

PUTTING SCIENCE BEHIND THE STANDARDS



IPG MEDIA LAB

HOW BIG IS THE VIEWABILITY PROBLEM?

57%

*Of display ads are not
human/viewable*

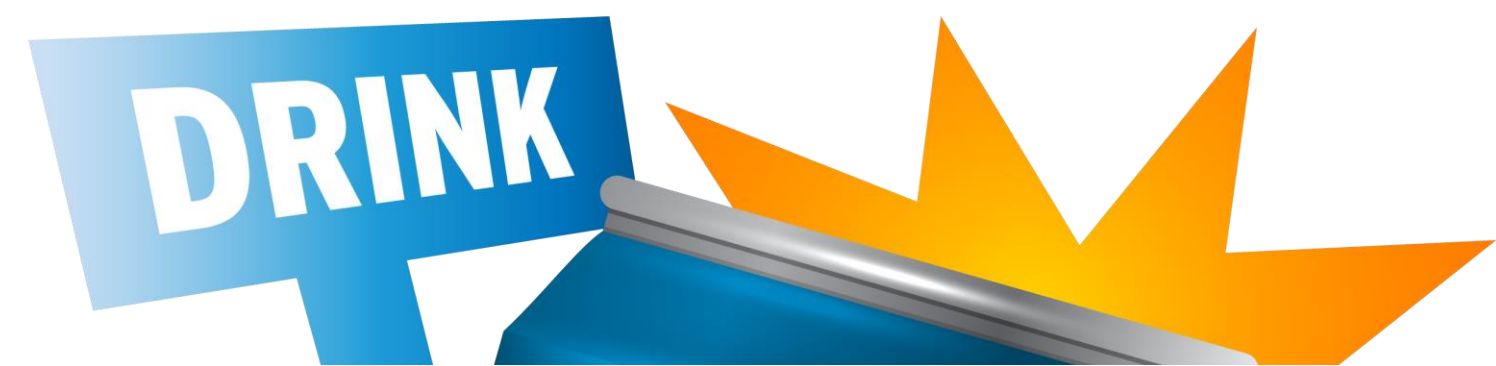
WE HAVE A STANDARD TO GO BY...

STANDARD BANNER ADS



At least 50% in view
For a minimum of 1 second

RICH MEDIA ADS



At least 30% in view
For a minimum of 1 second

VIDEO ADS



At least 50% in view
For a minimum of 2 consecutive seconds

BUT,

**WE STILL DON'T KNOW HOW
EFFECTIVE ADS THAT MEET THE
MEDIA RATINGS COUNCIL'S (MRC)
VIEWABILITY STANDARDS
ACTUALLY ARE.**

TO FILL IN SOME OF THESE BLANKS, WE EXPLORED...

1.

What value do ads that meet the MRC minimum viewability standard actually offer?

2.

What is the relationship between viewability and ad effectiveness?

3.

How can marketers get the biggest bang for their buck?

OUR GOAL IS TO...

Present results from the first known study that scientifically ties viewability to ad effectiveness by testing the following hypotheses:

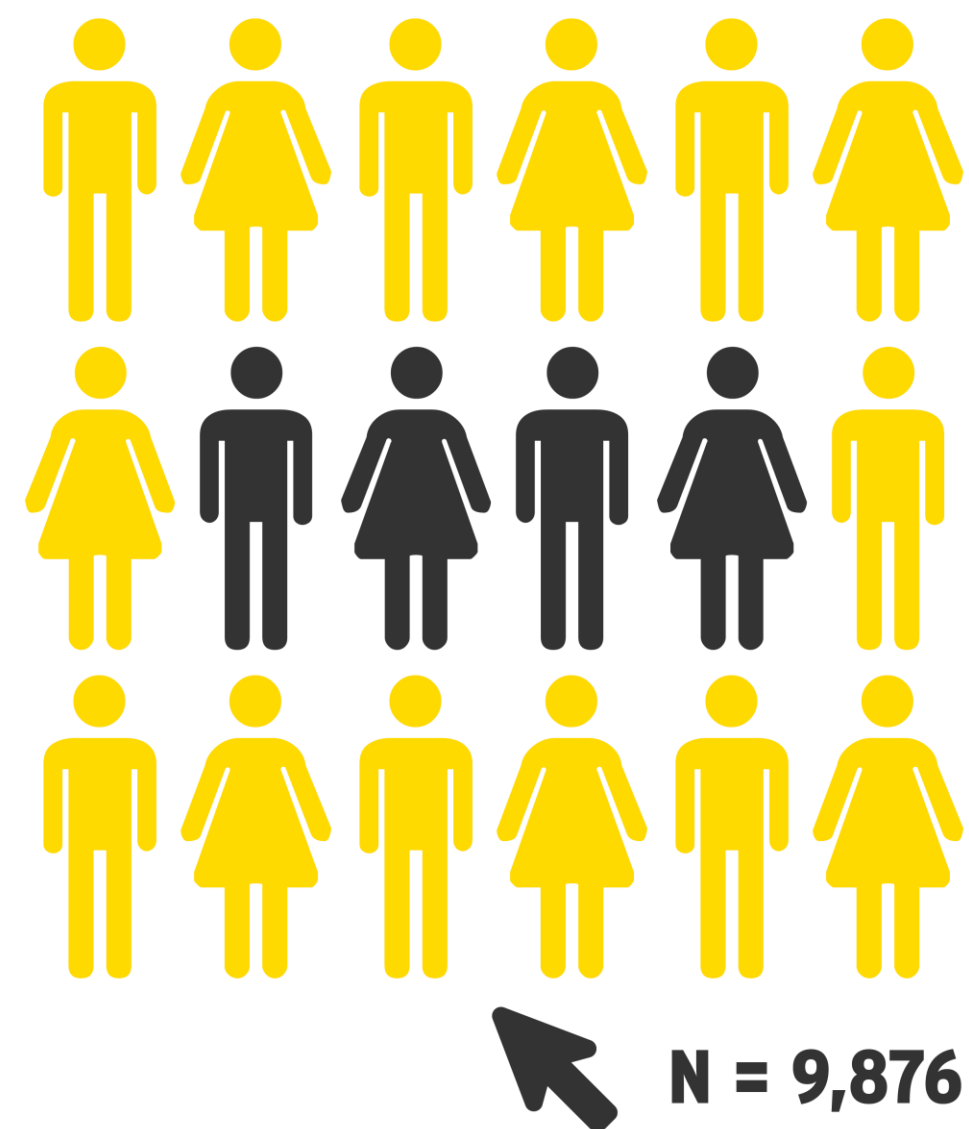
- 1. The more viewable an ad is, the more consumers will see it*
- 2. As viewability increases, so does ad effectiveness*
- 3. There are strategies advertisers can employ to make less viewable ads more effective*

OUR GOAL IS NOT TO...

Recommend changes to the MRC standard, or develop a new viewability standard

RIGOROUS SCIENTIFIC TESTING

Participants recruited from nationally representative online panel



Randomized into 1 of 189 viewability test cells; Viewed webpage that matched their typical consumption habits




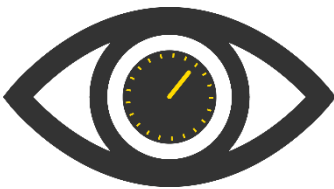
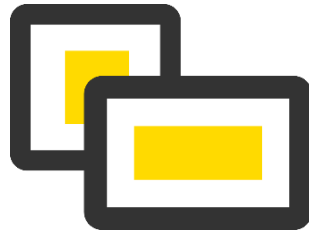





Subset of sample viewed webpage while being eye-tracked



Answered post-exposure survey for branding metrics



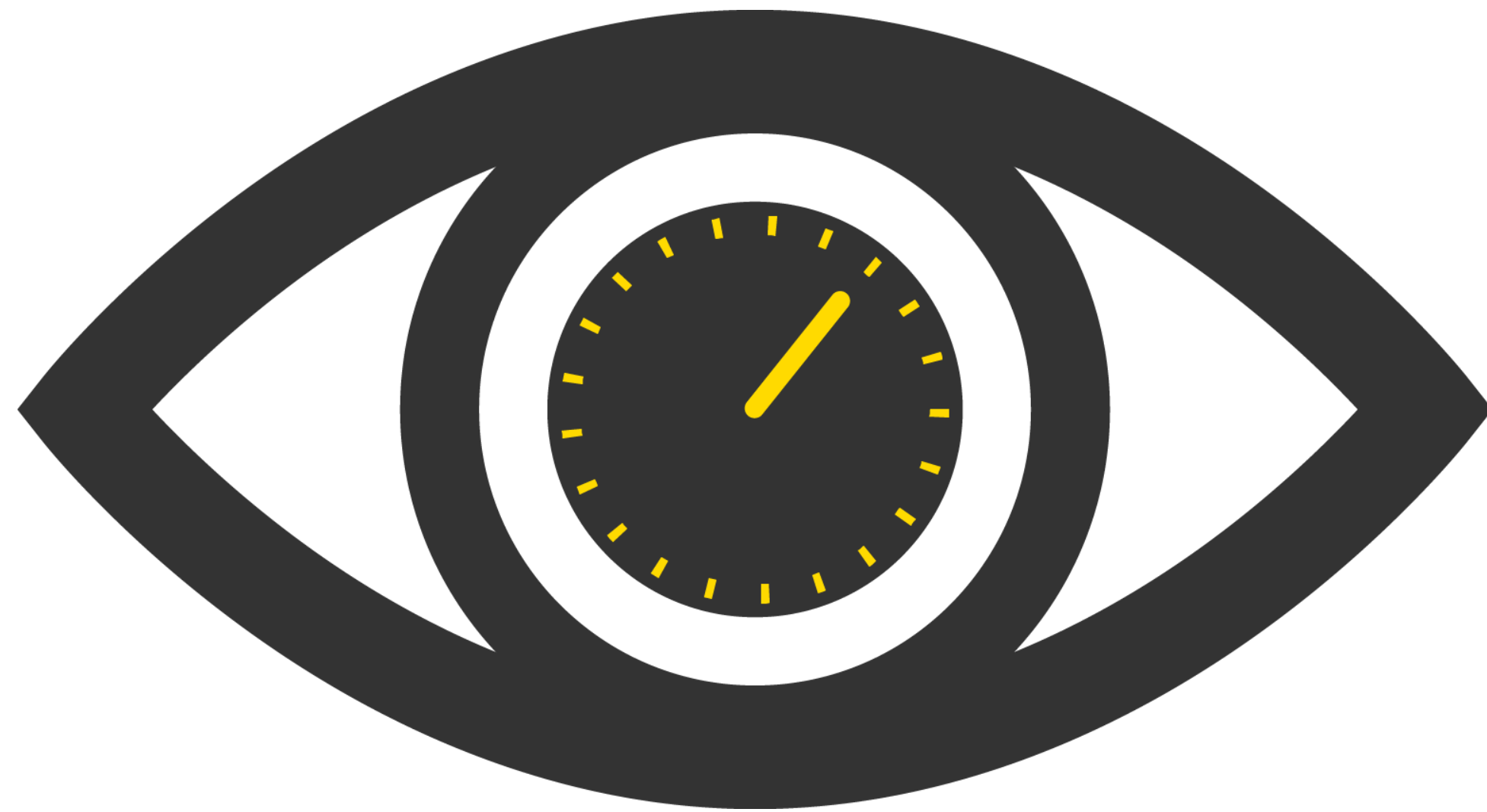
189 DIFFERENT AD SCENARIOS WERE TESTED

							
PERCENT IN VIEW	TIME IN VIEW	AD TYPE	INDUSTRY VERTICAL	LOGO PLACEMENT	AUDIO	SHARE OF VIEW	CONTEXTUAL RELEVANCE
25%	.5 sec	Standard Banner Ad	CPG	Top	On	1 of 1 ads	In Context
30%	1 sec	Rich Media/ Large Format Ad	Auto	Not at top	Off	1 of 2 ads	Out of Context
50%	2 sec	Video Ad				1 of 4 ads	
75%	4 sec						
100%	7 sec						
	Full Exposure						

*Two standard display ad sizes tested; 1 per industry vertical
**Logo placement test cells only included for 1 ad type for 1 brand

CONTROLLING FOR VIEWABILITY

“ TIME IN VIEW ”



Test ad rotated to a house ad after the designated time frame

“ PERCENT IN VIEW ”



Ad was never more/less than the designated % in view

KEY FINDINGS

1.

Viewability is highly related to ad effectiveness

2.

How long the ad is in view matters more than how much of it is in view

3.

