

The Role of OTT in a Cross Platform Video Campaign

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Ad effectiveness measurement on PCs has existed for years, and more recently companies like Nielsen and comScore are working towards developing measurement tools for mobile. But ad effectiveness of streaming in the living room? Still a mystery.

At Hulu, measurement and data help us understand our customers and best serve their needs. The living room is a critical place for our audience, accounting for more than 70 percent of viewing on Hulu, but to date, measurement has been incomplete. Despite the fact that consumers prefer to watch long-form, premium streaming content on their connected devices and smart TVs, no one yet offers a solution that captures the strengths of those platforms in the context of a cross-platform campaign.

How does the ad experience affect consumers? How does viewing ads in the living room affect viewers' attitudes towards a marketer's brand? These are insights that have been unavailable to us - and our clients - for far too long.

That's why we've partnered with Millward Brown to pave the way for ad effectiveness measurement that includes OTT delivery. Together, with help from MAGNA and their brand clients, we created and assessed a methodology, developed measurement guidelines, and ultimately gleaned foundational insights.

Here's what we found:

OTT is Best at Driving Awareness and Brand Favorability, While Mobile is Better for Purchase Intent

By extending measurement across platforms, we are also extending measurement across Hulu's entire user base, providing a holistic view of an advertiser's campaign, rather than a proxy.

A QSR client that participated in this test and had previously run ad effectiveness research for PC-only, provided a useful comparison between two points in time. The PC-only measurement demonstrated moderate success in overall ad effectiveness, and when comparing these results to the PC-specific results from our cross-platform test, we observe a similar outcome. However, that's where the similarities end. The mobile and OTT platforms proved extremely successful for this advertiser overall, driving significant lifts across the entire purchase funnel.

Our research showed that the living room exposures were most effective at driving both awareness and brand favorability. PC, meanwhile, led to the biggest lift in online brand awareness, while mobile exposures led to the most substantial bump in purchase intent. Overall, the strengths of each platform were very complementary.

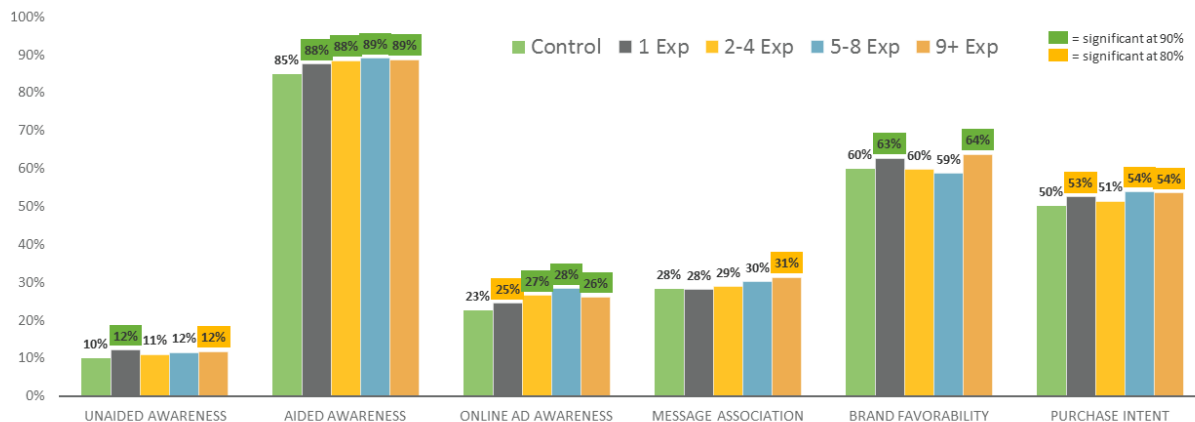
Brand Metrics	PC Studies	Cross-Platform Study			
	PC	Overall	PC	OTT	Mobile
Aided Awareness	-0.1%	13.1%	12.8%	15.0%	8.6%
Online Ad Awareness	10.8%	8.8%	9.9%	9.0%	7.5%
Brand Favorability	-6.7%	10.6%	-1.1%	13.1%	12.1%
Purchase Intent	-6.4%	8.9%	7.0%	8.0%	12.7%

***All values are expressed as percentage lifts when comparing exposed against control**

Maintaining Thoughtful Pacing Can Prevent Wearout at High Frequency Levels

Frequency is always a concern in cross platform campaigns, as too much exposure in a short time frame can have a detrimental effect on brand perception. In this case, while it only took one exposure to impact most of the key KPIs, what we saw consistently across campaigns is that there was little to no decline in these metrics even at 9+ exposures. Of course, much depends on the product and flight length. But for these campaigns, which averaged two months in duration, one exposure or more a week allowed advertisers to keep the message in the viewers' minds without negatively impacting their efficacy.

These results aren't entirely surprising, as they mirror similar findings from our PC-only campaigns. Layering in living room measurement simply enhances the story. So while frequency capping remains an important consideration, these results show that higher frequency levels, if managed appropriately within the life of the campaign, can in fact be beneficial.



Final Thoughts

In the past, the ability to measure only PC was revealing just a fraction of the overall campaign performance (and a slightly skewed one at that). Now, with measurement across all screens, we can provide an accurate view of how each platform plays a role in driving campaign success and uncover a richer set of ad effectiveness results by platform.

While this beta test provided us with foundational findings, we will continue to study the role of OTT in cross platform video campaigns, learning more about our audience alongside our advertisers, and laying the groundwork for ad effectiveness measurement in a cross platform environment.