

THE IMPACT OF ONLINE CAMPAIGN

SANTA FE, ACCENT

ON THE AUDIENCE OF THE
WWW.HYUNDAIMOTOR.CZ WEBSITE

gemiusDirectEffect
JUNE - JULY 2006

Case Study

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Introduction

Research goals

The research aims to measure the effectiveness of the online advertising campaign called “**Santa Fe, Accent**”, lasting from **1st June** to **21st July 2006**. In this report the effectiveness is measured by determining the impact of the campaign on the audience of the advertised webpage and target website.

Research methodology

gemiusDirectEffect is a quantitative study. Tracking scripts, embedded in the codes of the campaign's creative, are responsible for monitoring impressions and clicks on the creative. Cookie technology is used to differentiate particular visitors (cookies). This technology enables us to present information about the number of impressions and clicks on the advertisement as well as the number of visitors (cookies) that the campaign reached and who directly responded to the campaign by either clicking on the creative or later visiting the advertiser's web site (without clicking).

Campaign description

Campaign duration

The online advertising campaign “**Santa Fe, Accent**” was analysed within the period **1st of June – 21st of July 2006**.

Size of analysed sample

N = 224 960

N is the number of visitors (cookies) who had contact with the campaign (reach).

Creative formats

The analysed creative formats were:

- **753x100**
- **120x600**
- **400x100**



 **HYUNDAI**
Limbovaná série
Champion



Tucson Champion

- cenové zvýhodnění
40 000 Kč

- navigační systém
Tom Tom zdarma

Cena **699 900 Kč**



Advertising placements

The placement which were analysed for this campaign was:

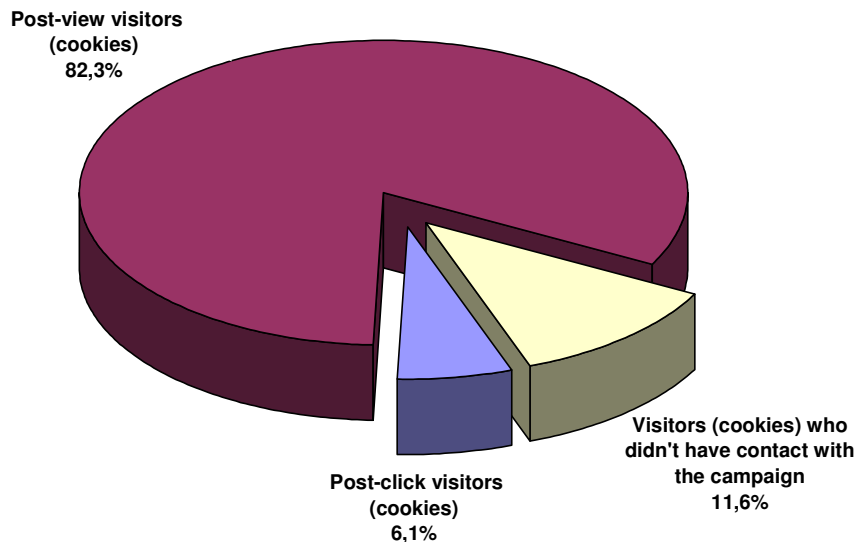
- **www.2006fotbal.cz**

Results of the research

Impact of the campaign on the audience of the target website

During analyzed period there were **52 592** visitors (cookies) who visited www.hyundaimotor.cz. **88,4%** of them had earlier contact with the campaign. Among this group, there were **6,1%** of visitors (cookies) who clicked on emitted creative and directly after that, they visited the website (this group will be called post-click group). Further, **82,3%** of visitors (cookies) visiting the website were those who had the creative emitted, but didn't click on it, however they visited the website (post-view) later on. Remaining **11,6%** of visitors (cookies) were those who didn't have contact with the campaign at all.

Chart 1: Impact of campaign on the audience of the www.hyundaimotor.cz website



N = 52 592

Post-click visitors (cookies)
 Post-view visitors (cookies)
 Visitors (cookies) who didn't have contact with the campaign

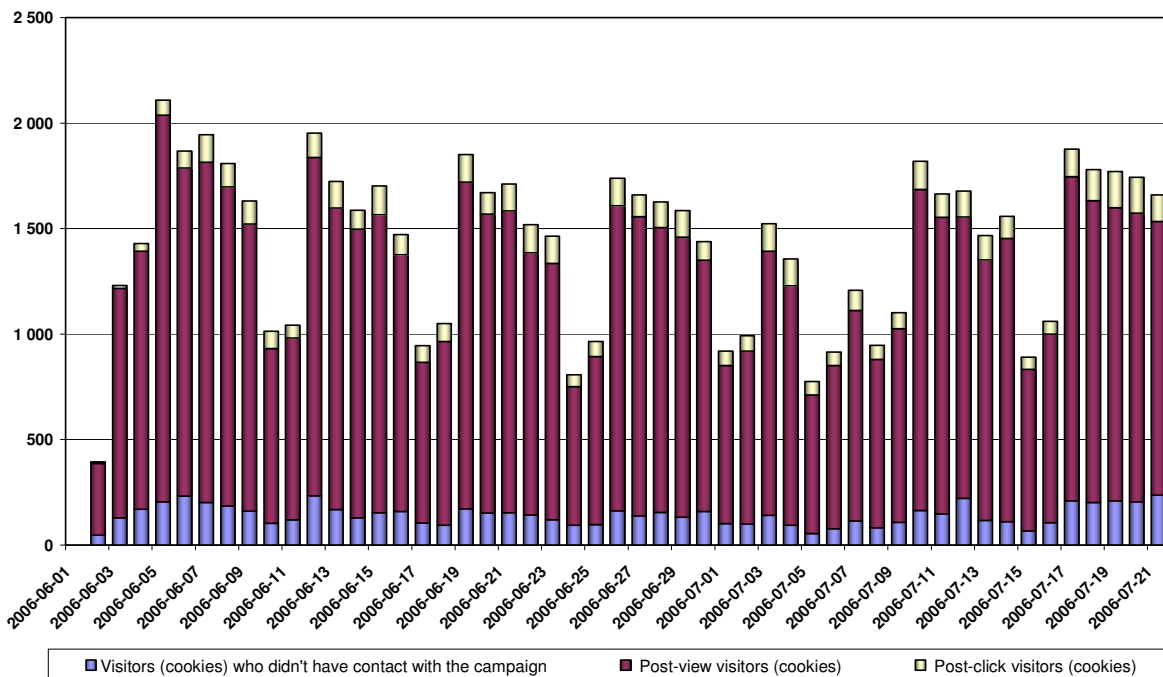
Source: gemiusDirectEffect 01.06-21.07.2006

Considering following days of campaign it is worth to notice that:

- On average there were **1 404** visitors (cookies) everyday, less visitors (cookies) visited the website on weekends – **1 027** on average every weekend day – than on weekdays (**1 547** visitors (cookies) on an average day).
- The highest number of post-click visitors (cookies) visiting the website was observed on **July, the 19th** – **171** visitors (cookies), **9,7%** of all visitors (cookies) visiting website that day.
- The highest number of post-view visitors (cookies) was noticed on the website on **June, the 5th** – **1 832** visitors (cookies), **86,9%** of visitors (cookies) visiting the website that day.

Chart 2: and Table 1: provide information about visitors (cookies) on the website split into post-click, post-view and those who didn't have contact with the campaign by days.

