

ANNOUNCEMENT

BACHELOR THESIS

KEYWORDS

- Ad clutter
- Advertising performance
- Empirical Bachelor Thesis

TOPIC: IMPACT OF AD CLUTTER ON AD PERFORMANCE

According to eMarketer (2016), more than half (54%) of ad buyers state that “ad clutter” (i.e., the number of ad slots on a webpage) is the biggest obstacle of digital advertising growth in the US market. Since publishers’ (i.e., website owners and, thereby, content creators) revenue is directly linked to the number of ad slots on their webpage, they have a clear incentive to increase the number of ad slots on a page. However, if ads on a webpage start to take over too much space, webpage visitors might get overwhelmed. Hence, visitors might start to ignore ads leading to more banner blindness and a substantial decrease in banner ad performance (e.g., click-through rate (CTR)). Moreover, the amount of “ad clutter”, which is being tracked by brand safety and ad verification programs, is recently put to use by advertisers when making decisions on where to run their ads. Consequently, publishers might risk missing out on higher revenue by cluttering their webpages.

The aim of the thesis, thus, is to examine the effect of ad clutter on ad performance (here, CTR). The findings from the thesis will offer insights on which websites to advertise on. To perform the empirical study, the student will be given a real-life campaign data set and will be asked to collect ad clutter information on the webpages, which are included in the data set. Since a linear regression 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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- **Goldfarb, A. and Tucker, C. E. (2014):** *Standardization and the Effectiveness of Online Advertising*, Management Science, Vol. 61, No. 11, pp. 2707–2719.
- **Cho, C.H. (2004):** *Why do people avoid advertising on the internet?*, Journal of Advertising, 33(4), pp. 89–97.
- **eMarketer (2016):** *Marketers Find Ad Clutter Challenging*, Retrieved from <https://www.emarketer.com/Article/Marketers-Find-Ad-Clutter-Challenging/1014237>.

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APPLICATIONS:

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