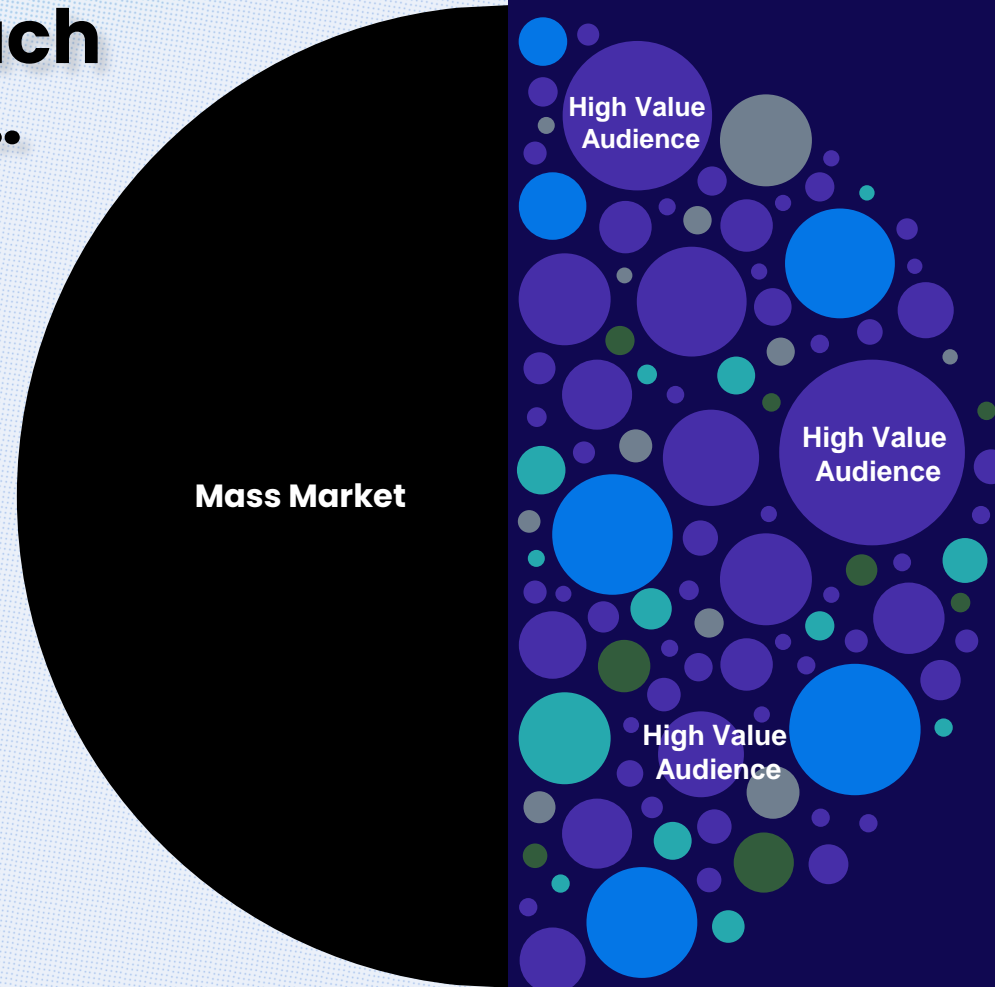


The Intersection of Audience Data + Creative Optimization

How to drive action on streaming TV

**Layering in
audience data
helps brands reach
the right people...**



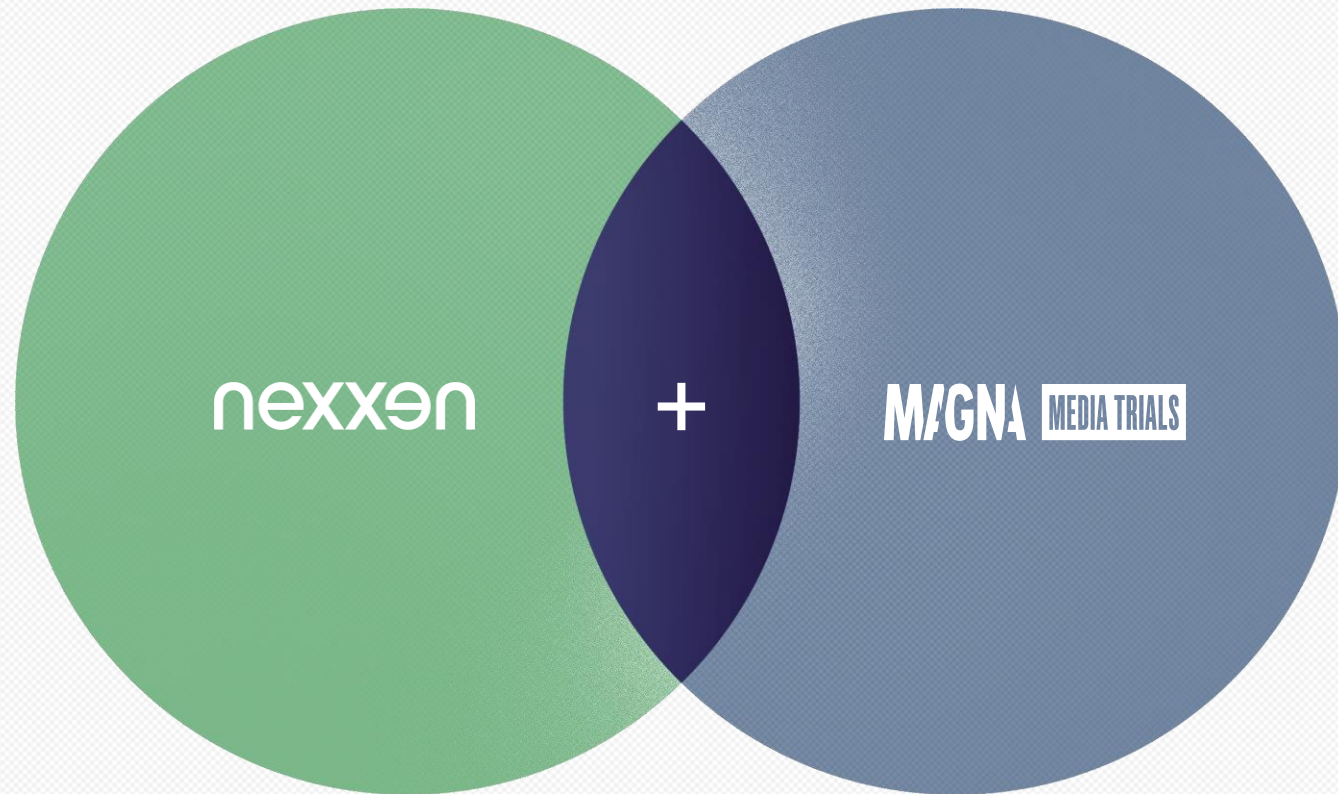
**but without
tailored
creative, ads
may not
resonate,
risking optimal
campaign
performance**

**How can audience
data make ads more
relevant and drive
people to take action?**

We tested the use of pre-campaign audience insights

Nexxen Studio

took existing creatives and optimized them based on pre-campaign audience insights. The insights identified what's working and where there's room for improvement (e.g., identifying confusion)



MAGNA Media Trials

put the optimized creatives to the test by measuring their impact on action metrics

Creative optimization

What

Ads were optimized using Nexxen's proprietary video testing solutions. These optimizations were specifically tailored to boost KPI performance amongst key audiences and campaign goals

How

Pre-campaign research used facial coding analysis to assess attention and emotional responses, highlighting video engagement and resonance

Created optimized ads using insights from pre-campaign research, considering audience demographics, emotions, and attention levels

Methodology

How MAGNA Media Trials tested optimized ads against unoptimized ads



Recruited Streamers

Participants recruited from at-home panel

Sample size = 943



Qualifiers

Ages 18+

Must watch streaming TV at least once a week



Natural In-Home Viewing

Participants watched streaming TV show of their choice

Optimized or original (unoptimized) ads served based on assignment



Measurement

Final survey to measure impact on awareness and action metrics and obtain feedback on ads

