

# THE INFLUENCE OF CONTEXT

PREMIUM CONTENT, USER EXPERIENCE & BEYOND

USA

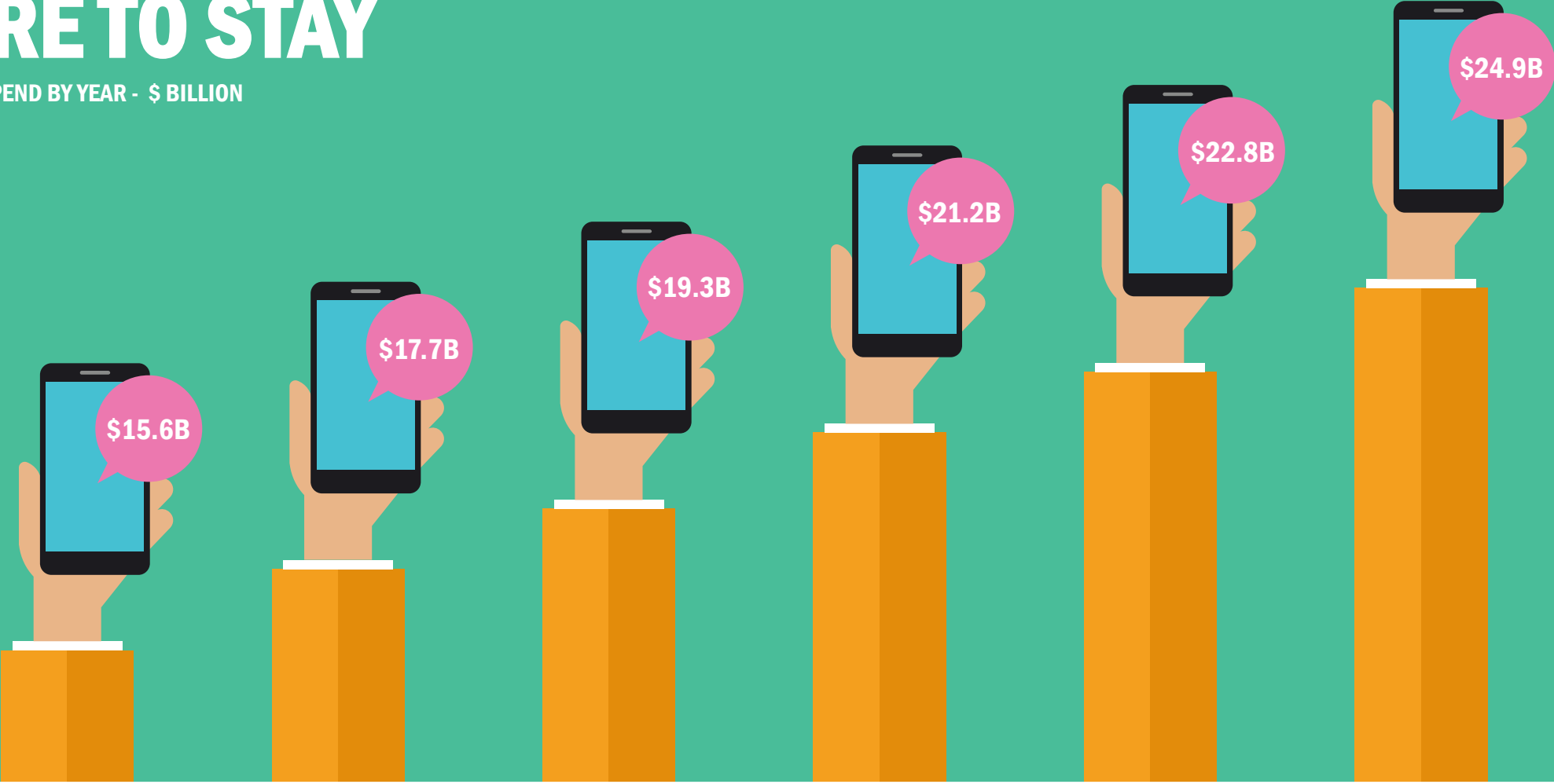
MAGNA

IPG MEDIA LAB



# DIGITAL VIDEO IS HERE TO STAY

DIGITAL VIDEO AD SPEND BY YEAR - \$ BILLION



YEAR

2020

2021 (E)

2022 (E)

2023 (E)

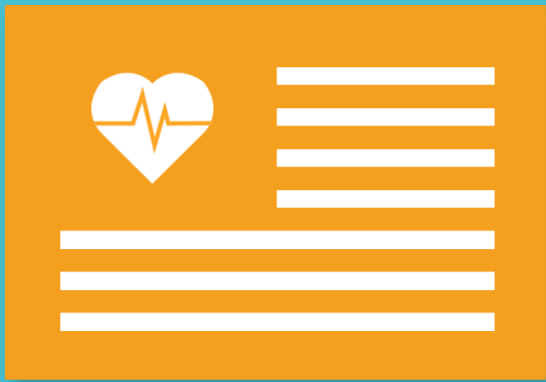
2024 (E)

2025 (E)

The background is a vibrant orange color. It is populated with numerous rounded rectangular icons, each representing a video player. These icons are in various colors including red, pink, teal, and light blue. Each icon features a white play button symbol in the center. The icons are arranged in a somewhat grid-like pattern, with some overlapping or partially cut off at the edges.

**BUT ADVERTISERS ARE  
FACED WITH COUNTLESS  
VIDEO OPTIONS**

**WITH \$18B ON THE LINE  
NEXT YEAR WE MUST  
UNDERSTAND...**



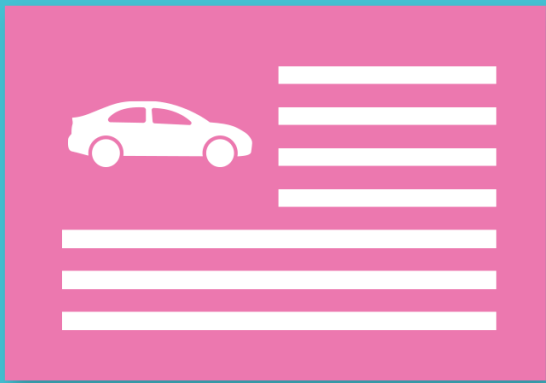
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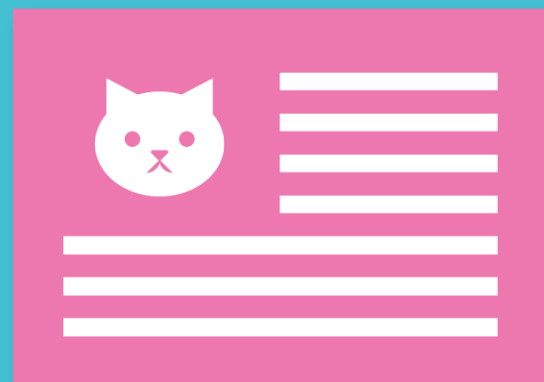
# THE ROLE OF CONTEXT IN VIDEO AD EFFECTIVENESS



