

Mindset Matters

Deconstructing contextual video

M/GNA MEDIA TRIALS

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To create people-centric experiences, brands must move beyond basic demographics...

Tapping into mindset 😊

Our Questions

Q1

Can contextual video targeting help brands tap into mindset?

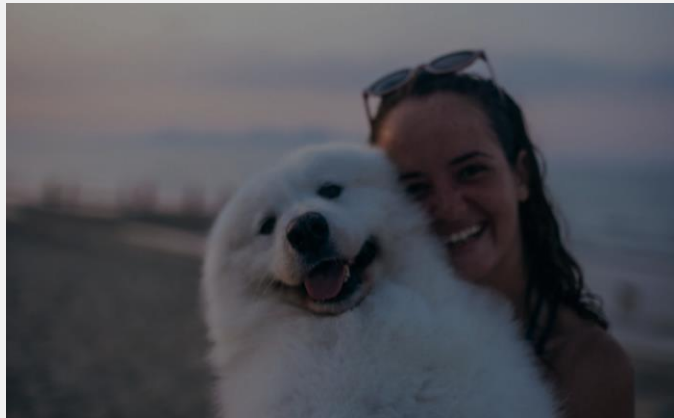
Q2

Are all methods for contextual video targeting created equally?

Contextual, Under the Hood

Contextual via Metadata

Videos sourced contextually with **metadata only** (e.g. video title, video description, tags, etc.)



SPEED TRAVEL ADDS NEW OPTIONS TO BRING PETS ON TRAINS

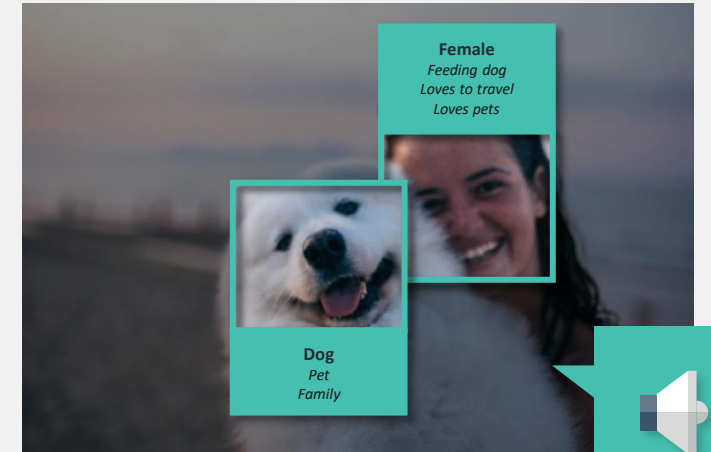
Speed Travel is expanding its pet program, allowing animal lovers to bring their little furry friends on trains where it had not previously been allowed.

Keywords: pet travel, dog hotels, animals on trains

VS

Contextual via Intelligence Engine

Videos sourced with a **contextual intelligence engine**, which uses a combination of machine learning techniques (computer vision & natural language processing) to analyze video frames, audio, and text. These techniques work together to understand the full nature of video content and classify full-page content like a human would for the analysis of: video metadata, audio transcription, on-screen imagery, and optical character recognition



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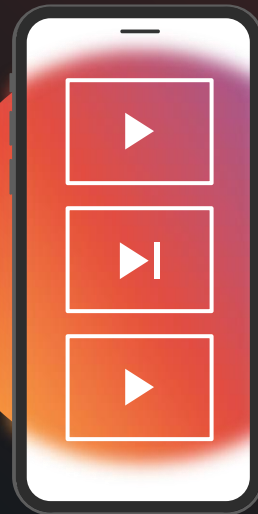
Our Research

WHY

Rigorously test the impact of contextual video targeting, and identify any differences between use of metadata only vs a contextual intelligence engine



CONTROLLED TESTING ON MOBILE



Participants from nationally representative panel randomized into test and control groups

n=2,458

Each chose video content to view based on their interests, on premium websites and were then served a pre-roll ad

