File Edit View Favorites Tools Help

Stop Refresh Home Search

Address http://eyetrack.morris.com/hp_2.shtml

Bay Area Democrat

San Francisco

We bring you the world...

Home | News | Sports | Business | Technology | Entertainment | Lifestyle | Health

The End of the World (Maybe)

Martin Rees, the British astronomer royal, believes our civilization will be lucky to survive the century.

More Headlines

Cheap the Chopper

The U.S. Army's Apache attack helicopter had a very bad war. Is it time to junk the expensive mechanical beast?

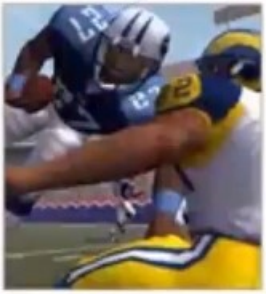
Would-be Investor Runs Afoul of Patriot Act

Shortly after he graduated from college, French Clements tried to open an online brokerage account. But he was blocked by the U.S. Patriot Act.

Traveling in Style Gets More Affordable

Florida has its St. Petersburg. Arizona has Scottsdale. And now, California has Lincoln.... Lincoln?

Unreality TV: When Athletes Play Games



TOPJOBS

MEDICAL
CLINICAL LAB SCIENTIST
MERCY MEDICAL CENTER

LOANS
GREAT OPPORTUNITIES
HOMECOMINGS

BANKING
COMMERCIAL LENDER/VP
GREATER BAY BANCORP

FINANCE
MULTIPLE OPENINGS
CITIBANK

HEALTHCARE
New Opportunity
HRC

7-day Forecast

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Why?

The zapping effect (!)

- ***Defensive algorithmics*** that we use (advertisement is an annoyance between us and our goal!)

Like colorful effects

Receive a Samsung DVD recorder and NFL "Great Moments" DVD with purchase on select Samsung LCD TVs. Details>>

Get Access to EW.com

Subscribers sign in

Try 2 Issues Free of EW

Entertainment

Search EW.com

HOME · NEWS · MOVIES · DVD & VIDEO · TV · MUSIC · BOOKS · POP CULTURE

QUICK LINKS: Oscars • Grammys • Lost • Photo Galleries

IN MEMORIAM

Remembering Wendy Wasserstein

Friends of the Pulitzer Prize-winning playwright, who died Jan. 30 at age 55, recall her wit, humor, and conviction

popWATCH EW's daily blog

January 30, 2006, 07:13 PM

Have you been bad? Check out Gretchen Mol as pinup Bettie Page

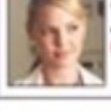
Will "Junebug"'s Amy Adams nab an Oscar nom?

Who the heck are these Arctic Monkeys?

Latest Headlines (Reuters)

- Playwright Wendy Wasserstein dies in NY at 55
- Tom Cruise front-runner for worst acting award
- Girl group Led Zeppelin rocks, with

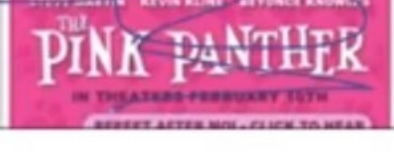
HOT TV



TV WATCH

"Grey's Anatomy": The doctors go it alone

More TV Watch



Susan Boyle → Giusy Ferreri...

