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## Eye Tracking Study

Perception of search and  
display advertising  
Mobile vs. Desktop

Market Insights, Germany  
July 2011



# Mobile Internet – a highly discussed and globally relevant topic

A significant increase in mobile phone usage and smartphone penetration worldwide, has led to an increased interest in mobile websites.

Therefore an eye tracking study was conducted to analyse the effects of mobile advertising on mobile websites, compared to regular websites and advertising.

Eye tracking is a method used to analyse viewing patterns on a website. It allows you to track which elements of the website have been noticed and for how long.



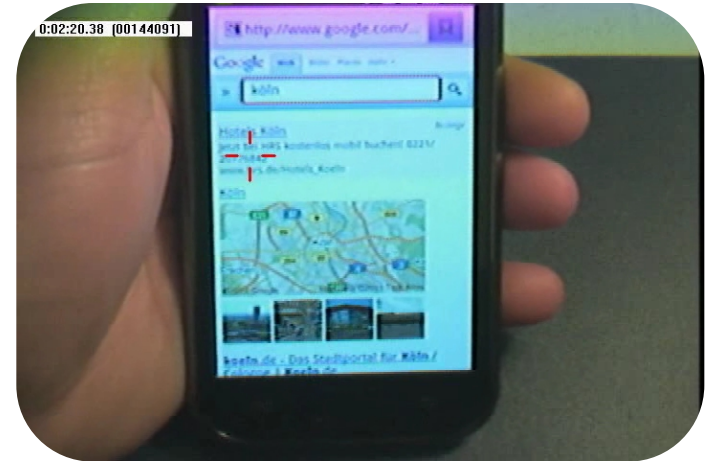
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A stylized graphic of a computer monitor. The top half is a light blue arc with four window control buttons (minimize, maximize, close) in a slightly darker blue. The bottom half is a dark blue rectangle. The word "Methodology" is written in white on the dark blue background.

**Methodology**

# Study design

- 90 participants
- 45-60 minutes test duration (F2F)
- Fully textured interview in a laboratory test environment
- Stimulus
  - 2 websites with inserted display ads: website in the GDN (Google Display Network) & YouTube (only mobile)
  - 2 Google search engine result pages with inserted AdWords ads.
- Three clients involved:
  - HRS – Das Hotelportal
  - Otto
  - Telekom
- Authentic search tasks
- The order of the stimuli was rotated to avoid sequence effects



Mobiles Eye Tracking Google Suchergebnisseite



# Search task

**OTTO**

Think about the following situation: It is your girlfriend/wife's birthday soon and she wants a pair of shoes as a present. Please look for an attractive offer using a search engine.

  
Das Hotelportal

Think about the following situation: You are planning a short trip for you and your family to Cologne. You want information about different hotels and their offers. Please look for a hotel using a search engine.

**T...**

You want to purchase a smartphone with a touchscreen in the near future. The mobile phone should have a contract with a phone and a data flat rate. Please use a search engine to look for an attractive offer.

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A stylized graphic of a browser window with a blue header and a dark blue content area. The header contains four light blue rounded rectangular shapes representing browser window controls (minimize, maximize, close, and refresh).

