THE INFLUENCE OF CONTEXT

PREMIUM CONTENT, USER EXPERIENCE & BEYOND

UK
DIGITAL VIDEO IS HERE TO STAY

DIGITAL VIDEO AD SPEND BY YEAR - $ BILLION

YEAR | 2020 | 2021 (E) | 2022 (E) | 2023 (E) | 2024 (E) | 2025 (E)
---|---|---|---|---|---|---
$15.6B | $17.7B | $19.3B | $21.2B | $22.8B | $24.9B

BUT ADVERTISERS ARE FACED WITH COUNTLESS VIDEO OPTIONS
WITH $18B ON THE LINE
NEXT YEAR WE MUST UNDERSTAND...
THE ROLE OF CONTEXT IN VIDEO AD EFFECTIVENESS
CONTEXT IS COMPLEX

CONTENT ADJACENCY
The content your video ad appears in front of.

VIDEO USER EXPERIENCE
The way the video is consumed. In a feed? In a full-screen video player?
HOW WE DID IT

WHAT
Controlled testing of pre-roll video ads before various types of content across in-feed and non-feed environments. Unique control groups were used for each content type and environment. Impact on branding metrics compared.

3 Category Brands 9 Content Genres 50 Content Clips

3 CONTENT TYPES
Premium Content
Broadcast quality, brand safe verified content created by premium publishers

High Production User Generated Content
High quality content created by content creators/users

Low Production User Generated Content
Low quality content created by users

2 PLATFORMS

Non-Feed On Video Aggregator
Sometimes Food Fights Back
When a species of microalgae gets inside a zooplankton that feeds on it, it smothers the grazer’s eggs and disrupts reproduction.

In-Feed On Twitter
Nature’s Bounty
Nothing tastes more refreshing than Nature’s Bounty all natural soda. Made with real fruit juices.

Natural, Fresh, Tasty.
DATA COLLECTION

THE WHO
Recruited participants from a representative mobile panel.
Total n=3,591

GETTING TO KNOW THE USER
Initial demographics and screeners, along with media consumption habits.

NATURAL VIDEO EXPERIENCES
Participants were randomized into a test cell and driven to relevant platform to consume video content of their interest. Relevant behaviors were tracked.

THE RESPONSES
Post-exposure survey to measure impact on branding metrics.

SOAR @FlyWithSoar
Whenever you’re ready to travel again, we’re ready for you. Pack up and take a vacation.
THE CONTENT HALO
HOW DO DIFFERENT TYPES OF CONTENT PERFORM?

PREMIUM CONTENT
Broadcast quality content created by premium publishers

HIGH PRODUCTION UGC
High quality content created by verified content creators/users (high followers, high views, verified)

LOW PRODUCTION UGC
Low quality content created by users
CONTENT MATTERS

How people feel about the content, in terms of trustworthiness, impacts how they feel about the brand.

IMPACT OF CONTENT PERCEPTIONS

Delta Due to High Content Perception
Based on Modelling

- Trustworthiness

HIGH TRUST
in the content leads to a +15% increase in brand favourability

BRAND FAVOURABILITY

All Content: Exposed n=1,800.
Values are modelled using logistic regressions to determine the impact of content perceptions on high/low brand favourability. All regression coefficients significant at >= 90% confidence.
CONTENT MATTERS
How people feel about the content, in terms of quality and trustworthiness, impacts how they feel about the brand.

IMPACT OF CONTENT PERCEPTIONS
Delta Due to High Content Perception
Based on Modelling

- High Quality
- Trustworthiness

PURCHASE INTENT

HIGH TRUST
In the content leads to a +15% increase in intent to purchase the brand.
**PEOPLE SEE PREMIUM CONTENT DIFFERENTLY**

Premium content is particularly interesting, higher quality and more trustworthy.

**PERCEPTIONS OF CONTENT**

Q: How much do you agree or disagree with the following statements about the video from [publisher]?