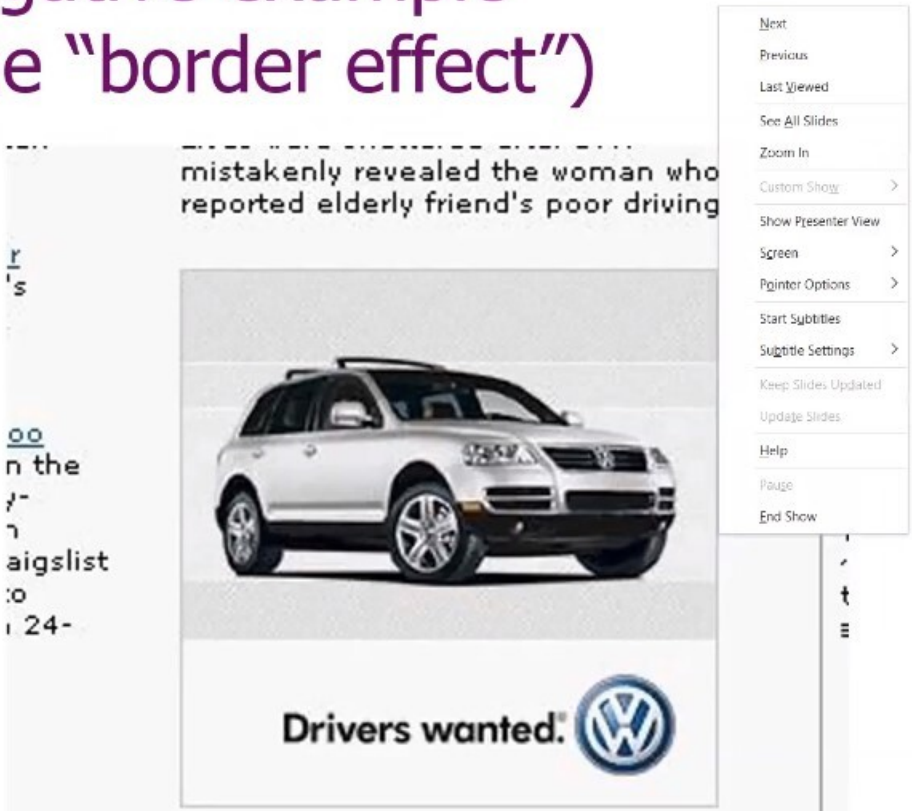
Just…

- … going completely the opposite way (!!!!)

Another related strategy…

- … is to try not to activate the user zapping, or at least limit it, by ***confounding*** the user (!)
- So for instance, ***mixing*** content and advertisement

Negative example (the "border effect")

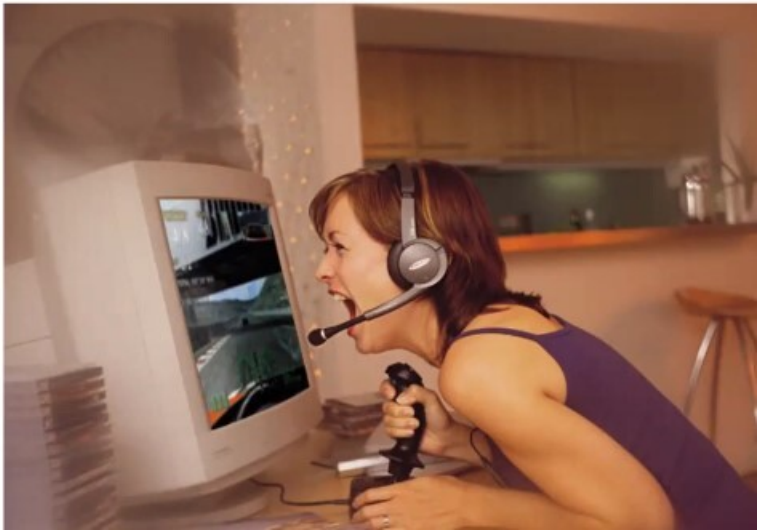


Positive example: **blending**

toureg
Drivers wanted.
It's the Volkswagen that does what other Volkswagens don't!
BAY CITY TIMES-DEMOCRAT
Home | News | Sports | Business | Technology | Entertainment | Lifestyle | Health

Note…

- An integration to what said before...



Web games…

- (easy ones!): they tend to capture user attention, and so they are super effective for advertisement, if properly used!!

https://www.google.co.uk

Search

Gmail Images Sign in

samsung

samsung
samsung **s21**
samsung **a12**
samsung **s20**
samsung **a52**
samsung **galaxy**
samsung **a32**
samsung **s21 ultra**
samsung **galaxy s21**
samsung **a51**

Google Search I'm Feeling Lucky

https://www.google.co.uk/search?q=+tv+price&ei=53eOYaeBAqmP9u8PgN6i2Ag&oq=+tv+price&gs_lc

Search

Google

tv price

Sign in

All Images Shopping News Videos More Tools

About 6,760,000,000 results (0.60 seconds)

LED TV Price List

Best LED TV Price List Models	Price
Samsung UA32T4340AK 32 inch HD ready Smart LED TV	₹18,790
Xiaomi MI TV 4A Pro 32 Inch HD ready Smart LED TV	₹16,999
LG 32LM565BPTA 32 inch HD ready Smart LED TV	₹17,499
Sony BRAVIA KD-55X7002G 55 inch UHD Smart LED TV	₹59,990

6 more rows

https://www.mysmartprice.com › Electronics

LED TV Price List - MySmartPrice

About featured snippets • Feedback

People also ask

Which TV is best in low price?

Ads · Shop now

SAMSUNG Led UE32T4000AKX
€235.99
Mediaworld.it
By Trovaprezzi

Samsung Series 4
€235.00
Unieuro.it
Free shipping
By Trovaprezzi

LG LM550BPLB 81,3 cm (32")
€231.80
Amazon.it
By Google

Samsung TV QLED 8K 98" ...
€48,312.00
Vginformatica.cc
Free shipping
By Trovaprezzi

Samsung TV Mk_0000001815
€234.99
Monclick.it
★★★★☆ (29)
By Trovaprezzi

LG SIGNATURE
€26,999.00
LG Online Shop
★★★★★ (21)
By Google

So…

- **Text** is a fundamental instrument for blending…(!)

