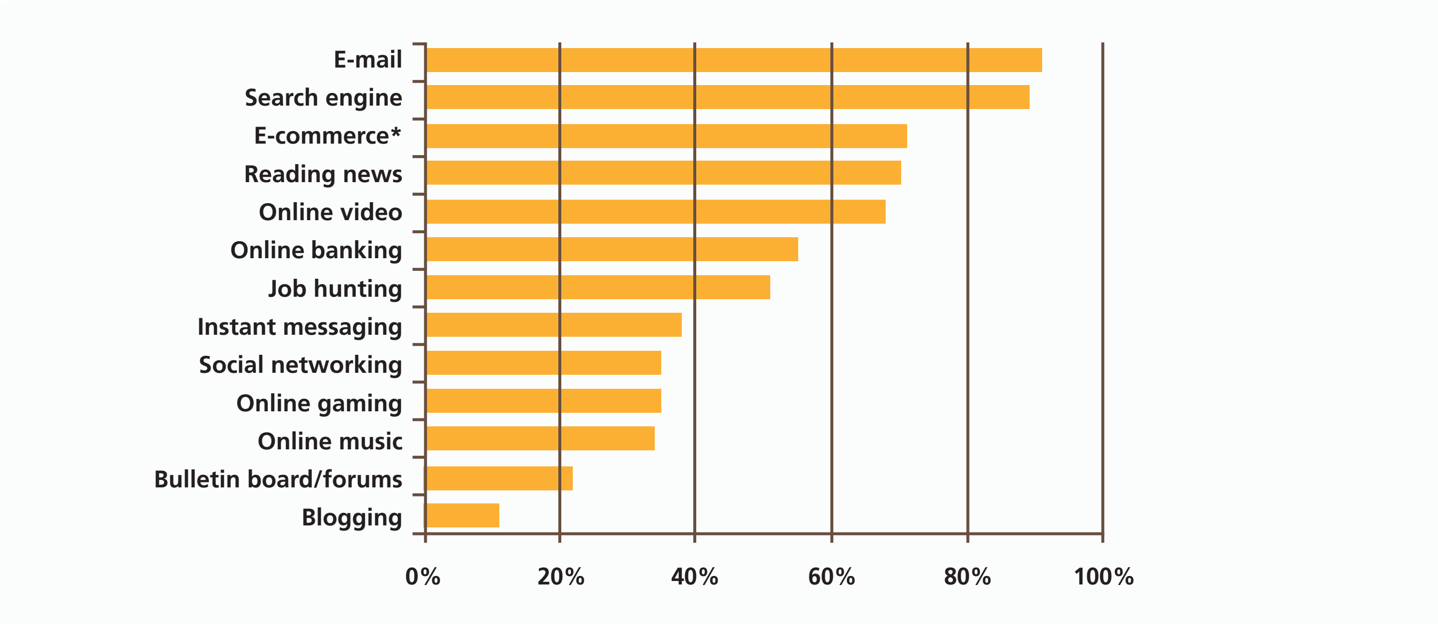
Online shopping has become one of the most popular activities on the Internet. A survey by the Boston Consulting Group among US consumers indicates that ***e-commerce is the third most popular online activity. 71% of respondents indicated that they engaged in e-commerce during 2009.*** Only email and search engines were more popular[3].

Forrester estimates that heavy online consumers are different than the average offline consumer. The research firm argues that consumers who buy online are more affluent and less effected by the economy. In addition, while about 70% of offline purchase decisions are driven by women, online, the split between women and men is similar. According to Forrester, men indicate that they do not tend to shop less during the recession[4].

71% of respondents indicated that they engaged in e-commerce during 2009.

[3] Boston Consulting Group. China's Digital Generations 2.0. May 1, 2010. cited from eMarketer
[4] Evans, Patti Freeman. US Retail Forecast, 2008 to 2013. Forrester Research. February 2009, updated March 2009.

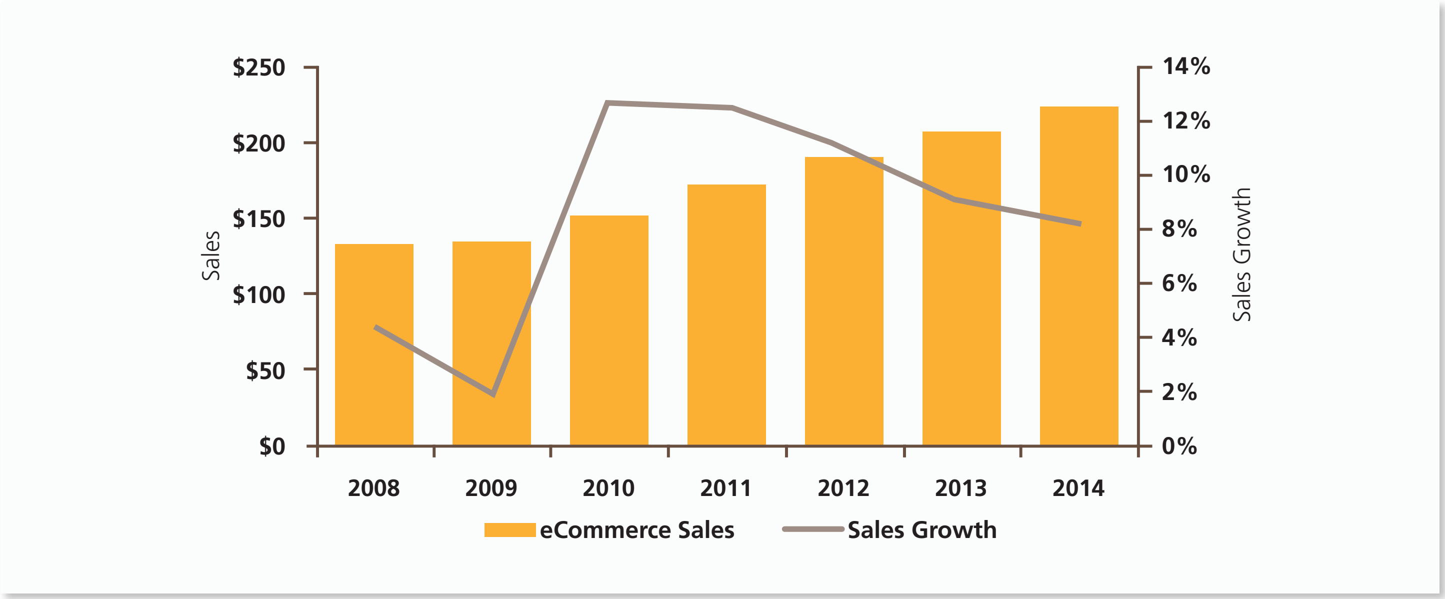
Chart 5: Online Activities of US Internet Users, 2009



* Includes online travel booking, e-payments and e-shopping
Source: Boston Consulting Group, "China's Digital Generations 2.0, "May 1, 2010, cited from eMarketer.

The popularity of online shopping, the affluence of the average online consumer and gender equality all lead to generous growth forecasts for the segment. **eMarketer estimates that US online sales will amount to $152 billion in 2010**, an **increase of 12.7%** as compared to 2009. In 2009, a hard year for retailers worldwide, eMarketer estimates that US online retail has still grown by 2%.

Chart 6: US Retail E-Commerce Sales



Note: excludes travel, digital downloads and tickets
Source: eMarketer, March 2010

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ComScore reported that in **Q2 2010 US retail e-commerce sales reached $32.9 billion, up 9% versus last year.** According to comScore, affluent **consumers earning more than $100K annually grew by 17% from last year**, approximately twice the overall e-commerce growth rate during the quarter.

Furthermore, comScore reports that the top-performing online verticals are Consumer Electronics, Computer Software, Computers/Peripherals/PDAs, and Books & Magazines. Multi-channel retailers regained e-commerce spending market share versus online pure play retailers following five consecutive quarters of declining market share[5].

According to eMarketer, in 2009, 67.1% of all UK online users have shopped online.