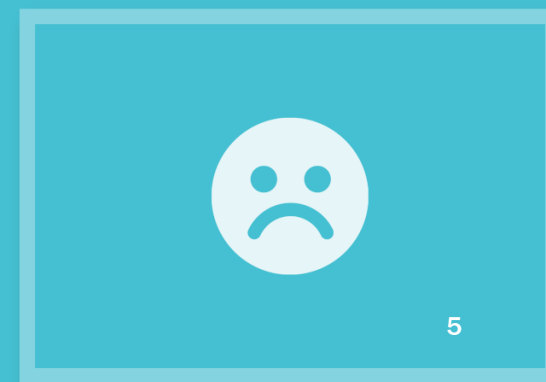
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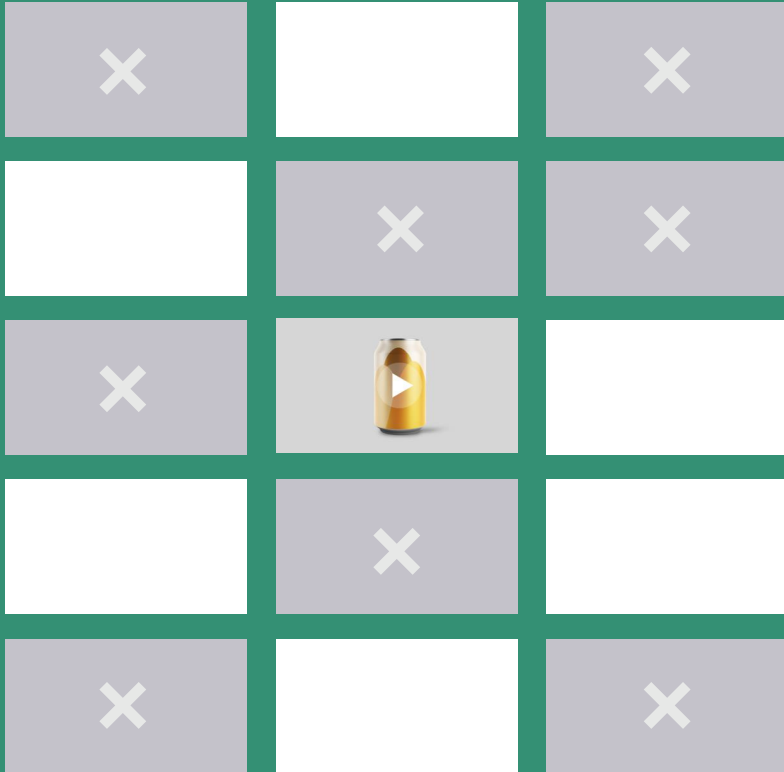
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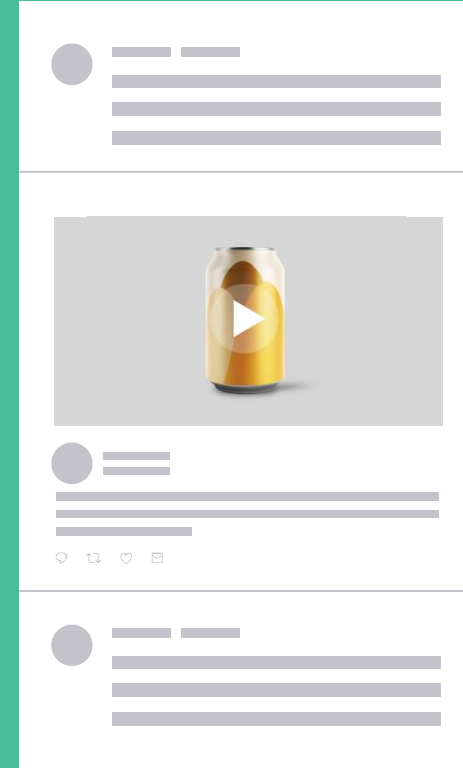


# CONTEXT IS COMPLEX



## 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

52

Content Clips

## 3 CONTENT TYPES

### Premium Content

Broadcast quality, brand safe verified content created by premium publishers

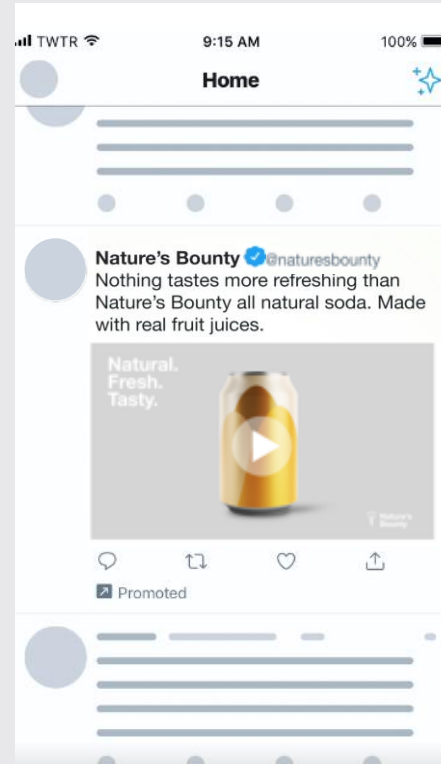
### High Produced User Generated Content