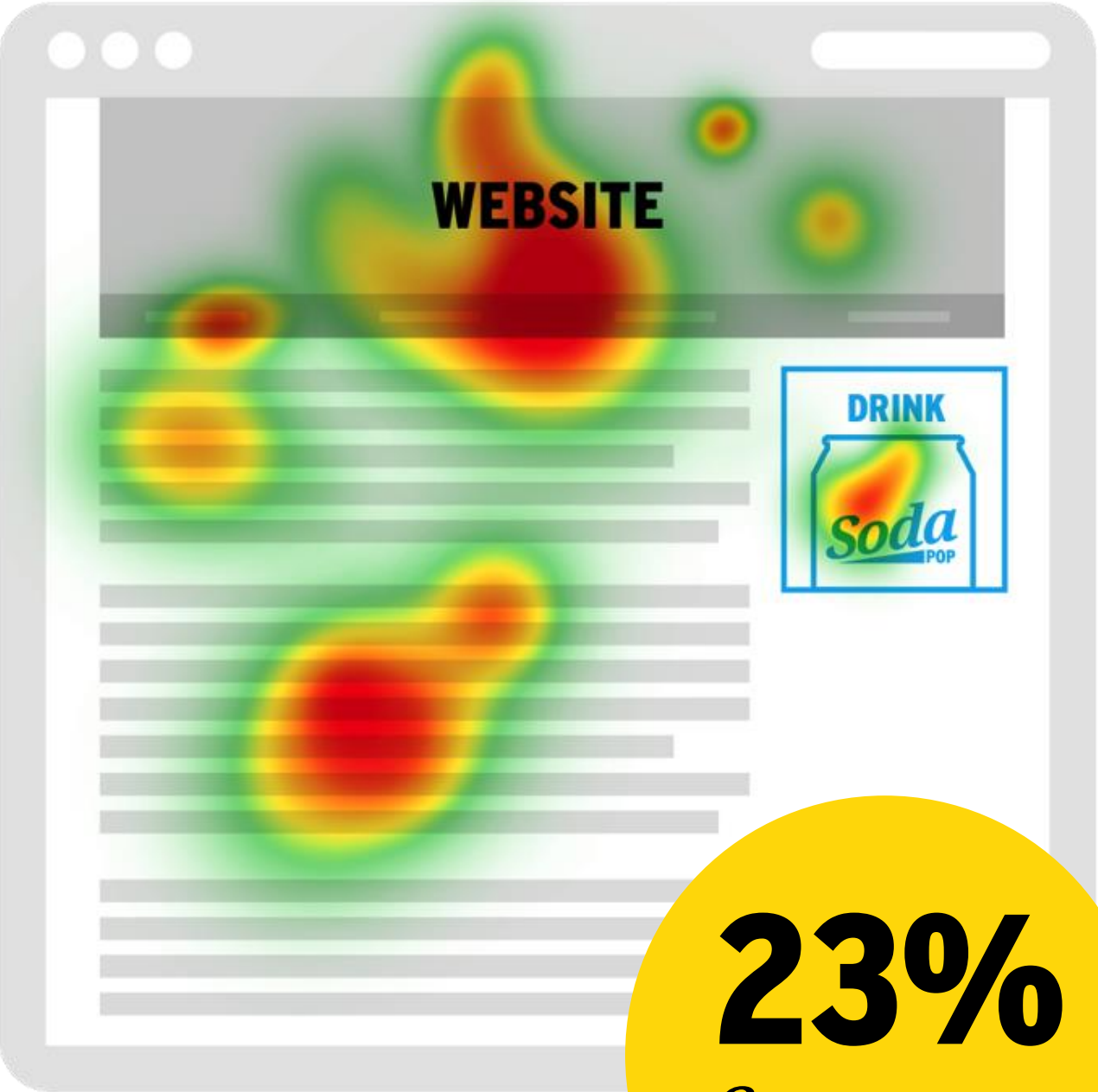
All ad strategies are not created equal: some help more at lower viewability levels than others



**WHAT VALUE DO ADS THAT MEET
THE MRC MINIMUM STANDARD
ACTUALLY OFFER**

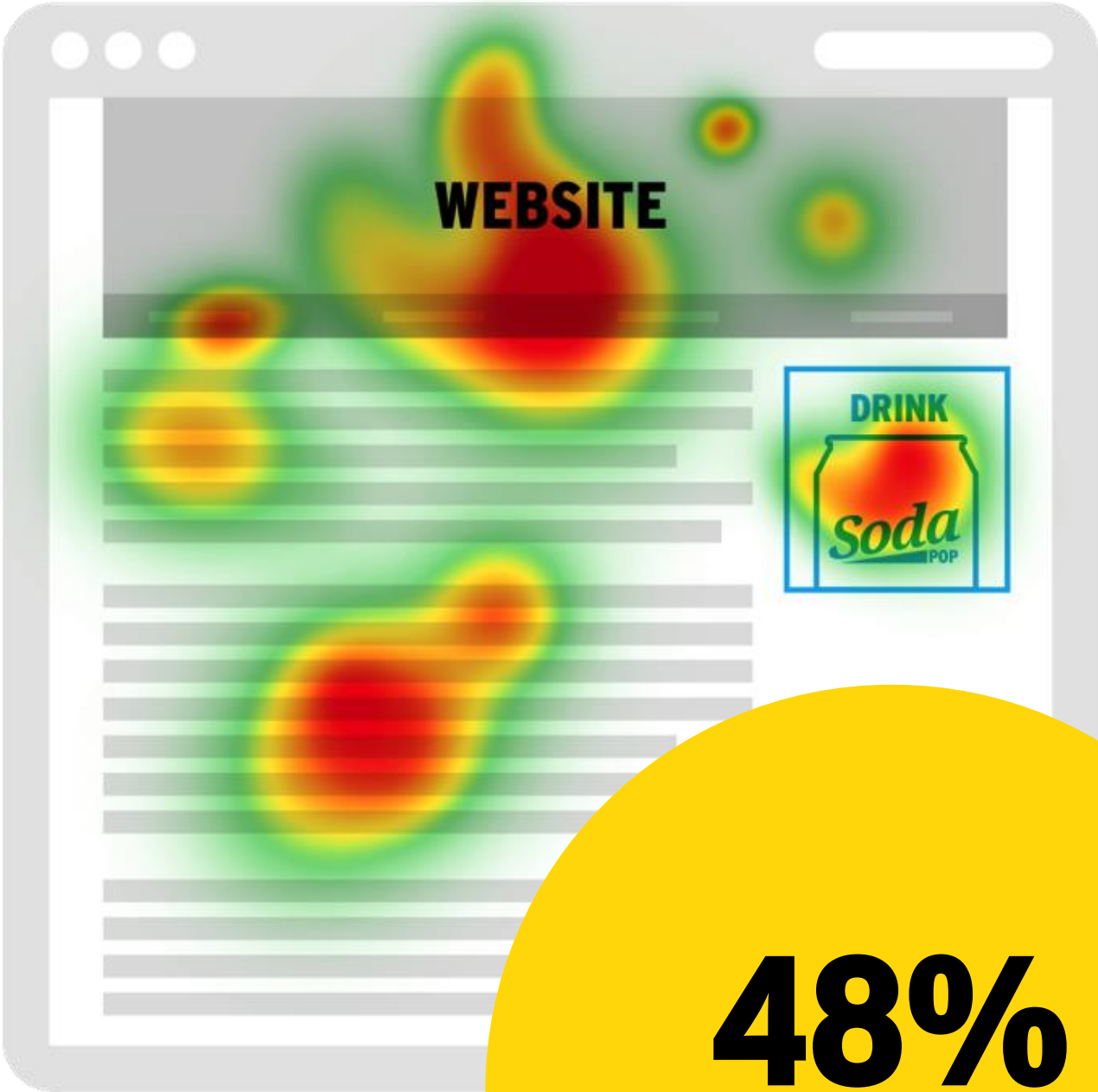
NATURALLY, HIGHER VIEWABILITY = MORE EYEBALLS

UNDER MRC STANDARD



23%
*Consumers
see ad*

AT MRC STANDARD



48%
*Consumers
see ad*

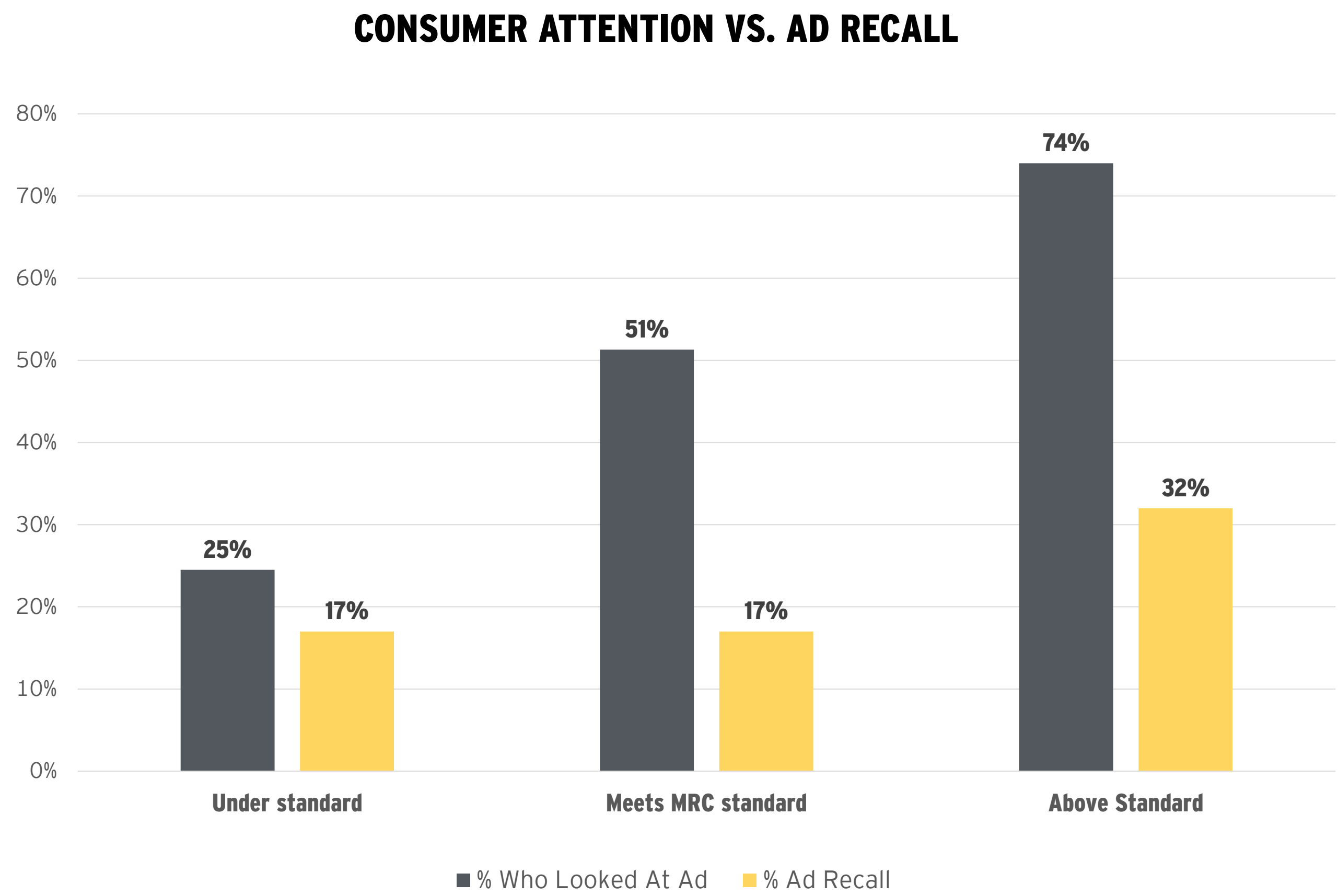
ABOVE MRC STANDARD



76%
*Consumers
see ad*

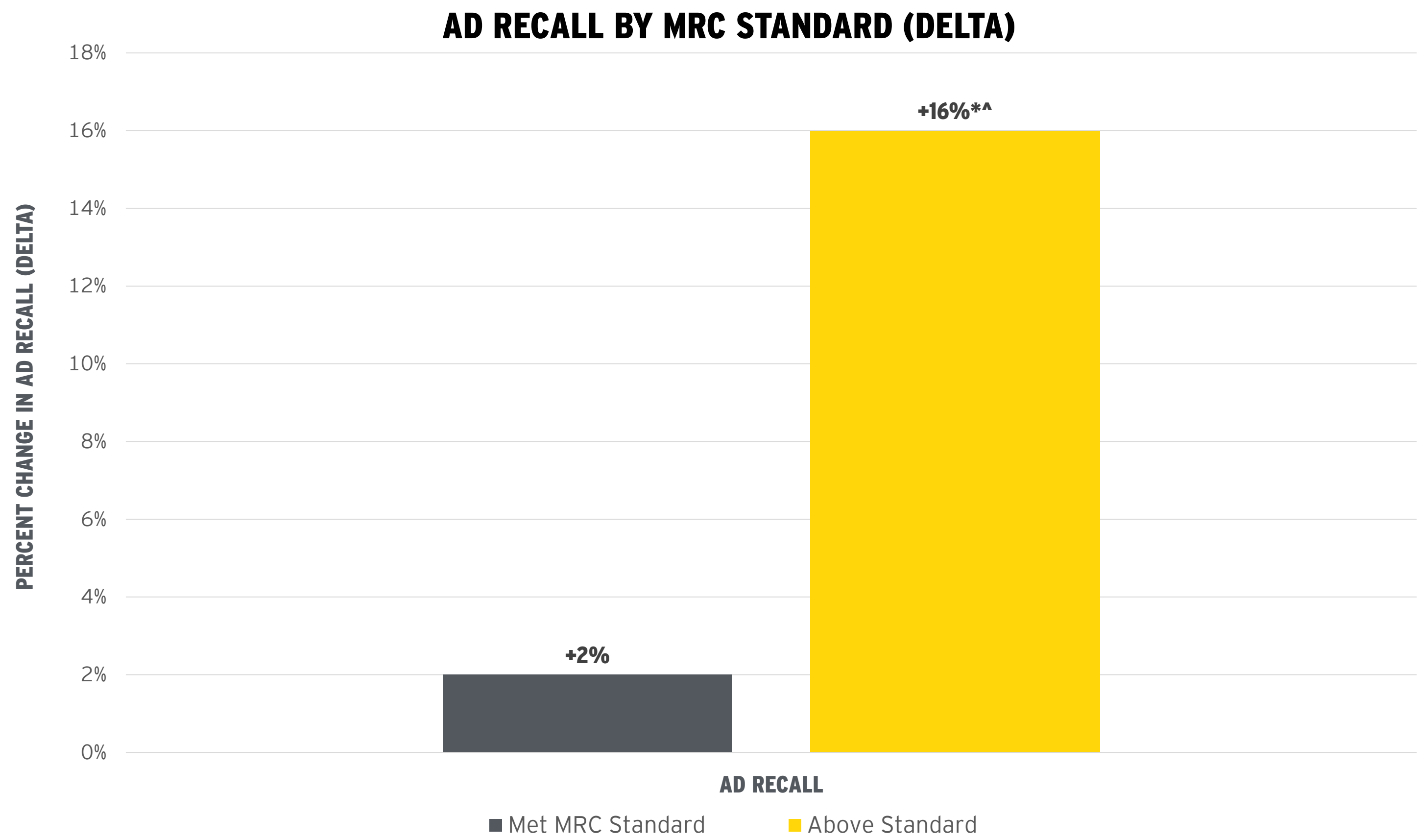
EYEBALLS DON'T NECESSARILY = AD RECALL

While attention increases with viewability, that doesn't guarantee consumers are internalizing the ad