An analysis by eMarketer of UK consumers indicates similar high growth pattern. According to eMarketer, **in 2009, 67.1% of all UK online users have shopped online. This figure is expected to grow to 71.1% in 2014, or 30.8 million online shoppers in the UK[6].**

In Europe, the **UK has the highest share of online retail out of total retail sales – 9.5%**, followed by **Germany with 6.9%**.

Chart 7: European Online Retail, 2009-2010

	2009	2010	% Change	Share of Total Retail Sales
UK	£38.0	£42.7	12.4%	9.5%
Germany	£29.7	£34.8	17.2%	6.9%
France	£22.0	£28.9	31.4%	4.9%
Benelux	£7.4	£9.0	22.8%	3.5%
Italy	£7.3	£8.8	20.5%	0.8%
Spain	£5.6	£7.0	25.0%	1.0%
Denmark	£3.5	£4.1	17.9%	6.1%
Sweden	£3.4	£4.0	18.0%	4.8%
Switzerland	£3.4	£4.0	21.0%	4.8%
Norway	£2.9	£3.5	20.7%	6.3%
Poland	£2.2	£3.0	36.4%	2.0%
Finland	£2.3	£2.8	23.0%	4.9%
Total	**£127.7**	**£152.8**	**19.6%**	**4.7%**

Note: excludes event ticket sales, travel sales, online banking and insurance sales; numbers may not add up to total due to rounding
Source: Kelkoo study conducted by Centre for Retail Research, February 1, 2010. Cited from eMarketer.

Italy and Spain tend to favor brick and mortar stores, with online sales reaching 1% or less from total retail sales. The European market also exhibits a very high growth rate, as compared to the US online retail market. **The average growth forecasted for Europe in 2010 is 19.6%**, with the highest growth in Poland and the lowest growth in the UK, the most mature European online retail market.

[5] comScore, cited from press release "comScore Reports Q2 2010 U.S. Retail E-Commerce Spending Up 9Percent vs. Year Ago", August 2010.
[6] eMarketer. "UK Online Buyers and Penetration, 2009 2014". July 2010.

Measuring eRetail Campaigns

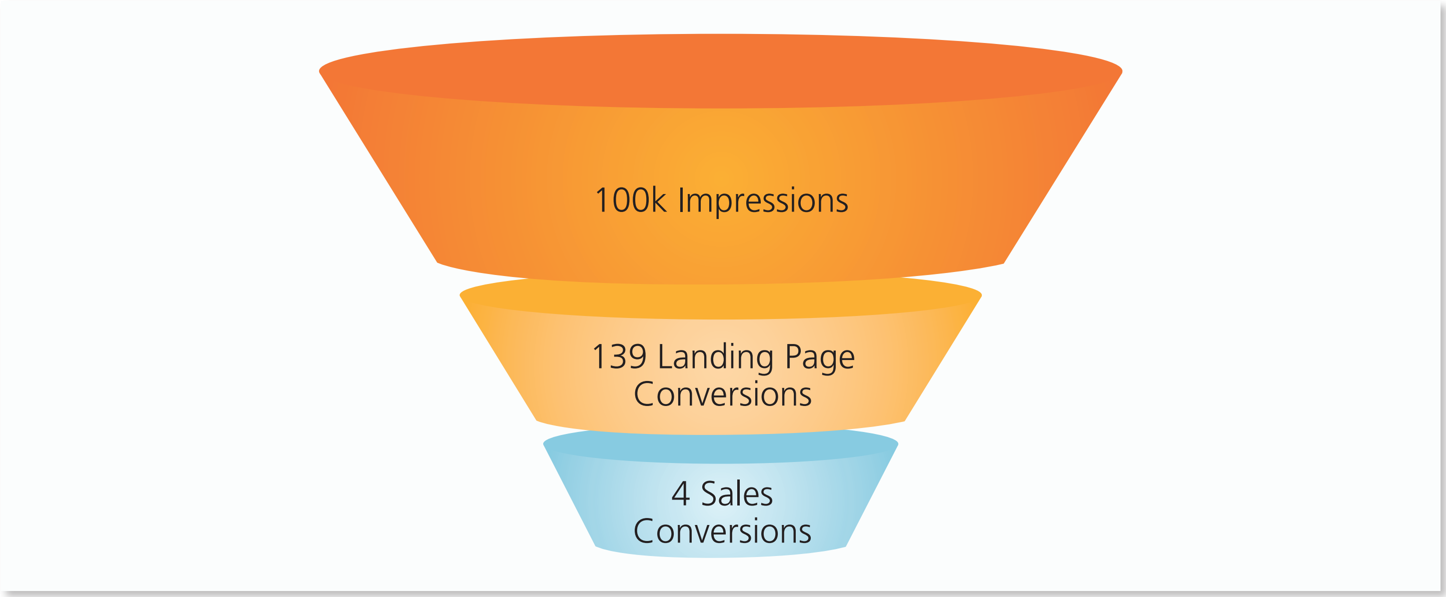
The aim of eRetailers is to drive website traffic and sales. Therefore conversion tags are particularly effective in measuring campaign results. MediaMind analyzed two types of conversion tags—general conversion tags that are typically placed on landing pages, and sales conversion tags.

Conversion tags placed in landing pages allow retailers to gauge how many users have advanced through the purchase funnel and have shown intent to purchase. Landing page conversion tags measure how many users have arrived at the retailer's website after viewing one or more impressions from the campaign. While they do not measure a monetary transaction, these tags are one of the best measures of campaign effectiveness for retailers as it measures how many users have taken action after viewing the ads.

Sales conversion tags measure how many users have completed a monetary transaction after viewing one or more impressions from the campaign. It may be tempting to judge the effectiveness of campaigns based solely on the amount of dollars generated, however this may not provide a good benchmark.

When examining all of MediaMind's campaigns with Sales Conversion Tags, each 100K impressions generated an average of 139 landing page conversions and 4 sales conversions.

Chart 8: The Conversion Funnel



Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

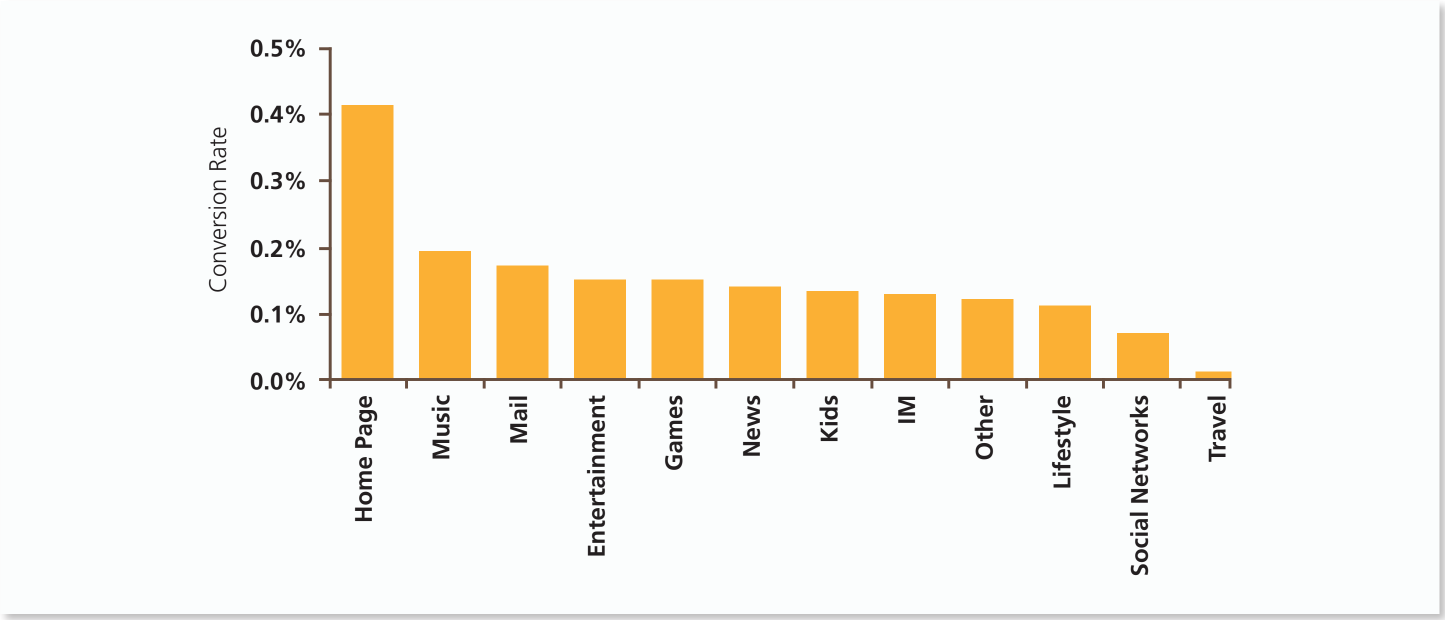
After users were exposed to an ad and arrived at the advertiser's website, there is a myriad of variables that may influence their purchase decisions, the vast majority of which are not campaign related. Variables such as price, the "look and feel" of the product, or even the interface of the site may influence the proportion of users that end up at the checkout. Therefore, sales conversion tags should be used carefully to measure advertising effectiveness. The incremental lift in sales from the overall campaign may be a better measure.

