



FT CPH (Cost Per Hour) IT'S ABOUT TIME



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The Financial Times, one of the world's leading business news organizations, is recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of over 800,000 (Deloitte assured, Q2 2016)

IN 2015 YOU COULD OF HAVE BOUGHT

6 **Trillion**

IMPRESSIONS ACROSS THE WEB

SCARCITY OF QUALITY DIGITAL TIME

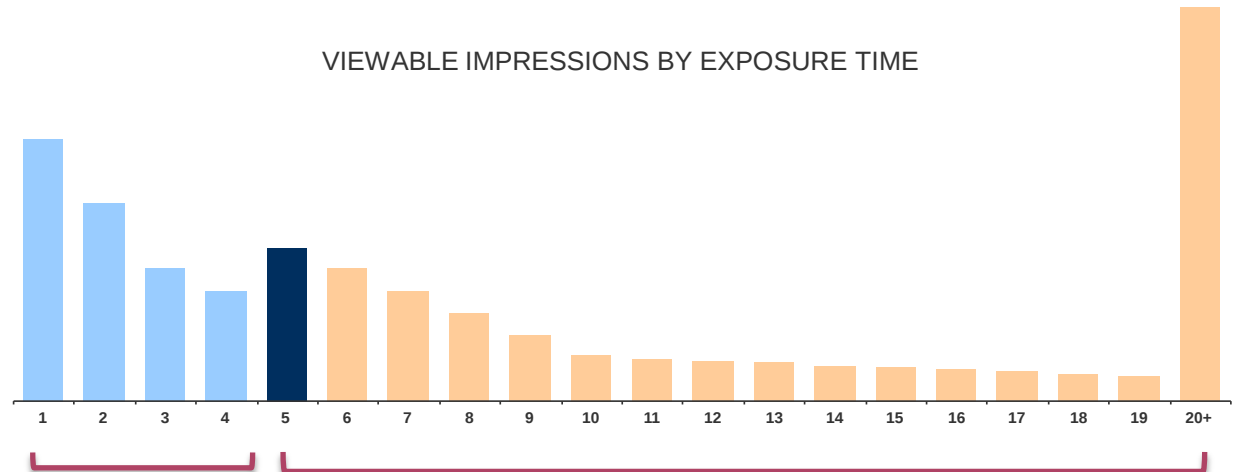
Only 27% of the industry impressions are viewable for over 5 seconds

VIEWABLE VS.
NON-VIEWABLE IMPRESSIONS

46%
VIEWABLE

54%
NON-
VIEWABLE

VIEWABLE IMPRESSIONS BY EXPOSURE TIME



1-5 seconds

27%

Viewable
Impressions

5+ seconds

27%

Viewable
Impressions

BRAND ADVERTISING: ATTENTION VS THE CLICK

Clicks are not a branding measure of success



Industry CTR 0.06%*
1 click per 1667 impressions

If you focus solely on click metrics 1666 Ads didn't work

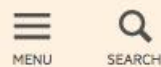
In fact...

...these 1666 Ads achieved 5 hrs of audience attention

Would you rather...



mitsubishi heavy industries, ltd.



FINANCIAL TIMES

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Acquisition aimed at making HP more competitive in copier market

› HP targets Apple's share of premium laptop market



OPINION & ANALYSIS

Inside Business

Born again bankers step out from the shadows



TRENDING TOPICS



Samsung Electronics

Recent articles

- › Samsung remains on the back foot over the Galaxy Note 7
- › Samsung Note 7 battery maker hit by recall
- › Samsung shares dive after Note 7 warnings

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Mergers & Acquisitions

PotashCorp and Agrium agree near-\$30bn fertilisers merger

Or...



mitsubishi heavy industries, ltd.



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Transition: the reshaping of the energy landscape

“ Nick Butler



Read latest:

Scotland unveils world's largest tidal stream power project

A MINUTE AGO



17 HOURS AGO by: Nick Butler



The buzz word of the moment in the energy business is “transition”. It provided the theme for the [ONS conference](#) and exhibition in Stavanger in Norway two weeks ago as well as the title for several recent consultancy studies.

