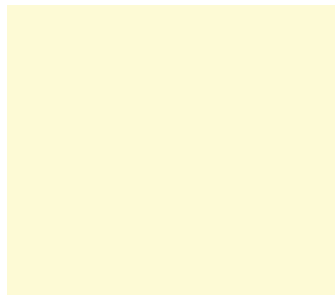
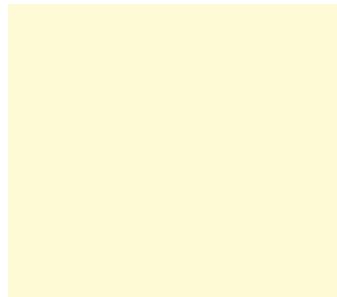
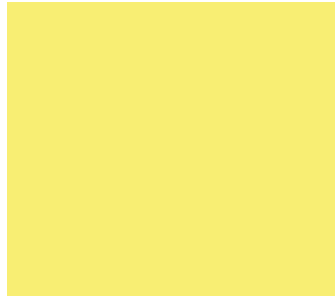
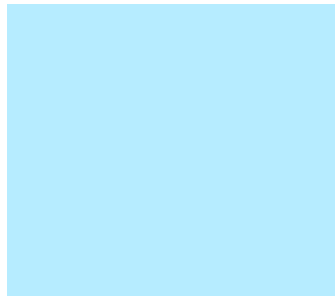
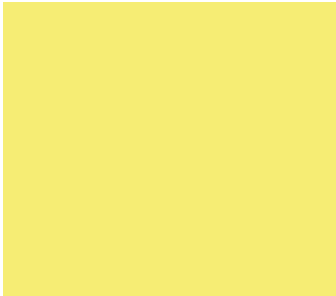


INTERACTIVE ADVERTISING STUDY

Automotive Microsite Effectiveness



Abstract



Keynote Interactive Advertising Microsite Study Overview

Keynote Systems reports the results of its Interactive Advertising Microsite Competitive Intelligence Study to evaluate how end-users perceive rich internet applications as applied to automotive advertising microsites. The study compares the relative engagement of viewers across three microsites: Chevrolet Avalanche, the Volvo C30 and the Toyota Yaris to understand:

- How engaging was the site?
- How satisfying was the experience on the site?
- How interesting was the site?

Capture behavioral data of visitor interaction on microsites:

- Number of interactions
- Number of hovers
- How long exploring
- What did visitors click
- What areas of the site were explored
- Do visitors experience frustrations or difficulties

Keynote's mission is to improve eBusiness performance worldwide by providing metrics and insights for customer experience, marketing effectiveness, application service levels and competitive strategies.

Study Participants

For the study of Advertising Microsites, Keynote monitored 175 panelists, all visiting each site. The Panelists were profiled for US, online adults (18+) who use or are interested in using the Internet to research personal automobiles. Test subjects were additionally screened for interest in purchasing a car within 6 months.

Methodology Overview

Measuring Customer Experience

Keynote's approach to customer research involves real consumers performing tasks on target websites, and using Keynote's *WebEffective*® application to measure attitudes and behaviors of the users. For this study, the consumers were asked to pursue goals and provide their reactions across a number of areas of site experience.

Specific areas of Success

The best sites are determined by their ability to drive leading business outcomes such as customer satisfaction, brand impact and acquisition. Winners in some of the areas measured are:

Rank	Brand Impact
1	Volvo C30
2	Chevy Avalanche
3	Toyota Yaris

Rank	Conversion
1	Chevy Avalanche
2	Toyota Yaris
3	Volvo C30

High Level Findings

The Yaris microsite confirmed the hypothesis - "The more engaged people are with product and brand microsites, the more satisfied they will be and conversion rates will be higher than for people less engaged."