Overall, when examining all of MediaMind's campaigns with Sales Conversion Tags, **each 100K impressions generated an average of 139 landing page conversions and 4 sales conversions**. Obviously, these figures change dramatically according to the type of retailer, type of product, price scale etc.

Conversions and the digital environment

eRetail is a very diverse category, in which a myriad of products are sold. Specialty retailers may benefit from placing their ads on sites that cater to a specific niche. Other retailers that cater to a more diverse audience can benefit from many types of sites and placements.

Chart 9: Conversion Rate by Site/Placement



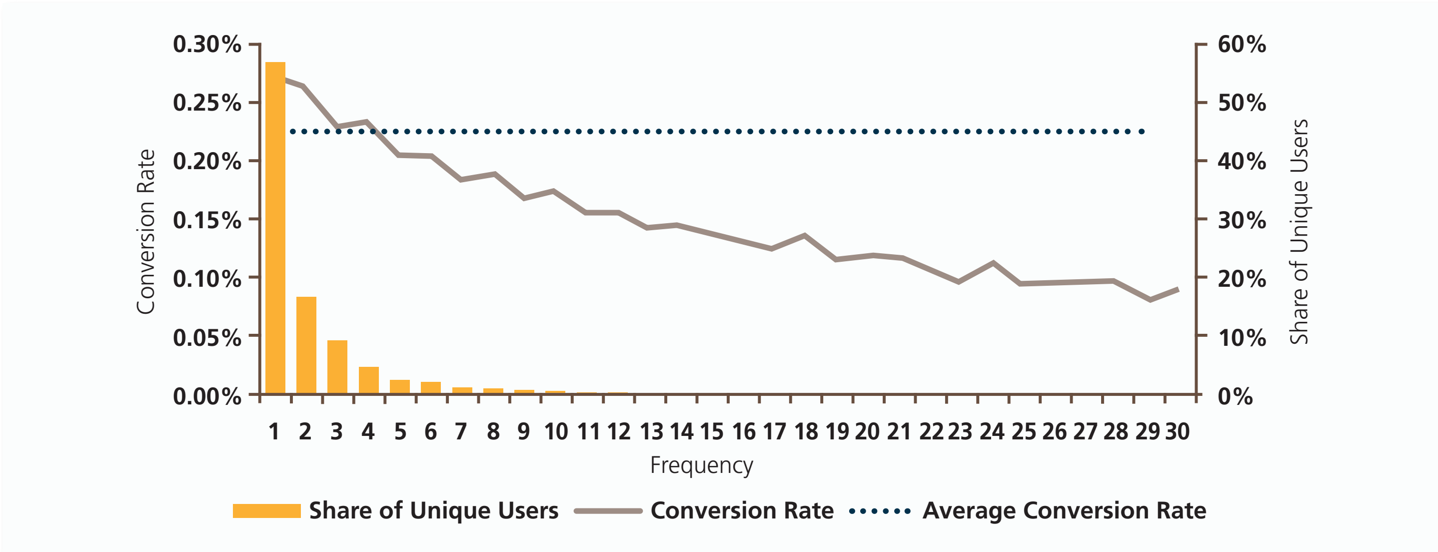
Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

An analysis of all campaigns with conversion tags indicates that homepages tend to perform specifically well for eRetailers. Homepages are perhaps the most diverse online environment that draws users with a range of interests. Many of these users have stopped on a homepage on their way to somewhere else. This analysis indicates online display advertising does work to direct users to online stores.

Reach and Frequency

Online retailers tend to target users at very low frequencies. According to Chart 10, the majority of users are exposed to an eRetail online campaign only once. Only 17% of users are targeted four times or more. This is typical of direct response campaigns that tend to use lower frequencies.

Chart 10: Performance by Frequency for eRetail

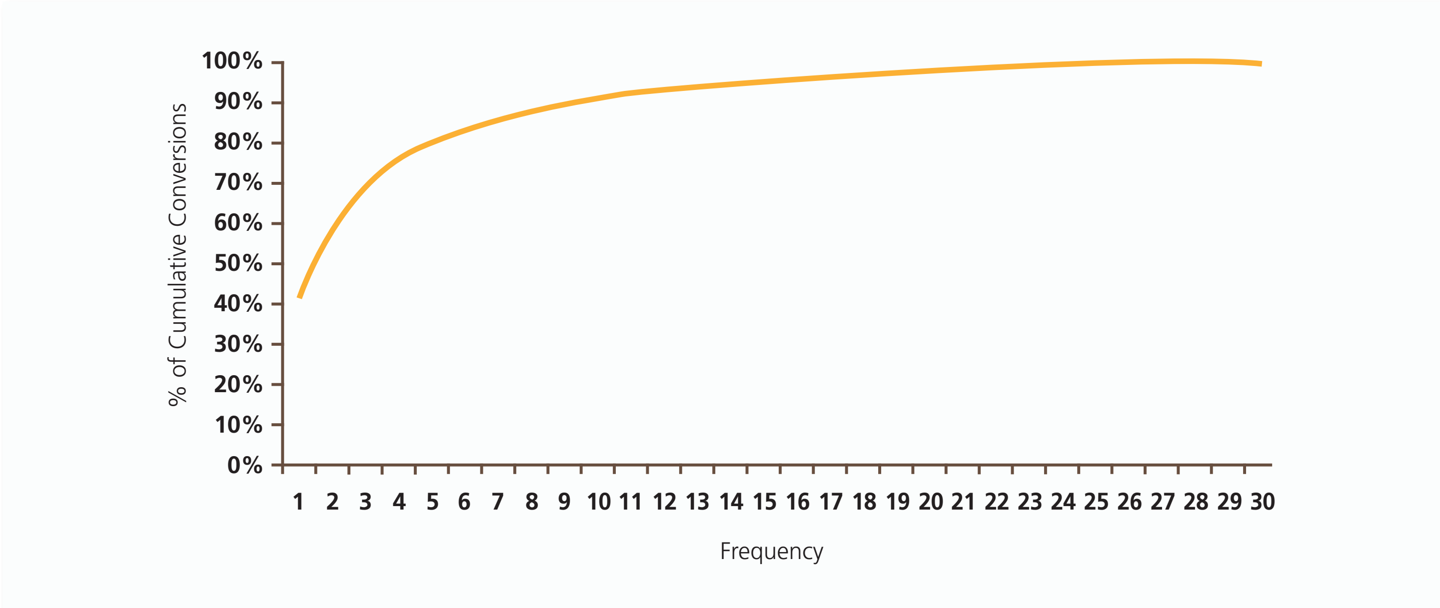


Source: MediaMind Research. Sample of 13 online retail campaigns, May-August 2010.
Note: Analysis includes landing conversion tags.

To analyze the optimal frequency for online campaigns, MediaMind looked at the frequency at which the Conversion Rate drops below the average Conversion Rate for the entire campaign. This analysis used landing page conversion tags that measure the proportion of users who arrived at the online store after viewing an ad. These include both post-click and post-impression conversions.

The results indicate that **the Conversion Rate is highest at the first and second exposure** that users receive. However, only after four exposures, the Conversion Rate drops below the average Conversion Rate for the entire campaign. This indicates that online retailers should not be hesitant to **increase frequency to the target audience**, rather than scaling the campaign for more users.

