

**1****Driving online and offline sales [Texto impreso] : the cross-channel effects of traditional, online display and paid search advertising / Isaac M. Dinner, Harald J. Van Heerde and Scott A. Neslin**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 544-545

**Abstract:** The current marketing environment is characterized by a surge in multichannel shopping and increasing choice of advertising channels. This situation requires firms to understand how advertising in one channel (e.g., online) influences sales in another channel (e.g., offline). This article studies the presence, magnitude, and carryover of these cross-channel effects for online advertising (display and search) and traditional media. The analysis considers how these advertising expenditures translate directly into sales, as well as indirectly through intermediate search advertising metrics—namely, impressions and clickthrough rate. For a high-end clothing and apparel retailer, the authors find that cross effects exist and are important and that cross-effect elasticities are almost as high as own-effect elasticities. Online display and, in particular, search advertising is more effective than traditional advertising. This result is primarily due to strong cross effects on the offline channel. Return-on-investment calculations suggest that by ignoring these cross effects, firms substantially miscalculate the effectiveness of online advertising. Notably, the authors find that traditional advertising decreases paid search click-through rates, thus reducing the net cross effect of traditional advertising.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 527-545

1. Advertising elasticity 2. Search advertising 3. Banner advertising 4. Multichannel 5. Cross-effects 6. Nonlinear models 7. Marketing-mix models

**2****Information asymmetry and hybrid advertising [Texto impreso]/ De Liu and Siva Viswanathan**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 624

**Abstract:** Pay-for-performance (P4P) pricing schemes such as pay per click and pay per action have increased in popularity in Internet advertising. Meanwhile, pay-per-impression (PPI) schemes persist, and several publishers have begun to offer a hybrid mix of PPI and P4P schemes. Given the proliferation of pricing schemes, this study examines the optimal choices for publishers. The authors highlight two-sided information asymmetries in online advertising markets and the consequent trade-offs faced by a high-quality publisher using P4P schemes. Pay-for-performance schemes enable a high-quality publisher to reveal its superior quality; however, such schemes may incur allocative inefficiencies stemming from inaccurate estimates of advertiser qualities. The authors identify conditions under which a publisher may opt for a PPI, P4P, or hybrid scheme and, in doing so, provide theoretical explanations for the observed variations in the pricing schemes and the increasing popularity of hybrid schemes. Using a new "uncompromised" equilibrium refinement, the authors find that the hybrid scheme can emerge as an equilibrium choice in a variety of conditions. In addition, they provide prescriptive guidelines for firms choosing between different pricing schemes.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 609-624

1. Online advertising 2. Pay for performance 3. Information asymmetry 4. Hybrid pricing

**3****Internet versus television advertising [Texto impreso] : a brand-building comparison / Michaela Draganska, Wesley R. Hartmann and Gena Stanglein**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 590

**Abstract:** Many advertisers are reluctant to shift a large proportion of their advertising budgets to the Internet because they still view television advertising as the main vehicle for building a brand. Using a unique and rich data set comprising 20 campaigns across a variety of industries, this study demonstrates that Internet ads perform on par with television ads on the brand-building metrics that advertisers use and trust. The authors extend traditional brand-message recall measurements to facilitate comparisons between Internet formats and television by supplementing brand-message surveys conducted during the campaign with a set of precampaign surveys to control for preexisting brand knowledge. They find that accounting for differences in preexisting brand knowledge is paramount in obtaining valid comparisons across advertising formats because people who are exposed to Internet display ads have significantly lower levels of preexisting brand knowledge than television viewers. Without considering the differences in these "initial conditions," television advertising seems to be more effective than advertising on the Internet, but when the preexisting differences among media formats are taken into account, the brand recall lift measures for Internet ads are statistically indistinguishable from comparable television lift measures.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 578-590

1. Advertising 2. Brand metrics 3. Television 4. Internet

**4****Measuring and Managing a salesperson's future value to the firm [Texto impreso] / V. Kumar, Sarang Sunder and Robert P. Leone**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 606-608

