CONTENT TARGETING

Driving Brand Growth Without Collecting User Data

MAGNA IPG MEDIA LAB ZEFR

Forbes CommunityVoice™ Connecting expert communities to the Forbes audience. What is this?

AUG 14, 2017 @ 09:00 AM 2,319

The Little Black Book of Billionaire

Brand Safety: Do You Know Where Your Content Is?

Forbes Agency Council

creative & advertising execs share trends & tips FULL BIO

FORTUNE

FACEBOOK

Facebook Can't Fix this Problem Alone

GYCOMMERCE.HOUSE.GOV | ECOMMERCE

APR

NO QUESTION ABOUT IT

MORE BIG ADVERTISERS SUSPEND GOOGLE ADS OVER OFFENSIVE VIDEOS

GM, Walmart, Pepsico, FX Join Revolt Against Biggest Digital Player

By Jack Neff. Published on March 24, 2017.

MEDIAPOST AGENCY DAILY

enter your email address Subscribe

4As, Agencies Form Protection Bureau

by **Larissa Faw** , April 10, 2018

WSJ

NOW PLAYING

4/20/2018 10:39AM

Data-Security Concerns Threaten Trust in Tech Companies

DATA PRIVACY & BRAND SAFETY ARE DOMINATING THE NEWS

CAN BRANDS TARGET *WITHOUT* COLLECTING USER DATA?

WE TESTED THREE YOUTUBE TARGETING STRATEGIES TO FIND OUT

WHAT WE TESTED

Isolating Targeting Effects

CONTROL

Baseline for comparison

Popular YouTube videos unrelated to test brands

Who: Brand's demographic
What: Public Service Announcement + Popular YouTube content

DEMO TARGETING

Ads that use demographic signals to reach a demographic audience

Aligns ad with trending YouTube content;
Popular YouTube videos unrelated to test brands

Who: Brand's demographic
What: Brand's ad + Popular YouTube content

CHANNEL TARGETING

When a video advertisement is run on popular YouTube channels

Aligns ad with specific YouTube channels

Who: Brand's demographic
What: Brand's ad + YouTube content from channels the brand typically targets

CONTENT TARGETING

When a video advertisement is directly aligned with content at the video level

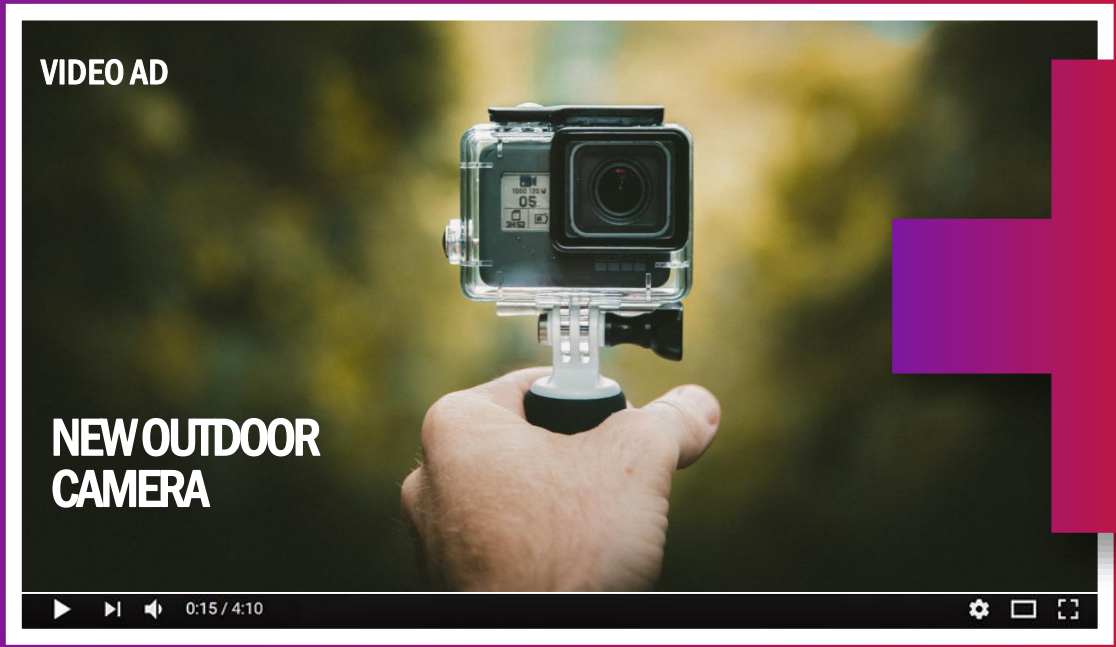
Aligns ad with highly relevant YouTube content

Who: Brand's demographic
What: Brand's ad + relevant YouTube content

MAGNA IPG MEDIA LAB ZEFR

WHAT IS CONTENT TARGETING ON YOUTUBE?

Pairs an ad with relevant YouTube content.



HOW WE TESTED

Participants recruited from nationally representative online panel

Total n=3,035
PC n=1,511
Smartphone n=1,524

Initial survey with demographic and video consumption questions

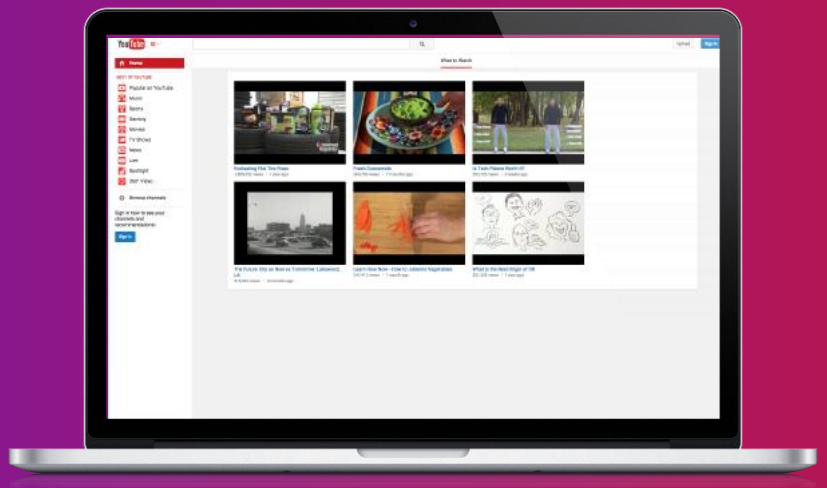
Participants were randomized into test cells and selected video content for viewing. Ad appears prior to content. Behavioral data collected

<u>Pre-Roll Ad Format</u>
25% Skippable
75% Non-Skippable

Post-exposure survey to measure traditional brand metrics (ad recall, perceptions, intent, etc.) and qualitative feedback

WHERE WE TESTED

DESKTOP



YOUTUBE ENVIRONMENT

SMARTPHONE

YOUTUBE ENVIRONMENT

- Mimics native consumption environment
- Allows interactive user choice
- Offered on both PC and Smartphone platforms