Chart 11: Cumulative Conversions by Frequency - eRetail



Source: MediaMind Research. Sample of 13 online retail campaigns, May-August 2010.
Note: Analysis includes landing conversion tags.

Chart 11 depicts the share of cumulative conversions by exposure, out of the total conversions generated by the campaign. According to this analysis, **80% of conversions are generated by users who received 4 exposures or less; 90% of exposures are generated by users with 9 exposures or less.** Therefore, capping at 4 exposures may lead to a loss of about 20% of conversions.

Brick and Mortar Retailers

While the aim of eRetailers is to drive people to their site, the aim of brick and mortar retailers is to drive people to their stores. Therefore, the aim is to get people to engage with the ads, increase recall and raise brand awareness.

Measuring brick and mortar retail campaigns

MediaMind's proprietary Dwell metrics are particularly helpful for brick and mortar retailers to measure the effectiveness of their retail campaigns. Dwell Rate and Average Dwell Time measure users' engagement with ads, and serve as a good indication for the branding effectiveness of the campaign.

Dwell Rate measures the proportion of Rich Media impressions that were intentionally engaged with by touch, interaction or click. Average Dwell Time measures the duration of a Dwell in seconds for users who engaged. In both cases, unintentional Dwell lasting less than one second is excluded.

Dwell provides an estimate of the share of impressions that were seen by users with high likelihood.

Dwell provides an estimate of the share of impressions that were seen by users with high likelihood. A user's natural tendency is to follow the mouse cursor movement with his/her eyes. Dwell measures the proportion of impressions that had a meaningful mouse-touch, lasting more than one second. While there have been users who have seen the ads and have not touched them with the mouse, Dwell allows us to gauge the number of users that are very likely to see have seen the ad.

Furthermore, research by MediaMind, Microsoft Advertising and comScore shows that Dwell does have an actual effect on brand metrics. The results of the study indicate that users who were exposed to campaigns with high Dwell are three times more likely to search for brand related keywords as compared to users who were exposed to campaigns with low Dwell. Furthermore, campaigns with high Dwell increased advertisers' site traffic by 69% and increased brand engagement—increasing page views and time spent on the brand's site[7].

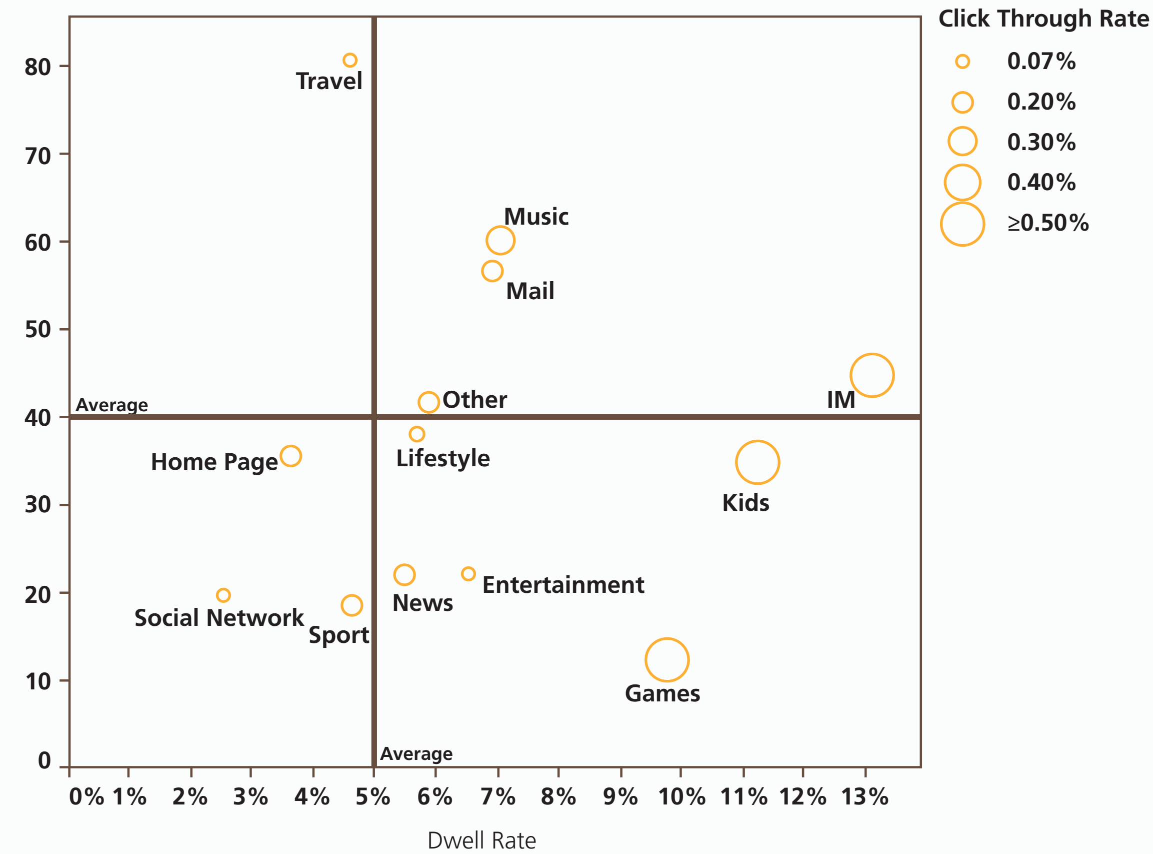
Research by MediaMind, Microsoft Advertising and comScore shows that Dwell does have an actual effect on brand metrics.

Another metric that was used in this analysis is Click Through Rate (CTR). Click Through Rate measures the number of clicks, divided by the number of impressions served.

[7] Available for download at: http://advertising.microsoft.com/europe/dwell-on-branding

Performance by placement and ad format for brick and mortar retailers

Chart 12: Dwell Performance by Placement/Environment



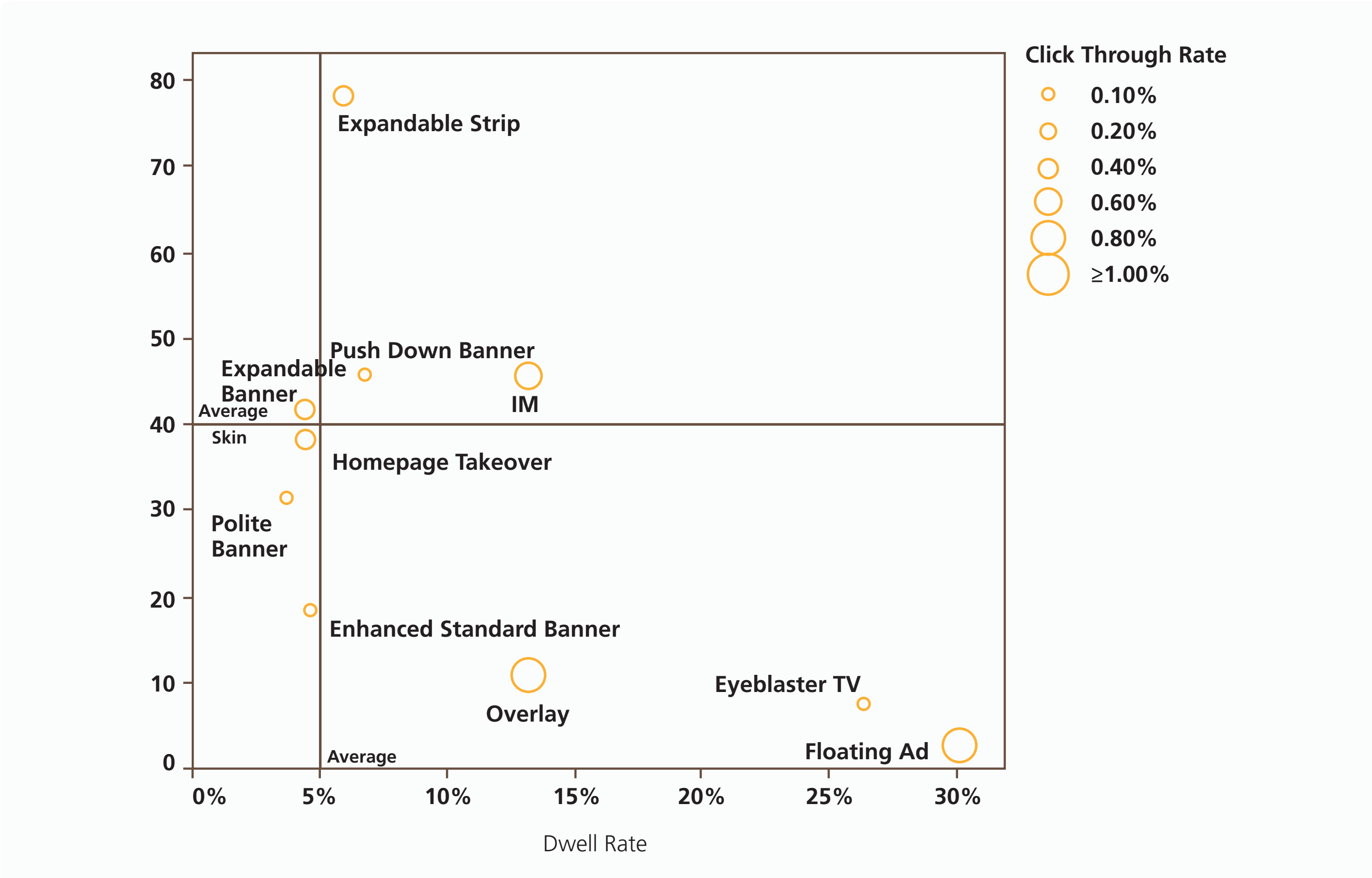
Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