Chart 2: Impact of campaign on the audience of www.hyundaimotor.cz website day by day



Source: gemiusDirectEffect 01.06-21.07.2006

Table 1: Impact of campaign on the audience of www.hyundaimotor.cz day by day

Date	Post-click visitors (cookies)	Post-view visitors (cookies)	Visitors (cookies) who didn't have contact with the campaign	Visitors (cookies) on the web site
2006-06-01	0	0	0	0
2006-06-02	7	340	47	394
2006-06-03	13	1 088	128	1 229
2006-06-04	36	1 224	169	1 429
2006-06-05	72	1 832	204	2 108
2006-06-06	81	1 555	231	1 867
2006-06-07	132	1 612	201	1 945
2006-06-08	111	1 513	184	1 808
2006-06-09	110	1 361	160	1 631
2006-06-10	82	828	103	1 013
2006-06-11	59	862	120	1 041
2006-06-12	116	1 603	233	1 952
2006-06-13	126	1 429	168	1 723
2006-06-14	89	1 369	128	1 586
2006-06-15	136	1 412	153	1 701
2006-06-16	96	1 216	159	1 471
2006-06-17	80	760	105	945
2006-06-18	85	870	94	1 049
2006-06-19	131	1 548	171	1 850
2006-06-20	103	1 416	151	1 670
2006-06-21	128	1 430	153	1 711
2006-06-22	133	1 243	142	1 518
2006-06-23	129	1 215	119	1 463
2006-06-24	57	657	93	807
2006-06-25	71	796	97	964
2006-06-26	131	1 445	162	1 738
2006-06-27	104	1 419	137	1 660
2006-06-28	120	1 351	154	1 625
2006-06-29	126	1 327	132	1 585
2006-06-30	89	1 190	159	1 438
2006-07-01	69	749	101	919
2006-07-02	73	819	99	991
2006-07-03	130	1 251	141	1 522
2006-07-04	127	1 134	94	1 355
2006-07-05	63	657	55	775
2006-07-06	63	774	77	914
2006-07-07	95	999	113	1 207
2006-07-08	67	798	81	946
2006-07-09	75	919	107	1 101
2006-07-10	134	1 522	163	1 819
2006-07-11	110	1 406	147	1 663
2006-07-12	122	1 334	221	1 677
2006-07-13	116	1 235	116	1 467
2006-07-14	106	1 342	110	1 558
2006-07-15	56	767	66	889
2006-07-16	59	894	106	1 059
2006-07-17	131	1 536	209	1 876
2006-07-18	147	1 430	202	1 779
2006-07-19	171	1 391	208	1 770
2006-07-20	169	1 368	205	1 742
2006-07-21	127	1 297	236	1 660
Total	3 202	43 294	6 096	52 592

Source: gemiusDirectEffect 01.06-21.07.2006

Visits' characteristics

Additional analysis indicates differences in visits' characteristics between groups of visitors (cookies) who had contact with the campaign (both post-click and post-view) and those who didn't have contact with the campaign.

During the campaign the group of post-click visitors (cookies) performed the most page views (**14,7 page views** per visitor (cookie) on average) and spent the most time on the website – **15 min 17 sec** on average.

Visitors (cookies) of this group performed **1,8 visits** per visitor (cookie) on average.

In case of post-view visitors (cookies) slightly lower results were noticed. An average post-click visitor (cookie) performed on the website **1,5 visits** and **11,2 page views** and spent **10 min 10 sec**.

Those results are quite different from scores of the group of visitors (cookies) who didn't have contact with the campaign. Visitors (cookies) who didn't reach the website after contact with the campaign made less visits than others. They performed **1,1 visits** and **5,5 page views** on average. Also average time spent on the website was shorter – **5 min 6 sec**.

Table 2: Basic statistics for www.hyundaimotor.cz website

	Post-click visitors (cookies)	Post-view visitors (cookies)	Visitors (cookies) who didn't have contact with the campaign	Visitors (cookies) on the web site
Average time spent on the website	00:15:17	00:10:10	00:05:06	00:10:28
Average visit duration	00:08:49	00:07:06	00:04:35	00:07:07
Average visit length	8,3	7,6	5,0	7,4
Average number of page views per visitor (cookie)	14,7	11,2	5,5	11,2
Average number of visits per visitor (cookie)	1,8	1,5	1,1	1,5

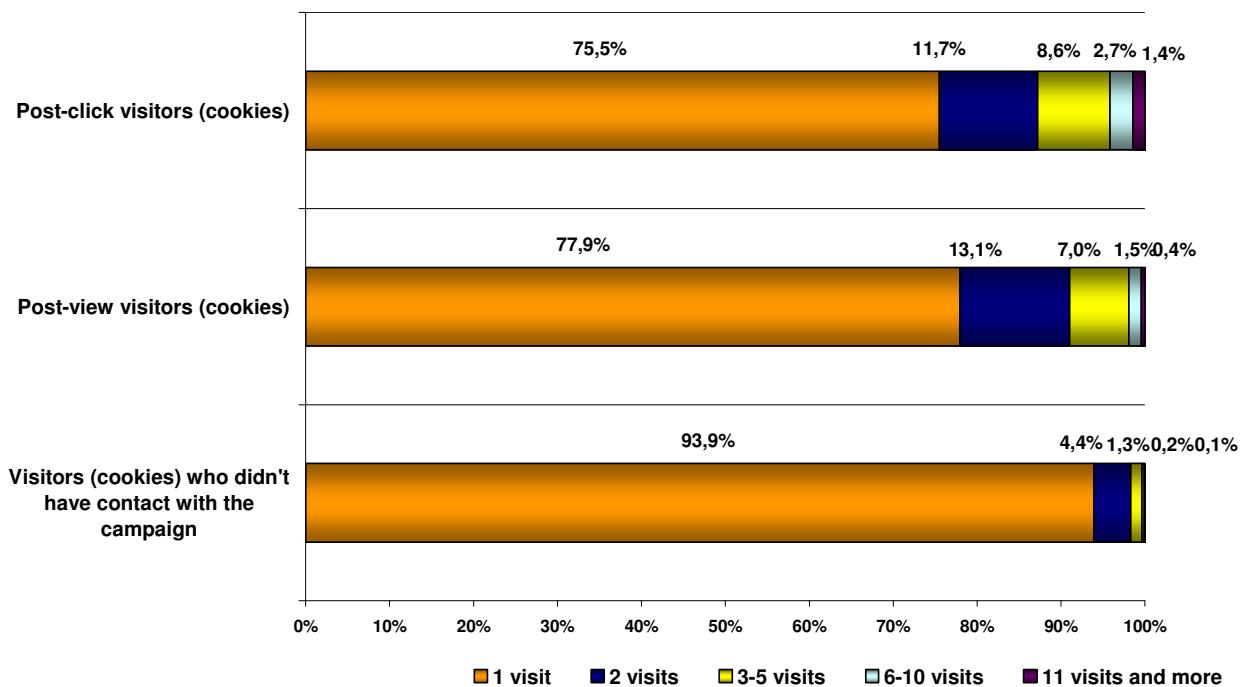
Source: gemiusDirectEffect 01.06-21.07.2006

Loyalty of visitors (cookies)

Considering number of visits performed within the campaign period on www.hyundaimotor.cz, it turned out that share of visitors (cookies) who didn't have contact with the campaign and performed only 1 visit amounted to **93,9%**. The share of such visitors (cookies) among post-click and post-view visitors (cookies) was lower: **75,5%** and **77,9%** respectively.

Among visitors (cookies) having the contact with the campaign (post-click and post-view), the shares of visitors (cookies) who performed 3 or more visits amounted to **12,7%** and **8,9%** respectively. Among those who didn't have contact with the campaign the number was equal to **1,6%**.