Unsurprisingly, transition is the main concept in many of the corporate strategy reviews now being undertaken by some of the leading energy

producers and utilities. The meaning of the word, however, is loose and variable. It is not even clear whether some of the big operators in the market understand the breadth of the transition that is already taking place and the extent to which it could reshape the prospects for their businesses



CURRENTLY WE ALL FOCUS ON THE 'QUANTITY'

CPM = Cost per 1000 impression calls from an ad server
fails to correctly value inventory relative to it's potential benefit

1000 impressions bought at \$50 = \$0.05 per impression

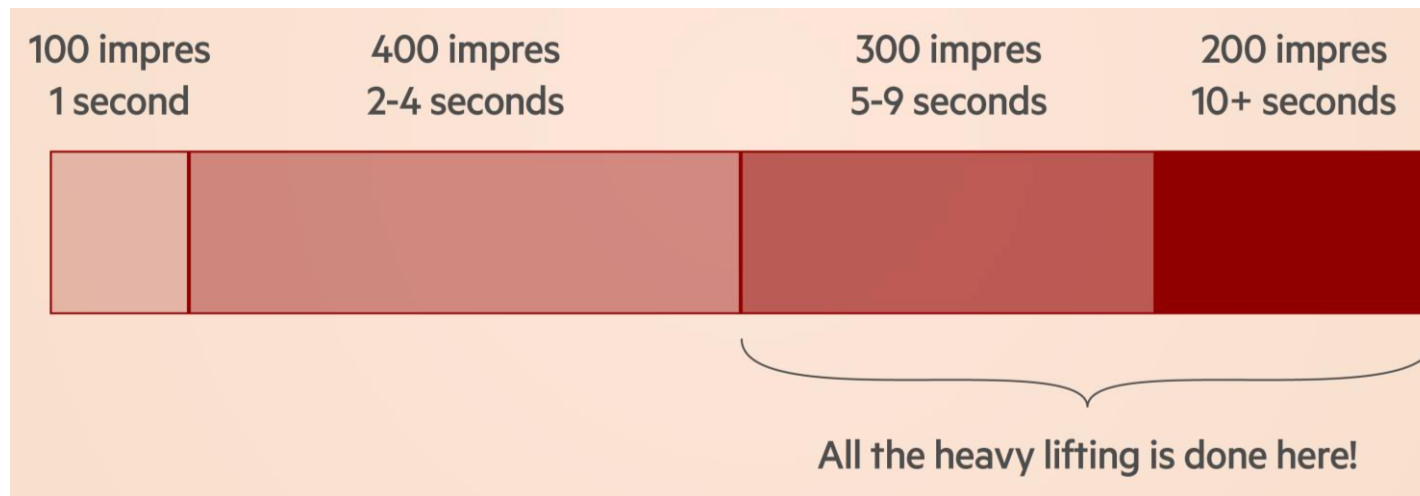


All impressions are valued equally

Why not focus on the ads that provide “quality”

We know that each impression will behave differently

Users will spend more or less time with the advert on the screen



FINANCIAL TIMES DIGITAL ATTENTION ECONOMY STUDY

How does time an ad is seen for affect brand perceptions?

The FT ran **five advertising effectiveness studies** using technology from Millward Brown that appeared on FT.com for global leading brands

Using **Chartbeat** software we were able to **identify if a user had been exposed to the campaign and if so, how long** they had been actively exposed to the digital Ad

The surveys were designed to **measure the impact that time** has on...
Ad Recall,
Brand Awareness,
Brand Association,
Brand Consideration