Chart 12 analyzes placements by Dwell Rate, x-axis, and Average Dwell Time, y-axis. The analysis shows some noticeable outperforming environments, with both high Dwell Rate and high Average Dwell Time. These environments are located in the upper right quarter of the chart.

In Instant Messaging, the high visibility of the ad in the chat window boosts Dwell Rate, and the long time that people spend chatting increases Average Dwell Time. Mail tends to have higher than average Dwell Rate, as people spend more time writing and reading emails, so it delivers high Dwell Time; it achieves similar performance to music sites. Social Networks tend to have relatively low Dwell Time, low Dwell Rate and low CTR.

An analysis of Dwell by ad format typically shows that some ad formats are better at delivering high Dwell Rate while others are better at delivering high Average Dwell Time. High Dwell Rate warrants high visibility and high breakthrough, but typically comes with a short Average Dwell Time attached. These formats work well for delivering concise messages with a very short video. Other formats may have a harder time attracting users, but when users Dwell, they do it for a longer duration.

Chart 13: Dwell Performance by Ad Format



Source: MediaMind Research. Data: Q2 2009 to Q1 2010, Retail, Worldwide.

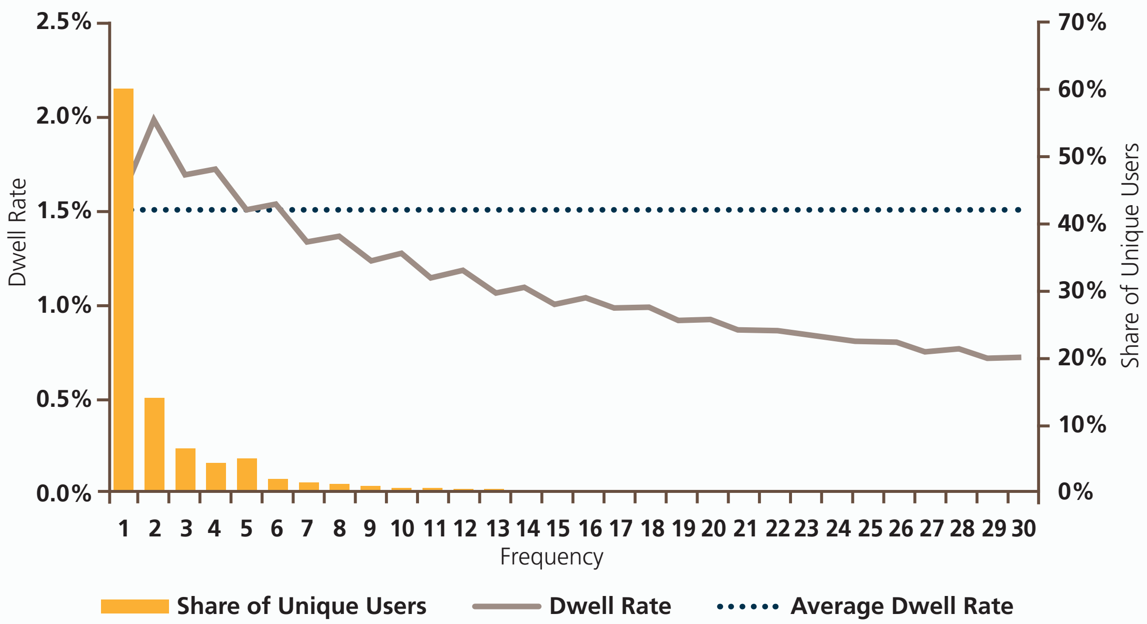
Chart 13 analyzes the performance of ad formats by Dwell Rate and Average Dwell Time. The analysis shows that Floating Ads and Eyeblaster TV (a format that combines a floating ad with video) tend to deliver high Dwell Rate, but for a very short Dwell Time. Expandable Strip, Push Down Banner, IM and Expandable Banners tend to have average Dwell Rate but high Dwell Time. These may be more appropriate for delivering longer trailers and videos.

Reach and Frequency

Unlike direct response campaigns, online branding campaigns require a higher frequency to achieve their maximum potential. According to the analysis shown in Chart 14, the highest Dwell Rate is actually achieved in the second, third, and fourth exposures, which indicates that users are more likely to respond to an ad that they have already seen once before.

To analyze the optimal frequency, MediaMind Research looked at the average Dwell Rate at every exposure, i.e. how many users dwelled in their first exposure out of total users in this group, how many dwelled in their second exposure etc. In addition, MediaMind analyzed the average Dwell Rate for all campaigns in the sample group, to find the frequency at which Dwell Rate falls below the average Dwell Rate. This happens after six exposures.

