



Telcoms Yield Lower CTRs Than Finance and Media Online

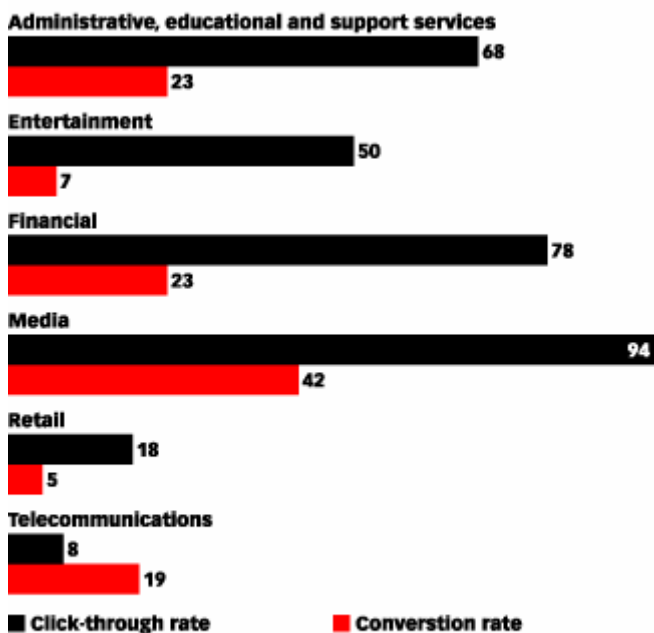
2 June 2003

According to Advertising.com, online ads for telecommunications companies yield relatively low click-through and conversion rates -- with index ratings of eight and 19, respectively -- in comparison to financial and media companies.

Advertising.com rates finance companies' click-through rates (CTRs) with an index score of 78, while media companies achieve a score of 94.

Advertising.com bases its index ratings on a baseline of 100 for a run of network, derived from testing over 15 million users served with more than 168 million online ad impressions. The study determined that companies in the finance and media industries have conversion rate scores of 23 and 42, respectively. Still, Advertising.com notes that different companies have different ways to measure "conversion" and different industries advertise online for different reasons (for more on this topic, read eMarketer Senior Analyst David Hallerman's recent research brief, "[Branding + Direct Response = Online](#)").

Online Advertising Click-Through and Conversion Rates in the US, by Industry, 2003 (Index ratings)



Note: index baseline=100 (run of network), based on 15 million users serving more than 168 million impressions for 468x60, 728x90, 120x600 and pop-up advertisements
Source: Advertising.com, May 2003

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It is difficult to make generalizations about CTRs, but to help put the Advertising.com index ratings into better perspective, DoubleClick reports that over the course of 2002, CTRs for 630 billion online ads generated by its clients worldwide, began at 0.72% in Q1, dipped to 0.69% in Q2 and Q3, then rose back to 0.72% by the last quarter of last year.

**Average Click-Through Rates for Online Ads
Worldwide, Q1 2002-Q4 2002**

Q1 2002	0.72%
Q2 2002	0.69%
Q3 2002	0.69%
Q4 2002	0.72%

*Note: results based on 630 billion ads generated by DoubleClick clients
Source: DoubleClick, January 2003*

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