



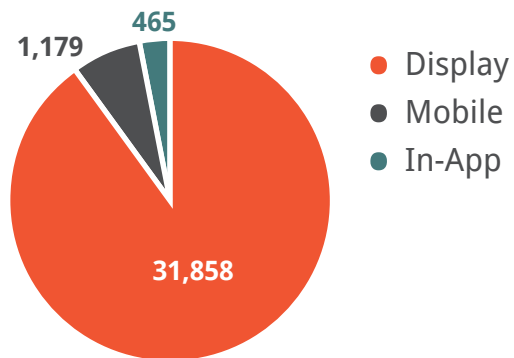
WhatRunsWhere Insights & Analysis:

**Hosting Services
Advertising Landscape**

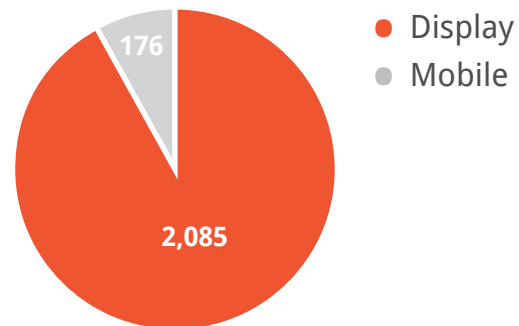
Introduction

Looking at data capturing, 180 days of activity up to March 2014, WhatRunsWhere has tracked the top nine hosting service providers' digital activity across 33,500 placements. These placements include display and mobile web, as well as in-app ads with over 2,200 text and banner ads placed across these three channels. The majority of sites that we have located these advertisers on has been from the display side with just 1,600 of the 33,500 placements being mobile. Among the activity between the analyzed advertisers, the main players on the display side have been Rackspace with 22% Share of Voice (SOV) and SoftLayer (21% SOV). The next most active advertiser in the display space is Go Daddy, with 18% SOV. HostGator's activity in the display side has been significantly lower than its competitors, while Network Solutions, as well as 1&1, each have had a low Share of Voice percentage.

