

## More Advertisers Turning To Internet

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### Relying less on print

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The majority (92%) of advertisers are using Internet advertising in their media campaigns followed by print advertising at 88 percent, according to a new LinkedIn Research Network/Harris Poll.

At the same time, less than half are using radio advertising (46%), television advertising (46%) and mobile advertising (39%). The [Harris](#) poll found there is a regional difference as advertisers in the South are more likely to use radio advertising (57%) and television advertising (56%) while those in the West are least likely to use both (39% each).

**TABLE 1**  
**TYPE OF MEDIA ADVERTISING USED**

"Do you typically incorporate the following types of advertising in your media campaign(s)?"

Base: Advertisers

|  | Total | Region |         |       |      |
|--|-------|--------|---------|-------|------|
|  |       | East   | Midwest | South | West |
|  | %     | %      | %       | %     | %    |
| Internet advertising                           | 92    | 90     | 90      | 94    | 91   |
| Print advertising                              | 88    | 83     | 92      | 91    | 86   |
| Radio advertising                              | 46    | 41     | 46      | 57    | 39   |
| Television advertising                         | 46    | 44     | 43      | 56    | 39   |
| Digital advertising (e.g. through cell phones) | 39    | 43     | 36      | 41    | 35   |

Note: Multiple responses accepted

Among those advertisers who are using each of these types of media, there is a difference in the level of usage since last year. Three-quarters of those who use Internet advertising (74%) say they are incorporating it more often while 69 percent of those who use mobile advertising are using it more often compared to a year ago. Unsurprisingly, the largest drop is with print advertising as half (49%) of those who use it are using it less often compared to a year ago while 41 percent are using it the same amount.

Of those who use Internet advertising just 14 percent say they use it in a standalone campaign, while 54 percent say they use it in an integrated campaign with other media and 33 percent use Internet advertising in both types of campaigns equally.

Four out of five advertisers who use Internet advertising use it as a branding device (79%) and two-thirds use it to drive information gathering for an offline transaction (65%). Slightly less than three in five advertisers (58%)

use Internet advertising to drive online transactions while 57 percent say they use it to promote community around their brand.

Internet users find many aspects of online advertising very annoying. The majority (80%) say they find ads that expand on the page and cover the content very frustrating while 79 percent say ads where they can't find the close or skip button are very frustrating.

Three-quarters of consumers (76%) find Internet ads that automatically pop up very frustrating while two-thirds (66%) say ads that open if they are "moused over" are very frustrating. Three in five consumers find both animated ads that automatically start playing and ads that play music and/or have loud soundtracks to be very frustrating (60% for both).

"Although the trend among advertisers is clearly towards the Internet, advertisers have to walk a fine line," the study concludes.

**TABLE 5  
CONSUMER FRUSTRATIONS OF INTERNET ADVERTISING**

"How frustrating it at all, are the following characteristics of Internet advertising?"

Base: All adults

|   | Very<br>frustrating | Somewhat<br>frustrating | Not that<br>frustrating | Not<br>frustrating<br>at all |
|---|---------------------|-------------------------|-------------------------|------------------------------|
|   | %                   | %                       | %                       | %                            |
| Ads that expand on the page and cover the content that you are trying to read | 80                  | 12                      | 5                       | 3                            |
| Ads where you can't find the close/skip button                                | 79                  | 13                      | 4                       | 4                            |
| Ads that automatically pop up   | 76                  | 17                      | 4                       | 3                            |
| Ads that automatically open if you mouse over them                            | 66                  | 21                      | 8                       | 4                            |
| Animated ads playing automatically (with or without sound that distract you)  | 60                  | 27                      | 9                       | 4                            |
| Ads that play music/have loud soundtracks                                     | 60                  | 27                      | 8                       | 5                            |

Note: Percentages may not add up to 100% due to rounding

"At least three in five consumers are very frustrated with six of the main Internet advertising characteristics, and there is the potential to see a backlash forming. To be successful, those that advertise on the Internet will need to come up with more engaging ways to connect with consumers."

This article was written by Mike Aschoff.