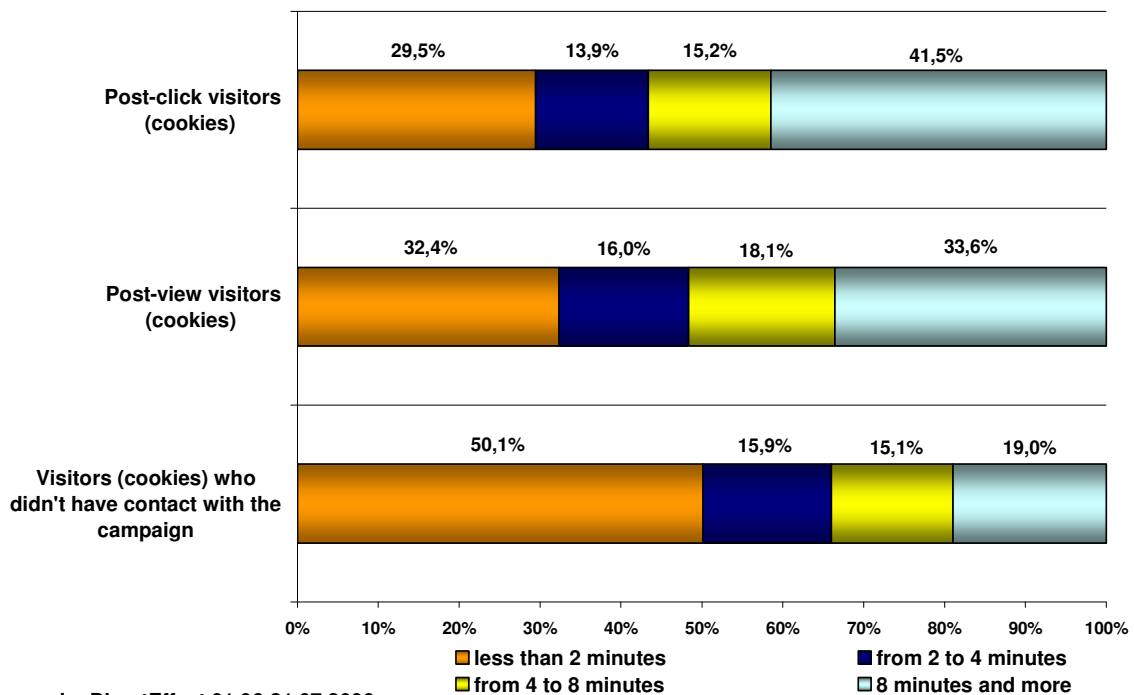
Chart 3: Loyalty of users (cookies) visiting www.hyundaimotor.cz website depending on number of visits



Source: gemiusDirectEffect 01.06-21.07.2006

As far as distribution of average visit's duration is concerned, differences were observed between those who had contact with the campaign (post-click or post-view visitors (cookies)) - and those who didn't have contact with the campaign. **50,1%** of visitors (cookies) who didn't have contact with the campaign performed visits lasting less than 2 min. The share of visitors (cookies) performing visits such visits in case of post-click and post-view groups amounted to **29,5%** and **32,4%** respectively. The groups of visitors (cookies) who had contact with the campaign (post-click and post-view) performed more visits which lasted more than 8 min (**41,5%** and **33,6%** respectively) than visitors (cookies) who didn't have contact with the campaign (**19,0%**).

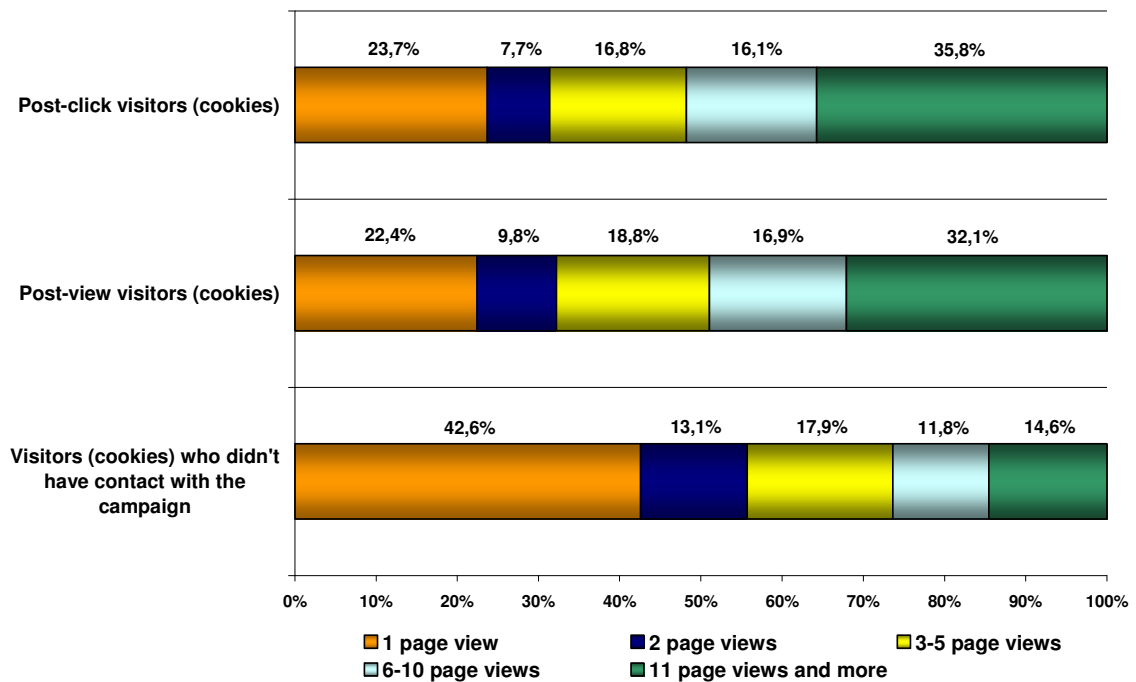
Chart 4: Loyalty of users (cookies) visiting www.hyundaimotor.cz website depending on average visit duration



Source: gemiusDirectEffect 01.06-21.07.2006

Considering distribution of visitors (cookies) depending on visit length, **35,8%** of post-click visitors (cookies) performed visits consisting of 11 page views or more, whilst in group of post-view visitors this share amounted to **32,1%** and among visitors (cookies) who didn't have contact with the campaign to **14,6%**.

Chart 5: Loyalty of users (cookies) visiting www.hyundaimotor.cz depending on visit length

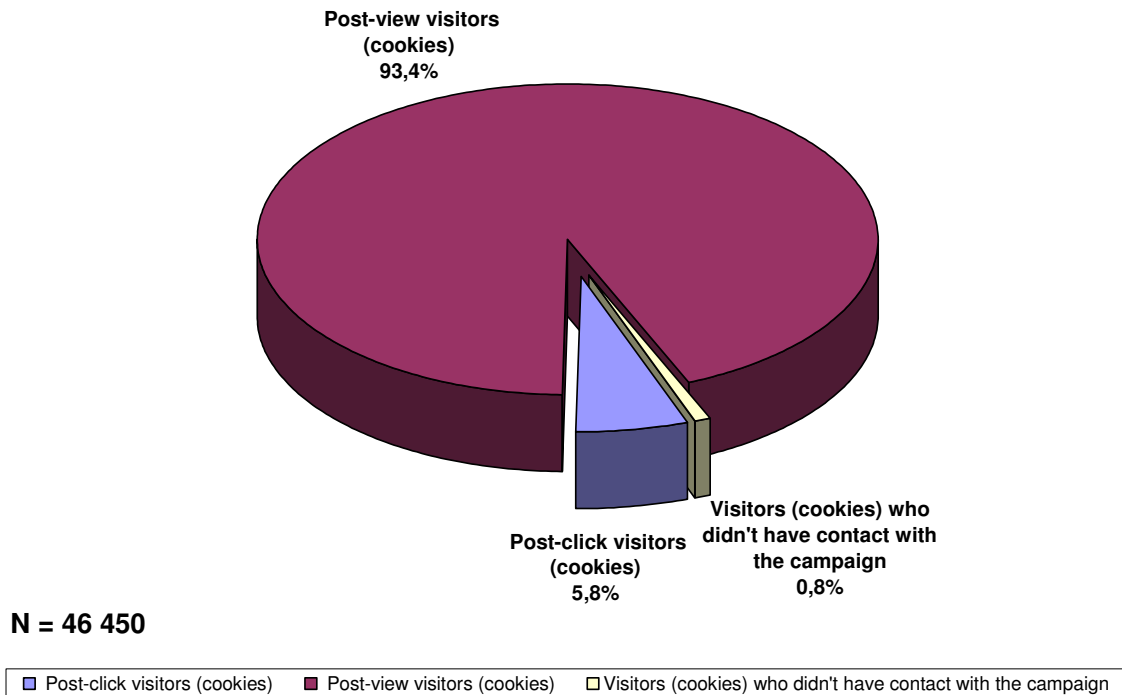


Source: gemiusDirectEffect 01.06-21.07.2006

Impact of the campaign on the audience of the advertised webpage

During analyzed period there were **46 450** visitors (cookies) who visited “**Uvodni stranka**” webpage. **99,2%** of them had contact with the campaign earlier. Among this group, there were **5,8%** of visitors (cookies) who clicked on emitted creative and directly after that, they visited the webpage (called post-click). Further **93,4%** of visitors (cookies) visiting website were those who had the creative emitted but didn't click on it, however later they visited webpage (post-view). Remaining **0,8%** of visitors (cookies) were those who didn't have contact with the campaign at all.