OUT OF SERVICE

Note…

- As said, people in general don't like advertisement
- But, besides how it is presented, there is also ***content*** in advertisement

Even in classic media…

- If you were reading a fashion magazine, what would be your impression with a WC cleaning product ad…?!

In practice…

- Timers can diminish up to…

- **-40%**

- And moreover, the return rate can diminish up to…

- **-80% (!)**

So, big problem?

- Yes but also a ***big opportunity*** (!)
- Why do people get more angry? Because the informative content of the ad is not consistent with their goal

Behavioral!

- This is the so-called ***behaviorial advertising***, that is ads that try to offer content relevant/helpful to the user
- This filed had a massive boom, and made the Web (and similar tech like smartphones) a major profitable space
- Much better than classic «passive» media like tv, newspaper, radio and so on, where we cannot track users!

Behavioral vs normal?

- What is the difference? Is it so worth?
- Answer: behavioral advertisement is more effective of at least…
- **x10**
- and can often arrive even to **x100** and beyond!

CNN International - Breaking N

samsung tv prezzo - Cerca con

https://edition.cnn.com

Search

CNN World US Politics Business Health Entertainment Style Travel Sports Videos

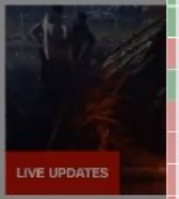
NEW PODCAST: Tug of war | COVID-19: Vaccination tracker | TRENDING: Austria lockdown

A sustainable housing experiment goes awry

This community was proof an all-electric, net-zero future is possible. Now that vision is under siege.

New COP26 draft includes weakened reference to fossil fuels

Read the latest draft COP26 agreement in full



Border crisis: B bans Syrians, Y Iraqis flying fro

• The migrant crisis on border explained

Judge in Kyle Rittenhouse trial makes inappropriate Asian food joke

Key moments from Kyle Rittenhouse's trial

Prince Charles' closest aide resigns over cash-for-honorary-t tles scandal

+ all

... cnn.com ++

edition.cnn.com ++

... akamaiedge.net +

... amazon-adsy m.com +

... bounceexchange.com

... cookielaw.org ++

d2uap9jskdzp2.cloudfront.net

... googletagservices.com

... jsdelivr.net

... outbrain.com

... postrelease.com

... s-onetag.com

turner-tls.map.fastly.net ++

data.cnn.com

edition.cnn.com

Aa 14 </> 21

Blocked on this page
14 (16%)

Domains connected
5 out of 12

Blocked since install
1.292M (14%)

More Less

Our use of cookies and other technologies

We, our **Affiliates** and **Vendors** use cookies and other technologies to process personal data (including device identifiers and IP addresses) for the following purposes: Store and/or access information on a device, Select personalised ads, Create a personalised ads profile, Create a personalised content profile, Select personalised content, Measure content performance, Apply market research to generate audience insights, Develop and improve products, Select basic ads and Measure ad performance. **Privacy Policy**

By clicking "Accept All" you agree to these purposes. For more information, to provide or withdraw consents, and in some cases object to legitimate interest purposes for processing your personal data, click "Manage Cookies+". Additionally, you may exercise your preferences for consent or object to legitimate interest processing at a vendor level in the "Vendors" link. These settings are accessible on a site or app specific basis, at any time through the 'Manage Cookies+' link located on webpages or in application settings. We work in coordination with an industry framework which will signal your preferences to our participating**Vendors**

Accept All

Manage Cookies+

Site size matters?

- Yes, there are two critical ***thresholds*** (number of pages):
- **100** and **1000**
- Beyond 100 pages, it is necessary to offer some ***search tool***
- Beyond 1000, it is essential to offer a ***good*** search tool

How much is it important?

- If search is available, users tend to use it around **99-100%** (!)
- If there is no search, and the site is above the first threshold (100 pages)
- → Unsatisfaction (-20% return rate, variable impact on timer up to -70%)

The problem...

- Having so much information, we got used to search engines as a way for ultra-quick navigation

Moreover…

- … remember the deep linking problem: the entry point of a site can be practically everywhere
- So the user could go to the home page to restart and look for content, or could just quickly use search…

The choice…

- When a user arrives with deep linking, on average **60%** uses the search functionality (if available), and **40%** normal navigation

The solutions for search?

- Google (or other engine) search localized on the site, using the **site** command

Problems?

Google

- Large-scale search doesn't work so well on local-scale!
- Moreover, if the user already arrived on the site using a search engine, and didn't find just what he needed, it means the search engine itself was not very precise with the site information

Another problem…

- The way search engine interact with large amount of information on a site: ***truncating*** it!!

How do we offer seach?

AD
FamilyFun.com's
Colossal Crafts Closet Sweepstakes
Enter Now!

AD
Earn Disney
Keep in Touch
Learn more
Get the scoop!
Cards and Gifts