MAGNA IPG MEDIA LAB ZEFR

BRANDS WE TESTED

hulu

Jeep

MAJOR CPG BRAND

MAGNA

IPG MEDIA LAB

ZEFR

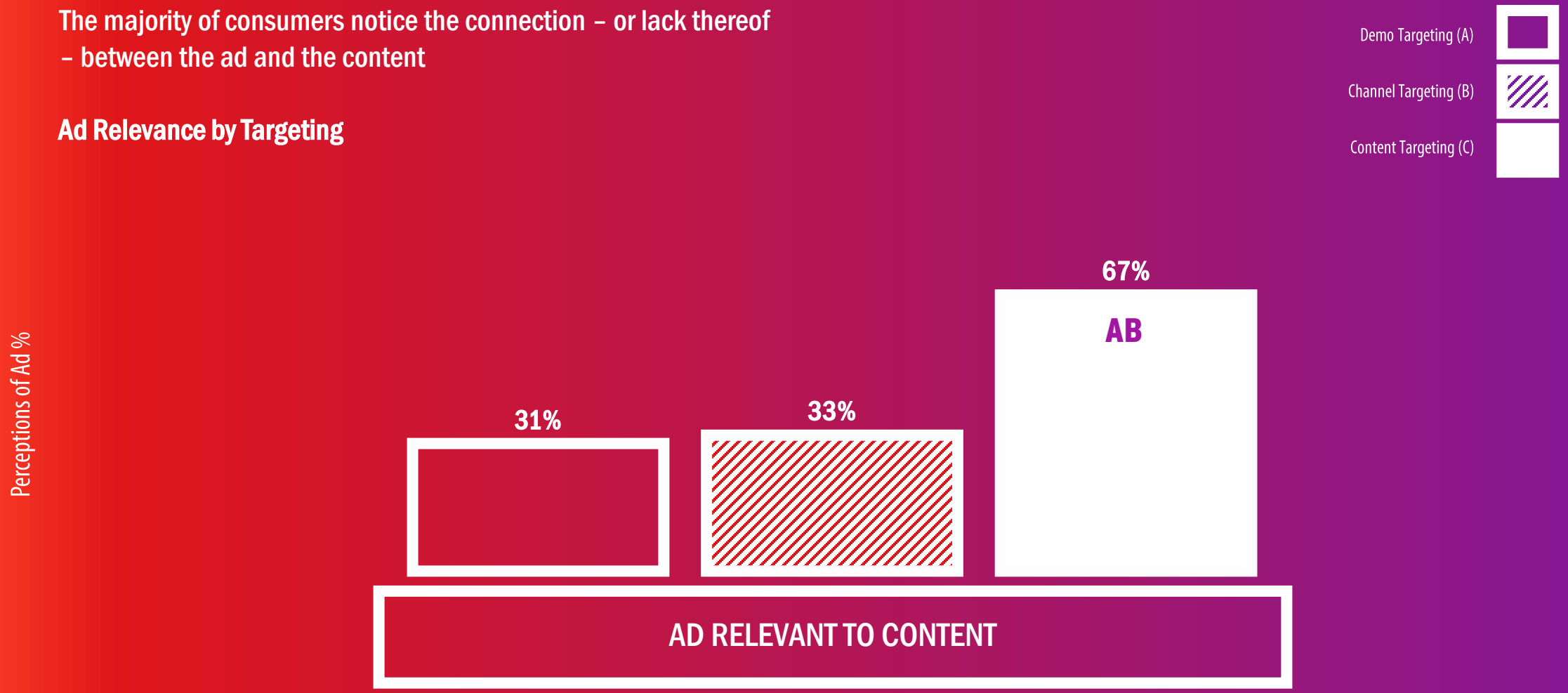
CONTENT TARGETING

THROUGH CONSUMERS' EYES

CONTENT TARGETING MORE THAN DOUBLES AN AD'S RELEVANCE

The majority of consumers notice the connection – or lack thereof – between the ad and the content

Ad Relevance by Targeting

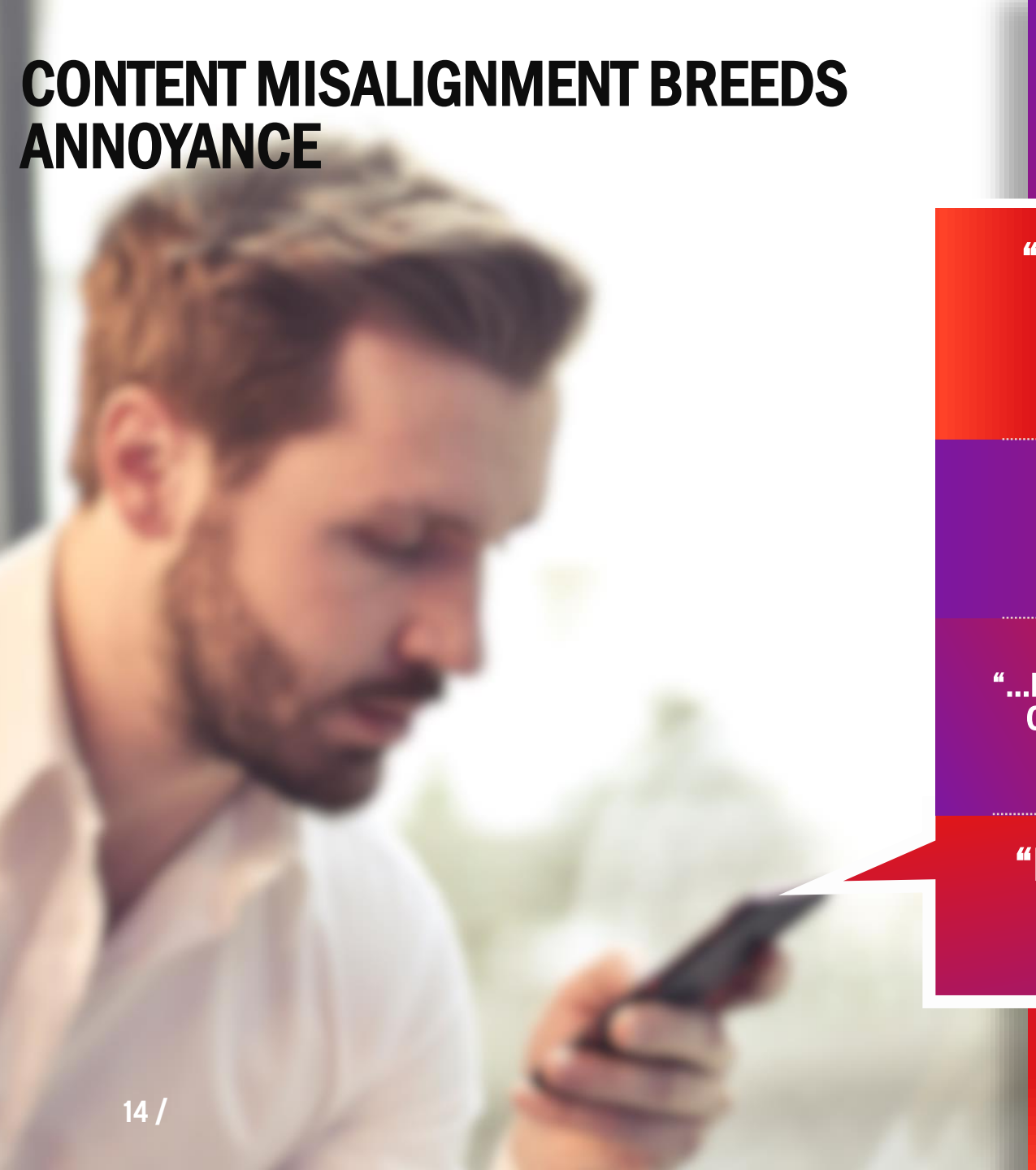


Demo n=608, Channel n=608, Content n=606
A/B/C = Statistically significant difference between test groups at >=90% confidence

THE CONTENT YOUR AD APPEARS NEXT TO SPEAKS FOR YOUR BRAND

WHETHER YOU WANT IT TO OR NOT

CONTENT MISALIGNMENT BREEDS ANNOYANCE



CONSUMER FEELINGS ON MISMATCH BETWEEN CONTENT & AD

"...THE ADVERTISER HASN'T TARGETED THEIR AD VERY WELL AND DOESN'T KNOW WHAT THEY'RE DOING."

"ADVERTISERS DON'T CARE ABOUT THEIR POTENTIAL CUSTOMERS."

"...I DON'T FEEL ANY CONNECTION."

"IRRITATED... I'M LESS LIKELY TO PURCHASE A PRODUCT."