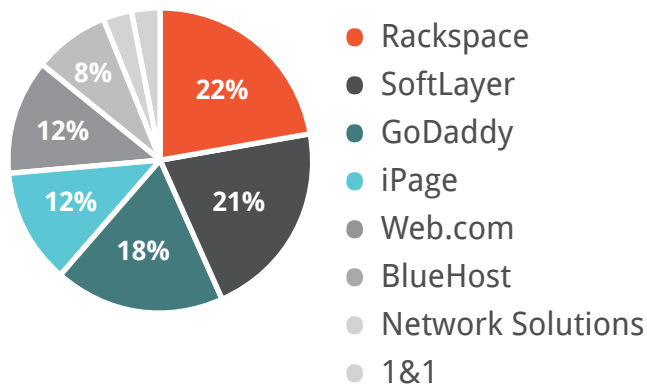
Ad Placements



Total Banners

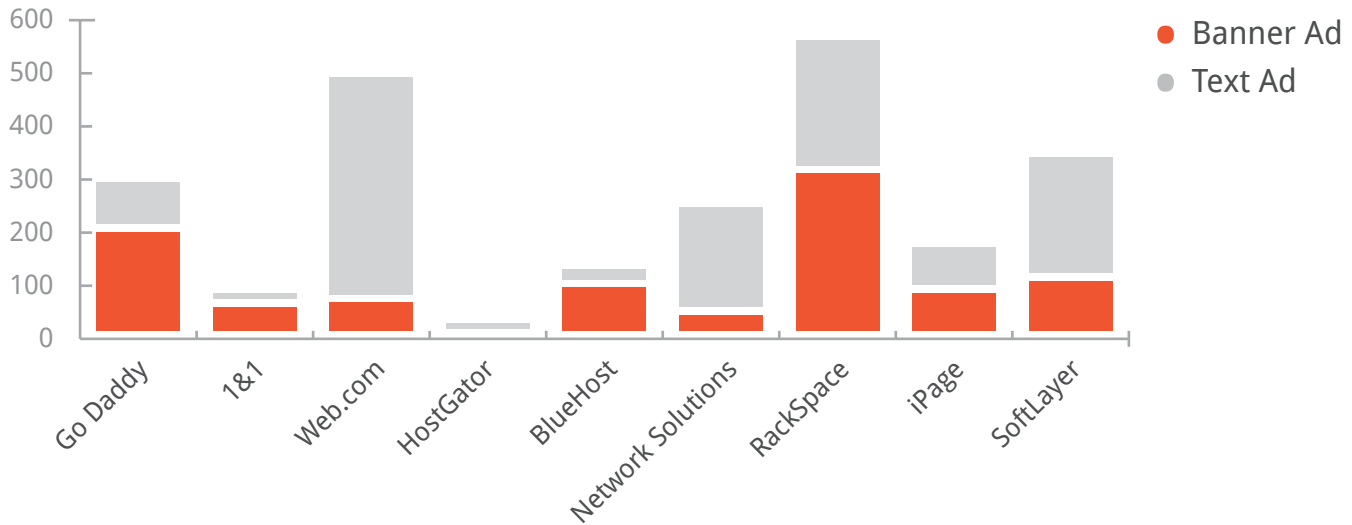


Display Share of Voice

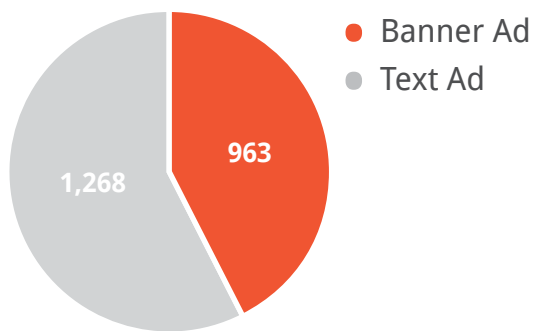


Rackspace has used the highest number of ads over the past 180 days with a total of 530 ads split comparably between banner (295) and text (235). The second highest number of advertisements belonged to Web.com, who used over 460 unique ads, which have been predominantly text based and placed on the display side. SoftLayer, Go Daddy and Network Solutions used a similar number of ads. However, a large percentage of Go Daddy’s ads were banner ads, while Network Solutions’ focused their resources on text ads. The remainder of the ads we located in our searches were split between iPage, Bluehost and 1&1.