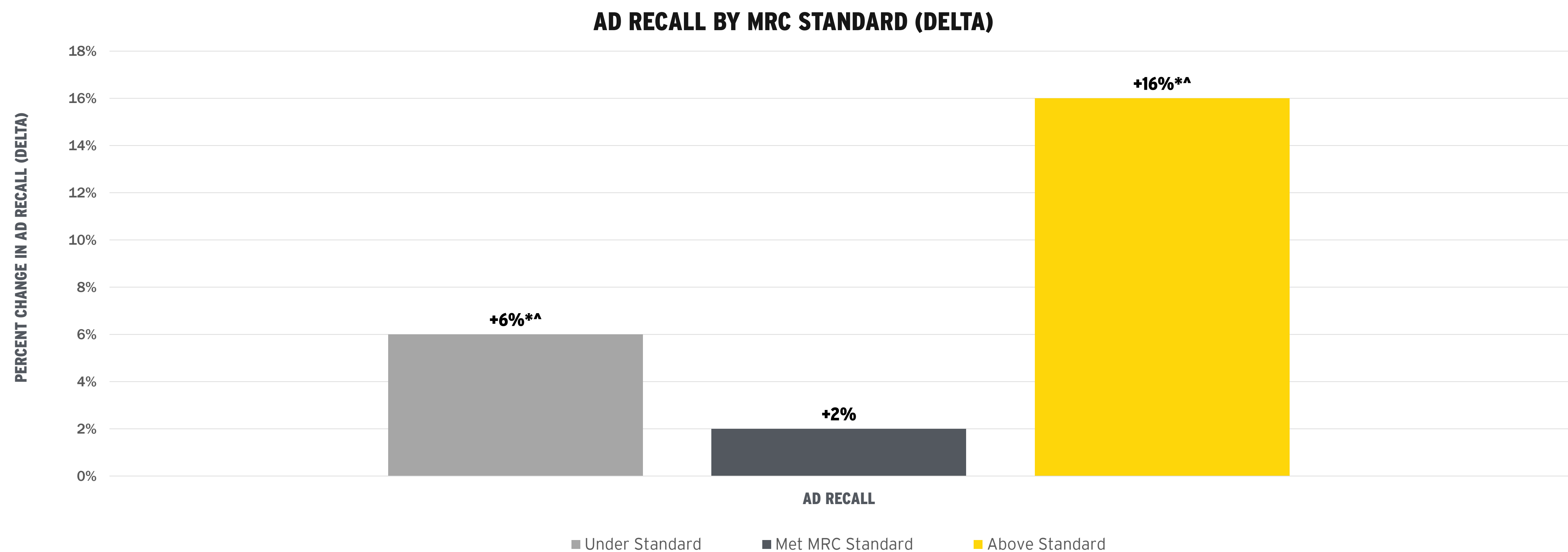
MRC STANDARD ISN'T A MAGICAL THRESHOLD FOR AD EFFECTIVENESS

Ads that simply met the standard did not have impact on ad recall



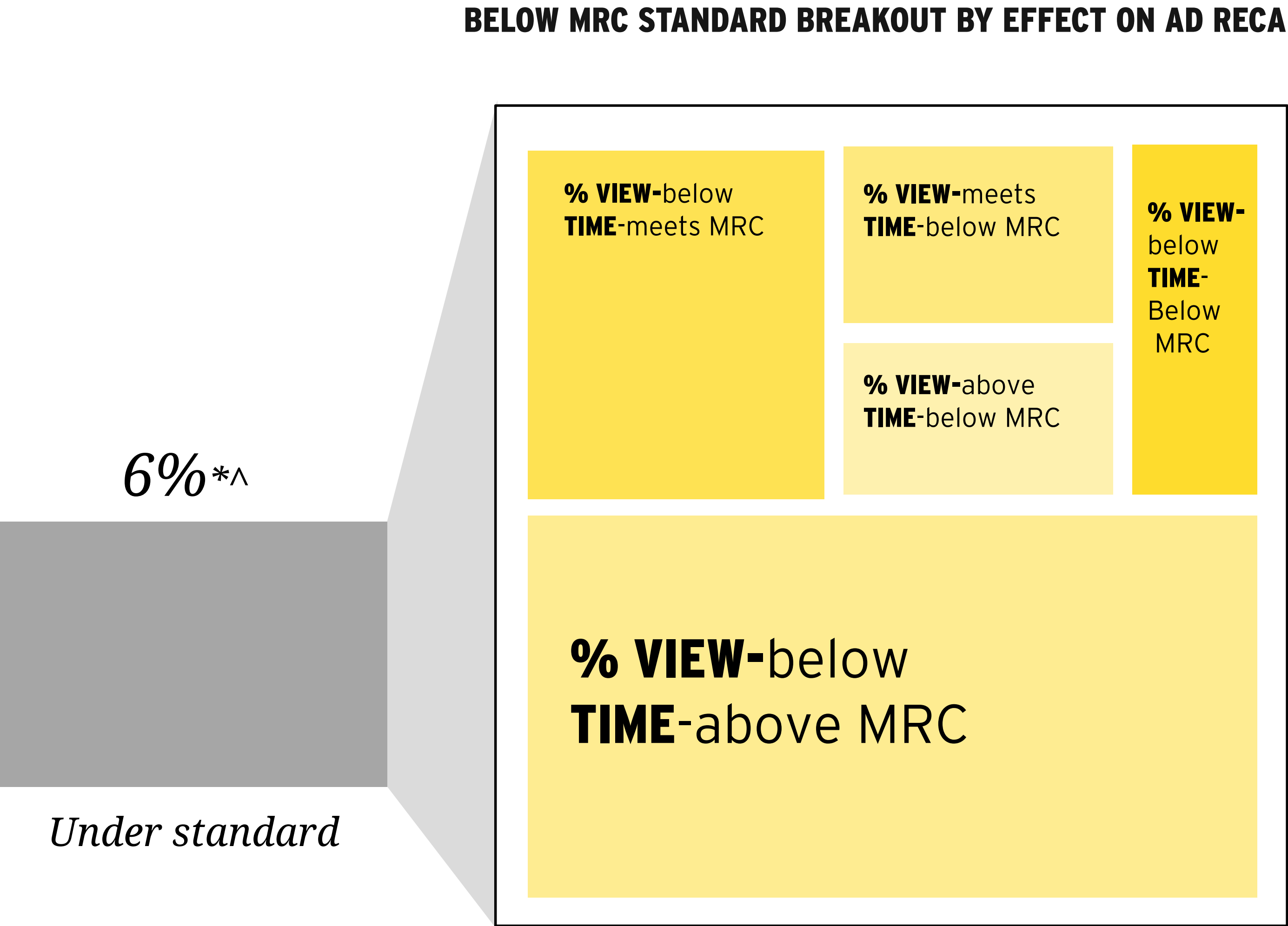
* Statistically significant difference between control and test at >=90% confidence
^ Statistically significant difference between MRC standard and test at >=90% confidence
Results include all ad types

WHICH MEANS EVEN SOME IMPRESSIONS BELOW THE MRC STANDARD HAVE IMPACT



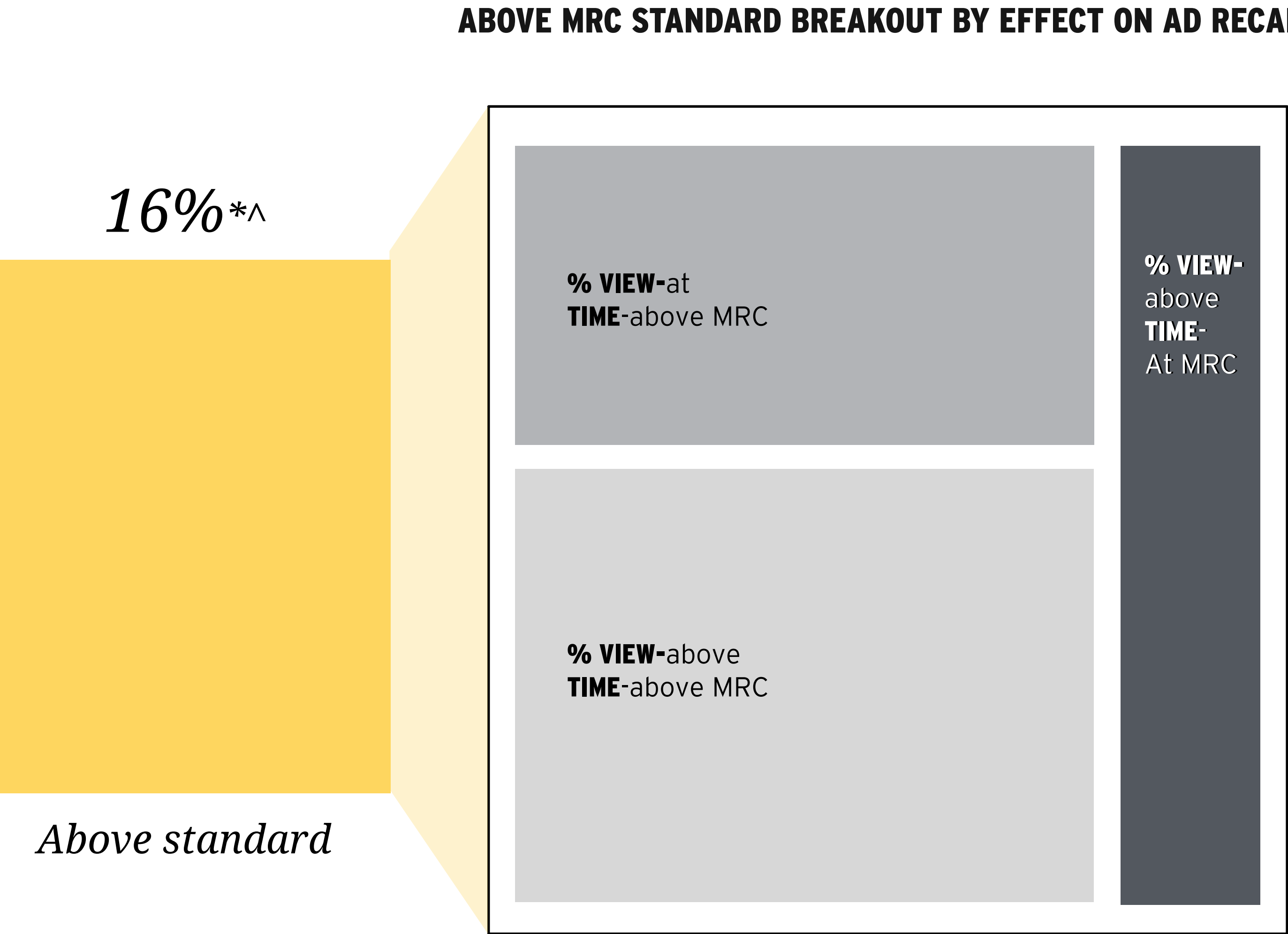
* Statistically significant difference between control and test at >=90% confidence
^ Statistically significant difference between MRC standard and test at >=90% confidence
Results include all types

