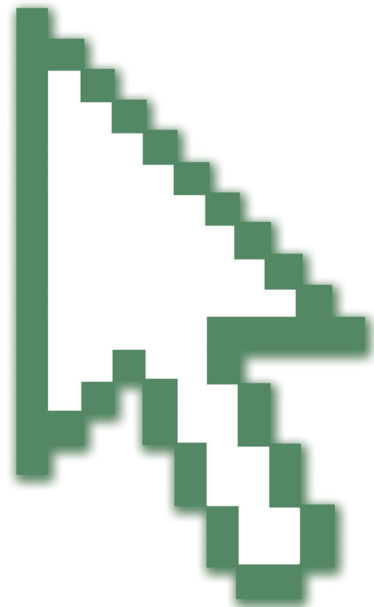




**A recent UK study shows
reader response to marketing
communications is highest
on specialist media sites**



Background

In an increasingly fragmented media environment, understanding how customers both engage with - and react to - different media is key.

According to the Association of Online Publishers (AOP), the relationship a reader has with a particular media may actually influence how receptive they are to the advertising contained within it.

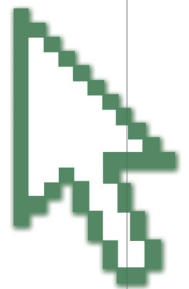
In short, the more engaged a reader is with the content on a website, the more effective the advertising contained within that particular media will be.

Why is this important?

Companies operating in the UK's corporate sustainability sector have complained that there are insufficient outlets for them to publish their public relations and marketing communications and that their stories and promotions fail to excite the general press.

So why do visitors to certain websites not notice the advertising?

In some instances this might be because the advertising is seen as a hindrance, distracting visitors from the main purpose of their search. Hence volume alone (page views or page impressions) cannot be the measure of engagement; it is the quality of the time spent on the site, and perceptions of the experience that contribute to overall engagement and receptivity to the advertising contained on that site.



The impact of website content on engagement

Peoples' use of specialist media portals differs very significantly from their use of more generalist sites as does their engagement on these sites.

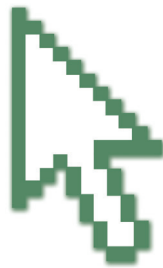
To understand these differences, and how these might impact on advertising engagement, the AOP and GfK NOP conducted a research project to examine engagement levels on different sites to determine how this might impact on advertising perceptions.

5 reasons your marketing promotions will engage GreenWise readers

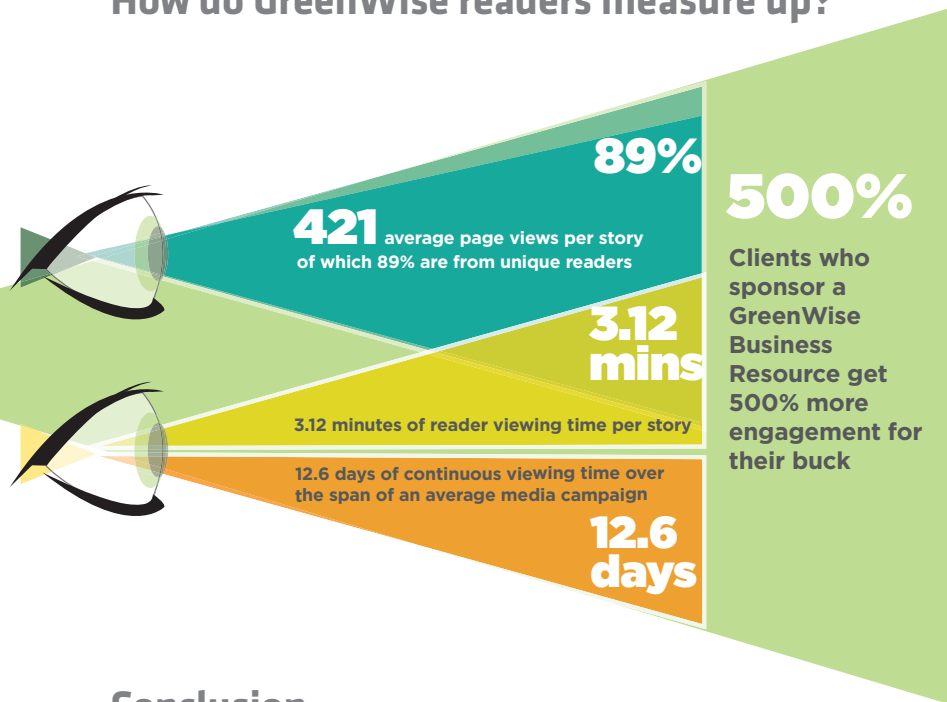
The findings of the study identified five key dimensions of deeper engagement for specialist sites:

- 1. Trustworthiness & Reliability**
(recognition of and confidence in a media brand)
- 2. Opinion Leadership & Authority**
(consistent, reliable thought-leadership)
- 3. Uniqueness & Up-to-date** (original content)
- 4. Community** (attracting like-minded users)
- 5. Entertainment value & Engagement**
(rich media sources such as video, frequently refreshed content)

The research found that users who particularly trusted a site they used were more likely to trust the brands advertising on the site and, as a result, were more likely to respond to the advertising and click-through.



How do GreenWise readers measure up?



Conclusion

Site engagement is complex and cannot be measured by reach and frequency alone. Trust in a content portal is an important metric for advertising success. The more you know about the media platform and its audience the more successful your marketing communications will be.

Find Out More About GreenWise Audience Engagement

To find out more about GreenWise Audience Engagement, Promotions and Commercial Partnerships, please contact:

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To view a short video overview of GreenWise go to:

<http://bit.ly/jOMcFz>

For the media information pack go to:

www.greenwisebusiness.co.uk/advertising.aspx