"I USUALLY FEEL ANNOYED OR TURNED OFF BY THE AD. IT MAKES ME IGNORE THE AD ENTIRELY."

Q: Please tell us in your own words how you feel when there is a mismatch between the video you are watching and the ad that appears

MAGNA IPG MEDIA LAB ZEFR

ON THE FLIP SIDE, BRANDS GET CREDIT FOR GOING THE EXTRA MILE

CONSUMER FEELINGS ON MATCH BETWEEN CONTENT & AD

"I LOVE THIS! IT MAKES ME WAY MORE LIKELY TO BUY WHATEVER IS BEING SOLD."

"MAKES SENSE, AND IT TELLS ME THAT THEY "GET IT" AND UNDERSTAND THE CONSUMER..."

"IT FEELS PURPOSEFUL AND USEFUL"

"...I PAY ATTENTION TO ADS THAT HAVE A CONNECTION TO THE VIDEO THAT I AM WATCHING"

"MATCHING ADS ARE HOW IT SHOULD BE. MAKES FOR A GREAT EXPERIENCE...HIGHLY RECOMMEND MATCHING ADS AND VIDEOS!"

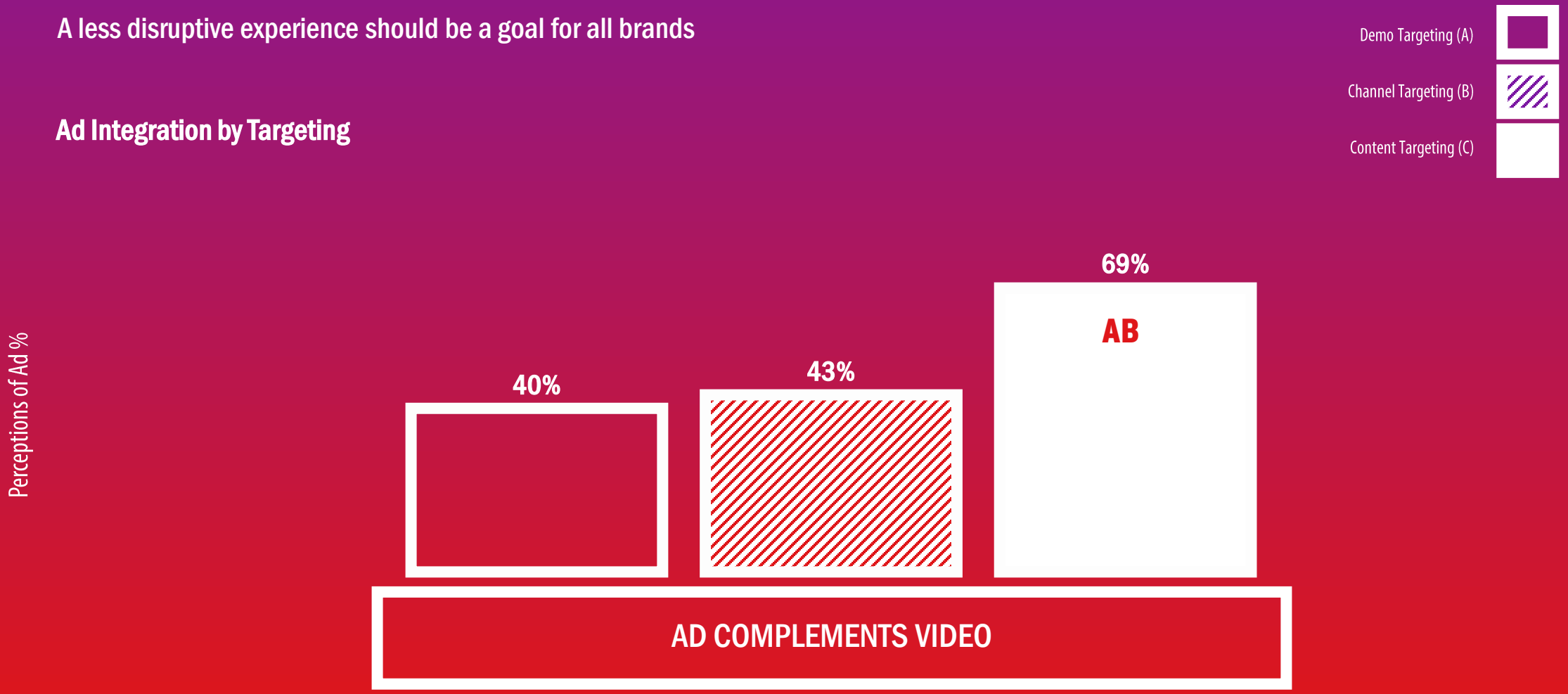
Q: Please tell us in your own words how you feel when there is a match between the video you are watching and the ad that appears

MAGNA IPG MEDIA LAB ZEFR

CONTENT TARGETING IMPROVES THE MEDIA EXPERIENCE

A less disruptive experience should be a goal for all brands

Ad Integration by Targeting

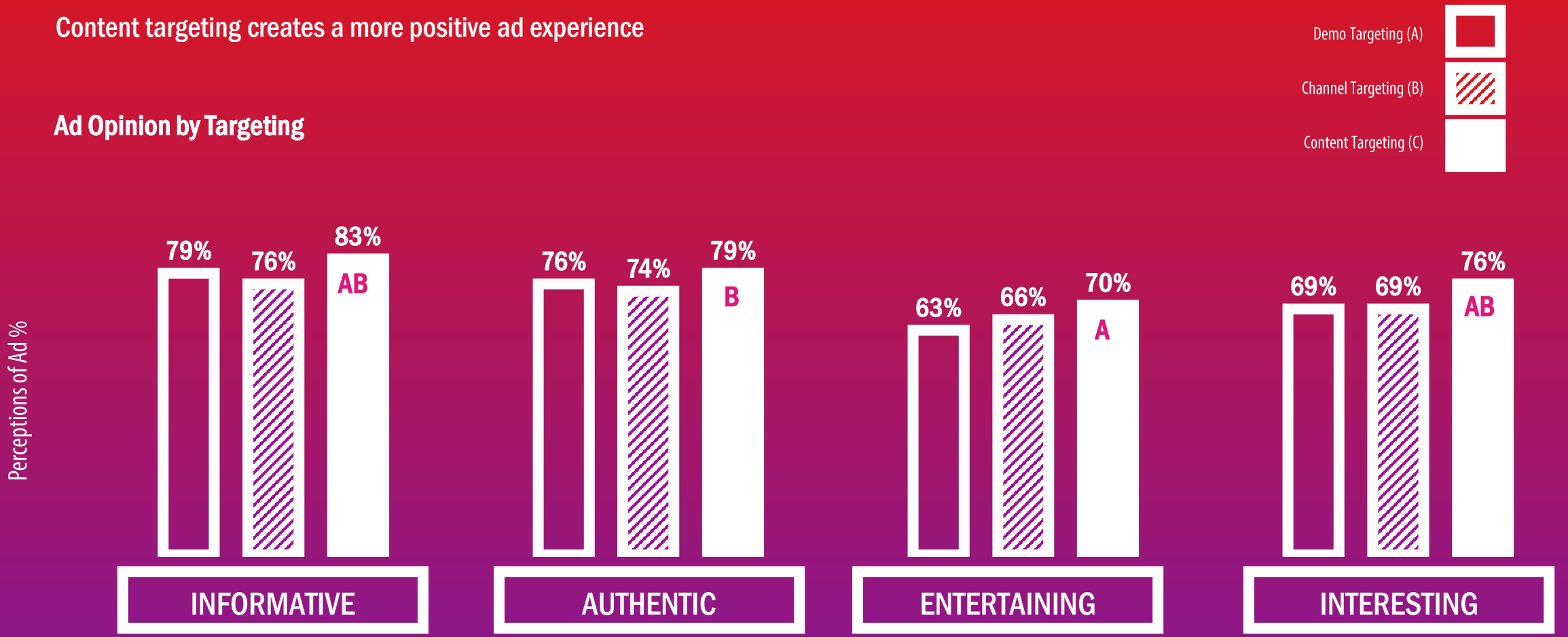


Demo n=608, Channel n=608, Content n=606
A/B/C = Statistically significant difference between test groups at >=90% confidence

