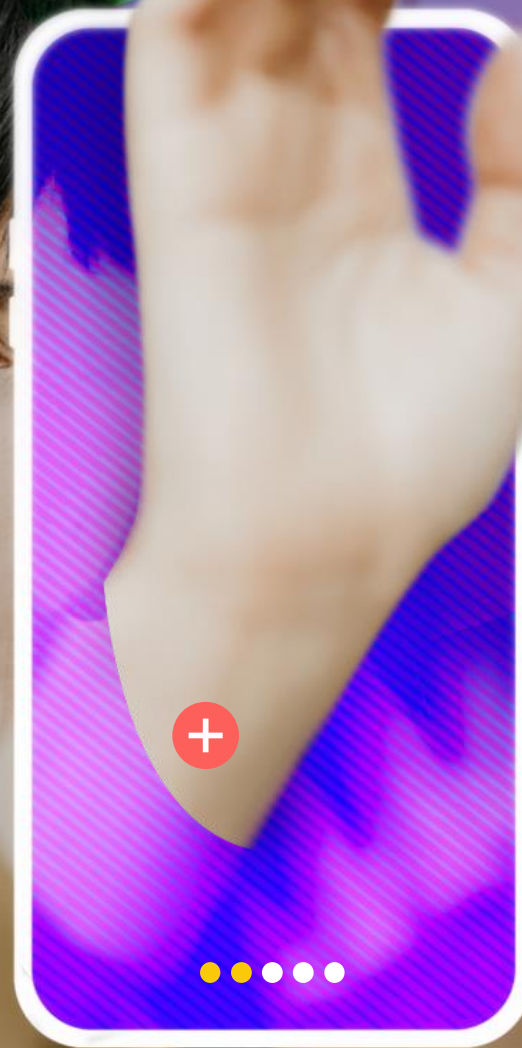


THE INTER- ACTIVE EFFECT



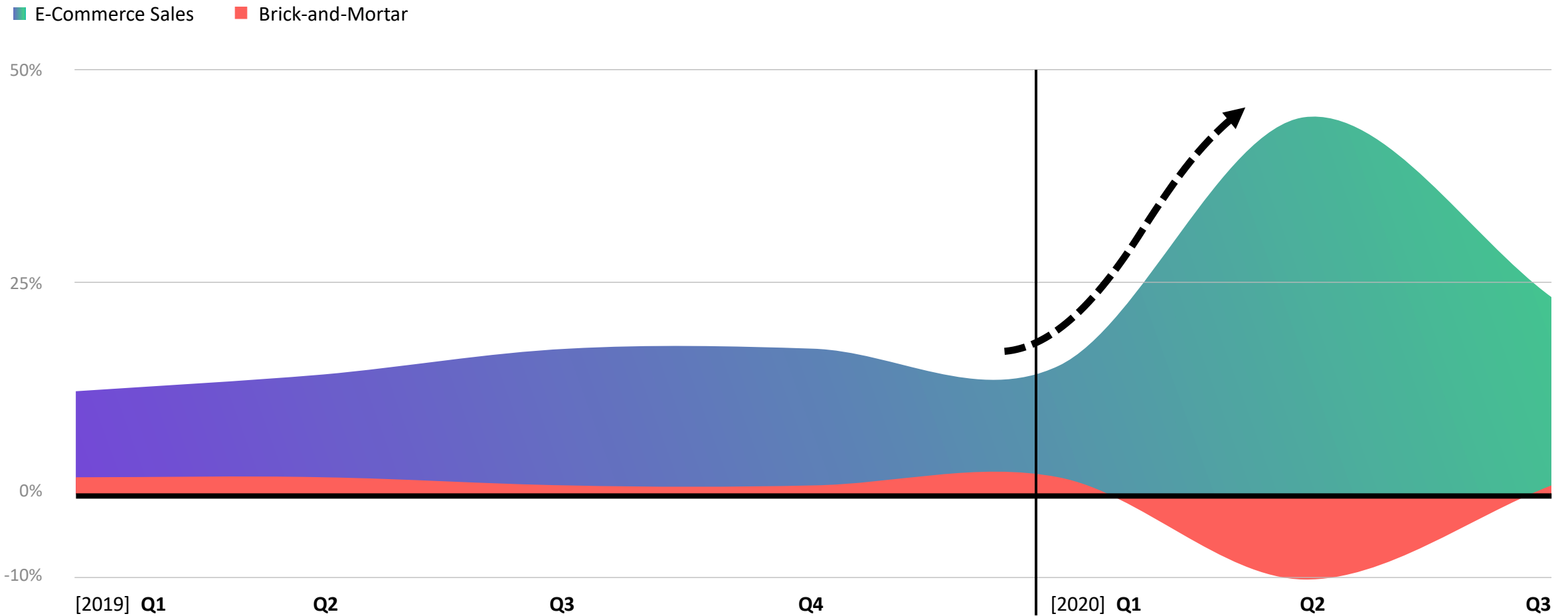
M/GNA

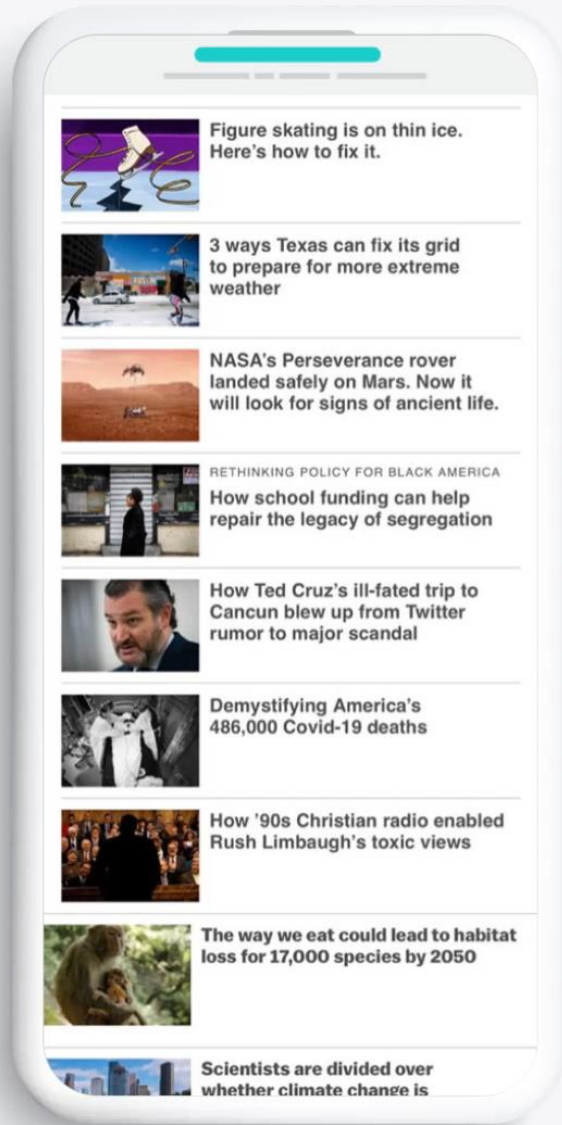
IPG MEDIA LAB

verizon
media

ACCELERATED ADOPTION OVER THE LAST YEAR

So, brands' engagement with consumers must also evolve





**INTERACTIVE ADS
ARE A GROWING
WAY PEOPLE CAN
DIRECTLY ENGAGE
WITH BRANDS, BY
ENCOURAGING
THEM TO ACT**

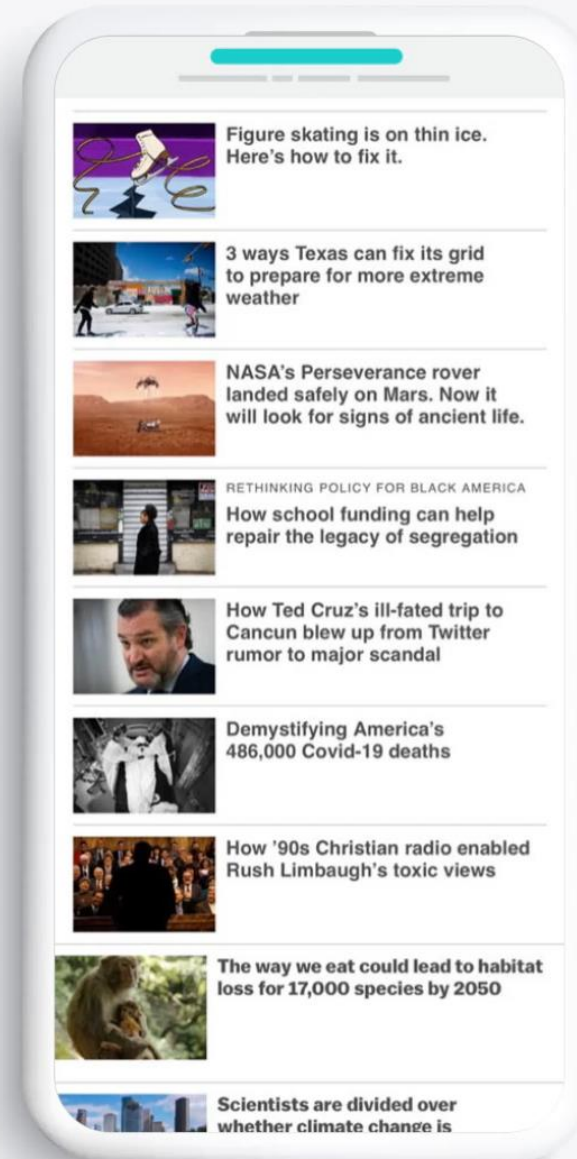
WE SET OUT TO...

1

Determine the value of interactive ads

2

Explore what marketers should consider when leveraging interactive ads



WE RAN SOME EXPERIMENTS

What

Controlled testing of standard and interactive ad formats on high- and low-quality sites

6

Online Environments

17

Advertisements

35

Interaction Metrics Tracked

4,047

Participants

Websites Tested

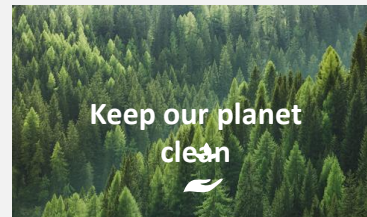
High

High Quality
Premium content with low ad load (4 ads)

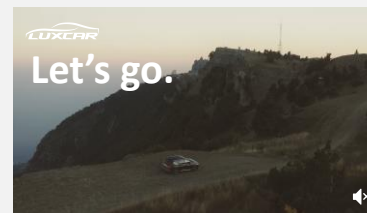
Low

Low Quality
Click-bait like content, with high ad load (10-48 filler ads)

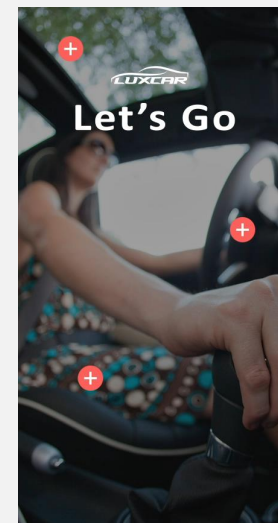
Ads Tested



