

Positivity Performs

AD ENVIRONMENTS' CRITICAL
ROLE IN MEDIA PLANNING



MAGNA MEDIA TRIALS

 **Pinterest**

The evolving considerations of ad environment

Advertisers are expected to adapt to a constantly changing media ecosystem, ensuring that ad environments are safe, suitable, and ideal for driving measurable brand performance



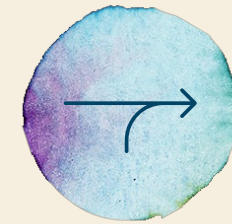
BRAND SAFETY

Avoiding content that is inappropriate and may present a legal or reputational risk to the brand



BRAND SUITABILITY

Filtering out ad environments that don't align with a brand's core values, target audience, and the context of their ads

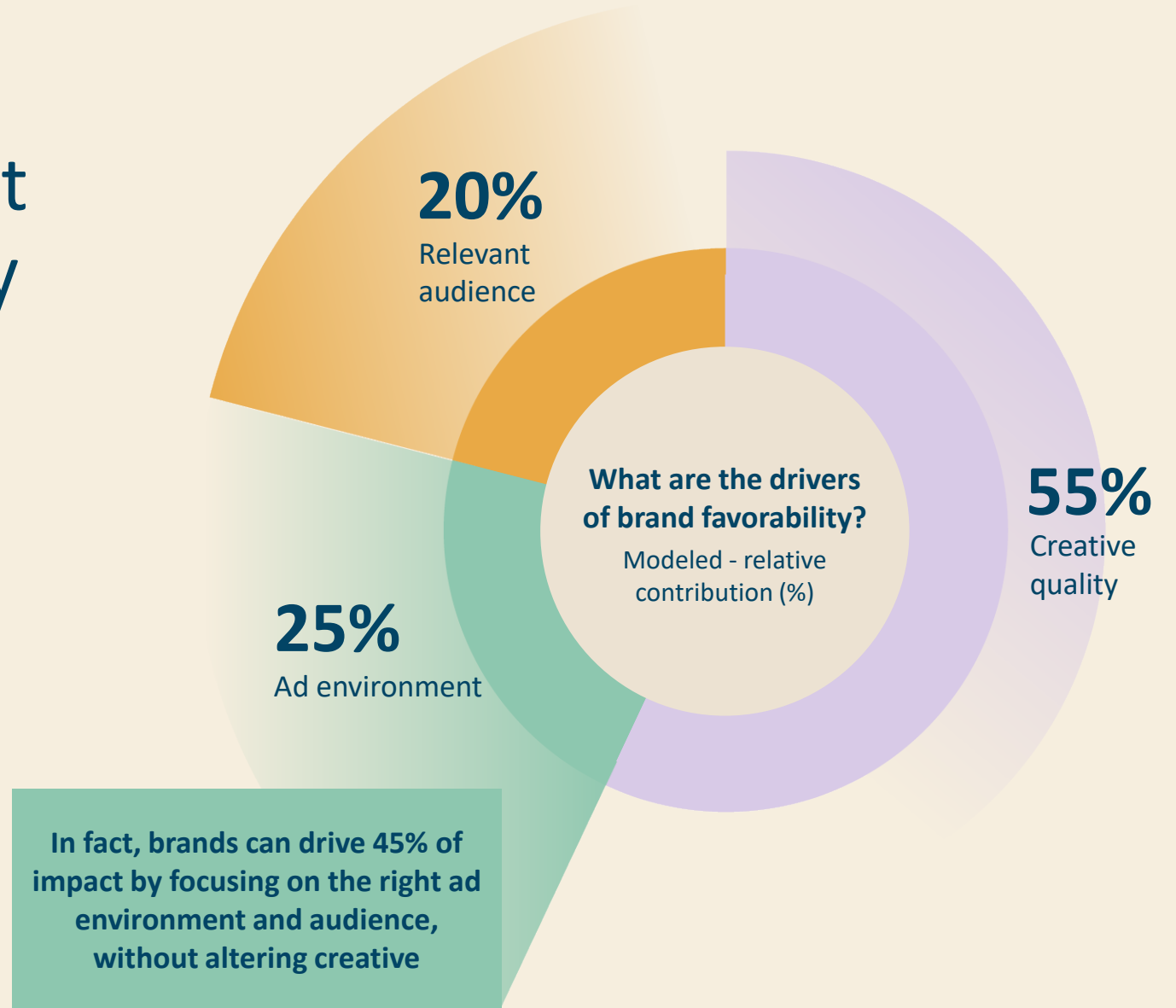


BRAND ALIGNMENT

Seeking out ad environments that maximize positive outcomes for brands and audiences

And for good reason...

Where ads appear is just as powerful as who they are delivered to



Study 1, Branding impact, Total audience n=6,200

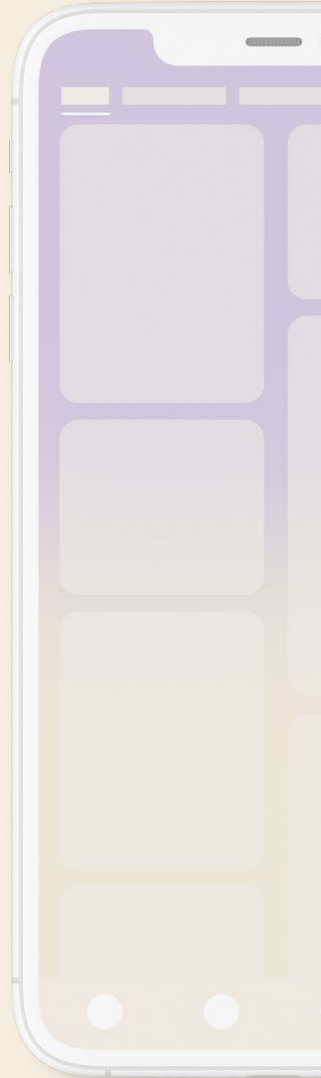
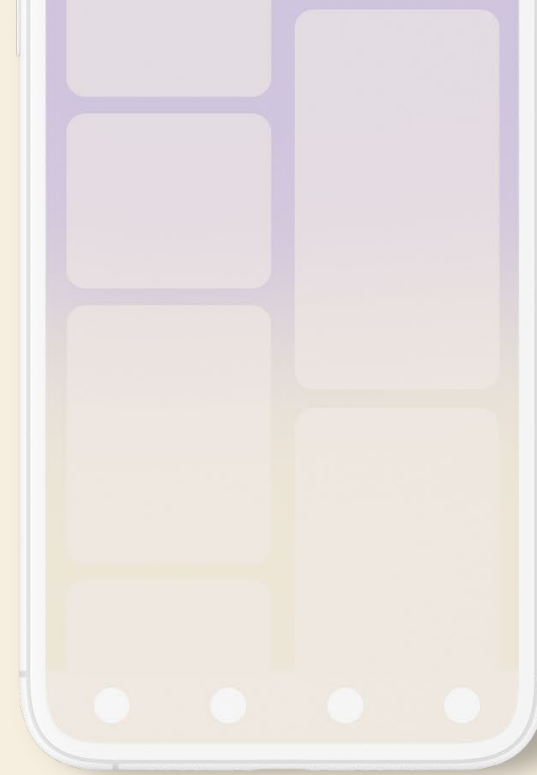
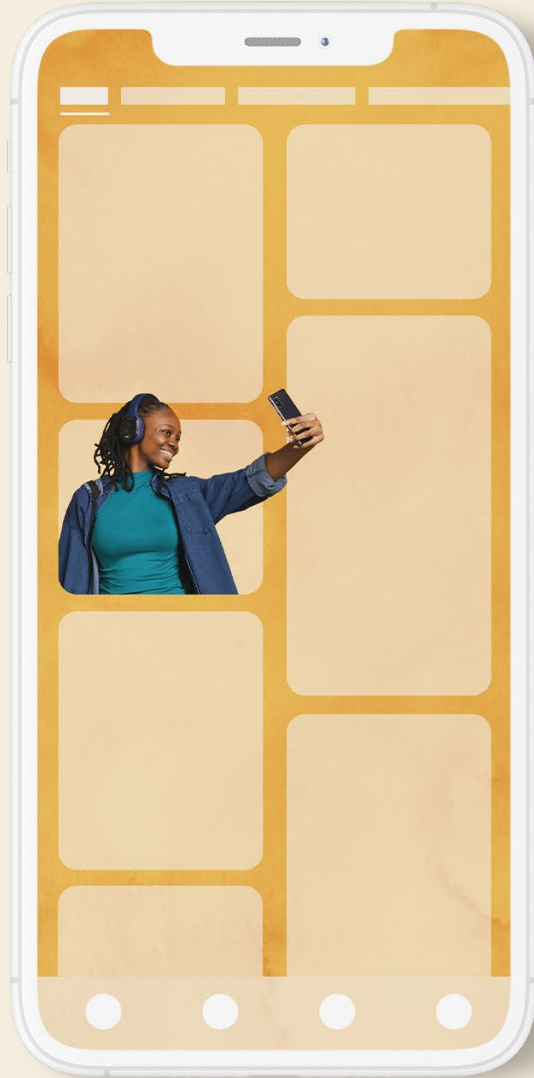
Ad Environment: Viewers' perceptions of the ad environment, including entertainment, positivity, trustworthiness, creativity, safety