HOW

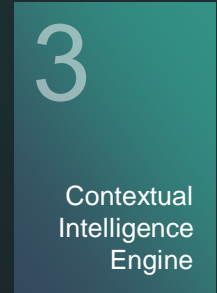
WHAT

3 TARGETING TIERS:

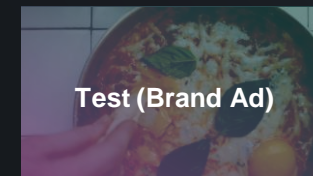
Demo Targeting



Contextual Targeting

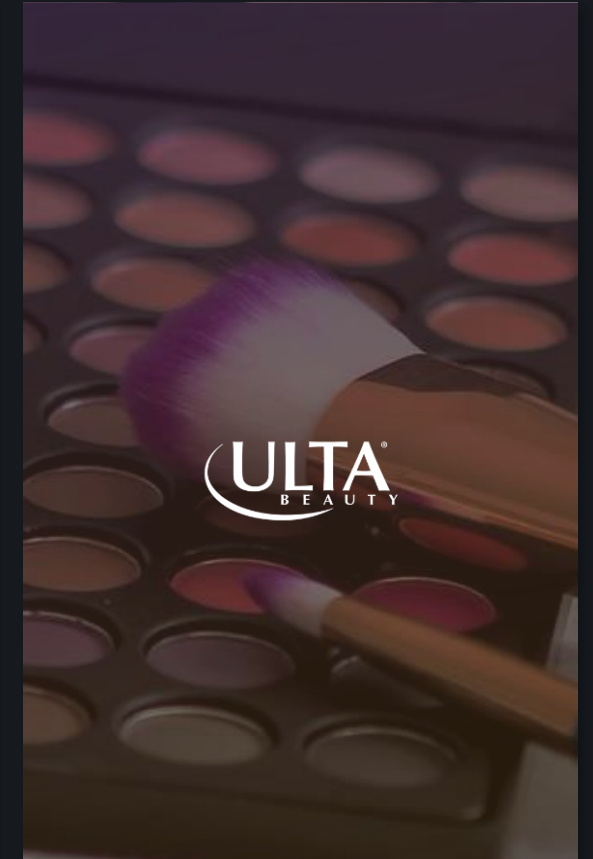
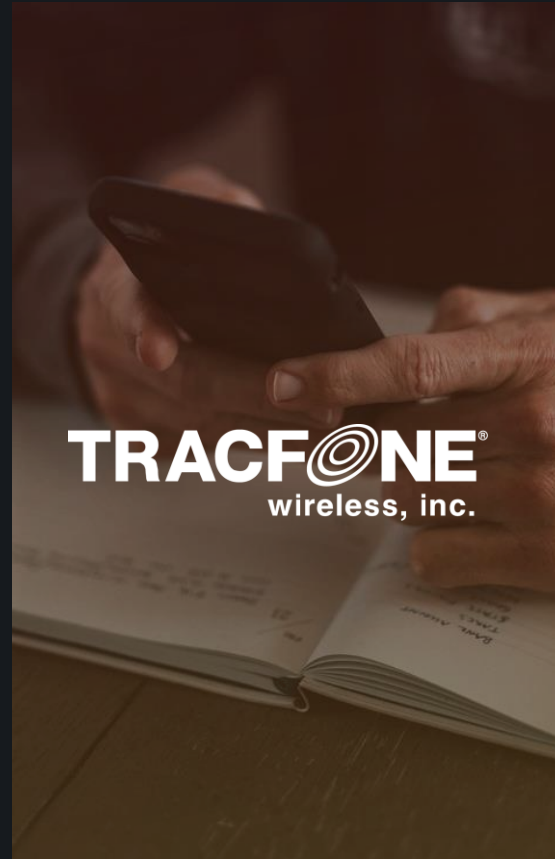


2 AD TYPES



*Control (public service announcement)

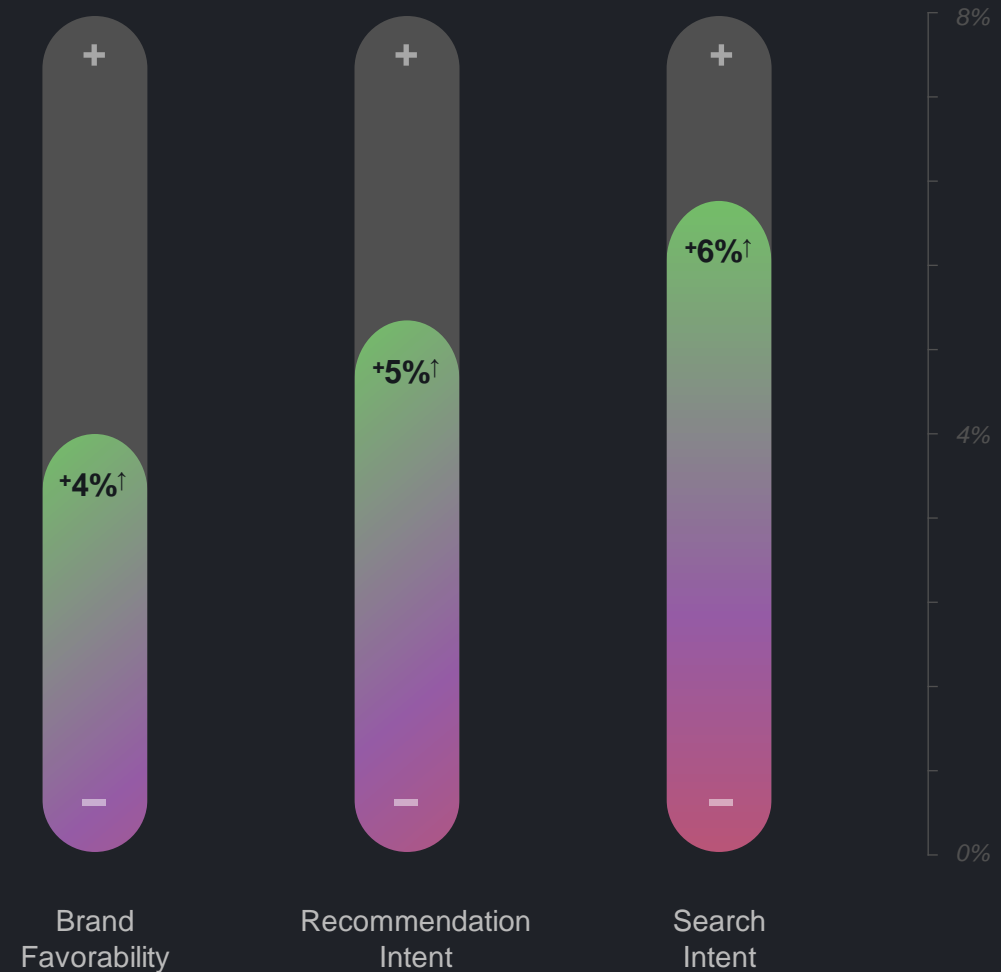
4 Brands Tested



1

Contextual video targeting drives metrics for brands

Impact on Brand Metrics - Contextual Targeting Delta (Exposed – Control)



