



CASE STUDY

The Branded Cursor Increased Ad Awareness and Brand Recall By 250%.

Introduction:

All forms of online advertising share a common characteristic: few provide memorable brand-linked impressions to users that view them, while the vast majority are either not seen at all or do not register a memorable brand-linked impression. This lack of effectiveness is often referred to as “banner blindness.”

Advertisements do not just compete against each other for user’s attention; they are also competing against all other content on any given page with the challenging mandate to create memorable lock brand-linked impressions. If successful those memorable impressions will be drawn upon during a purchase decision.

The concept of memorable brand-linked impressions is critical. It is possible for consumers to easily remember particular creative elements of an advertisement but not be able to associate it with the brand. Whatever makes the ad memorable must be linked to the brand, such that the consumer cannot think about the ad without recalling the brand. We call the memorable creative element that's linked to the positive aspects of the brand a "magnifier." By linking an involving message with the brand, the brand-linked impression is locked into long-term memory with important positive associations.

With the above in mind one thing **MUST** occur for any of this to happen - **THE AD MUST BE SEEN!**



Solution:

CURSOR ADS

While users are receptive to ad supported web content, they are also adept at screening out ad-based content. To be effective advertisers must communicate the brand name, its product value and make its presence patently obvious. To achieve this objective through typical banner exposure has become increasingly more challenging as users have grown used to looking past known areas of a site that support advertisements. This intentional avoidance is often referred to as “banner blindness.”

Even when an advertisement is seen, most users only remember the most involving portion of an ad. This involving portion is what we refer to as the “magnifier.” Research has shown that for advertising to reach a peak level of effectiveness it must integrate the brand name and message into the magnifier. In the case of the cursor ad, the cursor itself becomes the magnifier.

Cursor ads allow online publishers to serve an advertisement (e.g. a logo, image, or short message) in the place of or in conjunction with the user’s cursor. By utilizing cursor ads advertisers avoid ‘banner blindness’ and integrate their memorable brand-linked impression directly into the ad campaign’s magnifier. Since this magnifier is always present in the user's field of view, the effectiveness of the advertising is greatly enhanced.



Test:

This test measures ad awareness and memorable brand-linked impression. The test was conducted by presenting three different ad implementations; two of the three implementations utilized cursor ads as the “magnifier” portraying the advertiser’s message. This report seeks to answer the question: "Will tying different versions of a cursor ad to a typical banner ad increase the effectiveness of brand recall?"

Three separate groups of random web users were each shown one of three different web pages. The pages were as follows:

1. **Control Ad** - a typical web page with a standard banner ad with no cursor ad (Image 1 - below)
2. **Branded Cursor** - a typical web page with a standard banner ad with a branded cursor (Image 2 - below)
3. **Branded Cursor with a Cursor Companion Ad** - a typical web page with a standard banner ad with a branded cursor and cursor companion ad (Image 3 - below)

Upon exit of the page each participant was asked if they recalled the brand that was advertised on the web page.



Image 1 (Control Ad - No Cursor Ad)

Branded Banner Ad

audience and attract customers. If done correctly, here are 10 advertising tips to pay attention to:

campaign should be geared to your niche market. It is not to speak the language or grab the attention of your audience. [How to Identify and Reach Niche Markets for Your Business](#)

One of the keys to all advertising is to accentuate the pros of your product or service. Too many ads are clever but fail to sell the product or service.

Use a recognizable image. You can recognize the McDonald's logo whizzing by on the highway. Likewise, there are many products that you recognize by their packaging or branding. It counts when it comes to advertising and promoting your business. Too many advertisers do not work to build a strong brand image. Check out [Three Brand and Identity Myths That Can Bring Your Business Down](#) for additional issues to avoid.

Traditional Cursor

Share: More

Go Daddy .COM Get your own online URL TODAY!

Search For A Domain

Related Articles

- › [Target Your Online Advertising Efforts](#)
- › [Top 10 Internet Advertising Mistakes](#)
- › [Where Should I Advertise My Online Store?](#)

Sponsored Links

Image 2 (Branded Cursor)

Branded Banner Ad

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Branded Cursor Ad

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Image 3 (Branded Cursor with a Cursor Companion Ad)

Branded Banner Ad

The image shows a browser window with a Go Daddy banner ad at the top right and a branded cursor with a companion ad at the bottom left. The banner ad features the Go Daddy logo, the text "Get your own online URL TODAY!", and a search box labeled "Search For A Domain". The branded cursor also features the Go Daddy logo and the text "Click now for \$1.99* domain".

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One of the keys to all advertising is to accentuate the pros of your product and your competitive edge. Too many ads are clever but fail to sell.