For those already interested in the Avalanche or Yaris autos, there is no difference in satisfaction and call to action metrics regardless of engagement

However, interested, highly engaged C30 visitors had lower ratings than low engaged visitors (satisfaction: 48% low engaged vs. 33% highly engaged) indicating that the site may not have had the specific product information visitors were looking for

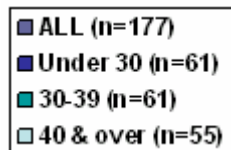
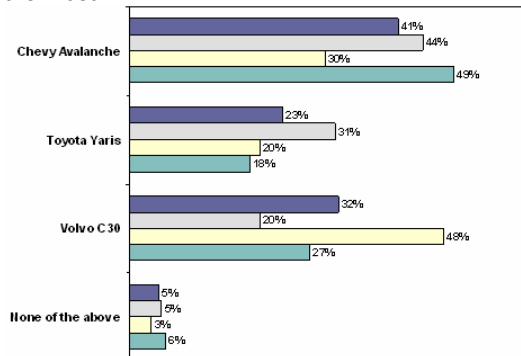
Not surprisingly, users who were not interested in the products were less satisfied and less likely to take action than those who are interested in the products.

On the Toyota Yaris and Volvo C30 microsites, participants who were not initially interested in the product, but were highly engaged with the site were significantly more satisfied and were more likely to return / recommend / visit the web site and visit a dealer than low engaged visitors. The level of engagement for those not interested in the Chevy Avalanche did not impact user's satisfaction and likelihood to take action.

Overall Microsite Comparison – all Panelists by Age

While the Avalanche performed best overall, visitors in their 30s found the Volvo C30 site most enjoyable

Q42: Overall, which site experience did you enjoy the most?



Best Practices

Chevy Avalanche:

Most Popular aspects:

- Feeling of climbing in and exploring the car, with contextual links that put information in logical spots
- Straightforward and contextual links to further information

Least Popular Aspects:

- Small hard-to-click buttons, default view hides them unless the area is moused-over
- Hiding important specs & pricing information in glove box

Toyota Yaris:

Most Popular aspects:

- Hip, cool site that was engaging to people
- Best simulation of a test-drive experience, complete with energetic music to enhance

Least Popular Aspects:

- Hard to get to detailed information about car
- Sound hard to control

Volvo C30:

Most Popular aspects:

- Fun activities that are relevant and educate visitor about the product
- Off-the-wall tongue-in-cheek humor resonates well with 30-somethings

Least Popular Aspects:

- Navigational links non-existent

Qualitative Analysis

The Keynote research team uses specialized tools to analyze participant comments, identifying and comparing themes across all of the sites in the study.

Here are some comments from our study participants:

“I LOVE how you can easily navigate inside the vehicle! While the page is flashy, I was easily able to explore and find out more about the vehicle.”

“Arrows seem to do random things depending on where you put your mouse”

“I like that there were facts for you to read while you waited for the individual cities to load.”

“I don't want to play games, I want to know more about the car and after three or four boxes gets frustrating”

“The site really drew me in and made me want to see everything here”

Results Availability

This abstract highlights findings from the KCR Interactive Advertising Automotive Microsite Research Report. The full report contains hundreds of pages that include information not only identifying the best and worst lodging sites, but also providing specific detail about why the sites ranked where they did. Armed with this intelligence, site managers and developers can tune specific aspects of their application to provide better performance to customers than their competition.

Custom Comparisons

Not included in the study? Need to see where you rate against the top site? Keynote's researchers can create an expansion study to collect the same metrics on your site, and profile your results against the sites in this study. Conducting a study is a straightforward process:

About Keynote Systems

Keynote Systems, Inc., the Mobile and Internet Performance Authority is the worldwide leader in eBusiness performance management services. Over 2100 corporations and 19,000 individual subscribers rely on Keynote's growing range of measurement, monitoring and customer experience management services to improve eBusiness performance by reducing costs, improving customer satisfaction and increasing profitability. Keynote's products provide enterprises with the tools to align IT and Business goals. To learn more about Keynote's Competitive Research studies, please visit: http://www.keynote.com/keynote_competitive_research/

