

Case Study



Bing confirms significant ROI from Massive in-game advertising in a search for new users

Using comScore's breakthrough "AdEffx Action Lift for Gaming" research methodology, Bing conclusively proves that Massive in-game ads drove Bing.com site visitation and search queries.

Bing gets in the game

Microsoft launched the Bing decision engine in June 2009, along with a heavy promotional campaign covering almost all forms of traditional media, including TV and online advertising. When Bing wanted to expand media reach to the lucrative yet elusive gaming audience, the decision engine turned to the Massive in-game advertising network for its ability to connect with gamers in an engaging and effective way and its capability to precisely measure campaign effectiveness.

Making Bing the hero

The campaign ran in several blockbuster Xbox 360 video game titles with humorous, title-specific in-game ads developed by the Razorfish creative team. Massive ad-serving technology ensured that the right message was delivered to the right gamers at the right time – so gamers playing Activision's *DJHero* saw ads featuring Bing's search box with a keyword for noise ordinances, while those playing 2K Sports' *NBA 2K10* saw ads searching for slam dunk videos. The campaign was designed to enhance the gameplay experience and be relevant to the medium, title, and the gamer.

Precisely measuring drive-to-site and drive-to-search

A big draw for Bing to advertise with Massive was the network's ability to digitally track and measure campaign effectiveness in the same way other digital media is measured. To measure the in-game ad's effect on Bing.com site visitation and query searches, Massive leveraged comScore's *Ad Effx Action Lift for Gaming* product – a breakthrough research methodology developed in collaboration with Massive – that matches ad serving data from Massive with comScore's third-party panel data to track and measure in-game advertising effectiveness via online activity before and after ad exposure. "Ad Effx Action Lift for Gaming puts in-game advertising campaign measurement on a level playing field with other digital media," said Mike Hurt, senior vice president at comScore. comScore analyzes individual internet activities during a time period before and after a gamer is first exposed to the in-game ad to determine whether the ad resulted in increased traffic to and searches on Bing. In conjunction, a 1200 gamer response-based test/control advertising effectiveness study was also run with Interpret Research to determine ad recall, gamer impact, and key brand and engagement metric lifts over gamers not exposed to the in-game ads.

The title-specific ads for Bing ran in blockbuster Xbox 360 games, including Activision's *DJ Hero* (below).



Campaign Results Snapshot

- Up to **108%** more gamers visited and searched on Bing.com after exposure to the in-game ads.
- **Two-thirds** of the query increase were new Bing users
- **71%** of gamers recalled seeing the Bing ads



"Our expectations were exceeded across the board. The creative, integrated advertising approach had a significant, measurable impact in terms of both ad recall and usage of Bing.com by Xbox gamers. The Massive network provides a relevant, authentic, and innovative way to reach the gaming audience and realize definitive ROI."

- Kirsten Ward, Director of Digital Advertising, Bing and MSN

Research Results

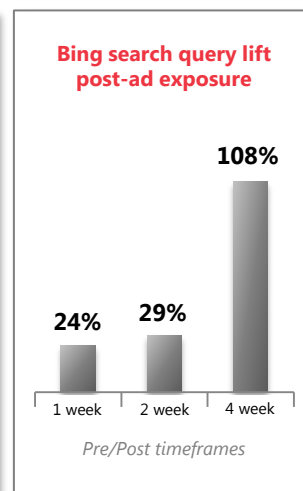
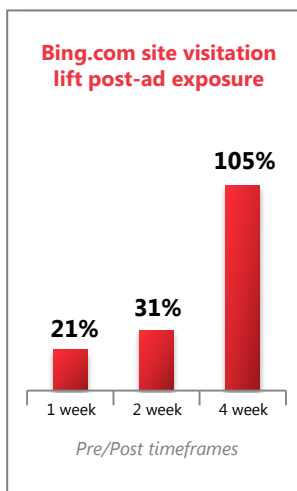
comScore looked at three different consistent pre/post timeframes – 1 week, 2 weeks, and 4 weeks before and after ad exposure:

- After first exposure to the Bing ads in-game, the percentage of gamers visiting Bing.com and searching increased significantly, demonstrating that the in-game ads were very successful in **driving traffic to Bing.com and influencing search behavior.**
- Two-thirds of gamers visiting and searching on Bing.com during the post-ad period were visiting the site for the first time, **confirming that in-game ads drove new users to Bing.com**

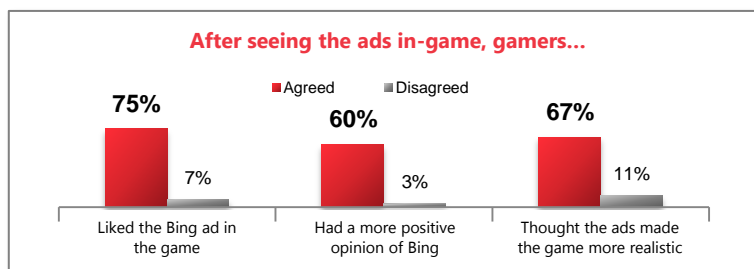
Interpret Research confirmed similarly positive results: **71% of gamers recalled seeing the ads** in the game and the ads elicited an overwhelmingly positive effect on key brand and engagement metrics such as brand rating, search consideration, and site visitation frequency. Furthermore, **gamers agreed the in-game ads improved their game experience** by adding realism and looking good in the game, and 60% had a more positive opinion of Bing after seeing the brand advertised in the game.

71% of gamers recalled the in-game ads and the ads elicited an overwhelmingly positive effect on key brand metrics and garnered significant gamer feedback

After exposure to the Bing ads in-game, the percentage of those gamers visiting and searching on Bing.com increased up to 108% - two thirds of which were new Bing users



Ad recall	71%
Brand rating lift	+49%
Search consideration lift	+21%
Bing.com visitation frequency lift	+55%



Proving Return on Investment

comScore and Interpret's findings confirmed that the Bing in-game campaign was successful in driving the hard-to-reach gaming audience to Bing.com and try the decision engine, while enhancing the game experience and dramatically improving gamer's opinion of Bing. "We've always known that our broad network of in-game advertising increases brand engagement, and now we are able to see the substantial effect in-game ads have on consumer action in a standard, repeatable, and comparable way to other digital media" said JJ Richards, general manager of Massive. With Massive, Bing verified that dynamic in-game advertising effectively and efficiently delivers measureable ROI, and has evolved from an experimental medium to an invaluable digital advertising component.



comScore and Interpret Research are leading research companies with expertise in measuring advertising and marketing effectiveness.

For more information on Massive, visit <http://advertising.microsoft.com/massive>

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