Chart 6: Impact of campaign on the audience of the advertised webpage “Uvodni stranka”



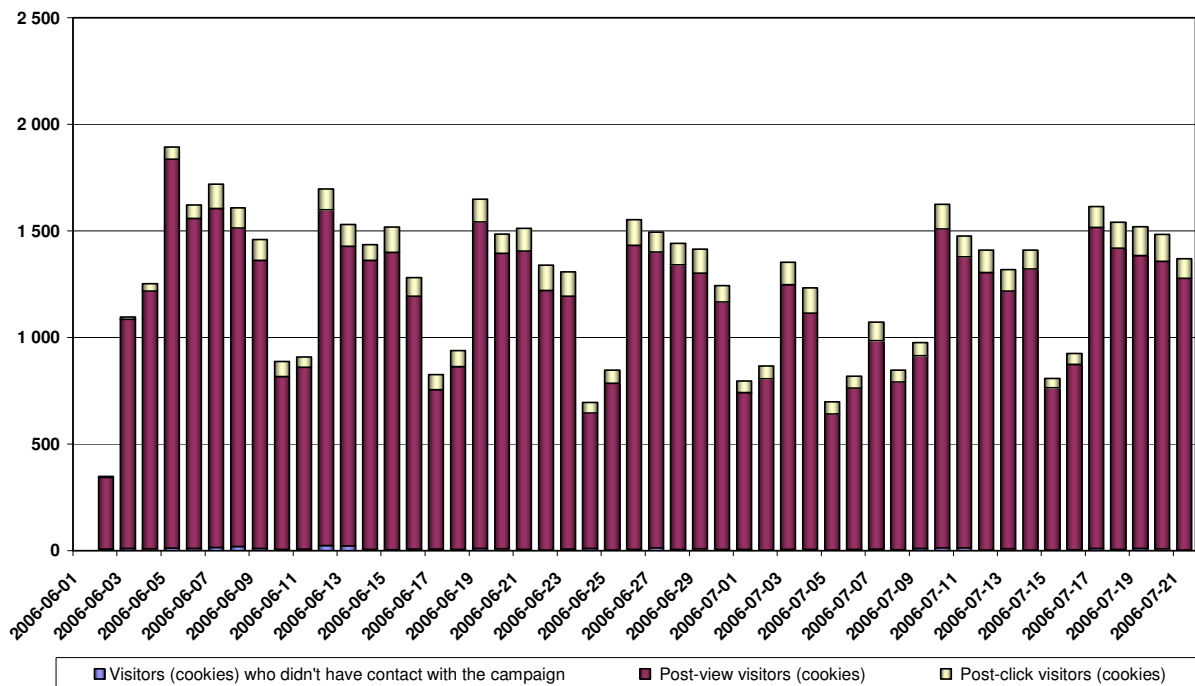
Source: gemiusDirectEffect 01.06-21.07.2006

Considering following days of campaign it is worth to notice that:

- On average there were **1 238** visitors (cookies) everyday, less visitors (cookies) visited the webpage on weekends – **905** on average every weekend day – than on weekdays (**1 365** visitors (cookies) daily on average).
- The highest number of post-click visitors (cookies) visited webpage was observed on **July, the 19th** – **135** visitors (cookies), **8,9%** of all visitors (cookies) visiting webpage that day.
- The highest number of post-view visitors (cookies) was noticed on the webpage on **June, the 5th** – **1 825** visitors (cookies), **96,4%** of visitors (cookies) visiting webpage that day.

Chart 2: and Table 1: provide information about visitors (cookies) on the advertised webpage “Uvodni stranka” split into post-click, post-view and those who didn’t have contact with the campaign by days.

Chart 7: Impact of campaign on the audience of advertised webpage “Uvodni stranka” day by day



Source: gemiusDirectEffect 01.06-21.07.2006

Table 3: Impact of campaign on the audience of the advertised webpage “Uvodni stranka” day by day

Date	Post-click visitors (cookies)	Post-view visitors (cookies)	Visitors (cookies) who didn't have contact with the campaign	Visitors (cookies) on the web site
2006-06-01	0	0	0	0
2006-06-02	5	336	7	348
2006-06-03	11	1 074	11	1 096
2006-06-04	34	1 209	9	1 252
2006-06-05	56	1 825	12	1 893
2006-06-06	63	1 547	11	1 621
2006-06-07	114	1 591	15	1 720
2006-06-08	95	1 496	18	1 609
2006-06-09	97	1 351	11	1 459
2006-06-10	70	812	5	887
2006-06-11	48	853	7	908
2006-06-12	98	1 576	23	1 697
2006-06-13	103	1 406	21	1 530
2006-06-14	73	1 356	6	1 435
2006-06-15	118	1 395	4	1 517
2006-06-16	86	1 187	7	1 280
2006-06-17	71	748	7	826
2006-06-18	76	857	6	939
2006-06-19	106	1 531	11	1 648
2006-06-20	90	1 386	9	1 485
2006-06-21	107	1 399	6	1 512
2006-06-22	118	1 218	3	1 339
2006-06-23	114	1 187	7	1 308
2006-06-24	50	635	10	695
2006-06-25	61	782	3	846
2006-06-26	121	1 426	6	1 553
2006-06-27	93	1 388	13	1 494
2006-06-28	100	1 336	5	1 441
2006-06-29	113	1 294	8	1 415
2006-06-30	76	1 162	5	1 243
2006-07-01	55	735	6	796
2006-07-02	60	803	3	866
2006-07-03	106	1 242	5	1 353
2006-07-04	119	1 109	5	1 233
2006-07-05	57	638	3	698
2006-07-06	55	758	5	818
2006-07-07	88	978	7	1 073
2006-07-08	56	787	4	847
2006-07-09	61	905	10	976
2006-07-10	116	1 496	13	1 625
2006-07-11	97	1 366	13	1 476
2006-07-12	105	1 303	2	1 410
2006-07-13	101	1 208	9	1 318
2006-07-14	89	1 319	2	1 410
2006-07-15	43	761	3	807
2006-07-16	51	869	4	924
2006-07-17	98	1 506	10	1 614
2006-07-18	122	1 414	5	1 541
2006-07-19	135	1 374	10	1 519
2006-07-20	126	1 350	8	1 484
2006-07-21	92	1 274	3	1 369
Total	2 689	43 403	358	46 450

Source: gemiusDirectEffect 01.06-21.07.2006

Visits' characteristics

Additional analysis indicates differences in visits' characteristics between groups of visitors (cookies) who had contact with the campaign (both post-click and post-view) and those who didn't have contact with the campaign.

During the campaign, the group of post-click visitors (cookies) performed the most page views (**14,3 page views** per visitor (cookie) on average) and spent the most time on the website – **15 min 47 sec**, on average. Visitors (cookies) of this group performed **1,8 visits** per visitor (cookie), on average.

In case of post-view visitors (cookies) lower results were noticed. An average post-click visitor (cookie) performed **1,4 visits** and **11,0 page views** and spent on the website **9 min 52 sec**.

