

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Advertising environment
- Advertising performance
- Real-time bidding
- Empirical Bachelor Thesis

TOPIC: IMPACT OF ADVERTISING ENVIRONMENT ON ADVERTISING PERFORMANCE

In the context of online display advertising and real-time bidding (RTB), performance marketers have been arguing whether the environment of an online advertisement (i.e., the website that it appears on) needs to be taken into account when planning and executing online advertising campaigns. Many performance marketers argue that it does not matter where the advertisement appears as long as the advertisement reaches the “right” consumer independently of where he/she is. In today’s online advertising, targeting the “right” consumer (e.g., a user interested in the product category or the product itself) is possible using advanced targeting techniques, such as behavioral or contextual targeting as well as re-targeting.

The aim of the thesis, thus, is to examine whether the advertising environment, i.e., the website that the advertisement appears on, still matters and influences the performance of a banner advertisement (here, the number of clicks). In addition, the question is whether the impact of the advertising environment on advertisement performance depends on the user’s state of mind (i.e., being in a goal-oriented versus browsing-oriented state of mind). The findings from the thesis will provide advertisers with insights into the decision of which advertising environments increase/decrease the number of clicks on an online banner advertisement. Therefore, it provides guidance regarding the decision of where to advertise.

To perform the empirical study, the student will conduct a survey, in which the survey participants rate different websites in order to capture perceived website quality. Later on, the student will be given a real-life campaign data set to examine the effects of the advertising environment on advertising performance.

Since a regression analysis will be carried out using the statistical software package R, a certain technical-mathematical understanding is a prerequisite for processing the topic.

LITERATURE:

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- **Balseiro, S. R., Feldman, J., Mirrokni, V., & Muthukrishnan, S. (2014):** *Yield Optimization of Display Advertising with Ad Exchange*, Management Science, 60(12), pp. 2886–2907.
- **Drèze, X. and Hussherr, F. (2003):** *Internet advertising: Is anybody watching?*, Journal of Interactive Marketing, Vol. 17, No. 4, pp. 8-23.
- **Aladwani, A. M., & Palvia, P. C. (2002):** *Developing and validating an instrument for measuring user-perceived web quality*, Information & Management, 39(6), pp. 467–476.

SUPERVISOR:

- Sila Ada: <https://www.wu.ac.at/imsm/jobs/team/sila-ada/>
- Guest Prof. Dr. Nadine Schröder: <https://www.wu.ac.at/imsm/jobs/team/nadine-schroeder/>

APPLICATIONS:

Applications with CV and transcript of records should be sent to Sila Ada (sila.ada@wu.ac.at).