<table>
<thead>
<tr>
<th>Premium content indexed to UGC (100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above</td>
</tr>
<tr>
<td>Relevant</td>
</tr>
<tr>
<td>Interesting</td>
</tr>
<tr>
<td>Sharable</td>
</tr>
<tr>
<td>Entertaining</td>
</tr>
<tr>
<td>Trustworthy</td>
</tr>
<tr>
<td>High Quality</td>
</tr>
</tbody>
</table>

All Premium Content n=1,243; All UGC n=1,761
POSITIVE OPINIONS TRICKLE DOWN AND BRANDS BENEFIT

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

<table>
<thead>
<tr>
<th>Category</th>
<th>Premium Content</th>
<th>User-Generated Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Intent</td>
<td>+5%↑</td>
<td></td>
</tr>
<tr>
<td>Website Intent</td>
<td>+4%↑</td>
<td></td>
</tr>
<tr>
<td>Research Intent</td>
<td>+3%↑</td>
<td>+1%</td>
</tr>
</tbody>
</table>

↑ = significant difference between control and exposed ad at >=90% confidence
WHEN SEEN AS HIGH QUALITY, BOTH EQUALLY GRAB ATTENTION

AD IMPACT BY PERCEIVED CONTENT QUALITY
Deltas (Exposed – Control)

ADS IN _________ RATED HIGH QUALITY BY USERS.
- Premium Content
- User-Generated Content

Premium Content +6%↑
User-Generated Content +6%↑

Brand Knows How To Grab My Attention
HIGH RATED PREMIUM > HIGH RATED UGC

AD IMPACT BY PERCEIVED CONTENT QUALITY

Deltas (Exposed – Control)

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Favorability</th>
<th>Research Intent</th>
<th>Website Intent</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Content</td>
<td>+2%</td>
<td>+4%</td>
<td>+9%</td>
<td>+7%</td>
</tr>
<tr>
<td>User-Generated Content</td>
<td>-1%</td>
<td>-2%</td>
<td>-1%</td>
<td>-2%</td>
</tr>
</tbody>
</table>

↑ = significant difference between control and exposed ad at >=90% confidence

Ads in Premium Content Rated HQ: Control n=536, Exposed n=505; Ads in UGC Rated HQ: Control n=358, Exposed n=334
THE INS AND OUTS OF USER GENERATED CONTENT
UGC CONTENT HAS BENEFITS

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

ADS IN ________.

- Premium Content (A)
- User-Generated Content (B)

+35%↑
Aided Ad Recall

+41% ↑\textsuperscript{A}

Brand Has Something Unique To Offer

+3%

+7%↑ \textsuperscript{AA}

\textsuperscript{A}significant difference between control and exposed ad at >90% confidence
\textsuperscript{A/B} Statistical significance between premium content and UGC content deltas at >90% confidence level.
\textsuperscript{AA/BB} Statistical significance between premium content and UGC content deltas at >80% confidence level

Premium Content: Control n=891, Exposed n=900; All UGC Content: Control n=900; Exposed n=900
BUT THERE IS A BIG DIFFERENCE BETWEEN HIGH PRODUCTION AND LOW PRODUCTION UGC

RELEVANCE OF USER CHOSEN CONTENT
% Agree

Q: How much do you agree or disagree with the following statements about the video from [publisher]?
(Exposed) High Production UGC n=883; Low Production UGC n=678

- ADS IN ________.
  - High Production UGC
  - Low Production UGC

“Felt Relevant to Me”

65% 46%
HIGH QUALITY UGC ALSO FEELS MORE RELEVANT THAN PREMIUM CONTENT

RELEVANCE OF USER CHOSEN CONTENT

% Agree

Q: How much do you agree or disagree with the following statements about the video from [publisher]?
(Exposed) Premium Content n=900; Low Production UGC n=878

ADS IN ________.  
- High Production UGC
- Premium Content

“Felt Relevant to Me”
HIGH PRODUCTION UGC IS SUPERIOR TO LOW PRODUCTION ACROSS THE BOARD

PERCEPTIONS OF USER CHOSEN CONTENT

ABOVE

High Production UGC Indexed To Low Production UGC (100)

<table>
<thead>
<tr>
<th>The content is...</th>
<th>Trustworthy</th>
<th>High Quality</th>
<th>Interesting</th>
<th>Relevant</th>
<th>Entertaining</th>
<th>Sharable</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Production UGC</td>
<td>116</td>
<td>134</td>
<td>139</td>
<td>140</td>
<td>142</td>
<td>158</td>
</tr>
</tbody>
</table>

Q: How much do you agree or disagree with the following statements about the video from [publisher]?

