

How effective is advertising in Zerocopy?

An eye-tracker study, Nov-Dec 2022

Report prepared for:



Outline

- 1. Background & research questions**
- 2. Research approach**
- 3. Results**

Outline

1. Background & research questions

Background information



How we offer
FREE PRINTING!

ZeroCopy makes sure you can print for free by putting advertising in your documents and on our website.

#makeeducationaffordable

ZeroCopy provides free printing services for students and is powered by partnerships with top brands and advertisers. It is an innovative business model that seeks to **bridge the gap between students, brands and advertisers** by providing students with free access to study material and resources, while also offering advertisers a unique platform to reach potential targets.

The ads printed in the study material offered to students by ZeroCopy are targeted and are thought to lead to a better exposure. To **test the efficacy of this business model**, ZeroCopy partnered with Sapience and the VUB to conduct research using eye-tracking technology to compare the **effectiveness of its targeted ads compared to traditional advertising**.

Research question: Are Zerocopy ads more effective than traditional ads?



The main research question is whether the ads included in the study material printed by Zerocopy are more effective than traditional ads printed in other media such as magazines, newspapers, etc.

To quantify the effectiveness of the advertisement, we designed a research to measure three important indicators of the impact of Zerocopy ads compared to traditional ads:



1. Do students pay **more attention** to the ads?



2. Are students **more interested** in the ads?



3. Are the ads viewed by **more people**?

Outline

2. Research approach

Overview of the research approach



Target group

In total, 20 undergraduate students aged between 18 and 23 years old were recruited for participation to the research.

The data collection took place between 30/11/2022 and 2/12/2022 in a VUB study room.



Research material

Each recruited student was engaged in a reading exercise of ~40 minutes with two different sets of reading material*:

1. A summary handbook on the topic “organizational psychology” printed by ZeroCopy (9 pages)
2. An issue of a student magazine

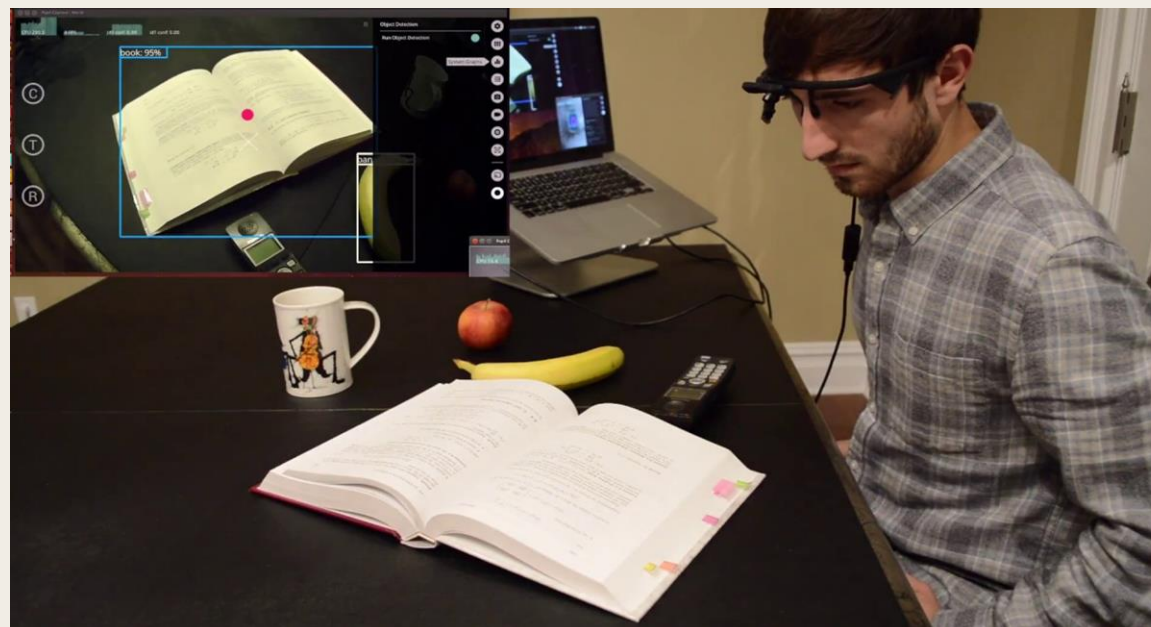
**Half of the students read the ZeroCopy handbook first and half of the students read the student magazine first.*



Eye-tracking

While reading the research material, students wore eye-tracking glasses to measure their attention to the ads presented in the research material.