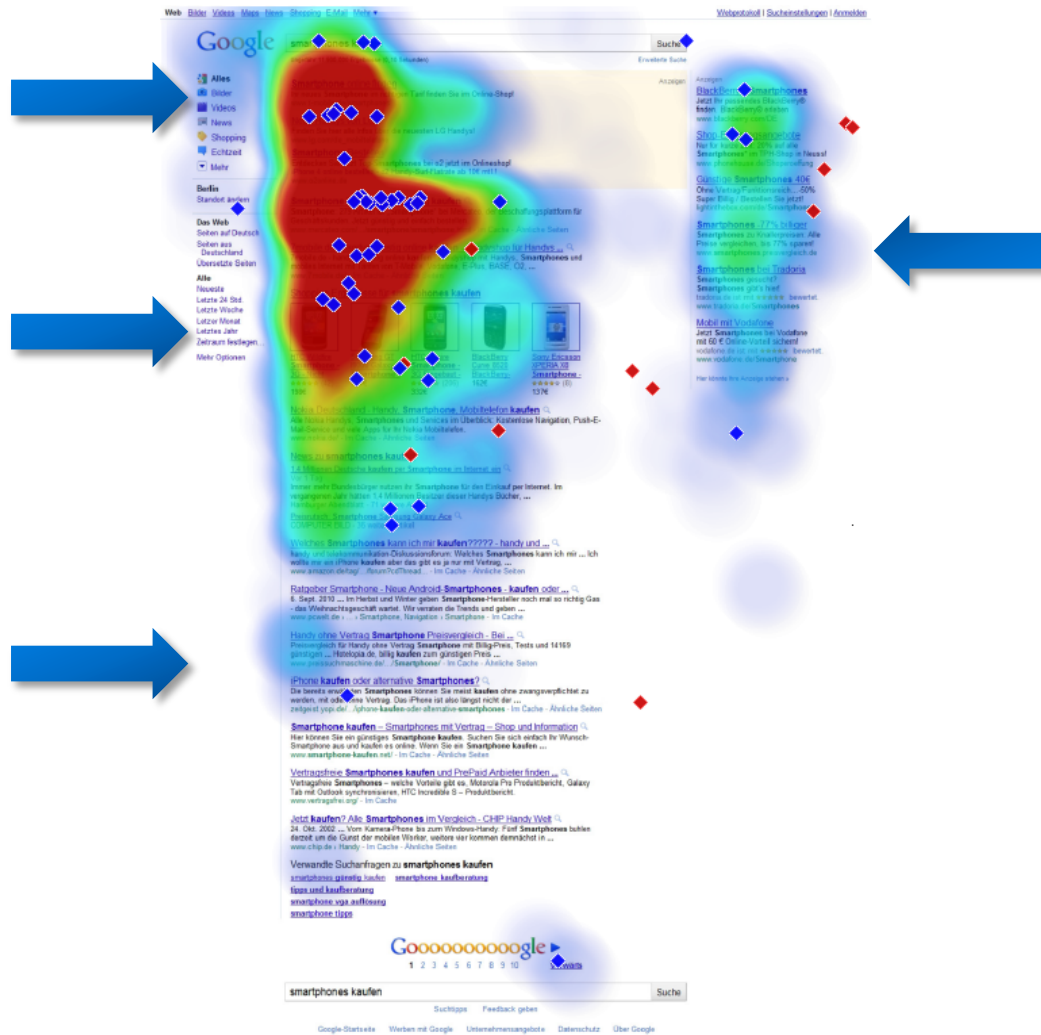
**Results - Search**

# Desktop search engine result page

Strong focus on the AdWords results

Rich Media elements move the attention/fixation points down the site

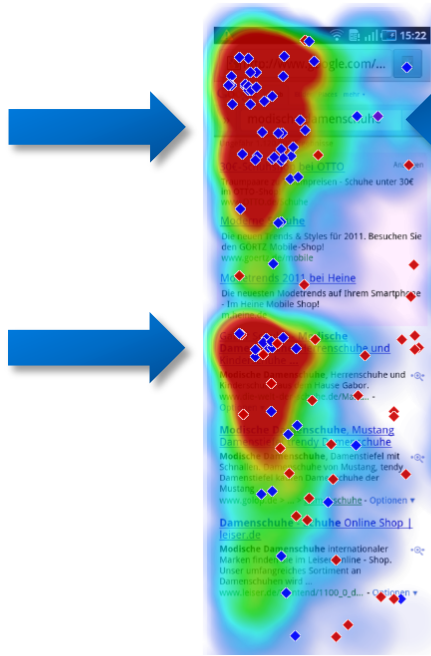
Nearly no focus on the organic results below the fold



People look more intensely on the right hand side than on the organic results below the fold