High quality content created by content creators/users

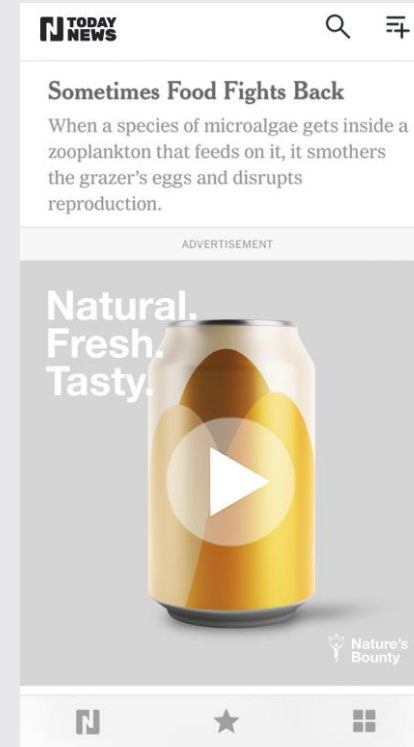
### Low Produced User Generated Content

Low quality content created by users

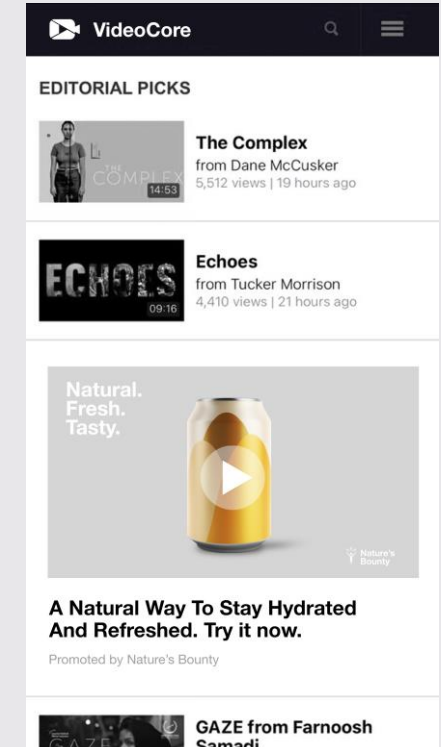
## 3 PLATFORMS



In-Feed On Twitter



Non-Feed On Video Aggregator



Non-Feed On Publisher Sites

# 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.





# THE CONTENT HALO

HIGH QUALITY

PREMIUM

UGC



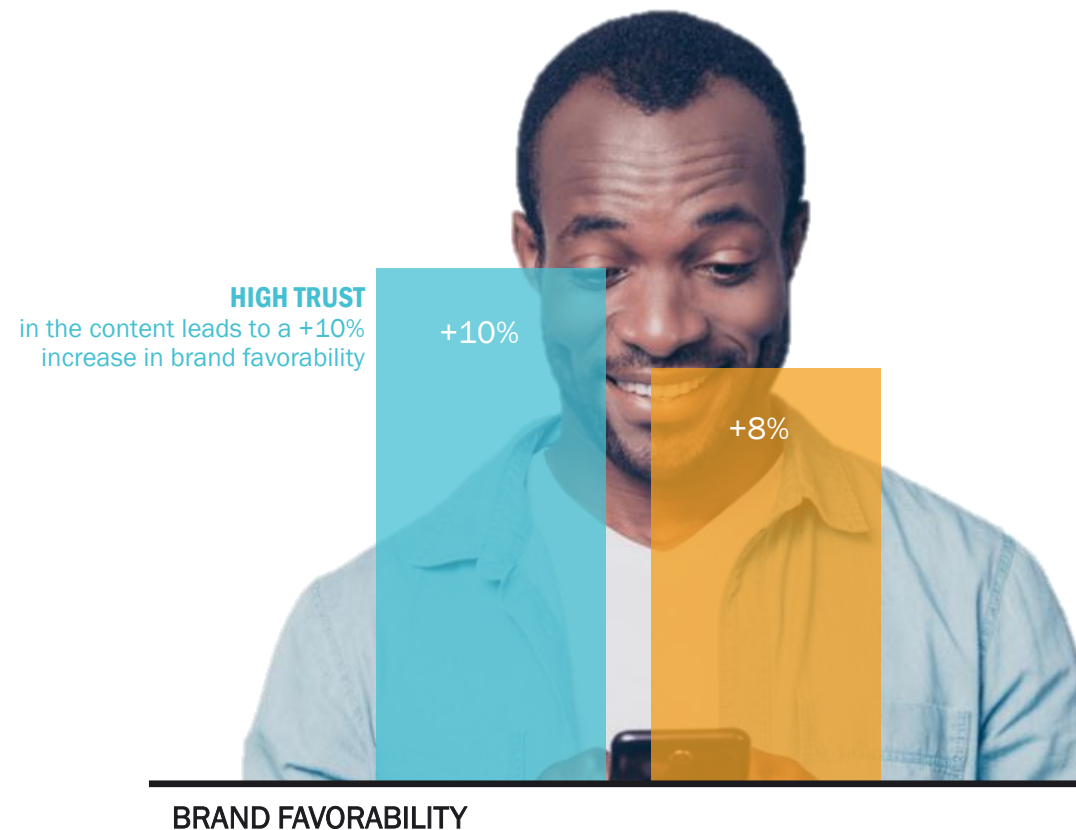
# CONTENT MATTERS

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



# 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

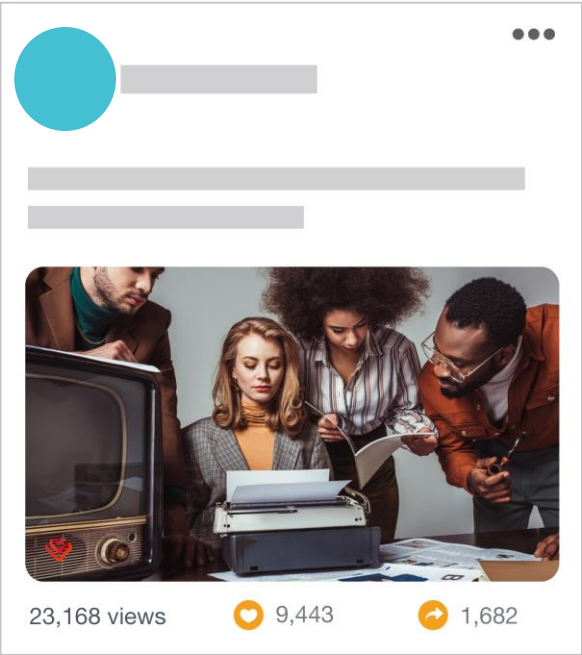
Delta Due to High Content Perception  
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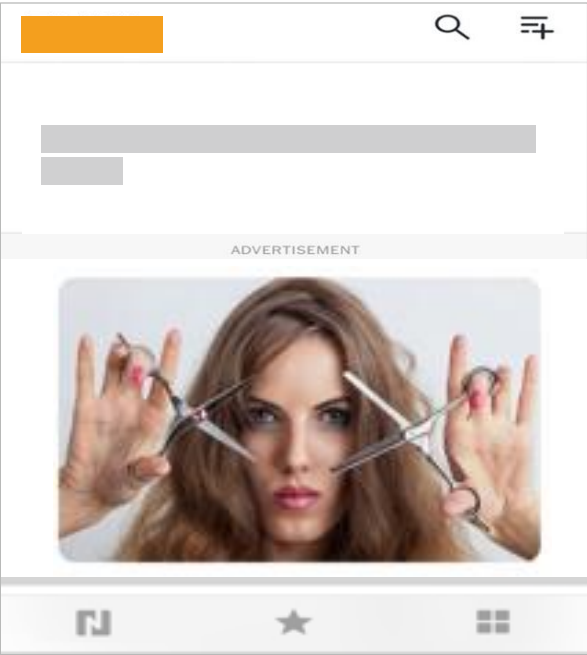
PURCHASE INTENT

# HOW DO DIFFERENT TYPES OF CONTENT PERFORM?



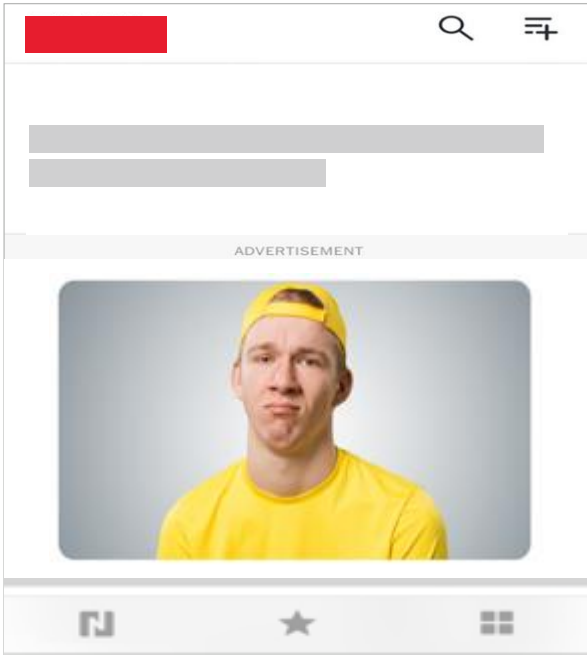
## PREMIUM CONTENT

Broadcast quality content created by premium publishers



## HIGH PRODUCTION UGC

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



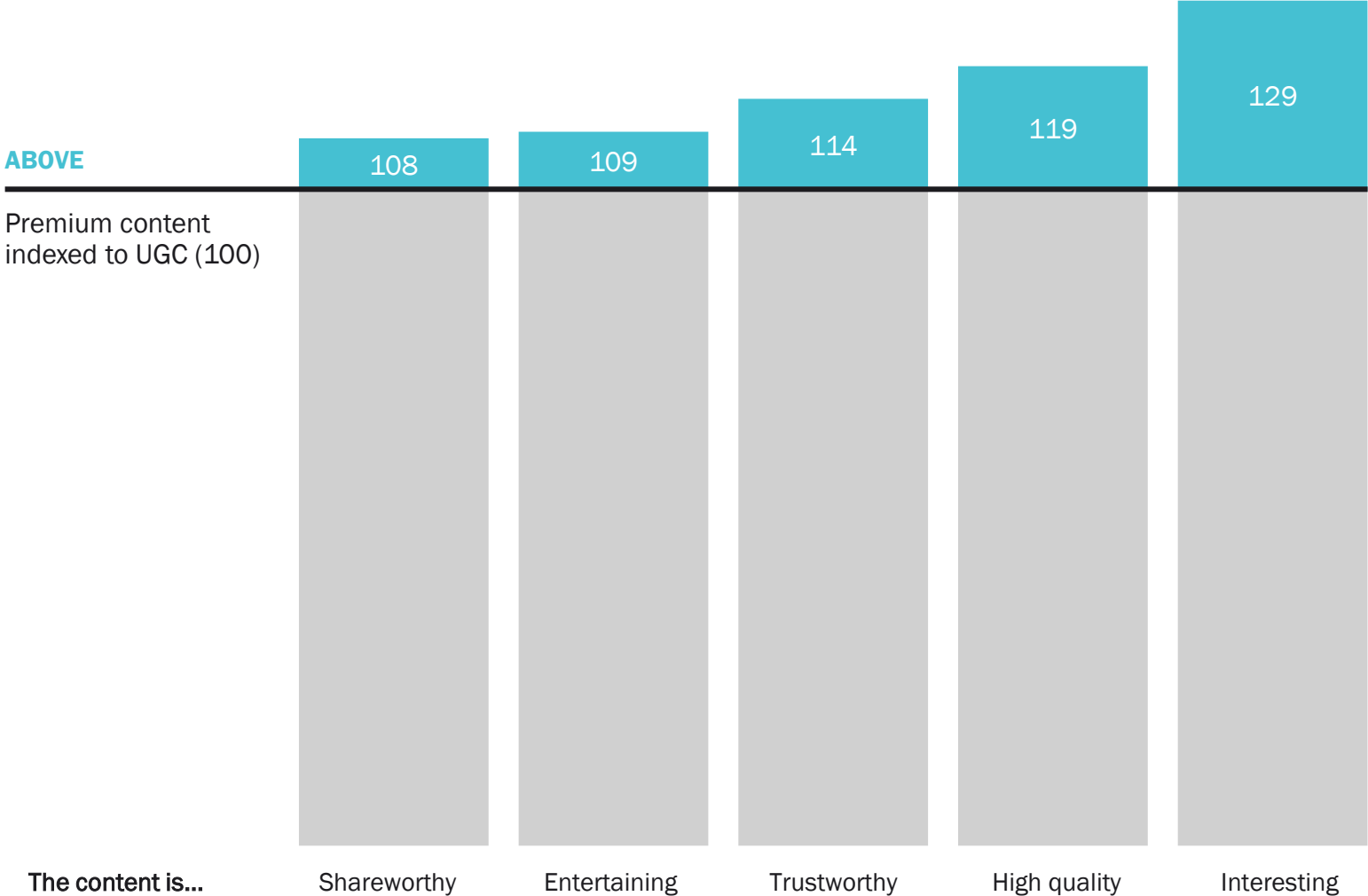
## LOW PRODUCTION UGC

Low quality content created by users

# PEOPLE SEE PREMIUM CONTENT DIFFERENTLY

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

## PERCEPTIONS OF CONTENT



# POSITIVE OPINONS TRICKLE DOWN AND BRANDS BENEFIT

## IMPACT ON BRAND METRICS

Deltas (Exposed - Control)

ADS IN \_\_\_\_\_.