**Abstract:** Research on sales force evaluation has mostly relied on reflective metrics such as sales volume, revenue, and manager evaluations to assess and manage a sales force. However, businesses are moving from a product-centric to a customer-centric view and from a backward-looking to a forward-looking strategic perspective, so sales organizations must adapt to the ever-changing marketplace to maximize performance. The authors propose a forward-looking and profit-oriented metric to evaluate and demonstrate the effects of training type and incentive type on a salesperson's future value. Using a latent class modeling approach, they identify two distinct segments in the sales force that exhibit different responses to varying levels of training and incentives. This suggests that a one-size-fits-all approach to sales force management may be suboptimal. Finally, the authors also evaluate the magnitude of the proposed effects in the short run as well as the long run and show that the magnitudes of the effects could vary depending on the time horizon being considered. The authors close with a discussion of the implications for research and practice, including sales force evaluation through customer relationship management-based heuristics and optimal training and incentive management.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 591-608

1. Salesperson performance evaluation 2. Incentive management 3. Training management 4. Salesperson future value 5. Customer lifetime value

**5****Multiple reference points in sequential hedonic evaluation [Texto impreso] : an empirical analysis / Tanuka Ghoshal ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 576-577

**Abstract:** Marketers frequently offer a variety of communications, brands, and service encounters that customers evaluate sequentially. When customers make these evaluations, their previous experiences in the sequence influence their current evaluation. The authors propose that these prior experiences serve as multiple reference points against which the target stimulus is judged, creating rival co-occurring comparison effects. Using real-world and experimental data, they find that assimilation and contrast effects occur simultaneously: there is assimilation to the first score within a sequence and contrast with the immediate predecessor as well as with extremes experienced earlier in the sequence. The authors document the moderating effects of extreme first stimuli, domain similarity, and individual factors of mood and expertise. They provide different recommendations for sequence construction on the basis of whether the marketer's goal is fairness, accuracy, or influencing choice. This research is unique in (1) showing how several preceding evaluations can each have an impact on a subsequent evaluation at the same time and (2) using real-world data to do so.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 563-577

1. Context effects 2. Sequential judgments 3. Hedonic evaluation 4. Reference point effects

**6****The role of chief marketing officers for venture capital funding [Texto impreso] : endowing new ventures with marketing legitimacy / Christian Homburg ... [et al.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 641-644

**Abstract:** Research on new ventures has indicated that poorly conducted marketing is among the main reasons for new venture failure. To acquire urgently needed initial funding, new ventures strive to conform to investors' expectations of appropriate marketing capabilities because these capabilities may endow them with legitimacy in the eyes of potential investors. Drawing on organizational legitimacy and human resource theory, the authors argue that the characteristics of the chief marketing officer (CMO) may endow new ventures with marketing legitimacy. Employing a two-stage selection hazard rate analysis to simultaneously account for potential selection bias and right-censored observations, the authors analyze a comprehensive data set of 2,945 high-technology new ventures. Bearing in mind that this research is a first exploratory attempt to illuminate the role of marketing for new venture funding using correlational secondary data, the results indicate that CMO education, marketing experience, and industry experience are positively related to the likelihood of funding. Moreover, the relationships between CMO characteristics and funding are contingent on task-related uncertainty and industry legitimacy. These findings provide initial insights for entrepreneurs, venture capitalists, and public policy makers.

Journal of marketing research. -- 2014, v. 51, n. 5, october, p. 625-644

1. Chief marketing officer 2. Entrepreneurship 3. Venture capital 4. Legitimacy 5. Start-ups

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**Social networks, personalized advertising and privacy controls [Texto impreso] / Catherine E. Tucker**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 557-559

**Abstract:** This article investigates how Internet users' perceptions of control over their personal information affect how likely they are to click on online advertising on a social networking website. The analysis uses data from a randomized field experiment that examined the effectiveness of personalizing ad text with user-posted personal information relative to generic text. The website gave users more control over their personally identifiable information in the middle of the field test. However, the website did not change how advertisers used data to target and personalize ads. Before the policy change, personalized ads did not perform particularly well. However, after this enhancement of perceived control over privacy, users were nearly twice as likely to click on personalized ads. Ads that targeted but did not use personalized text remained unchanged in effectiveness. The increase in effectiveness was larger for ads that used more unique private information to personalize their message and for target groups that were more likely to use opt-out privacy settings.

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1. Privacy 2. Online advertising 3. Social networks