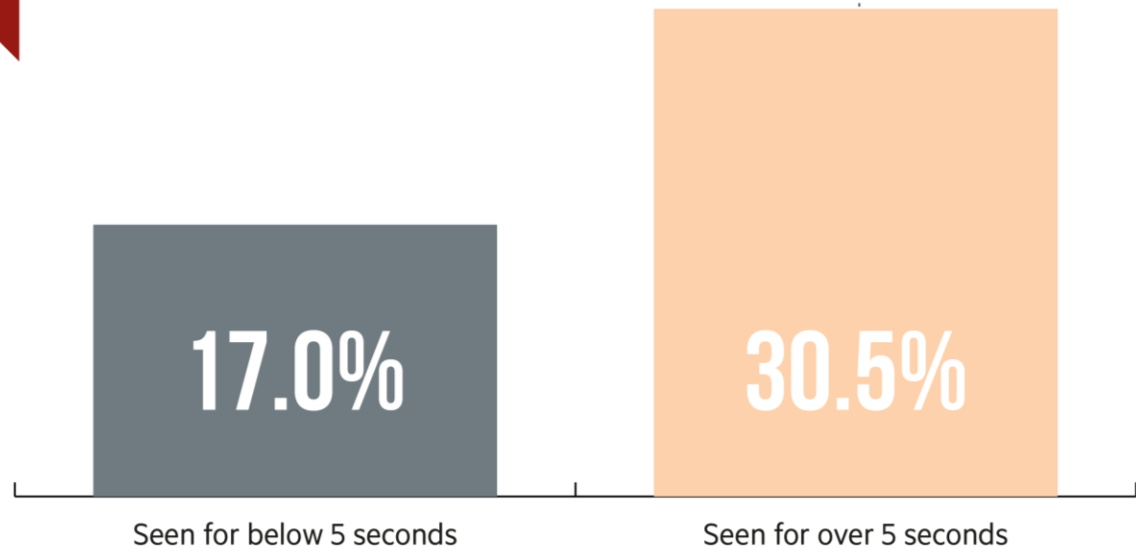
The results of the 5 surveys have been combined to build a **large and robust sample size of 1688 respondents** so results can be split into time buckets

ATTENTION IMPROVES BRAND OUTCOMES

Ad Recall increases by 79% when Ad is seen for over 5 sec.



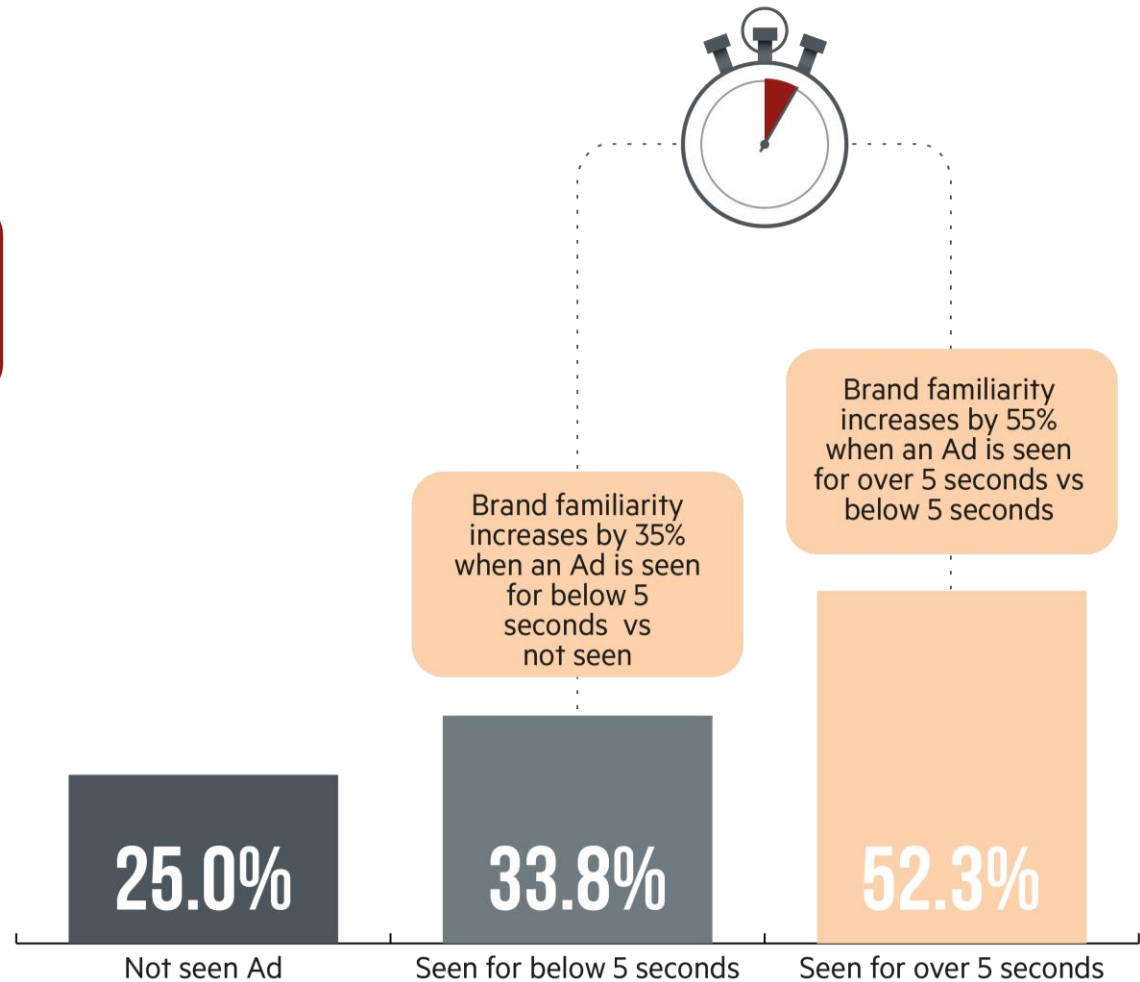
To achieve a high Ad recall an Ad must be seen for over 5 seconds