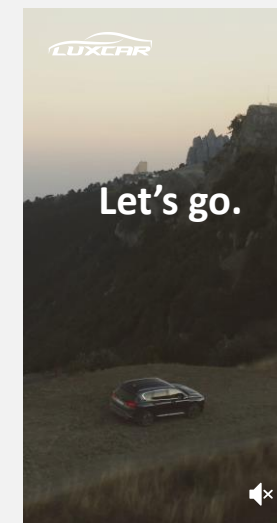
Control (Public Service Announcement)



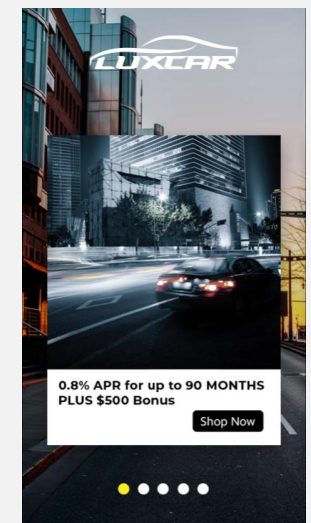
Standard Video (Native)



Moments + Touchpoints



Moments + Video



Moments + Carousel

DATA COLLECTION



PARTICIPANTS

Participants recruited from nationally representative online panel (n=4,047)



SURVEY

Initial survey with demographics and screeners



AD EXPOSURE

Participants randomized into a test cell and selected an article topic of their choice. All content appeared on a high- or low-quality website. All participants were served a test or control ad

- Test = Standard Video or Interactive Ad
- Control = Public Service Announcement (PSA)



MEASUREMENT

Post exposure survey to measure traditional brand metrics and qualitative feedback. Interactions tracked

BRANDS TESTED



ORIGINS



CANADA DRY BOLD GINGER ALE



TOY BRAND



AUTO BRAND

INTERACTIONS

AT WORK

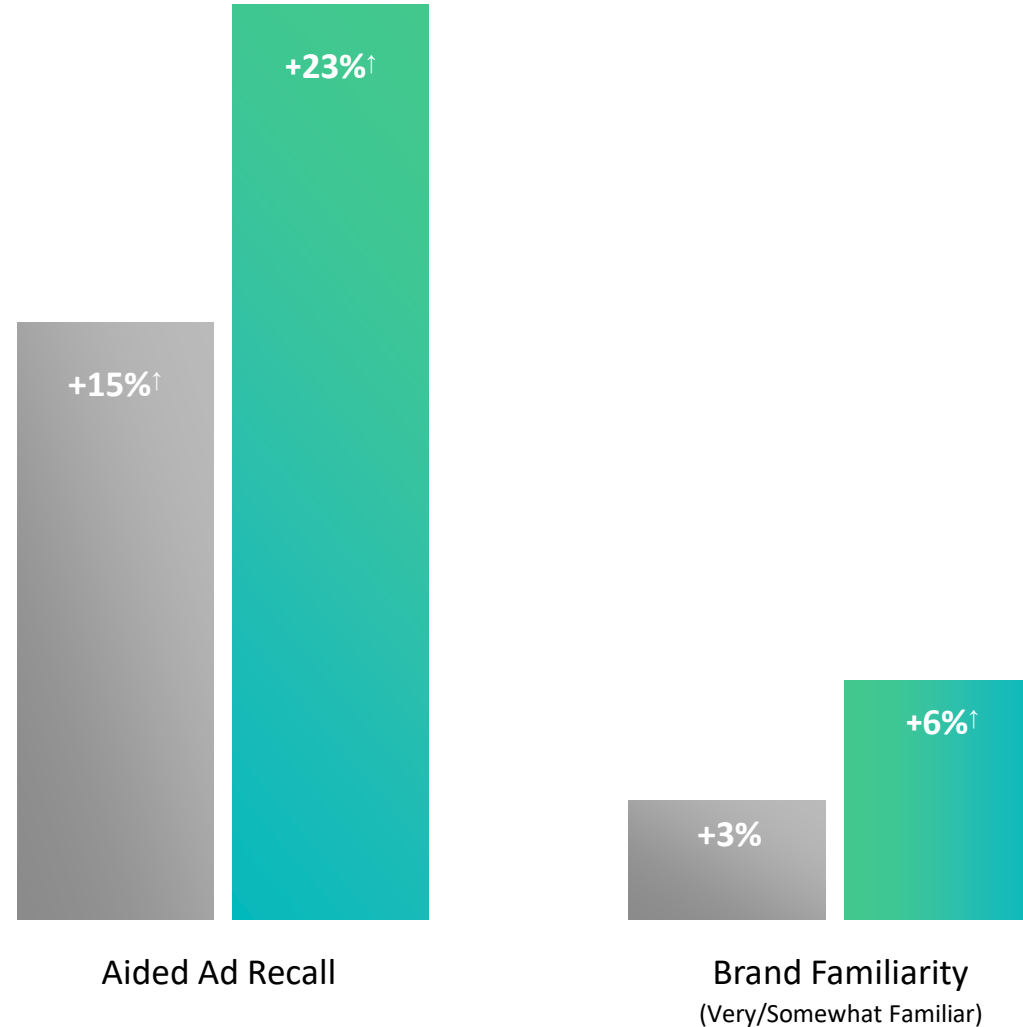


INTERACTIVE ADS CAPTURE ATTENTION & BUILD FAMILIARITY AMONG THOSE WHO MATTER THE MOST

Impact Of Ad Format

Those In-Market for Product - Delta (Test – Control)