Banner Ads/Text Ads



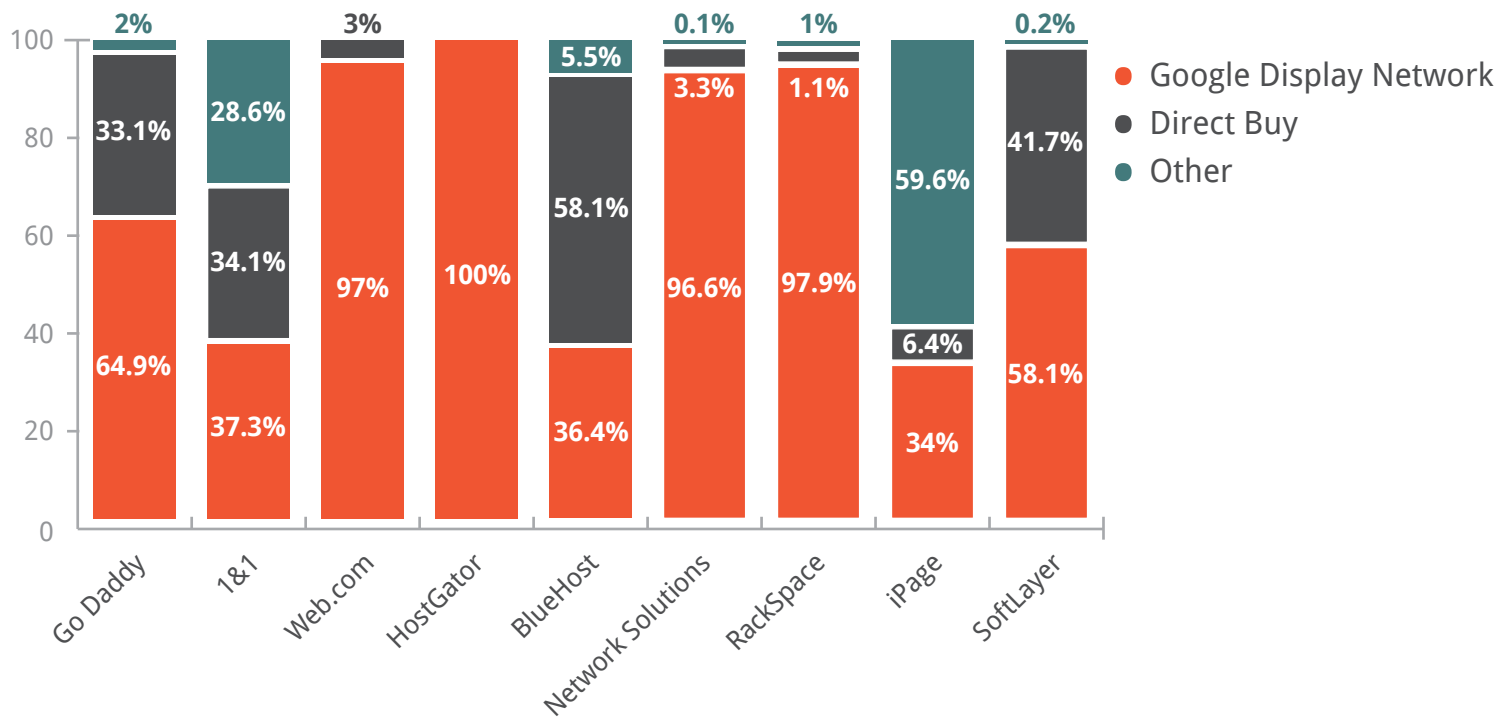
Overall Ad Breakdown



Channel Mix

Analyzing the advertisers’ channel mix has shown that majority of the advertisers have relied heavily on the use of ad networks. To illustrate, Web.com, Network Solutions, Rackspace and iPage each had over 90% of their ads placed through ad networks, while Bluehost has seen the largest share of it’s advertisements placed directly. SoftLayer, Go Daddy and 1&1 have also had a large percentage of their ads placed through direct buys. HostGator did not have a significant desktop display presence during the examined timeframe.

Display Ad Channel Mix



The Google Display Network (GDN) has been the preferred ad network of choice among the majority of advertisers, while BuySellAds, Conversant, Adition and Taboola made up a large portion of the remaining network traffic. The only advertiser that did not rely on GDN was iPage, who was most actively placing ads through BuySellAds.

Top Performing Ads

Below is a sample of the higher performing ads for the analyzed advertisers.

Go Daddy:



1&1:



Web.com:

Get a **WEBSITE** IN MINUTES

free domain name*



Order Now 

* See terms and conditions




Get a website **IN MINUTES**

Order Now 

Free website address*

*See Terms & Conditions



Creating a Website is Easy

Get Started 

HostGator:



WEBSITE HOSTING

UNLIMITED SPACE

NOW 20% OFF

\$3.96

GET STARTED NOW

HOSTGATOR.COM  1-866-96-GATOR



START A WEB SITE TODAY



\$0.01 NOW

GET STARTED FOR ONLY 1 PENNY FOR YOUR FIRST MONTH

HOSTGATOR.COM

1-866-96-GATOR



Host Gator \$4.95 month

Web Hosting FREE SITEBUILDER

HostGator.com 1-866-96-GATOR

BlueHost:

Professional Web Hosting for \$6.95/month

UNLIMITED Space, Transfer, Domains on 1 Account

- » Free Set-up
- » Free Domain
- » No Hidden Fees



 bluehost [Sign Up Now](#)

Easy, hassle-free Web Hosting for \$6.95/mo.



Unlimited Space, Transfer & Domains on 1 Account!

 bluehost [Sign Up Now](#)

 bluehost > **cyber monday sale** > **\$0.99** hosting + site-wide **50% off**

Network Solutions:

99¢

WebHosting Sale*

Limited Time Offer
♦ See Terms

 network solutions [Get Started](#)

 network solutions

What's your .net idea?