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Branded Cursor w/ Companion Ad

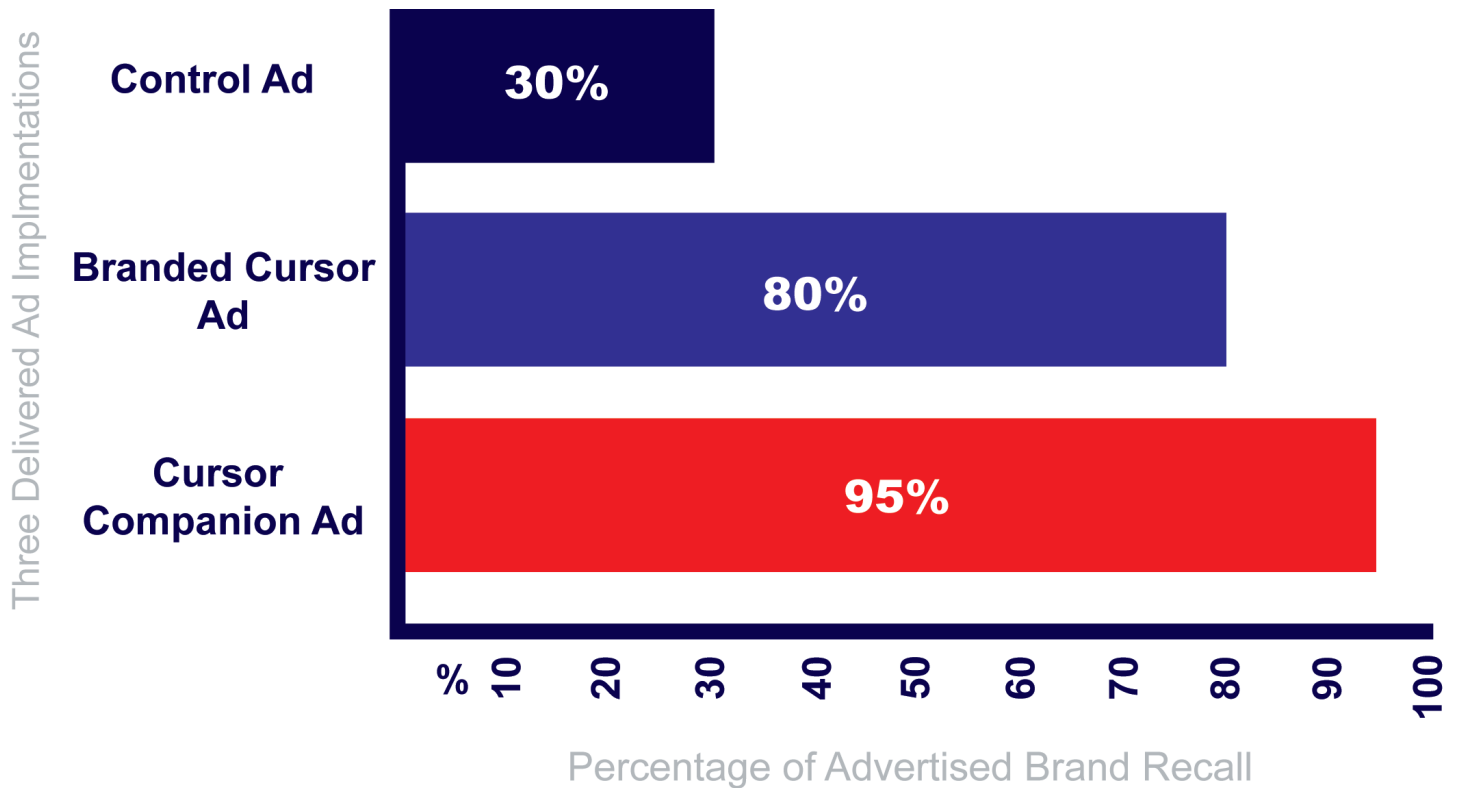


Results:

Ad Implementation Delivered

Tested Brand Recall Rate

Control Ad	30%
Branded Cursor Ad	80%
Cursor Companion Ad	95%



**Results rounded to the nearest 5%*



Conclusion:

Cursor ads significantly increase ad awareness and brand recall over standard ad formats alone.

Users exposed to cursor ads were overwhelmingly more likely to recall advertising for the tested brand. This study has shown that the addition of the Branded Cursor increased ad awareness and brand recall by ~250%. Further, the study showed ~315% increase in ad awareness and brand recall when coupled with a Cursor Companion ad. These findings show that integrating cursor ads in standard banner ad buys materially increases the effectiveness of online marketing campaigns.

In conclusion, cursor ads have proven to be an extremely effective tool for improving all aspects of an online advertising campaign. Understanding the best uses and limitations will ensure that online advertisers receive the optimum level of efficiency from their online marketing dollars.

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