■ Standard Video Ads ■ Interactive Ads



ABILITY TO LEARN MORE INSPIRES ACTION, PARTICULARLY INTENT TO TAKE THE NEXT STEP

Action(s)* Likely To Take After Seeing Ad

Interactive Ads - % Agree

Look for product



Look for deals



Seek more info online



Recommend



Read consumer reviews



Visit brand website

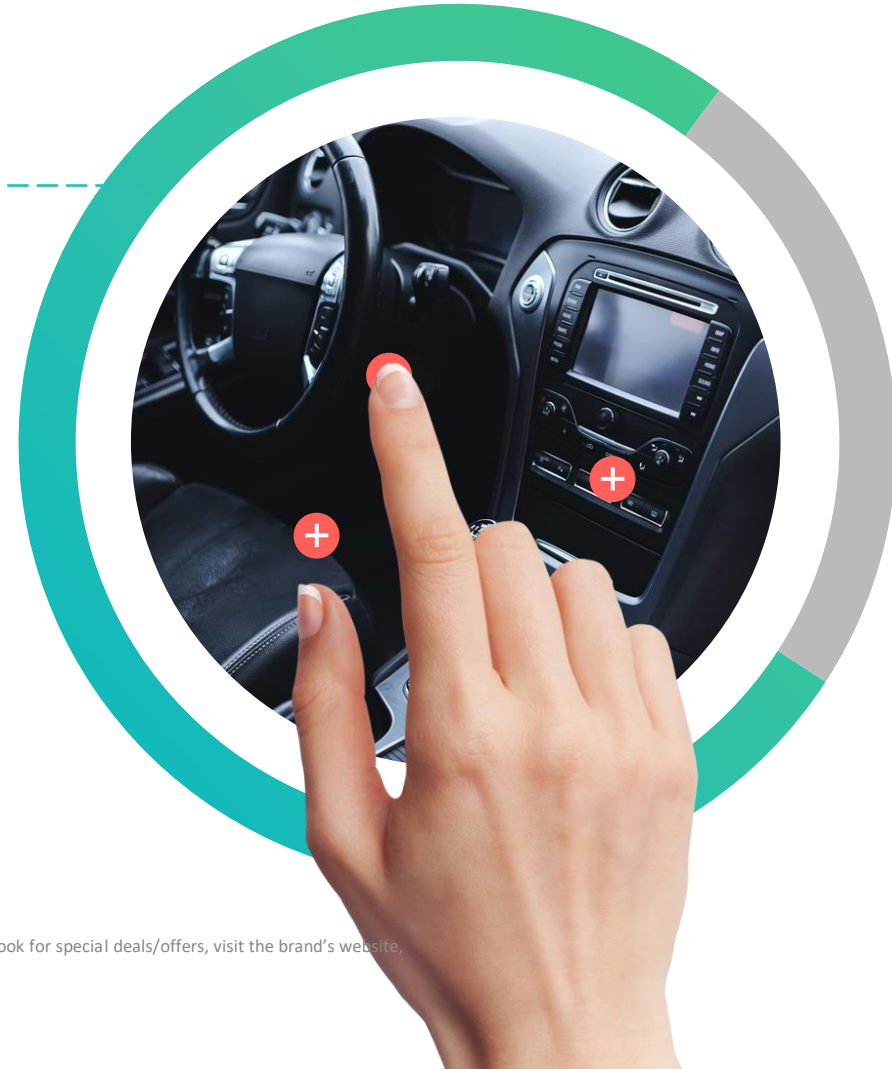


Share the ad



76%

Would likely perform any action

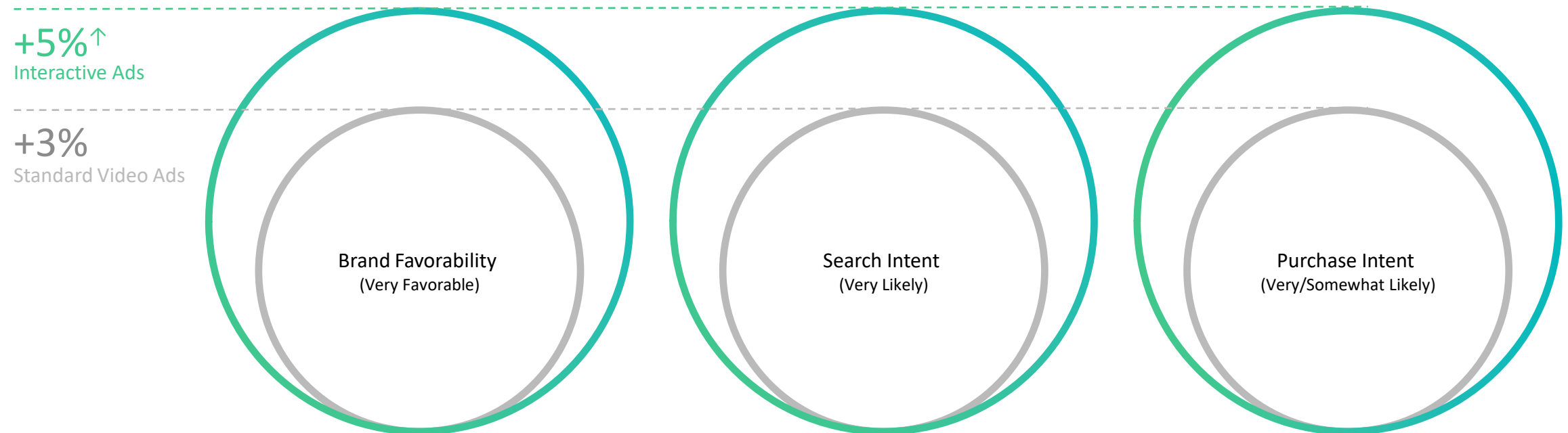


24%
Would not likely perform any action

*Ad Actions: Share the ad, seek out more information about the product online, recommend the brand to others, look for special deals/offers, visit the brand's website, look for the product in store or at a retailer that sells the product, read consumer reviews
All Brands (High Quality Sites) Interactive Ads n=1,211
Q: After seeing that ad, how likely are you to do the following?

INTERACTIVE ADS SIMPLY OUTPERFORM

Impact Of Ad Format - Delta (Test – Control)