BETTER MEDIA EXPERIENCE SHINES POSITIVE LIGHT ON THE AD ITSELF

Content targeting creates a more positive ad experience

Ad Opinion by Targeting

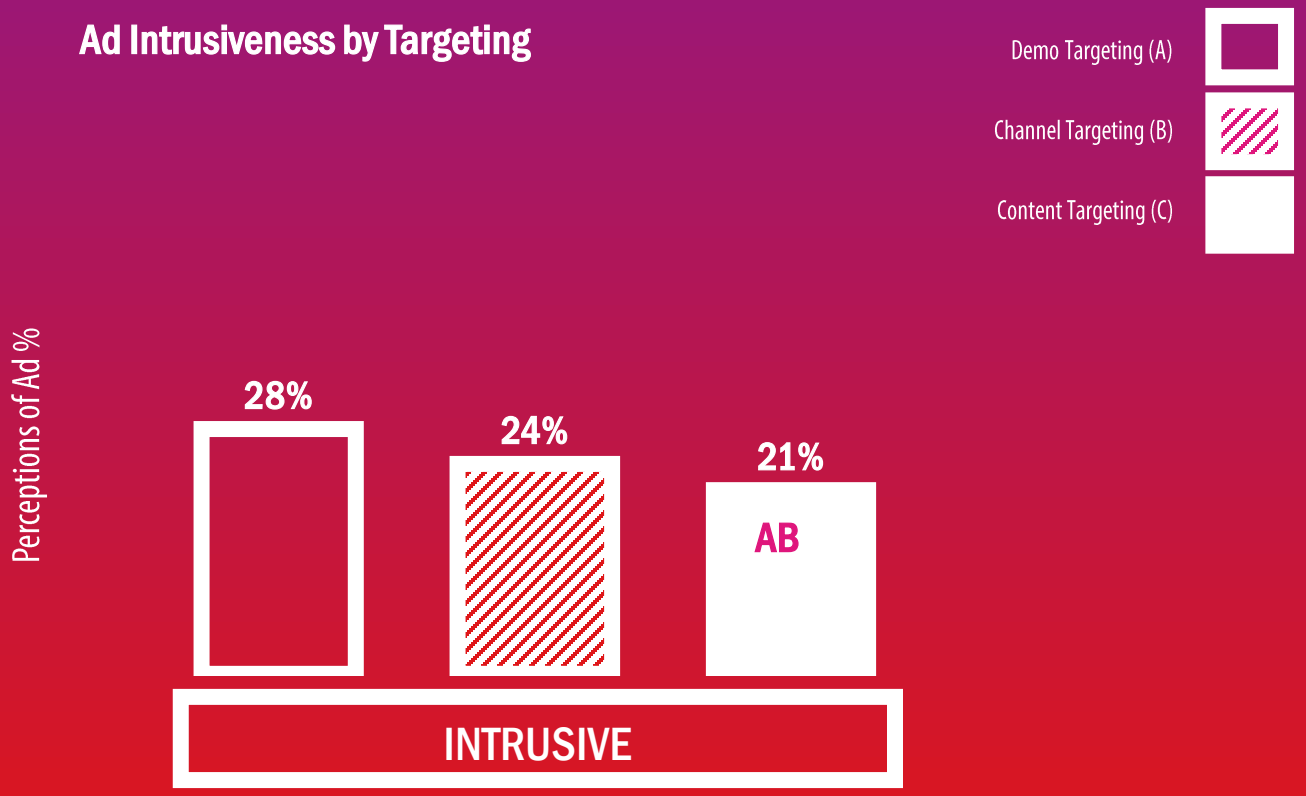


Demo n=608, Channel n=608, Content n=606
A/B/C = Statistically significant difference between test groups at >=90% confidence

SMALL SHIFT IN CONTENT FOR A BIG SHIFT IN ACCEPTANCE

Privacy concerns are at all an time high. Avoid negative brand associations through content targeting.

Ad Intrusiveness by Targeting



CONTENT TARGETING UP TO

33% LESS INTRUSIVE

Demo n=608, Channel n=608, Content n=606
A/B/C = Statistically significant difference between test groups at >=90% confidence

MAGNA IPG MEDIA LAB ZEFR

MAGNA

IPG MEDIA LAB

ZEFR

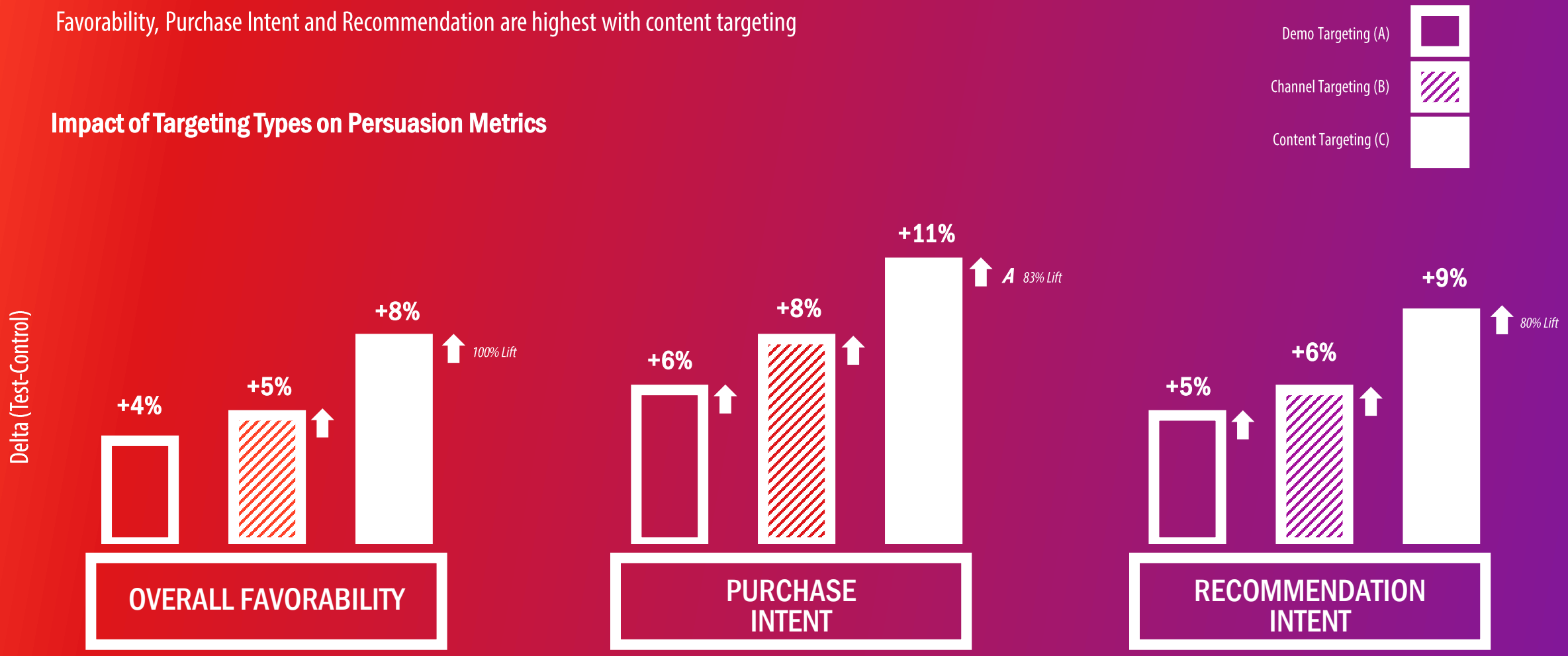
WHAT CAN IT DO
FOR YOUR BRAND?