MOSTLY BECAUSE
SOME PARTIAL ADS
COULD BE IN VIEW
FOR A LONG PERIOD
OF TIME

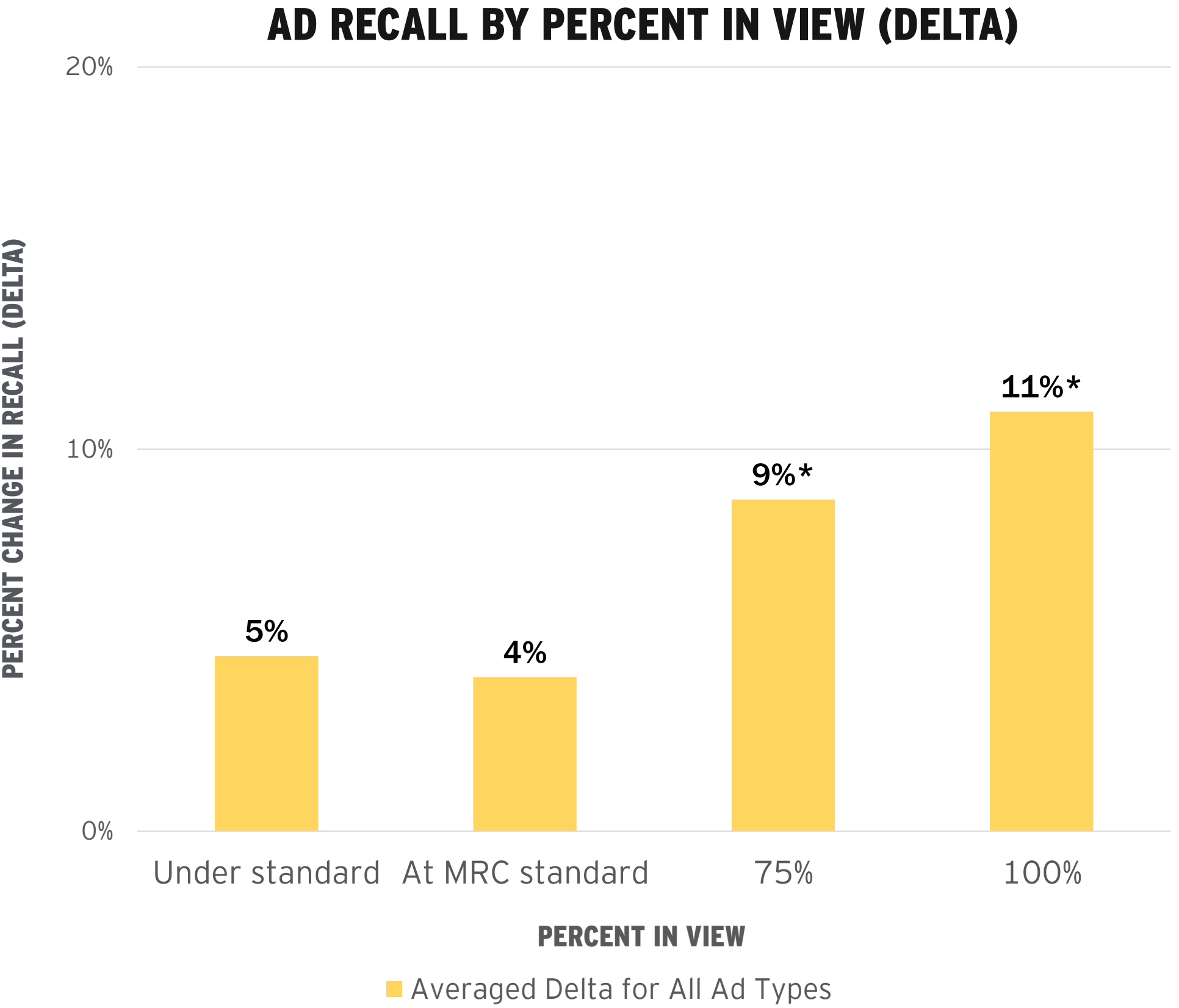
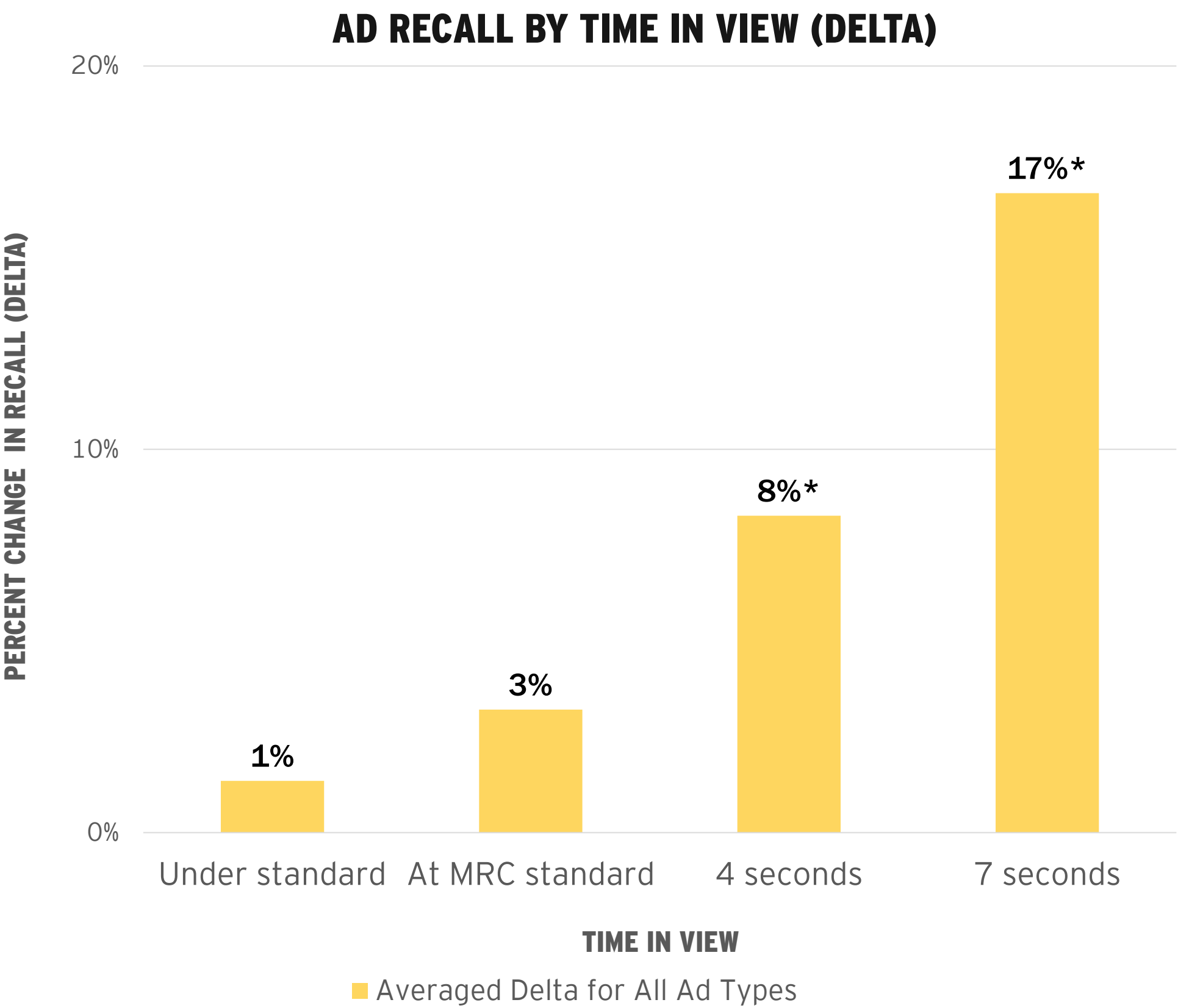