Those results are quite different from scores of the group of visitors (cookies) who didn't have contact with the campaign. Visitors (cookies) who didn't reach the website after contact with the campaign made less visits than others. They performed only **1,0 visit** and **5,1 page views** on average. Also average time spent on the website was shorter – **4 min 47 sec**.

Table 4: Basic statistics for advertised webpage "Uvodni stranka"

	Post-click visitors (cookies)	Post-view visitors (cookies)	Visitors (cookies) who didn't have contact with the campaign	Visitors (cookies) on the web site
Average time spent on the website	00:15:47	00:09:52	00:04:47	00:10:31
Average visit duration	00:08:57	00:07:07	00:04:46	00:07:18
Average visit length	8,1	7,6	5,0	7,7
Average number of page views per visitor (cookie)	14,3	11,0	5,1	11,4
Average number of visits per visitor (cookie)	1,8	1,4	1,0	1,5

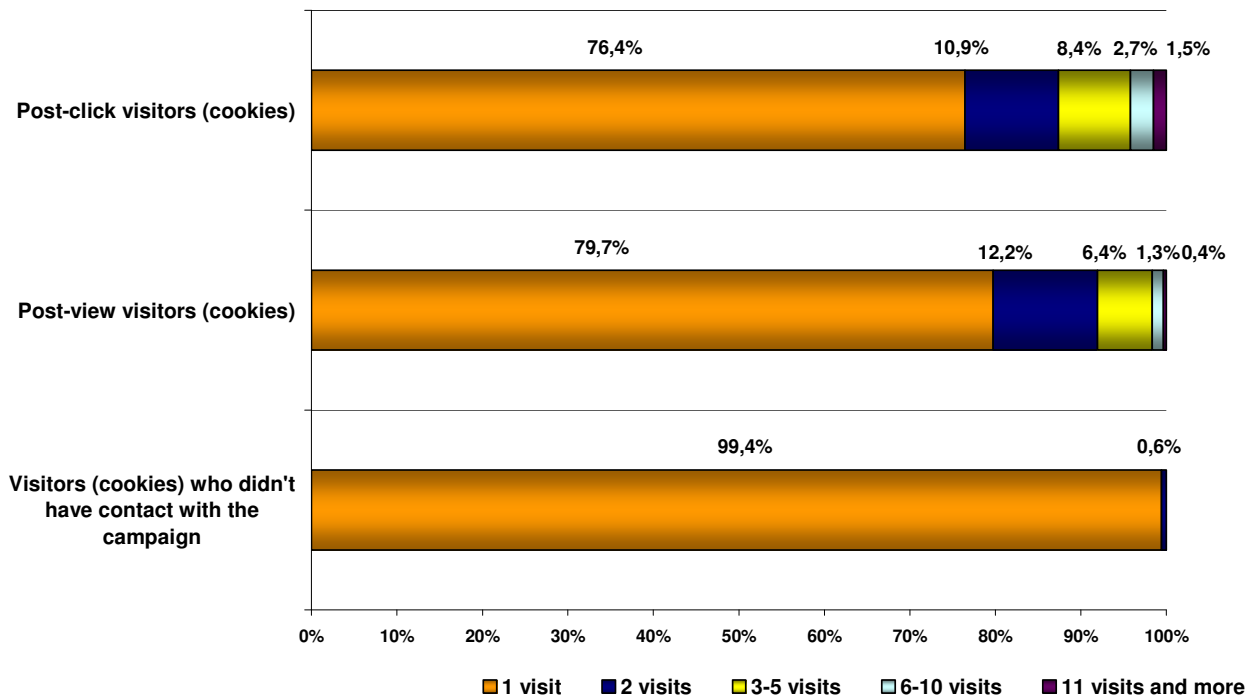
Source: gemiusDirectEffect 01.06-21.07.2006

Loyalty of visitors (cookies)

Considering number of visits performed within the campaign period on the advertised webpage “Uvodni stranka”, it turned out that share of visitors (cookies) who didn’t have contact with the campaign and performed only 1 visit amounted to **99,4%**. The share of such visitors (cookies) in groups of post-click and post-view visitors (cookies) was lower: **76,4%** and **79,7%** respectively.

Among visitors (cookies) having the contact with the campaign (post-click and post-view), the shares of visitors (cookies) who performed 3 or more visits amounted to **12,6%** and **8,1%** respectively. Among those who didn’t have contact with the campaign there was nobody who visited advertised webpage more than 3 times.

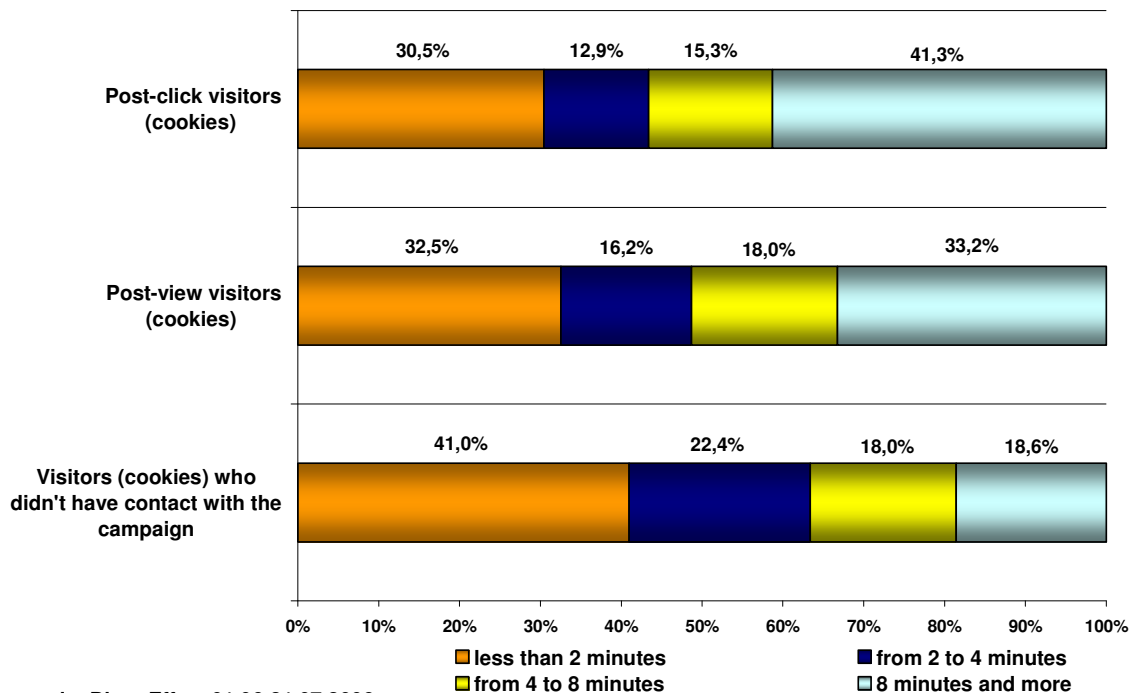
Chart 8: Loyalty of users (cookies) visiting advertised webpage “Uvodni stranka” depending on number of visits



Source: gemiusDirectEffect 01.06-21.07.2006

As far as distribution of average visit's duration is concerned, differences were observed between those who had contact with the campaign (post-click or post-view visitors (cookies)) - and those who didn't have contact with the campaign. **41,0%** of visitors (cookies) who didn't have contact with the campaign performed visits lasting less than 2 min. The share of visitors (cookies) performing such visits in case of post-click and post-view groups amounted to **30,5%** and **32,5%**, respectively. The groups of visitors (cookies) who had contact with the campaign (post-click and post-view) performed more visits which lasted more than 8 min (**41,3%** and **33,2%** respectively) comparing to **18,6%** of visitors (cookies) who didn't have contact with the campaign.