5 Survey Samples: Total = 1688: Under 5 seconds = 73, Over 5 seconds 833

ATTENTION IMPROVES BRAND OUTCOMES

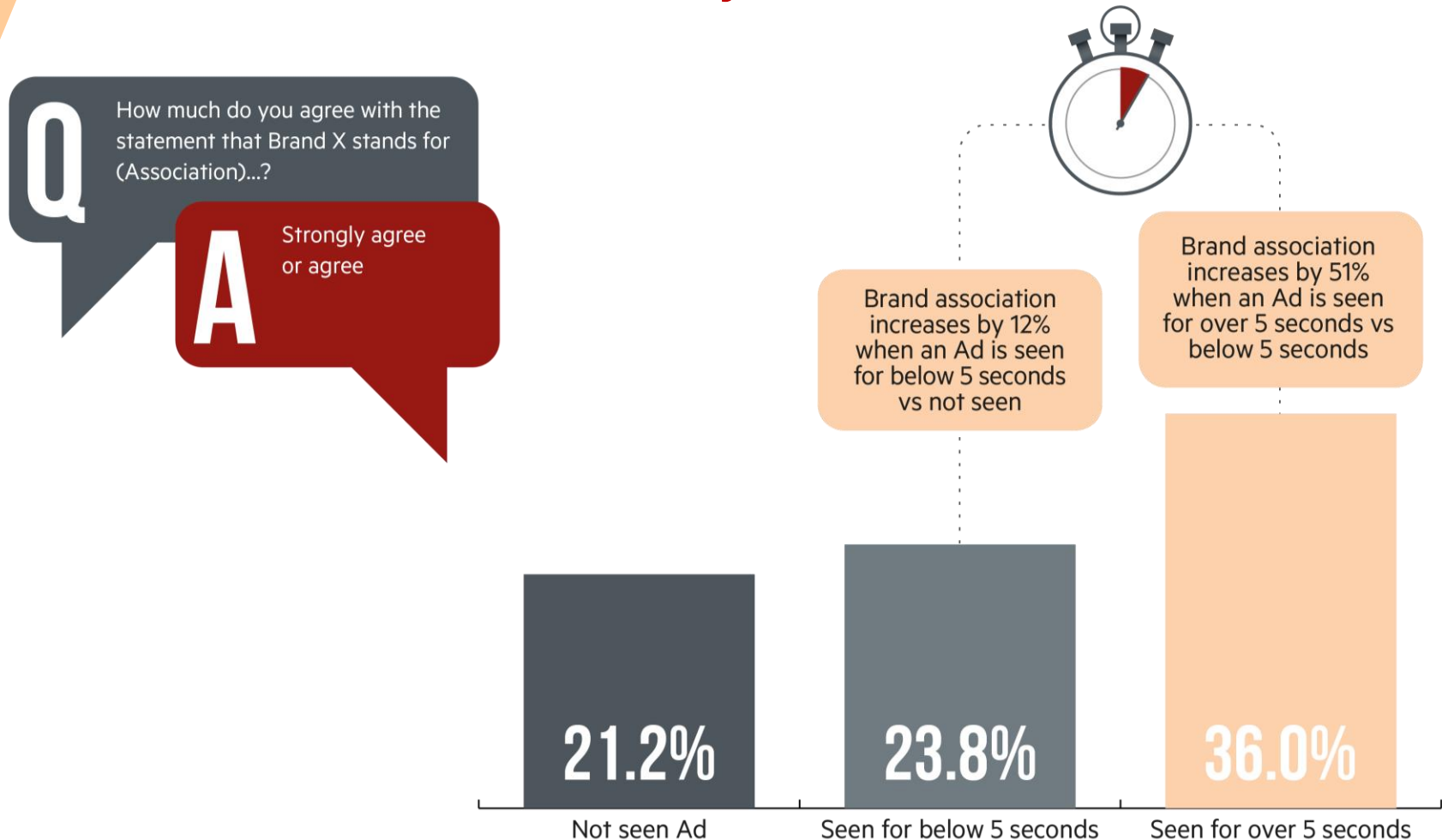
Brand Familiarity increases by 55% when Ad is seen for over 5 sec.