Relevant audience: Reaching audiences who are in market for the advertised product

Creative Quality: Authentic, high-quality, trustworthy, uplifting, enjoyable

Model is a penalized regression model that measures the impact of ad environment, audience, and creative quality upon brand favorability

What should brands consider when choosing ad environments?



Our research:

**We explored potential links
between a range of ad
environment attributes and
brand outcomes**



Measuring conscious response

STUDY 1: BRAND IMPACT

Controlled, at home testing

We measured the impact of ad environment on brand KPIs by evaluating responses from 6,200 participants who browsed a popular social media platform featuring test and control ads

The study evaluated response to ads across four brand verticals and four popular social media platforms

Metrics: Unaided recall, aided recall, brand favorability, research intent, brand preference, purchase intent, ad opinions (ad was likeable, ad piqued interest in brand, ad was perceived as trustworthy based on participants' own perception)





Measuring unconscious response

STUDY 2: NEURO

Controlled, in-lab testing

We measured neuro-metric response to ads among 120 participants across various social media platforms using eye-trackers and EEG sensors

The study evaluated response to ads across three brand verticals and two popular social media platforms

Metrics:

- **Visual attention:** How long are people viewing the content or ads?
- **Cognitive load:** Are people processing the information? Are they experiencing information overload?
- **Arousal:** Are people emotionally engaged in what they are viewing?
- **Motivation:** Are people having a positive or negative experience?

Measuring sales impact

STUDY 3: SALES IMPACT

Marketing Mix Modeling (MMM) simulations

We evaluated the impact of ad environment attributes on online sales conversions through simulations using historical campaign data from three brands across various industries

Metric: Projected sales



Agenda



1

Which attributes of ad environments drive brand impact?

2

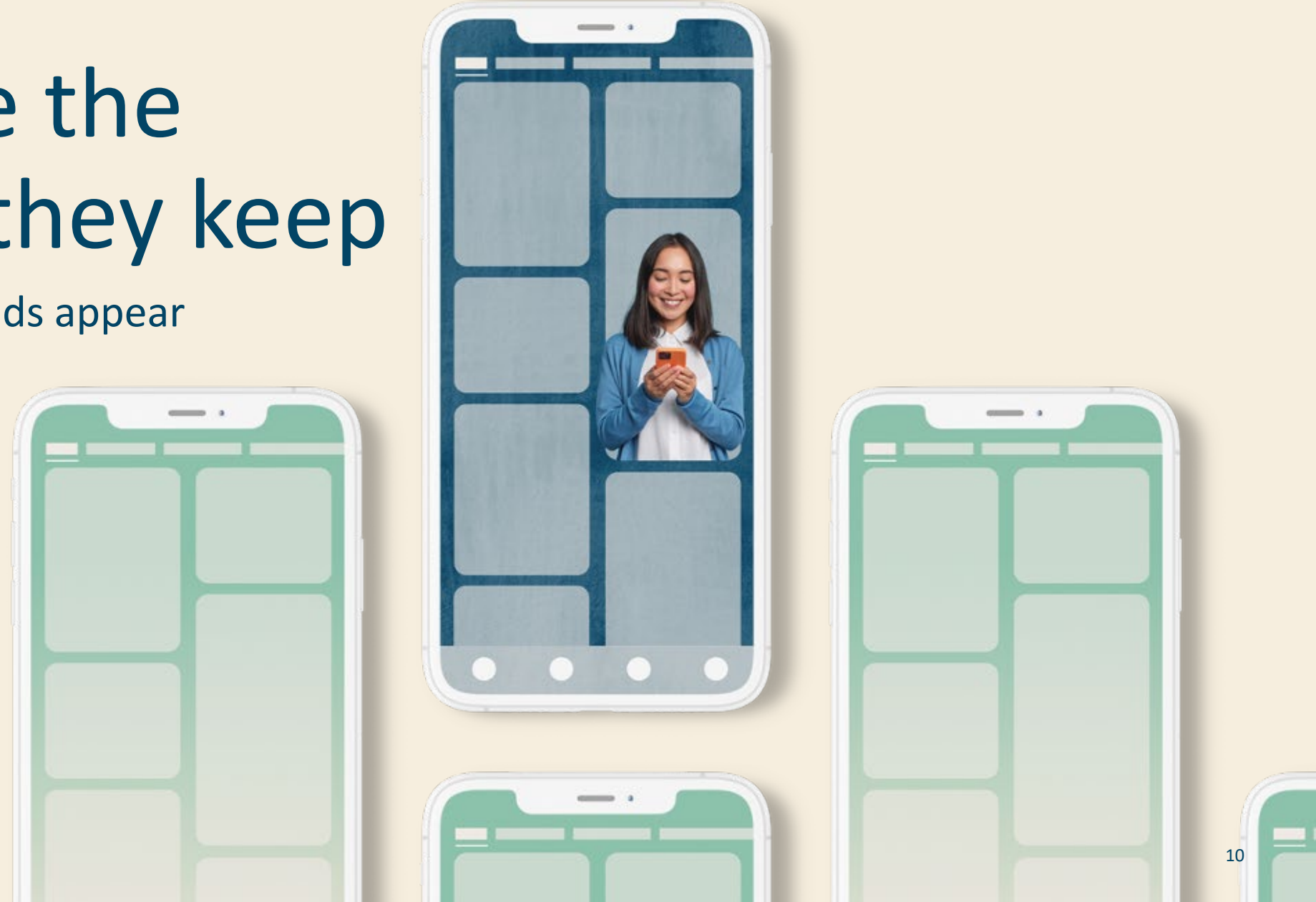
How does cognitive mindset vary between positive and not-positive ad environments?