Behind the measurement

Verticals



APPAREL



ECOMMERCE

STITCH FIX



ENTERTAINMENT

FOX

Ad Types Tested



ORIGINAL

The unmodified brand video ad, without any added features or enhancements

VS



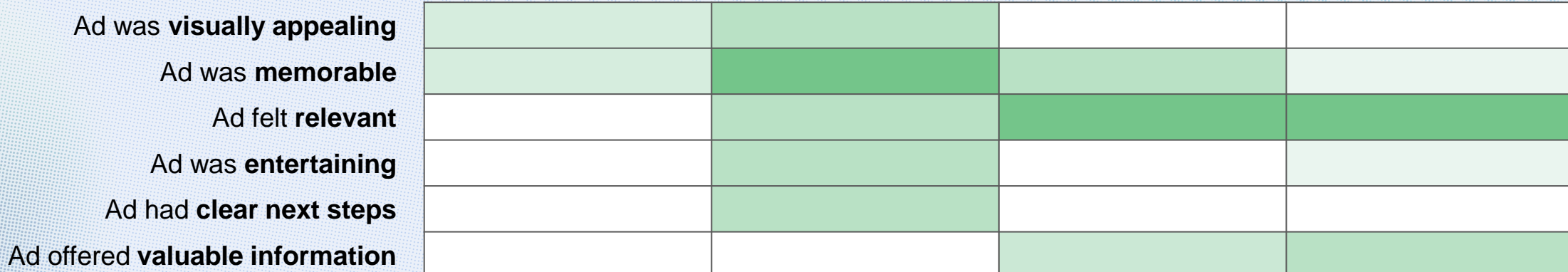
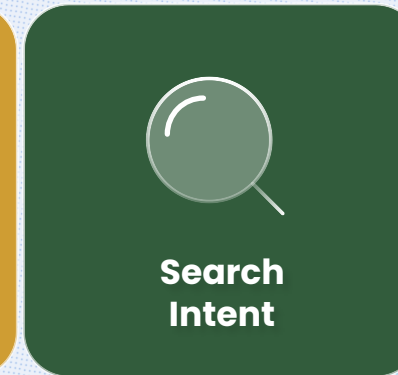
OPTIMIZED

An enhanced version of the original ad with added elements like branded frames, QR codes, voice-to-action, etc.

The facts behind ad relevance

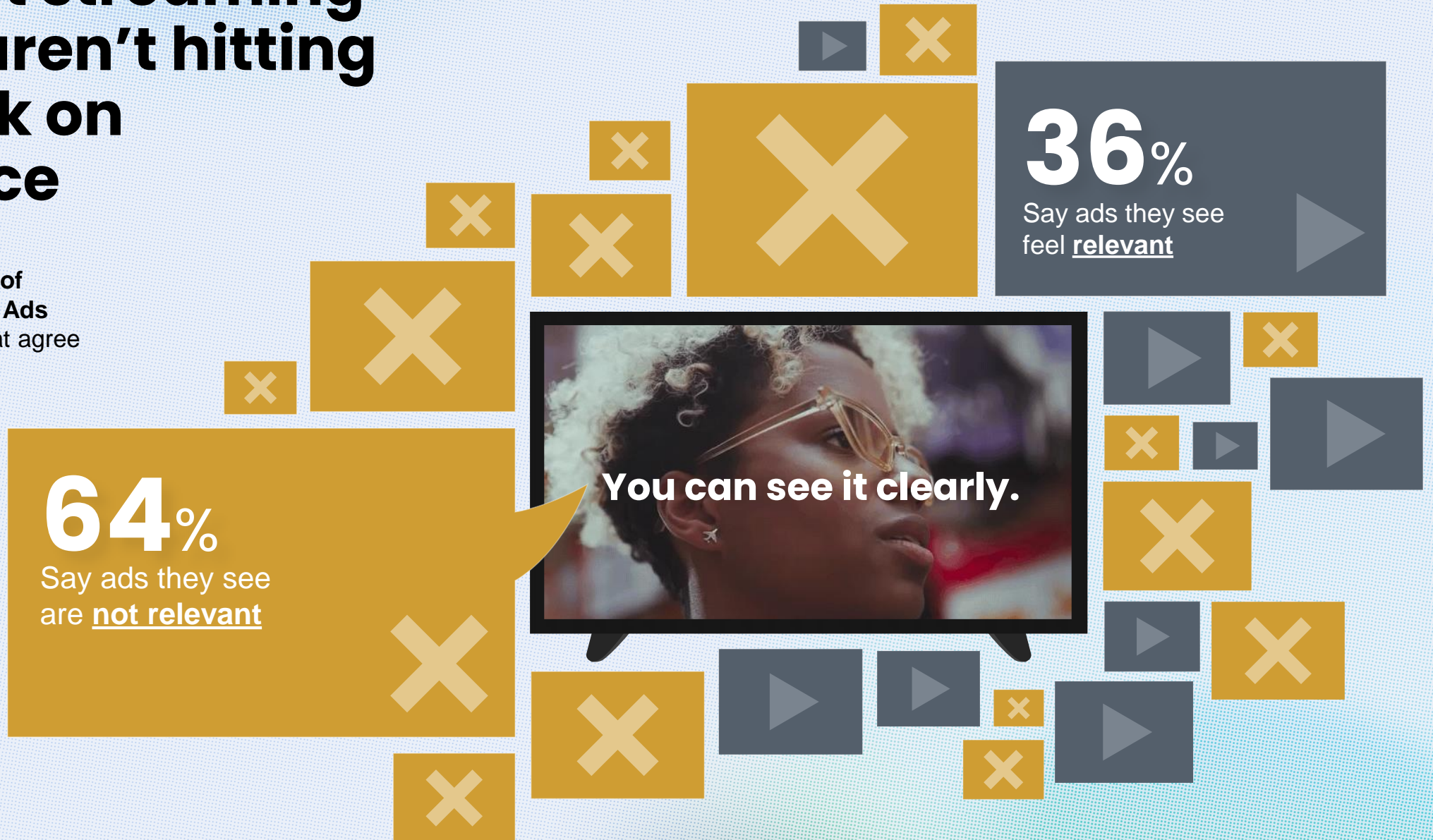
To incite viewers to action on streaming TV, relevance is key