Overview of the testing procedure



1



Each student was invited to a study room at the VUB campus.

3

Students were equipped with eye-tracking glasses to track their attention during the reading exercise.

5



The student left after filling out a short survey.

2



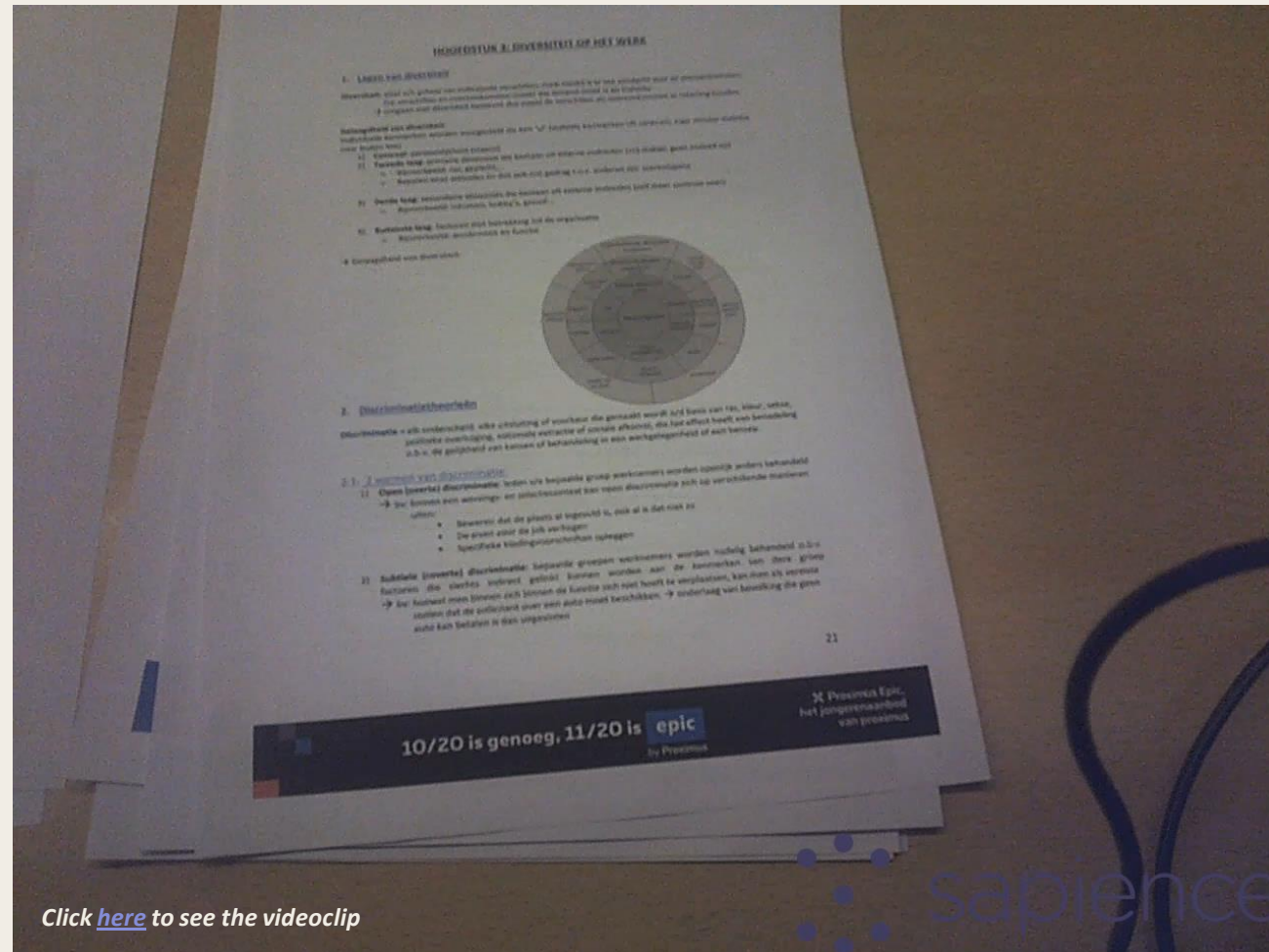
Upon arrival, the student received instructions about the study and the reading exercise.

