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A monthly newsletter from MSN - Customized Solutions for Optimized Results

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The Bradford File

Strategic Account Summit Examines the Future of Digital Marketing



Joanne Bradford
Vice President, MSN

When I was younger and needed a guide for predicting the future, I used one of those Magic eight balls. I'd ask it a question, and the Magic eight ball would answer. Usually with an "Ask again later." At MSN we're a little more sophisticated, as those who attended our recent Strategic Account Summit found out first-hand. Each year we give our best advertisers a sneak peak at the future of digital marketing – with insight and expertise that only Microsoft can provide. This month, I'll share some of the highlights; give you a glimpse of where MSN is today, where it's going, and how you can benefit.

[Read the Bradford File](#)
[See photos from the Strategic Account Summit](#)

News You Can Use...

Did You Know?

The Eyes Have it, Create Attention-Grabbing Ads



It sounds like the stuff of science fiction -- monitors that track the motion of your eyes to see exactly what you look at and when -- but it's real. MSN recently used this eye-popping technology to examine how people look at Web sites to find out what captures their attention, and the patterns they follow when examining a page. Among other things researchers discovered visitors don't just glance at a Web site, they look all over it. Did you know that 7 to 12 percent of the time a viewer spends on a page is spent viewing ads? The amount of time is influenced by four things: page design, ad position on the page, ad format, and ad content. MSN engaged in this research in an effort to help its advertising partners achieve the best possible results online. For more information on eyetracking; visit www.eyetracking.com or send an e-mail to info@eyetracking.com.

