



# 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.



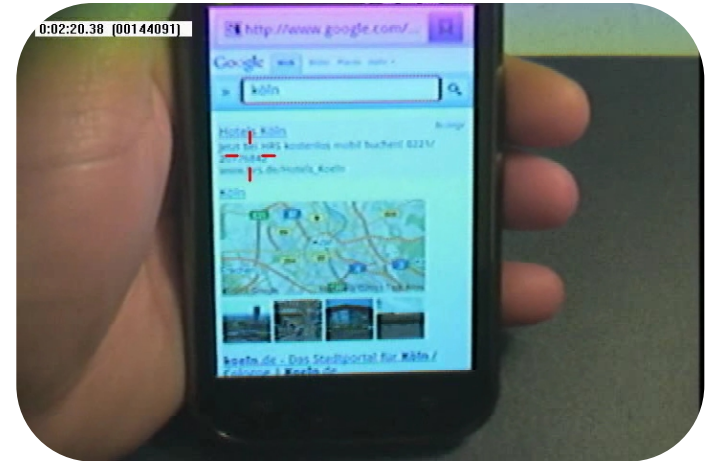
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A stylized, abstract illustration of a car's front end, rendered in various shades of blue. The car is positioned in the lower half of the slide, with its hood and windshield area visible. The word 'Methodology' is written in white text on the dark blue section of the car's body.

# 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



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.



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.



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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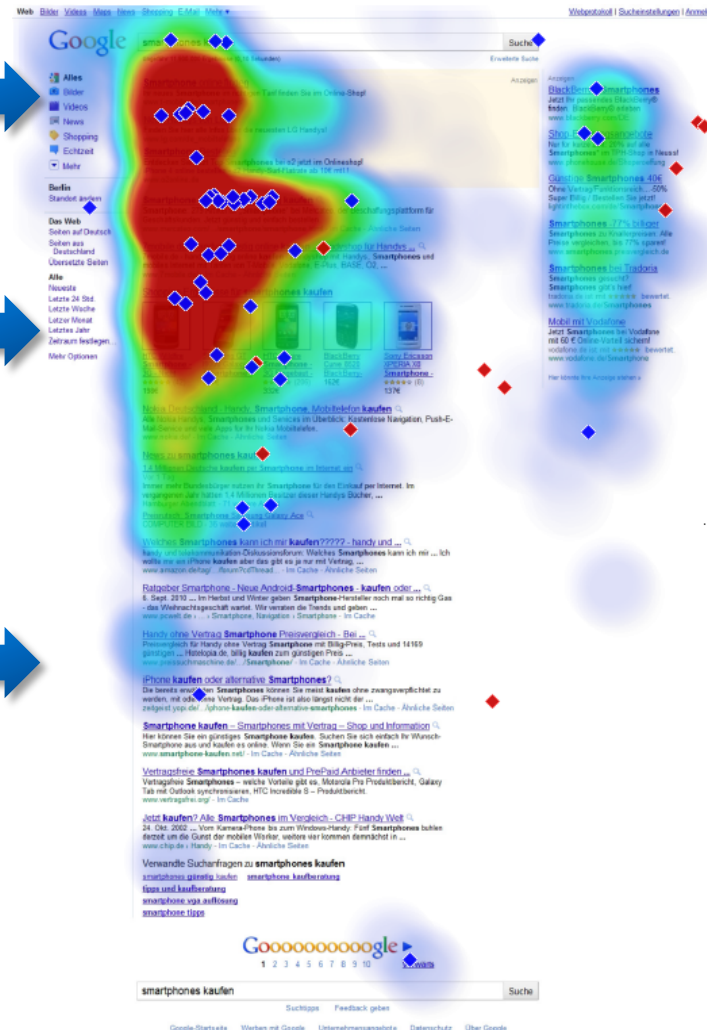
**Results - Search**