4



After the reading exercise, students filled in a short survey assessing the ads impact in terms of brand recall and attitude.

Video example of the research set-up



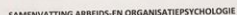
Click [here](#) to see the videoclip

This video shows a 30 seconds extract of an eye-tracking video recorded from one of the students who took part to the study.

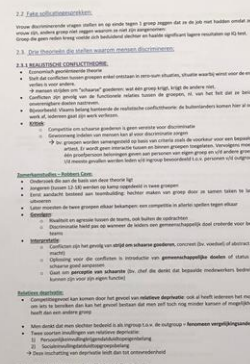
The eye-tracking analysis focused on the pages displaying the ads that were also displayed in the student magazine. In total, the analysis was conducted on 5 pages of the Zerocopy study material and 5 pages of the student magazine.



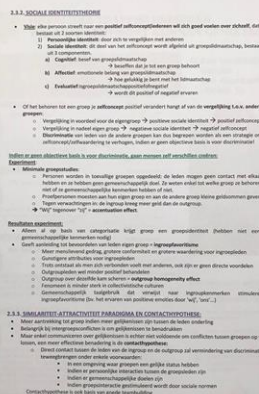
Liberale Mutualiteit (LM)



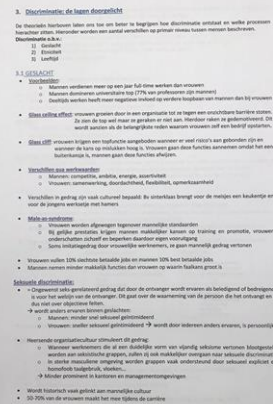
Gent



.be



Kellogs



VDAB

Overview of the research material

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Liberale Mutualiteit (LM)



Gent



.be



Kellogs






VDAB

Student Magazine

Eye-tracking: The ideal tool to measure attention to ads

Eye-tracking is the perfect scientific instrument to measure the effect of ads on the consumer. By analyzing eye-tracking metrics and key performance indicators, we can gain invaluable, objective insights on which ads capture people's attention and interest, as well as on the number of students who view each advertisement.



Research Questions	Which eye-tracking metric?
 1. Do students pay more attention to the ads?	Time spent on ads: the time students spend looking at the advertisement.
 2. Are students more interested in the ads?	Fixations on ads: the depth of information processing while looking at the ads.
 3. Are the ads viewed by more people ?	Hit ratio (%): the proportion of students who looked at the ads.