— Premium Content

— User-Generated Content

Brand Favorability



0%

Brand Is "Interesting"



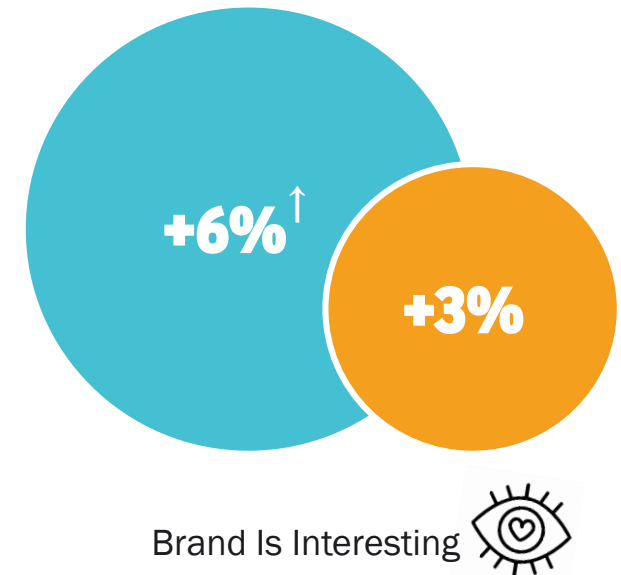
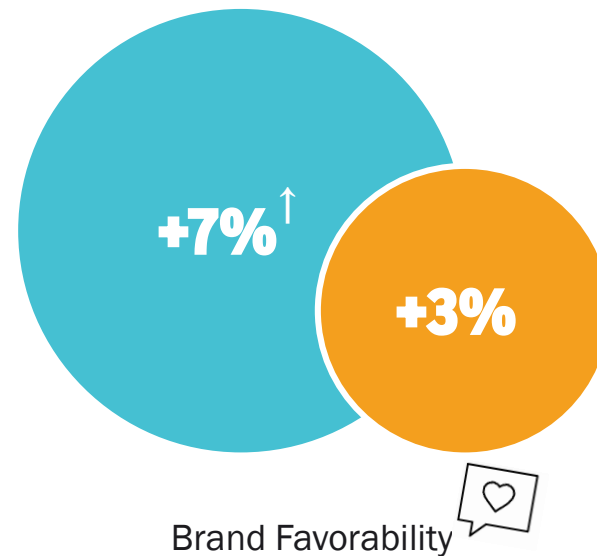
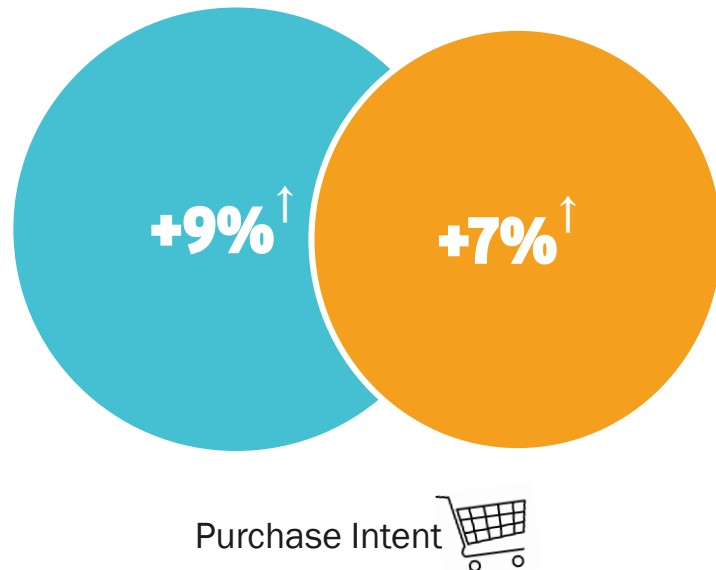
# WHEN SEEN AS HIGH QUALITY, BOTH DRIVE PURCHASE INTENT BUT PREMIUM HAS THE BRAND FAVORABILITY HALO

## AD IMPACT BY PERCEIVED CONTENT QUALITY

Deltas (Exposed - Control)

ADS IN \_\_\_\_\_ RATED HIGH QUALITY BY USERS.

■ Premium Content ■ User-Generated Content



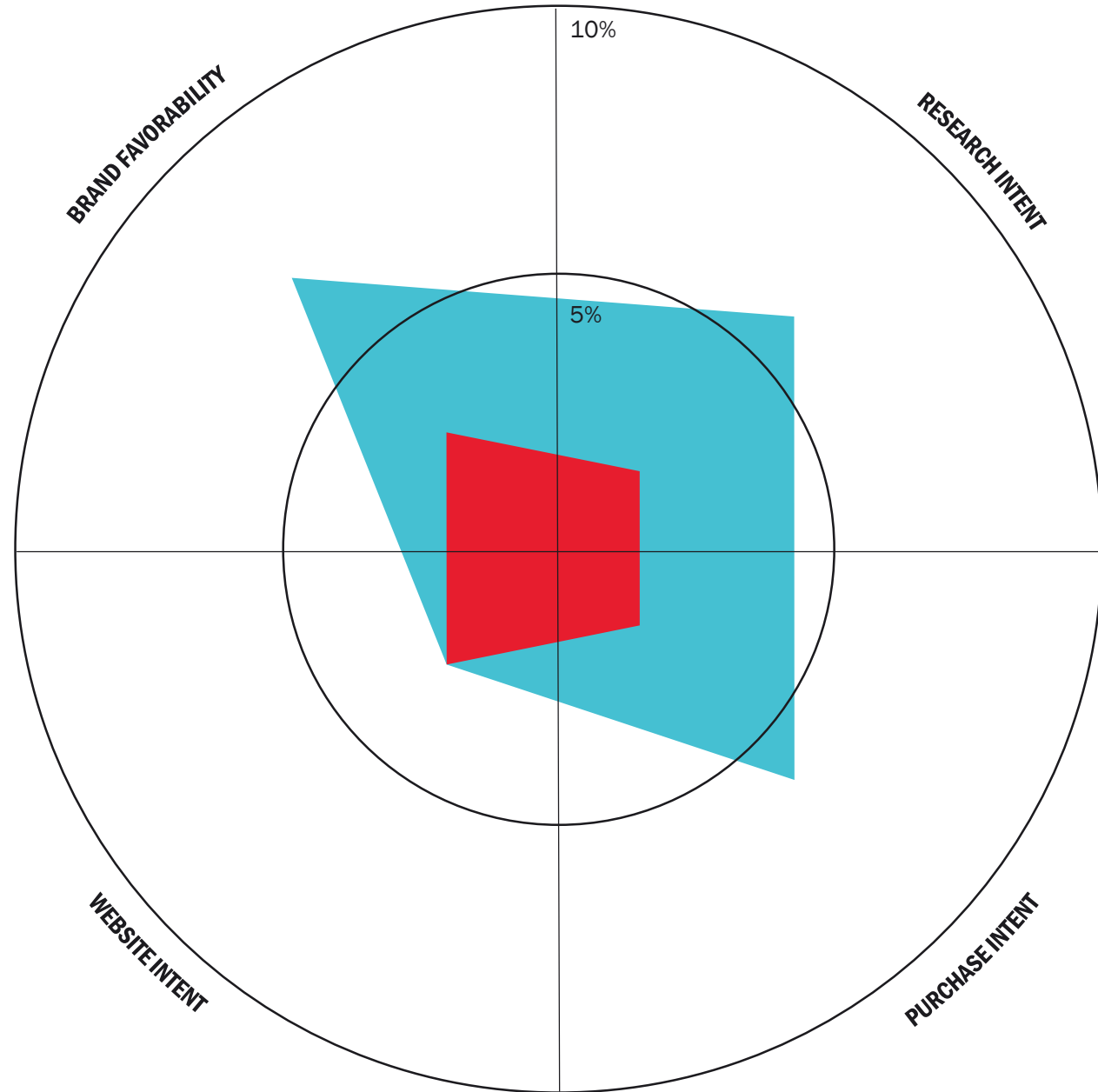
# ADS IN FRONT OF PREMIUM CONTENT THAT GET COMPLETED = AMPLIFIED IMPACT

## IMPACT OF CONTENT COMPLETION ON BRAND METRICS

### PREMIUM CONTENT

Deltas (Exposed - Control)

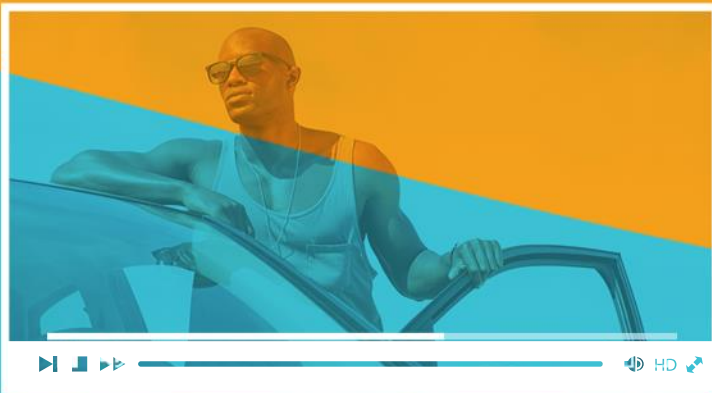
- Completed All Of The Content
- Did Not Complete Content







# 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)

ADS IN \_\_\_\_\_ .