Impact of Creative Perceptions
on Brand KPIs
Modelled lift, heat map



But most streaming TV ads aren't hitting the mark on relevance

Perceived Relevance of Typical Streaming TV Ads
% strongly or somewhat agree



Relevance is hard to pinpoint - it's highly unique to each viewer

What was relevant about the ad?
Open ended responses

"Features clothes closer to what I wear at **my age group**"

"It featured **music** and **culture** that I enjoyed"

"I enjoyed learning some [brand] **trivia**"

"The ad had **good music** and a **cool hangout scene** which caught my attention."

"I like [**product vertical**]"

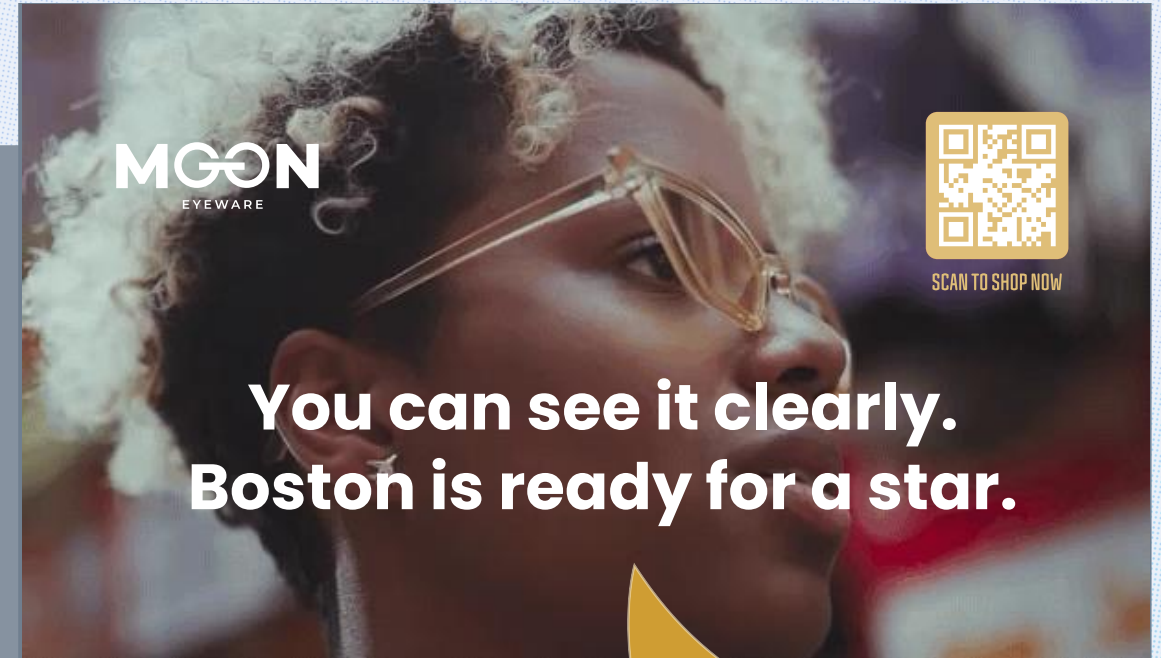
Optimizing creative based on audience data demystifies relevance