# Mobile search engine results page

First focus on the search bar and the first AdWords ad



First two screens are carefully checked

Second focus on the first organic result



A traditional above and below the fold is missing on the mobile page



Ads at the end of the page are noticed by the respondents



shoedaz.de: **Modische Damenschuhe im Monatsabo - Fischmarkt**  
 18. Aug. 2010 ... Folgende Einträge anderer Blogs beziehen sich auf den Eintrag shoedaz.de: **Modische Damenschuhe im Monatsabo** - www.fischmarkt.de/2010/08/shoed... - Optionen +

**PETER KAISER - Elegante und modische Damenschuhe bis zu 30%**  
 STYLIGHT bietet eine Auswahl an attraktiven Sale Angeboten der Marke PETER KAISER. Überzeugen Sie sich selbst auf der ... www.stylight.de/.../v1/ - Optionen +

Verwandte Suchanfragen: **modische damenschuhe**  
 gabor schuhe damenschuhe herrenschuhe kinderschuhe 200 damenschuhe shop

**Schuhe Show Sommer 2011**  
 Große Kollektion Markenschuhe Alle Trend-Schuhe online bestellen  
 www.otto.de/Schuhe-damen

**Mode für Übergrößen**  
 Moderne und stilvolle Mode in Übergrößen gibt es bei sheego  
 www.sheego.de/

**Modische Schuhe**  
 Bis in die Zehenspitzen voll im Trend! Mit Schuhen von OTTO.  
 www.otto.de/schuhe

1 2 3 4 5 Nächste >

modische damenschuhe

Erweiterte Suche - Einstellungen  
 Sprachoptionen - Suchtipps  
 Feedback

Anmelden

Startseite - Werbeanzeigen - Unternehmen - Über

Google anzeigen: Mobil | Klassisch

Google.com in English

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# Percentage of eye contact – Desktop

71% of visitors looks at the top 3 AdWords ads on desktop search engine result page.