■ Premium Content

■ User-Generated Content

Research Intent



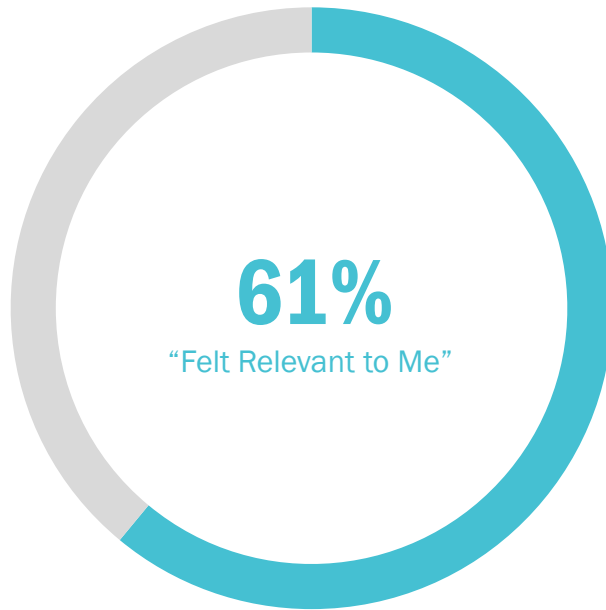
Website Intent



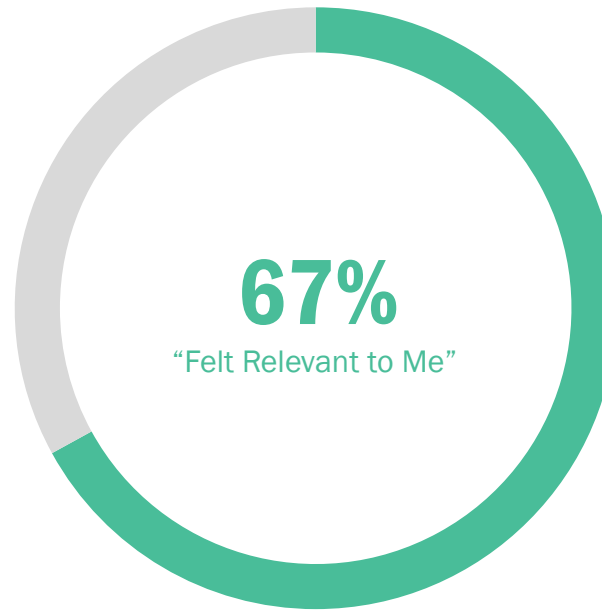
# ...AND HIGH PRODUCTION UGC IS PARTICULARLY RELEVANT