2

Contextual improves ad experiences for people

Ad Opinions Based on Targeting Method
Delta (Contextual Targeting % – Demo Targeting %)



Total: Contextual Targeting (Exposed n=822); Demo Targeting (Exposed n=409)
Q: How much do you agree or disagree with the following statements about the ad? The ad was...
*Statistically significant difference between exposed & control at >=90% confidence

We know
ontextual
targeting works

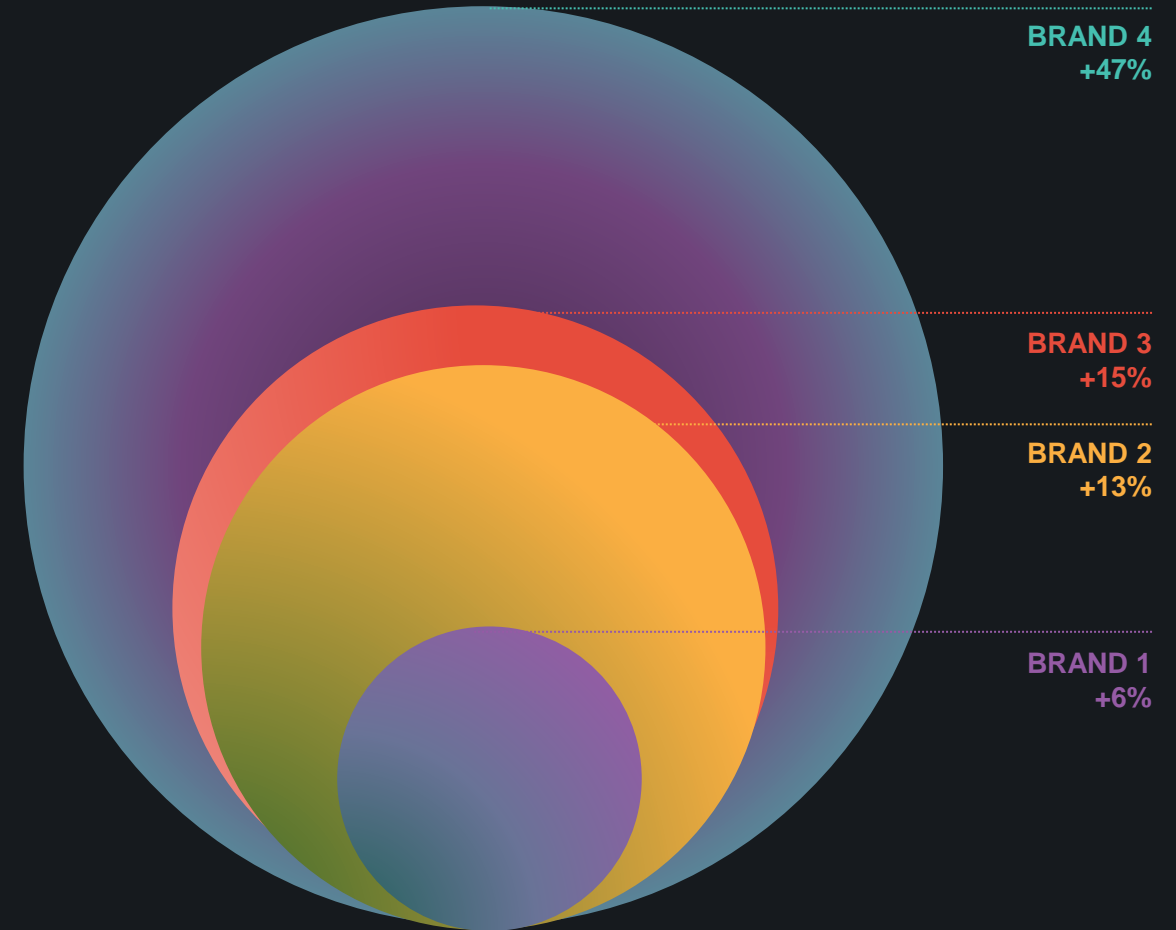
But how?

3

Targeting video content is 47% more effective at reaching the right people

All brands more effectively reached people in the market for their product category with contextual targeting

% Lift in Targeting Effectiveness by Brand
(% Difference in Effectiveness of Reaching Those In-Market for Product)