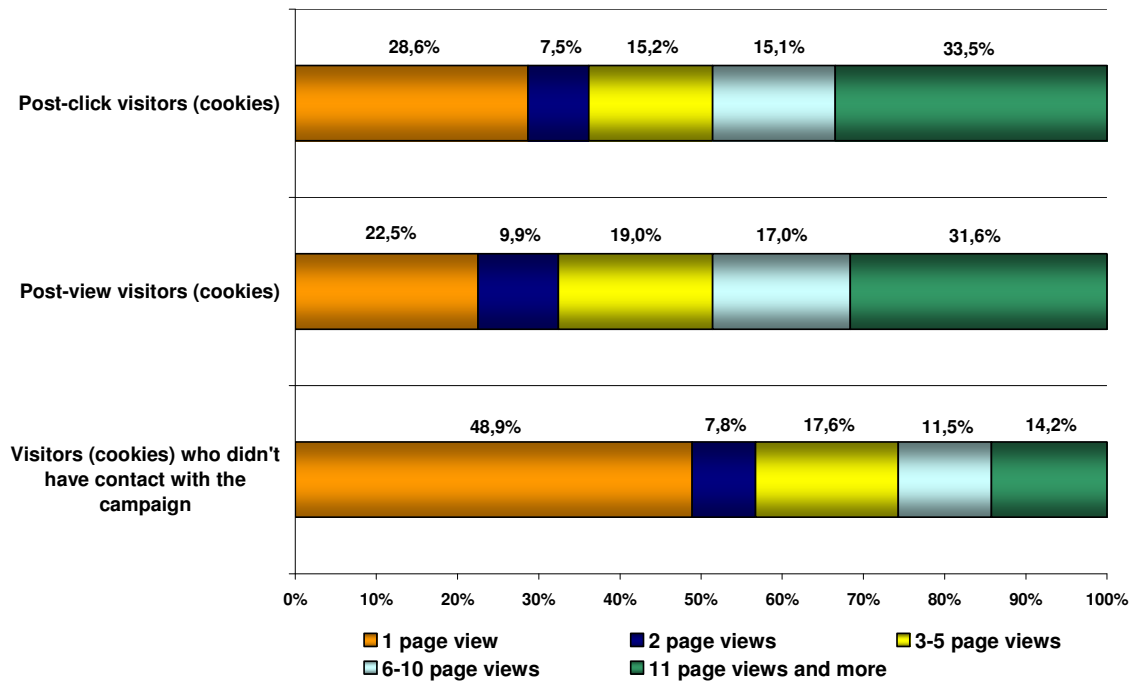
Chart 9: Loyalty of users (cookies)) visiting advertised webpage "Uvodni stranka" depending on average visit duration



Source: gemiusDirectEffect 01.06-21.07.2006

Considering distribution of visitors (cookies) depending on visit length, **33,5%** of post-click visitors (cookies) and **31,6%** of post-view visitors (cookies) performed visits consisting of 11 page views or more, whilst in group of visitors (cookies) who didn't have contact with the campaign this share amounted to **14,2%**.

Chart 10: Loyalty of users (cookies)) visiting advertised webpage "Uvodni stranka" depending on visit length



Source: gemiusDirectEffect 01.06-21.07.2006

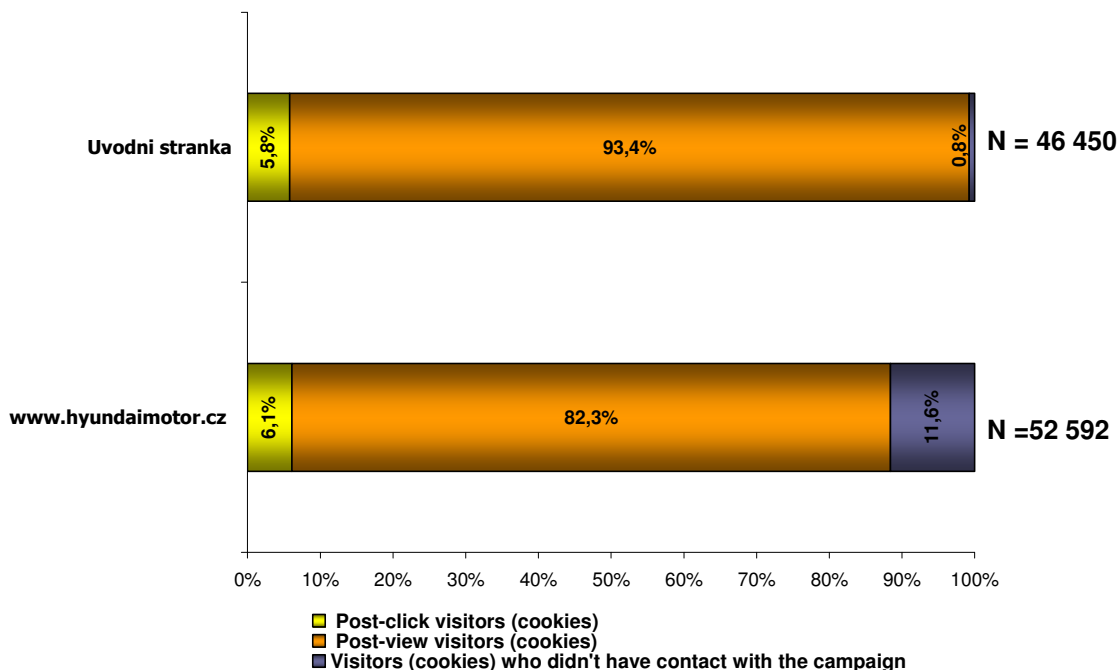
Summary

The advertising campaign “**Santa Fe, Accent**” had significant impact on the audience of target webpage “Uvodni stranka”, as well as on the website www.hyundaimotor.cz. Over **99%** of users (cookies) visiting target webpage and almost **90%** of visitors (cookies) of www.hyundaimotor.cz had earlier contact with the campaign. Post-click visitors (cookies) cover the majority of the audience in each case (**93,4%** for “Uvodni stranka” webpage, **82,3%** for www.hyundaimotor.cz).

The results of analysis made for target webpage “Uvodni stranka” and website www.hyundaimotor.cz are very similar. Considering visitors’ (cookies) activity, it is worth noticing that the most active users (cookies) were post-click visitors (cookies). They spend the most time and performed the most visits and page views on the www.hyundaimotor.cz as well as on the webpage “Uvodni stranka”.

The conclusions of loyalty analysis are similar: post-click visitors (users) performed the most visits lasting over 8 minutes and consisting of 11 and more page views. Also the share of users performing 3 and more visits within campaign period is the biggest for post-click visitors (cookies) both on www.hyundaimotor.cz and “Uvodni stranka” webpage.

Chart 11: Impact of the campaign on the audience of the advertised webpage and target website - comparison



Source: gemiusDirectEffect 01.06-21.07.2006

Appendix 1: visit paths and profiles for www.hyundaimotor.cz

Table 5: Visit paths of post-click visitors (cookies)

Visit path	Number of visits	% of visits
Uvodni stranka	1 436	25,3%
Uvodni stranka->Uvodni stranka	234	4,1%
Uvodni stranka->Uvodni stranka->Uvodni stranka	83	1,5%
Uvodni stranka->Predstaveni nove santa fe	79	1,4%
Uvodni stranka->Predstaveni nove santa fe->Cenik nove santa fe	39	0,7%
Uvodni stranka->Akce getz	35	0,6%
Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka	32	0,6%
Uvodni stranka->Predstaveni nove santa fe->Uvodni stranka	24	0,4%
Uvodni stranka->Aknci nabidky	23	0,4%
Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka	22	0,4%
Uvodni stranka->Reklamni predmety	19	0,3%
Uvodni stranka->Predstaveni nove santa fe->Cenik nove santa fe->Predstaveni nove santa fe->Uvodni stranka	18	0,3%
Uvodni stranka->Predstaveni getz->Akce getz	16	0,3%
Uvodni stranka->Predstaveni getz	14	0,2%
Uvodni stranka->Akce matrix	14	0,2%
Uvodni stranka->Leasing	13	0,2%
Uvodni stranka->Predstaveni getz->Cenik getz	13	0,2%
Uvodni stranka->Akce tuscon	13	0,2%
Uvodni stranka->Akce getz->Uvodni stranka	12	0,2%
Uvodni stranka->Sestavte si svůj vuz skript	11	0,2%
Uvodni stranka->Aknci nabidky->Aknci nabidky	11	0,2%
Akce getz	11	0,2%
Uvodni stranka->Predstaveni nove santa fe->Predstaveni nove santa fe	11	0,2%
Uvodni stranka->Akce tuscon->Uvodni stranka	10	0,2%
Uvodni stranka->Aknci nabidky->Cenik getz	9	0,2%
Uvodni stranka->Aknci nabidky->Uvodni stranka	8	0,1%
Uvodni stranka->Predstaveni accent	8	0,1%
Uvodni stranka->Aknci nabidky->Aknci nabidky->Aknci nabidky	8	0,1%
Uvodni stranka->Nabizene modely skript	8	0,1%
Uvodni stranka->Akce matrix->Uvodni stranka	8	0,1%
OTHERS	3 442	60,6%
ALL	5 684	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Table 6: Visit paths of post-view visitors (cookies)