ON THE FLIP SIDE, SOME ADS ABOVE THE STANDARD DON'T HAVE IMPACT

*Specifically, when time in
view is low*

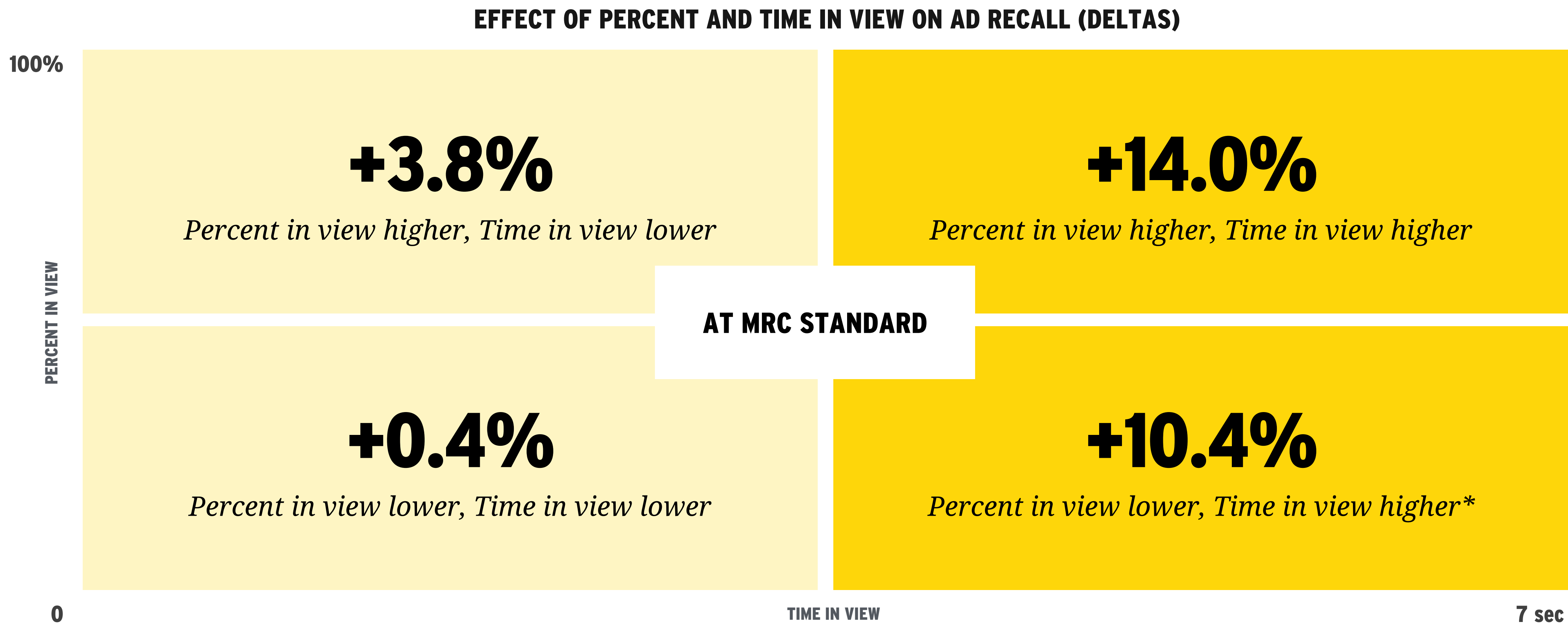


BUT, WHAT IS MOST IMPORTANT IS THAT VIEWABILITY IS HIGHLY RELATED TO EFFECTIVENESS



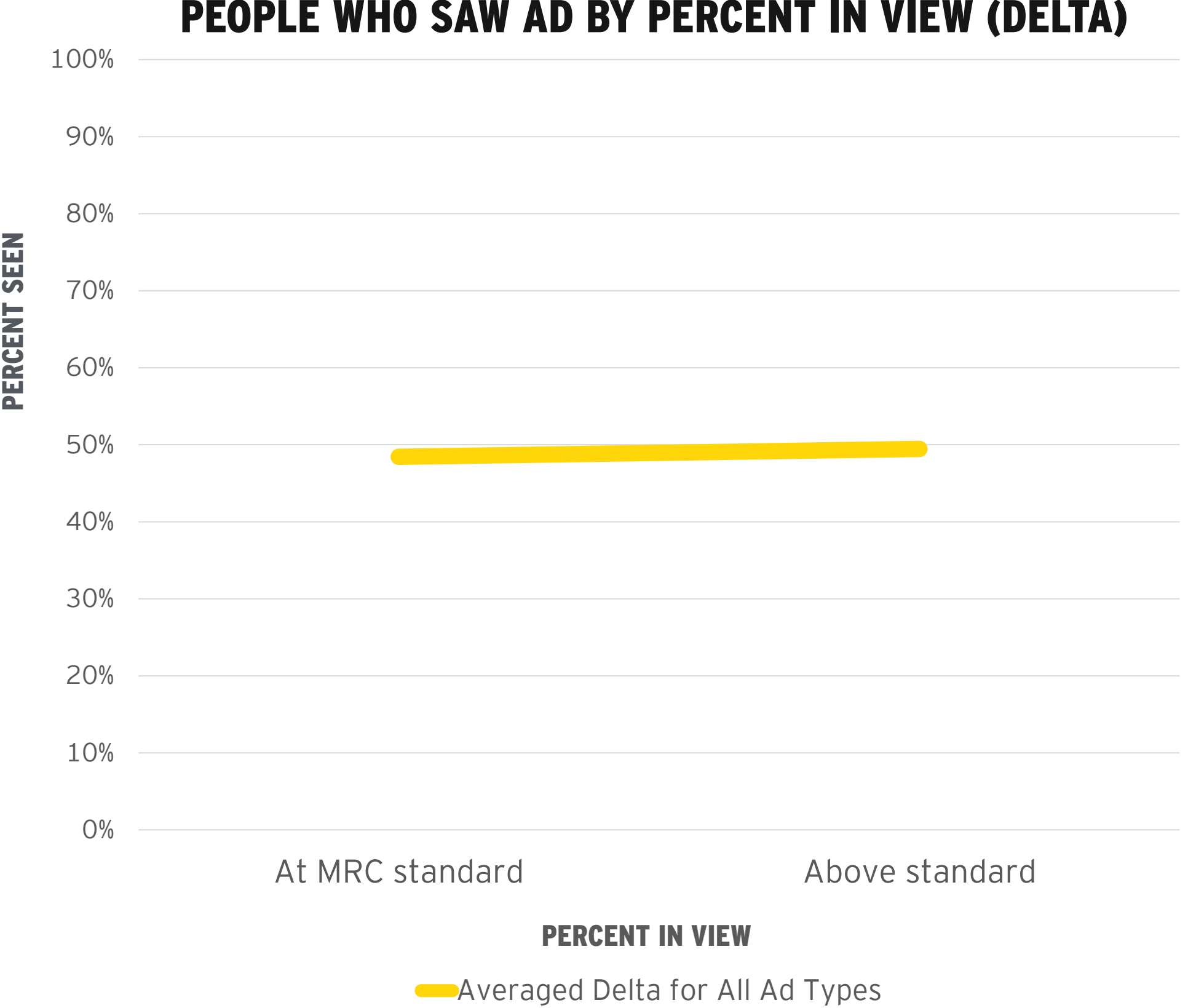
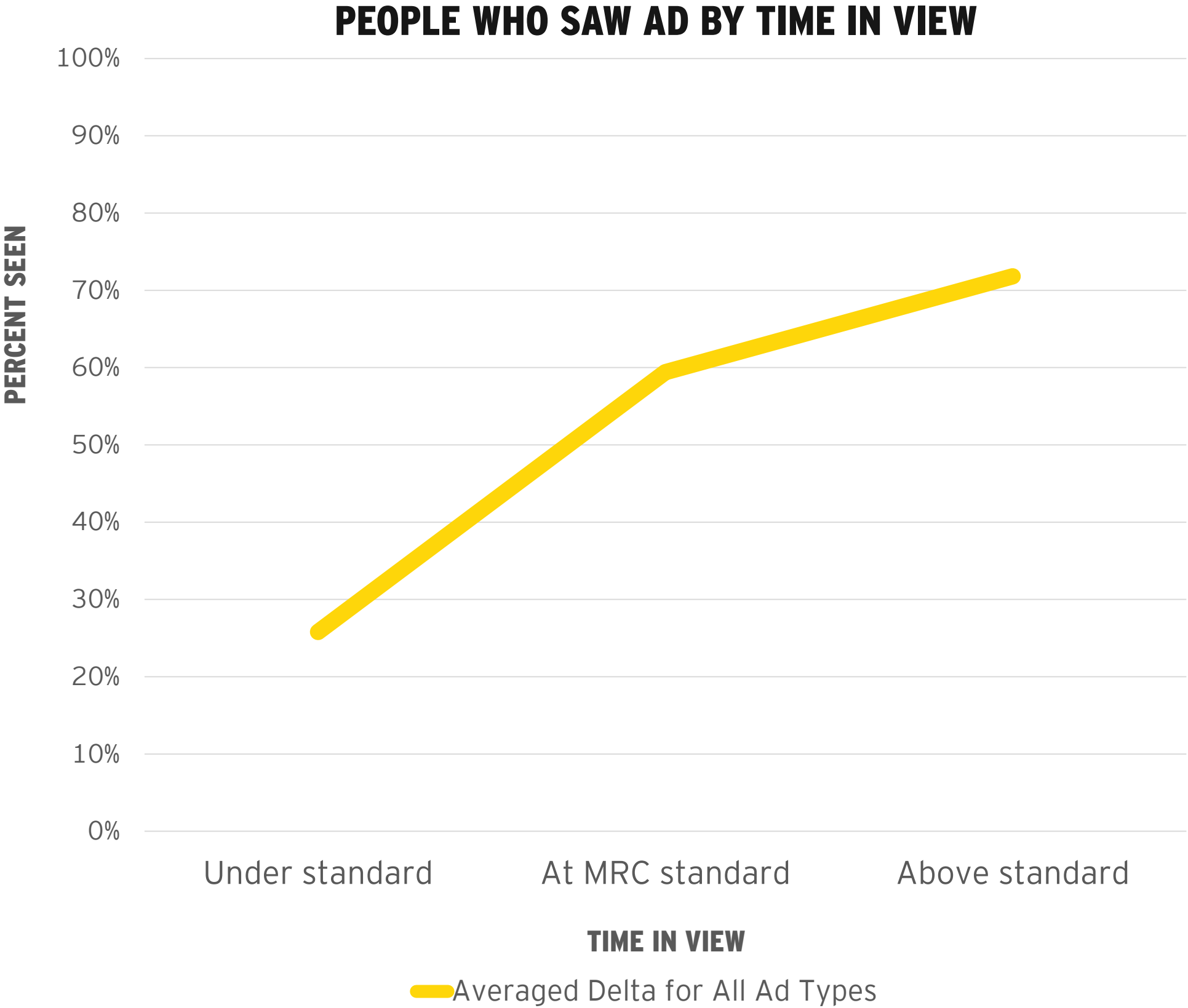
* Statistically significant difference between control and test at $\geq 90\%$ confidence
Results include all ad types, % in view under the MRC standard excludes large format since it was not tested

“TIME IN VIEW” IS KING



*This was only tested for Standard Banner and Video Ads, since Large Format was not tested with a lower % in view
Results include all ad types

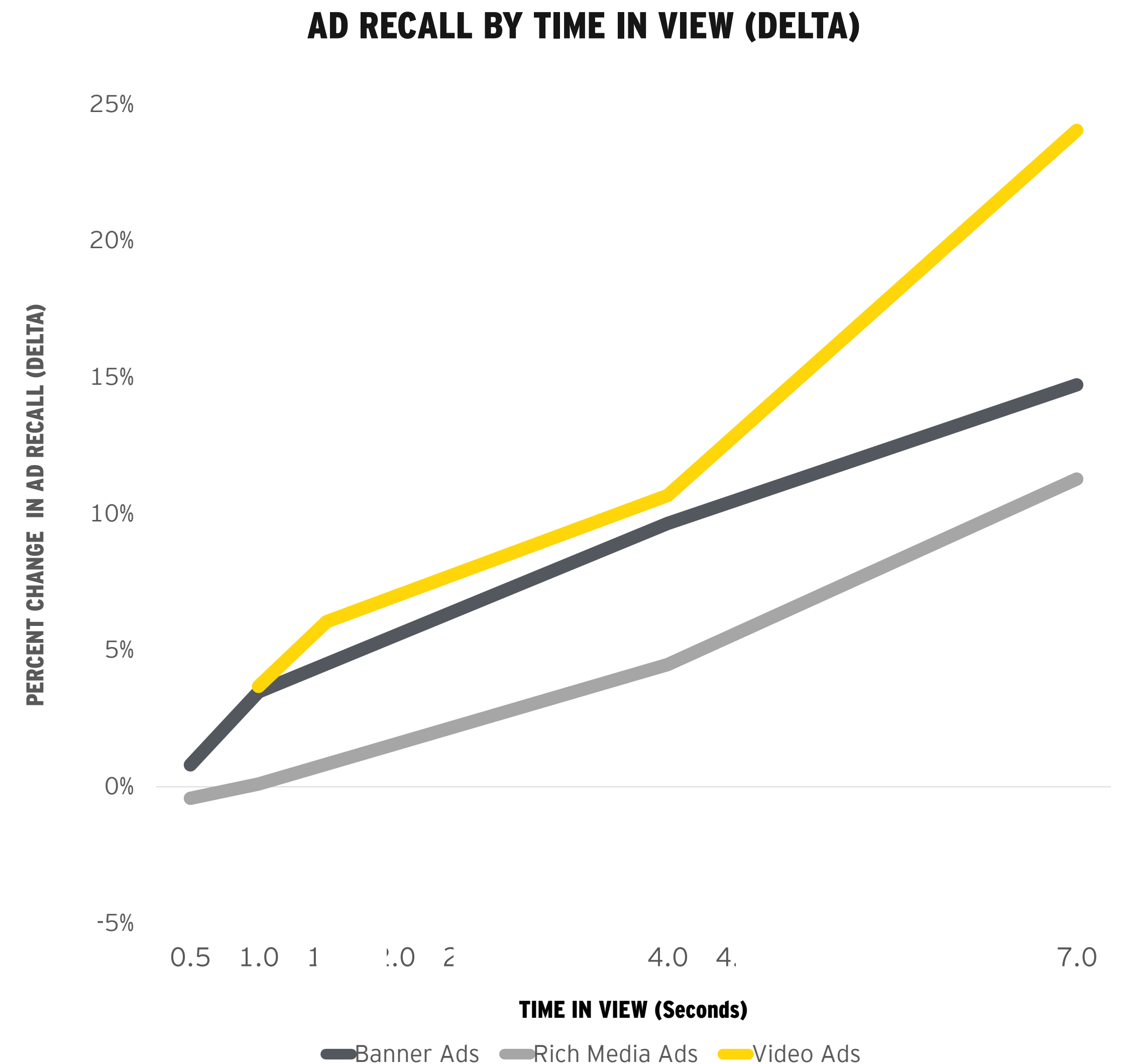
NEED TO GIVE PEOPLE TIME TO SEE THE AD



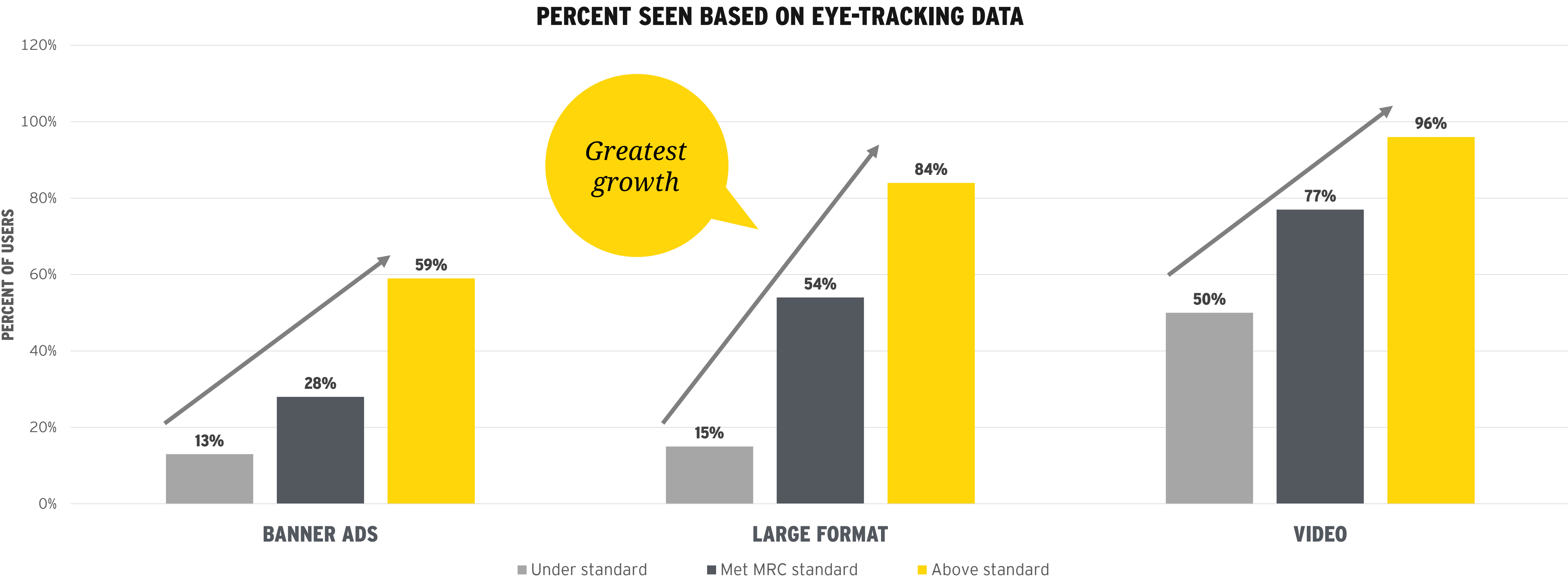
**DOES VIEWABILITY
IMPACT ALL TYPES
OF ADVERTISING
THE SAME WAY?**

GENERALLY, YES.

**“TIME IN VIEW” IMPACTS
ALL AD TYPES SIMILARLY**



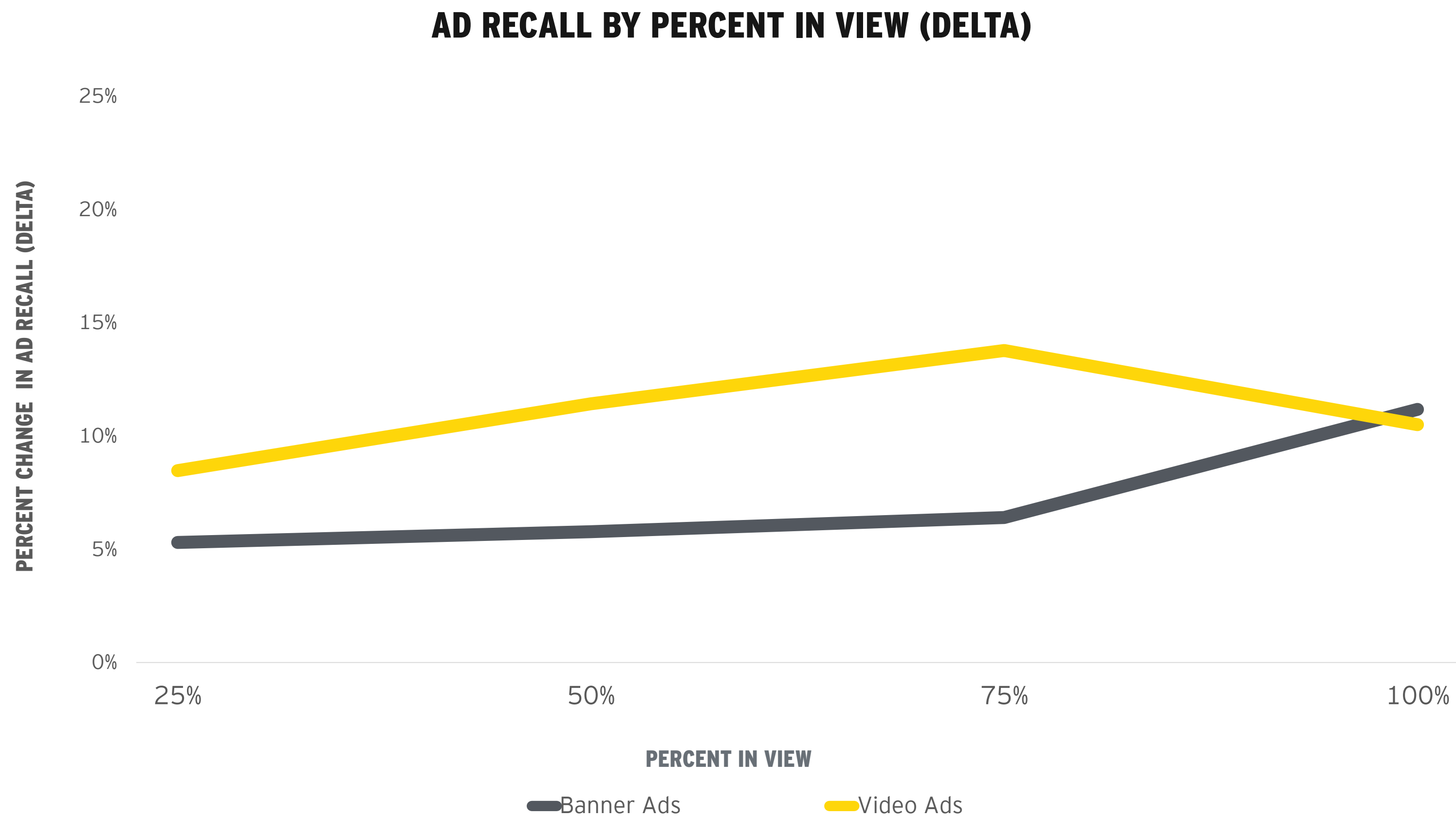
BECAUSE LARGE FORMAT ADS HAVE THE LOWEST VIEWABILITY STANDARDS, THEY ALSO HAVE THE MOST TO GAIN FROM INCREASED VIEWABILITY