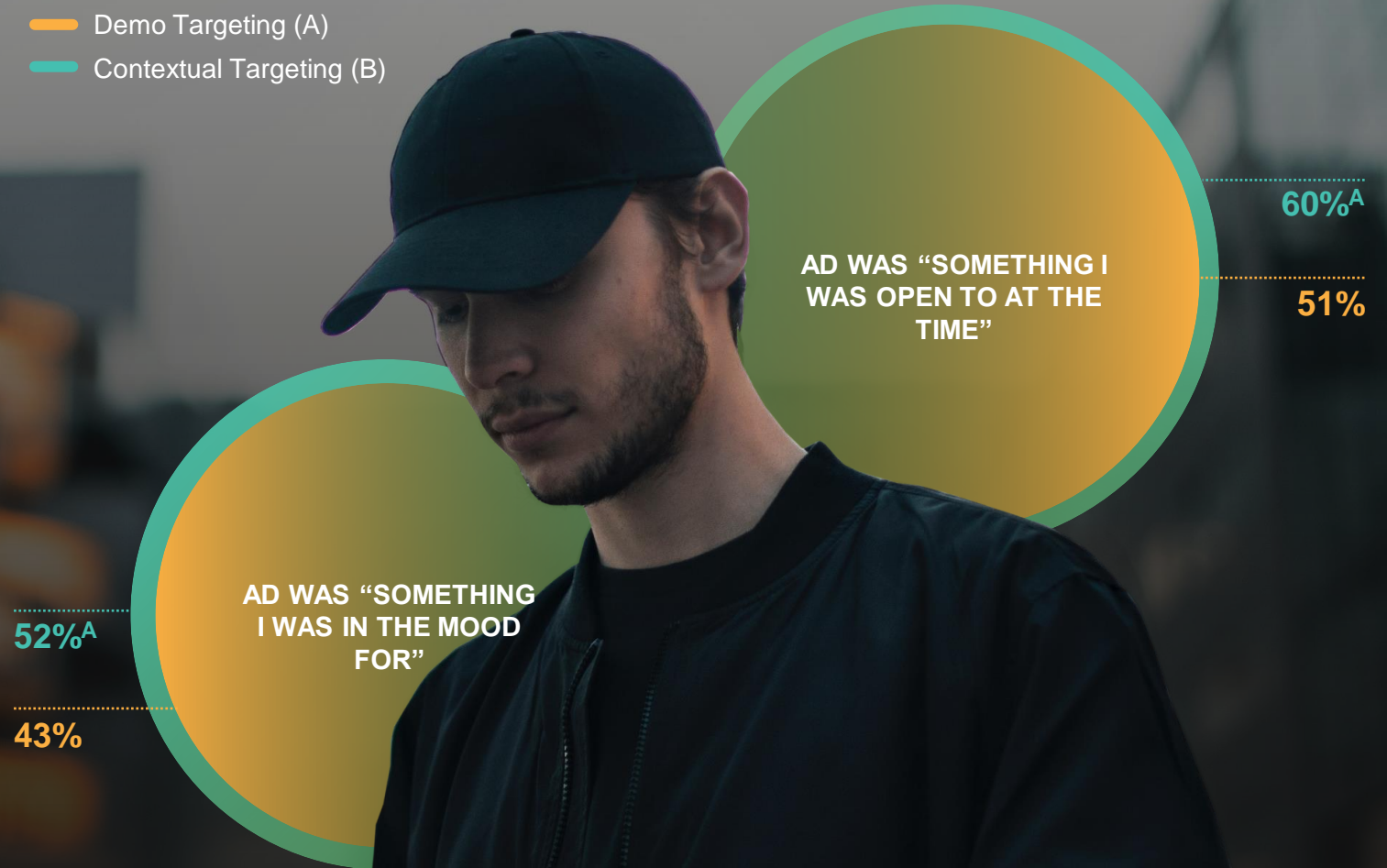


4

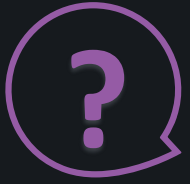
Contextual video targeting reaches people at the right time

Ad Opinions Based on Targeting Method % Strongly/Somewhat Agree

- Demo Targeting (A)
- Contextual Targeting (B)



Total: Contextual Targeting (Exposed n=822); Demo Targeting (Exposed n=409)
Q: How much do you agree or disagree with the following statements about the ad? The ad was...
A/B: Statistically significant difference between A/B at >=90% confidence

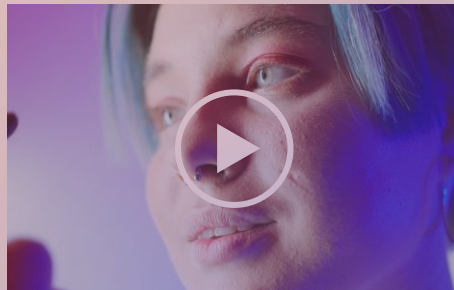


But, what's the strongest driver of effective contextual video targeting?

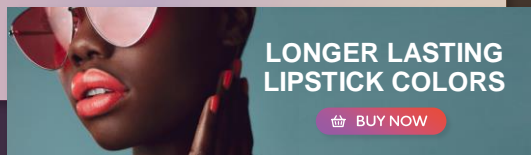
In theory, 2 major factors are at play:

1

By targeting the content, brands reach relevant consumers (e.g. ad for new lipstick placed in content about top make-up trends)

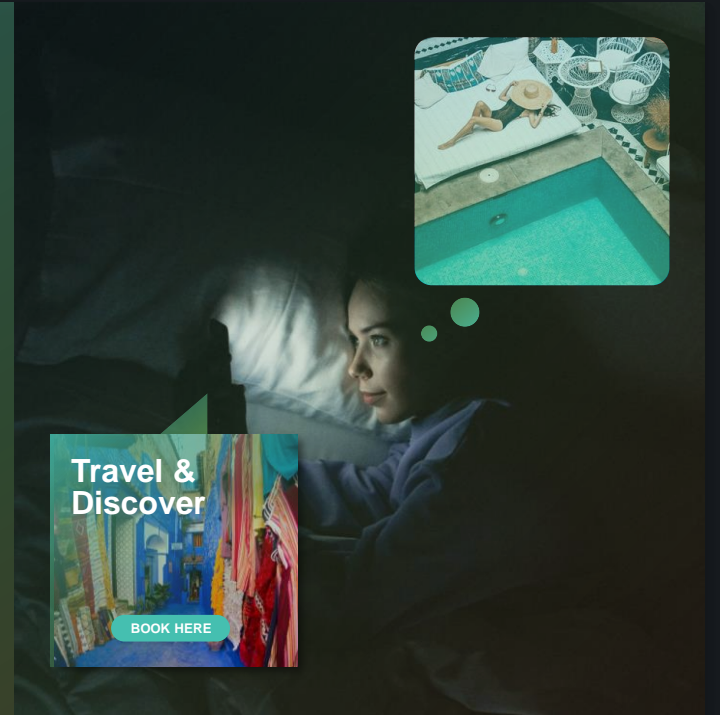


Top Make-up Trends For This Winter



2

Because the ad is relevant to the content people have chosen to watch in that moment, the consumer is in a relevant mindset when viewing the ad



