

## LESS THAN 10 PERCENT OF INTERNET ADVERTISERS USE POP-UP ADS, ACCORDING TO NIELSEN//NETRATINGS

*Few Advertisers Employ the Technology,  
Despite Ubiquity of Pop-Up and Pop-Under Ads*

**NEW YORK – September 4, 2002** - Nielsen//NetRatings, the global standard in Internet audience measurement and analysis, reports that only 9.2 percent of all companies advertising online use pop-up ads, despite its seemingly ubiquitous presence in 2002. Advertisers purchased and launched more than 11.3 billion pop-up ad impressions (including pop-under ads) for the first seven months of 2002, comprising just two percent of the online advertising market.

According to the Nielsen//NetRatings AdRelevance service, pop-up advertising is defined as any ad that spawns a new browser without user input, and includes pop-up ads that focus to the front or back (pop-under) of the active browser.

Niche categories such as community, yellow pages and games sites posted levels of pop-up advertising well above the market average of two percent, but broader categories such as portals, search engines and shopping sites shied away from utilizing the technology. Only a select few advertisers opted to use pop-up technology, with just 63 companies launching 80 percent of all pop-up advertising while the other 20 percent was split between 2,145 advertisers.

"Pop-ups quickly gained notoriety since their introduction in early 2001, with the ads attracting negative feedback from Internet surfers," said Charles Buchwalter, vice president of client analytics, Nielsen//NetRatings. "Consumers may be surprised to find out that pop-up advertising comprises such a small percent of the total ad market."

During the first half of 2002, advertisers used pop-up ads primarily as a direct marketing strategy, as opposed to employing pop-up ads to build brands. More than 6.5 billion impressions or 58 percent of all pop-up ads attempt to drive traffic to the advertiser's site, while 26 percent offer incentives aimed at increasing sales (see Table 1). This indicates that 84 percent of all pop-up ads use a direct marketing tactic, much higher than the industry average of 64 percent.

**Table 1. Percent Share of Pop-up Advertising by Strategy (January-July 2002)**

Strategy	Pop-up Impressions (in millions)	Share of All Popup Impressions
Drive Traffic	6,532	58%
Drive Sales	2,889	26%
Awareness	1,459	13%
Positioning	446	4%

Source: Nielsen//NetRatings

### Pop-up Leaders

X10 continues to lead all pop-up advertisers with more than one billion pop-ups launched in 2002, beating out the next advertiser by nearly 50 percent (see Table 2). Orbitz came in at No. 2 with 687 million pop-up ad impressions, while Providian Financial employed 679 million impressions during January through July 2002. Cendant purchased and launched 561 million pop-up ad impressions, and Cassava Enterprises posted 548 million impressions, rounding out the top five.

"Despite consumers' general distaste for the ads, a few advertisers clearly view the benefits of pop-up advertising as greater than the potential harm to brand image," added Buchwalter. "And while a growing number of Web sites are addressing consumer concern by outlawing them altogether, we anticipate that the continuing negativity surrounding pop-ups will lead to new ad designs that are less intrusive and more responsive to consumer expectations."

**Table 2. Top 10 Leading Pop-Up Advertisers, Ranked By Impressions (January-July 2002)**

Company	Total Pop-up Impressions (in millions)
1. X10 Wireless Technology Inc.	1,013
2. Orbitz	687
3. Providian Financial Corporation	679
4. Cendant Corporation	561
5. Cassava Enterprises	548
6. Dell Computer Corporation	484
7. Bonzi Software	337
8. Morgan Stanley	303
9. Columbia House Company	223
10. Advertising.com Inc.	216

Source: Nielsen//NetRatings

**About Nielsen//NetRatings**

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions, and expenditures and the @plan Internet user lifestyle, demographic, and product brand preferences measurement.

Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings AdRelevance.*

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