THE INFLUENCE OF CONTEXT

PREMIUM CONTENT, USER EXPERIENCE & BEYOND
DIGITAL VIDEO IS HERE TO STAY

DIGITAL VIDEO AD SPEND BY YEAR - $ BILLION

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 PLATFORMS
- Non-Feed On Video Aggregator
- In-Feed On Twitter
- Non-Feed On Publisher Sites

3 CONTENT TYPES
- Premium Content: Broadcast quality, brand safe verified content created by premium publishers
- High Produced User Generated Content: High quality content created by content creators/users
- Low Produced User Generated Content: Low quality content created by users

Category Brands | Content Genres | Content Clips
--- | --- | ---
3 | 9 | 52
DATA COLLECTION

THE WHO
Recruited participants from a representative mobile panel.
Total n=4,776

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.
**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**

**HIGH TRUST** in the content leads to a +10% increase in brand favorability

+8%

All Content: Exposed n=2,044.

Values are modelled using logistic regressions to determine the impact of content perceptions on high/low brand favorability. 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

12% HIGH TRUST in the content leads to +12% increase in intent to purchase the brand.

9%
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
PEOPLE SEE PREMIUM CONTENT DIFFERENTLY

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

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

All Premium Content n=2,356; All UGC n=1,811

PERCEPTIONS OF CONTENT

The content is...

Shareworthy
Entertaining
Trustworthy
High quality
Interesting

Premium content indexed to UGC (100)

<table>
<thead>
<tr>
<th>Below 100</th>
<th>100-109</th>
<th>110-119</th>
<th>Above 120</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shareworthy</td>
<td>Entertaining</td>
<td>Trustworthy</td>
<td>High quality</td>
</tr>
</tbody>
</table>

108 109 114 119 129
POSITIVE OPINIONS TRICKLE DOWN AND BRANDS BENEFIT

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

| Brand Favorability | 
|--------------------|---|
| Premium Content    | +5%↑ |
| User-Generated Content | 0%  |

Brand Is “Interesting”

| Premium Content    | +5%↑ |
| User-Generated Content | +2%  |

↑= significant difference between control and exposed ad at >=90% confidence
All Premium Content: Control n=1377, Exposed n=1,395; All UGC Content: Control n=928; Exposed n=924
WHEN SEEN AS HIGH QUALITY, BOTH DRIVE PURCHASE INTENT BUT PREMIUM HAS THE BRAND FAVORABILITY HALO

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

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

- Purchase Intent: +9%↑, +7%↑
- Brand Favorability: +7%↑, +3%
- Brand Is Interesting: +6%↑, +3%

▲ significant difference between control and exposed ad at >=90% confidence
Ads in Premium Content Rated HQ: Control n=984, Exposed n=975; Ads in UGC Rated HQ: Control n=378 Exposed n=355

15
ADS IN FRONT OF PREMIUM CONTENT THAT GET COMPLETED = AMPLIFIED IMPACT

IMPACT OF CONTENT COMPLETION ON BRAND METRICS

PREMIUM CONTENT
Deltas (Exposed – Control)

- Completed All Of The Content
- Did Not Complete Content

<table>
<thead>
<tr>
<th>10%</th>
<th>5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRAND FAVORABILITY</td>
<td>RESEARCH INTENT</td>
</tr>
<tr>
<td>WEBSITE INTENT</td>
<td>PURCHASE INTENT</td>
</tr>
</tbody>
</table>
THE INS AND OUTS OF USER GENERATED CONTENT
UGC ENCOURAGES INTENT TO TAKE ACTION

This may be related to the “learn more” nature of UGC.

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

<table>
<thead>
<tr>
<th>ADS IN _________</th>
<th>Premium Content</th>
<th>User-Generated Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Intent</td>
<td>+3%↑</td>
<td></td>
</tr>
<tr>
<td>Website Intent</td>
<td>+2%↑</td>
<td>+7%↑</td>
</tr>
</tbody>
</table>

↑ = significant difference between control and exposed ad at >=90% confidence.
...AND HIGH PRODUCTION UGC IS PARTICULARLY RELEVANT

Combination of high production quality + nicheness of user-generated feels most relevant to users.

RELEVANCE OF USER CHOSEN CONTENT

PREMIUM CONTENT
61% “Felt Relevant to Me”

HIGH PRODUCTION USER-GENERATED CONTENT
67% “Felt Relevant to Me”

LOW PRODUCTION USER-GENERATED CONTENT
52% “Felt Relevant to Me”
HIGH PRODUCTION UGC IS SUPERIOR TO LOW PRODUCTION ACROSS THE BOARD

PERCEPTIONS OF USER CHOSEN CONTENT

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=307; Exposed n=310

The content is...

