

## Online ads work wonders, research finds

PAUL MCINTYRE. *November 13, 2009*

YOU might think all those online ads you thought you never noticed are never noticed but new research is forcing even the experts to think again.

5 According to a study of 100,000 Australians by Nielsen Online, a surprisingly high number of users can recall online ads and admit they are more inclined to buy those products. [...]

"That's a real positive," said Nielsen Online's research director for the Asia-Pacific, Tony Marlow. "It means you can get your message through to people without being intrusive or annoying."

10 The figures from Nielsen show a third of online users who have seen an ad are able to recall it when asked, a result other researchers say is surprisingly strong.[.....]

Whatever the research complexities, the online industry is already looking to exploit the favourable findings with a renewed assault on rival media sectors for a higher share of the \$12 billion advertising market.

15 The Interactive Advertising Bureau's chief executive, Paul Fisher, said the online advertising industry had doubled its market share gains against other media sectors in the first six months of this year to 14.5 % and could top 16 per % for the December half.

20 In the six months to June 30 last year online publishers took 11.9 % of total advertising spending in Australia, Commercial Economic Advisory Service of Australia said.

"This is only going to accelerate the fact that online is one of the most effective advertising platforms," Mr Fisher said.

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