We used modeling to parse out these effects

5

Reaching relevant people is important, but mindset plays the biggest role in driving action

61% of the impact on Search Intent is driven by the individual being in the mood for the brand's message

Drivers of Brand Metric Impact - Contextual Targeting



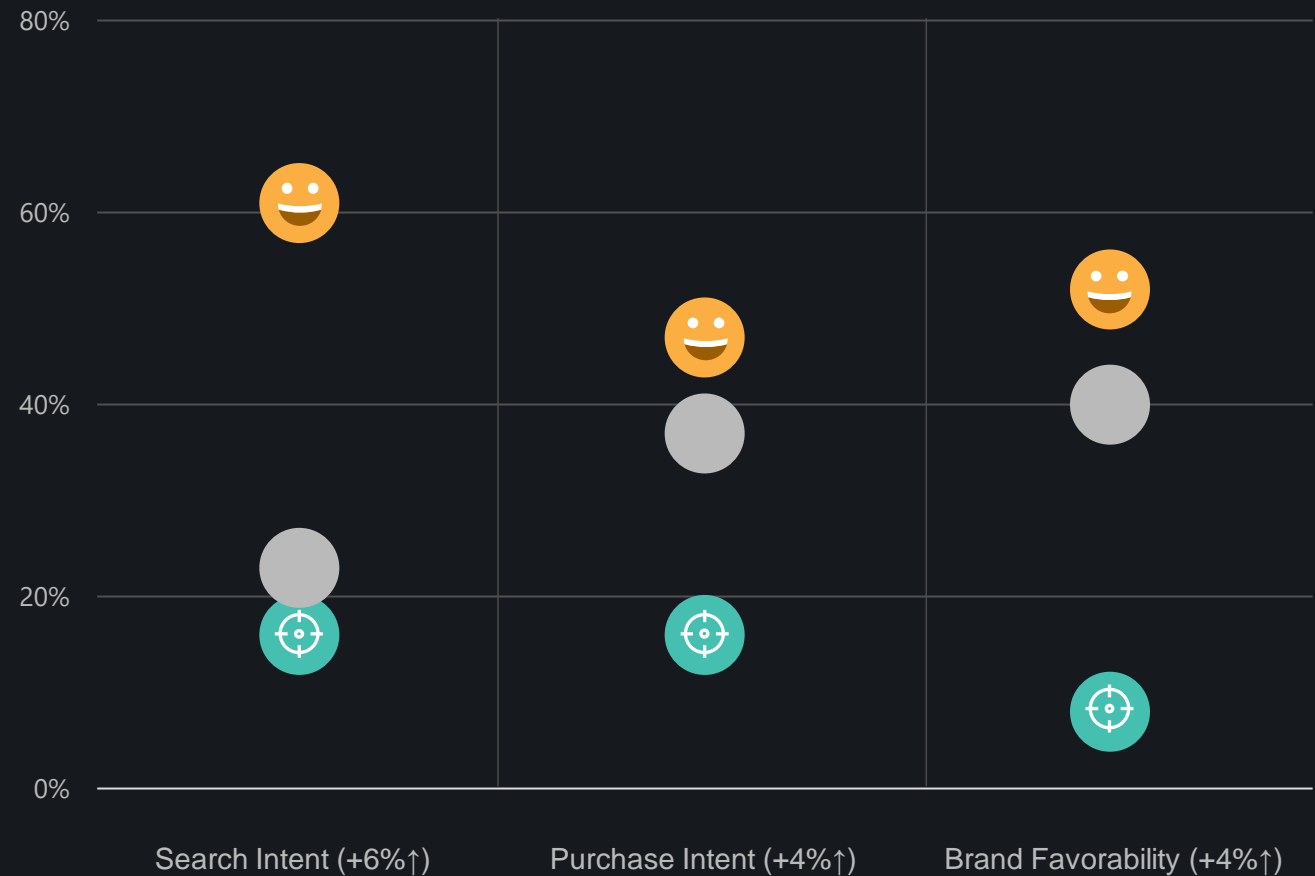
In Mood for the Ad



In-Market For Advertised Product



All Other Factors



Contextually targeted, Exposed: Total: 822

Values are modeled using linear regression to determine the impact of being in the mood and in-market on brand metrics.