5 Survey Samples: Total = 1688: Not Seen = 742, Under 5 seconds = 73, Over 5 seconds 833

ATTENTION IMPROVES BRAND OUTCOMES

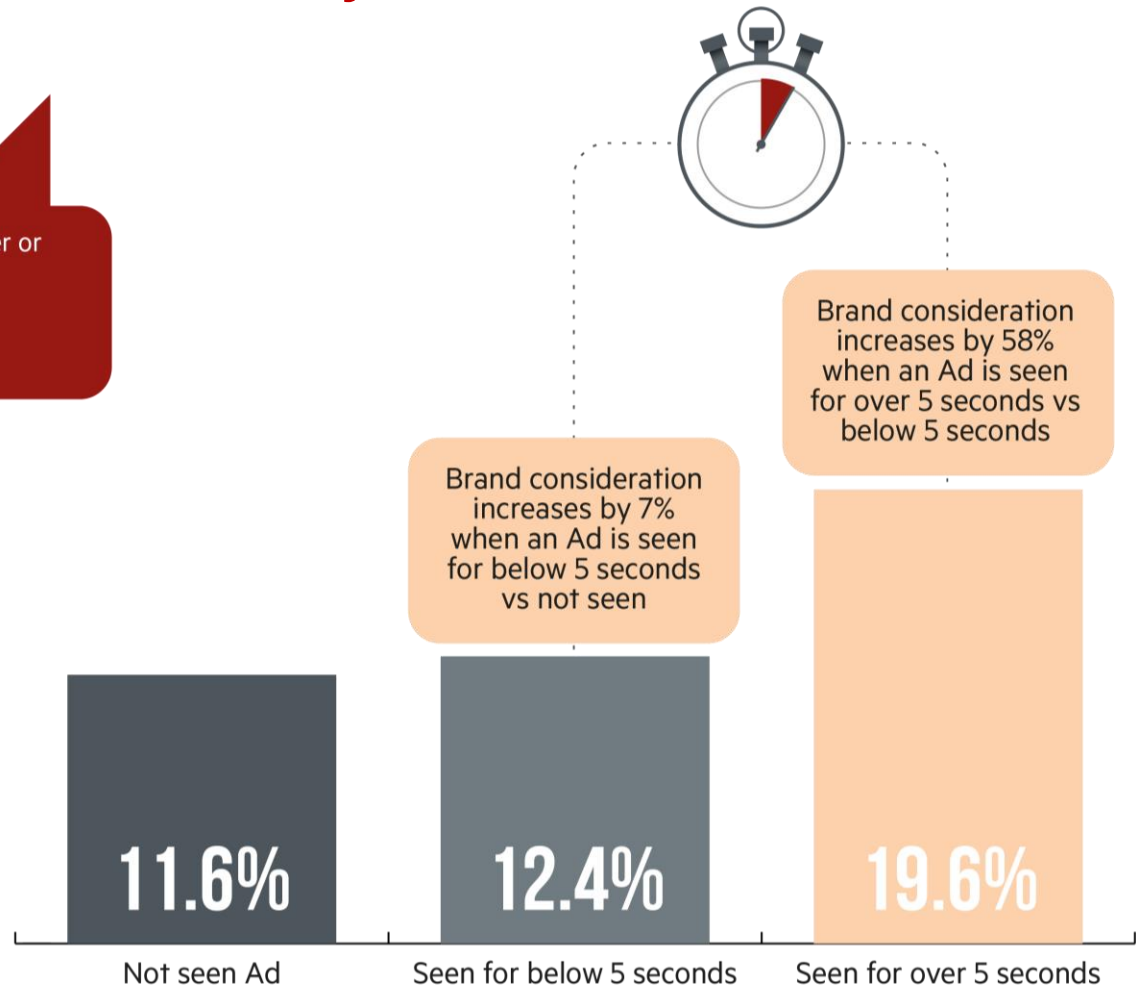
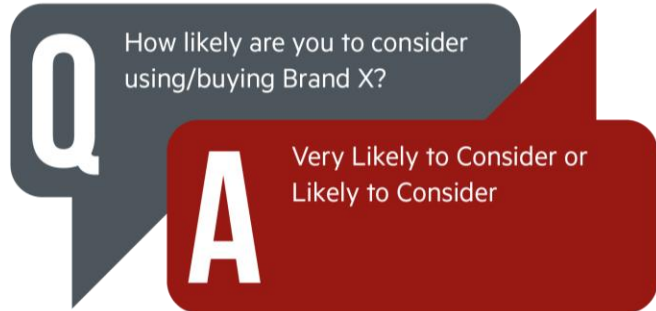
Brand Association increases by 51% when Ad is seen for over 5 sec.