High Production UGC Content: Control n=471; Exposed n=458
Low Production UGC Content: Control n=457; Exposed n=466
HIGH PRODUCTION UGC WORKS, BUT LOW PRODUCTION CAN STIFLE AD IMPACT

Both premium content and high production UGC drives positive brand perceptions, but lack of impact when appearing in low production UGC.

IMPACT ON BRAND ATTRIBUTES

<table>
<thead>
<tr>
<th></th>
<th>PREMIUM CONTENT</th>
<th>HIGH PRODUCTION UGC</th>
<th>LOW PRODUCTION UGC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovative</td>
<td></td>
<td></td>
<td>+7%</td>
</tr>
<tr>
<td>Knows to get my attention</td>
<td>+4%</td>
<td></td>
<td>+7%</td>
</tr>
<tr>
<td>Makes me feel good</td>
<td></td>
<td></td>
<td>+6%</td>
</tr>
<tr>
<td>Has something unique to offer</td>
<td>+5%</td>
<td></td>
<td>+6%</td>
</tr>
<tr>
<td>I prefer</td>
<td></td>
<td></td>
<td>+6%</td>
</tr>
<tr>
<td>Is relevant to me</td>
<td>+4%</td>
<td></td>
<td>+5%</td>
</tr>
</tbody>
</table>

* Significant increase over control

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* = significant difference between control and exposed ad at >=90% confidence

All Premium Content: Control n=1,377, Exposed n=1,395; High Production UGC Content: Control n=471; Exposed n=458; Low Production UGC Content: Control n=457; Exposed n=466
VALUE OF THE IN-FEED UX
CONSUMERS FEEL LESS FORCED TO WATCH IN-FEED ADS

‘I FEEL FORCED TO WATCH THE AD’
Deltas (Non-feed – In-feed)

+17%
NON-FEED ADS
By nature, non-feed ads feel forced because they stand in the way of the intended purpose of being on the site.

Ad Effectiveness
↑= significant difference between control and exposed ad at >=90% confidence
In-feed (Twitter), n=450; Non-feed (Video Aggregator), n=1350
IN-FEED ADS FIT IN A PERSONALLY CURATED FEED – HENCE FEEL MORE RELEVANT

In-feed Ads Indexed To Non-feed Ads (100)

- Are Relevant To Me*: 152
- Fit In With The Experience: 188

Consumer POV
Survey Q: You mentioned you use [platform] at least once a week. Which of the following describe why you use [platform]?
In-Feed (Twitter), n= 837; Non-Feed (Video Aggregator), n=2578
IN-FEED ADS THAT APPEAR BEFORE CONTENT REAP A HOST OF BENEFITS

IMPACT ON AD OPINIONS
Deltas (In-Feed % – Non-Feed %)

- Offered New Information
  - In-Feed Ads: +9%
  - Non-Feed Ads: +12%

- Interesting
  - In-Feed Ads: +12%
  - Non-Feed Ads: +12%

- Felt Relevant
  - In-Feed Ads: +8%
  - Non-Feed Ads: +8%

- Was Culturally Relevant

Ad Effectiveness:
↑ = significant difference between control and exposed ad at >=90% confidence
In-feed (Twitter), n=450; Non-feed (Video Aggregator), n=1350
BRANDS BENEFIT DIRECTLY.
CURATED UX = POSITIVE BRAND OPINIONS

IMPACT ON BRAND ATTRIBUTES
Deltas (Exposed – Control)

All Twitter ads met their viewability standard and all other ads met MRC standard
↑ = significant difference between control and exposed ad at >=90% confidence
In-Feed (Twitter) Exposed n=287 Control n=297; Non-Feed (video aggregator) Exposed n=450 Control n=443

In-feed includes premium content, Non-feed includes premium content and high quality UGC
POSITIVE EFFECT FOR TRADITIONAL BRAND KPIs ON IN-FEED ADS

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

ADS SEEN IN ________ .

