

# ANNOUNCEMENT

## BACHELOR THESIS

### KEYWORDS

- Display Advertising
- Viewability
- Ad Formats
- Ad Size

### TOPIC: DISPLAY AD VIEWABILITY AND AD FORMATS

According to the Interactive Advertising Bureau (IAB), online advertising spend in the United States totaled \$124.6 billion in 2019, which amounts to an increase of 15.9% over 2018. Most online advertising consists of display advertising in several formats, such as banner advertisements, videos, and so forth—settings for which advertisers are greatly concerned about ad viewability, a measure of the extent to which display ads are viewable to online users (eMarketer, 2016).

That is, the common industry practice is to pay for ads served, regardless of where they appear on the page, according to a cost-per-mille (CPM). Yet, an ad served does not necessarily equal an ad viewed; the ad could appear below the page fold, where a user never scrolls. Reports suggest that, according to this industry standard, more than half of all display ads are never seen by a human (Bounie, Valérie, & Quinn, 2017; Marvin, 2014; Vollman, 2013).

Thereby, ad viewability is the outcome of multiple factors: (1) user behavior, (2) website design and ad placement, (3) display size and browser settings, and (4) ad size and format.

The aim of this thesis is to study one of these factors that influence viewability of a display ad, i.e., ad size and format. To do so, the student will be given a sample of served display ad impressions including the necessary variables (e.g. ad format, pixel percentage in view, exposure time) and is expected to conduct an empirical analysis based on the provided data set. The thesis should provide guidance to practitioners (e.g., publishers, advertisers, design agencies) on which ad formats and sizes offer the best viewability rates.

### LITERATURE & LINKS:

Bounie, D., Valérie, M., & Quinn, M. (2017). Do you see what I see? Ad viewability and the economics of online advertising. *Ad Viewability and the Economics of Online Advertising (March 1, 2017)*.

eMarketer. (2016). What Concerns Advertisers About Digital Media Buying? Retrieved from <http://www.emarketer.com/Article/What-Concerns-Advertisers-About-Digital-Media-Buying/1014027>

Marvin, G. (2014, 2014-12-03). What Affects Ad Viewability? 5 Factors From A Google Study. Retrieved from <http://marketingland.com/affects-ad-viewability-5-factors-google-study-109876>

Vollman, A. (2013). Viewability Benchmarks Show Many Ads Are Not In-View but Rates Vary by Publisher (Vol. 2016).

Zhang, W., Pan, Y., Zhou, T., & Wang, J. (2015). An Empirical Study on Display Ad Impression Viewability Measurements. *Working Paper*.

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#### APPLICATIONS:

Applications with CV and transcript of records should be sent to Christina Uhl ([christina.uhl@wu.ac.at](mailto:christina.uhl@wu.ac.at)).