Only \$9.99*

[Get Yours Now](#)
Limited Time Offer

GET THE NAME YOU REALLY WANT  **ONLY \$5.99**

 network solutions

Rackspace:

Cloud servers sometimes misbehave the second you stop watching them.

rackspace.
the open cloud company

CUSTOM WINDOWS SERVER NEEDS?

rackspace.
the open cloud company

iPage:

Does Your Web Host...

Bring You Customers?

- \$100 Google AdWords
- \$25 Yahoo!/Bing Credit
- \$50 Facebook Credit
- Free YellowPages.com Listing

iPage

86% of consumers use the internet to find local businesses

- ✓ Beginner ready tools to build & design your site
- ✓ Library of FREE tools to make your site amazing
- ✓ Tools to grow and profit from your website

Unlimited Disk Space & Bandwidth **iPage**

SoftLayer:

More RAM.
More bandwidth.
More drive.

Now our bare metal comes with more of everything. Except price.

Try a **FREE** server today >

SOFTLAYER

One platform.
Endless possibilities.

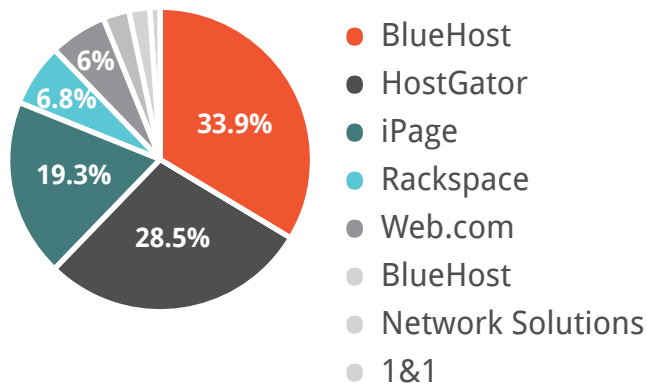
Virtual or bare metal.
Public or private.
On demand and in real time.

Get a **FREE** server today >

SOFTLAYER

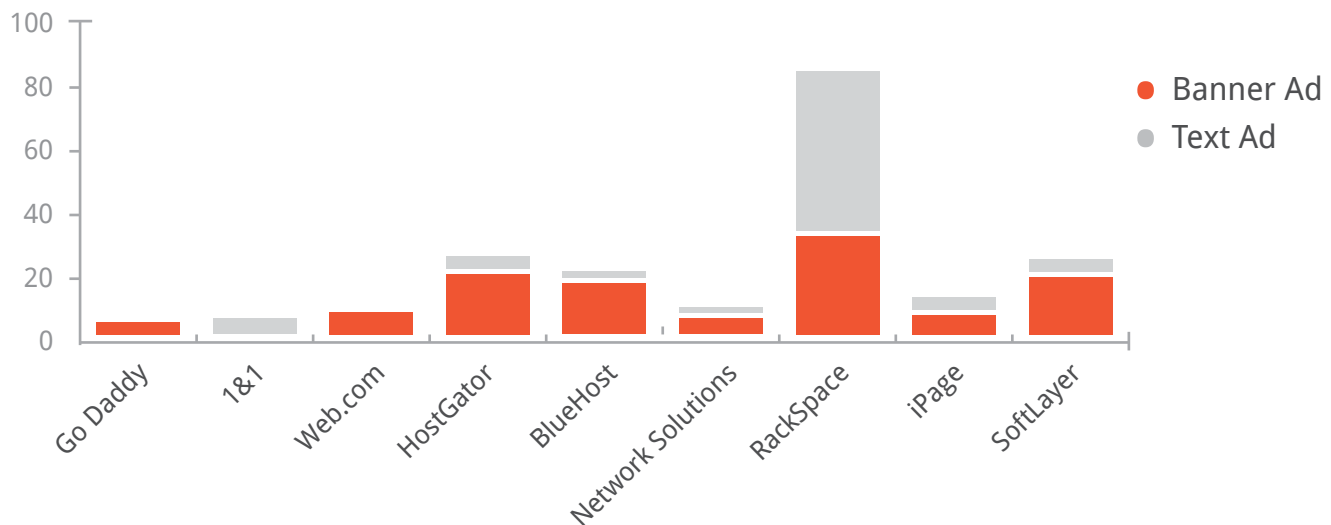
Mobile

Share of Voice



On the mobile side, the most active advertisers have been BlueHost with 34% Share of Voice, HostGator (29% SOV) and iPage (19% SOV). SoftLayer and RackSpace have been considerably less active with their mobile advertising, while Go Daddy, 1&1, Web.com and Network Solutions did not show significant mobile presence.