<table>
<thead>
<tr>
<th></th>
<th>In-Feed Ads</th>
<th>Non-Feed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Favorability</td>
<td>➕6%↑</td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>➕7%↑</td>
<td>➕3%</td>
</tr>
</tbody>
</table>

All Twitter ads met their viewability standard and all other ads met MRC standard

† = significant difference between control and exposed ad at >=90% confidence

In-Feed (Twitter) Exposed n=287 Control n=297; Non-Feed (video aggregator) Exposed n=450 Control n=443

In Feed includes premium content, Non-Feed includes premium content and high quality UGC
IN-FEED ADS BEFORE PREMIUM CONTENT = DOLLARS SAVED

COST EFFICIENCY
PREMIUM ONLY
% Difference In Cost Per Person

BRAND FAVORABILITY
3x More Cost Efficient

PURCHASE INTENT
3.6x More Cost Efficient

IN-FEED ADS

NON-FEED ADS

All Twitter ads met their viewability standard and all other ads met MRC standard. In-Feed (Twitter) Exposed n=287 Control n=297; Non-Feed (video aggregator) Exposed n=450 Control n=443. In-feed includes premium content, Non-feed includes premium content and high quality UGC.
VALUE OF THE NON-FEED UX
NON-FEED VIDEO IS INTENTIONAL VIEWING

POV ON PLATFORM UX
% Agree

“TO LOOK UP SOMETHING SPECIFIC”

INDEXED
To In-feed Ads (100)
PURPOSEFUL VIEWING REACHES A BROADER AUDIENCE

More people with a negative pre-existing opinion of the brand met the viewability standard.

VIEWABILITY AMONG THOSE WITH NEGATIVE PRE-EXISTING BRAND OPINION

% of Ads 100% in View for +3 Seconds

99% Non-Feed Ads

61% In-Feed Ads

In-Feed (Twitter), n=244; Non-Feed (video aggregator), n=925

In-feed includes premium content, Non-feed includes premium content and high quality UGC
**NON-FEED ADS YIELD MORE TIME WITH CONSUMERS**

Likely because most people are on a non-feed platform to consume that piece of content.

<table>
<thead>
<tr>
<th>% of Ads Completed to 50%</th>
<th>In-Feed Ads</th>
<th>Non-Feed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>70%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(All Ads, Exposed + Control) In-Feed, n= 895; Non-Feed (video aggregator), n=1799

In feed includes premium content, Non-feed includes premium content and high quality UGC.
HIGHER COMPLETION RATE = HIGHER AD RECALL

(All Twitter ads met their viewability standard and all other ads met MRC standard.
↑ = significant difference between control and exposed ad at >=90% confidence
In-Feed (Twitter) Exposed n=311 Control n=368; Non-Feed (video Aggregator) Exposed n=450 Control n=448
Both in-feed and non-feed include premium content only.)
KEY LEARNINGS

CONTENT ADJACENCY
Quality content is worth a premium.

- Brands appearing within premium benefit from a halo effect.
- UGC ads work, particularly when they are high production.

Marketer To-Do: Take appropriate steps to ensure your ads are appearing in the right context.

VIDEO USER EXPERIENCE
Both in-feed and non-feed video have benefits.

- People don’t feel forced to watch in-feed ads and brands benefit.
- Non-feed ads feel more forced, but they can help cast a wider audience net.

Marketer To-Do: Leverage in-feed video to take advantage of curated feed and an opt-in ad experience.