Chart 14: Dwell by Frequency for B&M Retailers

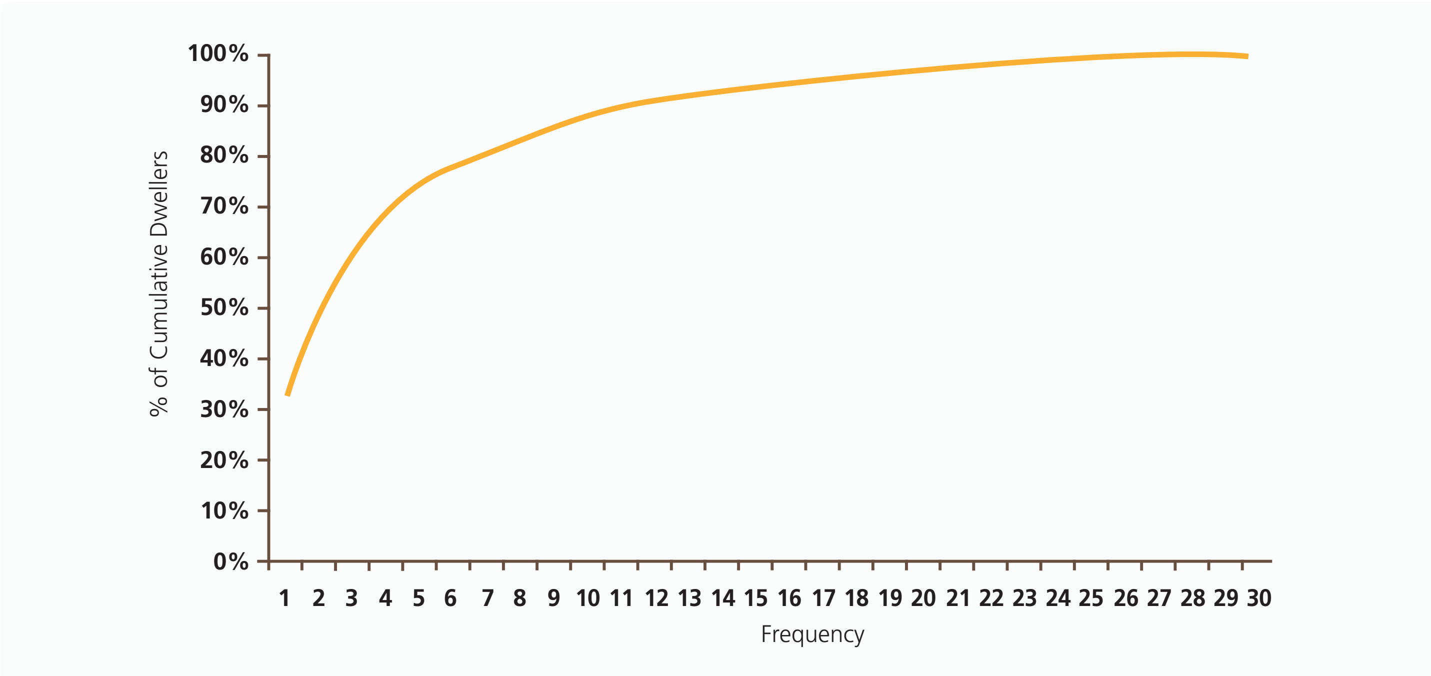


Source: MediaMind Research. Sample of 19 online retail campaigns, May-August 2010.

While it requires multiple exposures for optimal frequency, Chart 14 shows that **60% of users receive only one exposure**, and thus are being underexposed. To increase the results of their branding campaigns, brick and mortar retailers should increase frequency. This can be achieved by increasing the number of impressions served or decreasing the target audience.

Another way of increasing frequency is retargeting exposed users via the exchanges. This is a pinpointed solution that locates underexposed users and serves additional impressions to them when they appear on a site that is linked to the exchange.

Chart 15: Brick & Mortar Campaigns - Cumulative Dwell



Source: MediaMind Research. Sample of 19 online retail campaigns, May-August 2010.

Chart 15 analyzes the cumulative Dwell events by frequency. According to the chart, 81% of users who dwelled did so before they were exposed to the campaign six times. This indicates that a relatively high proportion of users – **19% – need to view more than six impressions to choose to engage with an ad.**

Conclusion

Nowadays, when consumers are both savvy and frugal, the Internet has become one of the main avenues of communication with them. Consumers tend to both compare prices and check merchandise before stepping into the store. Like retail sales, online display advertising for retail is a cyclical business. Impression data shows that **November and December tend to account for one third of annual online advertising, while January and February tend to account for only 6%**.

Online display advertising works well both for eRetailers and for brick and mortar stores. Brick and mortar retailers that focus more on branding campaigns to drive people to their stores, use more than double the proportion of Rich Media out of total campaign impressions.

When examining large sets of data, 100K impressions generated an average of 139 landing page conversions and 4 sales conversions. Obviously, these figures change dramatically according to the type of retailer, type of product, price scale, etc. **Homepages are the best performing online environment for eRetailers and achieve the highest Conversion Rate.** While four is the optimal frequency for eRetailers, MediaMind's analysis shows that the **majority of users receive only one exposure to the campaign.**

Music, Mail and IM are the best performing environments for brick and mortar retailers. An analysis of the performance of ad formats for brick and mortar retailers indicates that **Floating Ads and Eyeblaster TV (a format that combines a floating ad with video) tend to deliver high Dwell Rate, but for a very short Dwell Time.** Expandable Strip, Push Down Banner, IM and Expandable Banners tend to have average Dwell Rate but high Dwell Time. For brick and mortar retailers, while the optimal frequency is 6, the majority of users receive only one exposure.

As more consumers shop online, and even more find details about products and prices online, online presence becomes ever more important. This research shows that **online users actively respond to online retailers' offers and engage with their ads.** Make sure to engage users as they are making their purchase decision to pull them to the right store, whether physical or virtual.

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MediaMind Metrics Definitions

Metric	What does it measure?	How should it be used?
Impressions with Any Interaction Rate	The number of impressions with at least one interaction out of the total number of served impressions. Impressions with multiple interactions are accounted for only once. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined Interactions.	To quantify how many of the served impressions were interacted with.
Interaction Rate (IR)	The total number of interactions out of the total number of served impressions. Impressions with multiple interactions are accounted for multiple times. Interactions are defined as clicks, opening (expanding) a panel, Flash movie replay, video mute, video sound on, video pause, full screen video mode start / pause / end or other user-defined Interactions.	To quantify the extent to which served impressions were interacted with.
Dwell Rate	The number of impressions that were dwelled upon out of all impressions. Dwell is defined as an active engagement with an ad. It includes positioning the mouse over an ad, user-initiation of video, user-initiation of an expansion, and any other user-initiated Custom Interaction. Unintentional Dwell, lasting less than one second, is excluded.	This proprietary MediaMind metric measures what portion of impressions were intentionally engaged with. Used to quantify the share of impressions that attracted users to actively engage with an ad.
User Average Dwell Time (Seconds)	The average duration of a Dwell. For impressions that were dwelled upon, this metric sums the duration of the following user initiated actions: The amount of time in which a mouse was positioned over an ad, user-initiated video duration, user-initiated expansion duration and the duration of any other user-initiated Custom Interaction. Unintentional Dwell, lasting less than one second, is excluded.	For impressions that were dwelled upon, this proprietary MediaMind metric measures the average duration of active engagement. Used to quantify how engaging an ad is to users who were initially attracted to actively engage with it.
Click Through Rate (CTR)	The number of impressions that resulted in clicks out of served impressions. A historic metric that is used primarily for Standard Banners.	For Standard Banners, serves as the only measure of the ads' effectiveness.
Avg. Video Duration (Seconds)	The average duration, in seconds, of the video assets that played in the ad. This metric includes user-initiated and auto-initiated videos.	To quantify the duration of the video that played in an ad.
Started Rate	The number of times the video assets started out of served impressions with video. This metric includes user-initiated and auto-initiated videos.	To quantify the number of times videos in ads started playing.
50% Played Rate	Of the video assets that started playing, how many of them played up to 50% of the video's duration, out of started video impressions.	To measure the proportion of started videos in which the video played at least 50% of its total duration.
Fully Played Rate	Of the video assets that started playing, the portion of videos that played their full duration.	To measure the proportion of started videos in which the video played to its full duration.
Impressions with Any Panel Expansion Rate	The number of impressions with at least one panel expansion out of served expandable impressions. This metric measures user-initiated expansions.	To quantify how many of the expandable served impressions had expansions.
Total Expansion Rate	The total number of panel expansions out of served impressions. This metric measures user-initiated and auto-initiated expansions.	To quantify the extent to which expandable served impressions were expanded.
Avg. Expansion Duration (Seconds)	The average time a panel was expanded. This metric measures auto-initiated and user-initiated expandable banners.	To measure the time that the user spent with the banner expanded on the screen.

Retail benchmarks by region

Retail Benchmarks for North America - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	2.4%	4.3%	3.5%	40.5	0.15%	16.4	16.9%	80.4%	63.9%	1.9%	30.3%	79.8
300x250	2.0%	3.6%	3.1%	40.2	0.16%	18.0	20.5%	80.4%	63.2%	1.2%	33.6%	78.9
728x90	6.6%	14.1%	5.8%	48.3	0.18%	9.0	9.9%	80.7%	67.3%	7.4%	17.2%	35.0
Floating Ad	0.5%	1.4%	26.6%	2.4	1.30%	--	--	--	--	--	--	--
Polite Banner	1.0%	1.3%	2.6%	30.1	0.07%	15.1	41.8%	85.5%	63.7%	--	--	--
300x250	1.0%	1.4%	2.6%	28.6	0.07%	79.7	1.6%	45.3%	30.1%	--	--	--
728x90	0.1%	0.1%	3.5%	33.7	0.09%	--	--	--	--	--	--	--
160x600	--	0.1%	3.0%	21.3	0.05%	--	--	--	--	--	--	--
Push Down Banner	0.3%	0.4%	5.0%	37.8	0.14%	--	--	--	--	0.2%	12.6%	27.0

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	North America market includes United States and Canada.
--	Denotes inapplicable metric or insufficiant data.