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

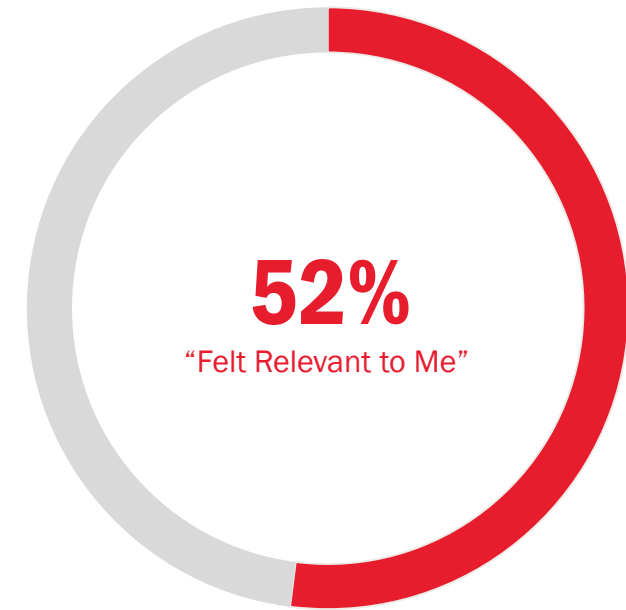
## RELEVANCE OF USER CHOSEN CONTENT



PREMIUM CONTENT



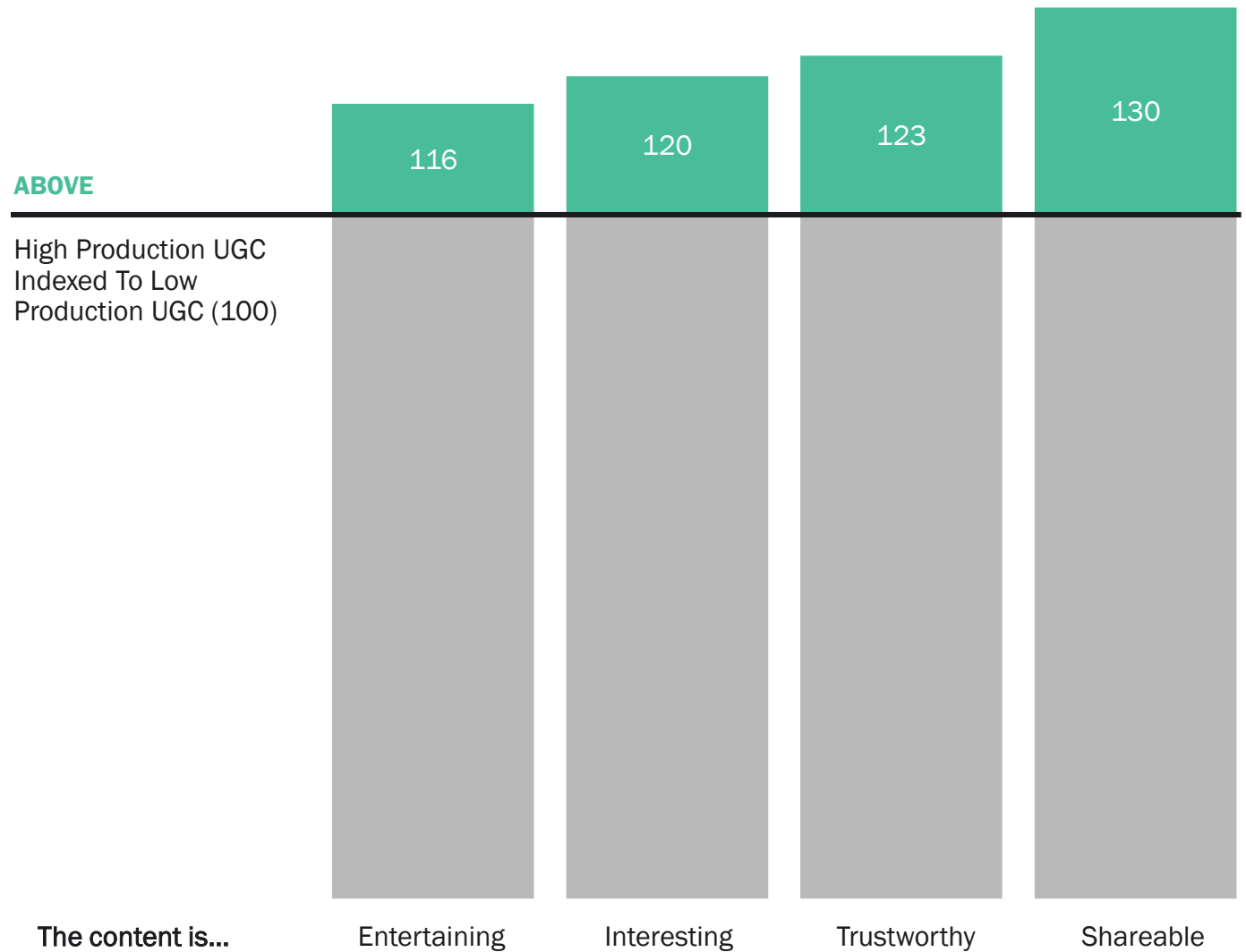
HIGH PRODUCTION USER-GENERATED CONTENT



LOW PRODUCTION USER-GENERATED CONTENT

# HIGH PRODUCTION UGC IS SUPERIOR TO LOW PRODUCTION ACROSS THE BOARD

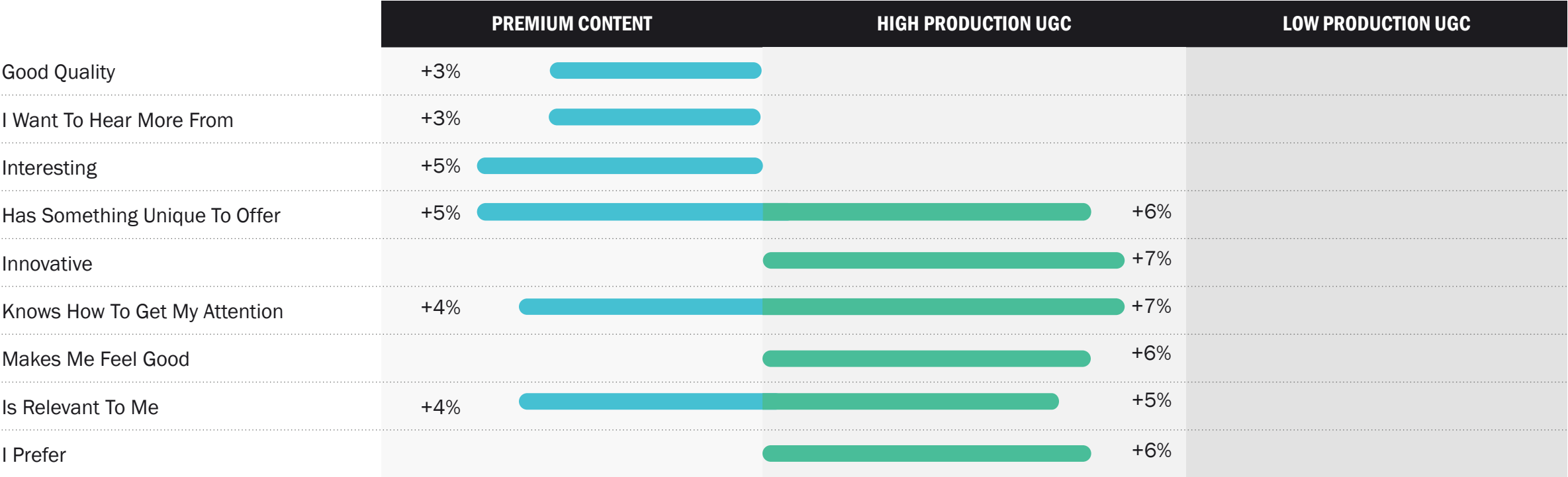
PERCEPTIONS OF USER CHOSEN CONTENT



# HIGH PRODUCTION UGC WORKS, BUT LOW PRODUCTION CAN STIFLE AD IMPACT

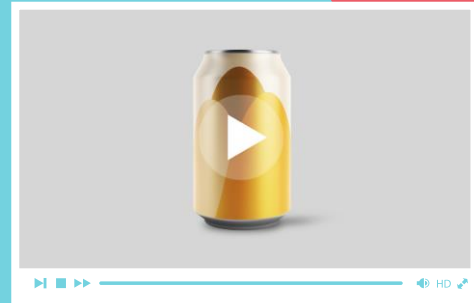
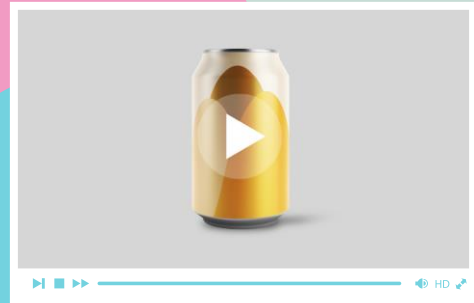
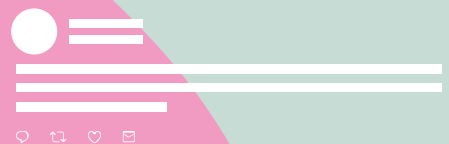
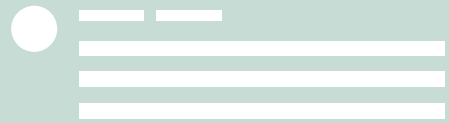
Both premium content and high production UGC drives positive brand perceptions, but lack of impact when appearing in low production UGC.

## IMPACT ON BRAND ATTRIBUTES



— Significant increase over control

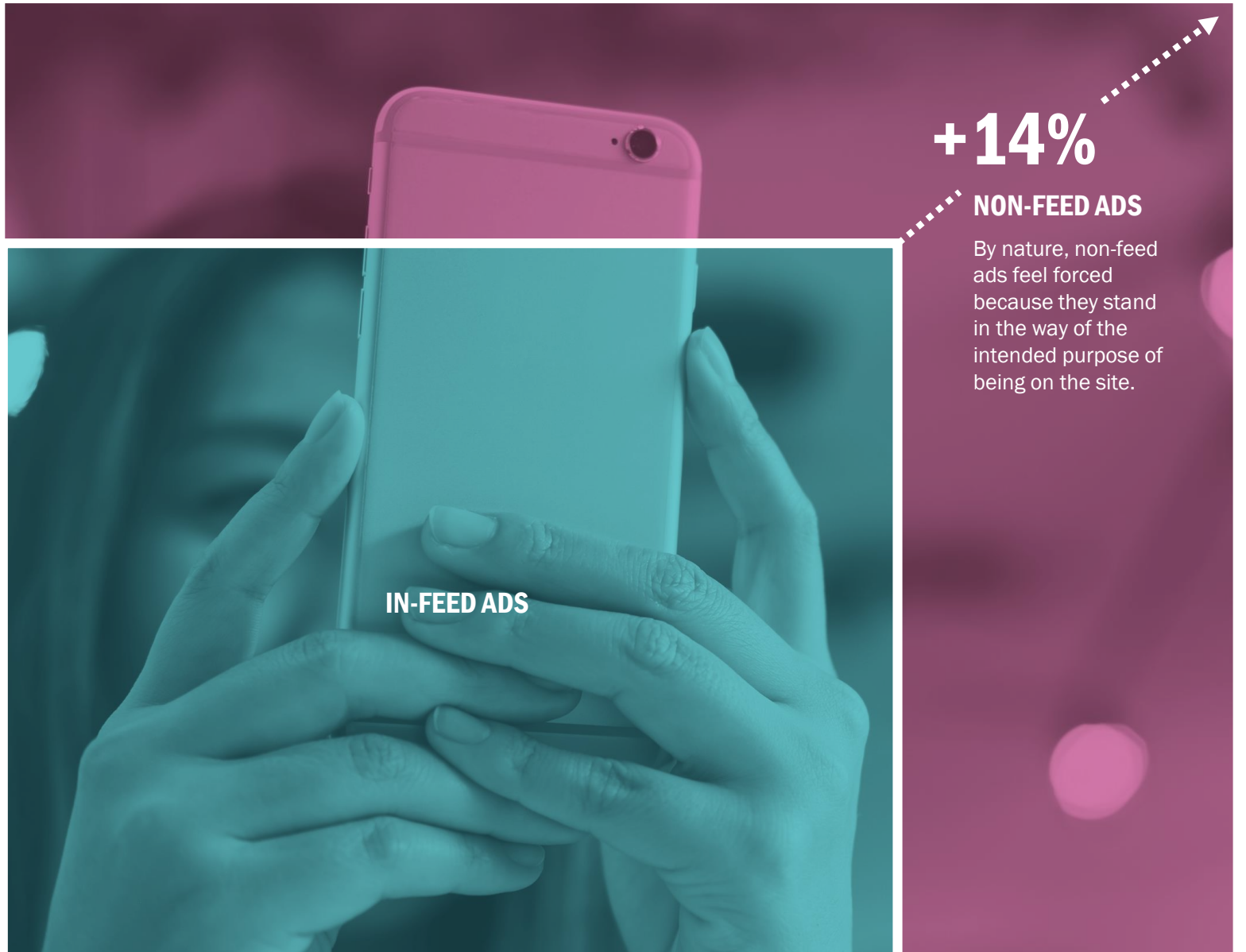
# VALUE OF THE IN-FEED UX



# CONSUMERS FEEL LESS FORCED TO WATCH IN-FEED ADS

'I FELT FORCED TO WATCH THE AD'

Deltas (Non-feed - In-feed)



