

Annoying Ads & Time Based Ads

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Annoying Ads

- ▶ Question: Do ads like these bring in more revenue than they cost due to lost traffic?

I Need a Degree In...
Click Your Career
Business
Education
Nursing
Health Care
Criminal Justice
Other Programs
classesUSA™

Think You're Too Busy to Go Back to School?
Graduate Online in as Fast as 13 Months!
Select Your State
Alabama
See Degrees Now
classesUSA™

ALERT FREE* SCREENSAVERS!
Screensavers
Angelina Jolie
Britney Spears
Paris Hilton
Jessica Alba
Jessica Simpson
Preview
Settings
Click the "OK" button now to get your FREE* Screensavers!
OK
*See Details

Would You Go Back To School If You Qualified For A Grant? See If You Qualify!
Click Your Age:
Under 18 19-25
26-35 36-45
46-55 56-65
66-75 Over 75
classesUSA™

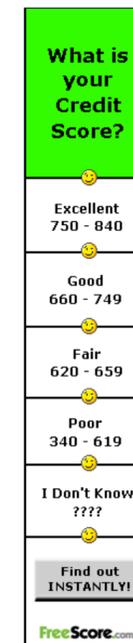
House Payments Fall Again!
Think You Pay Too Much for Your Mortgage? Find Out!
Click Your State
Estimate New Payment
LowerMyBills.com

What is your Credit Score?
Excellent 750 - 840
Good 660 - 749
Fair 620 - 659
Poor 340 - 619
I Don't Know ????
Find out INSTANTLY!
FreeScore.com

Measuring the Impact of Annoying Ads

- ▶ Mechanical Turk task: users classify email, can stop any time
- ▶ Measured how much you have to pay to endure the annoying ads.
- ▶ Bad ads cost roughly \$1 CPM

You are earning a bonus of 3 cents after every 5 emails you categorize.



Hi!

We have a new product that we offer to you, C_I_A_L_I_S soft tabs,

Cialis Soft Tabs is the new impotence treatment drug that everyone is talking about. Soft Tabs acts up to 36 hours, compare this to only two or three hours of Viagra action! The active ingredient is Tadalafil, same as in brand Cialis.

Simply dissolve half a pill under your tongue, 10 min before sex, for the best erections you've ever had!

Soft Tabs also have less sidebacks (you can drive or mix alcohol drinks with them).

You can get it at: <http://onlinegenericrx.com/soft/>

No thanks: <http://onlinegenericrx.com/tr.php>



Looking at the text of the email, would you categorize it as:

- Personal
- Work-related
- Legitimate e-Commerce
- Spam

Notes:

- You have categorized 15 emails so far.
- You are earning a bonus of 3 cents after every 5 emails you categorize.
- To ensure accuracy of responses, we will check the accuracy of a random sample of your work.
- There is a limit of 1000 emails per Turker. Please do not attempt more.
- These emails have been released to the public domain. Phone numbers have been removed from these emails, and the company name changed to MegaCorp.
- When you are done categorizing all the emails you wish to complete, click Stop Categorizing Emails and Complete HIT, below.

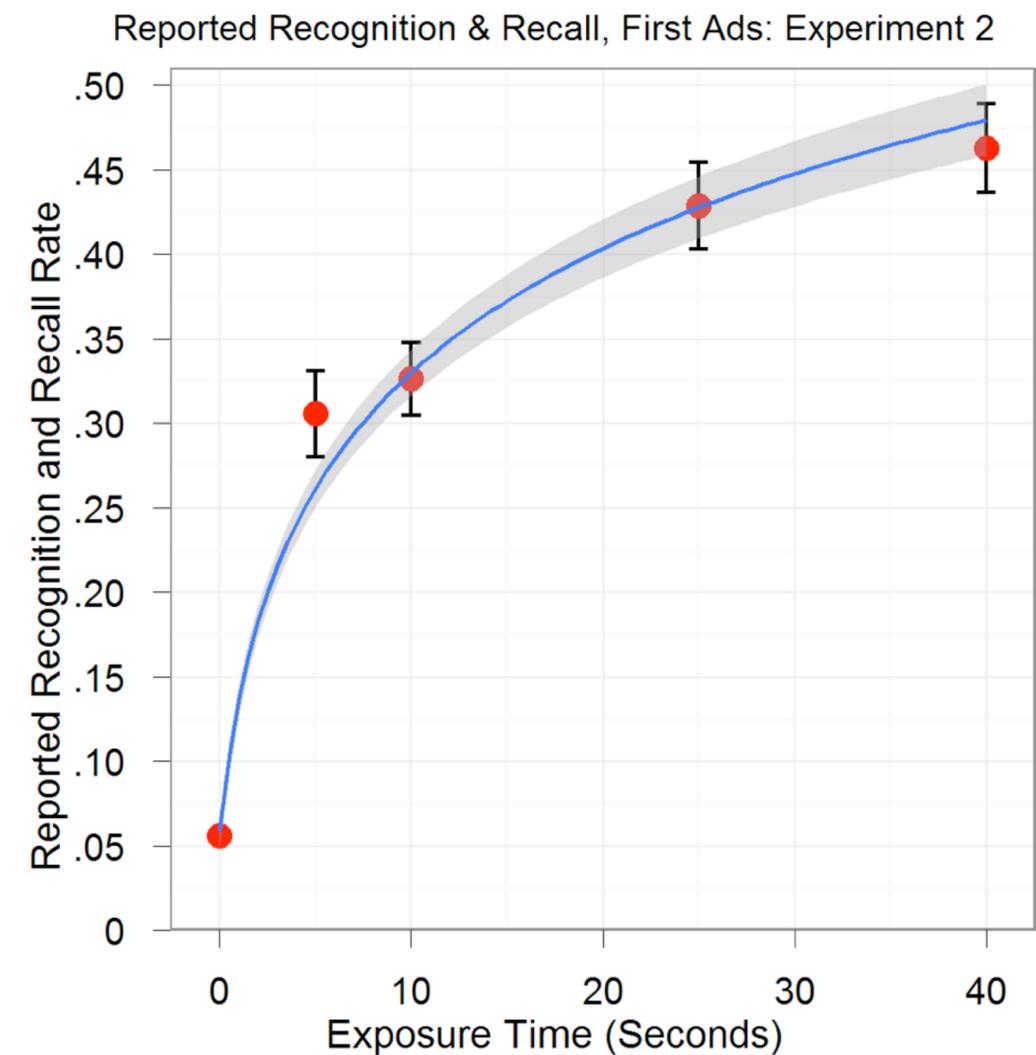
Time-Based Display Advertising: Experimental Design

