



Rising Stars vs. Standard IAB

Phase 2 Study Results

- 7 Ad Units
- 5 Publishers
- 4 Advertisers
- 5 Agencies
- 4 Ad Serving Partners
- 4 Million Impressions

Rising Stars

IAB Standard

Publishers

Advertisers

Portrait

300x250

Aol.



Slider

728x90

Forbes

Jeep

Sidekick

VIACOM

AXE

Billboard

YAHOO!

WESTIN
HOTELS & RESORTS

Filmstrip

msn.

Pushdown
(not tested)

Agencies



Ad Serving
Partners



Analytics



iab. Standard Interaction Metrics

the percent of users who purposely enter the frame of an ad for more than 0.5 seconds

Universal Interaction Rate

the average amount of time users spent on the ad

Universal Interaction Time

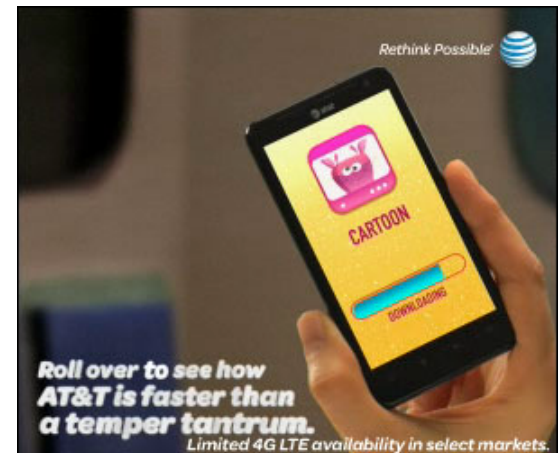
300x250 | Jeep



300x250 | Westin Hotels



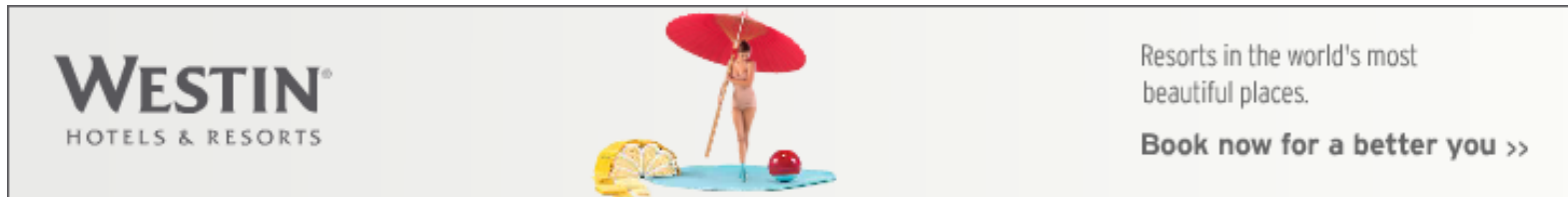
300x250 | AT&T



728x90 | Jeep



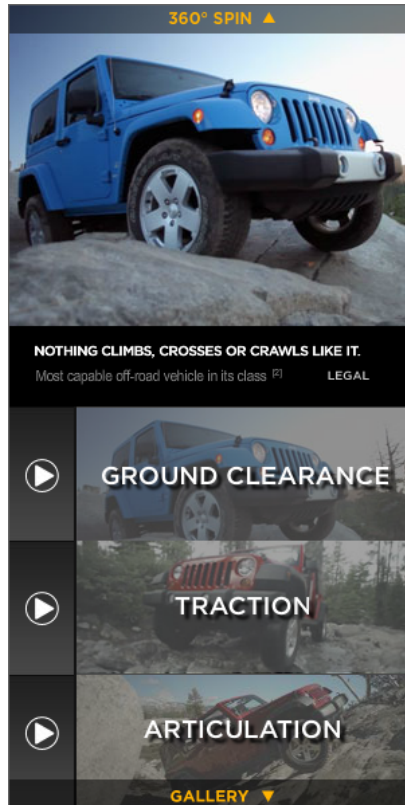
728x90 | Westin Hotels



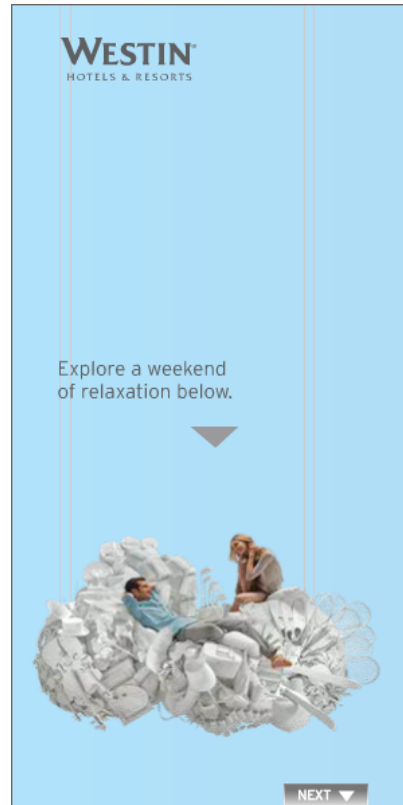
728x90 | Axe



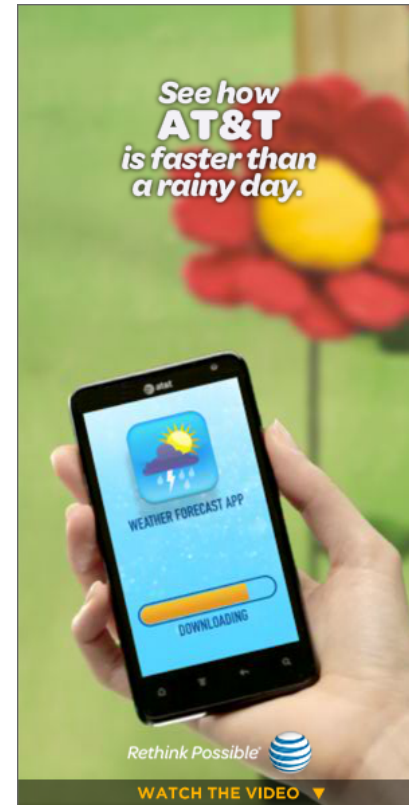
300x600 | Jeep



300x600 | Westin Hotels



300x600 | AT&T



300x600 | Jeep

**INTRODUCING
THE 3.6L PENTASTAR®
V6 ENGINE.**

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Legal



GROUND CLEARANCE


TRACTION

ARTICULATION

Jeep


Jeep | Expanded

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POWER THROUGH

40 percent more horsepower. 10 percent more torque.
26 percent faster 0-60 mph. Wrangler kicks it up more than just a few notches. The 3.6L Pentastar® V6 engine delivers 285 horsepower and 260 pound-feet of torque. All this power and improved fuel efficiency.¹



NOTHING CLIMBS, CROSSES OR CRAWLS LIKE IT.