3

Do positive ad environments have an impact on sales?

Brands are the company they keep

The impact of *where* ads appear



What attributes of an ad environment matter?

We used advanced modeling to quantify which ad environment* attributes have the biggest impact on brand KPIs

Survey Q: While thinking of [platform] in general, how would you rate it on the following attributes?

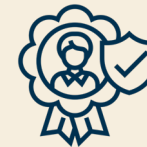
Attributes explored, all defined by participants (based on their own interpretations):



ENTERTAINMENT



CREATIVITY



TRUSTWORTHINESS



POSITIVITY



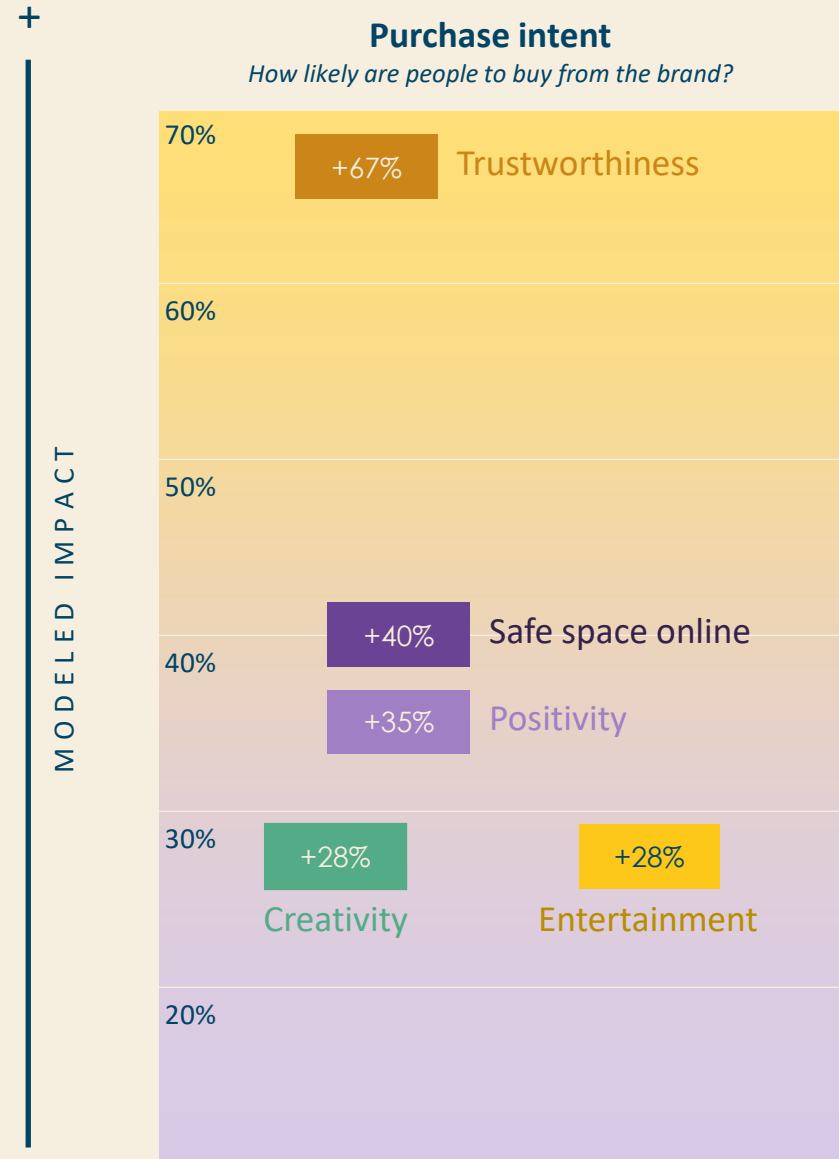
SAFE SPACE ONLINE

Trust and safety are the top drivers of purchase intent, followed by positivity

Impact of ad environment on purchase intent
Modeled Lift

Platform positivity can create 25% more impact than the entertainment factor
% lift

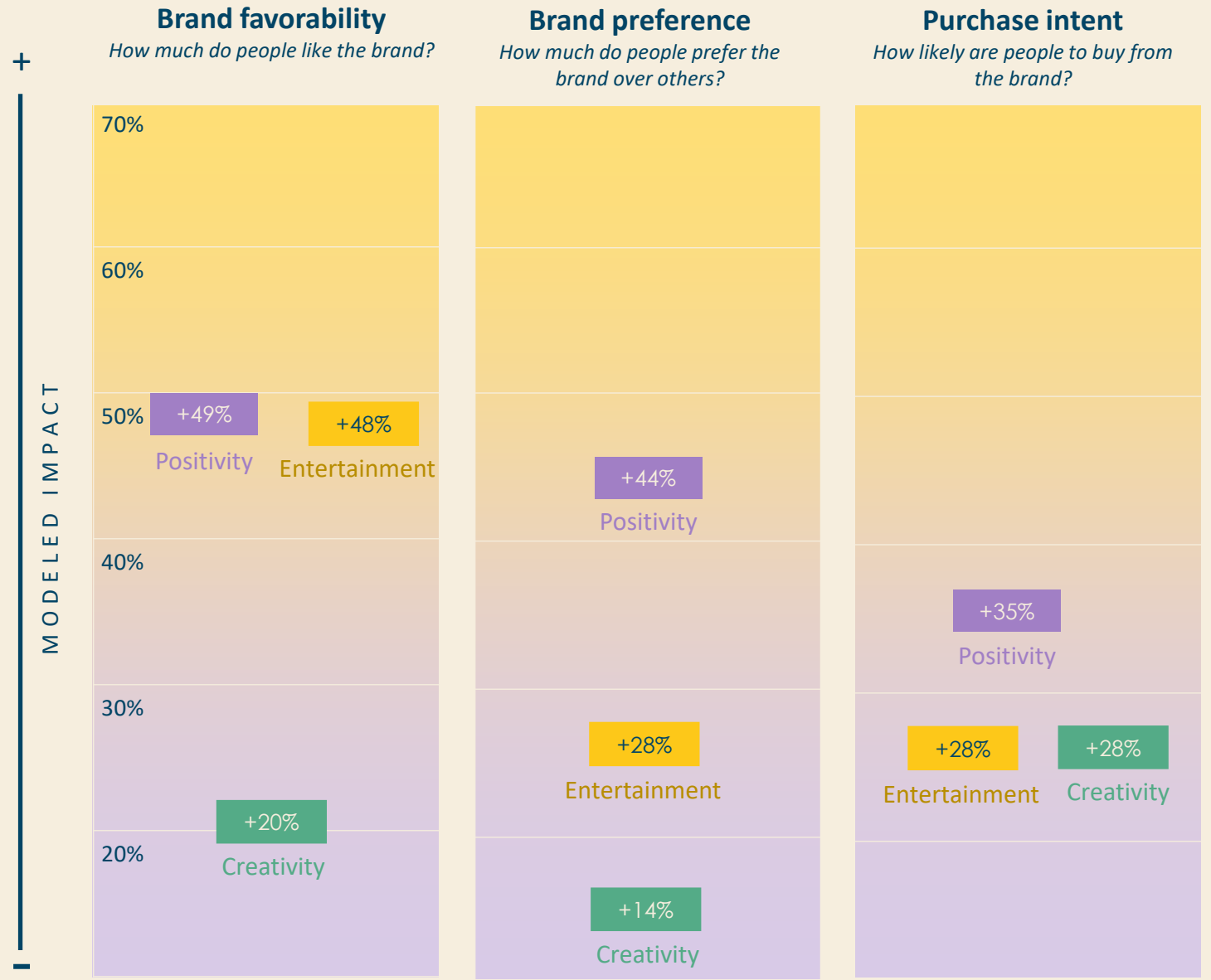
Study 1, Branding impact, Total audience n=6,200
Read as: Positive environments can drive +35% higher purchase intent compared to not-positive environments
The map reflects a penalized logistic regression model that measures the contribution of each attribute to purchase intent
Note: All attributes (e.g., trustworthiness, safe space online, positivity) were rated based on participants' own perceptions