# Desktop search engine result page

Strong focus on the AdWords results

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

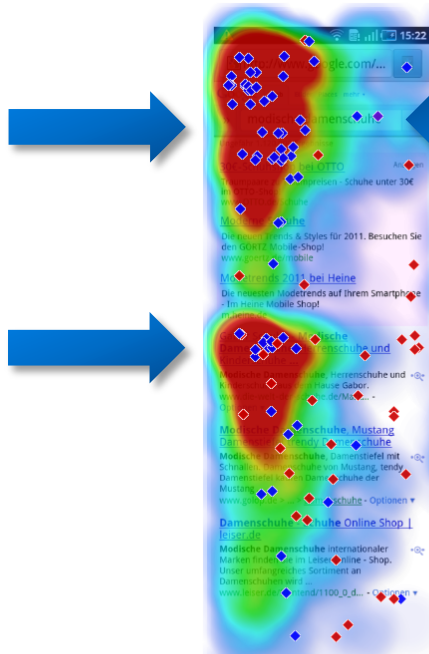
Nearly no focus on the organic results below the fold



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





# Percentage of eye contact – Desktop

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



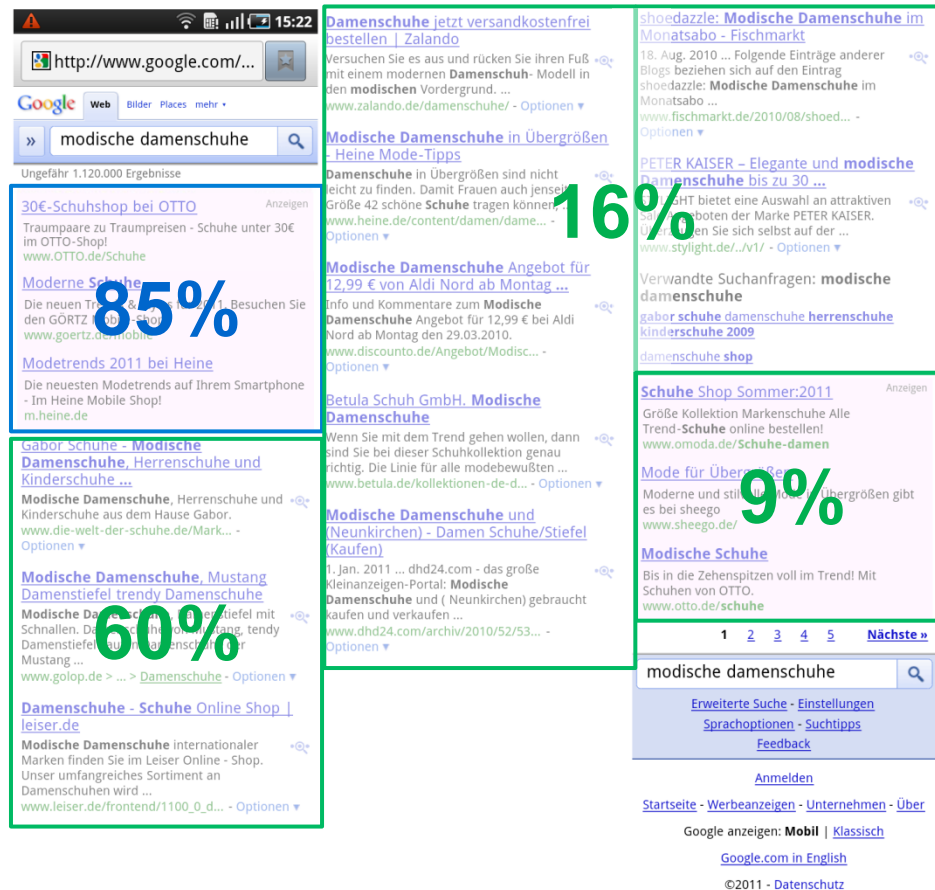
# Duration of viewing – Desktop

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



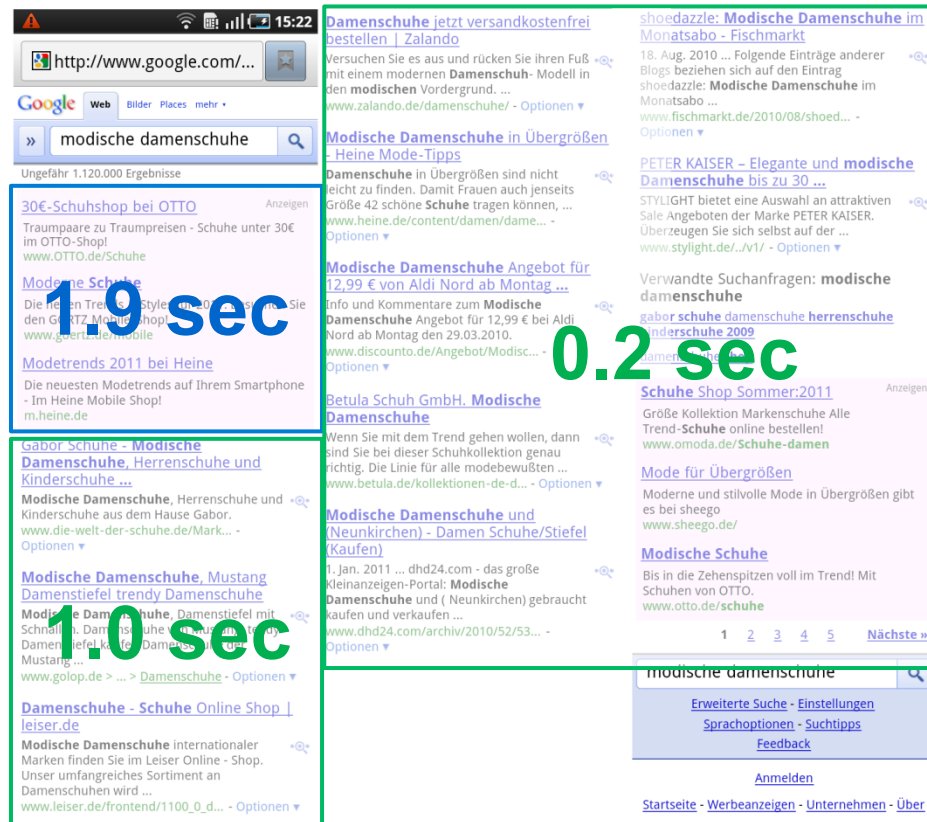
# Eye contact probability– mobile

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



# Duration of viewing – mobile

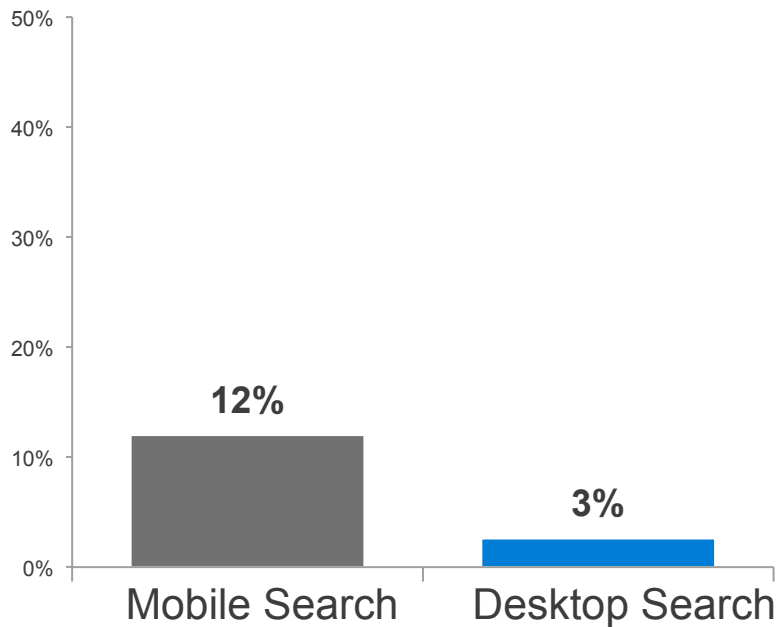
1.9 seconds on average. The organic results are viewed only very quickly.