REAL CASE STUDIES

CONTENT TARGETING DRIVES BETTER BRAND METRICS ACROSS THE BOARD

Favorability, Purchase Intent and Recommendation are highest with content targeting

Impact of Targeting Types on Persuasion Metrics

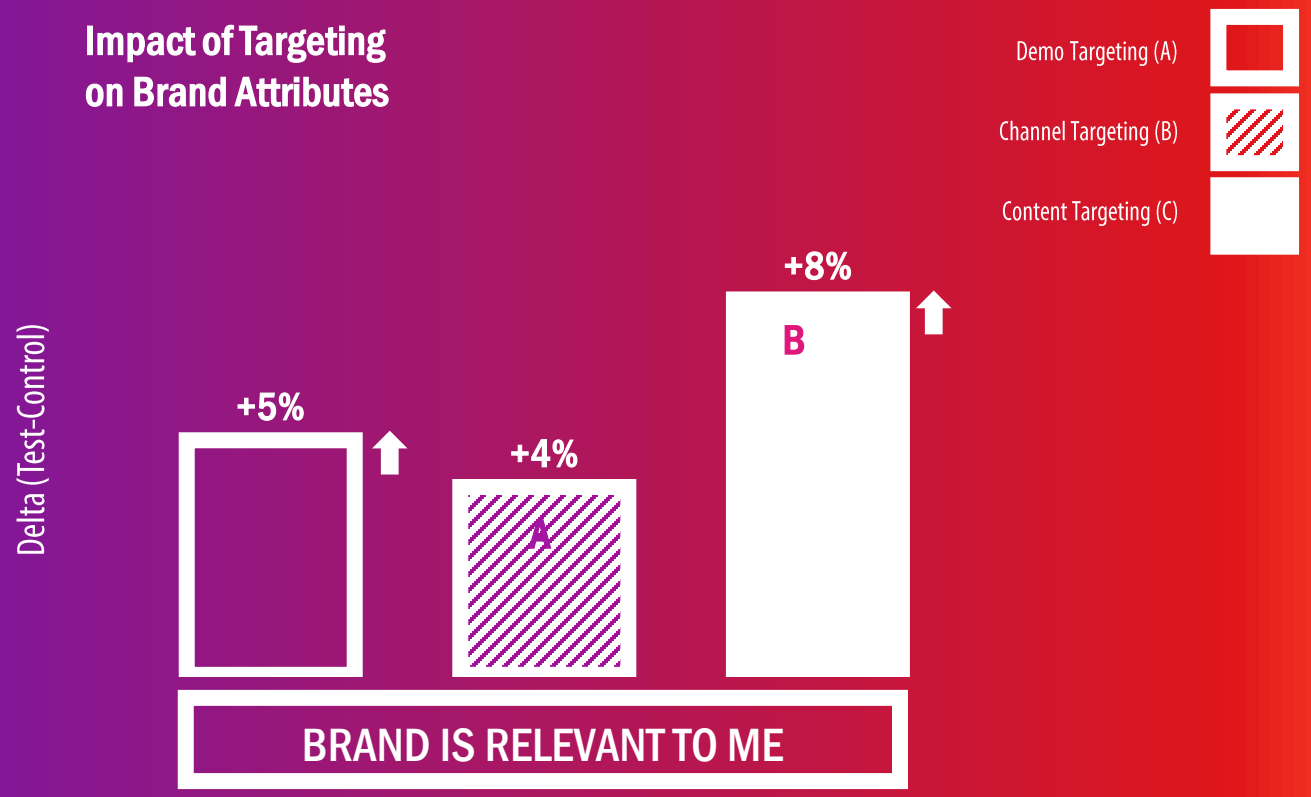


Control n=601, Demo n=608, Channel n=608, Content n=606
↑ = Statistically significant difference between test and control at >= 90% confidence
A/B/C = Statistically significant difference between deltas at >=90% confidence