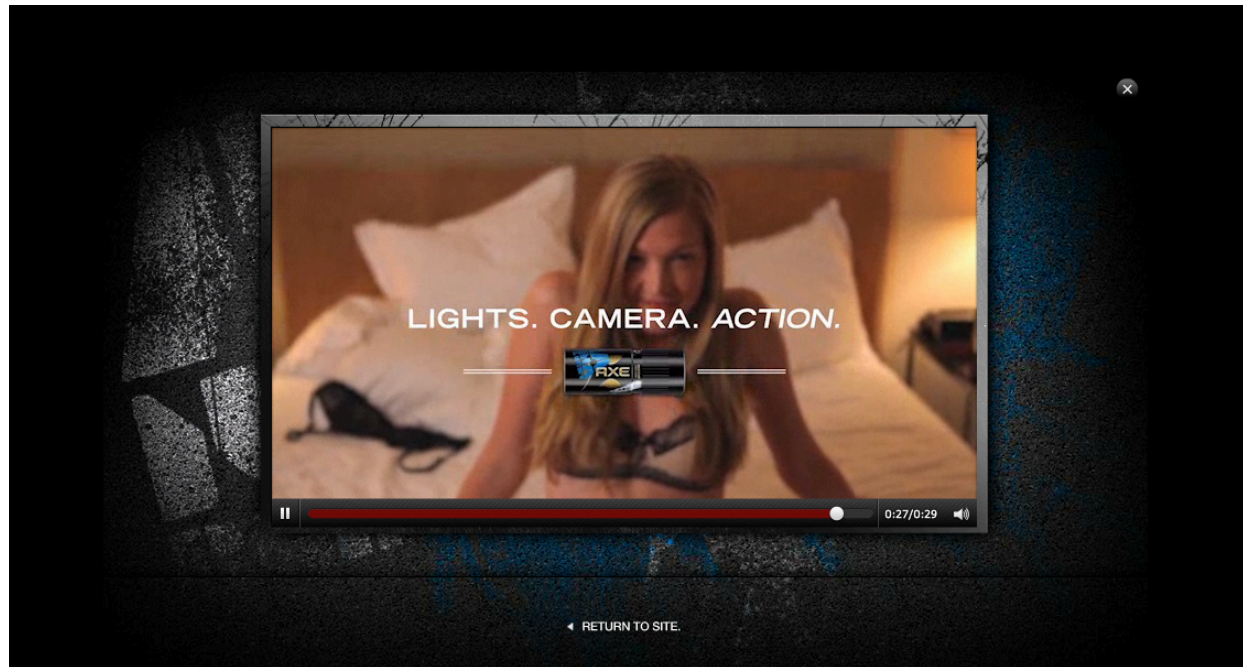
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¹ 2012 EPA Estimated 17 city / 21 Highway with 3.6L VVT engine and five-speed automatic transmission. Jeep, Wrangler, Rubicon and Pentastar, Trail Rated and Command-Trac are registered trademarks of Chrysler Group LLC.

970x90
Collapsed



Expanded
AXE



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Room(s)

Adults per Room

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Jeep

With More Power Comes More Freedom

4x4 OF THE DECADETM

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Nothing Climbs, Crosses or Crawls Like It

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300x1050
Jeep

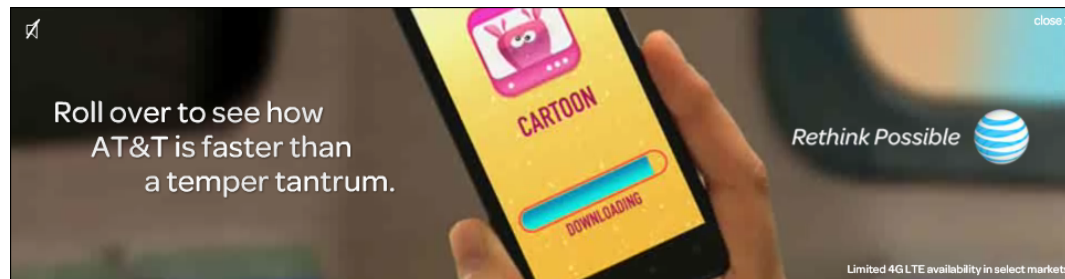
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Jeep