Visit path	Number of visits	% of visits
Uvodni stranka	16 091	25,0%
Uvodni stranka->Uvodni stranka	3 429	5,3%
Uvodni stranka->Uvodni stranka->Uvodni stranka	807	1,3%
Uvodni stranka->Predstaveni nove santa fe	802	1,2%
Uvodni stranka->Predstaveni nove santa fe->Cenik nove santa fe	533	0,8%
Uvodni stranka->Predstaveni getz->Cenik getz	427	0,7%
Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka	321	0,5%
Uvodni stranka->Sestavte si svůj vuz skript	287	0,4%
Uvodni stranka->Kontakt	274	0,4%
Uvodni stranka->Nabizene modely skript	200	0,3%
Uvodni stranka->Predstaveni getz	186	0,3%
Uvodni stranka->Akcni nabidky	149	0,2%
Uvodni stranka->Leasing	148	0,2%
Uvodni stranka->Predstaveni nove santa fe->Predstaveni nove santa fe	143	0,2%
Uvodni stranka->Predstaveni nove santa fe->Cenik nove santa fe->Predstaveni nove santa fe->Uvodni stranka	139	0,2%
Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka->Uvodni stranka	131	0,2%
Uvodni stranka->Hyundai prodejci skript	128	0,2%
Uvodni stranka->Predstaveni nove santa fe->Uvodni stranka	127	0,2%
Uvodni stranka->Predstaveni getz->Akce getz	126	0,2%
Uvodni stranka->Tiskove zpravy	116	0,2%
Uvodni stranka->Predstaveni tuscon->Cenik tuscon	112	0,2%
Uvodni stranka->Nase spolecnost skript	110	0,2%
Uvodni stranka->Predstaveni accent	106	0,2%
Uvodni stranka->Predstaveni tuscon	105	0,2%
Uvodni stranka->Predstaveni nove santa fe->Tech. data nove santa fe	100	0,2%
Uvodni stranka->Predstaveni elantra	89	0,1%
Uvodni stranka->Predstaveni getz->Cenik getz->Predstaveni getz->Uvodni stranka	86	0,1%
Predstaveni nove santa fe	84	0,1%
Uvodni stranka->Predstaveni getz->Tech. data getz	79	0,1%
Uvodni stranka->Predstaveni elantra->Cenik elantra	78	0,1%
OTHERS	38 810	60,3%
ALL	64 323	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Table 7: Visit paths of visitors (cookies) who didn't have contact with the campaign

Visit path	Number of visits	% of visits
Nabizene modely skript	351	5,2%
Uvodni stranka	175	2,6%
Predstaveni getz	154	2,3%
Predstaveni nove santa fe	130	1,9%
Akcni nabidky	100	1,5%
Reklamni predmety	93	1,4%
Predstaveni elantra	71	1,0%
Sestavte si svuj vuz skript	67	1,0%
Barvy nove santa fe	67	1,0%
Prodejni mista	60	0,9%
Fotogalerie fotbal	57	0,8%
Cenik getz	53	0,8%
Tiskove zpravy	47	0,7%
Predstaveni getz->Cenik getz	47	0,7%
Fotbalova mise	46	0,7%
Interier nove santa fe	43	0,6%
Akce getz	43	0,6%
Nabizene modely skript->Nabizene modely skript	40	0,6%
Predstaveni accent	39	0,6%
Akce terracan	38	0,6%
Barvy getz	38	0,6%
Casopis na ceste	37	0,5%
Leasing	37	0,5%
Tech. data getz	33	0,5%
Barvy coupe	33	0,5%
Tech. data nove santa fe	33	0,5%
Predstaveni atos	32	0,5%
Cenik nove santa fe	31	0,5%
Interier grandeur	31	0,5%
Hyundai a MS	31	0,5%
OTHERS	4 730	69,7%
ALL	6 787	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Table 8: Visit profiles of post-click visitors (cookies)

Visit profile	Number of visits	% of visits
Uvodni stranka	1 824	32,1%
Uvodni stranka,Predstaveni nove santa fe	131	2,3%
Uvodni stranka,Akcni nabitky	92	1,6%
Uvodni stranka,Akce getz	86	1,5%
Uvodni stranka,Cenik nove santa fe,Predstaveni nove santa fe	80	1,4%
Uvodni stranka,Reklamni predmety	45	0,8%
Uvodni stranka,Akce getz,Cenik getz,Predstaveni getz	37	0,7%
Uvodni stranka,Akce getz,Predstaveni getz	35	0,6%
Uvodni stranka,Akce tuscon	34	0,6%
Uvodni stranka,Sestavte si svuj vuz skript	28	0,5%
Uvodni stranka,Akce matrix	28	0,5%
Uvodni stranka,Cenik getz,Predstaveni getz	28	0,5%
Uvodni stranka,Tiskove zpravy	24	0,4%
Uvodni stranka,Predstaveni getz	23	0,4%
Uvodni stranka,Leasing	21	0,4%
Uvodni stranka,Akce getz,Akcni nabitky	20	0,4%
Uvodni stranka,Predstaveni accent	20	0,4%
Uvodni stranka,Akce getz,Cenik getz	18	0,3%
Uvodni stranka,Nabizene modely skript	17	0,3%
Uvodni stranka,Cenik getz,Akcni nabitky	17	0,3%
Uvodni stranka,Akce tuscon,Akcni nabitky	17	0,3%
Uvodni stranka,Akce getz,Cenik getz,Akcni nabitky	14	0,2%
Akce getz	13	0,2%
Uvodni stranka,Predstaveni elantra	13	0,2%
Uvodni stranka,Barvy nove santa fe,Bezpecnost nove santa fe,Cenik nove santa fe,Exterier nove santa fe,Interier nove santa fe,Motor nove santa fe,Predstaveni nove santa fe,Tech. data nove santa fe	12	0,2%
Uvodni stranka,Kontakt	12	0,2%
Uvodni stranka,Cenik nove santa fe,Predstaveni nove santa fe,Tech. data nove santa fe	12	0,2%
Uvodni stranka,Hyundai a MS	11	0,2%
Uvodni stranka,Interier nove santa fe,Predstaveni nove santa fe	11	0,2%
Uvodni stranka,Akcni nabitky,Leasing	11	0,2%
OTHERS	2 950	51,9%
ALL	5 684	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Table 9: Visit profiles of post-view visitors (cookies)