CONSUMERS IN A RELEVANT MINDSET ARE MORE OPEN TO BRAND MESSAGING

Brands become more relatable with content targeting

Impact of Targeting on Brand Attributes

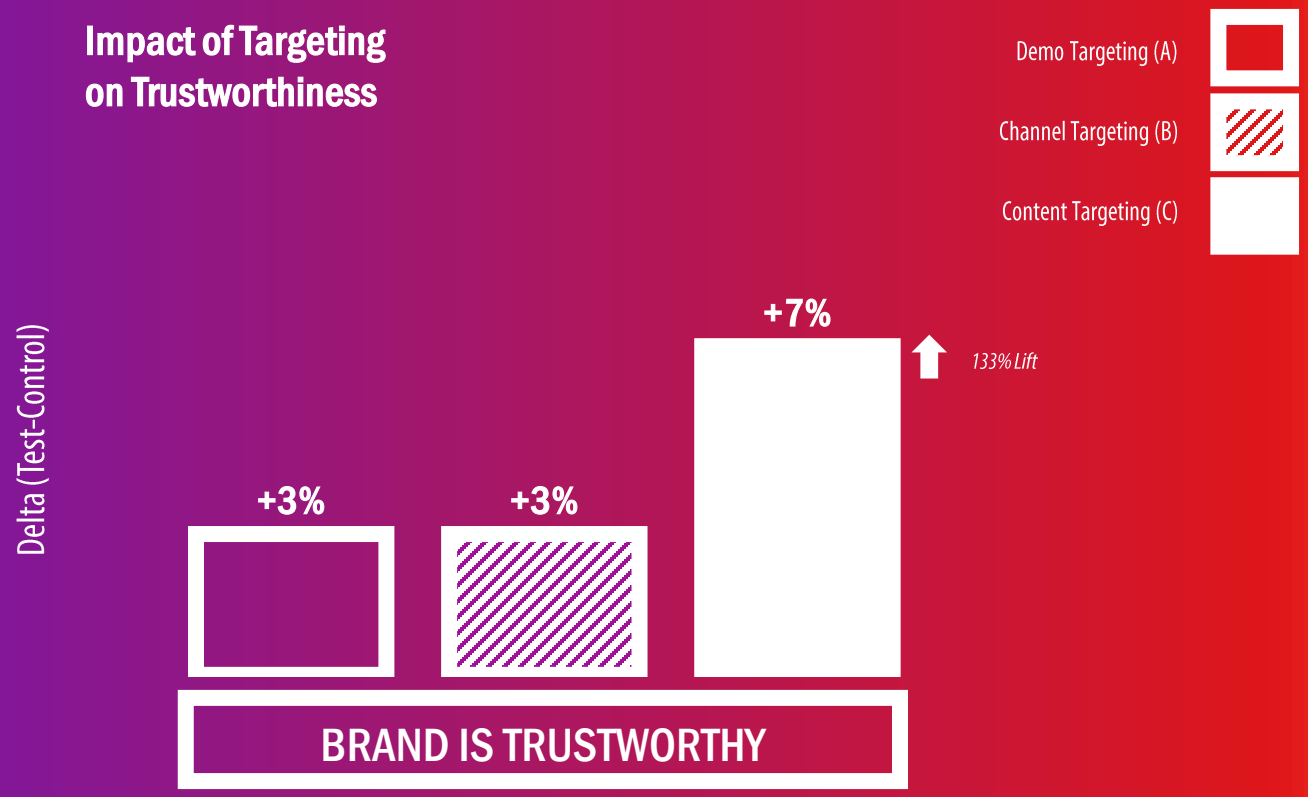


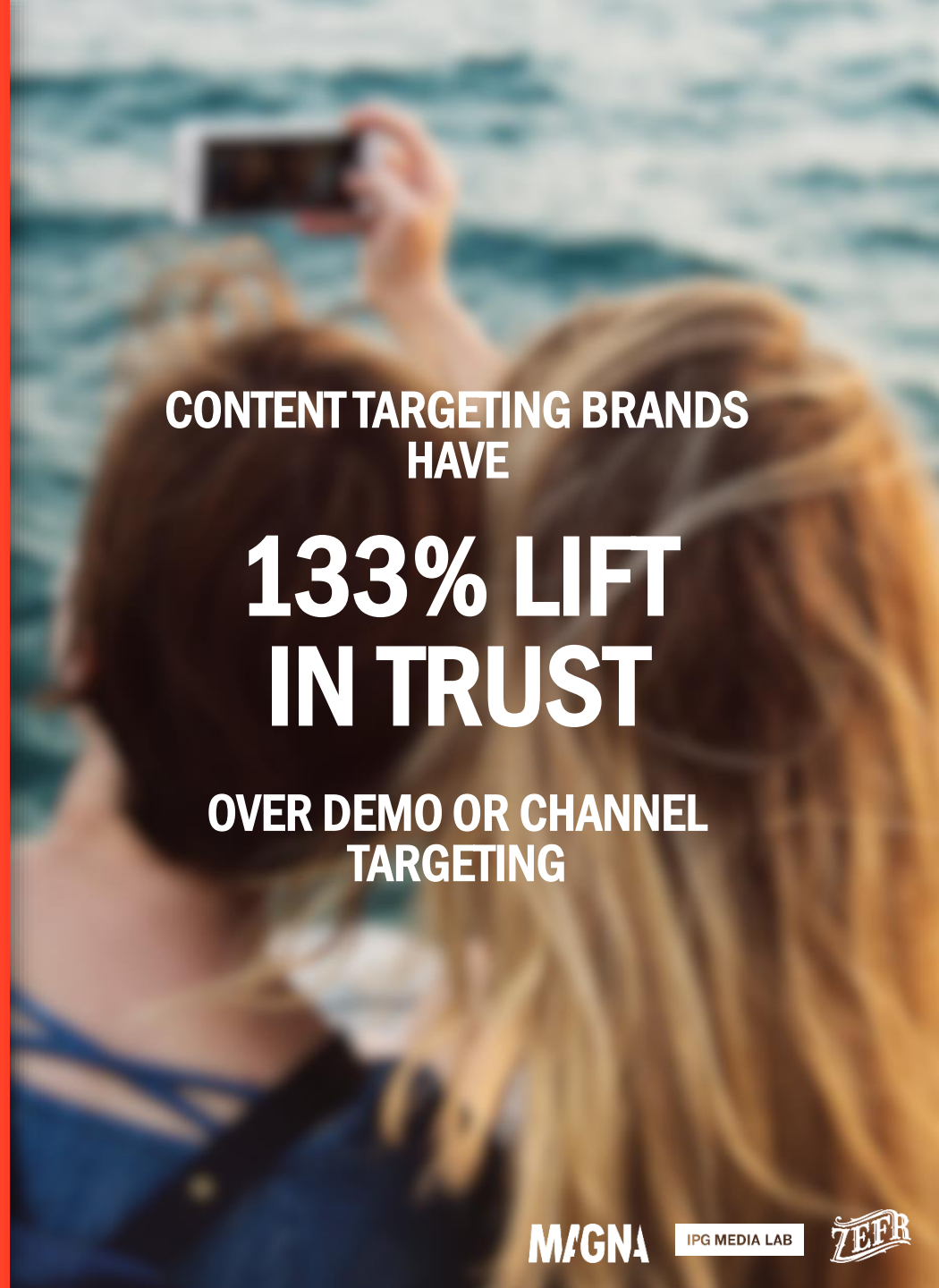
Control n=601, Demo n=608, Channel n=608, Content n=606
↑ = Statistically significant difference between test and control at >= 90% confidence
A/B/C = Statistically significant difference between deltas at >=90% confidence

CONTENT-TARGETING BRANDS ARE TWICE AS TRUSTWORTHY

Brands see a boost in brand trustworthiness and value when paired with targeted content

Impact of Targeting on Trustworthiness





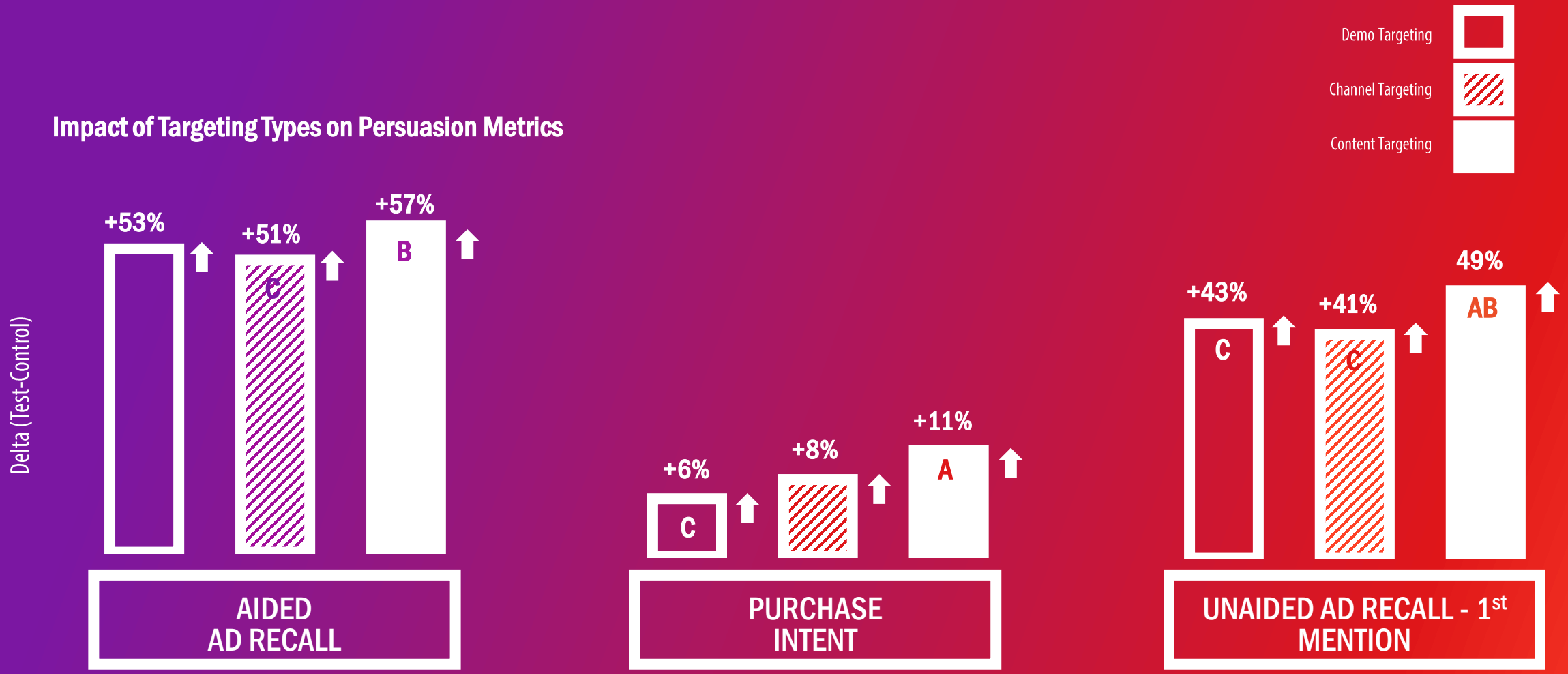
Control n=601, Demo n=608, Channel n=608, Content n=606
↑ = Statistically significant difference between test and control at >= 90% confidence
A/B/C = Statistically significant difference between deltas at >=90% confidence