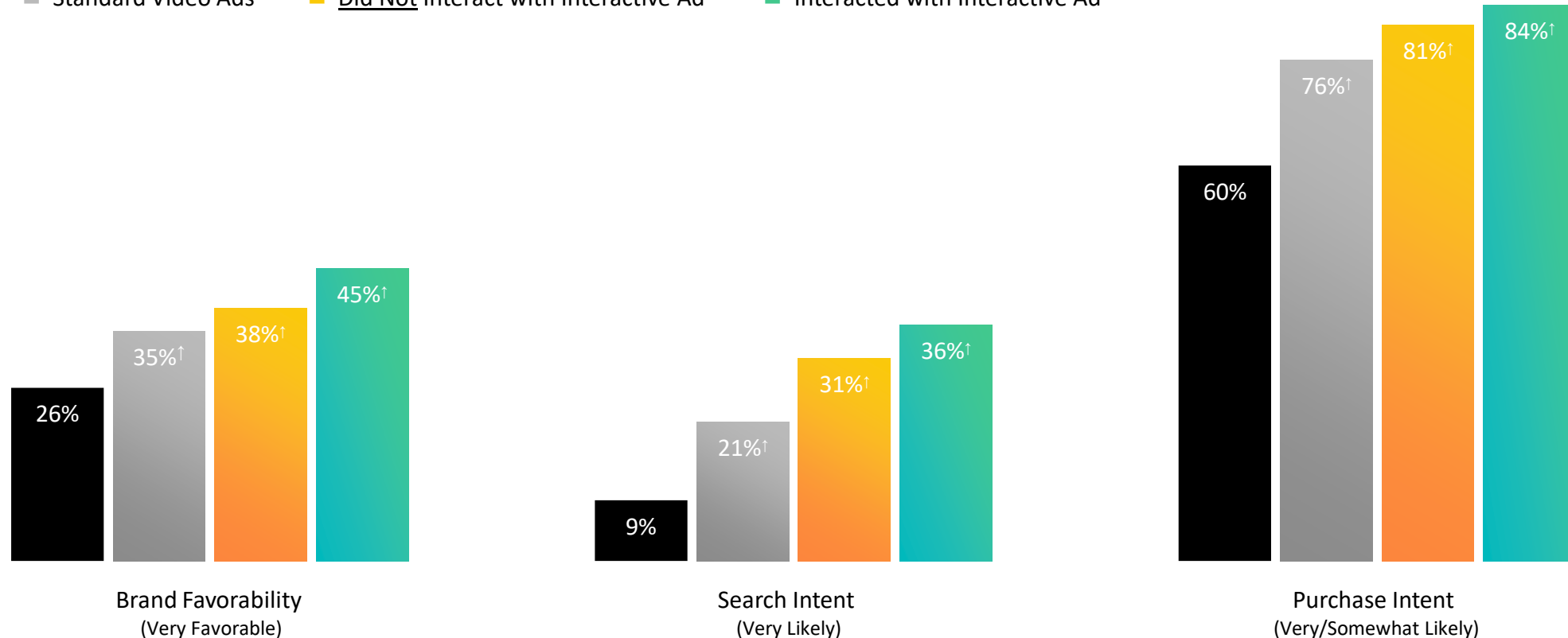


INTERACTIVE ADS OUTPERFORM REGARDLESS OF INTERACTION

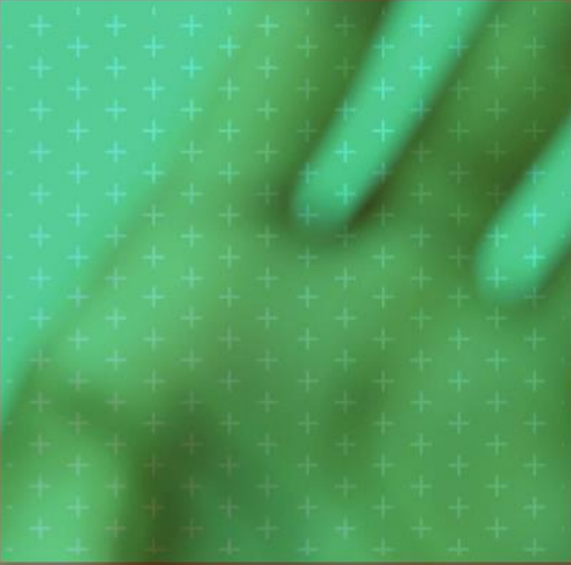
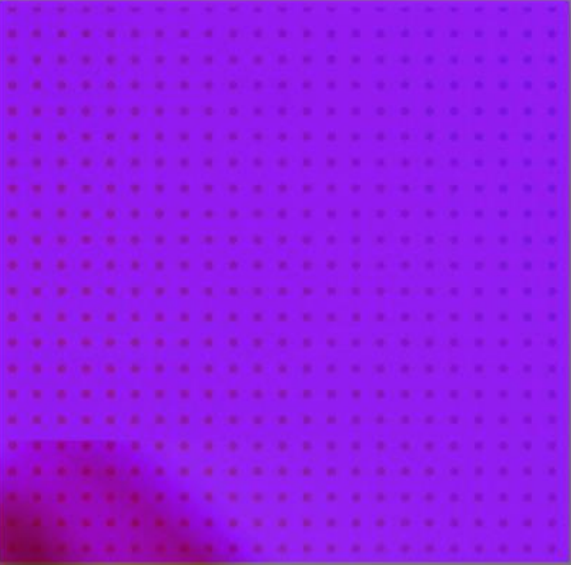
Modeling was used to isolate the impact of ad type and ad interaction by controlling for key variables including, but not limited to, age, gender, income, pre-existing brand affinity, and typical interaction behavior

Impact Of Ad Type And Interaction - % Agree

■ Control ■ Standard Video Ads ■ Did Not Interact with Interactive Ad ■ Interacted with Interactive Ad



Logistic regression used to model effects of ad type and interactions, while controlling for key variables including pre-existing brand affinity and typical interaction behaviors
All Brands (High Quality Sites): Interacted with Interactive Ad = 909, Did Not Interact with Interactive Ad n=1,107, Standard Video n=404, Control n=401
↑ = significant difference between control and test at >=90% confidence