Outline

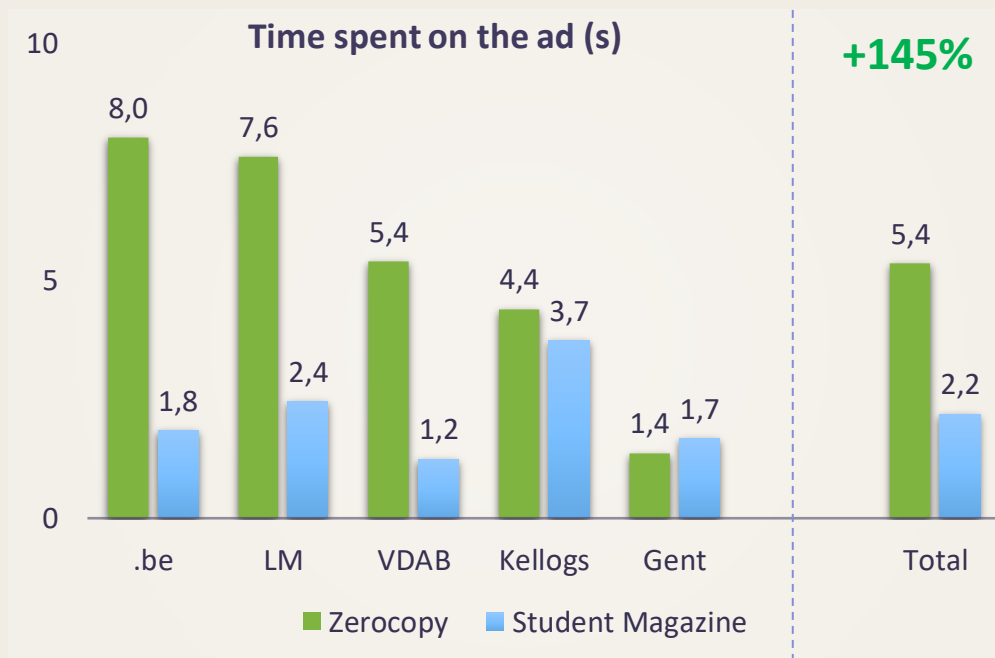
3. Results

1. Do students pay more attention to the ads?

Students spent on average **145% more time** on the ads when reading Zerocopy study material (5.4 seconds) than when reading the student magazine (2.2 seconds).

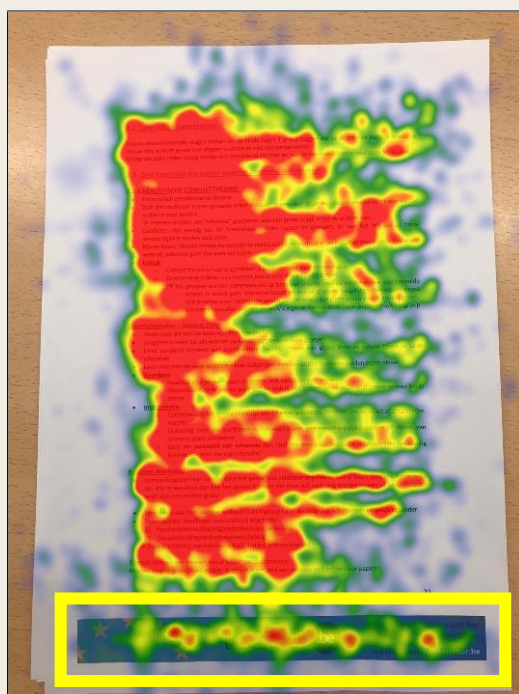
The advertisement that was most looked at was the .be banner ad in the Zerocopy study material (8 s), followed by the LM advertisement (7.6 s), the VDAB (5.4 s), the Kellogs (4.4 s) and the Gent (1.4) ads.

When comparing the impact of the same ad for Zerocopy and student, we found that the average **time spent on the ads is longer in Zerocopy for all the ads**, except the Gent advertisement.



1. Do students pay more attention to the ads?

Examples: these Heatmaps show how much attention was given to the .be and the LM advertisements in the Zerocopy material and in the student magazine, respectively – red areas indicate the highest level of attention.