MAGNA IPG MEDIA LAB ZEFR

BRANDS CAN'T AFFORD TO IGNORE TARGETING

The same ad performs substantially better at driving awareness and persuasion

Impact of Targeting Types on Persuasion Metrics



Control n=601, Demo n=608, Channel n=608, Content n=606
↑ = Statistically significant difference between test and control at >= 90% confidence
A/B/C = Statistically significant difference between deltas at >=90% confidence

MAGNA

IPG MEDIA LAB

ZEFR

THE POWER OF RELEVANCE

FULL POTENTIAL ON MOBILE

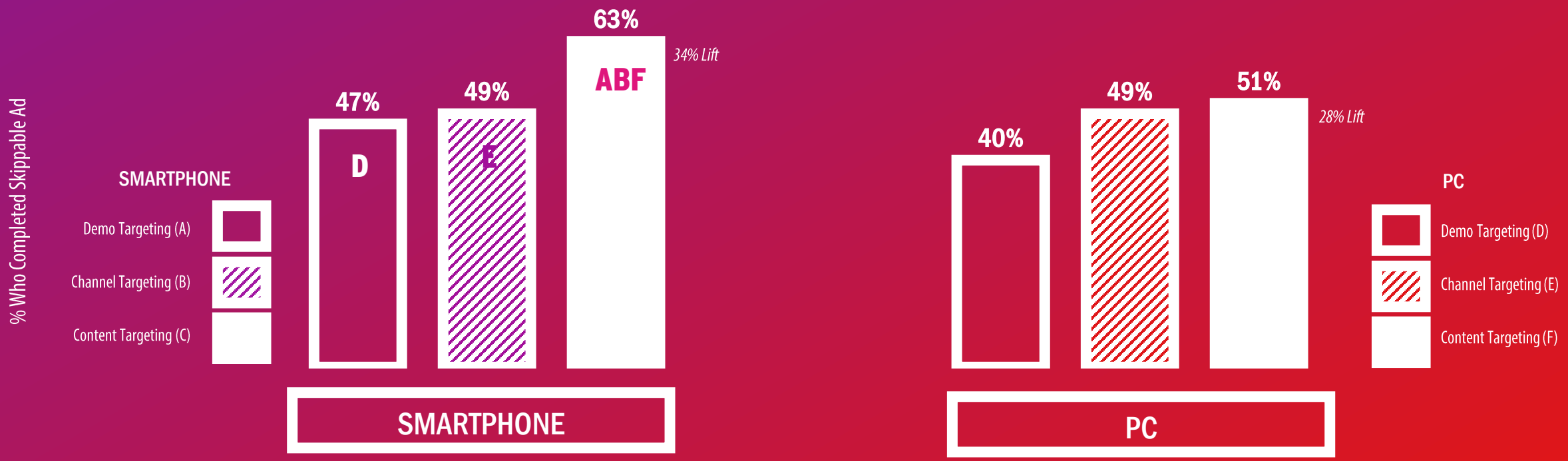
MAGNA'S PAST RESEARCH HYPOTHESIZED THAT AD SKIPPING WAS DIFFICULT TO DEFEAT...

BUT CONTENT TARGETING IS A POWERFUL ALLY

MORE RELEVANT ADS ON MOBILE = LESS SKIPPING!

Content targeting leads to 34% higher completion rates on mobile

Impact of Skipping on Mobile v. PC



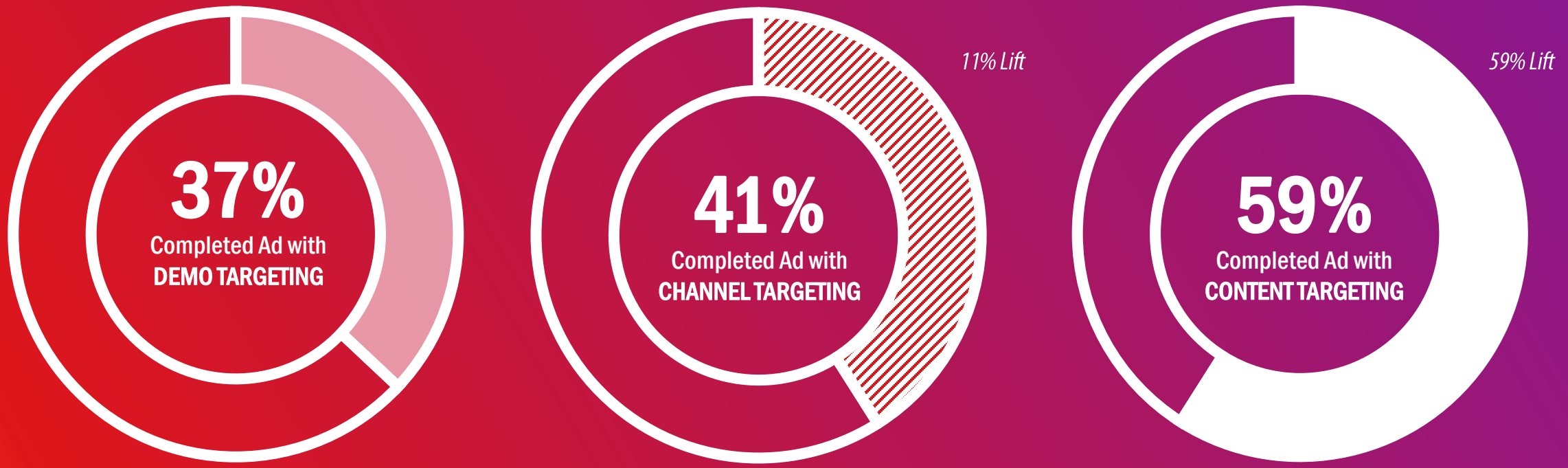
Laptop: Demo n=78, Channel n=78, Content n=79
Smartphone: Demo n=80, Channel n=76, Content n=76
A/B/C = Statistically significant difference between test groups at >=90% confidence

MAGNA IPG MEDIA LAB ZEFR

EVEN YOUNG SMARTPHONE USERS ENTICED TO STICK AROUND

Nearly 60% lift in ad completion rates for A18-34 by using content targeting

Ad Skipping on Smartphone Among 18-34 Year Olds



Smartphone: Demo n=51, Channel n=46, Content n=44

MAGNA IPG MEDIA LAB ZEFR

MAGNA

IPG MEDIA LAB

ZEFR

CONTENT TARGETING SPOTLIGHT

MOMENTS TARGETING

WHAT ABOUT TARGETING CURRENT EVENTS?

Pairing an ad with content that is relevant to the time of year or current events in the world

Constantly evolving and different for brands/verticals

HOW WE TESTED

Participants pulled from total audience for those who were served an ad.

Total n=2,434

Asked screener question: “Did the video and ad you watched feel relevant to current events?”