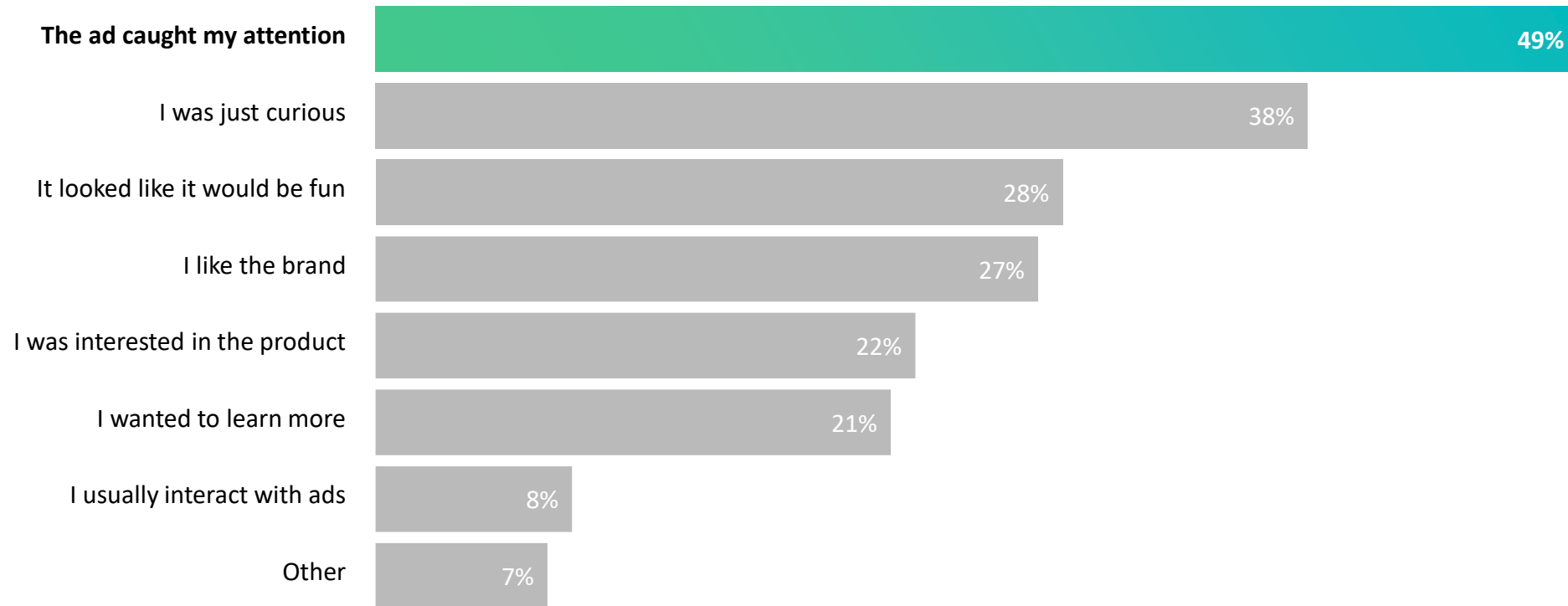


A TOOL TO RE-ENGAGE

INTERACTIVE ADS CAST A WIDER NET BY INSTANTLY GRABBING ATTENTION

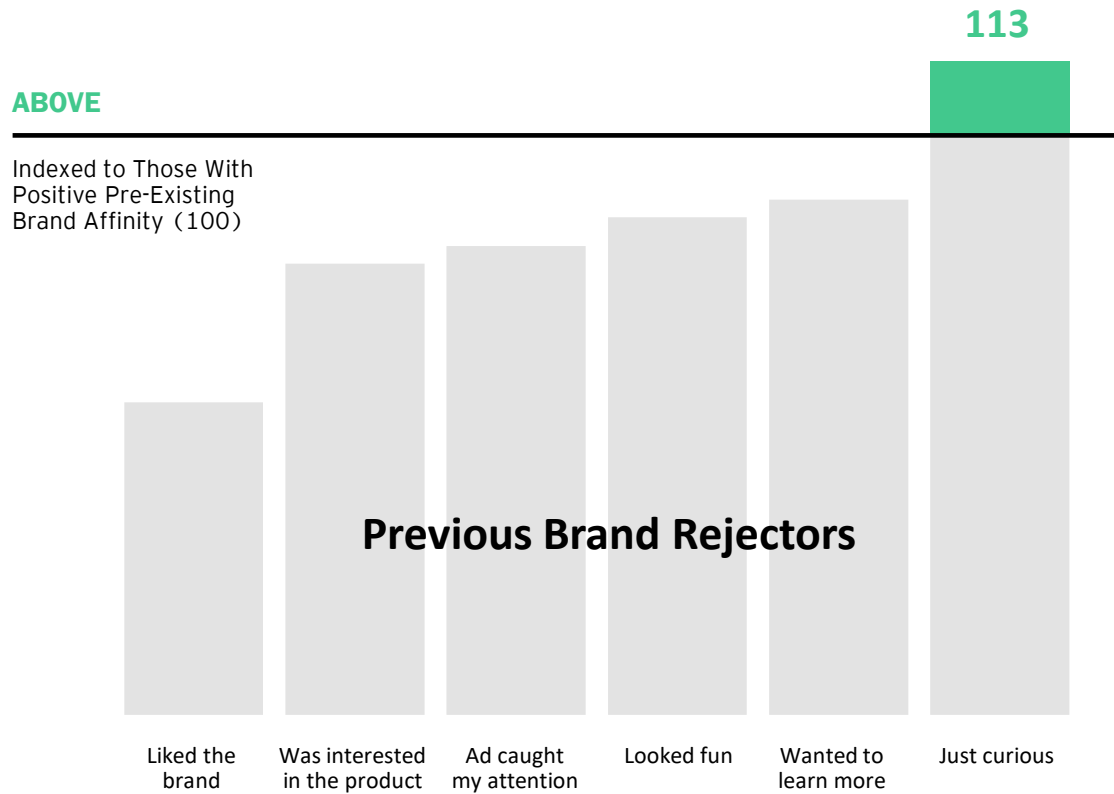
People aren't necessarily interacting because they like the brand

Reason(s) for Interacting - % Agree



HARD-TO-CONVINCE AUDIENCES DRAWN IN BY CURIOSITY

Reason(s) for Interacting - Indexed to Audience Counterpart



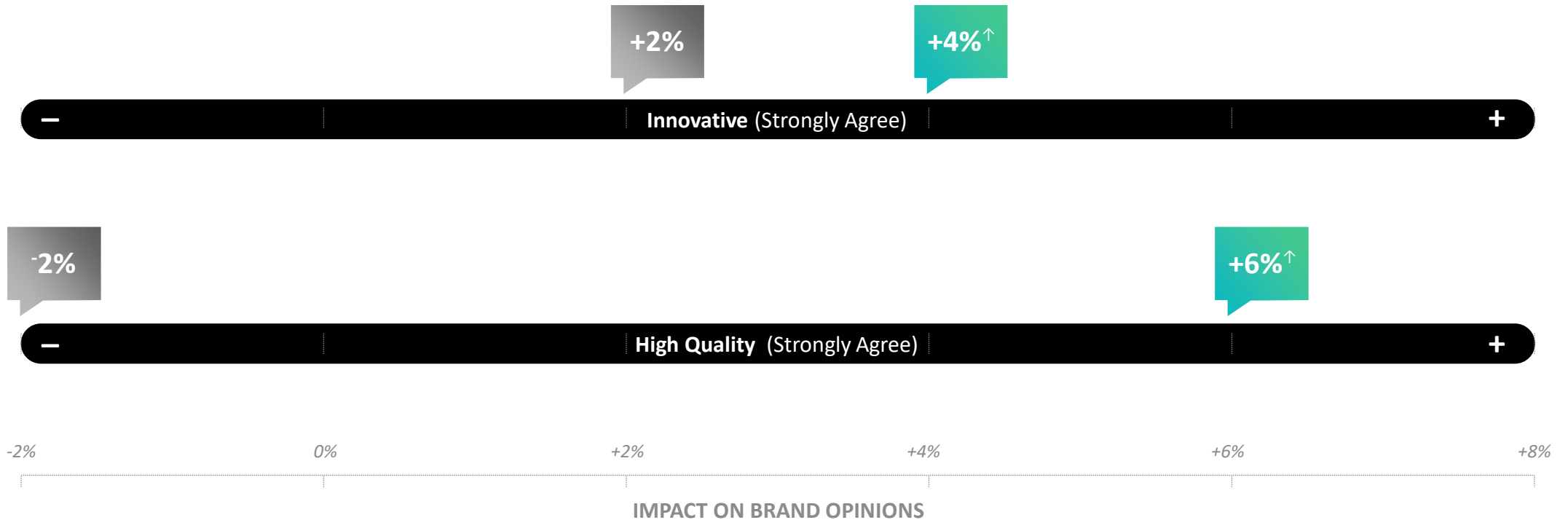
Note: Previous brand rejectors are those without strong brand affinity prior to ad exposure
 All Brands (Interactive Ads, High Quality Sites) Previous Brand Rejectors n=107, Not In-Market n=148
 Q: We noticed that you chose to interact with the ad you were shown today. Why did you choose to interact with the ad?

REJECTORS SEE THE BRAND ANEW THROUGH INTERACTIVE ADS

Interactive ads effectively shape opinions of “quality” and “innovation” among those who have previously rejected the brand

Impact of Ad Format – Previous Brand Rejectors - Delta (Test – Control)