Visit profile	Number of visits	% of visits
Uvodni stranka	20 950	32,6%
Uvodni stranka,Predstaveni nove santa fe	1 411	2,2%
Uvodni stranka,Cenik nove santa fe,Predstaveni nove santa fe	1 038	1,6%
Uvodni stranka,Cenik getz,Predstaveni getz	763	1,2%
Uvodni stranka,Sestavte si svuj vuz skript	548	0,9%
Uvodni stranka,Akcni nabitky	547	0,9%
Uvodni stranka,Kontakt	477	0,7%
Uvodni stranka,Predstaveni getz	400	0,6%
Uvodni stranka,Nabizene modely skript	367	0,6%
Uvodni stranka,Akce getz,Cenik getz,Predstaveni getz	291	0,5%
Uvodni stranka,Tiskove zpravy	252	0,4%
Uvodni stranka,Nase spolecnost skript	243	0,4%
Uvodni stranka,Akce getz,Predstaveni getz	235	0,4%
Uvodni stranka,Leasing	222	0,3%
Uvodni stranka,Cenik nove santa fe,Predstaveni nove santa fe,Tech. data nove santa fe	217	0,3%
Uvodni stranka,Hyundai prodejci skript	211	0,3%
Uvodni stranka,Predstaveni accent	208	0,3%
Uvodni stranka,Cenik tuscon,Predstaveni tuscon	198	0,3%
Uvodni stranka,Predstaveni tuscon	186	0,3%
Uvodni stranka,Predstaveni elantra	179	0,3%
Uvodni stranka,Reklamni predmety	176	0,3%
Uvodni stranka,Predstaveni nove santa fe,Tech. data nove santa fe	175	0,3%
Uvodni stranka,Barvy nove santa fe,Bezpecnost nove santa fe,Cenik nove santa fe,Exterier nove santa fe,Interier nove santa fe,Motor nove santa fe,Predstaveni nove santa fe.Tech. data nove santa fe	161	0,3%
Uvodni stranka,Prodejni mista	155	0,2%
Uvodni stranka,Prislusenstvi	154	0,2%
Uvodni stranka,Hyundai a MS	150	0,2%
Uvodni stranka,Cenik elantra,Predstaveni elantra	141	0,2%
Uvodni stranka,Cenik getz,Predstaveni getz,Tech. data getz	140	0,2%
Uvodni stranka,Interier nove santa fe,Predstaveni nove santa fe	134	0,2%
Uvodni stranka,Exterier nove santa fe,Predstaveni nove santa fe	134	0,2%
OTHERS	33 860	52,6%
ALL	64 323	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Table 10: Visit profiles of visitors (cookies) who didn't have contact with the campaign

Visit profile	Number of visits	% of visits
Nabizene modely skript	400	5,9%
Predstaveni getz	192	2,8%
Uvodni stranka	181	2,7%
Predstaveni nove santa fe	163	2,4%
Reklamni predmety	130	1,9%
Akcni nabidky	129	1,9%
Cenik getz,Predstaveni getz	87	1,3%
Sestavte si svůj vuz skript	82	1,2%
Predstaveni elantra	81	1,2%
Barvy nove santa fe	81	1,2%
Prodejni mista	72	1,1%
Fotogalerie fotbal	61	0,9%
Cenik getz	56	0,8%
Barvy coupe	56	0,8%
Tiskove zpravy	53	0,8%
Interier nove santa fe	51	0,8%
Akce getz	49	0,7%
Fotbalova mise	48	0,7%
Barvy getz	48	0,7%
Cenik nove santa fe,Predstaveni nove santa fe	44	0,6%
Predstaveni accent	43	0,6%
Leasing	41	0,6%
Casopis na ceste	40	0,6%
Predstaveni atos	40	0,6%
Akce terracan	40	0,6%
Hyundai a MS	39	0,6%
Tech. data getz	38	0,6%
Predstaveni tuscon	37	0,5%
Interier grandeur	36	0,5%
Kontakt	36	0,5%
OTHERS	4 333	63,8%
ALL	6 787	100,0%

Source: gemiusDirectEffect 01.06-21.07.2006

Appendix 2: Research methodology and metric definitions

Research methodology

gemiusDirectEffect is a quantitative study. Tracking scripts, embedded in the codes of the campaign's creative, are responsible for monitoring impressions and clicks on the creative. Cookie technology is used to differentiate particular visitors (cookies). This technology enables us to present information about the number of impressions and clicks on the campaign as well as the number of visitors (cookies) whom the campaign reached and who directly responded to the campaign by either clicking on the creative or later visiting the advertiser's web site (without clicking).

Metric definitions

Visitor (cookie)

An Internet user who comes to a web site, identified by a cookie attributed to the profile of their Internet browser.

Reach

Number of visitors (cookies) to whom the creative(s) was/were emitted.

UC (User Clicks)

Number of visitors (cookies) who performed first click on the advertisement or a component thereof.

Cookie click

Click on advertisement in case of cookie acceptance by browser.

- **Cookie first click**

First click on advertisement after its emission, performed within 2 hours from impression

- **Cookie next clicks**

All clicks except first clicks i.e. clicks performed after first click or after 2 hours from impression.

If ad emissions are not counted (e.g. because of lack of specific counting script), all clicks are treated as next clicks.

Frequency

Average number of contacts with an ad per visitor (cookie) who had contact with the campaign.

Target Page

Web page to which the creative directed.

TTC (Time to click)

Average time elapsed from impression to cookie click.

Click Through Ratio (CTR)

The measure of ad effectiveness described as a number of first clicks on an emitted creations. The ratio represents interest in the emitted creations. The ratio is differentiated into CTR-U and CTR-V.

- **CTR-U (Click-Through Ratio – Users)**

Percentage relation of the number of visitors (cookies) who performed first click on an ad within 2 hours from impression to the number of visitors (cookies) to whom the ad was emitted.

Ratio formula:

$$\text{CTR-U} = \frac{\text{UC}}{\text{Reach}} = \frac{\text{number of visitors (cookies) who performed first click on an ad within 2 hours from impression}}{\text{number of visitors (cookies) to whom the ad was emitted}}$$

- **CTR-V (Click-Through Ratio – Views)**

Percentage relation of the number of first clicks on an ad within 2 hours from impression to the number of impressions.

Ratio formula:

$$\text{CTR-V} = \frac{\text{number of first clicks on creative within 2 hours from impression}}{\text{number of impressions}}$$

CR-U Ratio (Conversion Rate – Users)

Relation of the number of visitors (cookies) who visited the target page within 5 minutes after performing first click on an ad to the number of visitors (cookies) who performed first click on an ad. The ratio represents an interest in the target page.

Ratio formula:

$$CR - U = \frac{SUC}{UC} = \frac{\text{number of visitors (cookies) who visited the target page within 5 minutes after performing first click}}{\text{number of visitors (cookies) who performed first click on an ad within 2 hours from impression}}$$

DEFINITIONS OF GROUPS FOR:	
TARGET PAGE	TARGET SITE
Post-click group <i>It is a group of visitors (cookies) who visited the target page or site after performing first click on creative (direct effect of the campaign). The time elapsed between the first click and the conversion to target page/site is limited only by the end date of the campaign.</i>	
Visitors (cookies) who performed a page view of the target page at any time after performing first click on creative.	Visitors (cookies) who performed a page view of any page of the target site at any time after performing first click on a creative.
Post-view group <i>It is a group of visitors (cookies) who had contact with an ad, though it is unsure whether they have noticed it. This group was not interested enough in an ad to perform first click on it. However, because of some other reasons, during the campaign and after having a contact with the campaign they accessed the target page/site.</i>	
Visitors (cookies) who did not perform first click on an ad after it was emitted but accessed the target page in a different way and performed its page view. Unlimited time span is admissible between the impression and the page view of the target page.	Visitors (cookies) who did not perform first click on an ad after it was emitted but accessed the target site in a different way and performed its page view. Unlimited time span is admissible between the impression and the page view of the target site.
Did not have contact with the campaign	
Other visitors (cookies) who did not have contact with the campaign and accessed the target page in the time period of the campaign.	Other visitors (cookies) who did not have contact with the campaign and accessed the target site in the time period of the campaign.

COMMENT. If a visitor (cookie) fits to several above-mentioned groups (i.e. first he/she visited a target site independent to the campaign, then visited a target site after clicking on the creative) in the associative statistics for the campaign is attributed to:

1. Post-click group first;
2. Post-view group secondly;
3. if a visitor (cookie) did not have contact with the campaign, he/she is attributed to “Did not have contact with the campaign” group.

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