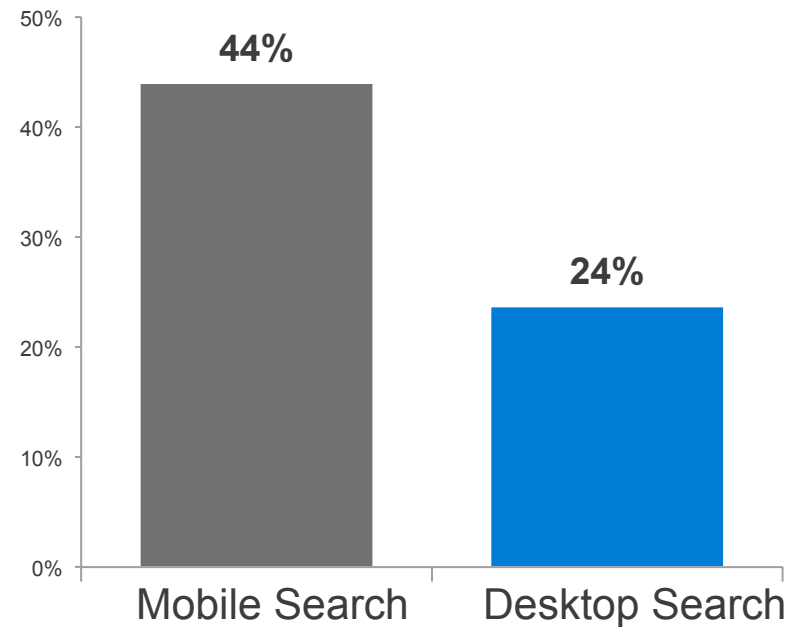
# Awareness

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, abstract illustration of a car's front end in shades of blue. The car is positioned in the lower half of the slide, with its hood and windshield area visible. The text 'Results - Display' is overlaid on the dark blue section of the car's body.