After trust and safety, positivity is the #1 driver of metrics that matter

Self-defined positivity outsizes other attributes in brand preference and purchase intent

Impact of ad environment on brand KPIs
Modeled Lift



Study 1, Branding impact, Total audience n=6,200

Read as: Positive environments can create +44% higher brand preference and +35% higher purchase intent compared to not-positive environments. This is higher than the predicted impact created when ads appear in an entertaining or creative environment.

The map reflects a penalized logistic regression model that measures the contribution of each attribute to brand KPIs

Note: All attributes (e.g., trustworthiness, safe space online, positivity) were rated based on participants' own perceptions

Positivity isn't just a nice-to-have, it drives action

While positive ad environments don't add additional impact on awareness, they can drive substantial improvements in perception and action metrics

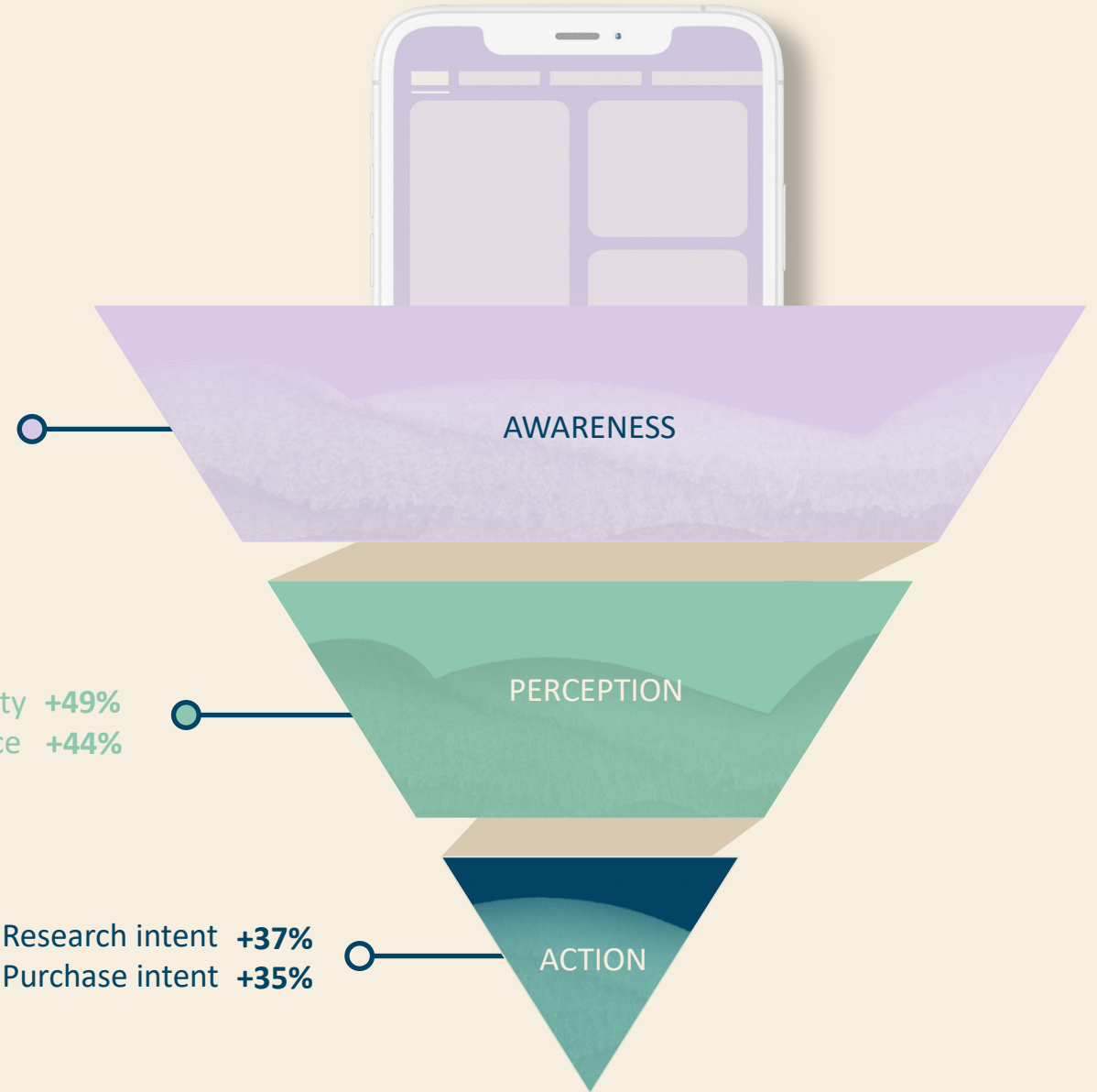
Impact of positive ad environments on brand KPIs
Modeled Lift

Unaided ad recall
No additional impact

Aided ad recall
No additional impact

Brand favorability **+49%**
Brand preference **+44%**

Research intent **+37%**
Purchase intent **+35%**



Study 1, Branding impact, Total audience n=6,200

The funnel reflects a penalized regression model that measures the contribution of a positive ad environment to brand KPIs

Note: 'A positive environment' was evaluated based on participants' own perceptions, reflecting how they naturally interpret and experience positivity in ad environments

Positivity is vital for purchase intent across verticals, especially big-ticket items

Impact of ad environment on purchase intent | by vertical

Modeled relative impact %



Study 1, Branding impact, Total audience n=6,200

Purchase intent refers to how likely people are to buy or consider the brand the next time they are shopping for the product

The chart reflects a penalized regression model that measures the contribution of a positive ad environment to brand KPIs

Low-cost products: Items with a low price point that require minimal consideration before purchase (e.g., bodywash)

Medium-cost products: Moderately priced items that involve some level of research or deliberation (e.g., running shoes)

