

WBCM 2009 – Online Marketing Results Summary

Media Plan

Used combination of CPM and CPC buying to minimize risk, across following media:

- Advertising.com - behavioural targeting on network
- Specific Media - behavioural targeting on network
- Zylom Media - behavioural targeting on gaming site
- Delia Online – advertorial and email
- GMTV – advertorial and run of site advertising
- Daily Mail - advertorial and co-branded advertising

Results

123,492 arrivals to the coffee morning section of macmillan.org.uk

1,589 host registrations

£60 average CPR (some sites driving £20 cpr by end of campaign as learnings grew)

Key findings

Geographic area – London and East Anglia performed strongly

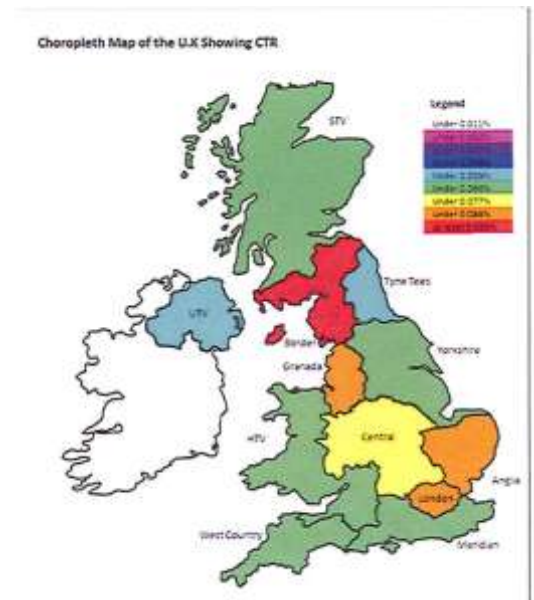
Online behaviour – Looking at what sites people were on pre clicking on our ad site, shopping is key volume and performance area

Campaign conversions increased dramatically with landing page improvements

Network activity was the most cost-effective channel

Partnerships improved with editorial support (e.g. Delia Online email newsletter)

Daily Mail – multi-layered advertorial with high level of traffic drivers ensured cost effectiveness



Recommendations from media agency for 2010:

1. Review start and end dates of activity
2. Add new goals (recipe books /local coffee mornings)
3. Track downloadable packs
4. Burrow deeper with networks to gain understanding of particular hobby sites and communities
5. integration of registration form into the actual editorial will help conversion

Creative results

- On some sites the overall campaign had really healthy click through of 0.16%, well above average for digital campaigns (0.05-0.07%), which is great.
- The banners (468x60) weren't performing well in terms of click through, so we stopped running those quite early
- Best format for click through was the mpu (almost square ads), specifically coffee cup and gingerbread creative at 0.13% click through
- Most effective at recruiting registrations were the gingerbread and coffee cup leaderboards (wide banners that usually run across the top of pages) which had only 0.07% ctr, but then had strong conversion to registration.

Creative

4 different versions – cafetiere, gingerbread, coffee cup and biscuit, each with relevant pouring, biting, filling animation - in standard 5 display ad formats