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Retail Benchmarks for Europe - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.16%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.20%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.12%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	6.0%	10.9%	7.3%	42.2	0.44%	33.6	69.6%	57.9%	39.1%	6.1%	47.2%	59.6
300x250	5.0%	7.8%	7.6%	39.9	0.57%	34.6	84.8%	59.5%	39.0%	4.1%	63.9%	82.2
728x90	2.8%	3.8%	4.4%	43.4	0.21%	24.3	87.3%	50.1%	37.3%	2.8%	29.1%	72.0
234x60	16.2%	38.2%	11.9%	49.2	0.53%	35.3	10.8%	25.4%	14.2%	16.2%	37.2%	15.0
Expandable Strip	8.3%	22.6%	9.0%	63.9	0.41%	37.1	48.4%	70.2%	57.0%	6.9%	10.8%	17.2
Floating Ad	4.4%	4.5%	44.4%	5.2	4.41%	9.3	74.4%	49.5%	25.6%	--	--	--
Polite Banner	3.1%	8.2%	6.8%	52.7	0.22%	73.1	54.2%	60.1%	42.5%	--	--	--
300x250	4.0%	10.3%	7.5%	59.8	0.23%	74.1	54.8%	60.2%	42.5%	--	--	--
728x90	0.2%	0.2%	4.6%	19.2	0.19%	24.5	50.7%	59.8%	42.8%	--	--	--
160x600	0.1%	0.2%	2.8%	26.1	0.15%	30.7	38.4%	77.6%	62.0%	--	--	--
Push Down Banner	15.3%	19.5%	12.9%	57.5	0.31%	--	--	--	--	15.3%	26.0%	67.5

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	Europe market includes Austria, Belgium, Denmark, Cyprus, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland and UK.
--	Denotes inapplicable metric or insufficiant data.

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'Tis the Season for Retail: Using Online Display to Boost Store Traffic

Retail Benchmarks for Australia and New Zealand - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.07%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.05%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	6.7%	9.1%	6.2%	37.7	0.18%	98.3	12.2%	61.7%	45.6%	6.7%	16.0%	63.3
300x250	6.4%	9.2%	6.7%	33.7	0.19%	102.9	20.6%	63.5%	47.1%	6.4%	17.8%	89.6
728x90	7.5%	9.4%	5.9%	42.7	0.16%	8.6	1.7%	29.5%	16.7%	7.4%	9.6%	49.8
Floating Ad with Reminder	14.7%	16.3%	23.2%	13.6	1.82%	13.2	80.2%	65.2%	49.8%	--	--	--
Polite Banner	0.8%	0.8%	11.1%	99.1	0.17%	16.9	21.5%	65.4%	45.1%	--	--	--
300x250	0.2%	0.2%	14.2%	108.1	0.10%	17.3	18.1%	66.6%	46.1%	--	--	--
728x90	3.2%	3.3%	2.3%	53.0	0.13%	--	--	--	--	--	--	--
160x600	1.3%	1.9%	6.7%	21.7	0.84%	13.9	77.9%	56.6%	36.6%	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	Australia and New Zealand market includes Australia and New Zealand.
--	Denotes inapplicable metric or insufficient data.

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Retail Benchmarks for East Asia - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Rich Media												
Expandable Banner	10.6%	42.1%	9.5%	34.4	0.86%	17.7	18.4%	48.7%	23.3%	10.2%	33.9%	20.0
728x90	0.8%	0.9%	2.5%	59.4	0.77%	--	--	--	--	--	--	--
234x60	13.4%	--	8.7%	40.0	0.95%	12.0	8.4%	15.3%	8.5%	13.2%	30.8%	14.8

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	East Asia market includes Taiwan, China, Japan, Hong Kong and Korea.
--	Denotes inapplicable metric or insufficient data.

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Retail Benchmarks for South Asia - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	**--**	**--**	**--**	**--**	**0.31%**	**--**	**--**	**--**	**--**	**--**	**--**	**--**
300x250	--	--	--	--	0.34%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.19%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	**13.4%**	**23.6%**	**10.6%**	**37.8**	**0.34%**	**--**	**--**	**--**	**--**	**14.0%**	**27.2%**	**45.9**
300x250	6.2%	9.6%	7.7%	30.9	0.33%	--	--	--	--	5.9%	29.4%	111.9
728x90	19.8%	30.4%	13.1%	39.6	0.39%	--	--	--	--	19.7%	28.9%	48.5

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	South Asia market includes Thailand, Pakistan, Malaysia, Singapore, India, Indonesia, the Philippines and Vietnam.
--	Denotes inapplicable metric or insufficiant data.

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Retail Benchmarks for Latin America - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Rich Media												
Expandable Banner	**13.4%**	**37.3%**	**12.8%**	**51.2**	**0.58%**	**152.7**	**30.8%**	**85.1%**	**75.3%**	**13.2%**	**35.7%**	**22.9**
300x250	9.3%	17.5%	8.7%	64.1	0.28%	171.0	50.9%	90.9%	81.3%	9.1%	15.5%	47.3
728x90	6.7%	12.5%	8.0%	34.5	0.24%	21.8	2.6%	47.8%	33.3%	5.7%	9.3%	31.0
234x60	24.5%	--	24.1%	49.5	1.24%	31.7	7.2%	17.1%	5.9%	24.4%	79.5%	12.3
Polite Banner	**1.3%**	**1.4%**	**4.2%**	**22.7**	**0.13%**	**--**	**--**	**--**	**--**	**--**	**--**	**--**

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
Market Definition	Latin America market includes Brasil, Chile, Mexico, Colombia and Argentina.
--	Denotes inapplicable metric or insufficiant data.

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Retail benchmarks by country

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Retail Benchmarks for Australia - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	**0.07%**	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.05%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	**7.1%**	**9.4%**	**6.2%**	**37.2**	**0.16%**	**20.6**	**4.5%**	**42.9%**	**29.3%**	**7.1%**	**12.3%**	**59.4**
300x250	7.2%	10.2%	6.9%	32.1	0.15%	23.4	8.4%	45.6%	31.9%	7.1%	12.6%	72.4
728x90	7.5%	9.4%	5.9%	42.7	0.16%	8.6	1.7%	29.5%	16.7%	7.4%	9.6%	49.8
Floating Ad with Reminder	**14.7%**	**16.3%**	**23.2%**	**13.6**	**1.82%**	**13.2**	**80.2%**	**65.2%**	**49.8%**	--	--	--
Polite Banner	**0.8%**	**0.9%**	**11.5%**	**100.4**	**0.18%**	**13.3**	**11.0%**	**63.5%**	**42.0%**	--	--	--
300x250	0.2%	0.2%	15.0%	109.3	0.10%	11.7	5.9%	66.0%	42.4%	--	--	--
728x90	3.2%	3.3%	2.3%	53.0	0.13%	--	--	--	--	--	--	--
160x600	2.7%	3.8%	8.8%	22.7	1.69%	13.9	77.9%	56.6%	36.6%	--	--	--

Data Source MediaMind Research, Q2 2009 to Q1 2010.

-- Denotes inapplicable metric or insufficient data.

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Retail Benchmarks for France - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	**0.14%**	--	--	--	--	--	--	--
300x250	--	--	--	--	0.19%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	**4.6%**	**6.3%**	**5.2%**	**38.2**	**0.37%**	**7.6**	**12.4%**	**30.4%**	**1.3%**	**2.9%**	**16.7%**	**16.3**
300x250	3.2%	4.0%	5.0%	37.7	0.38%	7.2	11.6%	0.5%	0.2%	0.8%	15.8%	23.3
234x60	5.1%	7.2%	4.7%	43.9	0.35%	7.0	2.8%	24.2%	10.7%	5.1%	6.4%	21.1
Polite Banner	**7.1%**	**18.0%**	**9.9%**	**76.8**	**0.31%**	**75.4**	**59.4%**	**58.9%**	**40.8%**	--	--	--
300x250	7.5%	18.8%	10.1%	78.3	0.30%	78.0	59.5%	59.1%	41.0%	--	--	--

Data Source MediaMind Research, Q2 2009 to Q1 2010.

