

Ads perform better in a premium editorial environment

Neuroscience demonstrates that the same ads stimulate very different brain responses, depending on where they are placed. Premium editorial contexts create stronger engagement, higher emotional intensity and greater long-term memory encoding, which is proven to correlate with decision-making and purchase behaviour.

Engagement

(personal relevance)

50%

higher on premium editorial sites than during general free browsing

Left brain long-term memory encoding

(words and detail)

21%

stronger on premium sites than during general free browsing

42%

stronger on premium sites than on social media

Right brain long-term memory encoding

(emotional/global features)

13%

stronger on premium sites than during general free browsing

9%

stronger on premium sites than on social media

Emotional intensity

25%

higher on premium sites than during general free browsing