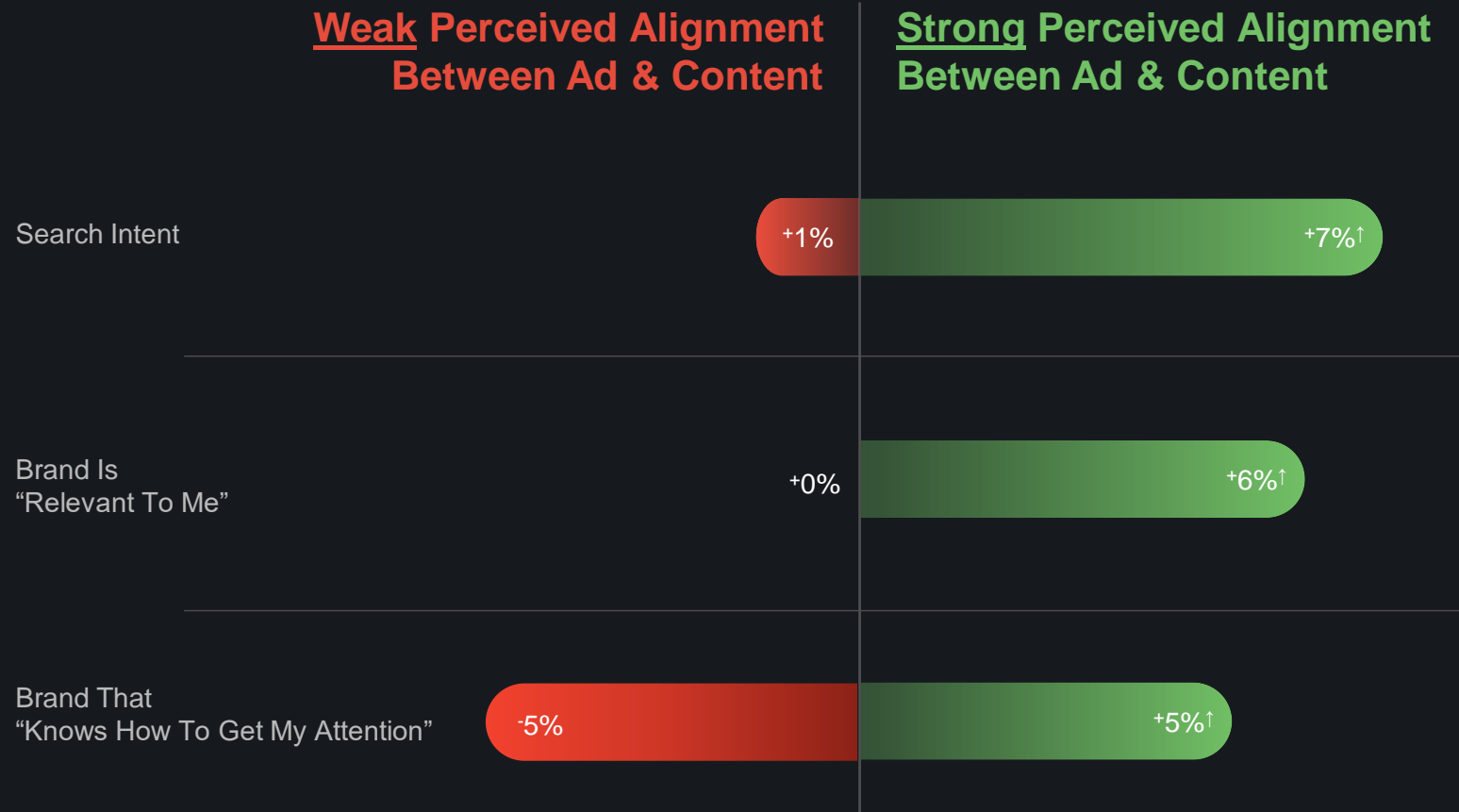
↑ = statistically significant difference between exposed & control at >=90% confidence

6

But you need to get contextual targeting right

Big difference in performance when alignment between ad and content is strong vs weak

Brand Metrics by Perceived Alignment of Ad and Content Delta (Exposed – Control)