.be ad - Zerocopy

+344%

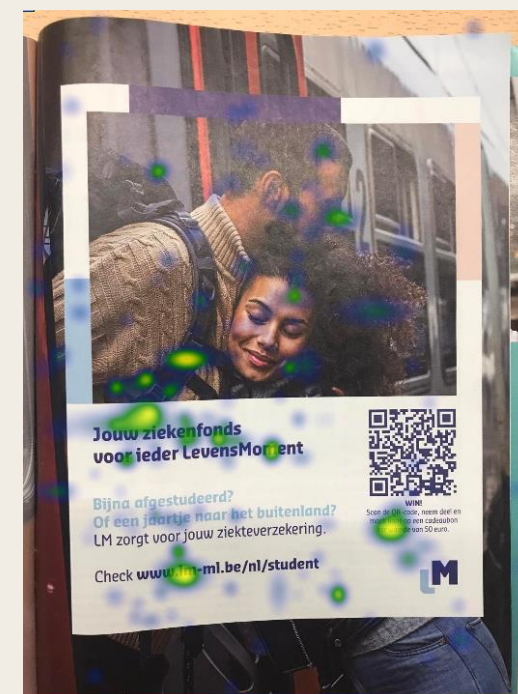


.be ad – Student Magazine



LM ad - Zerocopy

+217%



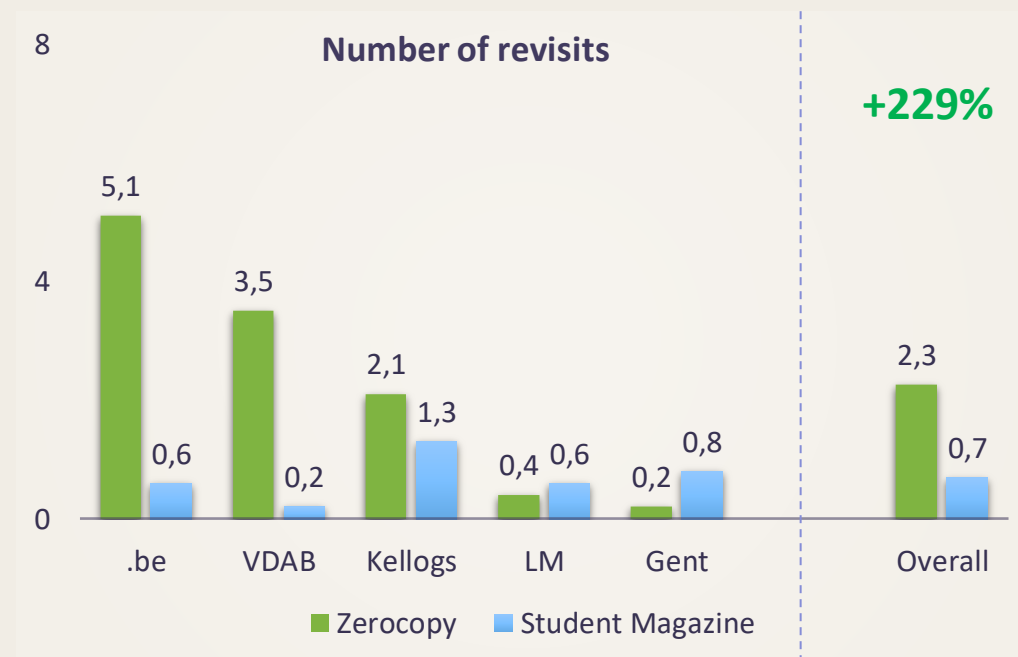
LM ad – Student Magazine

1. Do students pay more attention to the ads?

The ads in the Zerocopy study material also led to a **229% increase in the number of ad revisits** – i.e., how many times students returned their attention to a particular advertisement.