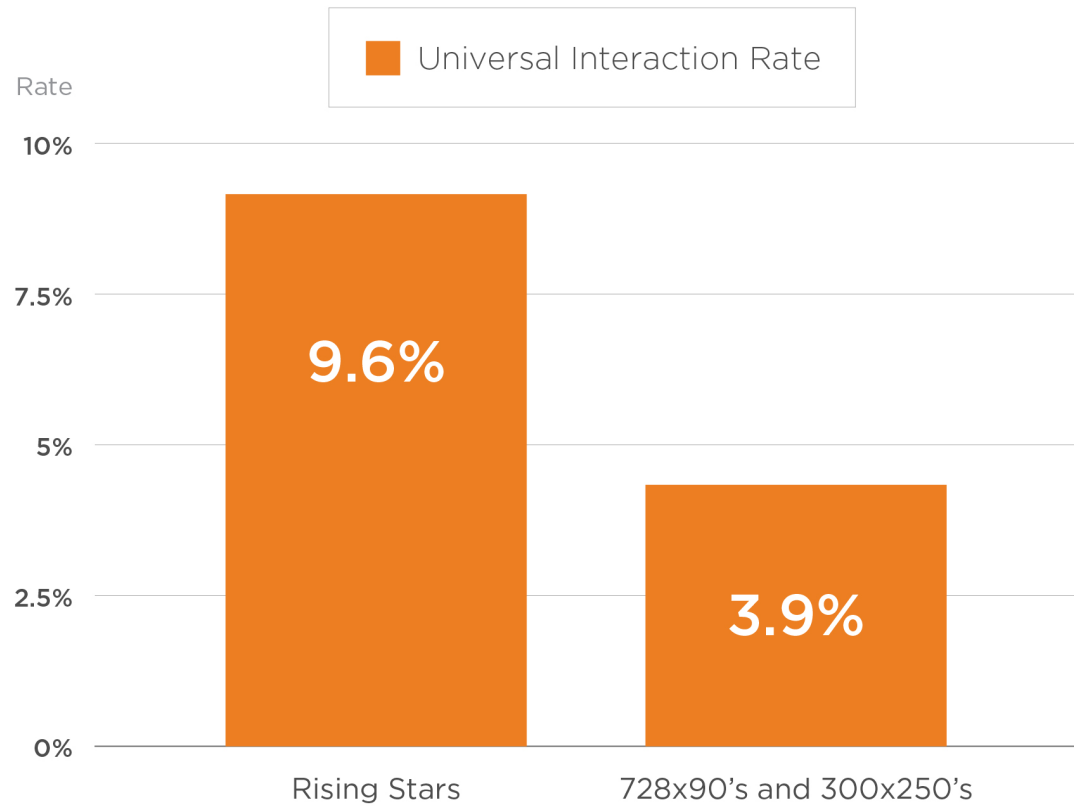
970x250
Westin Hotels



970x250
AT&T

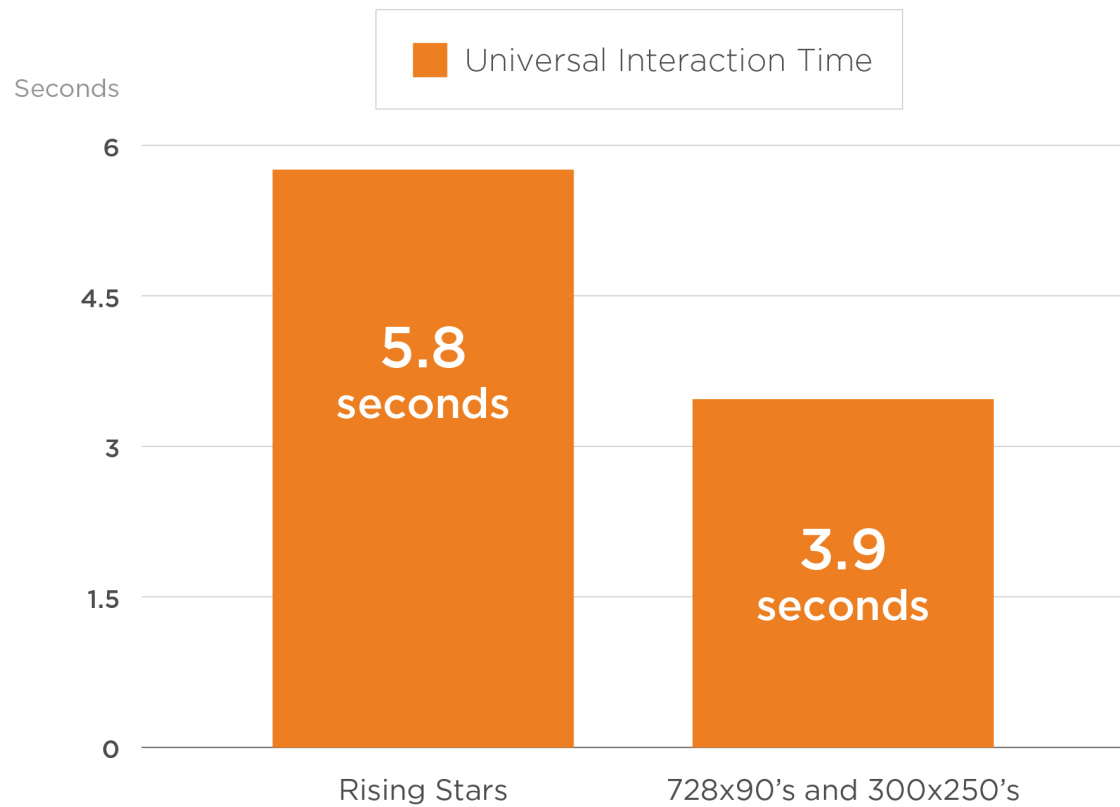


Rising Stars Outperform in Universal Interaction Rate



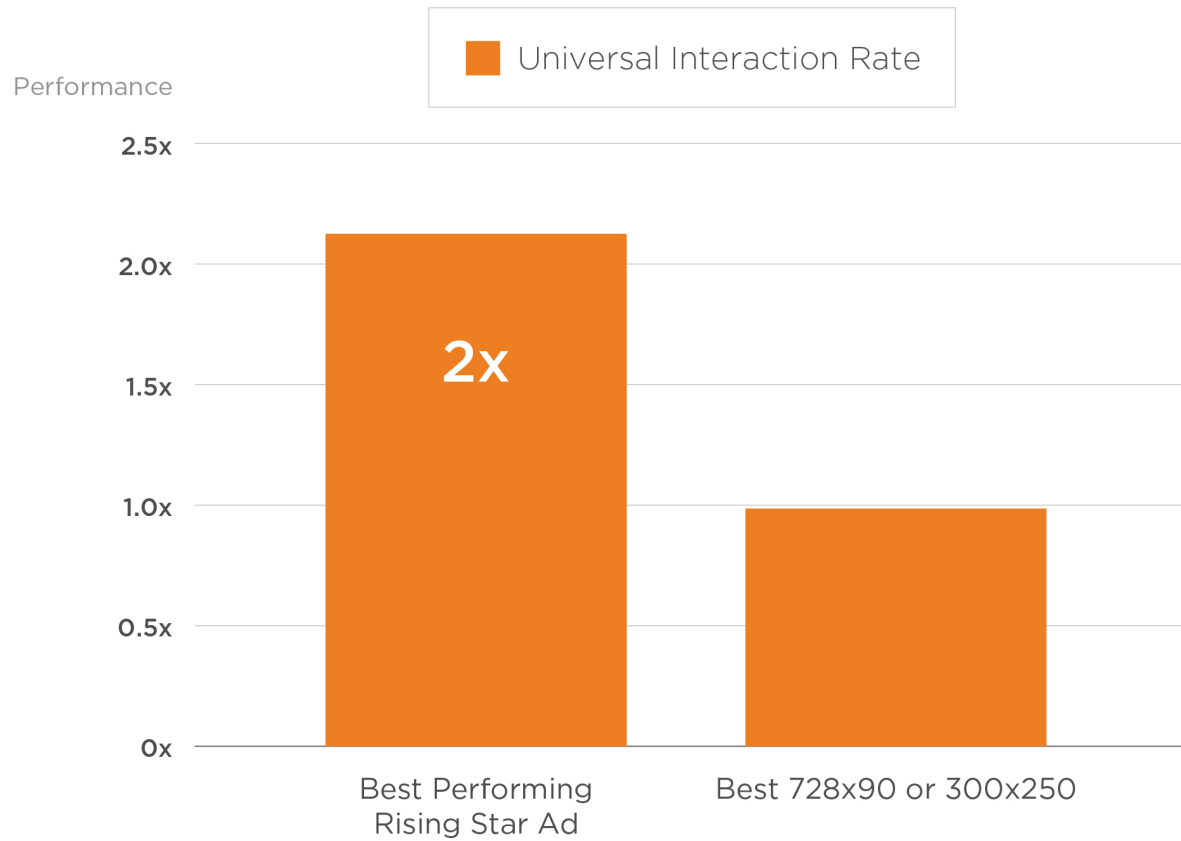
*Source: Moat, IAB Rising Star Study (June 2012)

Rising Stars Outperform in Universal Interaction Time