-- Denotes inapplicable metric or insufficient data.

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Using Online Display to Boost Store Traffic

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Retail Benchmarks for Germany - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.11%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.14%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.06%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.08%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	1.7%	3.3%	5.9%	45.6	0.31%	34.8	--	60.4%	41.4%	1.6%	85.3%	90.8
300x250	2.4%	4.0%	7.2%	57.8	0.43%	35.8	--	61.4%	40.1%	1.8%	--	92.1
728x90	0.3%	0.6%	3.3%	44.6	0.19%	19.4	--	51.6%	38.3%	0.1%	33.4%	73.9
Expandable Strip	8.3%	19.4%	11.9%	67.0	0.56%	52.3	49.5%	67.2%	54.6%	7.1%	11.0%	19.6
Polite Banner	0.6%	2.7%	5.4%	22.1	0.15%	65.0	52.3%	55.7%	40.7%	--	--	--
300x250	0.1%	0.1%	6.1%	21.7	0.11%	91.4	53.1%	61.4%	47.6%	--	--	--
728x90	0.1%	0.1%	2.5%	20.9	0.10%	59.8	57.4%	40.7%	28.2%	--	--	--
160x600	0.1%	0.1%	2.9%	25.1	0.11%	30.7	58.9%	77.6%	62.0%	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
--	Denotes inapplicable metric or insufficiant data.

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Retail Benchmarks for Italy - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.21%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.21%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.23%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	10.6%	21.8%	10.0%	33.1	0.48%	9.1	9.8%	24.4%	13.2%	10.6%	33.6%	14.6
300x250	8.3%	14.4%	8.3%	22.4	0.55%	12.5	5.3%	31.7%	20.5%	7.9%	21.3%	18.0
234x60	20.7%	--	16.0%	42.3	0.50%	7.0	15.5%	21.3%	10.0%	20.6%	50.6%	14.1
Floating Ad	2.7%	2.8%	37.6%	2.9	2.73%	--	--	--	--	--	--	--
Polite Banner	2.9%	2.8%	5.7%	37.9	0.22%	111.4	10.5%	61.3%	48.0%	--	--	--
300x250	5.3%	5.1%	6.6%	46.9	0.16%	111.4	13.1%	61.3%	48.0%	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
--	Denotes inapplicable metric or insufficiant data.

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'Tis the Season for Retail: Using Online Display to Boost Store Traffic

Retail Benchmarks for Portugal - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	**0.16%**	--	--	--	--	--	--	--
300x250	--	--	--	--	0.17%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	**16.0%**	**37.3%**	**13.5%**	**38.0**	**1.44%**	**16.3**	**53.9%**	**57.5%**	**41.6%**	**15.0%**	**53.7%**	**17.5**
300x250	6.2%	8.8%	10.9%	24.0	2.32%	16.0	74.6%	60.8%	43.7%	4.0%	46.9%	23.4
234x60	23.8%	--	15.9%	46.6	0.75%	19.7	18.7%	33.6%	26.0%	23.8%	59.1%	15.4
Floating Ad	**5.4%**	**5.3%**	**41.6%**	**5.1**	**5.34%**	**8.5**	**84.8%**	**51.9%**	**30.3%**	--	--	--
Polite Banner	**0.2%**	**0.4%**	**4.2%**	**22.1**	**0.17%**	**100.9**	**61.8%**	**67.7%**	**52.1%**	--	--	--
300x250	0.4%	0.6%	5.2%	22.8	0.19%	100.9	61.8%	67.7%	52.1%	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
--	Denotes inapplicable metric or insufficiant data.

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Retail Benchmarks for Spain - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	**0.39%**	--	--	--	--	--	--	--
300x250	--	--	--	--	0.44%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.23%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	**9.1%**	**15.0%**	**8.9%**	**51.1**	**0.47%**	**67.5**	**4.6%**	**42.7%**	**30.7%**	**8.7%**	**28.1%**	**73.4**
300x250	7.9%	11.9%	8.5%	43.3	0.39%	54.5	3.8%	43.8%	29.1%	7.5%	20.4%	65.5
Expandable Strip	**8.2%**	**29.7%**	**3.2%**	**40.2**	**0.07%**	**19.6**	**46.7%**	**75.1%**	**60.8%**	**6.2%**	**10.3%**	**9.5**
Polite Banner	**1.5%**	**5.3%**	**5.4%**	**35.0**	**0.18%**	**65.2**	**48.1%**	**63.5%**	**47.3%**	--	--	--
300x250	1.5%	5.0%	5.1%	35.8	0.17%	59.6	48.0%	62.6%	46.4%	--	--	--
728x90	0.2%	0.2%	6.0%	11.3	0.19%	--	--	--	--	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
--	Denotes inapplicable metric or insufficiant data.

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Retail Benchmarks for UK - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.10%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.15%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.07%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	10.2%	15.3%	7.4%	47.9	0.20%	33.1	5.2%	36.3%	22.7%	10.1%	16.3%	45.6
300x250	9.4%	13.7%	9.8%	40.8	0.40%	18.0	5.4%	33.9%	20.4%	9.3%	18.3%	31.5
728x90	11.3%	14.8%	7.4%	45.6	0.11%	89.9	4.1%	31.2%	21.2%	11.3%	15.0%	53.6
234x60	11.7%	21.9%	7.2%	62.6	0.27%	--	--	--	--	11.7%	21.6%	21.3
Polite Banner	0.2%	0.2%	4.0%	33.7	0.16%	15.9	57.9%	57.6%	7.7%	--	--	--
300x250	0.2%	0.2%	5.0%	36.4	0.15%	15.9	58.4%	58.3%	5.3%	--	--	--
728x90	0.2%	0.2%	3.5%	35.7	0.17%	--	--	--	--	--	--	--

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
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Retail Benchmarks for United States - Q2 2009 to Q1 2010

Performance Metrics (By Format, Size and Vertical)

Formats	Basic Metrics					Video Metrics				Expandable Metrics		
	Imp. with Interactions Rate	IR	Dwell Rate	User Average Dwell Time (Seconds)	CTR	Avg. Video Duration (Seconds)	Started Rate	50% Played Rate	Fully Played Rate	Impressions with Any Panel Expansion Rate	Total Expansion Rate	Avg. Expansion Duration (Seconds)
Standard Banner	--	--	--	--	0.08%	--	--	--	--	--	--	--
300x250	--	--	--	--	0.10%	--	--	--	--	--	--	--
728x90	--	--	--	--	0.09%	--	--	--	--	--	--	--
160x600	--	--	--	--	0.07%	--	--	--	--	--	--	--
Rich Media												
Expandable Banner	2.4%	4.3%	3.5%	40.4	0.15%	16.4	16.9%	80.4%	63.9%	1.9%	30.3%	79.8
300x250	2.0%	3.6%	3.1%	40.2	0.16%	18.0	20.5%	80.4%	63.2%	1.2%	33.6%	78.9
728x90	6.5%	14.1%	5.7%	47.9	0.18%	9.0	9.9%	80.7%	67.3%	7.3%	17.1%	34.7
Floating Ad	0.5%	1.4%	26.6%	2.4	1.30%	--	--	--	--	--	--	--
Polite Banner	1.0%	1.3%	2.6%	30.2	0.08%	15.1	41.8%	85.5%	63.7%	--	--	--
300x250	1.1%	1.4%	2.6%	28.7	0.07%	79.7	1.6%	45.3%	30.1%	--	--	--
728x90	0.1%	0.1%	3.5%	33.9	0.10%	--	--	--	--	--	--	--
160x600	--	--	3.1%	21.4	0.05%	--	--	--	--	--	--	--
Push Down Banner	0.3%	0.4%	5.0%	37.8	0.14%	--	--	--	--	0.2%	12.6%	27.0

Data Source	MediaMind Research, Q2 2009 to Q1 2010.
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