■ Standard Video Ads ■ Interactive Ads

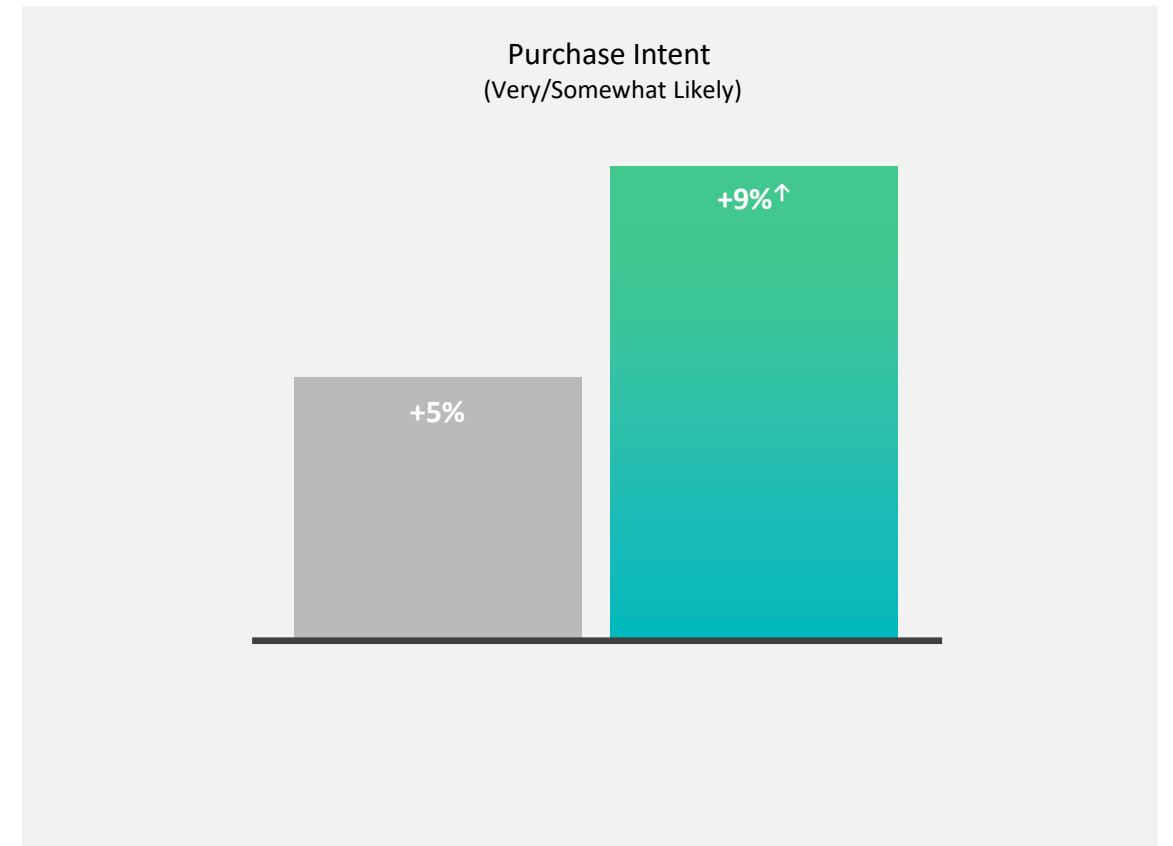
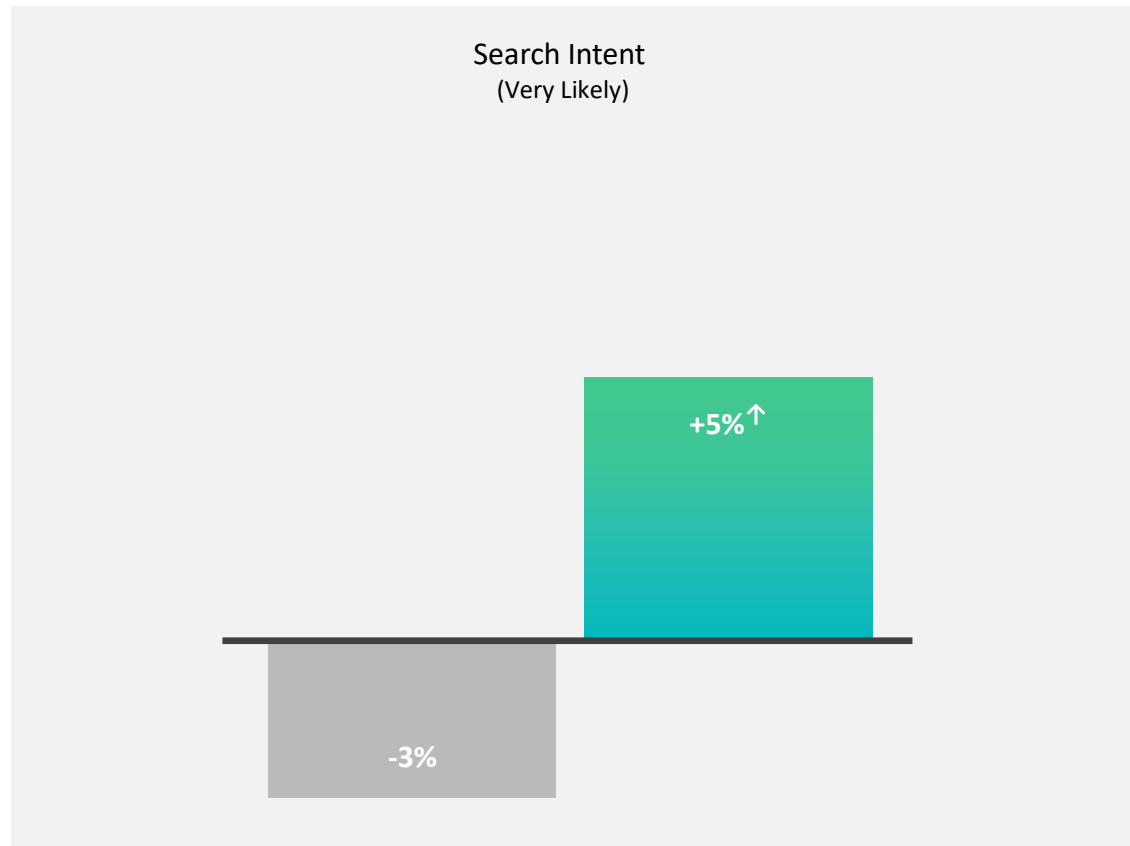


Note: Previous brand rejectors are those without strong brand affinity prior to ad exposure
All Brands (High Quality Sites, Previous Brand Rejectors) Interactive Ads n=531, Standard Video n=173, Control n=184
↑= significant difference between control and test at >=90% confidence

ULTIMATELY, REJECTORS ARE PERSUADED TO RECONSIDER

Impact of Ad Format – Previous Brand Rejectors - Delta (Test – Control)

■ Standard Video Ads ■ Interactive Ads

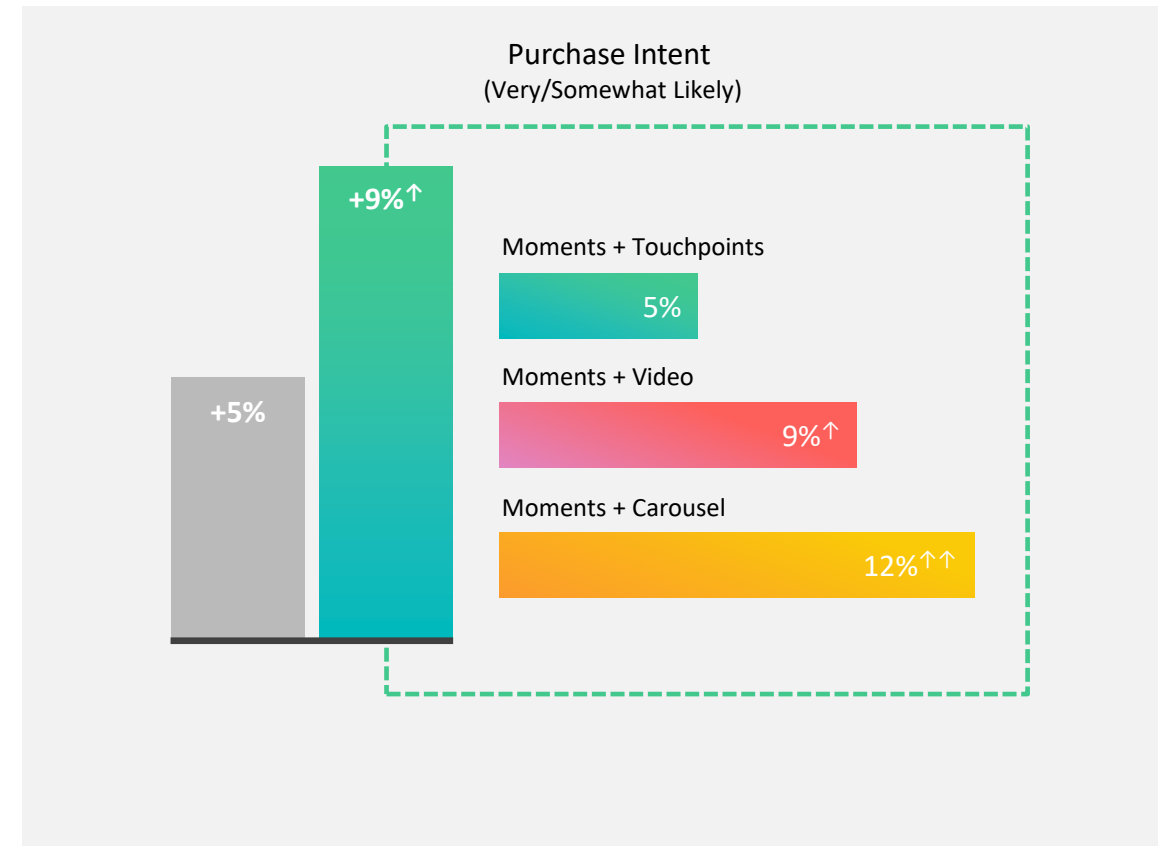
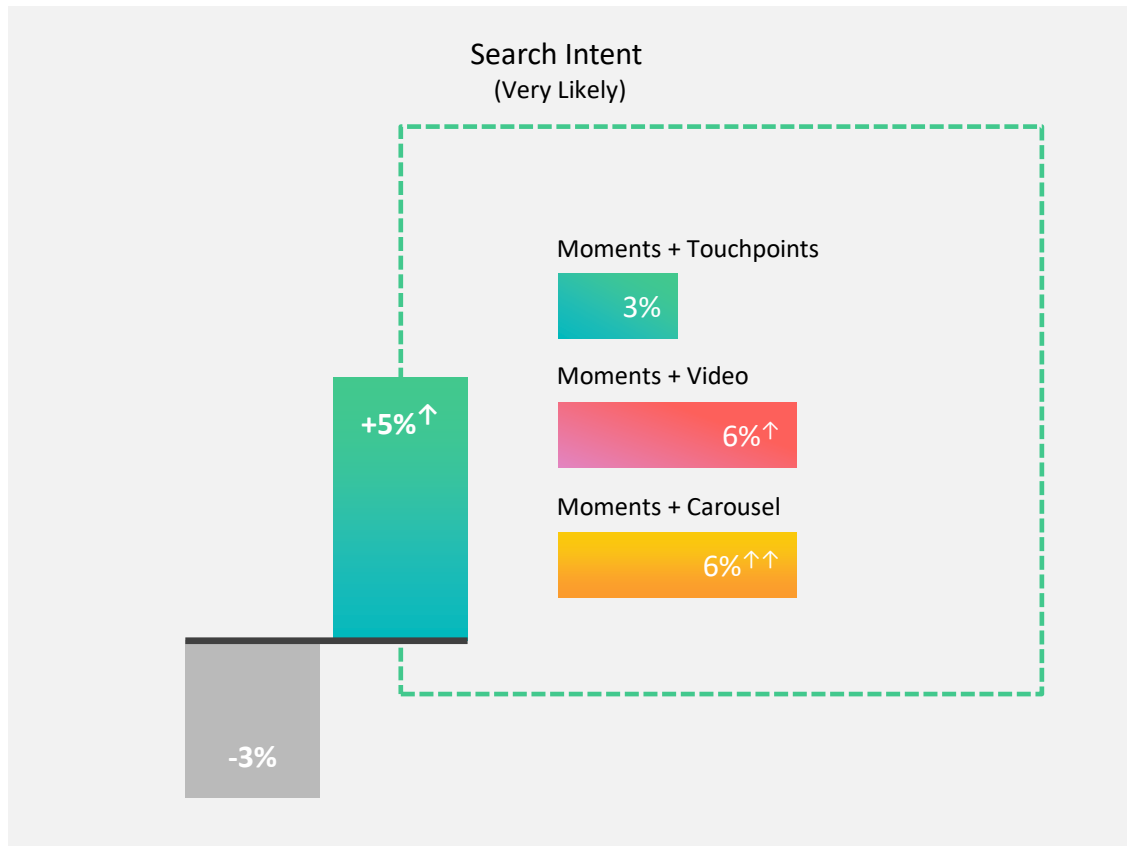