NUMBERS BASED ON HOW MANY LOOKED AT THE AD AT SOME POINT DURING THE WEBSITE VISIT

AUDIO-ON VIDEO EFFECTIVENESS DOES NOT CHANGE AFTER 75% IN VIEW

Although banner ads are measurably more effective after 75% in view, video ads do not have any measurable change

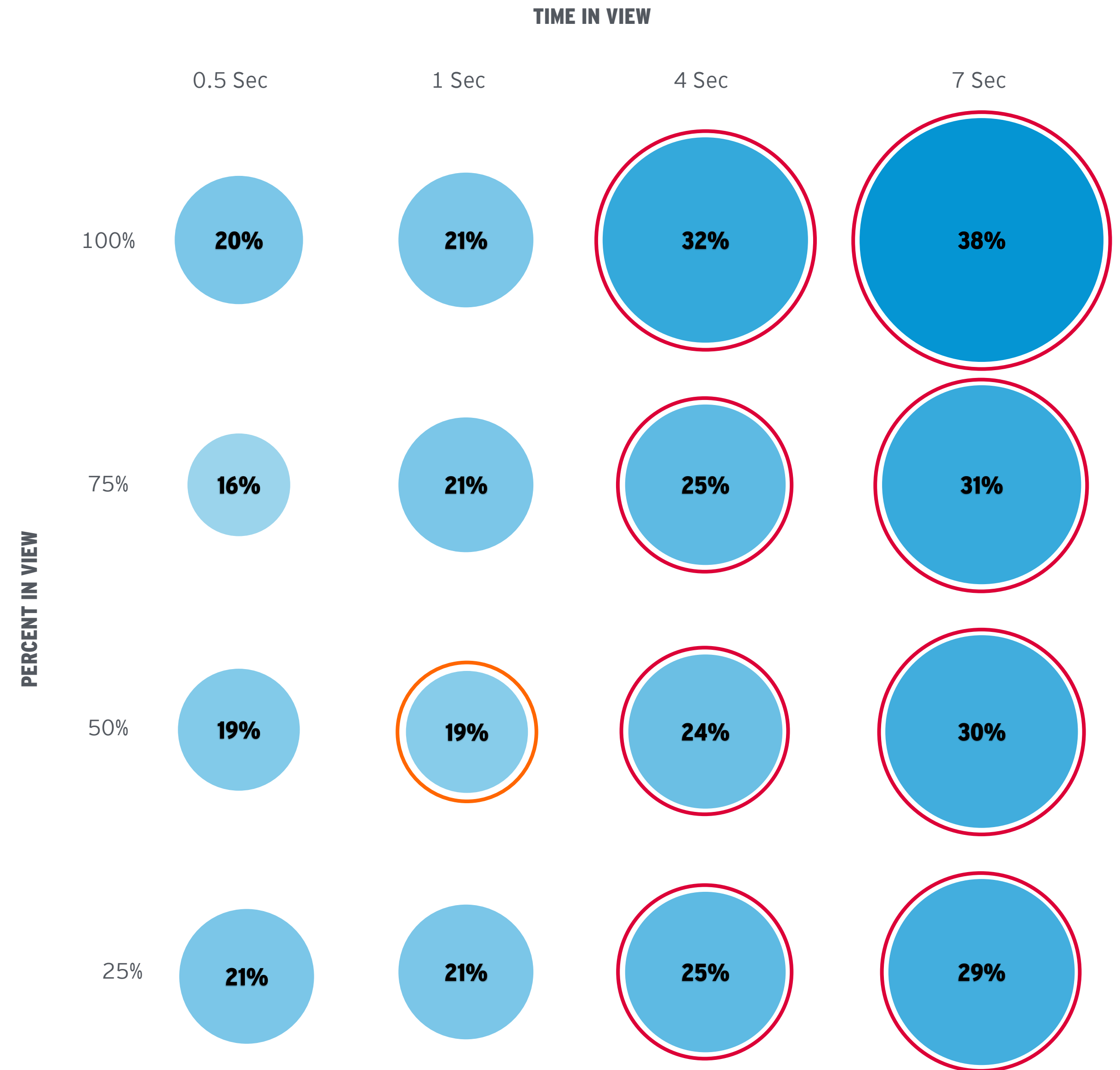


*Video includes audio on

WHAT ARE THE CHANCES?

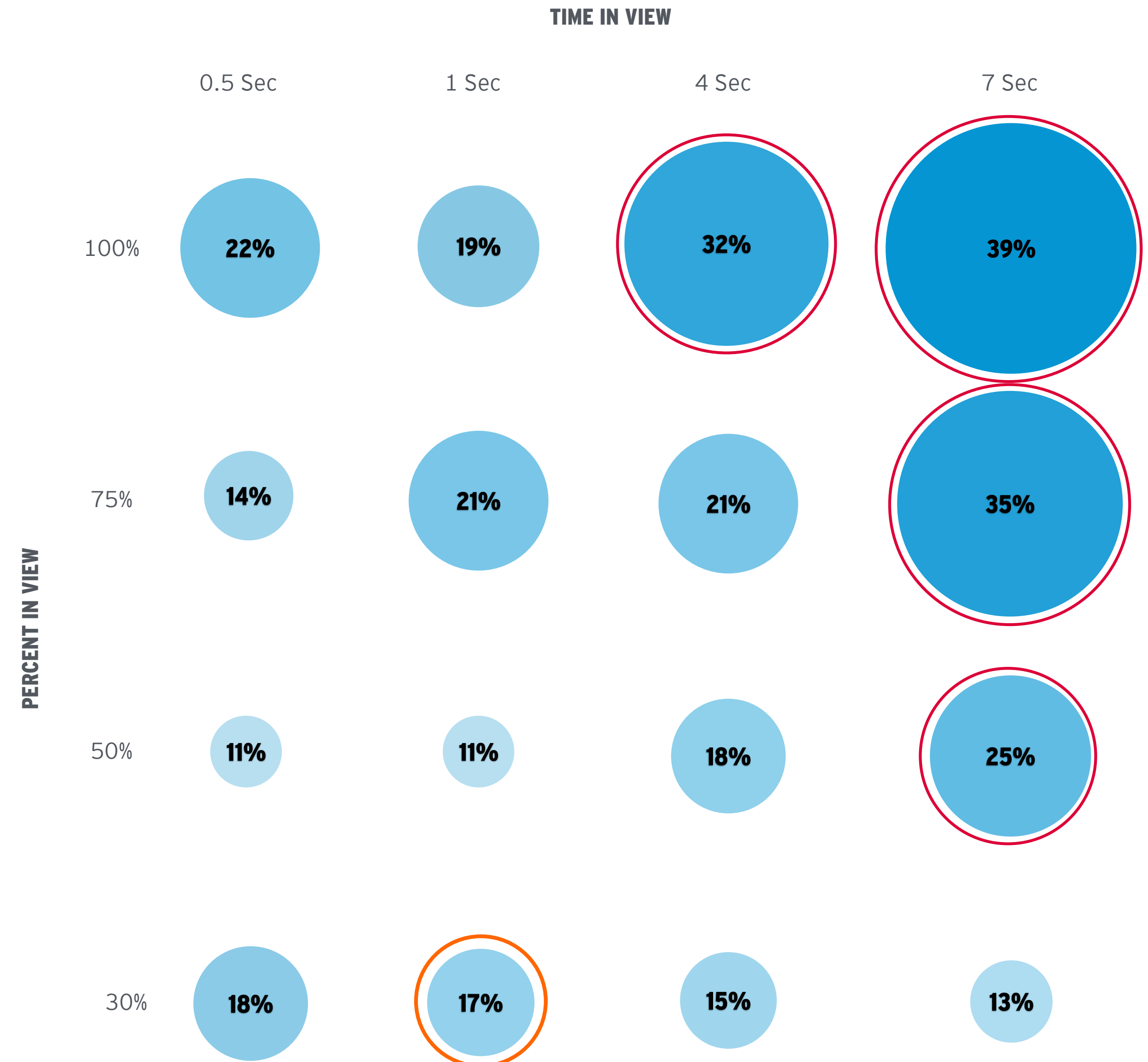
PREDICTED CHANCE CONSUMERS WILL RECALL STANDARD BANNER AD

- *19% chance of recall at the standard*
- *% chance over doubles from lowest to highest viewability*



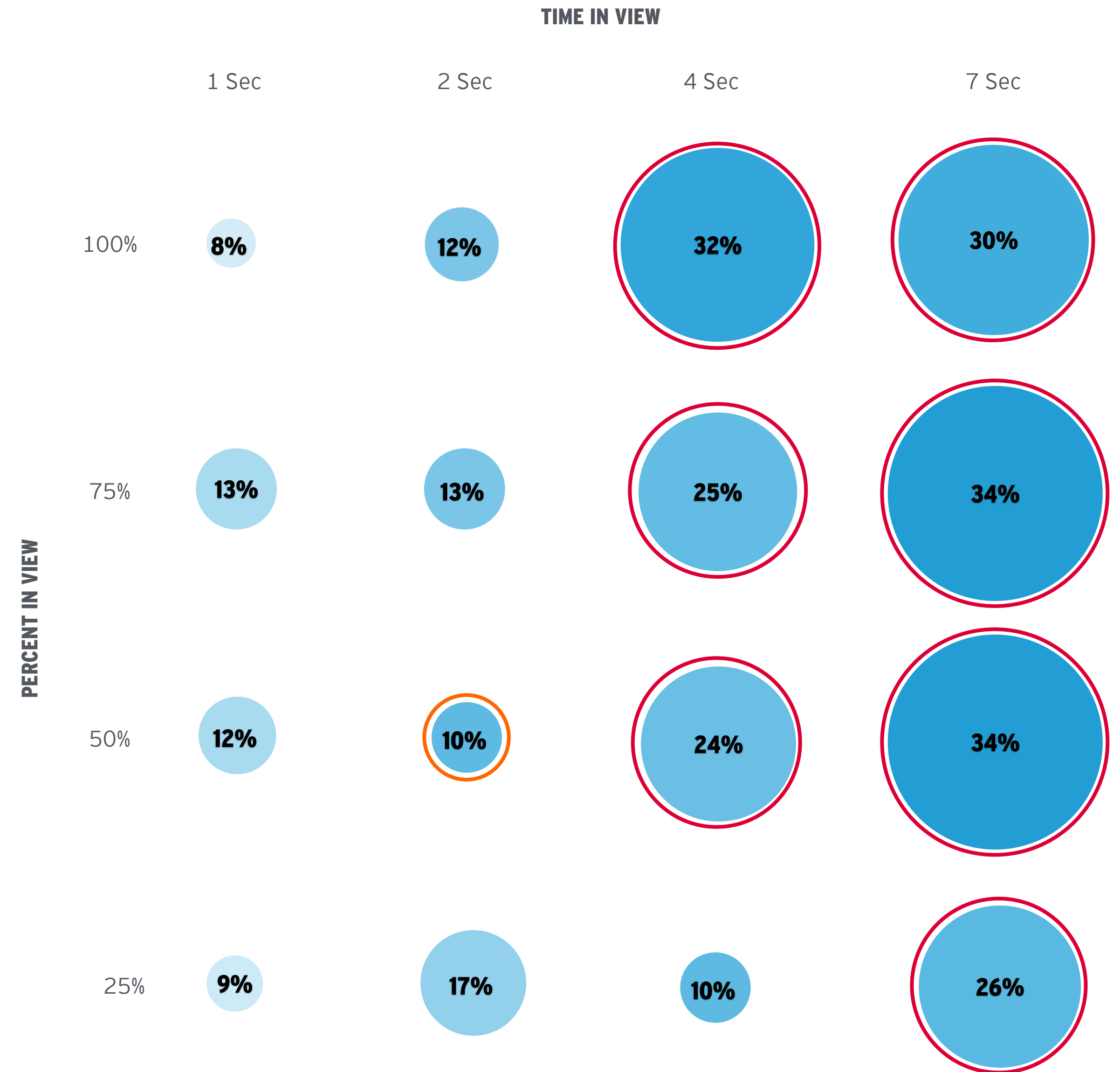
PREDICTED CHANCE CONSUMERS WILL RECALL LARGE FORMAT AD