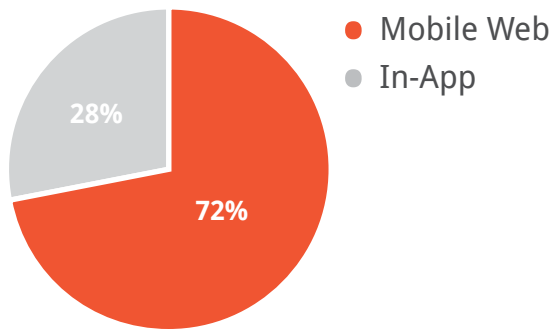
Banner Ads/Text Ads



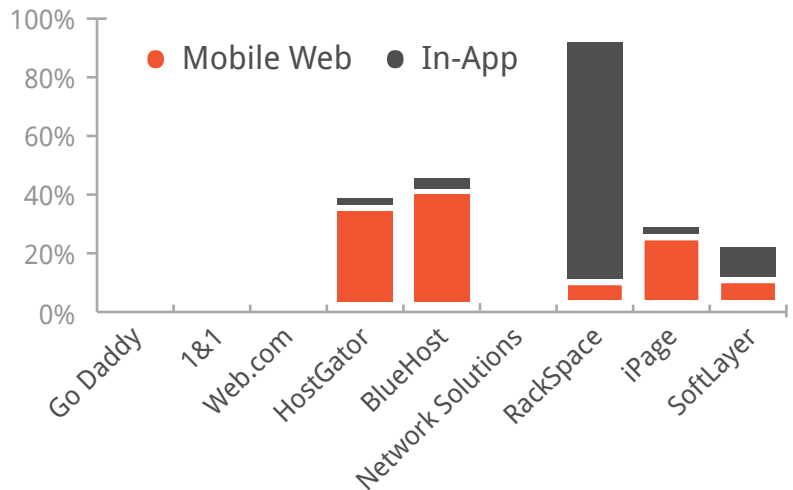
WhatRunsWhere has found 176 mobile ads, with RackSpace placing over 80 text and banner ads - more than any other advertiser of the group. HostGator, BlueHost, and SoftLayer have each placed a comparable number of banner ads.

Overall, 72% of all mobile ads were found on the mobile web, The remaining 28% of the ads were seen in Android applications. BlueHost and HostGator are the top mobile web advertisers, accounting for over 65% of all ads found on mobile websites. The next most active mobile advertiser is iPage, who was responsible for 20% of all mobile web ads. While the majority of mobile ads were placed through mobile web channels, a portion was also tracked through in-app advertisements on Android devices. RackSpace was the most active in-app advertiser, placing over 80% of all in-app ads among the analyzed advertisers.