**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



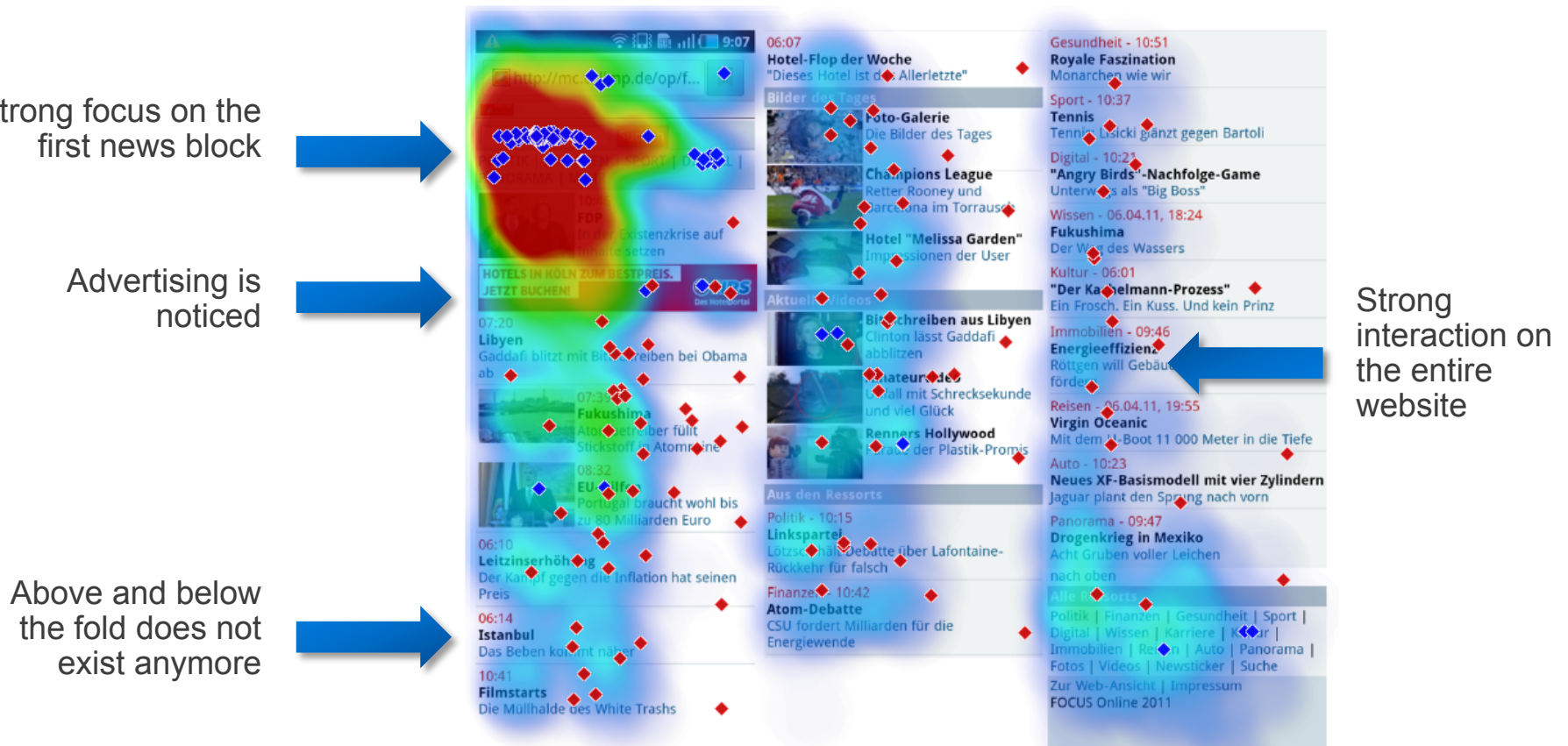
Intensive focus on the search function of the website

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.