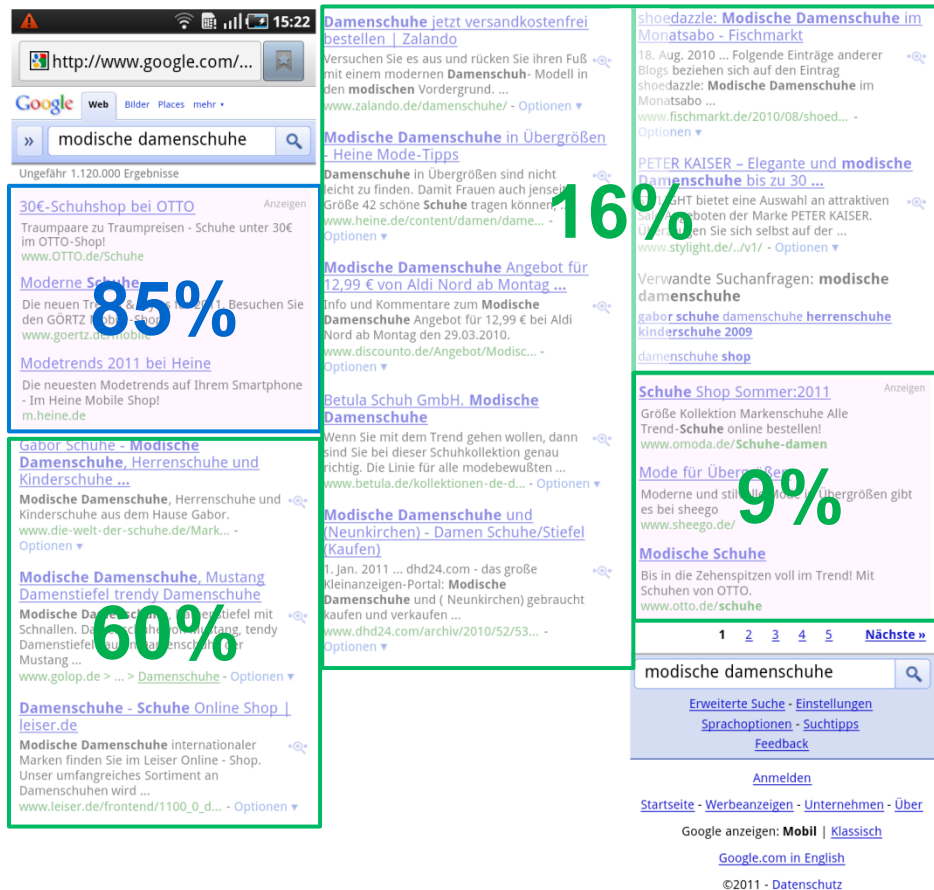
# Duration of viewing – Desktop

On average people look for 2.5 seconds at the top sponsored results of the search engine results page.



# Eye contact probability– mobile

85% of visitors look at the top 2 AdWords results on the mobile search engine results page.



# Duration of viewing – mobile

1.9 seconds on average. The organic results are viewed only very quickly.

The image shows a mobile browser screen displaying search results for 'modische damenschuhe'. The search bar at the top shows the query and the number of results (1,120,000). The results are listed in a vertical column. Two specific areas are highlighted with green boxes and overlaid with large text indicating viewing duration:

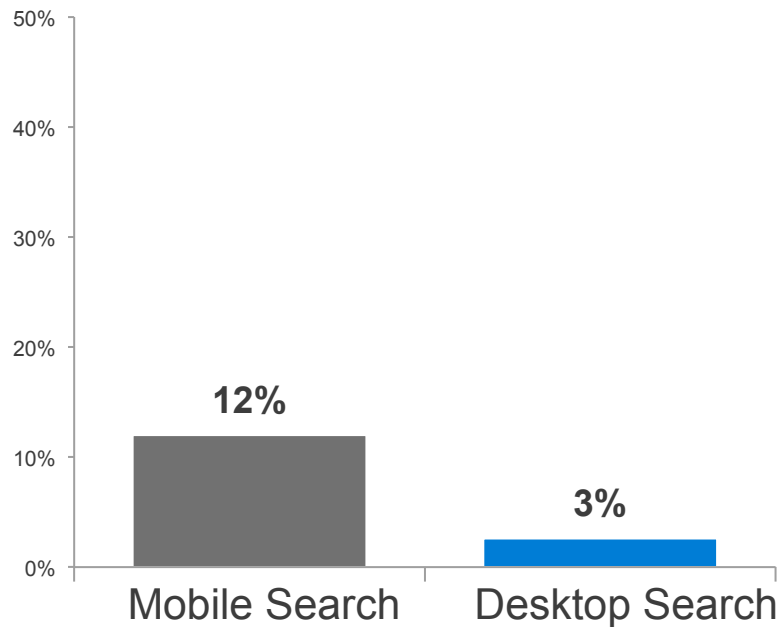
- A blue box highlights the first search result, '30€-Schuhshop bei OTTO', with a large blue '1.9 sec' overlaid on it.
- A green box highlights the second search result, 'Modische Damenschuhe Angebot für 12,99 € von Aldi Nord ab Montag ...', with a large green '0.2 sec' overlaid on it.

Other visible search results include 'Modische Damenschuhe in Übergrößen - Heine Mode-Tipps', 'Modische Damenschuhe Herrenschuhe und Kinderschuhe ...', 'Modische Damenschuhe, Mustang Damenstiefel trendy Damenschuhe', and 'Damenschuhe - Schuhe Online Shop | leiser.de'. The bottom of the screen shows navigation links like 'Erweiterte Suche', 'Anmelden', and 'Startseite'.

