

## Social Activity Advertising Rivals Paid Search and Dominates Display

*appssavvy Social Activity Index finds advertising tied into social activities is one of the most effective forms of digital marketing*

**NEW YORK – April 6, 2011** – Research released today by appssavvy ([www.appssavvy.com](http://www.appssavvy.com)) finds that advertising integrated into the social activities occurring across social games, applications and web sites, is one of the most effective forms of digital marketing.

The appssavvy report: Social Activity Index – Measuring the Effectiveness of Social Advertising (Download free at: <http://socialactivityindex.appssavvy.com>) found social activity advertising rivals paid search in terms of effectiveness, outperforms standard display ads by a multiple of 11 and more than doubles the performance of rich media.

“The web has changed significantly thanks to social media, but advertising hasn’t,” said Chris Cunningham, co-founder and CEO of appssavvy. “Understanding what people are doing provides advertisers the opportunity to leverage social activities and deliver advertising that captures both context and intent. The Social Activity Index clearly demonstrates the eye-opening effectiveness this new form of digital marketing is driving.”

Performance is measured and based on data from appssavvy spanning 170 U.S. social activity campaigns in 2010 and industry benchmarks by eMarketer ([www.emarketer.com](http://www.emarketer.com)). The index used Equivalent Display Impressions (EDI) – a metric defined by appssavvy to provide a cost weighted measure of an ad format’s ability to drive brand engagement. It finds EDI by ad format as follows:

Ad Format	Equivalent Display Impressions (EDI)
Paid Search	12.2
Social Activity	11.4
Rich Media	5.3
Display	1.0

Social activity advertising involves delivering brand messages within activities or events that occur within social games, applications or web sites. Examples of these activities include sending a virtual gift, playing a branded level within a game, completing a poll or quiz, or entering a photo contest, to name a few. Upon completion of an activity, a social ad is delivered. These ads combine brand messaging with social calls to action such as sharing, following, or Like-ing.

When it comes to social activity advertising, social games deliver the highest performance, and outperform all ad formats, including, notably, paid search. The EDI for Paid Search, again, is 12.2, while Social Gaming drove EDI of 15.2. The strong performance of social games advertising is driven by virtual goods gifting and decorative items, and the completion of branded integrations into game play:

<b>Social Games Ad Format</b>	<b>Equivalent Display Impressions (EDI)</b>
Gift	37.0
Decorative Item	21.5
Mission/Quest	21.0
Display	1.0

Additionally, the appssavvy Social Activity Index found 2.1 percent of all social activity ads are shared to social networks, such as Facebook and Twitter, resulting in hundreds of millions of additional earned media impressions.

### **Research Details**

The Social Activity Index is the result of an analysis of 170 U.S. campaigns in 2010 planned and delivered by appssavvy on behalf of brands, including Microsoft, Visa and McDonald's, to name a few. These campaigns ran across 20 social activity partners, including ngmoco, LivingSocial and Zynga, spanning Facebook, mobile and web platforms. appssavvy social activity campaigns resulted in more than 200 million social activities completed.

To download the appssavvy Social Activity Index report, visit <http://socialactivityindex.appssavvy.com>.

### **About appssavvy**

appssavvy rethinks the relationship between delivery and reception of advertising. We partner with leading web publishers and developers to uncover what people are doing across the Internet. Understanding people and their actions is what enables appssavvy, and the brands and agencies that we work with, to leverage and experience social activity. Today, the appssavvy Social Activity Platform connects more than 293 million people performing 1.4 billion social activities each month with brands. For more information, visit [www.appssavvy.com](http://www.appssavvy.com).

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### **CONTACTS:**

Steve Stratz  
 Illuminate Public Relations for appssavvy  
 206.300.9134  
[steve@illuminatepr.com](mailto:steve@illuminatepr.com)