- *17% chance of recall at the MRC standard*
- *% chance over doubles from lowest to highest viewability*



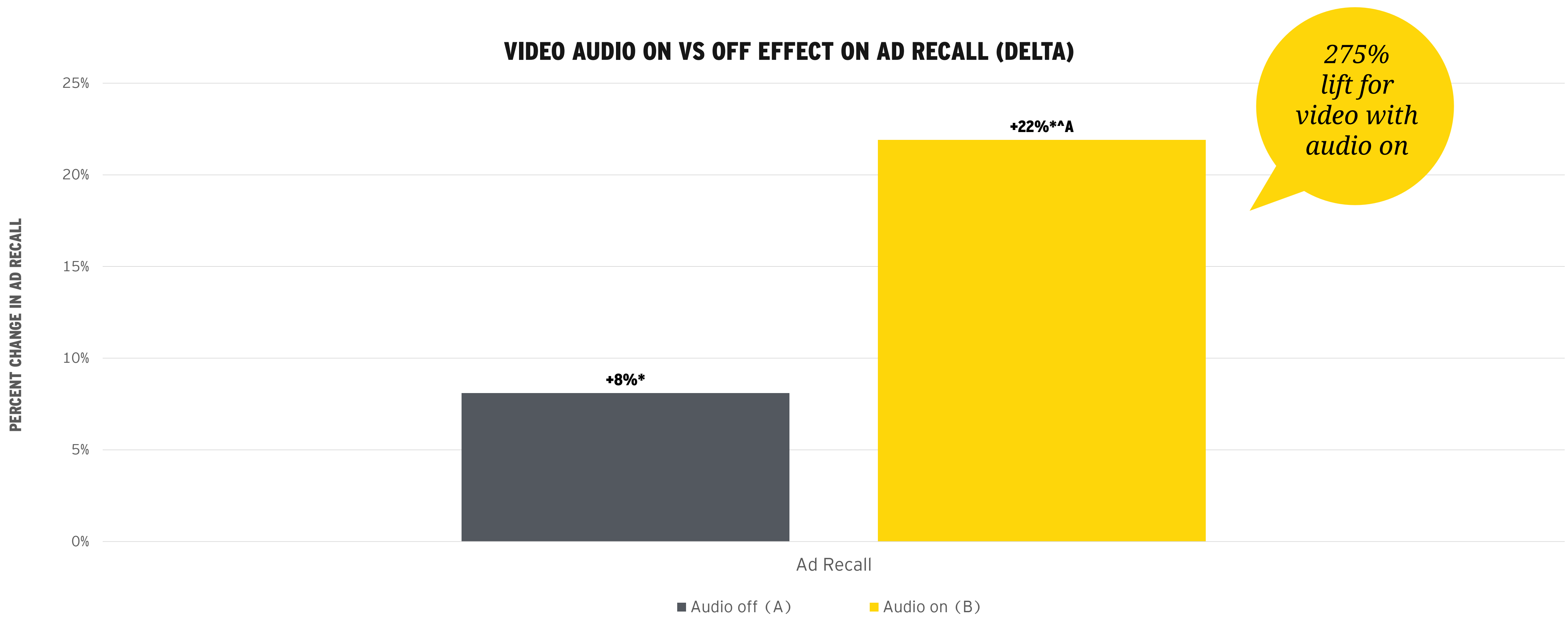
PREDICTED CHANCE CONSUMERS WILL RECALL VIDEO AD

- *10% chance of recall at the MRC standard*
- *% chance over triples from lowest to highest viewability*



HOW CAN MARKETERS GET THE BIGGEST BANG FOR THEIR BUCK?

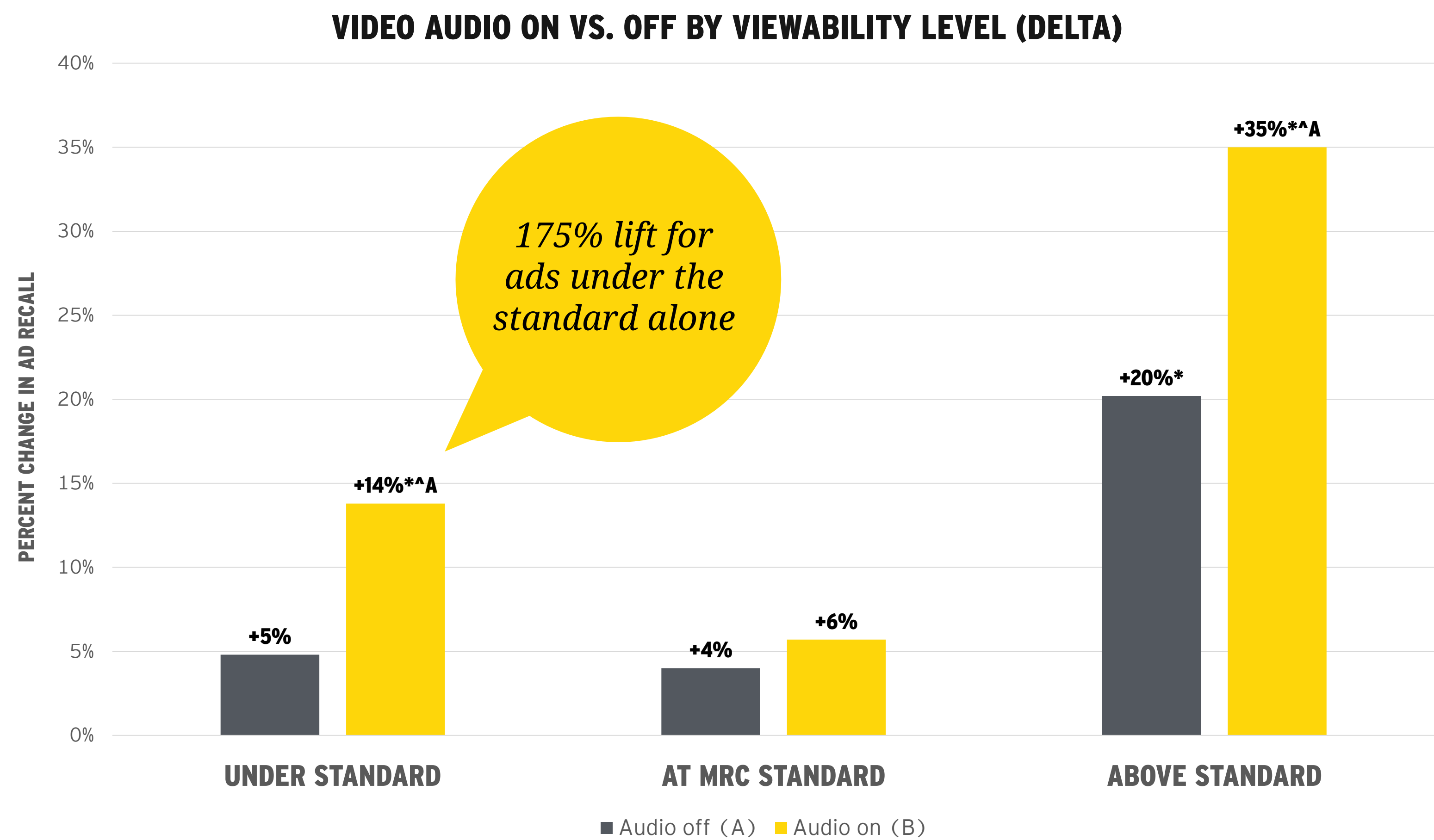
NO SURPRISE, AUDIO MAKES VIDEO MORE EFFECTIVE



AB = Statistically significant difference between A/B at >= 90% confidence
* = Statistically significant difference between test and control >= 90% confidence
N=1,261, Results for video

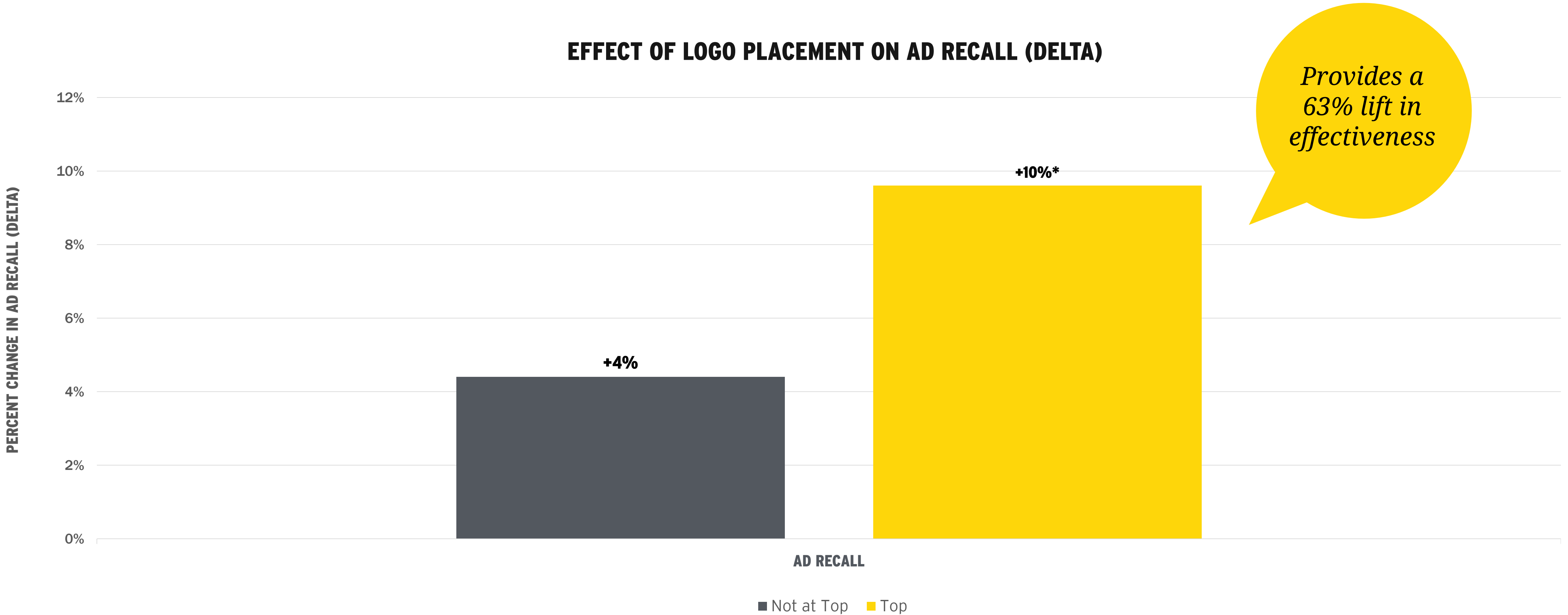
OVER 2X THE IMPACT FOR ADS UNDER THE MRC THRESHOLD