High-cost products: Expensive, high-value items that typically require extensive research and planning before purchase (e.g., laptop)

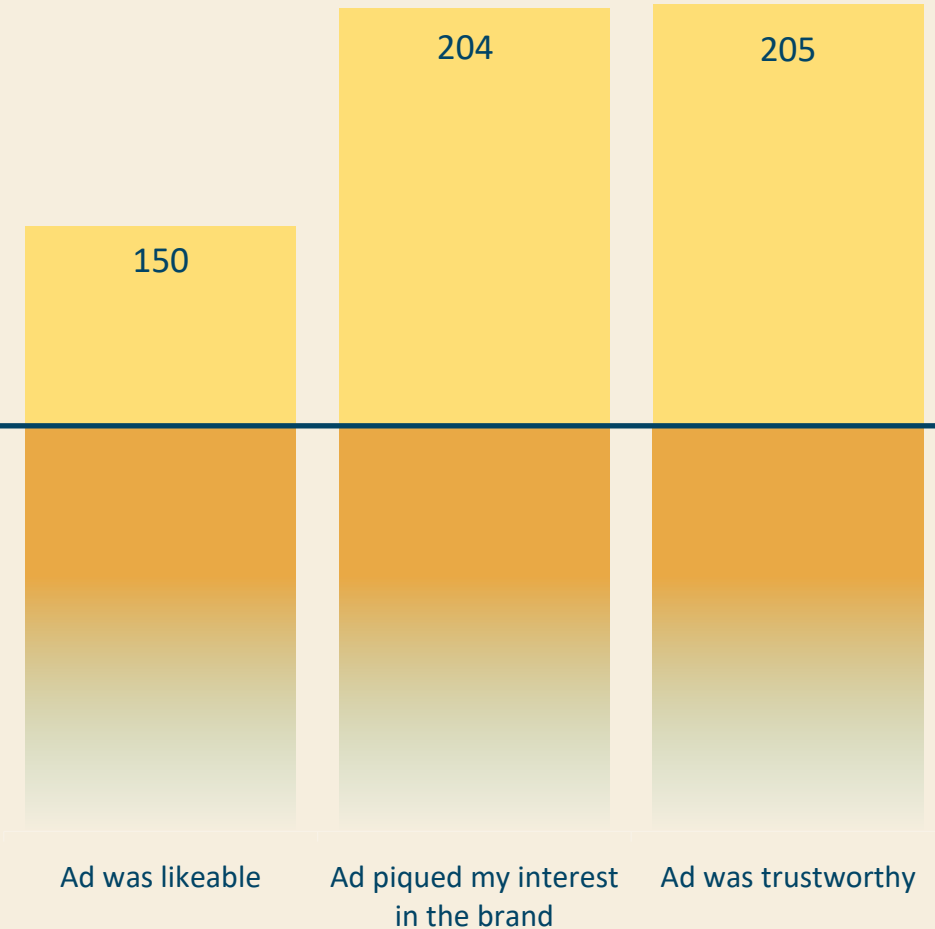
The exact same creative is seen differently in a positive ad environment

Not only do people like and trust the ad more, but the same ad piques more interest in the brand



Impact of ad environment on ad opinions

Index of positively viewed environments vs. not-positively viewed environments (100)



Study 1, Branding impact, Total audience n=6,200

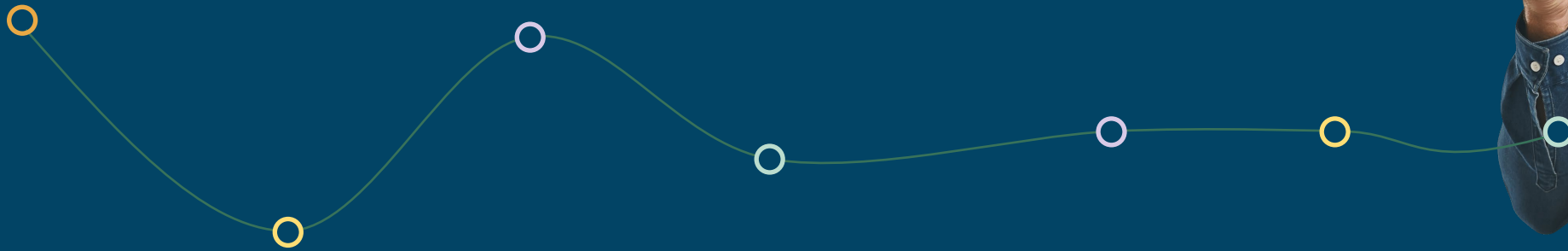
Q: How much do you agree or disagree with the following statements about the ad?

Q: While thinking of [pipe: assigned platform] in general, how would you rate it on the following attributes? - Positive

KEY FINDING

Brands across all verticals should consider brand alignment as a new component in media buying decisions

Beyond trust and safety, appearing in positive ad environments amplifies key metrics such as brand favorability, preference, and purchase intent



Platform positivity, under the hood

Why positivity creates
advertising success



What defines a positive or not-positive ad environment?

Survey Q: While thinking of [platform] in general, how would you rate it on the following attributes?

Positive environments: Platforms rated as "positive" by participants (strongly agree or agree), based on their own perceptions

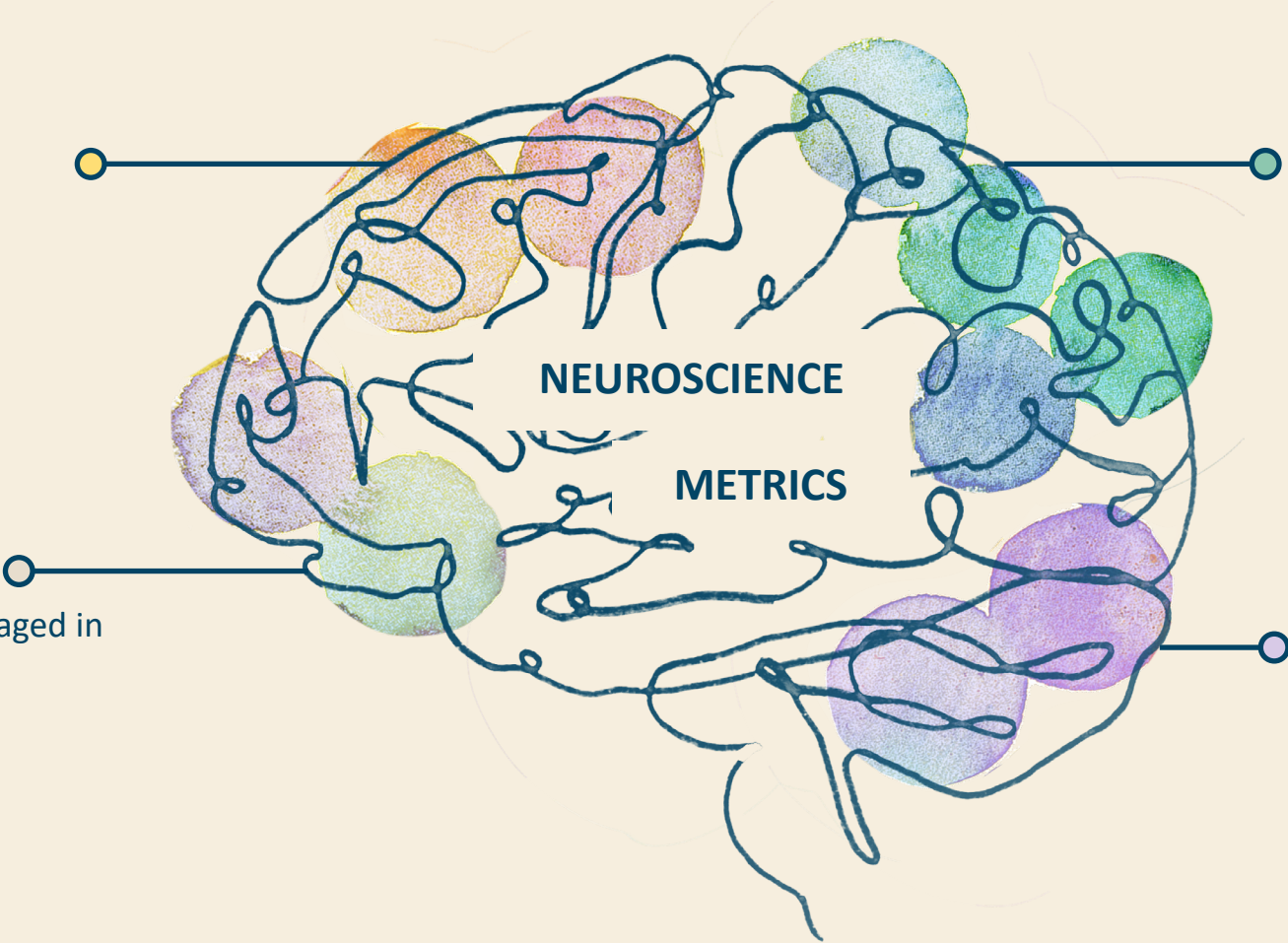
Not-positive environments: Platforms rated as "not-positive" by participants (strongly disagree, disagree, or neutral), based on their own perceptions



