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**Pop-ups: Clickthroughs Outweigh Frustration**

By [Masha Geller](#)  
Editor

Tuesday, September 23, 2003

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▶ **Commentary**  
[The Internet is The Next Big Thing in Television. Yes, the Internet. Yes, Television.](#) by Gene DeWitt  
*Independent Media Consultant*

▶ **Media News**  
[Ad Demand Improves Markedly In September: Online, Cable Still Lead](#)  
With the summer of 2003 behind them, the nation's media planning and buying executives have grown relatively more optimistic about demand for advertising inventory. In September, 44% of agency media executives surveyed by MediaPost and InsightExpress said their demand for advertising inventory had increased either "significantly" or "somewhat" over September 2002. That's a five-percentage point improvement from August, when only 39% of respondents said their demand had increased.  
[Newspaper Ad Economist Zigs As Others Zag Over '03 Outlook](#)  
A leading newspaper economist has revised his predictions for newspaper ad spending downward for

They're annoying. They're distracting. They're all over the web. And they're not going away. Pop-ups, aside from fueling consumer tempers, seem to produce enviable results for advertisers and that's why they're here to stay.

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So argue those who make their living from selling things that go "pop," the most recent proponent being Kefta Inc., a company known for "conversion marketing solutions," which on Monday issued a press release highlighting its success with pop-ups as a means of boosting sales.

"Pop-ups, when used as a customer-centric communication method, are a valuable tool to both the consumer and the online marketer," said Philippe Suchet, CEO of Kefta. "A large number of our clients use personalized pop-ups in a highly successful way, not as a means to advertise unrelated products, but as a way to address shoppers' concerns and needs in order to improve their shopping experience."

According to Kefta, its pop-ups "dramatically reduce site dropouts and boost online revenues."

One of Kefta's clients, Société Générale (SG), 6th largest Euro Zone Bank, has successfully increased application rates between 20 and 30 percent and has been pleased with its pop-up effectiveness. Gwenaëlle Evenot, Senior Online Marketing Manager at SG, said she has been "amazed by the willingness

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2003, citing the lack of recovery in employment and other economic factors.

[Reporter Goes Madison Avenue, Breaks Campaign Touting Hollywood Roots](#)

To hear The New York Times tell it, the Hollywood Reporter's first advertising campaign in more than ten years "pokes fun" at the mag's supposedly egomaniacal readers. All this would have been fine and good, if the ads were actually an attempt to alienate its core audience or included any criticism of Variety, implicit or otherwise.

[Parents Group Says There's Too Much Profanity on TV](#)

The Parents Television Council fired another broadside at broadcast TV on Tuesday, finding that foul language increased between 1998 and 2002, particularly in the so-called family hour between 8-9 p.m.

[Study Rewrites Script For RX Ad Spending Returns](#)

In a finding that could shake-up some of the negative thinking surrounding the payoff on direct-to-consumer (DTC) advertising, new research unveiled in New York Monday morning suggests the return on investment for such ads is much greater than previously assumed for many new and established prescription drug brands.

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#### ▶ Online Media

[Pop-ups: Clickthroughs Outweigh Frustration](#)

They're annoying. They're distracting. They're all over the web. And they're not going away. Pop-ups, aside from fueling consumer

of our customers to respond positively when we reach out to them." She added, "For example, SG has found that 12 to 25 percent of prospects that abandon respond to Kefta generated pop-ups. We thought using pop-ups might be a problem but it really hasn't been."

According to Kefta, pop-ups allow marketers to reach out to abandoners with "targeted, tailored solutions that are responsive to the abandoners' needs. Using a combination of techniques, including pop-ups, surveys, incentives, follow-up emails, and sales rep calls, these solutions enable marketers to gather contact information, understand specific customer issues, and follow up with prospects in a highly customer-centric fashion, based on where and why they dropped out."

Kefta claims that these techniques help their clients boost revenues by up to 30%, with completion rates is between 4% and 25% -- placing pop-ups well above many other well-known communication media.

Put in perspective, pop-ad ads make up just 3.5% of all US online ads in Q4 2002, based on impressions, according to PricewaterhouseCoopers' latest numbers. That number, however, is a near-doubling of the previous year's figure, according to Nielsen//NetRatings, which also says that publishers served 13.4 billion pop-up ads in Q1 2003 (not counting house ads), a 24% increase from the previous quarter.

Moreover, a study from Unicast and Dynamic Logic found that a whopping 78% think pop-up, pop-under, and floating ads are annoying. Further research sponsored by Overture found that when US Internet users could choose only one online advertising issue that most concerned them, 35% cited pop ups. And most alarmingly, pop-ups lead all ad forms in levels of annoyance and distrust-97% feel "furious" or "angry" with pop-up ads that appear without warning, reports PlanetFeedback.

Why are pop-ups still popping? In a word: clickthroughs. A recent survey by Advertising.com says clickthroughs on pop-ups are nearly 13% higher than on banners (conversions are 14% higher) and with numbers like that, advertisers are willing to annoy.

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[DC, Boston Lead Online Job Posting Activity](#)

In today's economy, it's no secret that the Internet is quickly becoming American's favorite job search destination, but it's not just about the medium. Location matters as well.

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