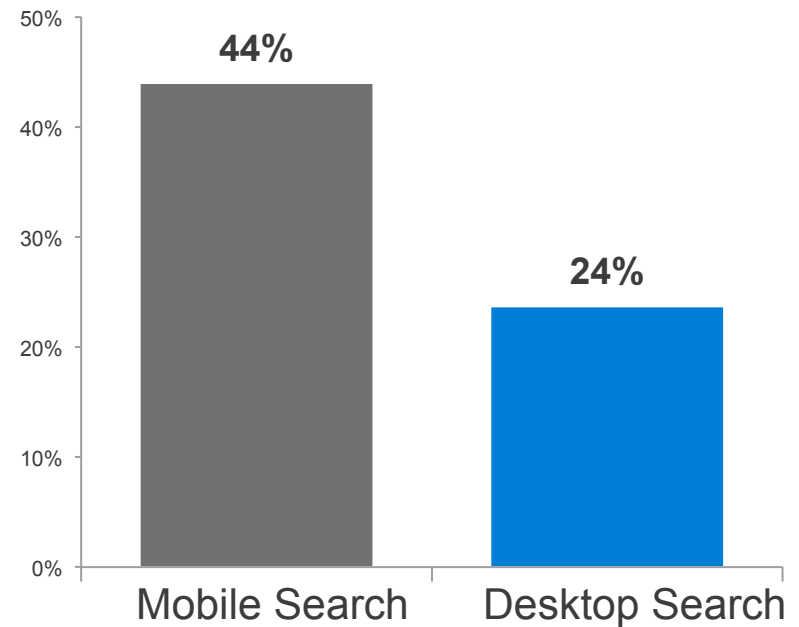
# Awareness

The ad awareness can be increase much stronger via mobile campaigns on Google, than via desktop campaigns, although mobile ads are viewed much shorter.

## Unaided ad awareness



## Aided ad awareness



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A stylized graphic of a browser window with a blue header and a dark blue body. The header contains four light blue icons: a circle, a rounded rectangle, a horizontal bar, and another circle. The body contains the text 'Results - Display' in white.

**Results - Display**

# Stationary website in the GDN

Strong focus on the areas search and display advertising – content below the fold is noticed marginal.

Strong focus on the display ad



Little interaction on the desktop website visible



Intensive focus on the search function of the website

Content below the fold is noticed sporadically

# Mobile website in the GDN

Strong focus on the first news and the mobile display advertising – through scrolling the entire mobile site is viewed.