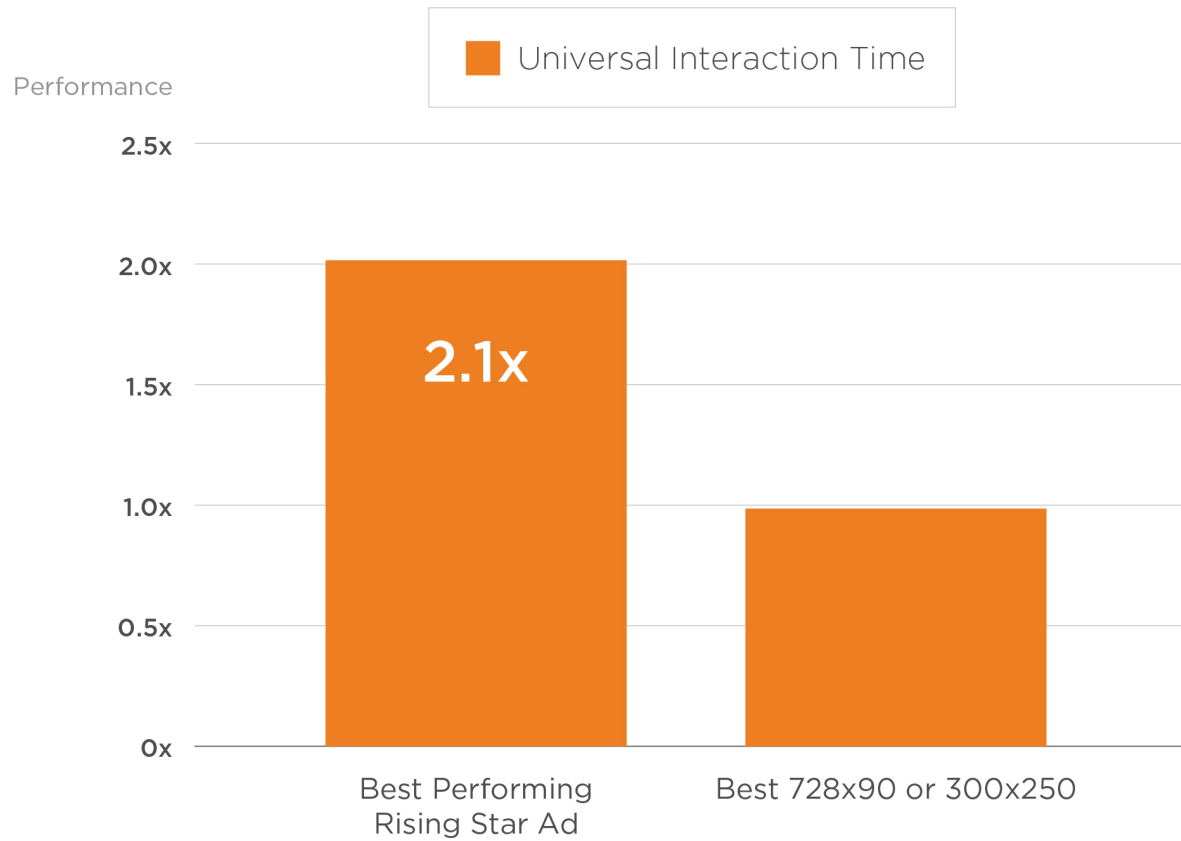
*Source: Moat, IAB Rising Star Study (June 2012)

Best Rising Star vs Best 728x90 or 300x250



*Source: Moat, IAB Rising Star Study (June 2012)

Best Rising Star vs Best 728x90 or 300x250



*Source: Moat, IAB Rising Star Study (June 2012)