Viewers were more likely to see optimized ads as relevant compared to original ads

Perceived Ad Relevance

Delta (Optimized Ads – Original Ads)

- Among those who recalled brand

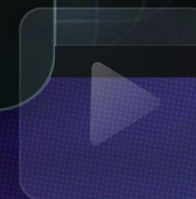
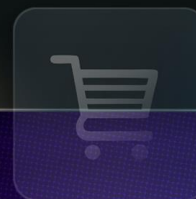
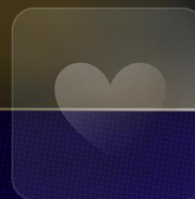


+9%↑
16% Lift

Say the optimized
ad felt relevant

The true impact of data fueled creative

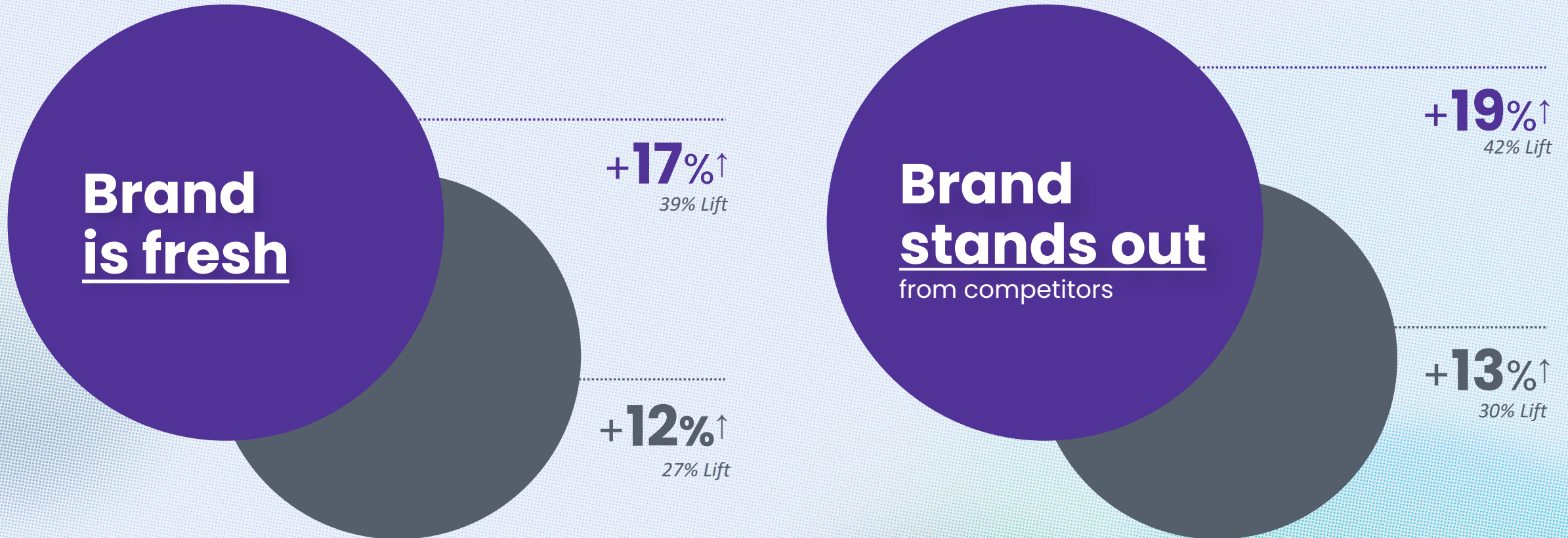
DOWNLOAD



Optimization brings freshness that differentiates brands from competitors

Impact on Brand Attributes - Delta (Exposed Ad – Control Ad)