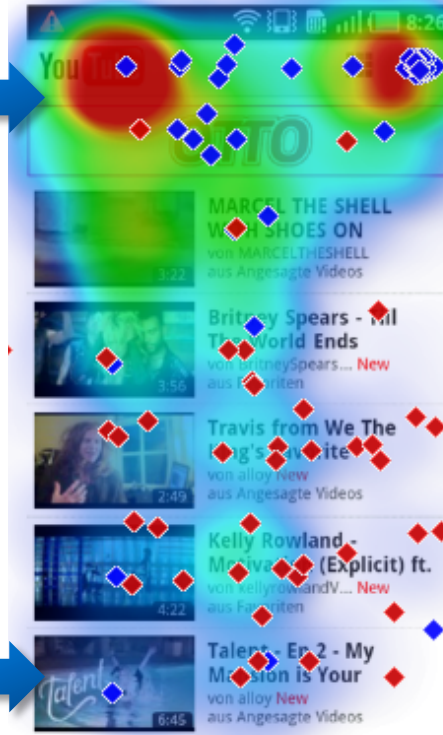




# Mobile YouTube website

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



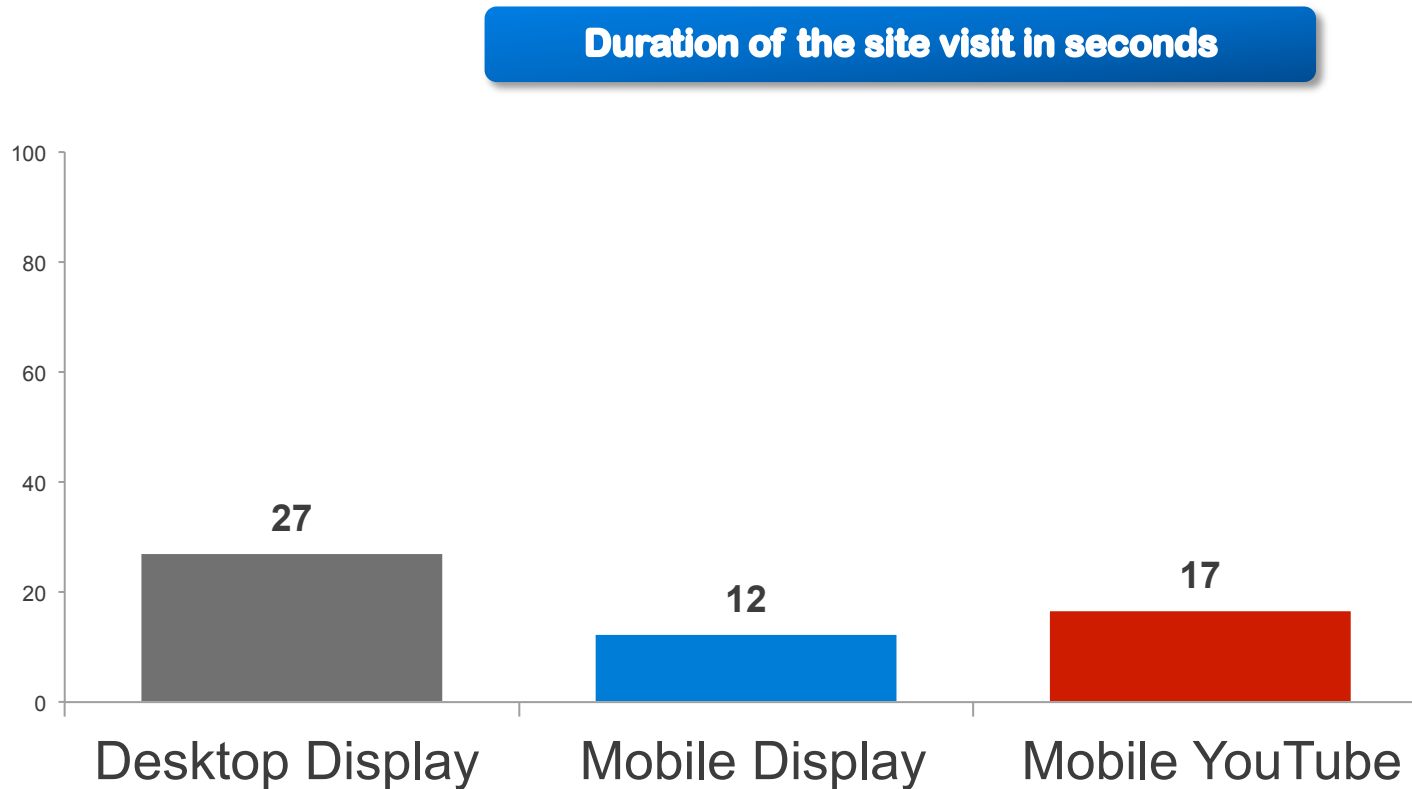
Above and below the fold does not exist anymore



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.