RELEVANT TO CURRENT EVENTS

Who: Felt both ad AND content were relevant to current events
What: Felt ad and content were fresh

NOT RELEVANT TO CURRENT EVENTS

Who: Felt neither ad NOR content were relevant to current events
What: Felt ad and content were stale

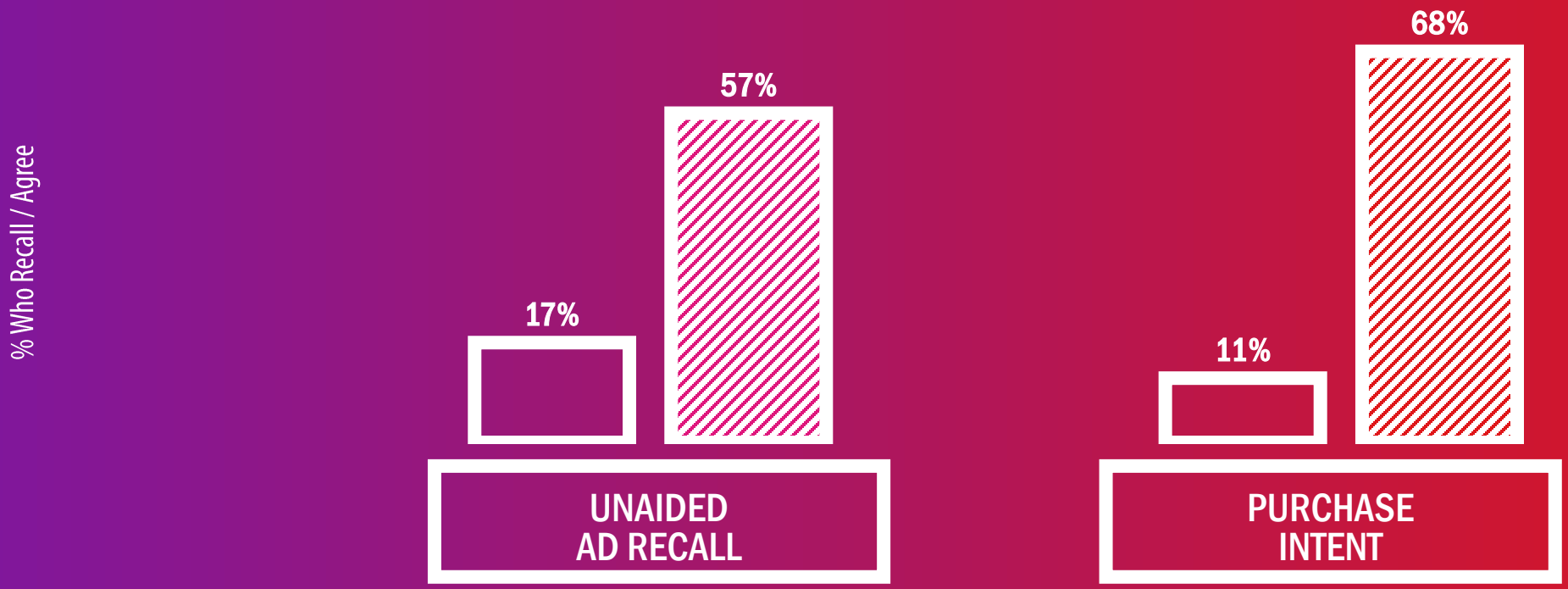
ADS APPEAR MOST EFFECTIVE WHEN RUNNING NEXT TO FRESH VIDEO CONTENT

Large deltas indicate the need to explore relationship between fresh content and brand sentiment

Neither ad nor content reflected current events

Both ad and content reflected current events

Brand Metrics By Relevance To Current Events



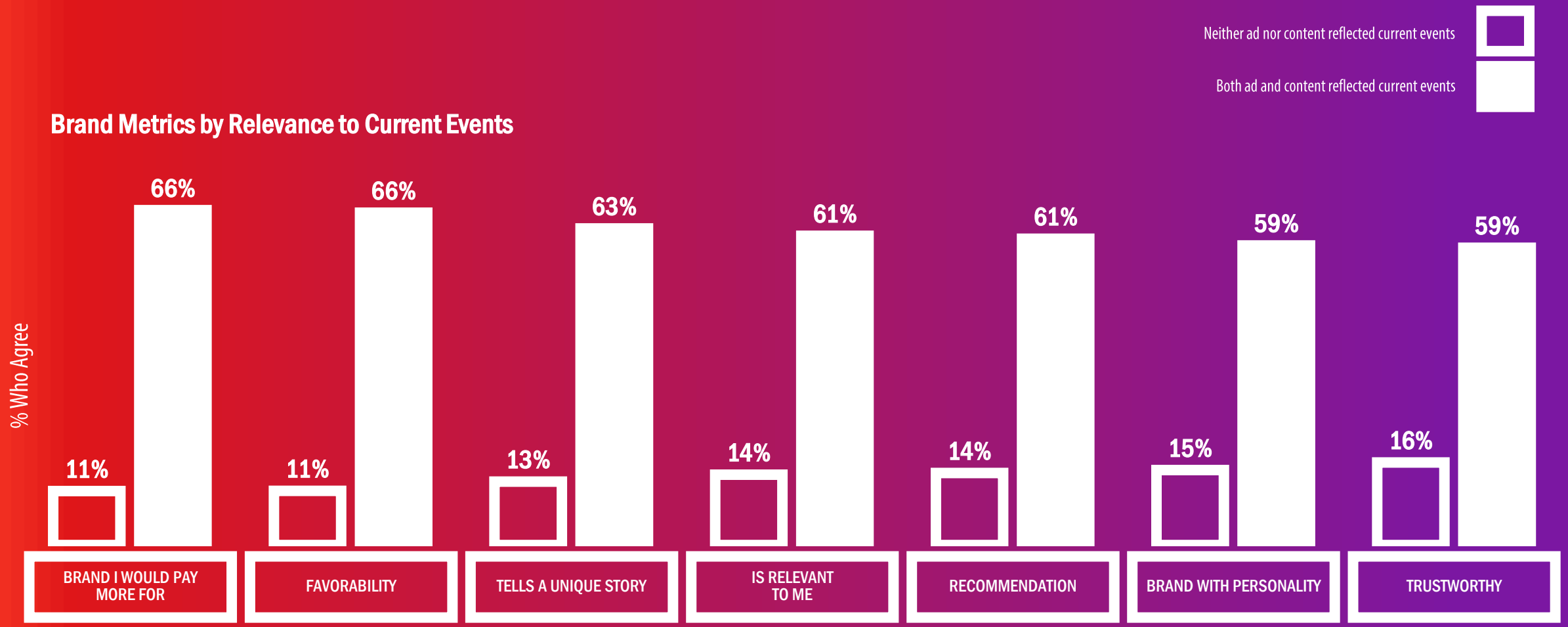
Ad and content relevant to current events n=1257
Neither ad nor content relevant to current events n=454

MAGNA IPG MEDIA LAB ZEFR

ADS WHICH CAPITALIZE ON CURRENT EVENTS APPEAR MOST IMPACTFUL

In-market testing is best method to understand how metrics may differ by vertical/brand

Brand Metrics by Relevance to Current Events



Ad and content relevant to current events n=1257
Neither ad nor content relevant to current events n=454

MAGNA IPG MEDIA LAB ZEFR

OUR POINT OF VIEW ON CURRENT EVENT TARGETING

ALIGNING AD WITH TIMELY CONTENT LIFTS BRAND KPIs

DUE TO VAST DIFFERENCES ACROSS BRANDS AND POTENTIAL STRATEGIES, OVERARCHING RECOMMENDATIONS SHOULDN'T BE MADE PREMATURELY

IN-MARKET INDIVIDUAL BRANDS SHOULD EXPLORE AND TEST WHAT WORKS BEST FOR THEM

MAGNA

IPG MEDIA LAB

ZEFR

WHAT WE'VE LEARNED

FINALLY, THE INTERESTS OF CONSUMERS AND BRANDS ALIGN.

- Consumers Demand Relevant Ad Experiences
- When Ads Are Relevant To The Content, Advertisers Get Bigger Return

SKIPPING ISN'T INEVITABLE.

- Higher Relevance To Consumer = Lower Skip Rates
- Increase in Completion Rate of 34% Using Content Targeting

MOBILE MULTIPLIES THE TARGETING EFFECT.

- Boost in Ad Completion Rates Greatest on Mobile
- Completion Rates for Younger Consumers Nearly 60% Higher Using Targeting

MAGNA IPG MEDIA LAB ZEFR

THANK YOU

MAGNA

IPG MEDIA LAB

ZEFR