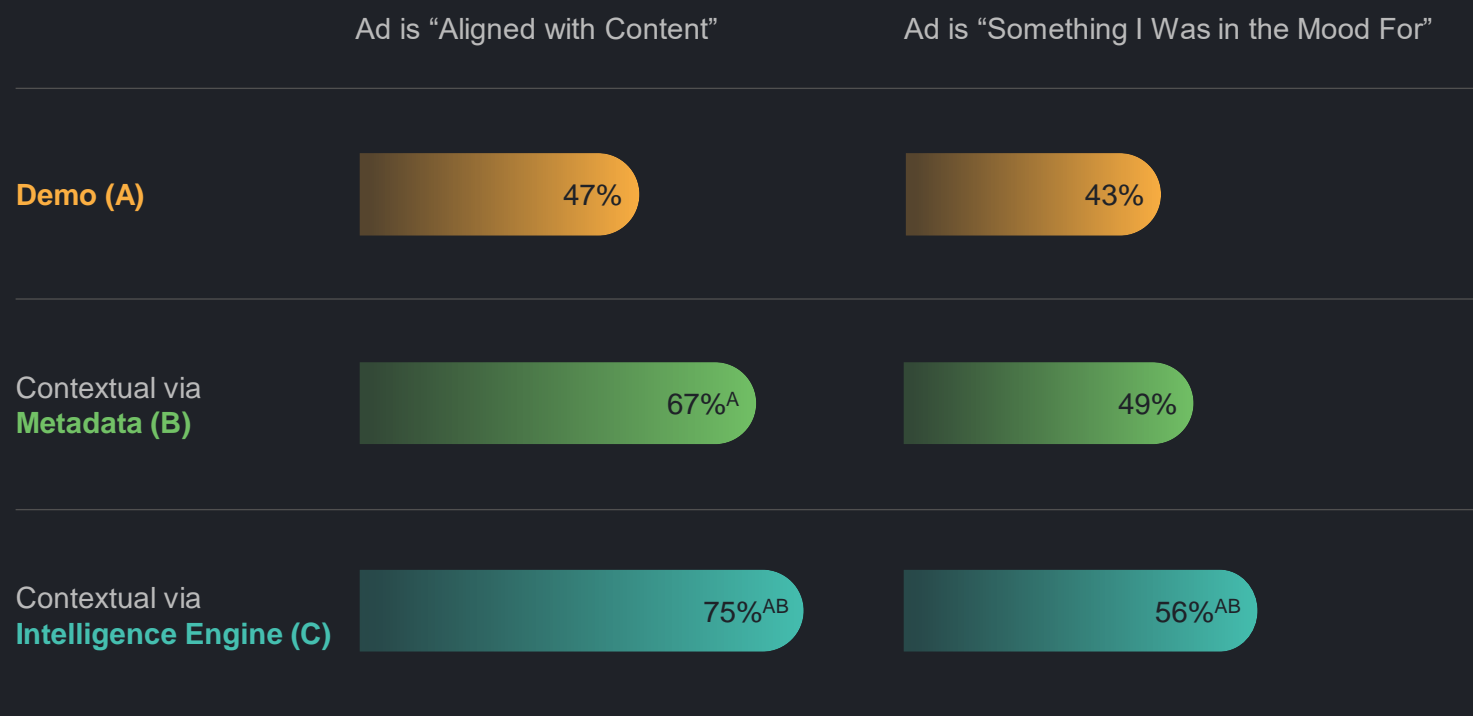


Total: Strong Perceived Alignment (Control n=700, Exposed n=778); Weak Perceived Alignment (Control n=297, Exposed n=209)
↑ = statistically significant difference between exposed & control at >=90% confidence

7

Going beyond metadata creates a stronger alignment between ad & video content

Ad Opinions by Targeting Type % Strongly/Somewhat Agree



Total: Demo Targeting (Control n=413, Exposed n=409); Contextual via Metadata (Control n=408, Exposed n=415); Contextual via Intelligence Engine (Control n=406, Exposed n=407)

Q: How much do you agree or disagree that the ad was relevant to the video you watched on [website name] today?

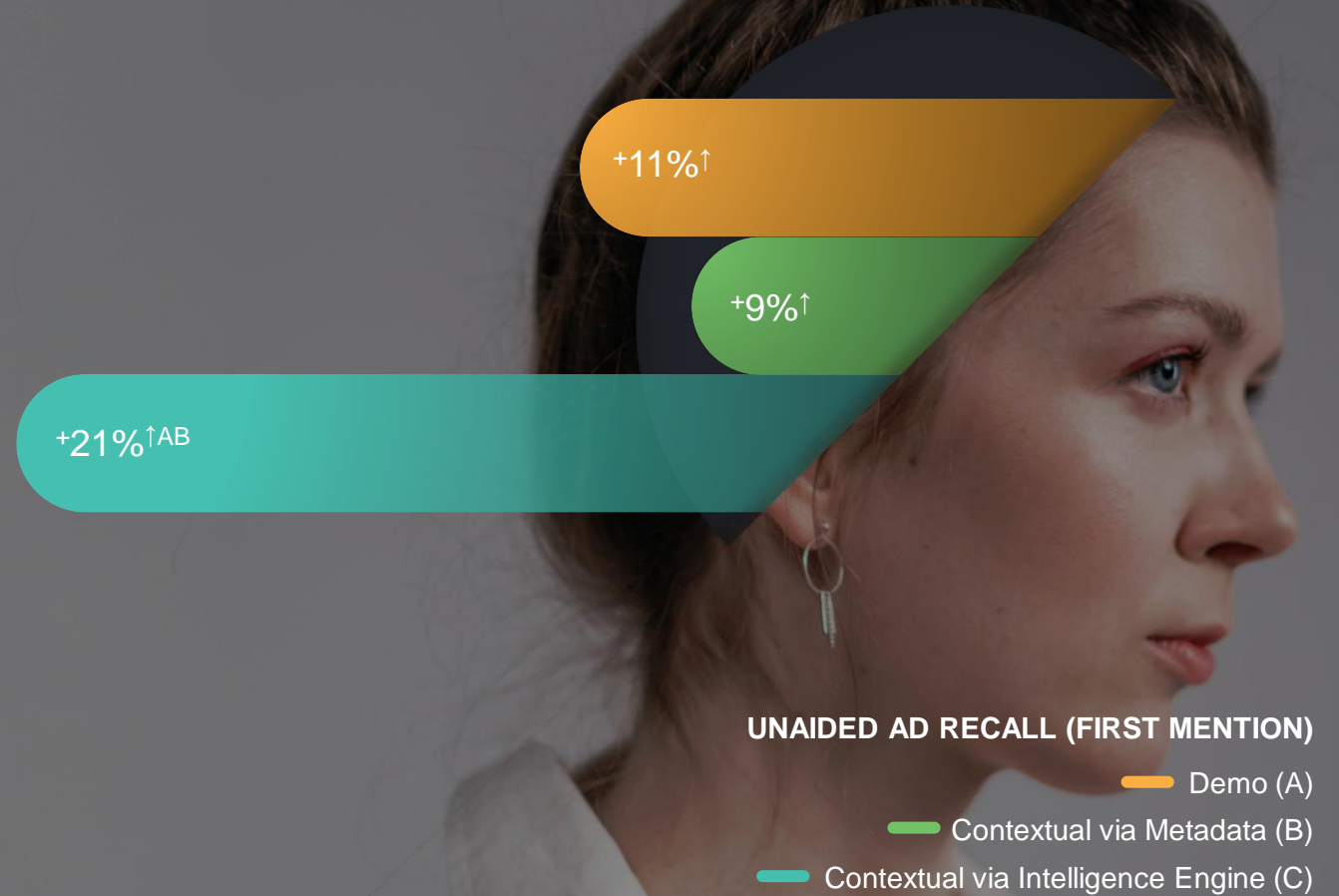
Q: How much do you agree or disagree with the following statements about the ad? The ad was...

