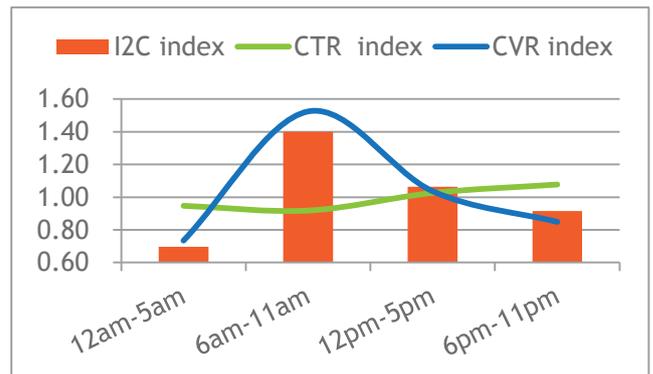


The Adfonic AdSnap: Automotive

This is Adfonic's AdSnap for the automotive sector. Based on data from 160 automotive campaigns run globally from January to July 2012 across Adfonic's smarter buying platform, it shows how people respond when shown automotive ads on a mobile or tablet device. This AdSnap is a perfect example of the importance of looking at clickthrough and conversion rate patterns and planning accordingly to maximize campaign performance.

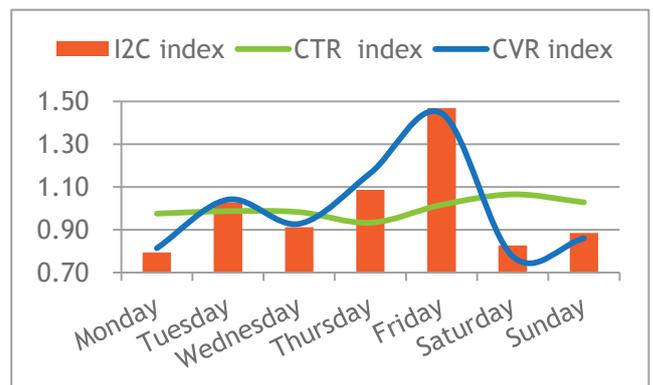
Intraday

- Clickthrough rates (CTRs) for automotive campaigns climb from late morning throughout the day but generally they don't vary greatly throughout the week
- Conversion rates (CVRs) show a more extreme profile: from the lowest point in the early mornings to a high in the late mornings, then gradually tail off throughout the rest of the day
- Impressions to conversions (I2Cs) correspond to CVRs, showing that impressions work hardest to drive conversions in the late morning



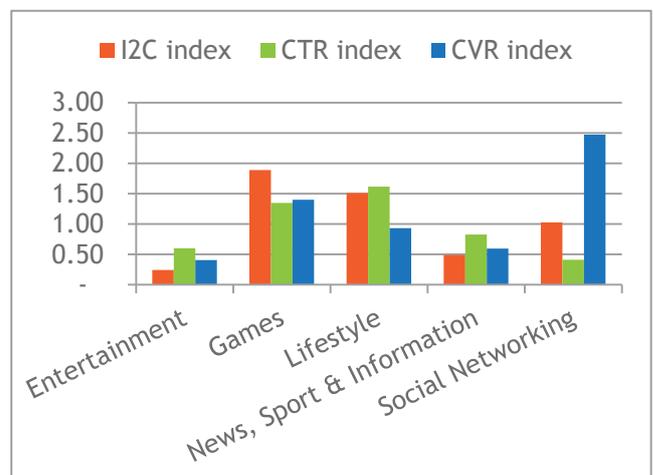
Intraweek

- CTRs show that people are more likely to click on automotive ads on Saturdays and less likely to do so on Thursdays
- CVRs show a more pronounced pattern, with people showing a greater propensity to convert on Fridays, but are then much less likely to do so at weekends
- As with the Intraday chart, CTRs remain relatively flat throughout the week



Channels

- Automotive ads that are shown within sites and apps in the Lifestyle publisher channel achieve the highest CTRs, whereas those shown within Social Networking inventory achieve the lowest
- In contrast, automotive ads within Social Networking inventory generate the highest CVRs, whereas Entertainment inventory achieves the lowest
- The Games channel drives the highest I2C rates, Entertainment achieves the lowest



Mixing business with pleasure in automotive ads

Clickthrough rates (CTRs) are important. They show how effective ads are at persuading people to click them, which benefits advertisers in driving traffic to their sites, and publishers in generating revenue.

But CTRs do not tell the whole story. Conversion rates (CVRs) are next along the marketing funnel: of the people who see ads, some will click; and of those who click, some will convert. A typical conversion in the automotive sector could be a booking for a test drive or a completed brochure request.



When we look at the automotive sector, some interesting variations emerge between CTRs and CVRs.

The Leisure Effect for CTRs

CTRs show us that people are more likely to click on automotive ads as the week progresses, with the highest rate of clicks on Saturday and the lowest on Tuesday. This indicates that people may be more likely to click when they're at ease, perhaps relaxing into the weekend and filling some idle time by browsing. We call this the Leisure Effect.

Looking within each day we see another CTR Leisure Effect. In the same way people tend to click more as the week progresses, so they click more as each day progresses, with more clicks in the late evening, perhaps when the children are in bed and the night is theirs.

The performance of automotive ads across different publisher channels supports this theory, with Lifestyle sites and apps being the most effective for generating clicks. These are not people interacting via social media or finding out the latest news. These are people looking at leisure, perhaps to see what they might purchase somewhere along the line.

The Work Effect for CVRs

However CVRs show that, within the automotive sector, people are much **less** likely to convert at weekends, and much **more** likely to convert throughout the week, peaking on a Friday. And they're more likely to convert between 6am and 11am - in other words, a full 12 hours' shift away from the peak CTRs. So if CTRs exhibit the Leisure Effect, then CVRs demonstrate the Work Effect.

We can go further than CTRs and CVRs, by looking at the ratio of impressions to conversions, or I2Cs. This shows that, in terms of driving the highest I2C rate, Games is the most effective publisher channel for automotive ads and for CVRs, it's Social Networking.

Business or pleasure? Both!

This is an important insight. If automotive advertisers and agencies want to drive traffic to a site or app, they should optimise for this late on Saturday and focus on Lifestyle channels. And if their goal is to drive conversions, that is download brochures or book test drives, they should focus on the early hours during the week and avoid weekends, concentrating their efforts around Games and Social Networking.

It's true: mobile advertising needs both the Leisure Effect and the Work Effect.

Adfonic AdSnaps are snapshots of performance, insight and analysis across Adfonic's smarter buying platform. Adfonic also produces the Global AdMetrics Report on a quarterly basis, providing more actionable insights that help advertisers and publishers understand what drives campaign performance and effective inventory monetization. To see all of Adfonic's reports, visit adfonic.com/news/reports/