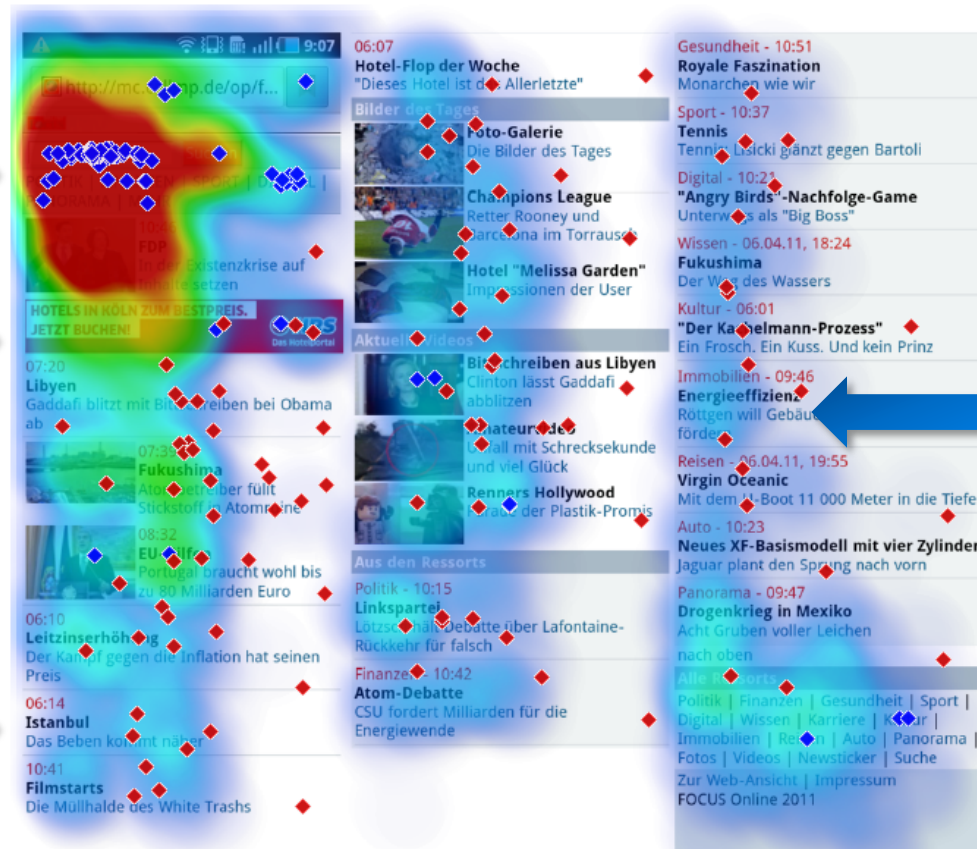
Strong focus on the first news block



Advertising is noticed



Above and below the fold does not exist anymore



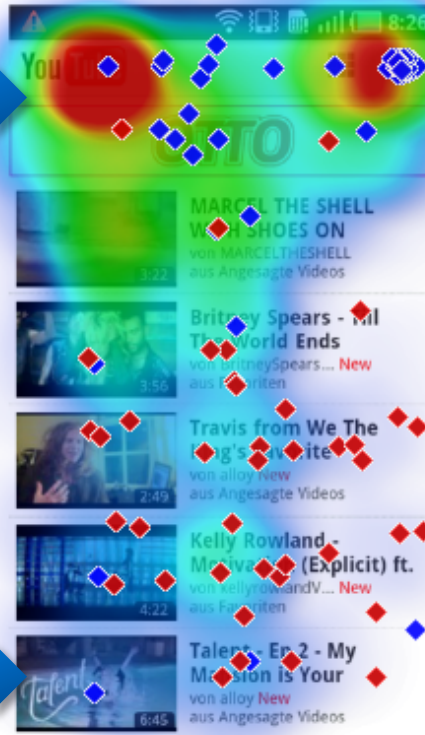
Strong interaction on the entire website



# Mobile YouTube website

The YouTube roadblock ad format is in the focus of the viewing and gets an intensive recognition.