Controlled, in-lab testing

COGNITIVE LOAD

Are people processing the information given? Are they experiencing information overload or stress?



MOTIVATION

Are people having a positive or negative experience? This score reflects two main states: 'aversion' (negative experience) and 'approach' (positive experience)

AROUSAL

Are people emotionally engaged in what they are viewing?

VISUAL ATTENTION

For how long are people viewing the content or ads?

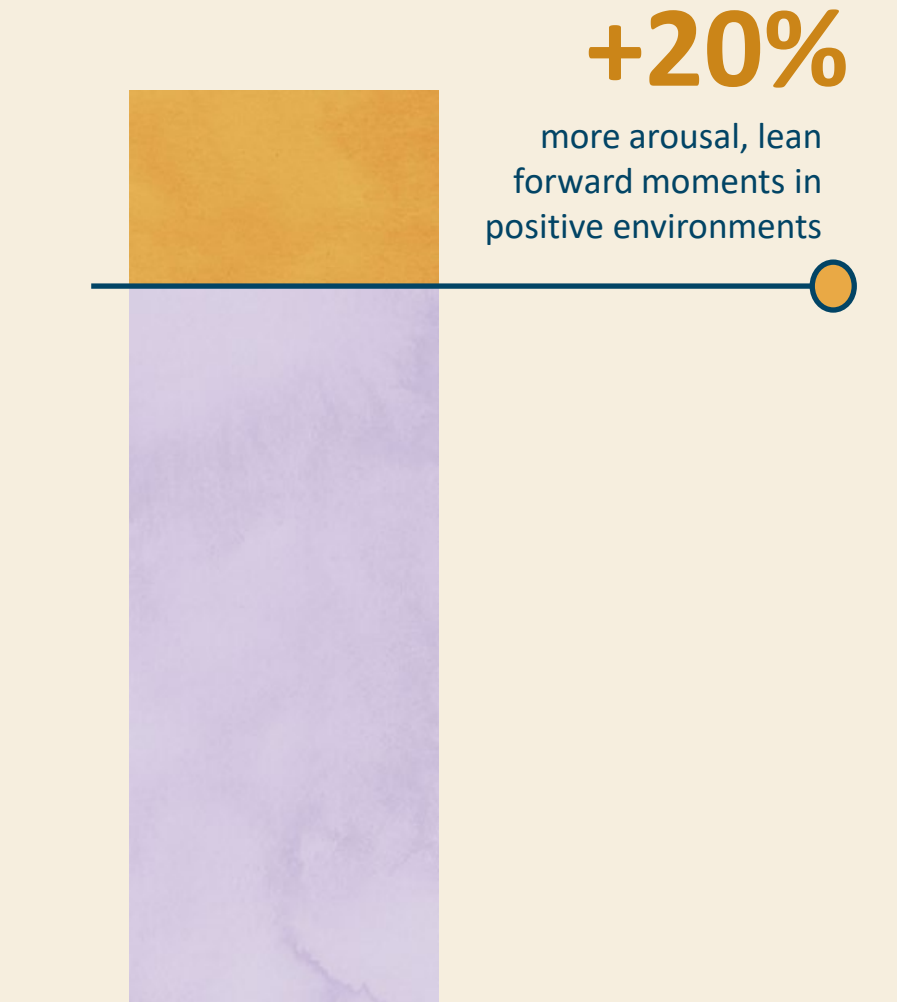
Measured neuro-metric response to ads among 120 participants across various social media platforms using eye-trackers and EEG sensors. The study evaluated response to ads across three brand verticals and two popular social media platforms

People are more emotionally engaged in positive environments

Positive ad environments resulted in +20% more high-arousal, "lean forward" moments