4 Survey Samples: Total = 1310: Not Seen = 534, Under 5 seconds = 55, Over 5 seconds 717

ATTENTION IMPROVES BRAND OUTCOMES

Brand Consideration increases by 58% when Ad is seen for over 5 sec.



4 Survey Samples: Total = 1051: Not Seen = 452, Under 5 seconds = 47, Over 5 seconds 552

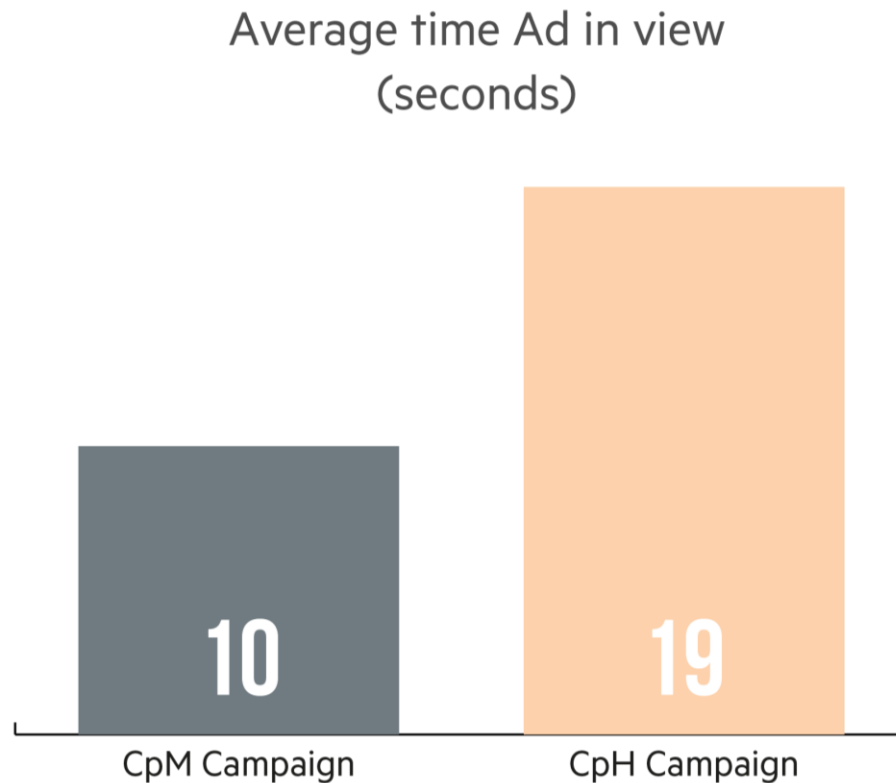


CPH Advantage

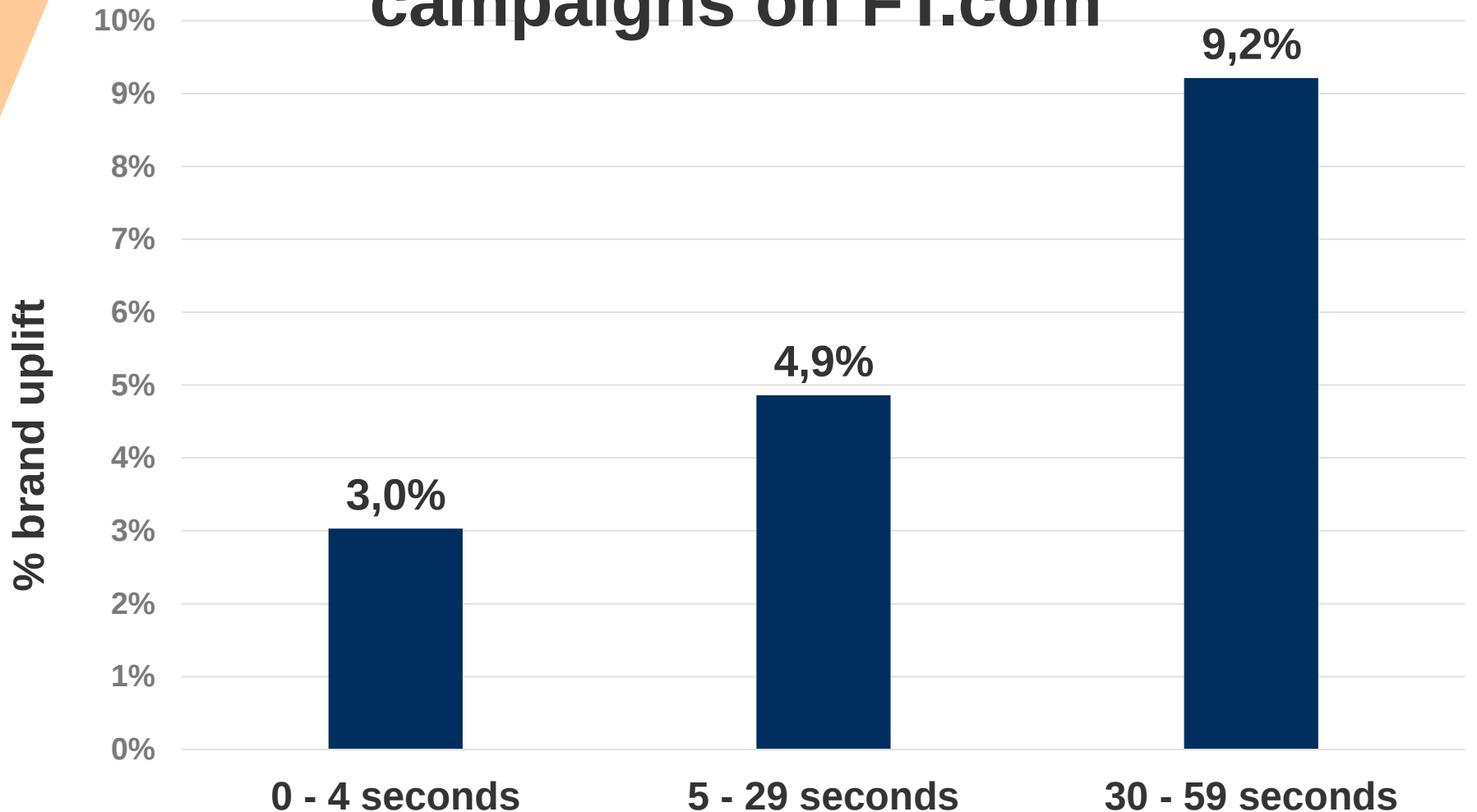
- What we have learned
- What's next

