

AD CATALYST CASE STUDY

A Social Media Advertising Success Story - AdNectar Drives Purchase Intent Through Social Gifting

Overview

Social networks are among the hottest properties on the Internet, experiencing huge growth in traffic and users. However, effective advertising models for these popular sites, such as Facebook and MySpace, have proven elusive. AdNectar, in conjunction with Vizu's Ad Catalyst, is hoping to change this perception forever, ushering in an era of social media success for advertisers. AdNectar is a pioneer in the social gifting ad model for social networks.

“The explosion in social media usage and the nuances of the medium necessitate new approaches to delivering brand messages to these users. AdNectar has proven the effectiveness of its unique social media advertising approach through third party validation from Ad Catalyst,”

Nir Eyal, CEO of AdNectar

This scenario has happened before – A new wave of sites on the Internet drive incredible traffic, but ways to monetize these growing user bases are less clear. Social media has perhaps an even trickier challenge. Advertising units must be unobtrusive yet relevant to match the expectations of the site user and the brand.

AdNectar has evidence, through use of Ad Catalyst, that the implementation of “virtual gifts” on social networks like Facebook can be an effective way to drive interest in key brand attributes. AdNectar specializes in these social gifts, intended to deliver brand messages with permission-based advertising, rather than typical call-to-action methods.

Solution

AdNectar packaged Ad Catalyst with a recent brand ad campaign for a well-known consumer packaged goods brand in order to gain a variety of insights. The key question to be resolved: How effective is branded social gifting when associated with a packaged goods brand? Ad Catalyst helped AdNectar provide this answer in spades, proving that this unique ad unit drives phenomenal Brand Lift, in this case for purchase intent.

Ad Catalyst provided a wide variety of brand data via its online dashboard in real-time for use by AdNectar. This data can then be shared with AdNectar's social media network and its brand advertisers in order to highlight key Ad Catalyst findings.

Through regular use, AdNectar can build a set of social media advertising best practices that will help to optimize future social media brand campaigns.

Quick Facts

Company	AdNectar
Headquarters	Palo Alto, California
Background	AdNectar is a social media ad network that creates effective advertising that consumers appreciate.



Key Takeaways

- > Ad Catalyst measured a 60 percent increase in purchase intent for a packaged goods company on behalf of AdNectar, underscoring the need for a reliable measurement system for social media advertising.
- > AdNectar's social gifting ad approach clearly drove purchase intent, underscoring the unique potential of social sites for brands
- > Ad Catalyst helps social media ad networks, such as AdNectar, to address concerns about the effectiveness of their solution

Results

AdNectar has found Ad Catalyst to be a key analytical tool as it attempts to accurately measure the effectiveness of its unique forms of social media advertising. Ad Catalyst provides the insights that will drive increased adoption of ad units such as AdNectar's social gifting.

- > AdNectar and its packaged goods advertiser discovered some key attributes of the virtual gifting approach through use of the Ad Catalyst brand ad measurement system:
 - > Use of branded social gifts as a means to drive purchase intent of a product can be very effective. AdNectar's brand client experienced over 60 percent lift when users were asked how likely they were to purchase products from the advertiser within the next six months.
 - > Data also shows that even a single exposure to this form of branded virtual gift advertising can drive Brand Lift.
 - > This lift is then amplified when users voluntarily pass-along the ad to their social network

Ad Catalyst validated the potential relevance and opportunity available for those brands that can capitalize on the unique characteristics of social media. AdNectar proved its model to an important brand client in order to drive more business to its social media ad network.

"Clearly showing an increase in purchase intent through the use of branded virtual goods is a significant moment in the evolution of social media advertising. From here, we hope to utilize Ad Catalyst's in-depth insights in a wider variety of advertising on our network of social sites to further prove the effectiveness of our social ad units and to provide accountability to our clients,"

Nir Eyal, CEO of AdNectar

Ad Catalyst

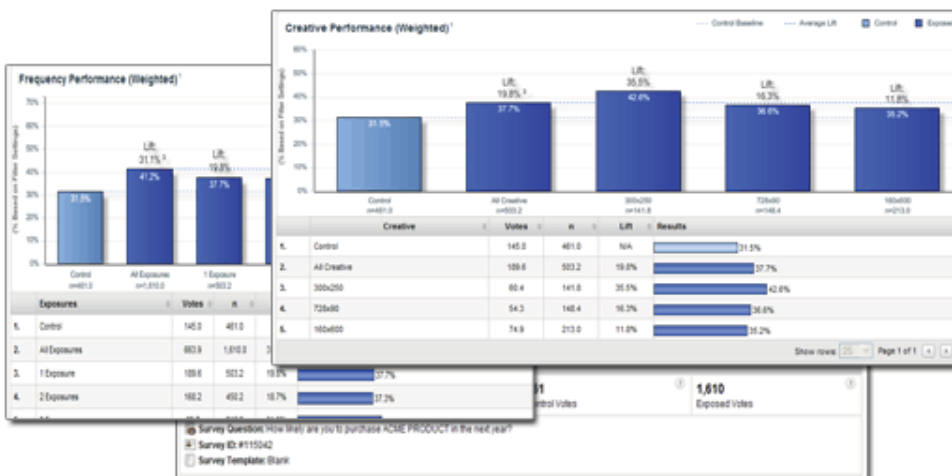
Vizu Ad Catalyst is the leading online brand measurement system. With Ad Catalyst, you get a pervasive measurement system that tracks the effectiveness of online brand advertising in real-time.

Ad Catalyst uses brand lift as the relevant metric rather than click-through rates which are inappropriate for brand building campaigns. As a result, marketers can measure return-on-investment for online brand advertising campaigns for the first time.

Ad Catalyst is offered in two versions, depending on the type and needs of our clients:

- > Ad Catalyst for Publishers (ACP)
- > Ad Catalyst for Advertisers (ACA)

Both versions offer the same scalable, pervasive system accessible every day through an online dashboard. Each version is tailored for the specific requirements and expectations of the constituencies they serve – publishers and brand agencies.



Vizu Ad Catalyst Clients can access a self-service online dashboard to view a wealth of data on currently running online campaigns