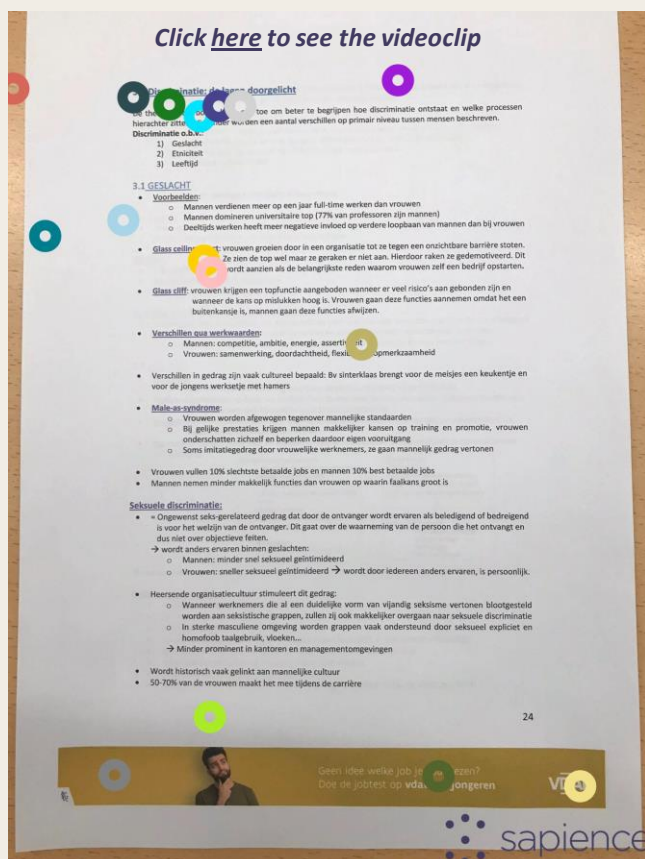
The ad with more revisits (5.1) is the .be followed by the VDAB ad (3.5) and the Kellogs ad (2.1).

This result means that **ads in Zerocopy study material repeatedly attract the student's attention to a larger extent** than the same ads in the student magazine.

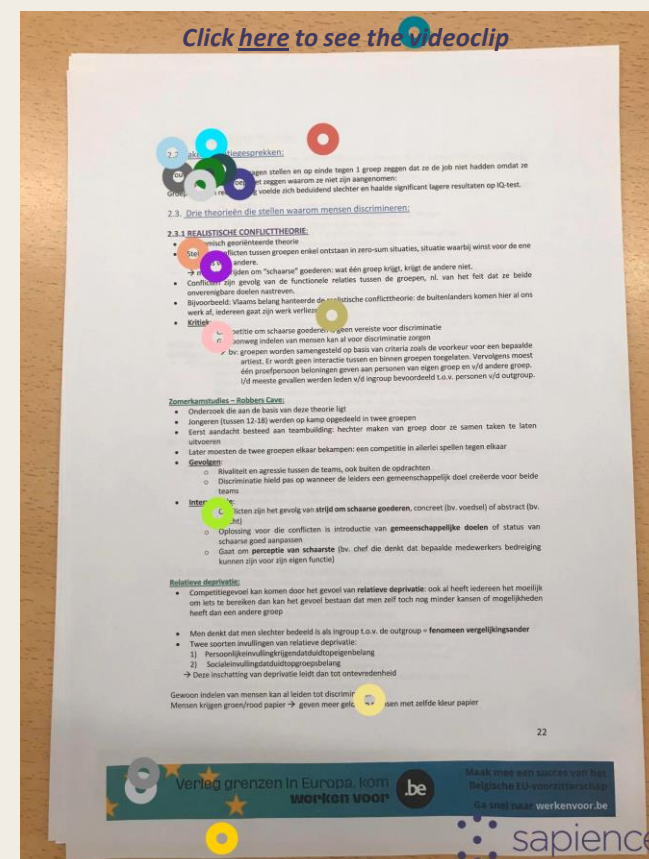


1. Do students pay more attention to the ads?

Example: The scanpaths show how the gaze of the students keep revisiting the ads (VDAB and .be) while reading the study material – only the first 20 seconds are shown.



