

# How Media Drive Online Success: Increasing Web Traffic and Search

As consumer activity on the web increases, marketers are making the Internet a more important element in their marketing plans, seeking to drive consumers to their websites. As a result, web traffic and search results are increasingly regarded as measures of marketing success.

To strengthen marketers' "drive to web" efforts, Magazine Publishers of America has compiled independent research that documents how various online and offline media influence consumers' online behavior, including:

- The role of media in driving online traffic, search and purchase behavior
- The role of media in driving consumer response to online video ads

The research includes both third-party surveys from the American Advertising Federation (AAF), BigResearch (in a study done for the Retail Advertising and Marketing Association), Mediamark Research, Inc., and the Online Publishers Association, as well as a new quantitative analysis from the research and consulting firm Marketing Evolution that shows the impact of magazines in affecting web visits, examining results throughout the purchase funnel.

## Overall Conclusions

- **Offline media perform well in driving web traffic and search—often better than online media**, even when URL addresses are often missing or not prominently displayed in offline ads
- **Media synergy is important, although each medium influences online behavior differently and plays a distinctive role**
- **Looking at qualified search—those consumers ready to make a purchase—paints a different picture of media usage than total search**, which is most often the focus of advertisers
- **When looking at the role individual media play in driving web results, magazines most consistently drive web traffic and search**

## Conclusions from Quantitative Analysis

- **Magazine ads had a major impact on building web traffic**
- **Magazine ads generated web traffic at each stage of the purchase funnel, especially purchase intent**
- **Including a URL in magazine ads significantly increased web visits**



## How Media Build Web Traffic

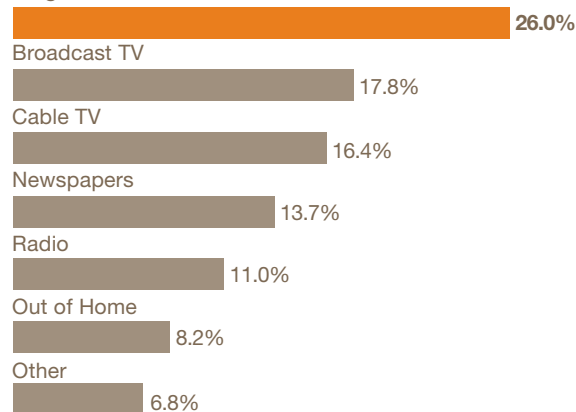
### What Marketers Think

A recent survey by the American Advertising Federation (AAF) sought to find out which media marketers considered most effective for driving traffic to advertisers' websites or other web-based marketing sites, such as those related to online promotions/offers.

**Marketers selected magazines as the most effective in driving consumers online**—more than eight percentage points higher than broadcast TV and roughly ten percentage points higher than cable TV, the second and third highest rated media.

#### Effectiveness of Media at Driving Consumers to the Web

##### Magazines



Source: ICOM, American Advertising Federation (AAF) 2006

### Quantifying How Magazines Build Web Traffic

Marketing Evolution aggregated nine client-commissioned studies conducted since 2004 that had quantifiable data on web visits to examine how magazine ads contributed to building web traffic.

This study was a subset of Marketing Evolution's extensive work in which clients examined how different media and media combinations deliver results at each stage of the purchase funnel. Importantly, this new research looked at what consumers do versus what they say they will do, as the results were based on tracking actual web traffic, using cookies.

Specifically, they studied:

- The impact of magazines in building web traffic
- How magazines influence web traffic across the purchase funnel
- The impact of including a URL in the advertising creative on results

Magazines were assessed independently from other media, given significant differences in creative approaches by medium. The product categories available for analysis included automotive, consumer electronics, health and beauty, and entertainment brands. Only automotive had sufficient data to be studied separately.

To calculate the impact of magazines in influencing web traffic, Marketing Evolution compared the number of online visits among consumers who saw magazine ads (an exposed group) to consumers who read different issues of the same magazines without any exposure to the ads (the control group). The difference in percentage between control group (non-exposed) visits and exposed group visits is the measure attributed to magazine advertising effectiveness.

From the aggregated results of these nine studies, Marketing Evolution made three key findings regarding the contribution of magazines to building web traffic:

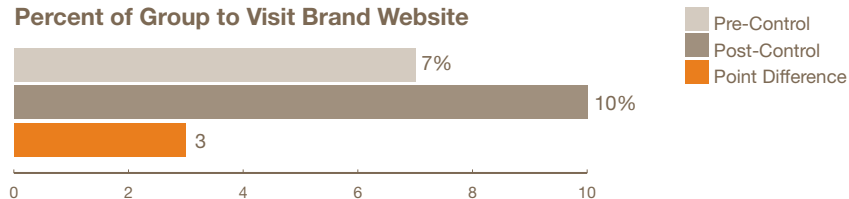
- **Magazine ads had a major impact on building web traffic**
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## How Magazine Ads Build Web Traffic Overall

**More than a 40% lift in web traffic occurred across all nine studies after consumers were exposed to magazine advertisements** compared to a control group of respondents who were not exposed to magazine ads. This increase represented more than one million unique visitors per brand.