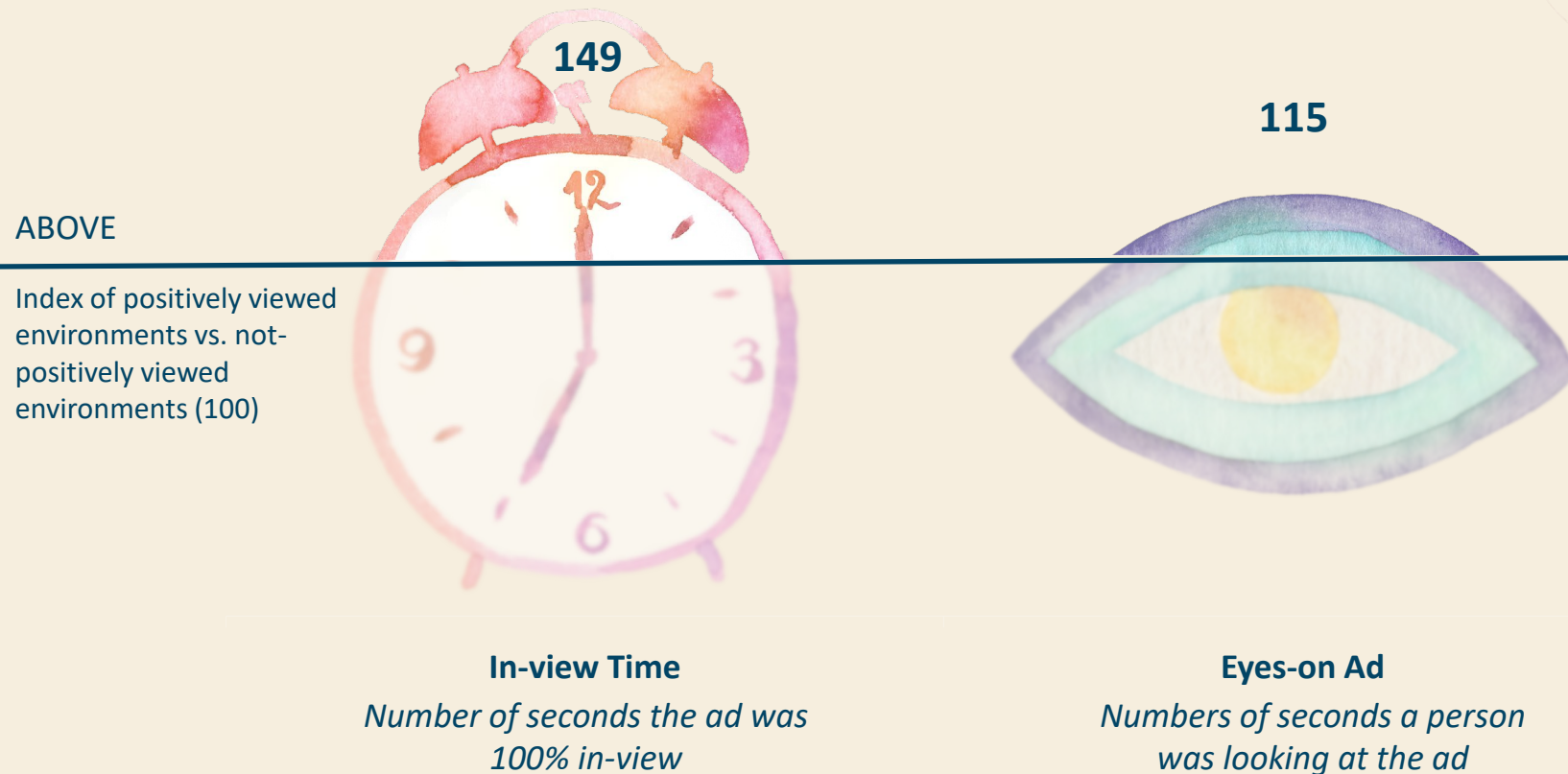
Arousal moments: % of time people were in a leaned-in mindset

- Environments viewed as **positive**
- Environments viewed as **not-positive**



Positive environments offer more opportunity for ads to be seen

A more leaned-in audience spends more time looking at ads in a positive environment

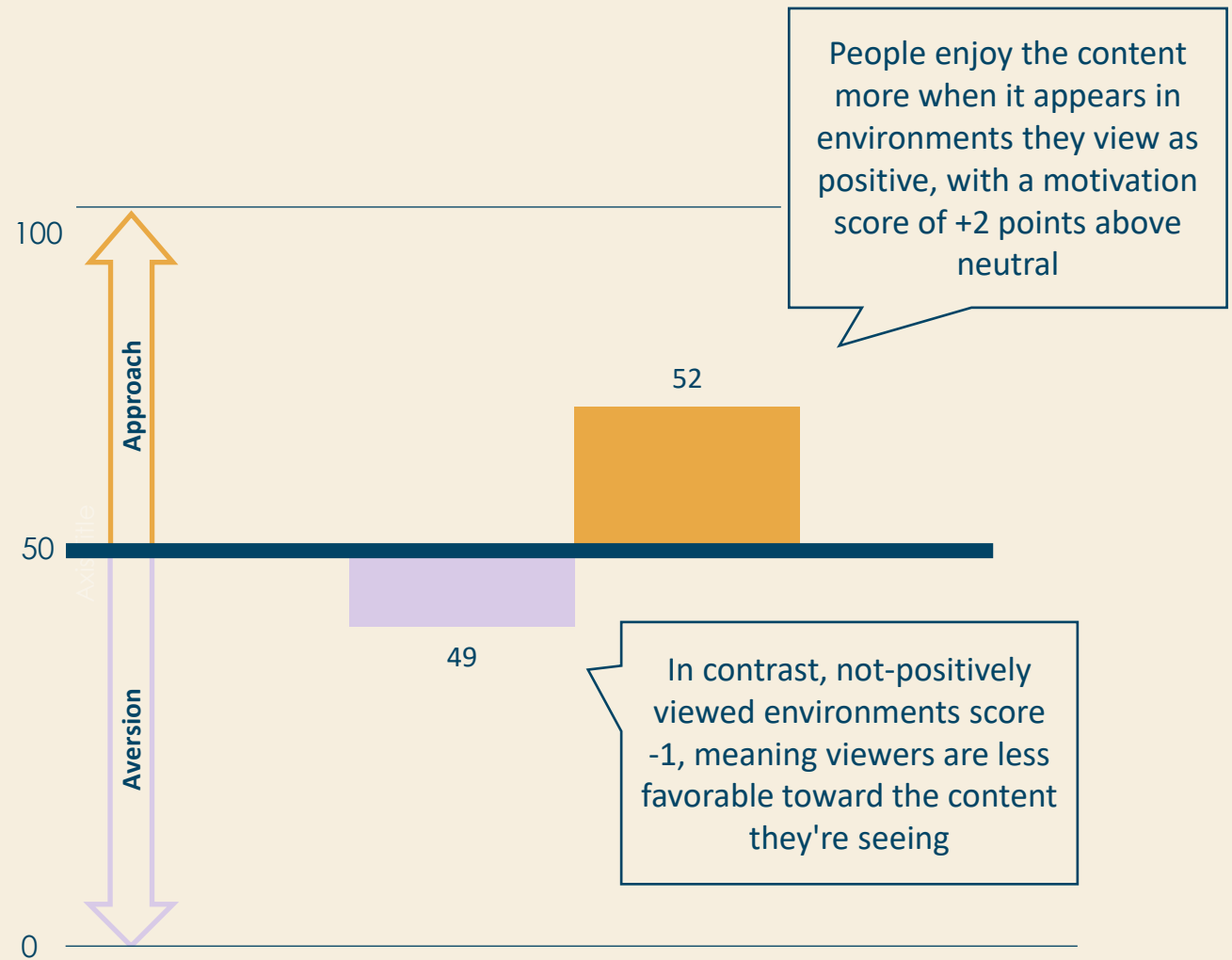


Study 2, Neuro, Total audience n=120
In-view time (s): Number of seconds the ad was 100% in-view
Eyes-on ad (s): Number of seconds a person was looking at the ad

Beyond attention, positive ad environments foster positive experiences

Motivation: *Whether people are having a positive or negative experience during ad exposure*