Ad Effectiveness

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

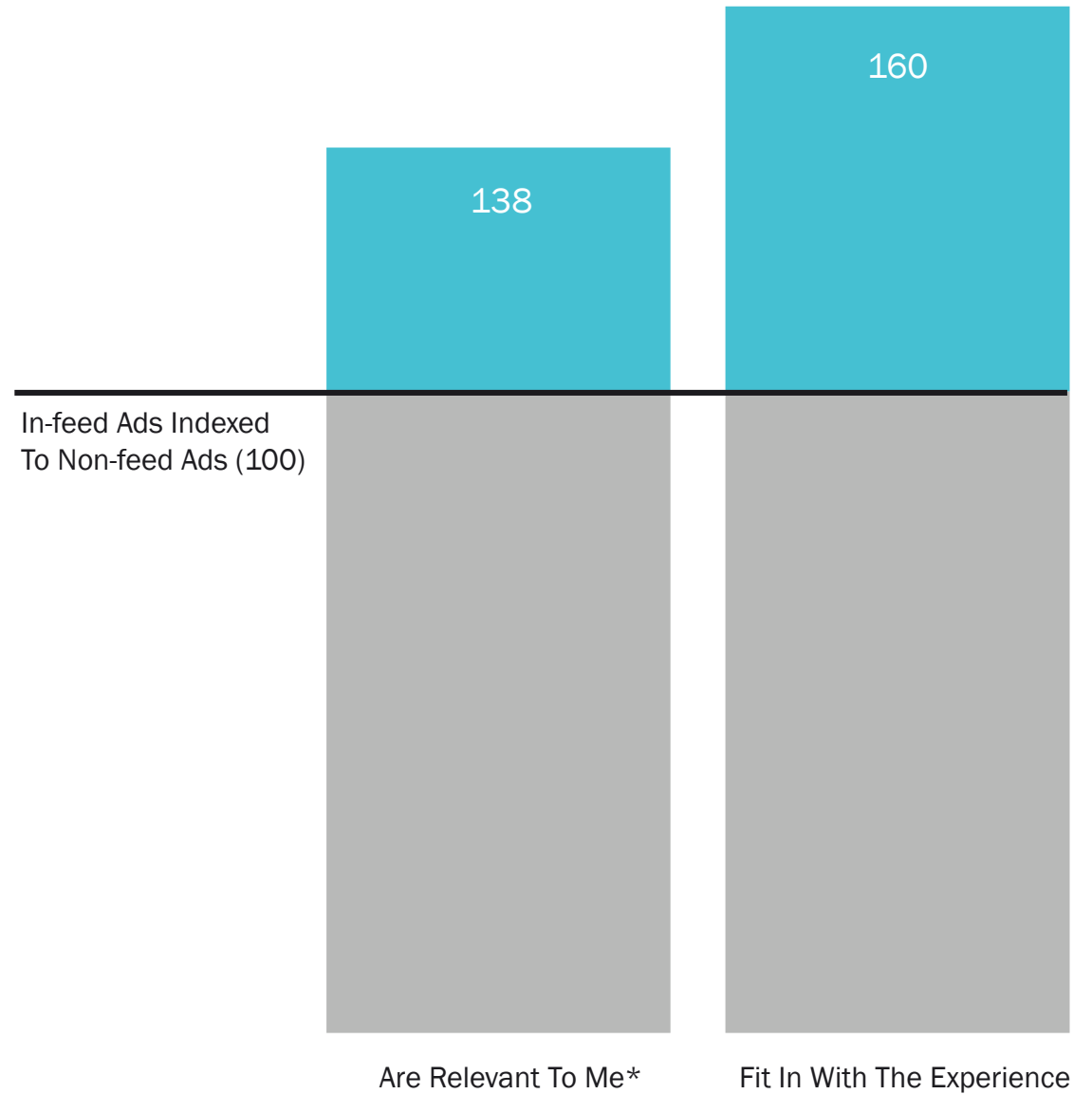
↑ = significant difference between control and exposed ad at >=90% confidence

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

IN-FEED ADS...



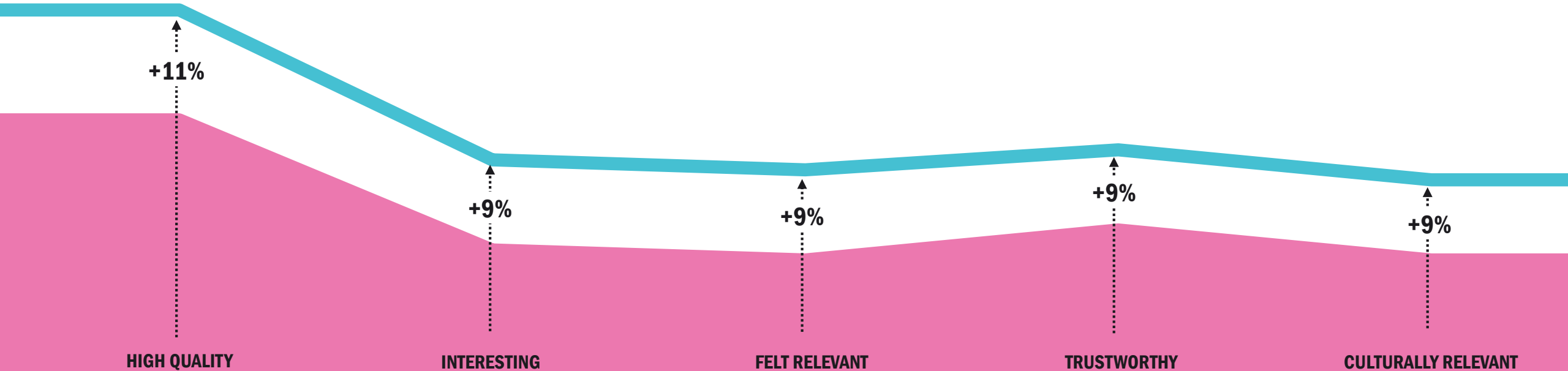


# IN-FEED ADS THAT APPEAR BEFORE CONTENT REAP A HOST OF BENEFITS – INCLUDING TRUST AND QUALITY

## IMPACT ON AD OPINIONS

Deltas (In-Feed % – Non-Feed %)

■ In-Feed Ads    ■ Non-Feed Ads

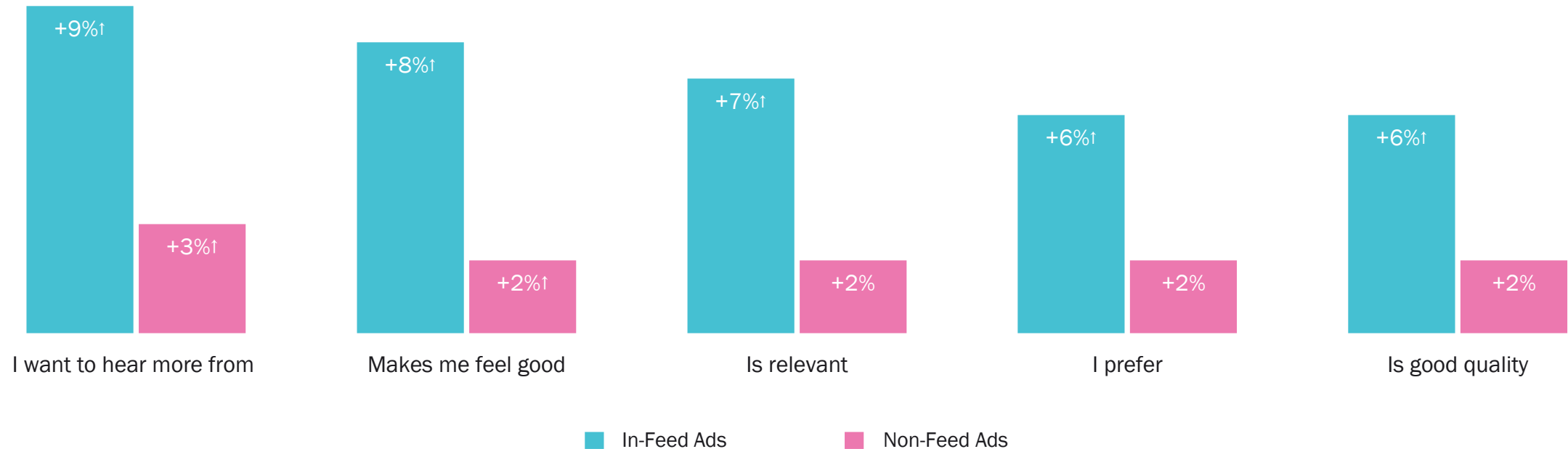


Ad Effectiveness  
 All Twitter ads met their viewability standard and all other ads met MRC standard  
 †= significant difference between control and exposed ad at >=90% confidence  
 In-feed(Twitter), n=452; Non-feed (Video Aggregator + Publisher), n=1401  
 In-feed includes premium content, Non-feed 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

# POSITIVE EFFECT FOR TRADITIONAL BRAND KPIS ON IN-FEED ADS

## IMPACT ON BRAND METRICS

Deltas (Exposed – Control)

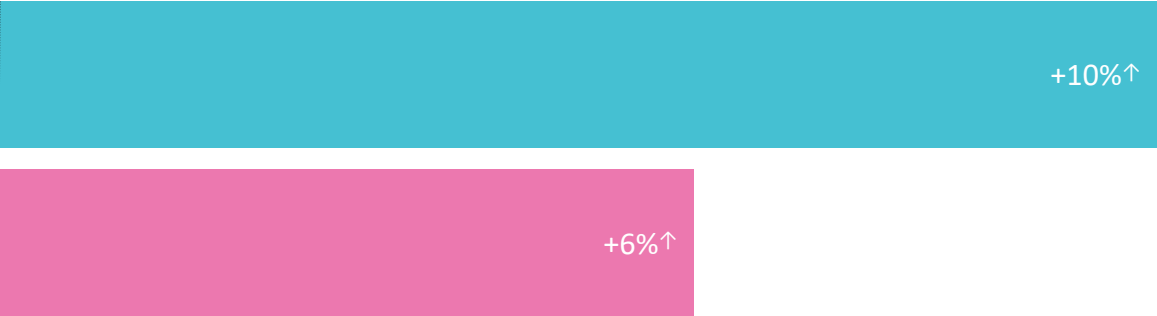
ADS SEEN IN \_\_\_\_\_ .