- ▶ Mechanical Turk experiment
- ▶ Instructions: read web page and answer questions about it
- ▶ Ad would disappear after a few seconds
- ▶ When user finished reading asked:
 - ▶ Which advertiser did you see?

The screenshot shows a browser window titled "Amazon Mechanical Turk" with the URL <https://workersandbox.mturk.com/mturk/accept?hitId=2WTNFSVGULF3KGWAUT71IS3NOC>. The page displays a HIT (Human Intelligence Task) for a "Web Page Design Survey (up to \$0.14 Bonus!)" requested by Siddharth Suri. The reward is \$0.10 per HIT, with 1 HIT available and a 10-hour duration. The qualifications required are a HIT approval rate of at least 90% and a location in the US. The survey content includes a news article titled "Teachers play hooky in latest PR setback in New York" by Liz Goodwin, a Netflix advertisement for "Hot Tub Time Machine", and a "Featured Stories" section with three news items. At the bottom, there are buttons for "Submit HIT" and "Return HIT", and a "Continue" button for the survey.

More Exposure Time Causes Increased Memory

- ▶ Increased exposure time causes increased probability of remembering ad.
- ▶ First 10 seconds are most valuable.
- ▶ After 10 seconds increased exposure helps, but there are diminishing returns.



Rotating Ads is Better for Advertisers A & B

Schedule 1

Have the whole page duration to yourself on half the page loads

A

B

Visual Recognition

41%

Text Recognition

28%

Unaided Recall

16%

Schedule 2

Rotate ads after 10 seconds
Half the impressions, you're first
Half the impressions, you're second

A B

B A

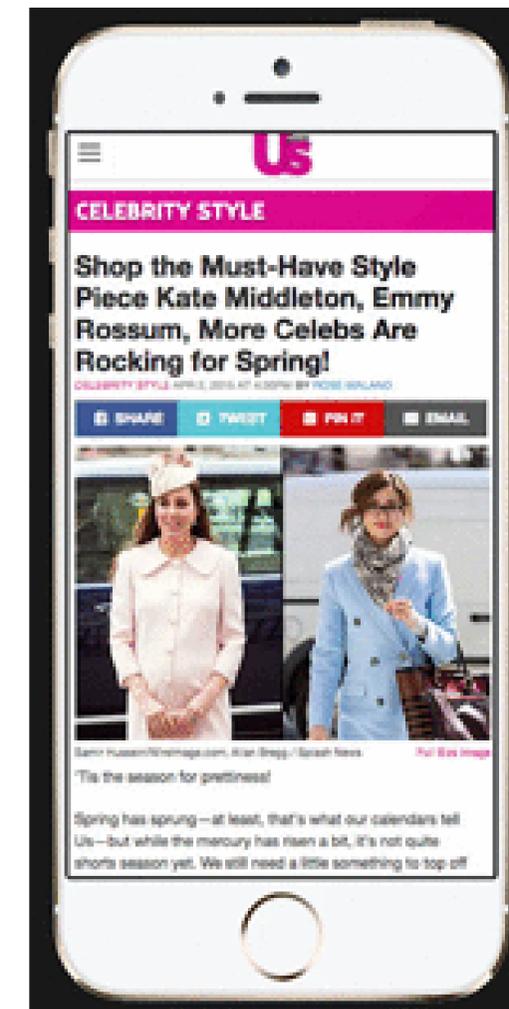
58%

38%

28%

Current Work: Moving Studies to Websites & Mobile Phones

- ▶ Advertisers A and B, shown for varying amounts of time
 - ▶ After 20 seconds, 1-question survey
 - ▶ Partnering with Chartbeat
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- ▶ Users see inline ad for a variable amount of time
 - ▶ Later serve an ad that asks one question about creative
 - ▶ Partnering with Sled



Want to Collaborate?

- ▶ Experiment with in App advertising?
- ▶ How valuable is being the only advertiser on a page?
- ▶ What is the relationship between repeated exposure and memory?
- ▶ Do take over ads bring in more revenue than they cost in lost traffic?

- ▶ Other suggestions?

- ▶ Papers available at: sidsuri.com, dangoldstein.com, mcafee.cc