Mobile Breakdown

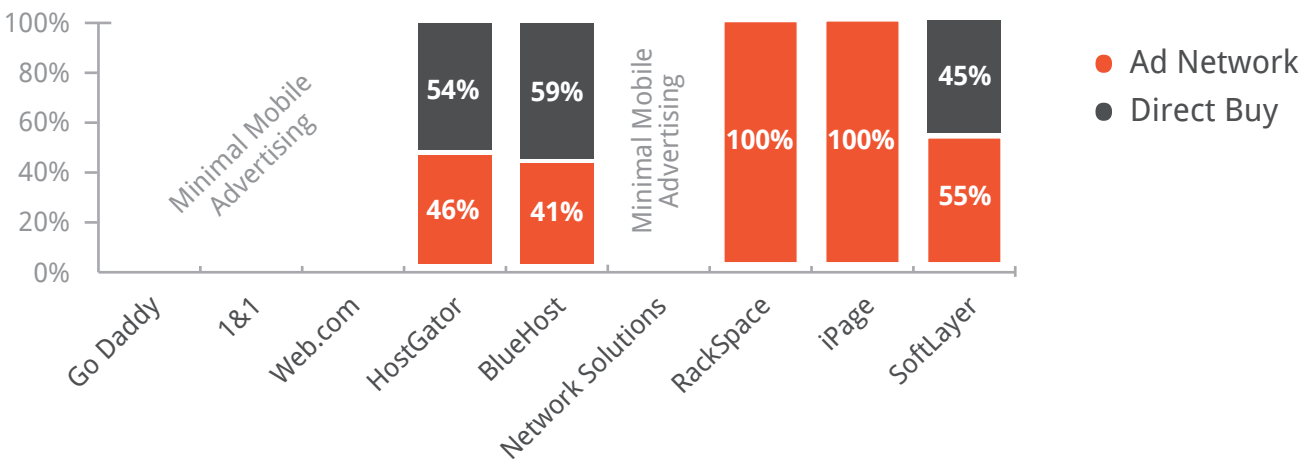


Mobile Advertiser Split

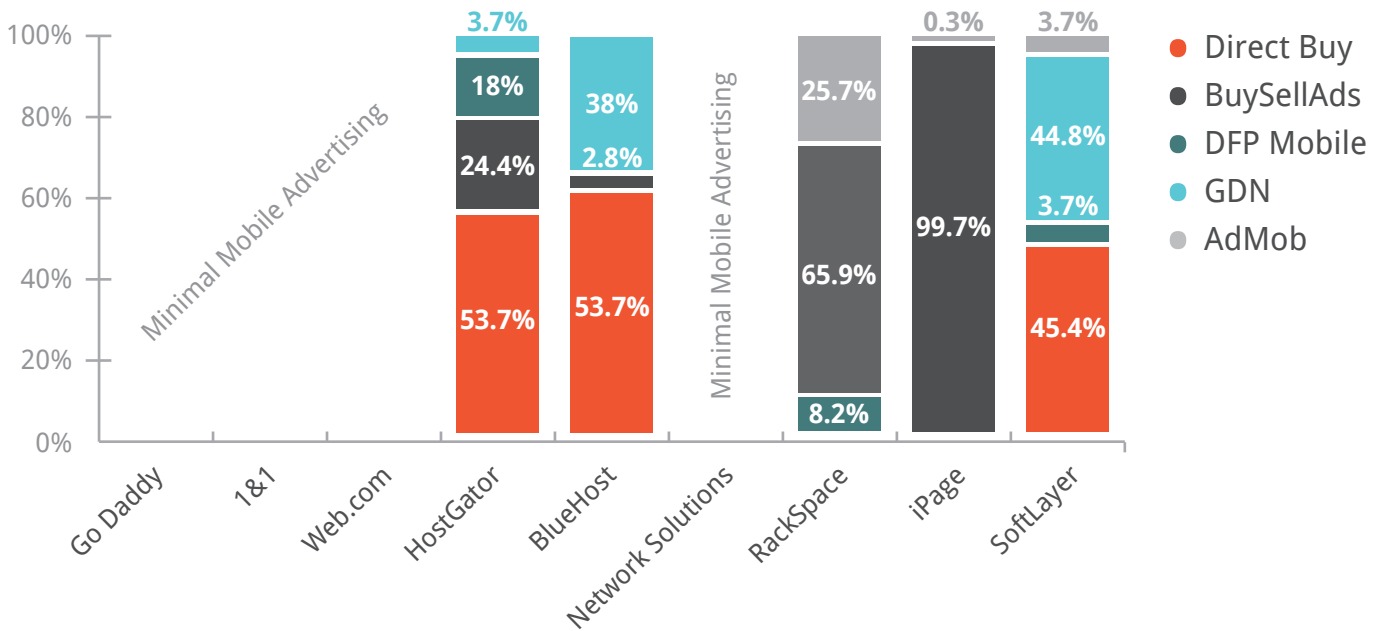


Channel Mix

Among the advertisers with significant mobile presence, there has been a variation in strategy. RackSpace and iPage were found to place their advertisements exclusively through ad networks, while HostGator, Bluehost and SoftLayer diversified their activity with an even mix of direct and network buys.