A/B/C: Statistically significant difference between A/B/C at >=90% confidence

8

Video ads are
2.3x more
memorable with
intelligence
engine in place

Impact on Brand Metrics Among Those In-Market
Delta (Exposed – Control)



Total: Demo Targeting (Control n=413, Exposed n=409); Contextual via Metadata (Control n=408, Exposed n=415); Contextual via Intelligence Engine (Control n=406, Exposed n=407)

↑ = statistically significant difference between exposed & control at ≥90% confidence

A/B/C: Statistically significant difference between A/B/C at ≥90% confidence

9

Brand rejectors see the brand anew when advanced contextual video technology is used

Advanced tech can be used as a acquisition tool to convince people with low pre-existing brand affinity

Impact on Brand Metrics Among Brand Rejectors* Delta (Exposed – Control)



*Brand Rejectors: People with no pre-existing brand affinity (B3B)

Total (Brand Rejectors): Demo Targeting (Control n=218, Exposed n=194); Contextual via Metadata (Control n=176, Exposed n=170); Contextual via Intelligence Engine (Control n=182, Exposed n=181)

↑ = statistically significant difference between exposed & control at >=90% confidence

9

People are 16% more likely to skip the ad if only metadata is used

% Lift in Skip Rate
Metadata vs Contextual Intelligence Engine

+16%



10

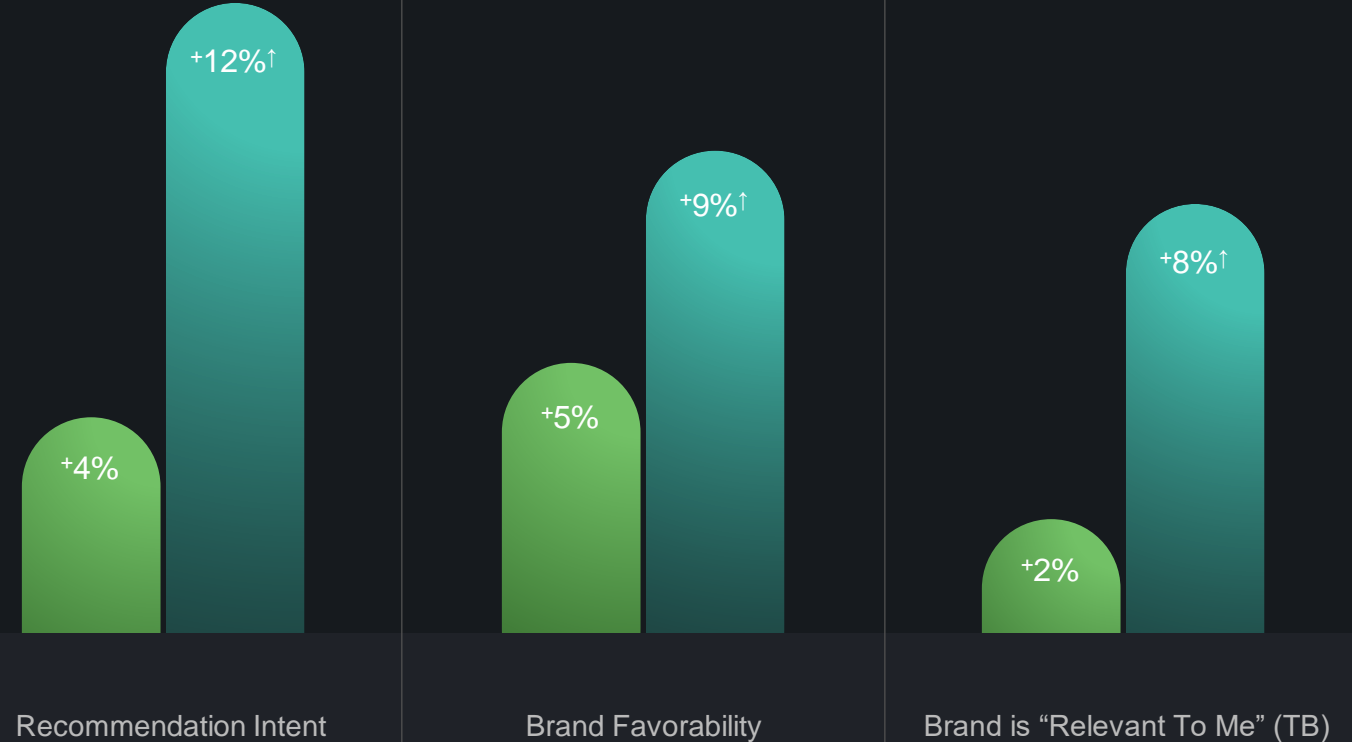
Precise content alignments demand advanced methods for content identification

While broader contextual categories (beauty) are often ideal to extend reach, sometimes more precise contextual alignments are desired (lipstick)

Impact on Brand Metrics By Targeting Type | Precise Content Categories Delta (Exposed – Control)

Contextual via Metadata

Contextual via Intelligence Engine



Total (Precise Content Categories): Contextual via Metadata (Control n=171, Exposed n=167); Contextual via Intelligence Engine (Control n=135, Exposed n=142);
(Broad Content Categories): Contextual via Metadata (Control n=237, Exposed n=248); Contextual via Intelligence Engine (Control n=271, Exposed n=265)
↑ = statistically significant difference between exposed & control at >=90% confidence

Summary

Implications

Contextual can achieve what other targeting can't: *mindset*

Reaching people when they are in a relevant mindset for the ad is the powerhouse behind contextual effectiveness

Contextual is where the interests of people and brands collide

When ads are delivered in contextually relevant environments, ad experiences are more positive for people and work harder for brands

Leveraging an intelligence engine best achieves the promise of right person, right mindset

The more data used to identify contextual matches, the more effective contextual targeting becomes

Thank You

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