In-Feed Ads Non-Feed Ads

Brand Favorability



Purchase Intent



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

# IN-FEED ADS BEFORE PREMIUM CONTENT = DOLLARS SAVED

**COST EFFICIENCY**

**PREMIUM ONLY**

% Difference In Cost Per Person



# 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)

NON-FEED ADS  
138



# 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

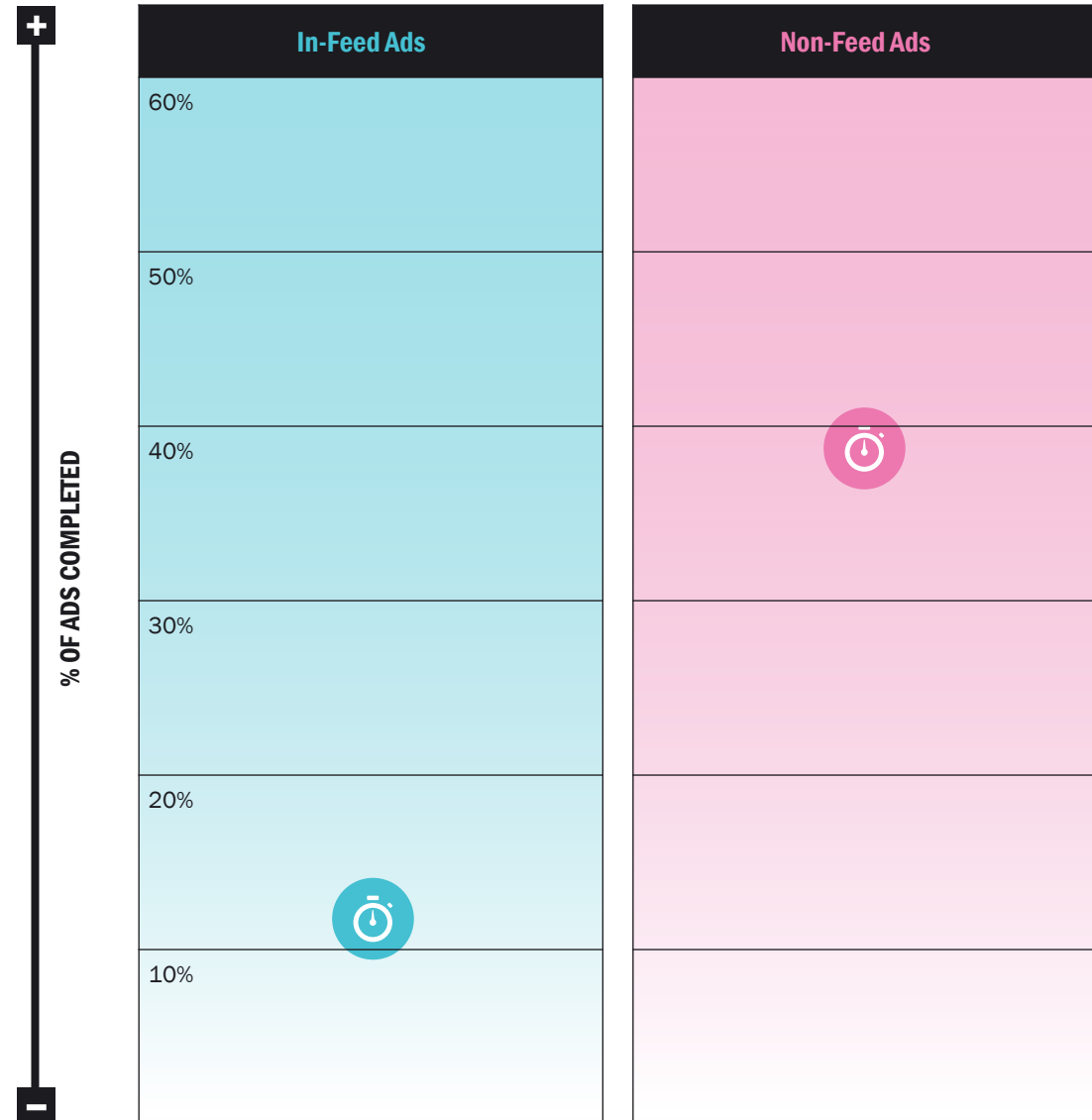
59%  
In-Feed Ads



# NON-FEED ADS YIELD MORE TIME WITH CONSUMERS

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

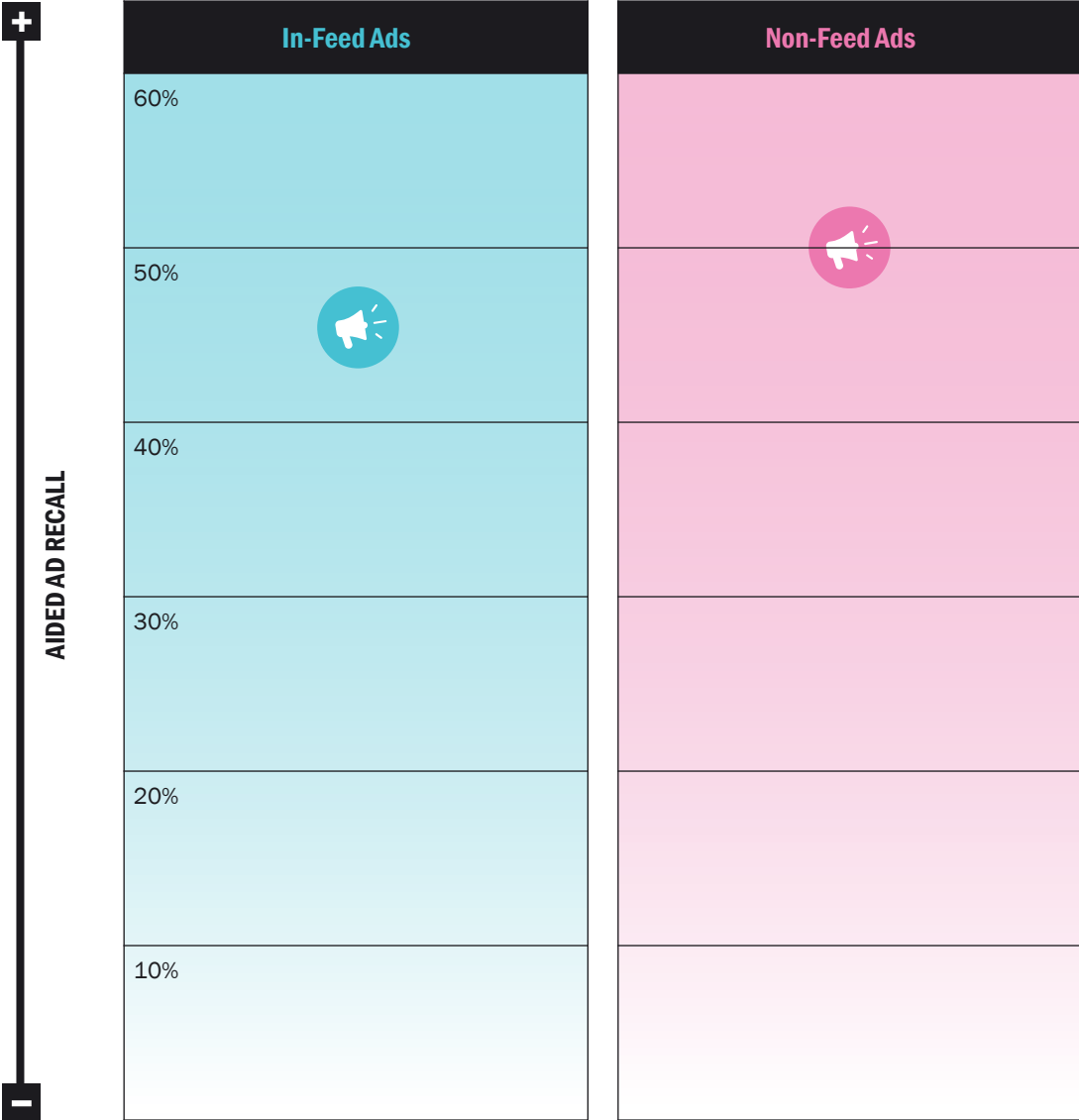
## AD COMPLETION





# HIGHER COMPLETION RATE = HIGHER AD RECALL

BRAND METRICS IN PREMIUM - % OF ADS COMPLETED



(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

# 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.