CASE STUDY PERFORMANCE: CPH BENEFICIAL TO ADVERTISER

**INCREASING TOTAL AVERAGE EXPOSURE TIME AND CHANCES
OF VIEWING THE WHOLE CREATIVE FROM START TO FINISH**



Average brand uplift for CPH campaigns on FT.com



Time exposed to advertising, discrete time buckets

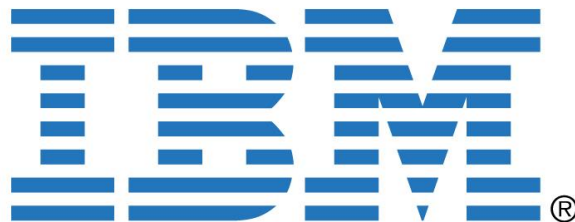
@spanishbrendan

FT **Advantage**

As of 22nd March 2016 – based on 20 independent CPH campaigns run on FT.com

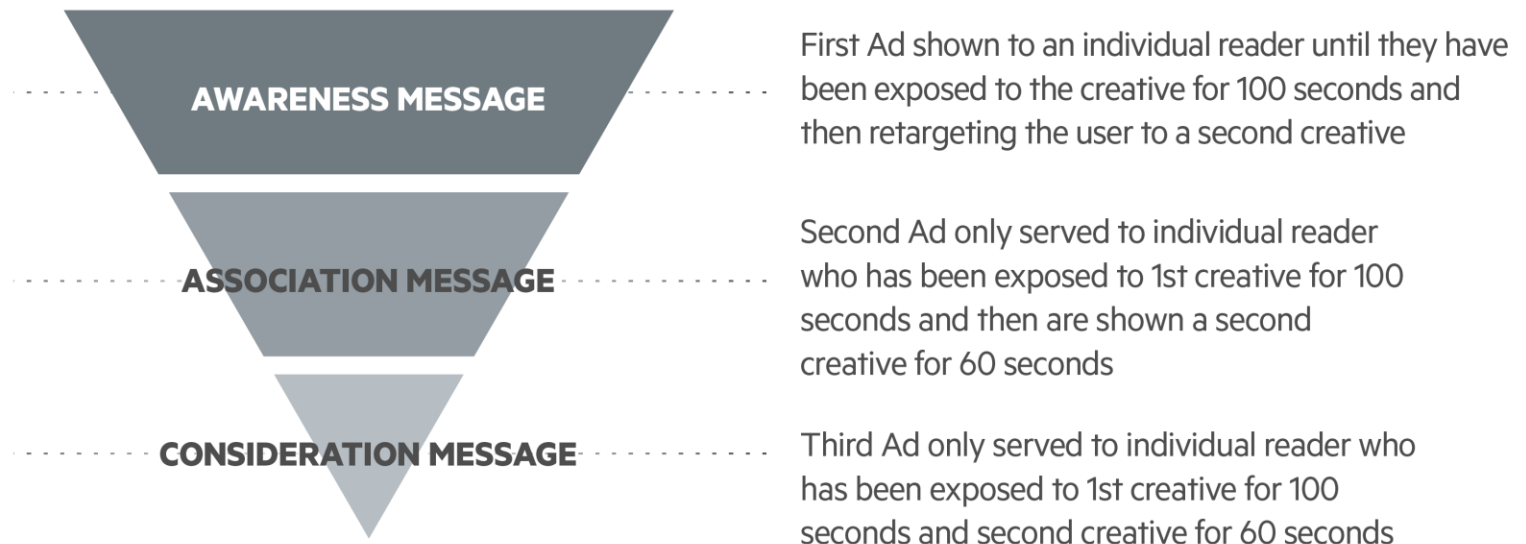
WHO HAVE WE WORKED WITH

41 campaigns with 30 advertisers in 18 months, almost 14 YEARS (100,000 hours) of attention



FUTURE CPH PRODUCTS: SEQUENTIAL AD SERVING BASED AD ATTENTION

Advertising through the branding funnel: only serving new creative once a users perception of the brand has increased





THANK YOU

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