- *Audio on is especially helpful when there are fewer pixels in view*



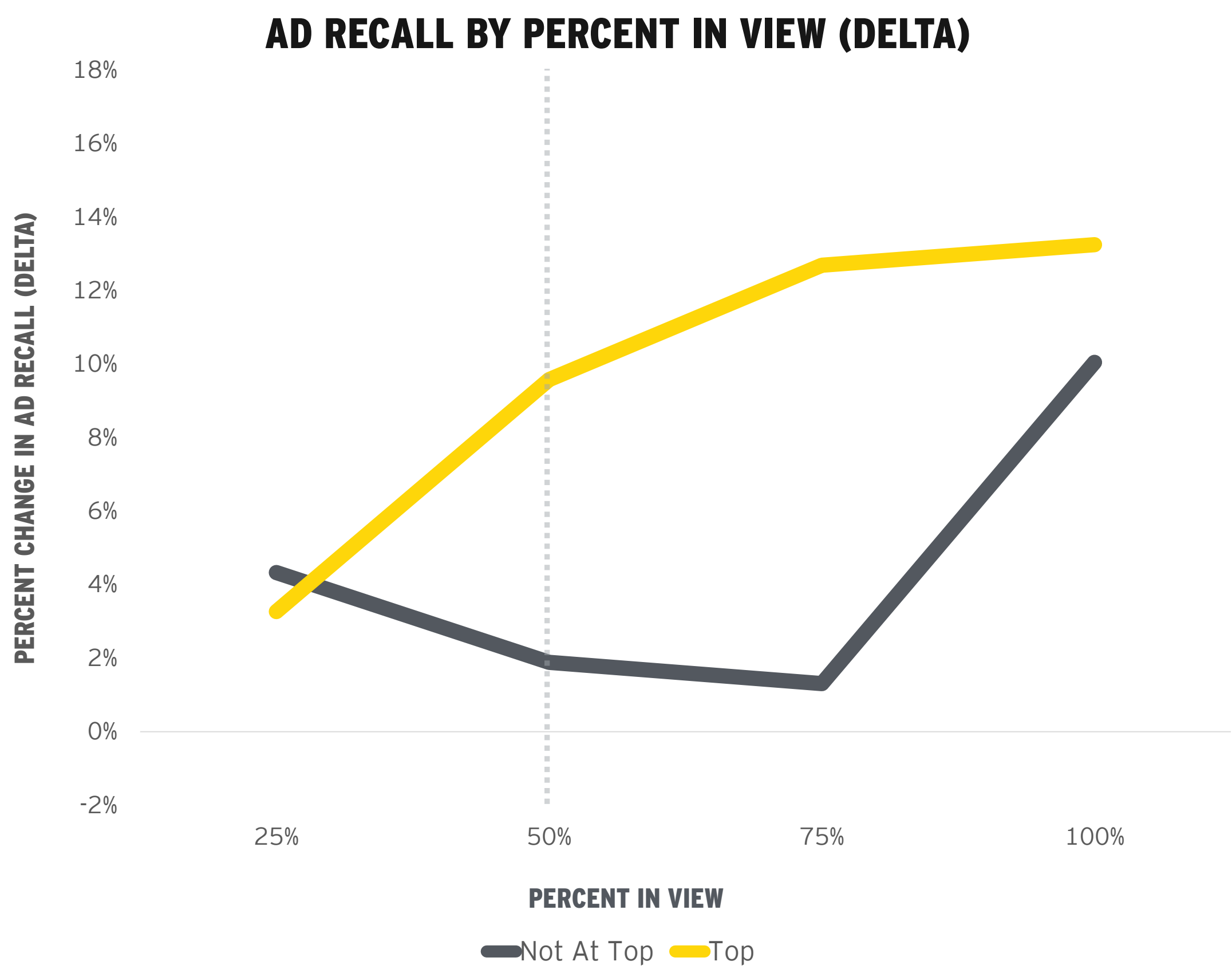
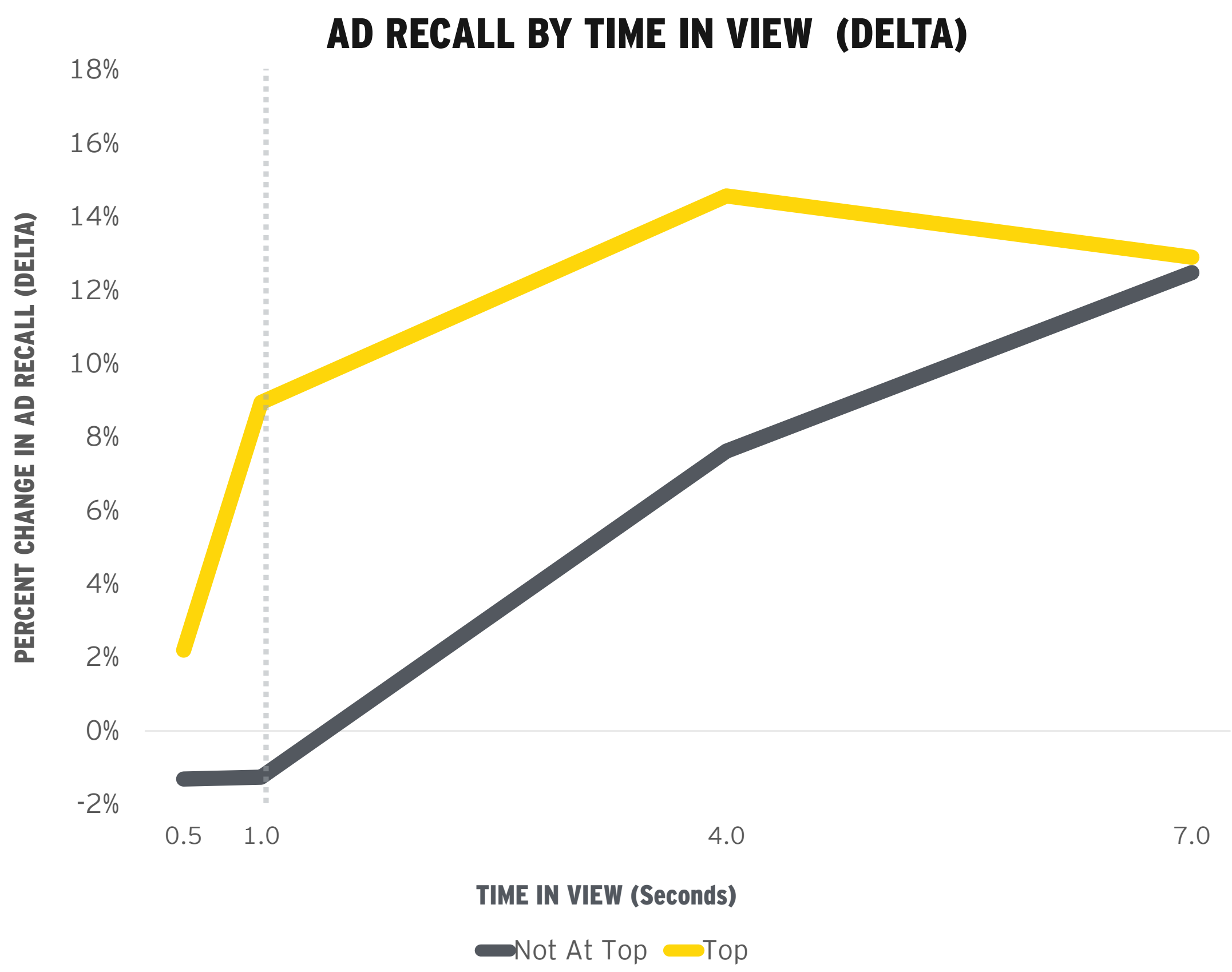
AB = Statistically significant difference between A/B at >= 90% confidence
* = Statistically significant difference between test and control >= 90% confidence
N=1,261, Results for video

IN GENERAL, PLACING LOGO AT TOP IS RECOMMENDED



* = Statistically significant difference between control and test at >= 90% confidence
N= 1,743
Results for standard banner ads

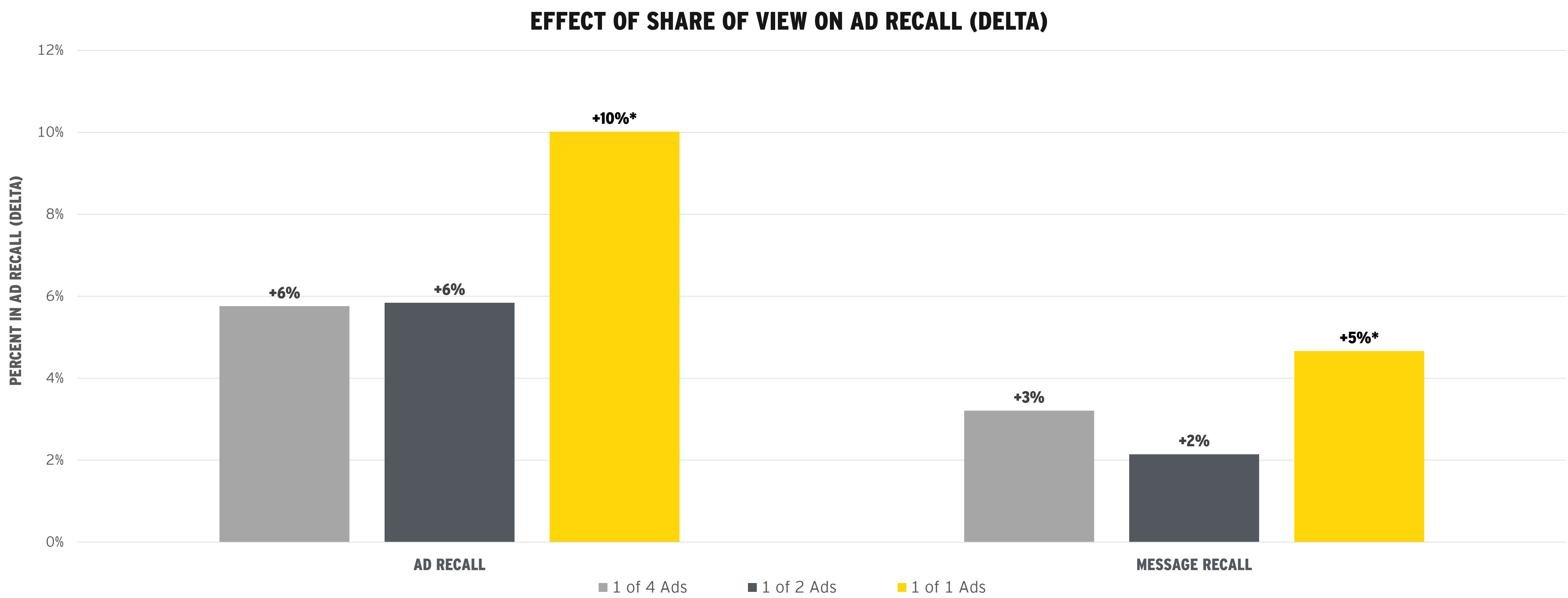
LOGO PLACEMENT STARTS HELPING IMMEDIATELY AT THE STANDARD



WHAT ABOUT SHARE OF VIEW?

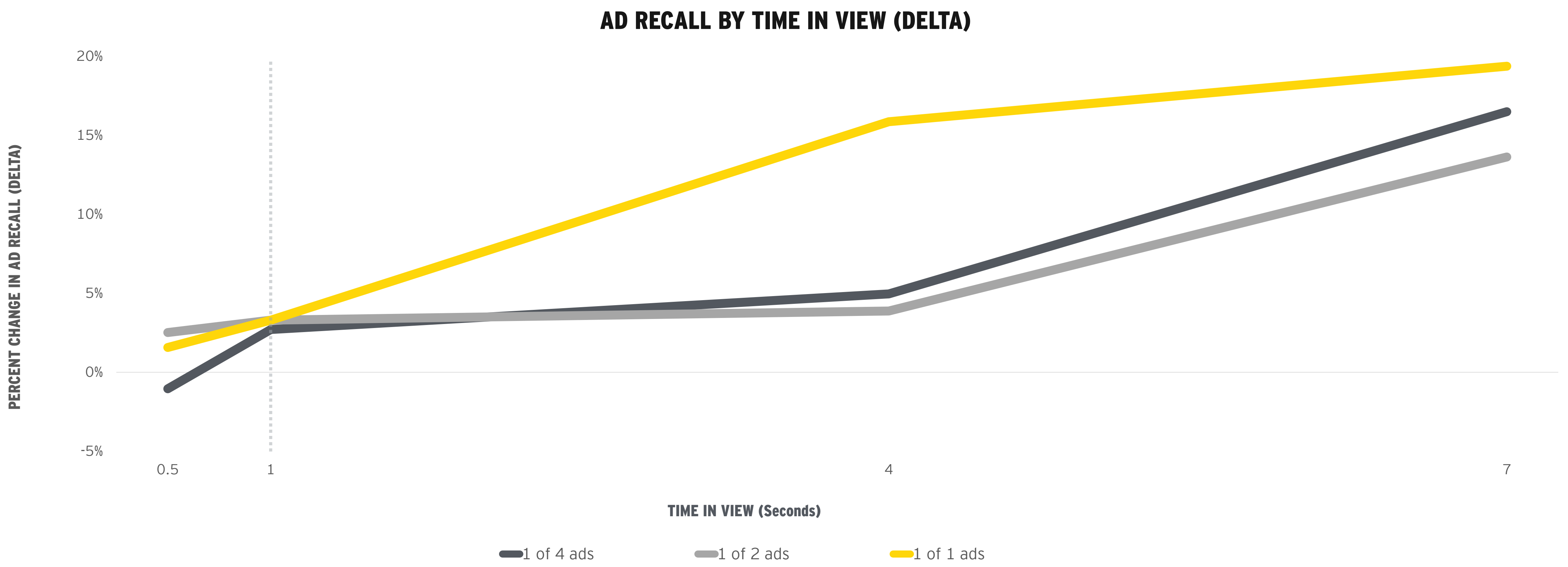


A LESS CLUTTERED PAGE HELPS INCREASE BOTH AD AND MESSAGE RECALL



* = Statistically significant difference between control and test at >= 90% confidence
N= 2,603
Results for standard banner ads

GREATER SHARE OF VIEW HAS IMPACT AFTER 1 SECOND IN VIEW



WHAT DOES THIS MEAN?

**WHILE SOME IMPRESSIONS
UNDER THE STANDARD HAVE
IMPACT, WE MUST CONSIDER:**

*MRC reports that there is a
77.2% chance that
impressions that meet the
standard will ultimately
become 100% in view
(all pixels in view).*

**IF WE REALLY WANTED TO DEVELOP STANDARDS
TIED TO EFFECTIVENESS, WE WOULD...**

PAY DIFFERENT AMOUNTS FOR DIFFERENT LEVELS OF VIEWABILITY



**BUT, THE MRC
STANDARDS AREN'T
MEANT TO GUARANTEE
AD EFFECTIVENESS.**



**THAT'S
THE AD'S
JOB.**

SO...

ADS THAT DO EXCEED THE STANDARD END UP HAVING THE GREATEST IMPACT, AND MOST ADS THAT MEET THE STANDARD ALSO EXCEED IT.

VIEWABILITY IS IMPORTANT, BUT IS NOT THE END-ALL-BE-ALL. IT ISN'T A KPI.

TO GIVE ADS THE BEST FIGHTING CHANCE WHEN VIEWABILITY MAY BE LOWER:

*Use video ads, prioritizing
ad spaces where audio is
likely to be on*

*In general, it doesn't
pay to only strive for
100% in view. Focus on
ad placement where
ads are more likely to
be viewed for longer
periods of time (e.g.
Out-Stream, Email)*

*Be sure to place the
logo at the top of the
ad, where it is
immediately visible*

*Aim for ad spaces that
are less likely to be
cluttered with other ads*

NEXT STEPS

*Cost analysis
through
in-market testing*

*Test the
effectiveness of
in-feed auto-play
video*

*Explore the role
of creative ad
quality*

THANK YOU



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