● Optimized ad ● Original ad

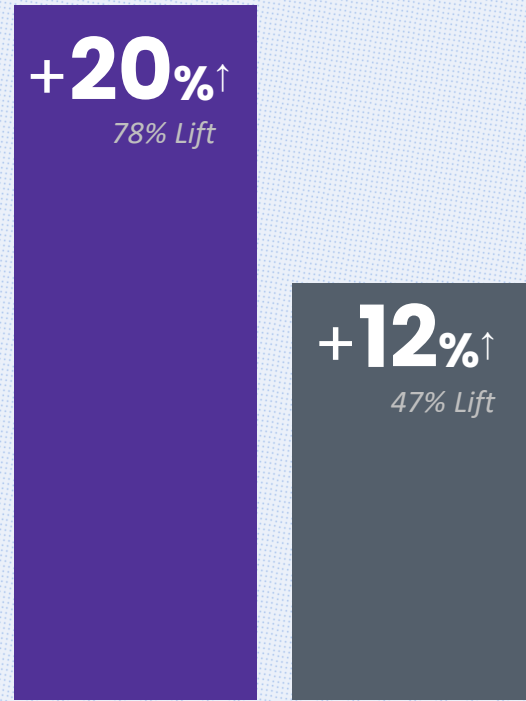


For new prospects and current customers, optimized ads drive intent

● Optimized ad ● Original ad

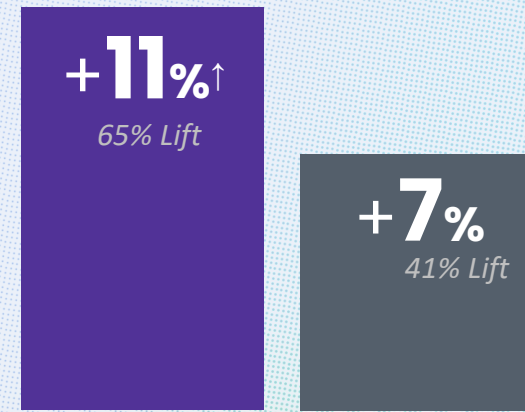
Search Intent

Impact on New Prospects
Delta (Exposed Ad – Control Ad)



Purchase Intent

Impact on Existing Customers
Delta (Exposed Ad – Control Ad)



Action, incited.

Regardless of the brand category, half of those exposed to optimized ads are likely to take action

Likely to Take Meaningful Action

% selected, net score

- Research the brand
- Read reviews online
- Download the brand's app
- Visit the brand's website
- Scan the QR code
- Ask Alexa to ____
- Look for offers/deals
- Buy the brand/product advertised

Brand 1

50%

Brand 2

53%

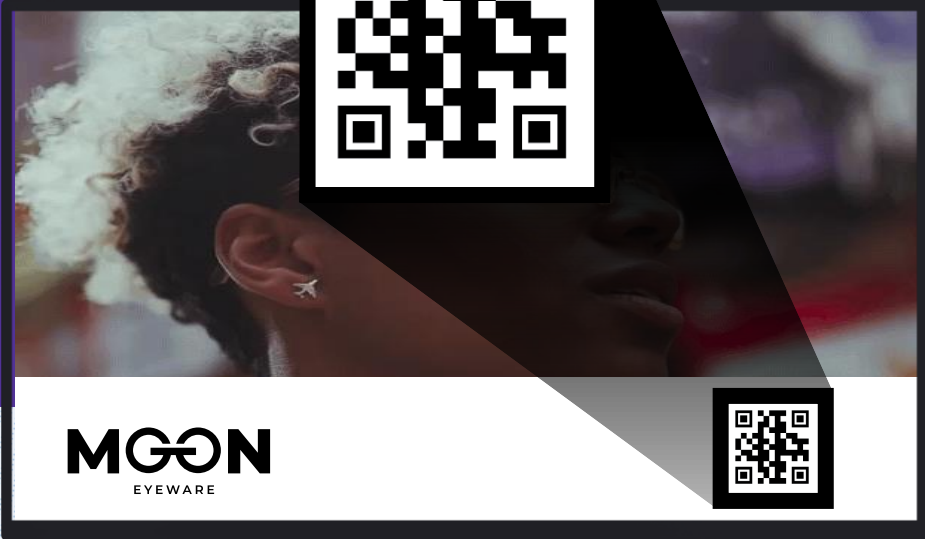
Brand 3

55%

Brand 1, Exposed n=112
Brand 2, Exposed n=110
Brand 3, Exposed n=98

36%

Visit the brand's website



16%
Scan the QR code

34%
Look for deals/offers

Optimization drives next steps in the purchase cycle

Likelihood to Take Action
Optimized Ads, % selected

Exposed, Those likely to take action n=320

Implications

1

Audience data demystifies relevance

Relevance is crucial, and without knowing how to make it tangible, brands may miss out on optimal performance. Consider pre-activation testing to enhance creative to better resonate with key audiences



2

Optimization doesn't mean starting over

Once the data has identified ways to enhance creative, simple adjustments - like adding branded overlays, QR codes, or smart speaker integrations - can inspire people to act, without the need to revamp the ad



**Thank
You ←**