Note: Previous brand rejectors are those without strong brand affinity prior to ad exposure
All Brands (High Quality Sites, Previous Brand Rejectors) Interactive Ads n=531, Standard Video n=173, Control n=184
↑= significant difference between control and test at >=90% confidence

INTERACTIVE ADS BEST ABLE TO STORYTELL RESONATE MOST AMONG REJECTORS

Impact of Ad Format – Previous Brand Rejectors - Delta (Test – Control)

■ Standard Video Ads ■ Interactive Ads



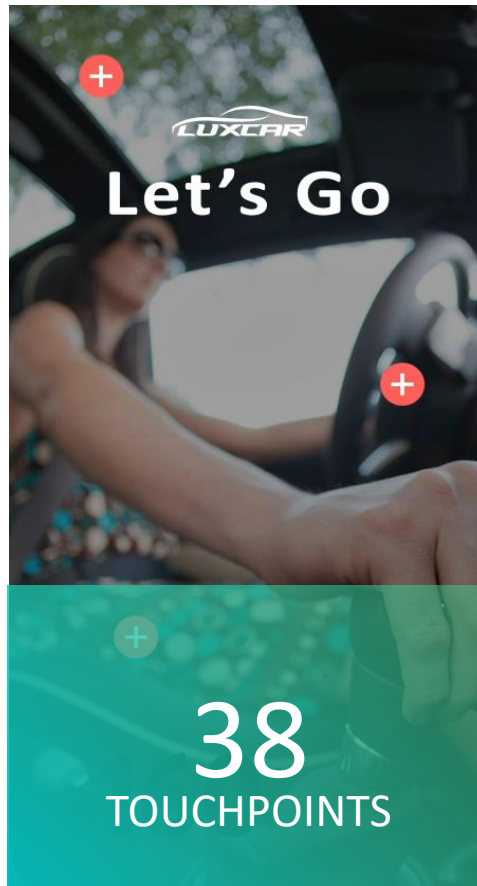
Note: Previous brand rejectors are those without strong brand affinity prior to ad exposure
 All Brands (High Quality Sites, Previous Brand Rejectors) Interactive Ads n=531, Standard Video n=173, Control n=184
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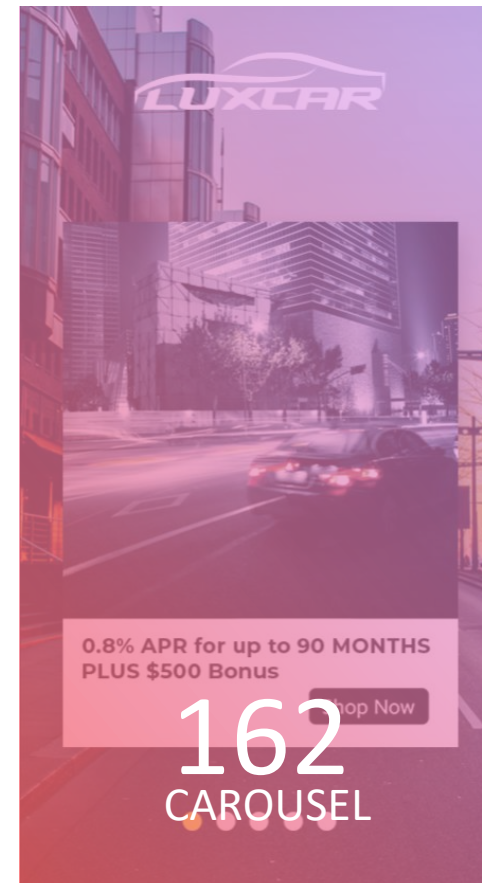
INTERACTION CAN BE LOWER WITH LESSER-KNOWN AD FORMATS

Interaction Rate - Indexed To Average (100)