Heatmaps

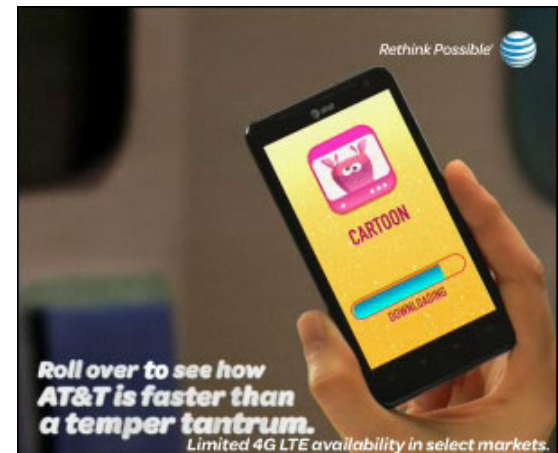
300x250 | Jeep



300x250 | Westin Hotels



300x250 | AT&T



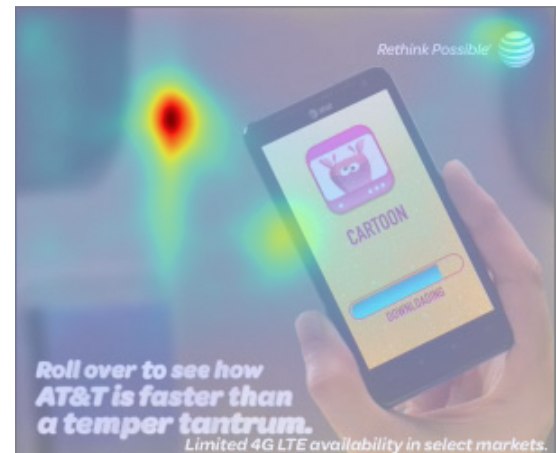
300x250 | Jeep



300x250 | Westin Hotels



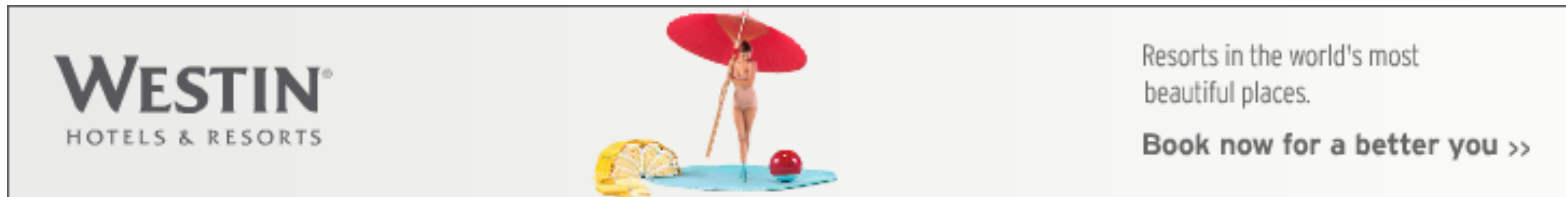
300x250 | AT&T



728x90 | Jeep



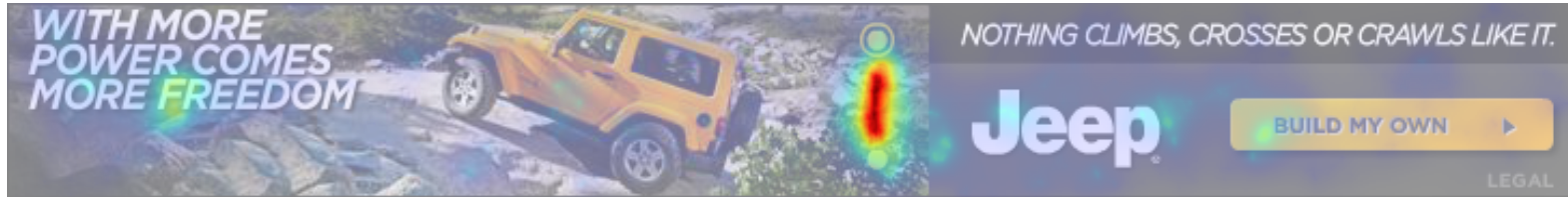
728x90 | Westin Hotels



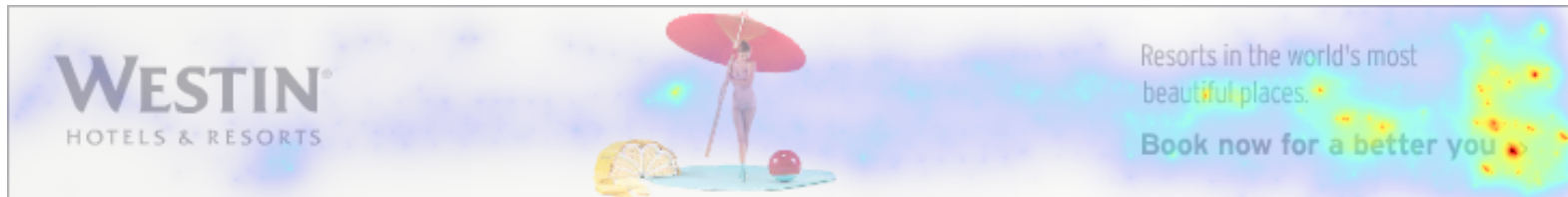