VDAB ad - Zerocopy

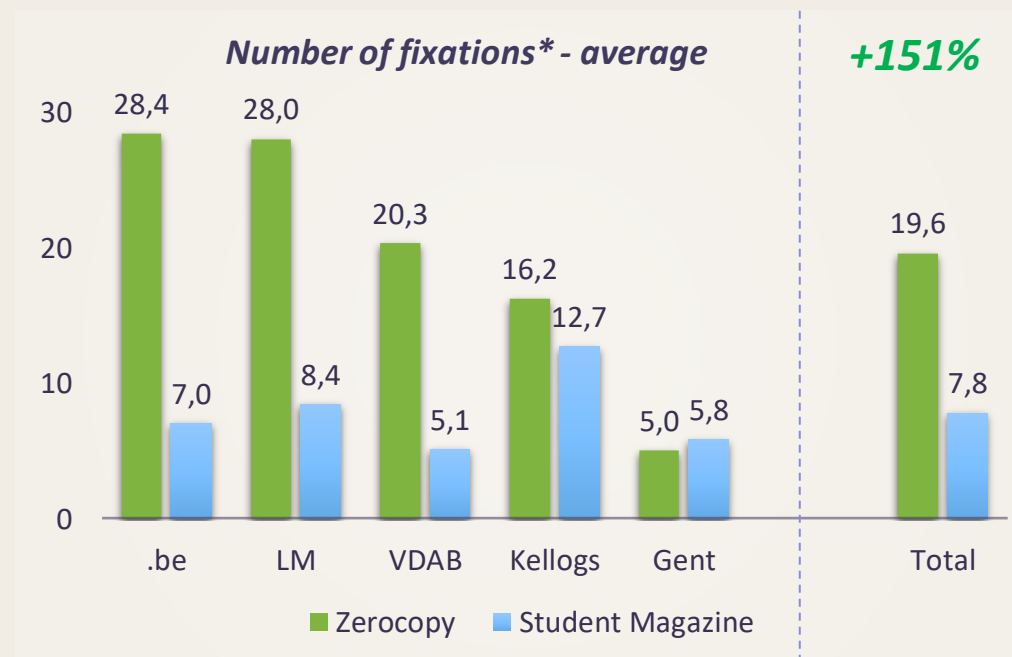


.be ad - Zerocopy

2. Are students more interested in the ads?

The ads in the Zerocopy study material led on average to **151% more fixations**, with all the ads in the Zerocopy material (except for the Gent ad) having more focused attention (typically interpreted as increased interest) than the same ad in the student magazine.

The .be (28.4 fixations) and the LM (28) were the ads with more focused attention, followed by the VDAB (20.3), the Kellogs (16.2), and the Gent (5) ads.



**The number of fixations is an indicator of the depth of the cognitive processing: the higher the number of fixations, the more focused the attention and the deeper the cognitive processing of the advertisement. The depth of the cognitive processing is an indicator of strong interest in the advertisement.*

2. Are students more interested in the ads?

Example: The scanpaths show the number of fixations (circles) for each test user (different colors). A high concentration of circles indicate that the students are highly interested in that area.

