

2003 가
ROI 가 / 가

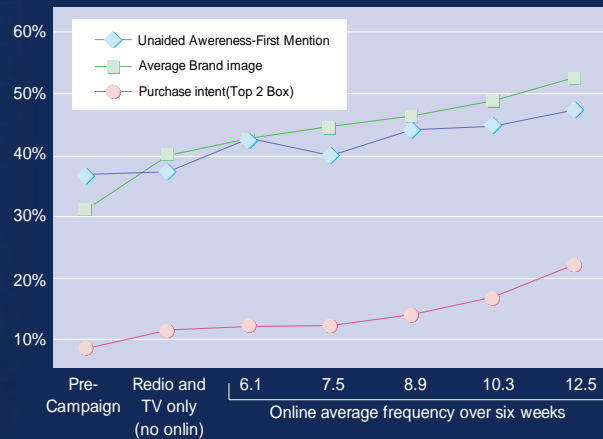
[1] (:)

	2000	2001	2002	2003
	59,504	58,201	67,420	63,000
	1,360	1,280	1,743	2,400
(%)	2.28	2.20	2.58	3.80

(: 2003)

가 가 가
(IAB) Cross / Media Research TV, Print, Radio

Online
[2] 가 가



[2] 가

:cross-media research completed by MSN , Rex Briggs of Marketing Evolution in partnership with Dynamic Logic, the Advertising Research Foundation (ARF), and the Interactive Advertising Bureau (IAB).

IAB Cross-Media Research

가
2% 15% 가 14% 가 7%
14% 가 34% 20% 가

[2] 가 (IAB)

	Dove	McD's	Total(Colgate)	Kleenex	Nexlum
	2%	1%	7%	2%	4%
	15%	13%	11%	10%	10-15%
	--	+8%	--	--	--
	--	--	+34%	+7%	+10-20%
	+14%	--	+20%	--	+1-5%

(: " Moving the internet Advertising Market Forward " IAB chairman, Shelly Bonnie 2003)

2% Cross-Media 가 TV Online
2% 가

312%	TV Only	Online Only	TV + Online
2%	3.43%	3.63%	3.68%

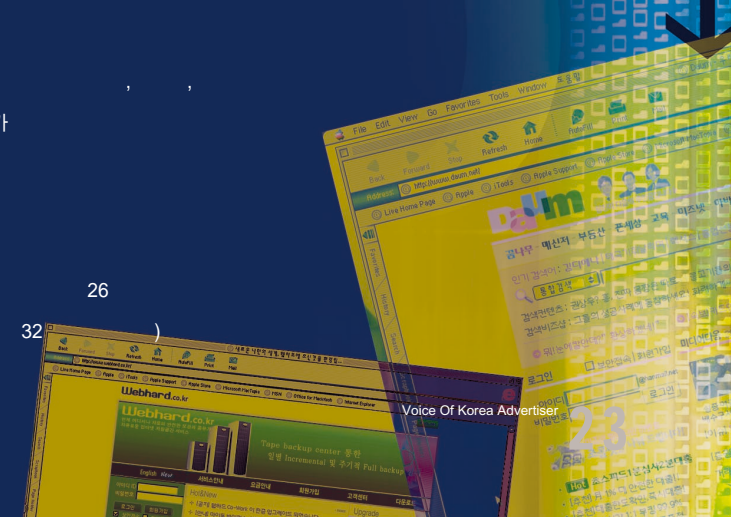
(: 2003)

가 가

가 가
Cross-Media Trend가

가
ROI 가

1. 2003 26 ROI 가 (, 26)
2. 2002 41 ROI 가 (. 32)



	2002		2003	
(CTR)	0.2%	0.56%	0.12%	0.48%
1,000 Unique User	1.39	4.03	1.4	8.13
Conversion Rate	7.9%	9.18%	8%	9.9%

(: MSN, ROI Report)

CTR, 2003

CTR, Big Portal 4 가

CTR, Big Portal

Frequency Control, Inventory

1,000, Big Portal 1.4, 8.13

. 5.8, Big Portal CTR ? (Absolute

Clicks), Big Portal

(1.39->1.40) 2 가 가 (4.03->8.13). 가 Conversion Rate

1% Conversion Rate 가

가 Big Portal

ROI Report

가 Agency

Media Report Report 가

Report Marketing DB Resource

가 ROI 가

[1] ROI Report

ROI Index	Pre-Click Area			Post-Click Area			Conversion Rate
	Impression	Clicks	CTR(%)	가	가	가	
Media A	184,476,333	553,429	0.3%	470,924(*1)	166,689	81,482(*2)	17.3%

(:2003 ROI Report)

ROI Report 470,924

가 81,482 가 (81,482) ROI 가

(389,442) , Report Marketing DB Resource

Resource ? Marketing DB

(CTR) 가 (CTR)

[2]

	Media(Banner)	Target	IMP	Clicks	CTR*
A	B ()		435,293	82,705	0.19
	(160*600)		524,350	136,331	0.26

(:2003)

가 Target Reach Reach (Clicks)

가 [3] Reach (Clicks)

[3]

	Media & Banner	Target			Reach		
		IMP	Clicks	Reach*	IMP	Clicks	Reach*
1	A	43,064	85	39,015	32,944	107	7,812
2	160*600	43,162	85	37,316	46,551	122	6,642

(:2003)

Marketing DB Resource

Reach (CTR) (Clicks)

Report Behavior Targeting

Marketing DB Resource 가

Cross Media ROI 가 DB

2004 K A A