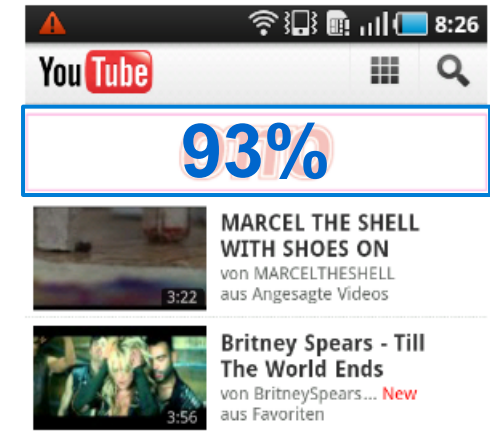
## Desktop Display



## Mobile Display



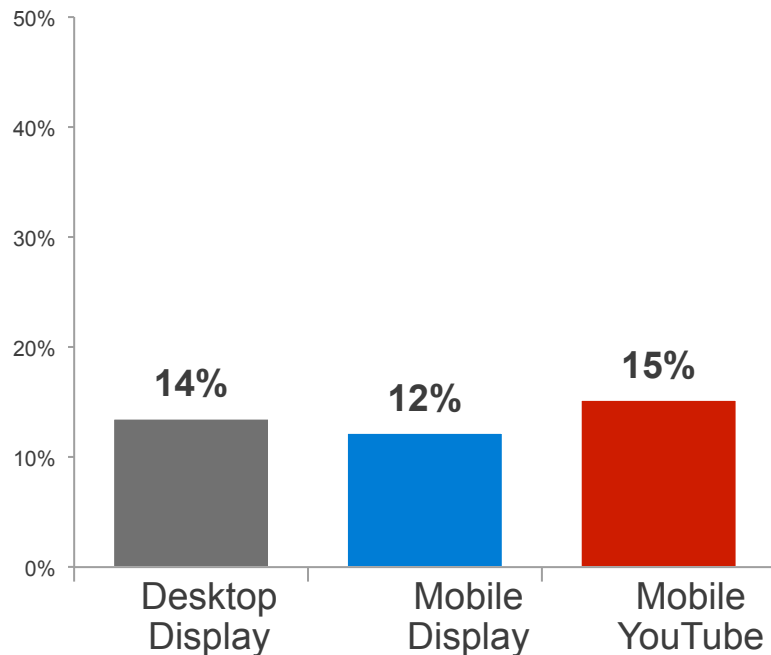
## Mobile YouTube



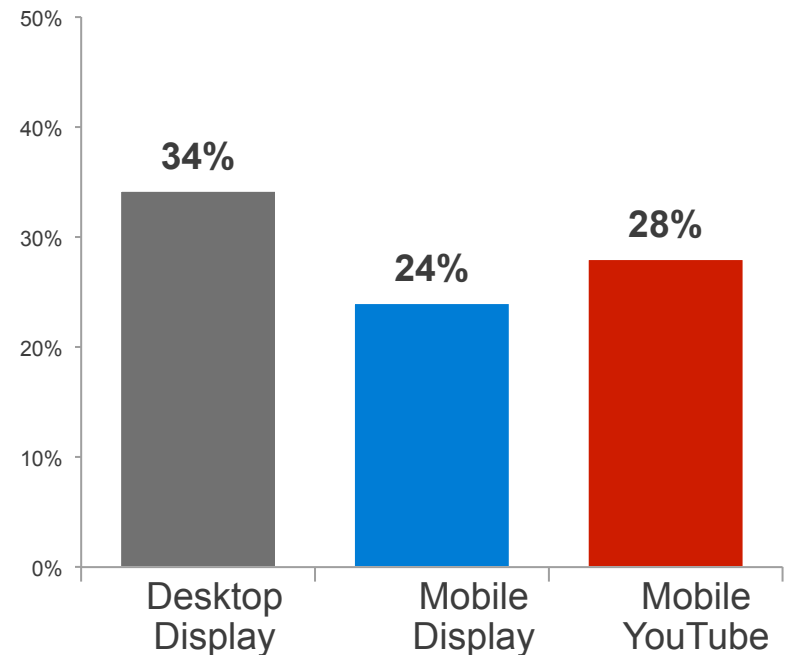
# Awareness

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.
- 2 The traditional above and below the fold does not exist on a mobile website; the screen is scrolled and checked carefully.
- 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.
- 4 The small screen on a mobile device lends itself to scrolling and as a result people often view the entire site.
- 5 Mobile adverts are of a similar level of effectiveness as desktop adverts.