728x90 | Axe



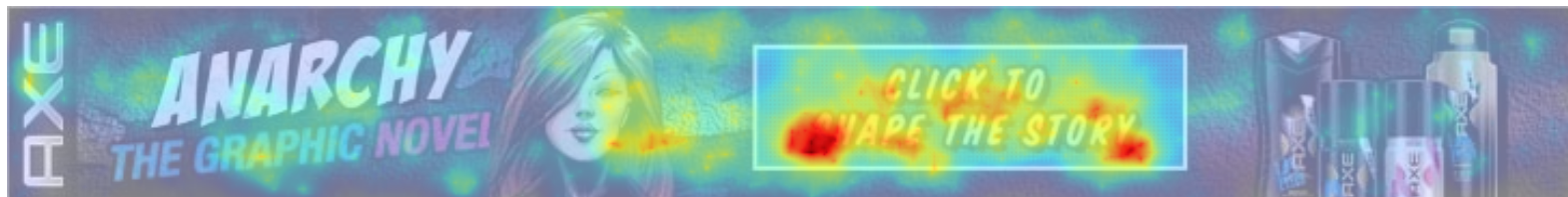
728x90 | Jeep



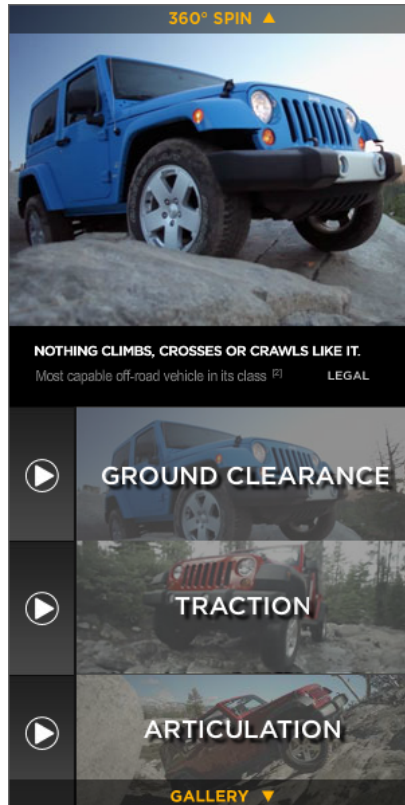
728x90 | Westin Hotels



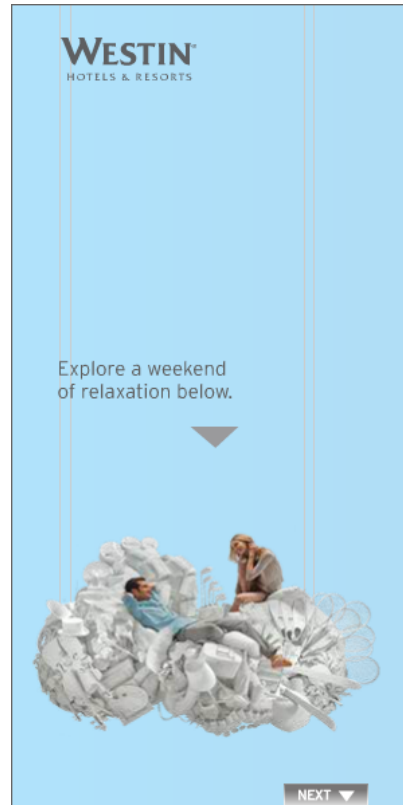
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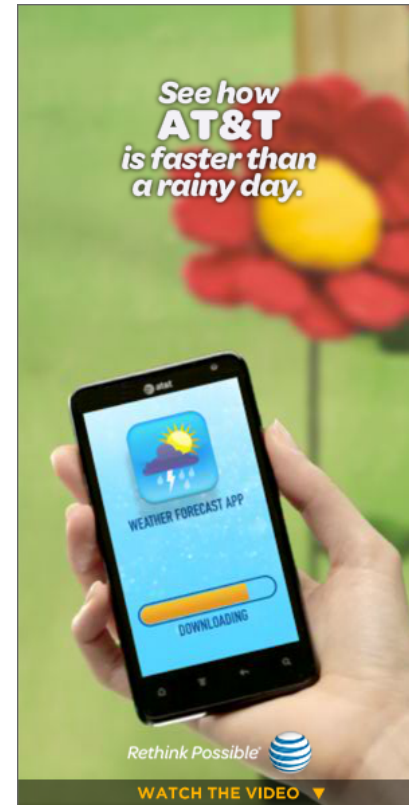
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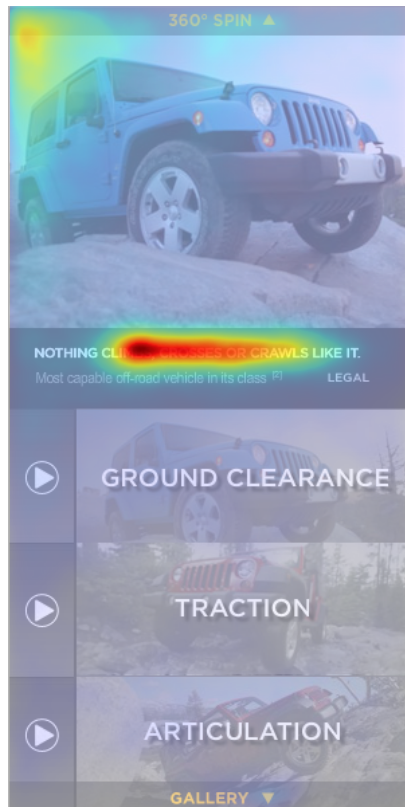
300x600 | Westin Hotels