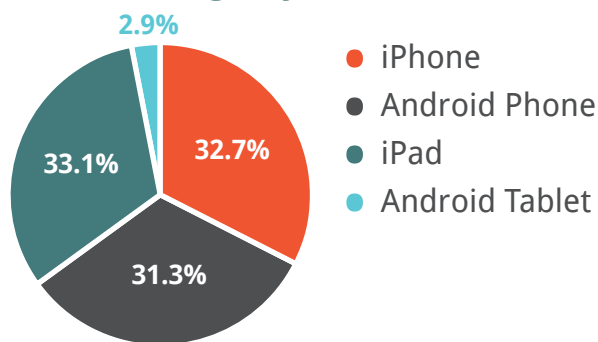
A large portion of ads placed through ad networks have come through the Google Display Network. RackSpace, SoftLayer and BlueHost all heavily used the GDN, while HostGator and iPage used ad networks such as BuySellAds and DFP Mobile. Most of the advertisers with significant mobile presence diversified their activity through several ad networks and direct buys with iPage being the only advertiser placing nearly all of its banners through one ad network (BuySellAds).



Devices

The majority of mobile traffic has been spread evenly between the iPhone, iPad and Android phones while the lowest amount of activity was seen through Android tablets. The majority of banners (64%) were placed through smartphones, with tablets accounting for the remaining 36%.

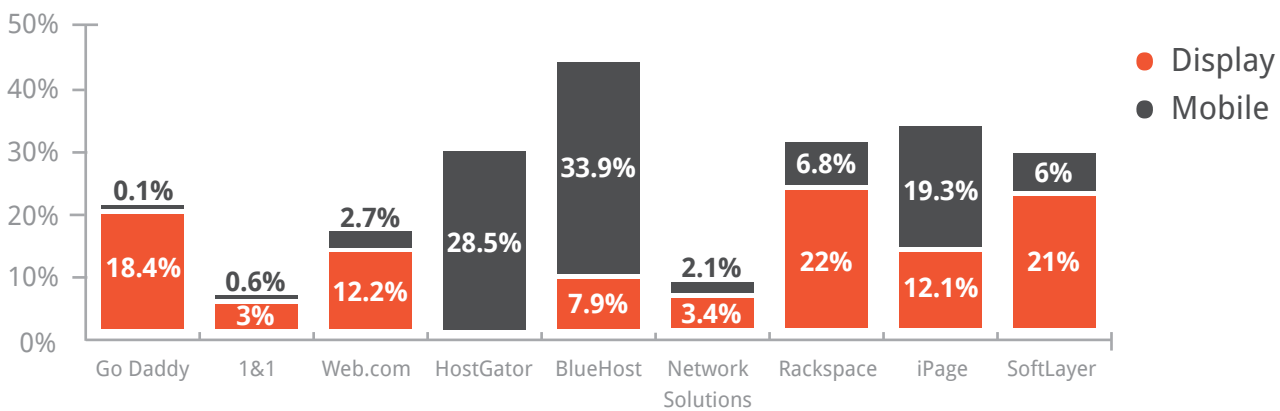
Mobile Usage by Device



Conclusion

Share of Voice in desktop and mobile categories has been diverse with some advertisers being more prevalent in display, while others have captured a higher SOV in the mobile space. Both HostGator and BlueHost have shown low activity through display advertising but have lead mobile SOV, with over 28% and 33% SOV respectively. The most active display advertisers, RockSpace and SoftLayer, have each only captured 6% SOV on the mobile side. Advertisers such as BlueHost have captured a large share of voice in mobile. This does not represent their preference for this medium because 88% of their ads were still placed through display channels. This indicates that while the advertiser has been looking to test the mobile side, they are still presently relying on desktop display for the majority of their advertising. HostGator has been the only advertiser to focus its activity through mobile. Heavy reliance on display advertising presents a large window of opportunity for competitors to gain ground in the mobile space, whereas an increase in activity could present significant gains in share of voice and help create significantly more visibility in the growing mobile field.

Share of Voice by Category



Share of Voice by Advertiser