Strong focus on the YouTube roadblock ad format



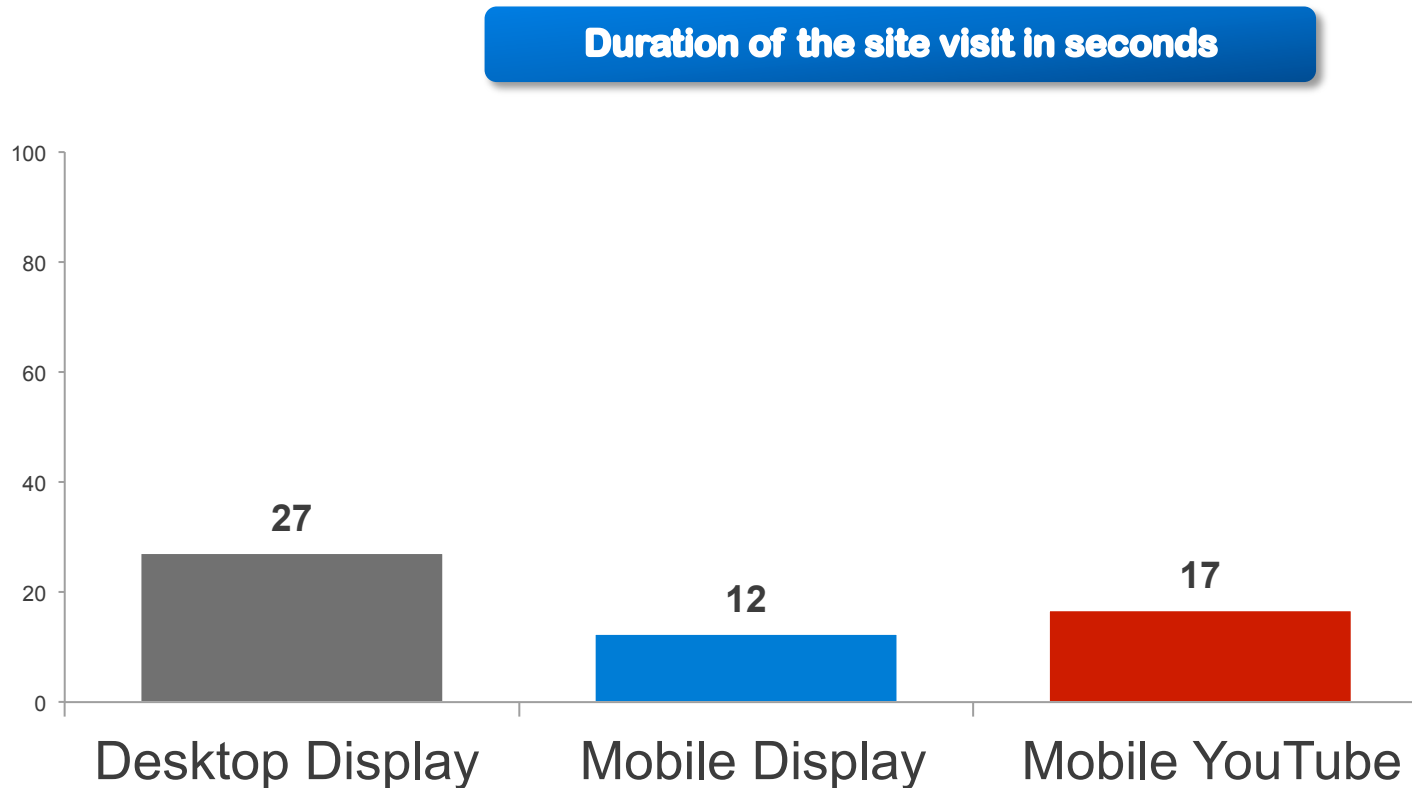
Above and below the fold does not exist anymore



Strong interaction on the entire website

# Duration of the site visit

The desktop website is viewed 10 seconds longer than the mobile YouTube website.



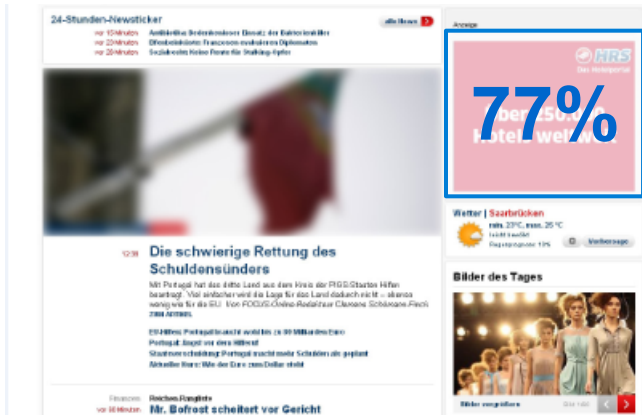
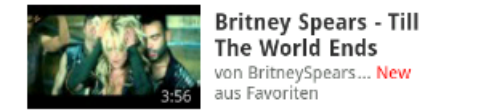
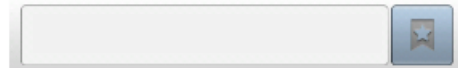
# Frequency of viewing

93% of the respondents have seen the YouTube roadblock ad format, considerably more than for the other formats.