*Graph interpretation: If 1,000 people saw the magazine ad, seventy of these people visited the brand's website without being exposed to the magazine ads. In the group exposed to magazine ads, 100 of the 1,000 people visited the website. The incremental 43% (three point) lift was due to the magazine ad exposure.*

### Percent of Group to Visit Brand Website



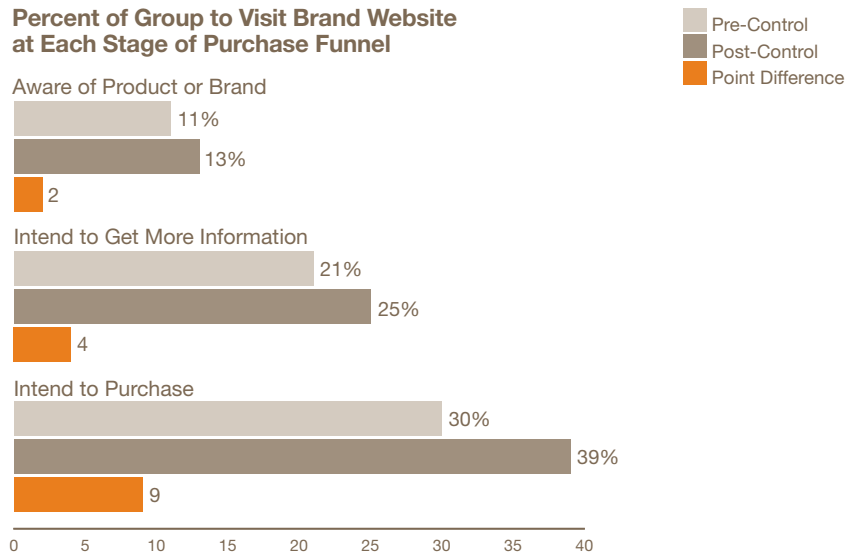
Aggregated base sizes Control n = 21,410 Exposed n = 22,619  
Source: Marketing Evolution 2004-2007

For complete information on the impact of different media throughout the various stages of the purchase funnel, visit [www.magazine.org/accountability](http://www.magazine.org/accountability).

## How Magazine Ads Build Web Traffic Across the Purchase Funnel

Magazines contributed to building web traffic across the purchase funnel, especially excelling at influencing purchase intent, often considered the most important stage.

### Percent of Group to Visit Brand Website at Each Stage of Purchase Funnel

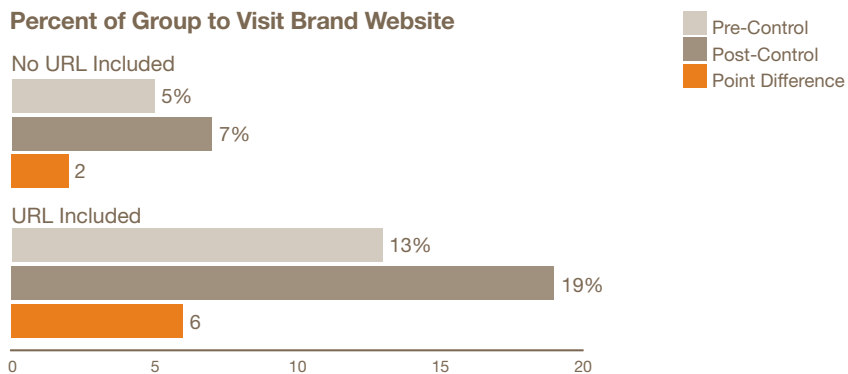


Analysis completed at the individual respondent level. Control n = 4,260 Exposed n = 4,492  
Source: Marketing Evolution 2004 – 2007

## Including a URL in Magazine Ads Increases Web Visits

Despite the statistically significant impact of magazine advertising on web traffic in the nine aggregated studies, less than half included a web address (URL) in the ad. **When the URL was included in the magazine advertising creative, the percent change in visits tripled from two to six points.**

