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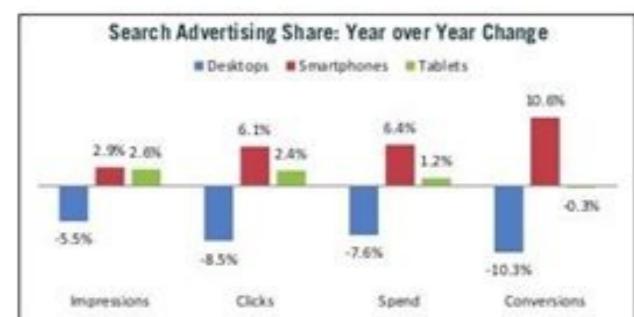


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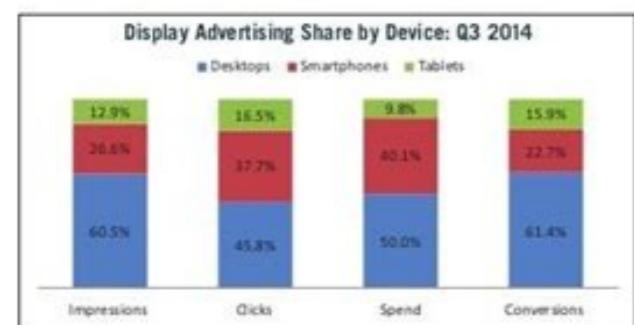
Benchmarking report ppt

The Q3 2014 Performance Marketer's Benchmark Report:
Vital Search, Social & Display Performance Data by Device

Vital Search, Social & Display Performance Data by Device



Device share for the display advertising channel exhibits similar characteristics to search. Mobile impression, click, spend, and conversion share amongst display advertisers has grown at a significantly higher rate YoY than search. Smartphones have taken up much of this growth, with desktops losing over 10% click share, which has almost exclusively shifted to smartphones. There is a much heavier mobile device focus for display than there is for search. Almost half of all display spend in Q3 was on mobile devices, and over half of clicks. Again, there is a discrepancy between smartphone and tablet spend versus clicks, where tablet clicks outpace tablet spend, and vice versa for smartphones. This is due to the aforementioned increase in mobile device usage across the world and the corresponding increase in mobile display ad exchanges. Mobile-focused display advertising has been on many advertisers' minds, with Google even recently revealing new mobile display ad formats⁵.



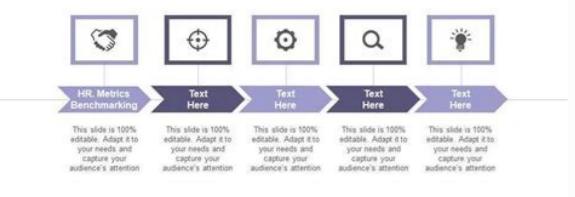
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC40929/>



What is Benchmarking?

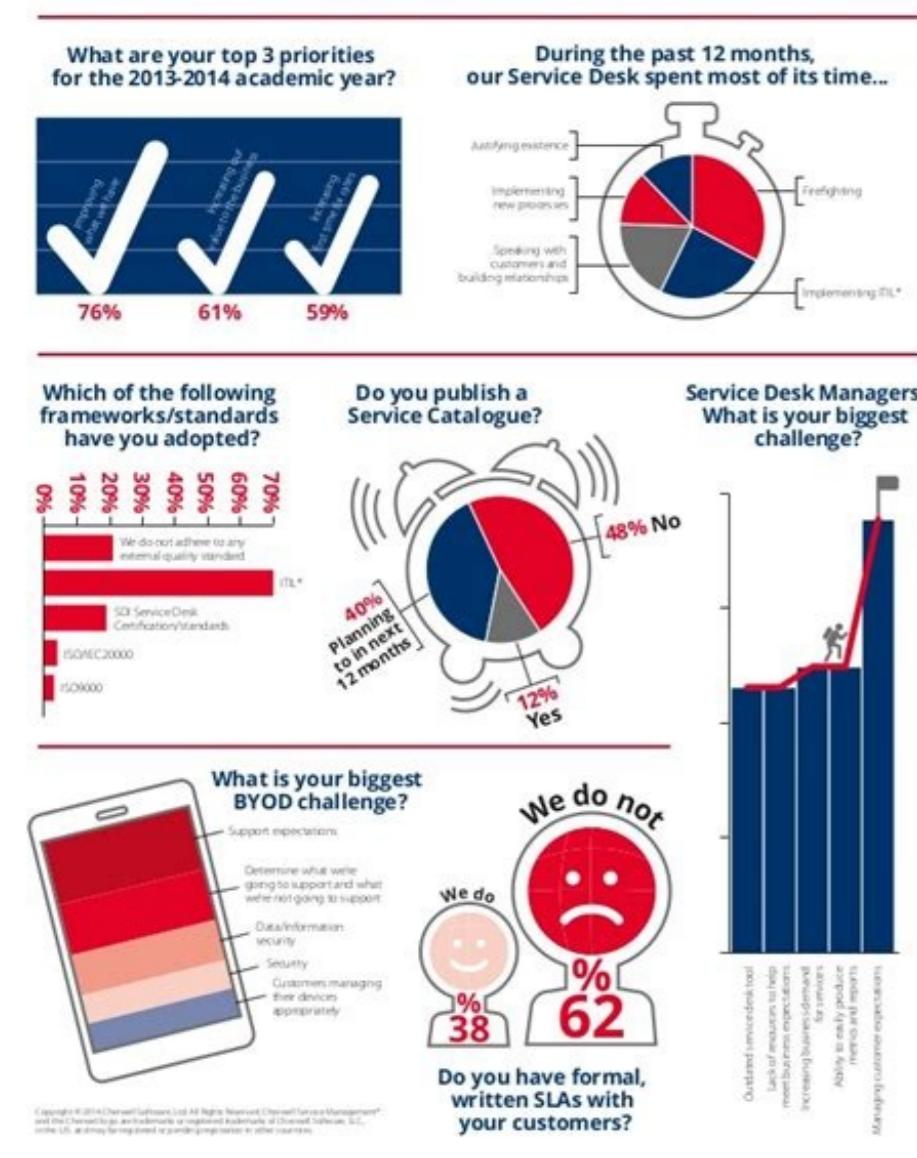
- process of comparing one's business processes to industry bests
 - Dimensions : quality, time and costs
 - management identifies the best firms

HR Metrics Benchmarking



The UK Higher Education Service Desk
Benchmarking Report 2014

 UCISA CHERWELL SOFTWARE SDI



Approach to Benchmarking PowerPoint Templates



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