## Desktop Display

## Mobile Display

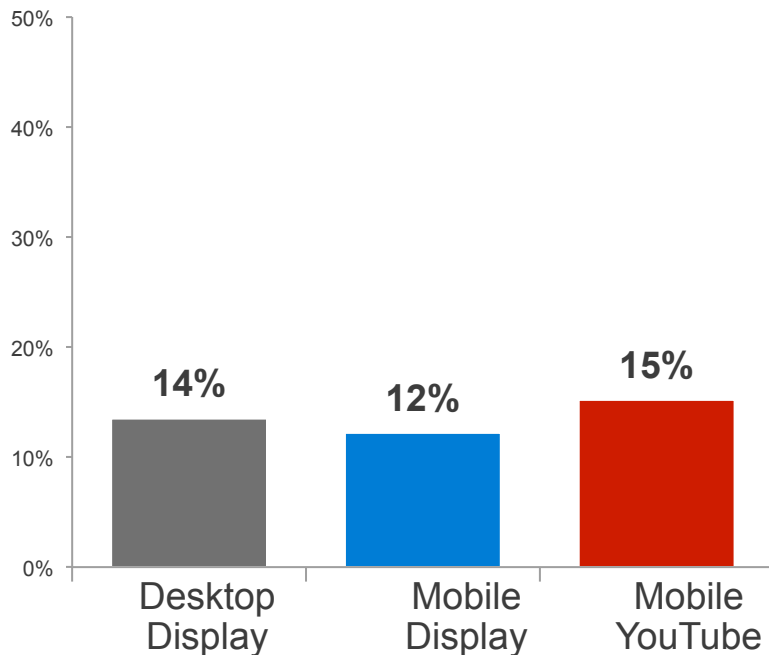
## Mobile YouTube



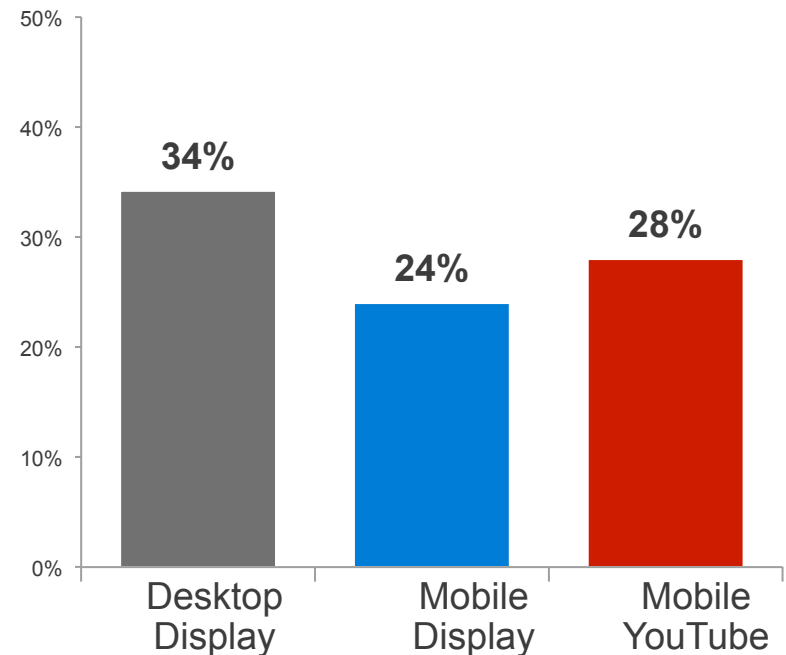
# Awareness

The aided ad awareness for the YouTube roadblock is higher than for the mobile display ads – both formats are not as effective as the desktop format.

## Unaided ad awareness



## Aided ad awareness



# Summary

- 1** Mobile advertising is an effective way of capturing people's attention.

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- 2** The traditional above and below the fold does not exist on a mobile website; the screen is scrolled and checked carefully.

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- 3** Although people view mobile websites for less time than when using a desktop, their attention is more focused and can be directed to the most relevant area of the site.

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- 4** The small screen on a mobile device lends itself to scrolling and as a result people often view the entire site.

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- 5** Mobile adverts are of a similar level of effectiveness as desktop adverts.

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