### Percent of Group to Visit Brand Website

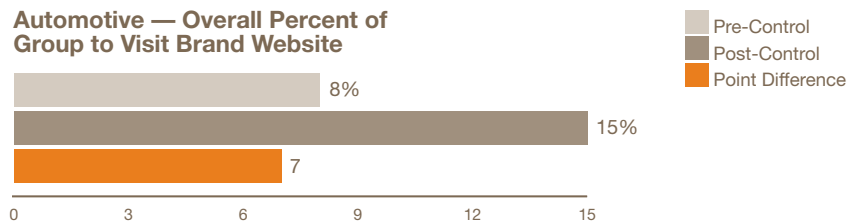


Analysis completed at the study level. 4 studies include URL and 5 studies do not include URL.  
Aggregated base sizes Control n = 21,410 Exposed n = 22,619  
Source: Marketing Evolution 2004 – 2007

## How Magazine Ads Drive Automotive Brands' Web Traffic

As part of their analysis on how magazines drive web traffic, Marketing Evolution was able to examine the automotive category separately, comparing online visits among consumers who saw magazine ads (an exposed group) to consumers who read the different issues of the same magazines without any exposure to the ads (the control group). As with the aggregated studies' findings overall, they found that in all the automotive cases, **magazine ads had significant impact in driving traffic to the brands' websites—with an average increase of seven points, representing an 85% lift, over the control group.**

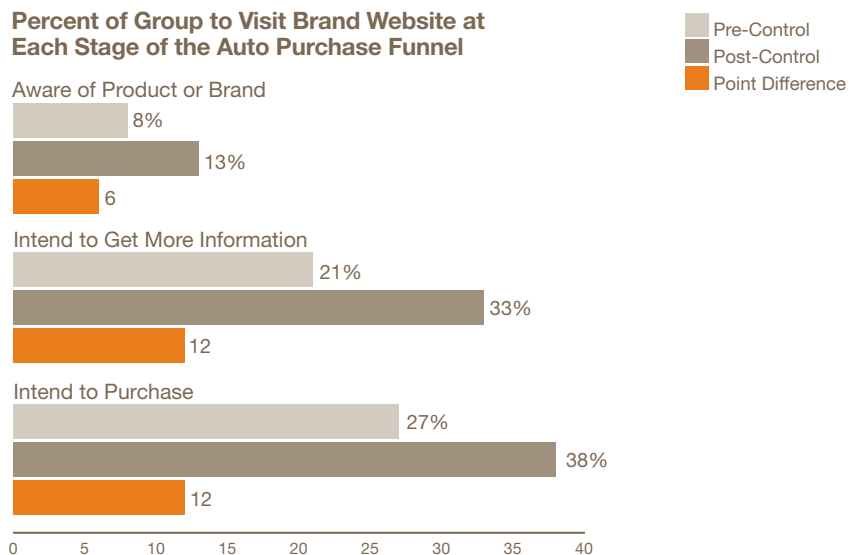
### Automotive — Overall Percent of Group to Visit Brand Website



Analysis completed at the study level. Three studies included.  
 Aggregated base sizes Control n = 10,655 Exposed n = 10,194  
 Source: Marketing Evolution 2004 – 2007

As in the nine studies overall, **magazines' increased web visits across all levels of the automotive purchase funnel—particularly at the lower stages of the funnel** (gathering information and purchase intent).

### Percent of Group to Visit Brand Website at Each Stage of the Auto Purchase Funnel



Analysis completed at the individual respondent level. Control n = 6,786 Exposed n = 7,162  
 Source: Marketing Evolution, 2004 – 2007

## How Media Drive Web Search

### Media That Prompt Online Searches for Merchandise

BIGresearch conducted a study for the Retail Advertising and Marketing Association (RAMA) to help advertisers understand which media perform best at influencing consumers to start a search for merchandise online. The results show:

- **Offline media generally ranked ahead of online media and word-of-mouth: print and TV sites took the top four spots**
- **Magazines prompted web searches more than any other medium**
- **Results generally held true by gender and age**

#### Top 10 Media that Trigger an Online Search (Adults 18+)

Medium (percent)	Overall	M	F	18–24	25–34	35–44	45–54	55–64	65+
<b>Magazines</b>	<b>52%</b>	<b>52%</b>	<b>51%</b>	<b>60%</b>	<b>56%</b>	<b>50%</b>	<b>48%</b>	<b>50%</b>	<b>48%</b>
TV/Broadcast	44	47	41	45	46	45	45	45	39
Newspapers	41	42	40	30	34	40	43	49	52
TV/Cable	36	40	31	55	45	35	30	28	24
Face-to-Face	35	39	32	49	40	37	33	31	24
E-mail Advertising	30	30	31	37	33	30	29	29	26
Direct Mail	29	28	31	26	29	30	30	31	30
Radio	28	32	25	31	35	30	27	24	20
Internet Advertising	27	31	24	41	33	26	25	23	18
Outdoor	11	12	10	16	16	11	11	8	5

Source: BIGresearch, July 2007, for the Retail Advertising & Marketing Association. (Sample Size: 15,439, age 18+)

### Media That Drive Prospects to Search: Total and Qualified

JupiterResearch conducted a study on behalf of the search engine marketing firm iProspect to gain a better understanding of how exposure to offline channels influences search and purchase behavior of search engine users. In the study, two out of three search engine users said that they initiated their search for a company, product, or service because of an offline ad. **Television and magazine/newspaper ads led results**, far outpacing radio and out-of-home ads.