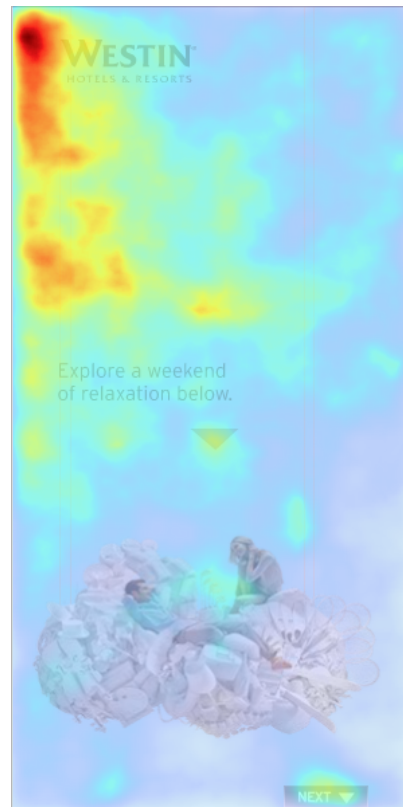
300x600 | AT&T



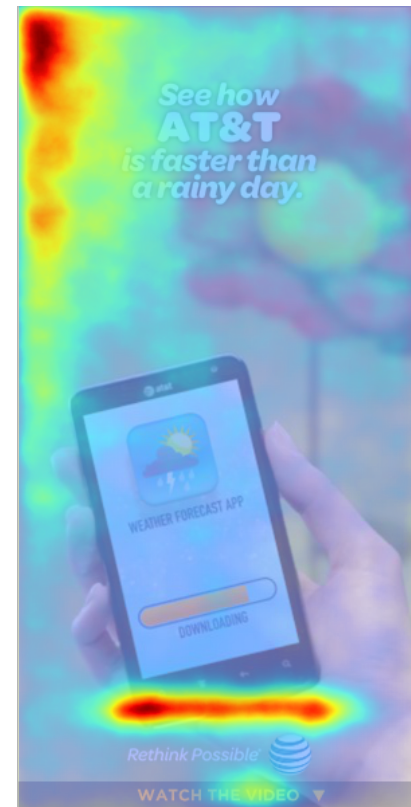
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300x600 | Westin Hotels



300x600 | AT&T



300x600 | Jeep

INTRODUCING THE 3.6L PENTASTAR® V6 ENGINE.

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POWER THROUGH

40 percent more horsepower. 10 percent more torque. 26 percent faster 0-60 mph. Wrangler kicks it up more than just a few notches. The 3.6L Pentastar® V6 engine delivers 285 horsepower and 260 pound-feet of torque. All this power and improved fuel efficiency.¹



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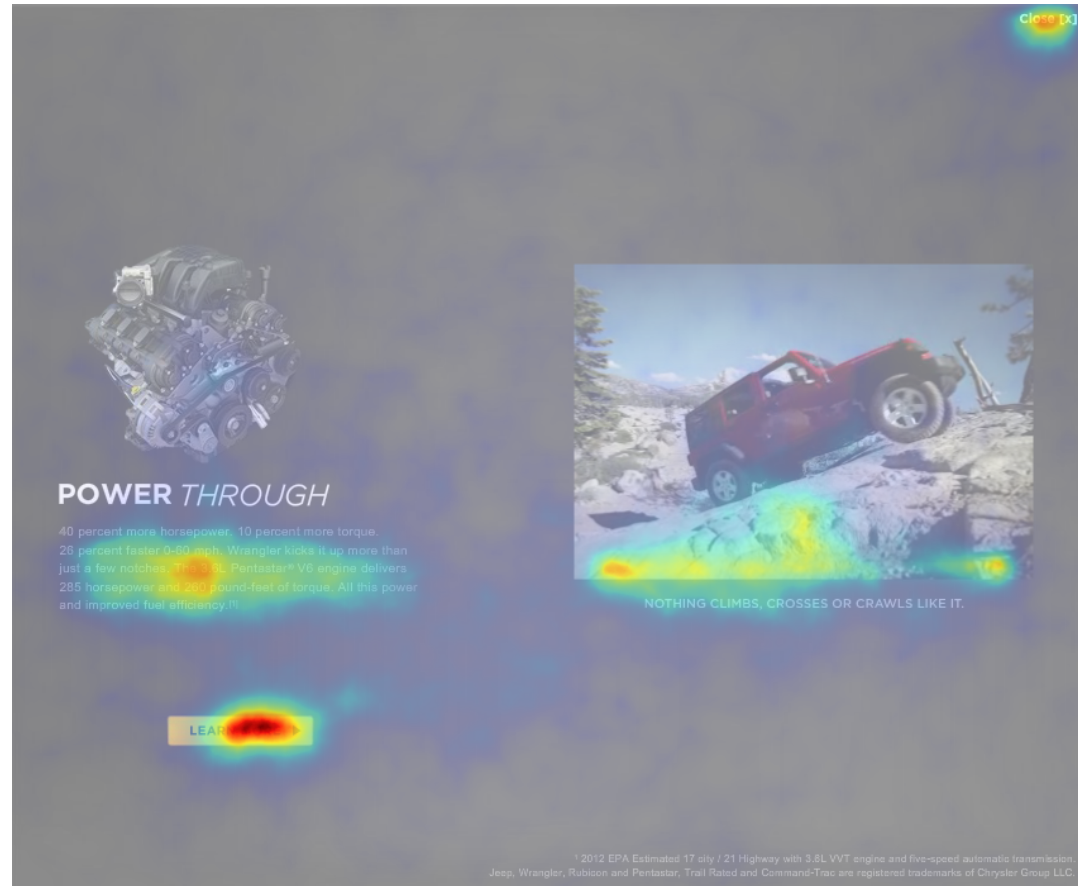
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¹ 2012 EPA Estimated 17 city / 21 Highway with 3.6L VVT engine and five-speed automatic transmission. Jeep, Wrangler, Rubicon and Pentastar, Trail Rated and Command-Trac are registered trademarks of Chrysler Group LLC.

