A Comparative Analysis of Time-lag Type-in Advertisements

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Abstract— **Advances in Web-based services provide rich opportunities for a diverse set of advertising methods. In this paper, a time-lag type-in advertising method is proposed. In order to measure the effectiveness, the authors perform a comparative study. The current study examines the impact on recollection rate of the type-in advertisements that include a waiting time. Input-based advertising methods were compared both with and without a waiting time. The proposed input-based advertising method provides a 26.7 % better recollection scores with a 30- seconds wait time.**

Keywords— Time-lag; Advertisement; Web-based services; recollection; comparative study;

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