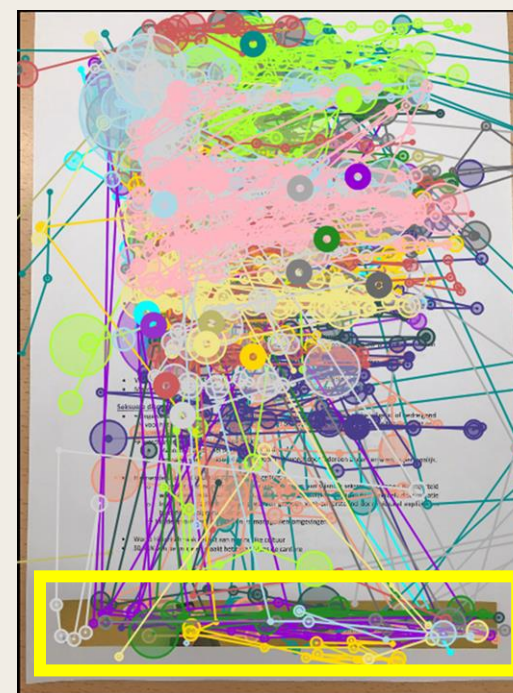


LM ad - Zerocopy

+233%



LM ad - Student Magazine



VDAB ad - Zerocopy

+298%



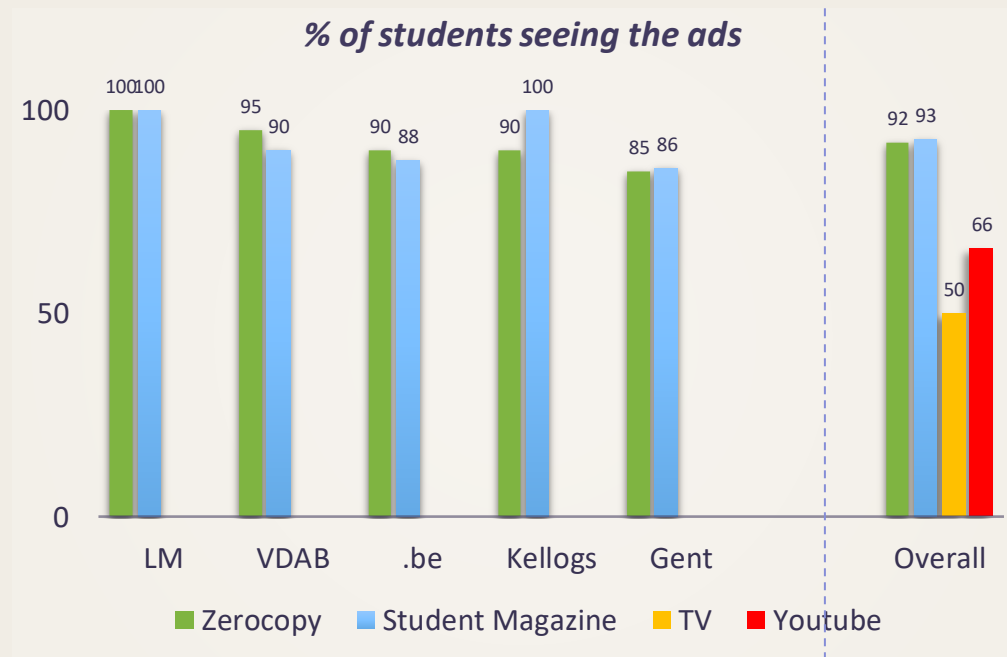
VDAB ad - Student Magazine

3. Are the ads viewed by more people?

Overall, the ads in the **Zerocopy material attract a comparable proportion of students** than the ads in the student magazine (92% vs. 92.6%).

The LM ad in the Zerocopy study material was viewed by all students (100%), while the Gent ad attracted 85% of the students, probably because the Gent ad was printed on the title page, which gives less exposure.

A study performed in Sweden, by Google & Tobii (The same company that provided the eye-tracking technology for the current study), compared the attention rates of participants when watching TV (50%) and Youtube (66%). By the end of a TV ad-break, 75% of attention is diverted to other tasks, away from the screen.



Are ads in Zerocopy material more impactful than the same ads in traditional magazines?

MAIN CONCLUSION

Advertising in Zerocopy study material is at least twice more effective than advertising in traditional student magazines



#1. MORE ATTENTION

Ads in the Zerocopy handbook are **looked at more than 2x as long** as the same ads featured in a traditional magazine.

Ads in the Zerocopy handbook are also viewed **3x more often** than the same ads in a traditional magazine.



#2. MORE INTEREST

Students are more than **2x more interested** when looking at the ads in Zerocopy than they are when looking at the same ads in a traditional magazine.



#3. SAME REACH

Nearly **all students viewed all the advertisements** in the Zerocopy handbook, demonstrating a reach rate that is comparable to that of traditional magazines.



Questions? Get in touch!



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