300x600 | Jeep



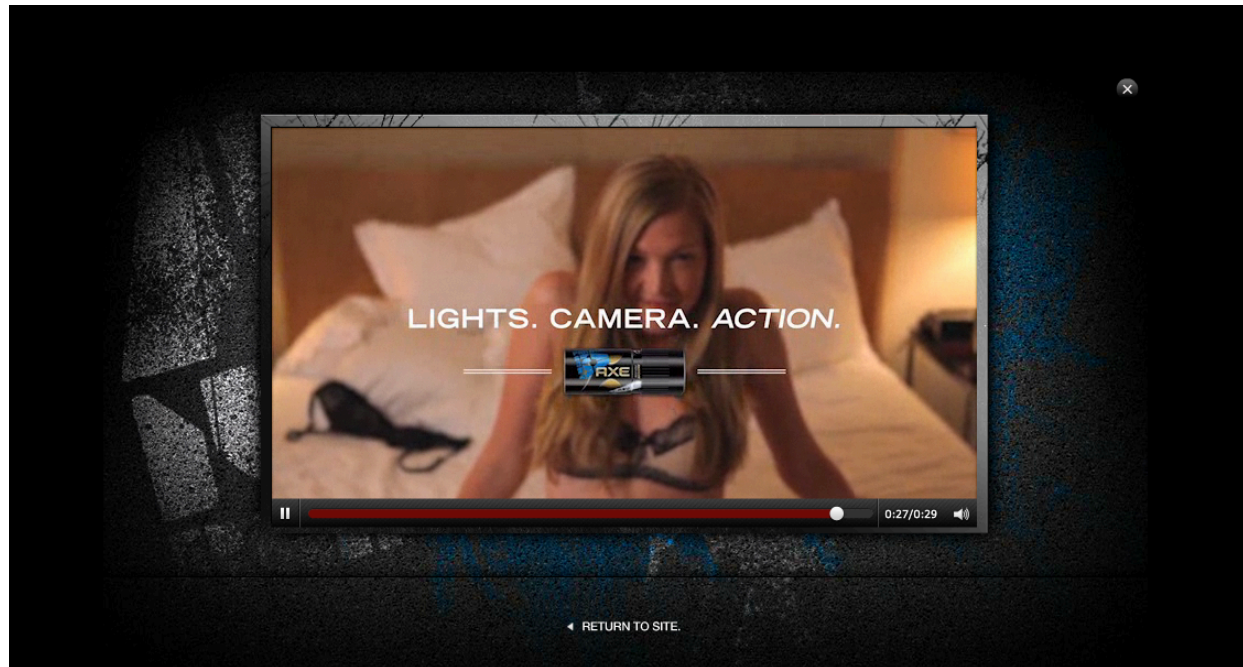
Jeep | Expanded



970x90
Collapsed



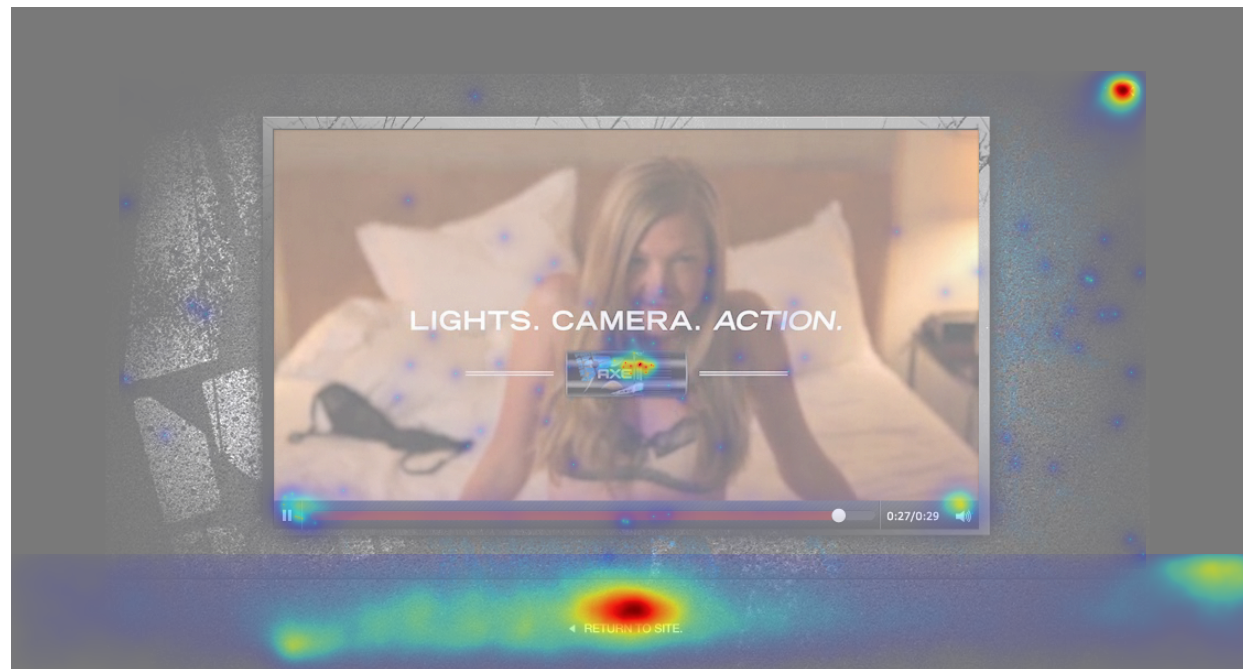
Expanded
AXE



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Check in MM/DD / YYYY

Check out MM/DD / YYYY

Room(s) 1

Adults per Room 1

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With More Power Comes More Freedom

40 percent more horsepower
70 percent more torque
80 percent faster 0-60 mph
Wangler takes 8 cubic more than
just a few models. 17.3 cu. ft.
Trunk and 12 tie-downs deliver
200 lbs. of load and 200
pounds of tie-downs. All this
power and improved fuel
efficiency.

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Jeep

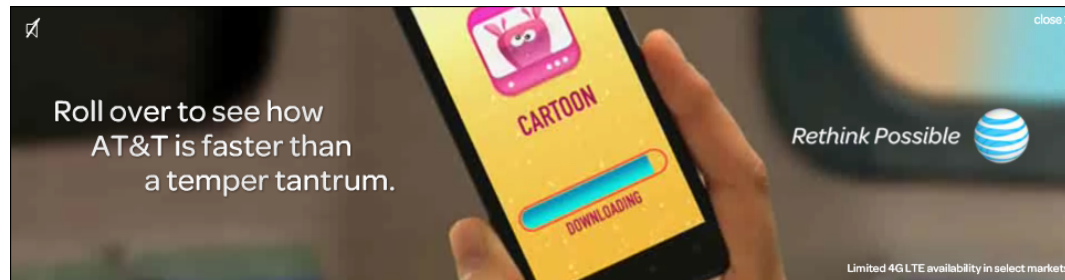
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Jeep



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Jeep

WITH MORE POWER
COMES MORE FREEDOM

Jeep's brand engineers just delivered you more power to climb. And extended range to get you there and back. Introducing the 3.6L Pentastar® V6 engine rated at 17 city / 21 hwy mpg! From here, it looks like there's nothing stopping you now.

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OVERVIEW

PERFORMANCE

GALLERY

CAPABILITIES

LEGAL

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a temper tantrum.

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