JupiterResearch took the research a step further by finding out which media that prompted searches resulted in a purchase. It found that two out of five online search users (39%) who perform a search as a result of exposure to advertising in an offline channel end up making a purchase as a result of that search. **Magazine and newspaper ads were the most influential media at generating qualified traffic (based on the percent making a purchase after conducting a search)** compared to TV, radio or out-of-home, which produced relatively similar results.

### Sources That Prompted an Online Search

	%
<b>Television Ad</b>	<b>37</b>
<b>Magazine/Newspaper Ad</b>	<b>30</b>
Radio Ad	17
Billboard/Indoor/Sports Venue Sign	9

Source: JupiterResearch, 2007

### Offline Sources that Drive Qualified Traffic to Websites

Made purchase after conducting an online search	%
<b>Magazine/Newspaper Ad</b>	<b>30</b>
Television Ad	23
Radio Ad	22
Billboard/Indoor/Sports Venue Sign	19

Source: JupiterResearch, 2007

## Offline Media Users' Behavior on the Web

Multimedia data from Mediamark Research, Inc. (MRI) provide additional perspective on using offline media to drive online behavior. The information, based on examining heavy usage of offline media, show that **print media users, led by magazines, are more likely than users of other offline media to take action by seeking information and making purchases on the Internet.**

### Likelihood of Buying and Searching Online by Medium

	Indices versus Total U.S. Adults (100)			
	Heavy Magazine Readers	Heavy Newspaper Readers	Heavy Radio Listeners	Heavy Television Viewers
Obtained in Past 30 Days:				
Information for new or used car purchase	<b>171</b>	121	122	69
Childcare or parenting information	<b>200</b>	111	92	79
Medical information	<b>154</b>	144	96	79
Information about real estate	<b>152</b>	138	106	55
Financial information or tracked investments or traded stocks/bonds or mutual funds	<b>141</b>	135	95	59
Make a purchase for business use	<b>154</b>	138	112	47
Make a purchase for personal use	<b>138</b>	126	99	57
Downloaded music	<b>174</b>	105	112	66
Downloaded podcasts/podcasting	<b>173</b>	138	71	49

Source: MRI, Fall 2006

## How Media Drive Consumer Response to Online Video Ads

Research consistently shows that offline media drive consumers to the web and prompt them to take action, but what about the websites of offline media? A survey conducted by the Online Publishers Association (OPA) asked online users what action(s) they have taken as a result of viewing an online video ad on a variety of sites. OPA's results show that:

- **Offline media-branded websites—such as magazine and national newspaper sites and national broadcast and cable TV sites—ranked in four of the top five website categories** studied at driving viewers to take some kind of action as a result of viewing an online video ad
- **Magazine sites consistently outperformed the other media sites**, including in such critical actions as checking out a company website, going to a store to check out the product and calling a toll-free number

### Actions Taken From Viewing Online Video Ads

Medium (percent)	Checked out company websites	Searched for info	Clicked on banner ad	Talked to friends and family	Went to store to check product	Requested more info	Signed up for a product trial	Called toll-free number
<b>Magazine Sites</b>	<b>45</b>	<b>38</b>	<b>30</b>	<b>27</b>	<b>29</b>	<b>28</b>	<b>18</b>	<b>14</b>
Online-Only News + Info	42	35	29	22	26	23	16	10
Natl. Newspaper Sites	40	37	25	23	22	23	15	10
Natl. Broadcast TV Sites	38	31	25	22	19	19	12	7
Cable TV Sites	38	30	25	22	20	19	12	8
Portals	37	34	25	27	24	23	14	10
User-Generated Sites	35	24	20	18	14	14	9	5

Source: Online Publishers Association, June 2007

**Magazine Publishers of America (MPA)** is the industry trade association for consumer magazines. Established in 1919, MPA represents more than 240 domestic publishing companies with approximately 1,400 titles, more than 80 international companies and more than 100 associate members. For information on the research presented here, please contact Wayne Eadie, Senior Vice President, Research, Magazine Publishers of America, at weadie@magazine.org. For copies of MPA resources, please e-mail promotion@magazine.org or visit MPA's website: [www.magazine.org](http://www.magazine.org).

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