



The Advertising
Research Foundation

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HOW CROSS-PLATFORM ADVERTISING WORKS

Cross-Platform Advertising: Current Practices and Issues for the Future

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How to Use Multichannel Behavior to Predict Online Conversions: Behavior Patterns Across Online Channels Inform Strategies for Turning Users Into Paying Customers

S. Klapdor (McKinsey & Co., Munich), E. Anderl (FELD M, Munich), J. H. Schumann (Universität Passau), and F. von Wangenheim (ETH Zurich) analyzed clickstream data from a European apparel retailer to find that consumer reactions to advertising messages through multiple channels were strong predictors of purchase propensity. P433

Optimizing Campaign Recognition and Brand Interest: How to Apply the "Mixture-Amount Modeling" Method to Cross-Platform Effectiveness Measurement

A statistical approach used in biology, agriculture, and food science measures the impact of advertising effort and allocation across different media. L. Aleksandrovs (University of Antwerp, Belgium and Twoo [Massive Media]); P. Goos (University of Antwerp, University of Leuven); N. Dens (Antwerp Management School, University of Antwerp), P. De Pelsmacker (University of Antwerp/Ghent University) P443

What Makes Content Shareable on Facebook? An Analysis that Demonstrates the Power of Online Trust and Attention

Shareable founder and CEO, T. Yuki, tracked the 2,000 most-shared social posts over a 12-month period on Facebook, and then surveyed more than 10,000 social-media users about what might drive them to share that content online. P458