<table>
<thead>
<tr>
<th></th>
<th>High Production UGC Indexed To Low Production UGC (100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertaining</td>
<td>116</td>
</tr>
<tr>
<td>Interesting</td>
<td>120</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>123</td>
</tr>
<tr>
<td>Shareable</td>
<td>130</td>
</tr>
</tbody>
</table>
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>Good Quality</td>
<td>+3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I Want To Hear More From</td>
<td>+3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interesting</td>
<td>+5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has Something Unique To Offer</td>
<td>+5%</td>
<td>+6%</td>
<td></td>
</tr>
<tr>
<td>Innovative</td>
<td></td>
<td>+7%</td>
<td></td>
</tr>
<tr>
<td>Knows How To Get My Attention</td>
<td>+4%</td>
<td>+7%</td>
<td></td>
</tr>
<tr>
<td>Makes Me Feel Good</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>
<tr>
<td>I Prefer</td>
<td></td>
<td></td>
<td>+6%</td>
</tr>
</tbody>
</table>

- Significant increase over control

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=307; Exposed n=310
VALUE OF THE IN-FEED UX
CONSUMERS FEEL LESS FORCED TO WATCH IN-FEED ADS

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

+14%
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.

IN-FEED ADS

Ad Effectiveness
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), n=452; Non-feed (Video Aggregator + Publisher), n=1401
In-feed includes premium content, Non-feed includes premium content and high quality UGC
IN-FEED ADS FIT IN A PERSONALLY CURATED FEED – HENCE FEEL MORE RELEVANT

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= 2566; Non-Feed (Video Aggregator), n=4387
IN-FEED ADS THAT APPEAR BEFORE CONTENT REAP A HOST OF BENEFITS – INCLUDING TRUST AND QUALITY

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

- In-Feed Ads
- Non-Feed Ads

+11%
+9%
+9%
+9%
+9%

HIGH QUALITY
INTERESTING
FELT RELEVANT
TRUSTWORTHY
CULTURALLY RELEVANT

Ad Effectiveness:
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), n=452; Non-feed (Video Aggregator + Publisher), n=1401
In-feed includes premium content, Non-feed includes premium content and high quality UGC
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=311 Control n=368; Non-Feed (video aggregator + Publisher Websites) Exposed n=1401 Control n=1398
In-Feed includes premium content, Non-Feed includes premium content and high quality UGC

- I want to hear more from
  - In-Feed Ads: +9%
  - Non-Feed Ads: +3%

- Makes me feel good
  - In-Feed Ads: +8%
  - Non-Feed Ads: +2%

- Is relevant
  - In-Feed Ads: +7%
  - Non-Feed Ads: +2%

- I prefer
  - In-Feed Ads: +6%
  - Non-Feed Ads: +2%

- Is good quality
  - In-Feed Ads: +6%
  - Non-Feed Ads: +2%
POSITIVE EFFECT FOR TRADITIONAL BRAND KPIs ON IN-FEED ADS

IMPACT ON BRAND METRICS
Deltas (Exposed – Control)

ADS SEEN IN __________ .

- Brand Favorability
  - In-Feed Ads: +11%↑
  - Non-Feed Ads: +5%↑

- Purchase Intent
  - In-Feed Ads: +10%↑
  - Non-Feed Ads: +6%↑

All Twitter ads met their viewability standard and all other ads met MRC standard
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In-Feed (Twitter) Exposed n=311 Control n=368; Non-Feed (video aggregator + Publisher Websites) Exposed n=1401 Control n=1398
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

IN-FEED ADS
BRAND FAVORABILITY
2.3x More Cost Efficient
PURCHASE INTENT
1.7x More Cost Efficient

NON-FEED ADS
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

96% Non-Feed Ads

59% In-Feed Ads

In-Feed (Twitter), n= 135; Non-Feed (video aggregator + Publisher Websites), n=554
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.
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 + Publisher Websites) Exposed n=943 Control n=927
Both in-feed and non-feed include premium content only

<table>
<thead>
<tr>
<th>AIDED AD RECALL</th>
<th>BRAND METRICS IN PREMIUM - % OF ADS COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Feed Ads</td>
<td></td>
</tr>
<tr>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
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<tr>
<td>30%</td>
<td></td>
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<tr>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Non-Feed Ads</td>
<td></td>
</tr>
</tbody>
</table>
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.