- Environments viewed as **positive**
- Environments viewed as **not-positive**



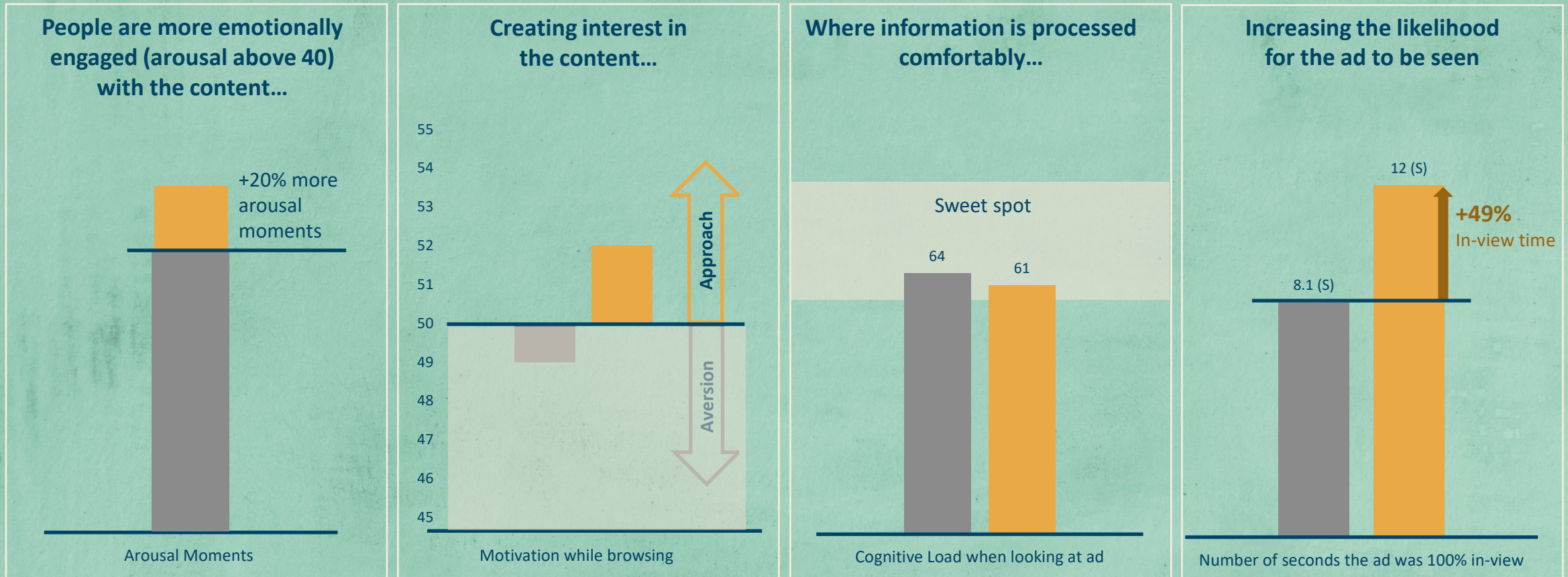
Study 2, Neuro, Total audience n=120

Read as: On positively rated environments, people are, on average, in an approach mindset (Motivation > 50), indicating they are having a positive experience. Conversely, on environments that are not rated as positive, the average motivation score is less than 50, placing people in an aversion mindset. This suggests they dislike their experience and prefer to avoid it

Motivation: Are people having a positive or negative experience? This score reflects two main states: 'aversion' (negative experience) and 'approach' (positive experience), calculated with EEG scores

Positivity creates the ideal cognitive environment for brands

Environments viewed as **not-positive** Environments viewed as **positive**



Study 2, Neuro, Total audience n=120

Read as: An arousal level above 40 suggests that people are engaged, with motivation shifting from 'aversion' to 'approach', indicating a positive ad experience. Cognitive load between 55-75 means viewers are processing information comfortably, while the ad has a 50% higher chance of being seen



Positivity + the bottom line

Measuring sales enabled by positivity

Does positivity have an impact on sales?

We used advanced modeling leveraging marketing mix models (MMM) to quantify how much viewability and positivity impact sales in ad environments



Collected live campaign data



Modeled attribution of campaign impressions to sales



Simulated alternate outcomes based on ad viewability & positivity

*Ad Environments: Websites/apps that were brand suitable
MMM is a technique that helps measure the impact of different marketing channels (like social media, TV, and digital platforms) on sales. It helps brands understand which channels give the best return on investment



3 BRAND VERTICALS



14 BILLION IMPRESSIONS



97,620 AD ENVIRONMENTS*



3,900 POSITIVITY RESPONSES

How we defined positivity:

1. Surveyed participants to get the average positivity (scale of 1 to 10) across top ad environments
2. Leveraged Adelaide's AU™ metric, which rates the quality of media placements, combined with DSP failure rate metrics to create an ensemble model to extend positivity across all ad environments

Boost sales with more thoughtful media choices

With the same, finite budget, brands can generate +24% more sales by incorporating viewability and positivity in media buying strategy

Incremental sales informed by MMM

- Impressions come from live campaigns, with brand safety controls on
- Modeled sales response after using the MMM to reallocate impressions, holding spend constant
- Surveyed participants on ad environment positivity (1–10 scale) and used Adelaide's AU™ metric with DSP failure rates to model positivity across all placements

Baseline Simulated Sales (100)

All impressions

Only viewable impressions

Viewable impressions with positivity taken into account

By reallocating more impressions towards ad environments that are just +2.5% higher in average positivity, brands can earn up to +21 pts. higher sales compared to focusing only on viewable impressions

+3%

+24%

Study 3: Sales impact – MMM model

Note: Positivity ratings of websites comes from an ensemble model based upon survey responses and Adelaide AU™ metrics

Read as: When viewability is considered for media allocation, the same number of impressions could result in 3% higher simulated sales. When positivity is taken into account, brands can get +24% simulated sales

SUMMARY

Advertisers should consider aligning with positive ad environments to drive meaningful outcomes

1

STUDY 1: BRAND IMPACT

BRAND BOOSTER

Advertising in positive environments isn't just about "feel-good" vibes – they can deliver tangible results across mid and bottom funnel metrics

2

STUDY 2: NEURO

COGNITIVE CATALYST

Positive environments create an optimal cognitive setting for advertising, enhancing emotional engagement, and attentiveness to brand messages

3

STUDY 3: SALES IMPACT

SALES MULTIPLIER

Positive environments can amplify the efficiency of ad budgets, projecting stronger sales without the need for additional spend

Data based on simulated MMM results

Choose ad environments with quality content to unlock positivity

Top 3 modeled drivers of positive ad environments



Ad environments that **have meaningful, high-quality content**



Ad environments that **have up-to-date content**



Ad environments that **have trustworthy content**

Study 3: Sales impact - survey, Total audience n=259

Linear regression was employed to identify the key factors that significantly influence the respondent providing a positive response to a tested site

Read as: A platform or site that is rated 'highly for meaningful and high-quality content' or 'Up-to-date and timely content' is more likely to be considered a positive site

Note: Attributes like 'high-quality content,' 'up-to-date content,' and 'trustworthy content' were rated based on participants' own perceptions

Thought starters

Know your audience: Positivity is in the eye of the beholder. Work with media partners to define positivity for your audience

Use contextual targeting: Leverage contextual targeting to place ads alongside uplifting, positive content; expanding campaign reach while reinforcing your brand's values

Communicate your values: Clearly share your brand values with your partners (agencies & vendors) so they can ensure your ads are placed in brand-safe, positive content that aligns with your values

Create inclusion lists: Work with your media partners to identify the publishers and platforms that reflect your brand's values and create inclusion lists to prioritize these placements



Thank You

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