Touchpoints should be noticeable to encourage people to interact



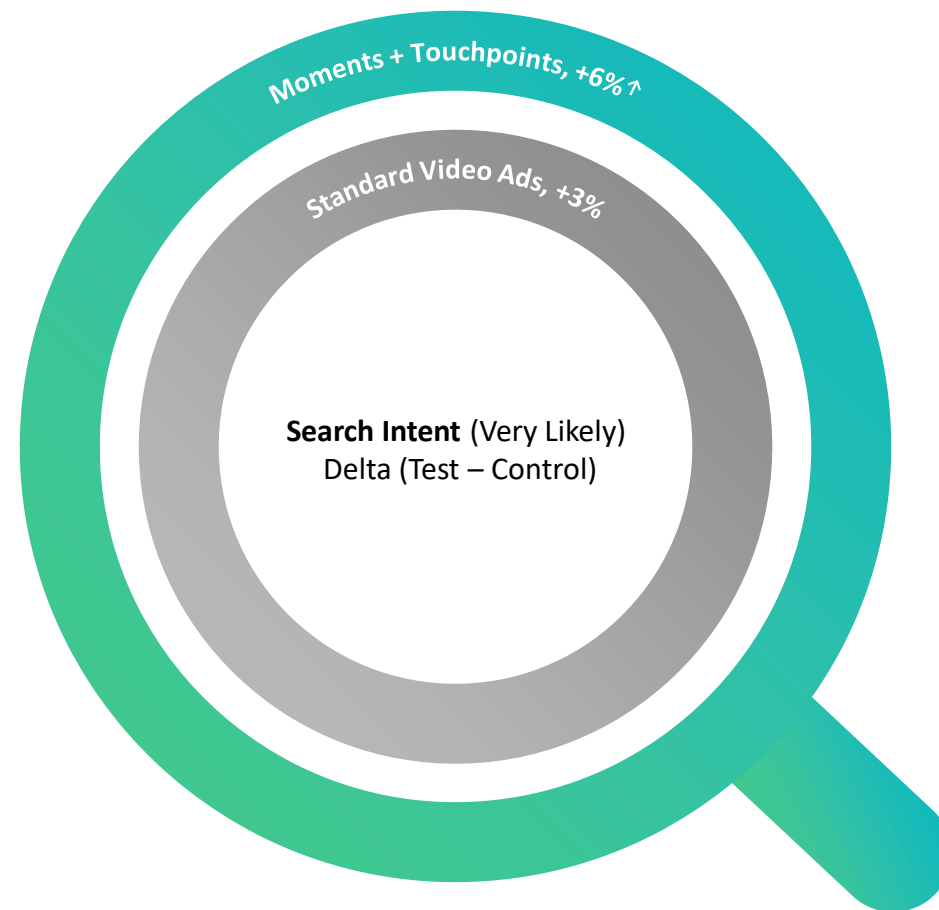
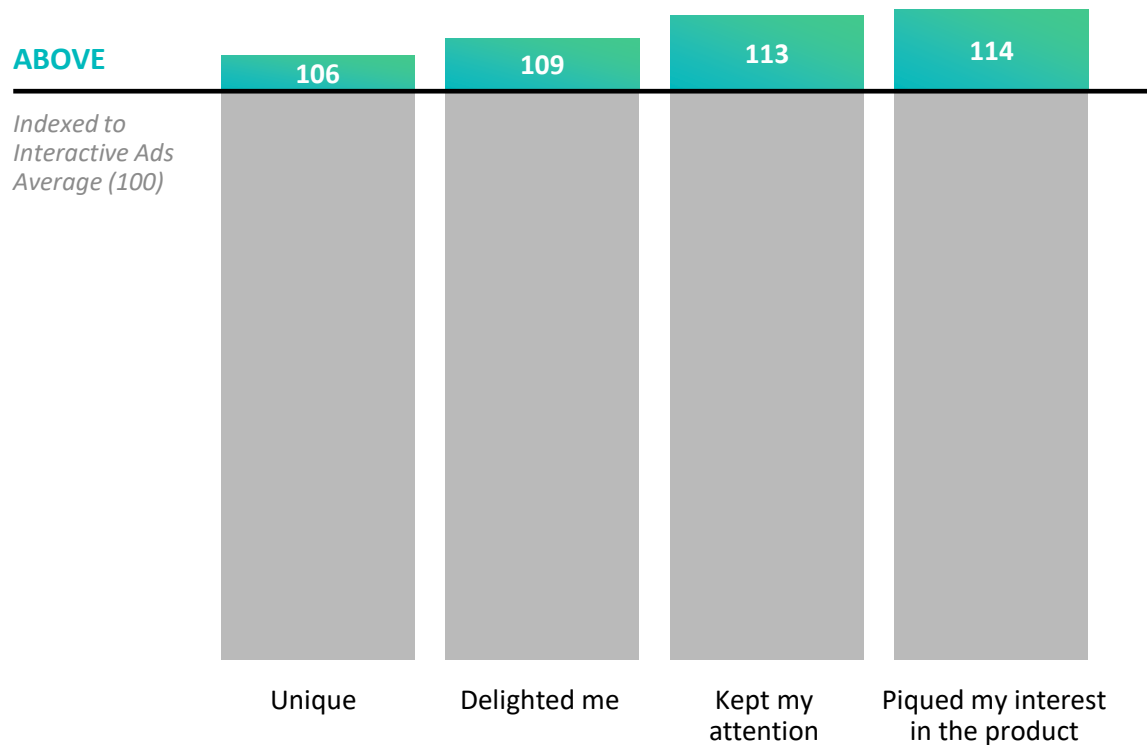
Clicked on hotspot(s)



Swiped through carousel image(s)

TOUCHPOINT ADS PIQUE INTEREST, DELIGHT & DRIVE INTENT TO SEARCH

Ad Opinions - Indexed to Interactive Ads Average (100)



PEOPLE ARE MORE LIKELY TO INTERACT WITH ADS THAT FEEL MORE FAMILIAR TO THEM

The carousel format felt more familiar to people, as opposed to the touchpoints format which was seen as more unique

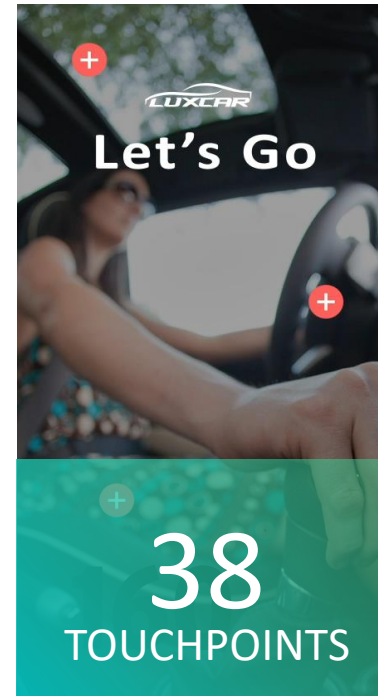
Ad Is “Different From Other Ads I See” (Very/Somewhat Different)
Indexed to Interactive Ads Average (100)

ABOVE

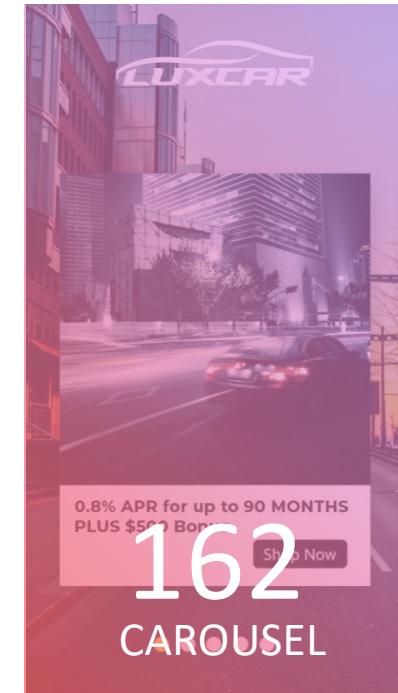
Indexed to
Interactive Ads
Average (100)

93

Interaction Rate
Indexed To Average (100)



Clicked on hotspot(s)

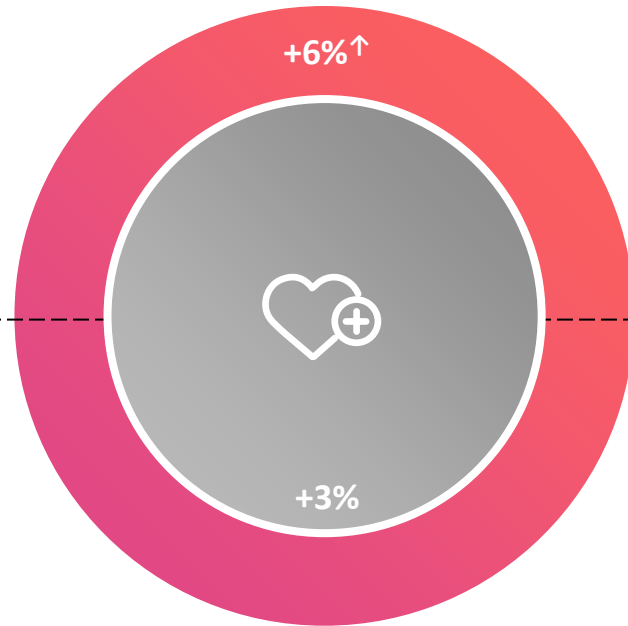


Swiped through carousel image(s)

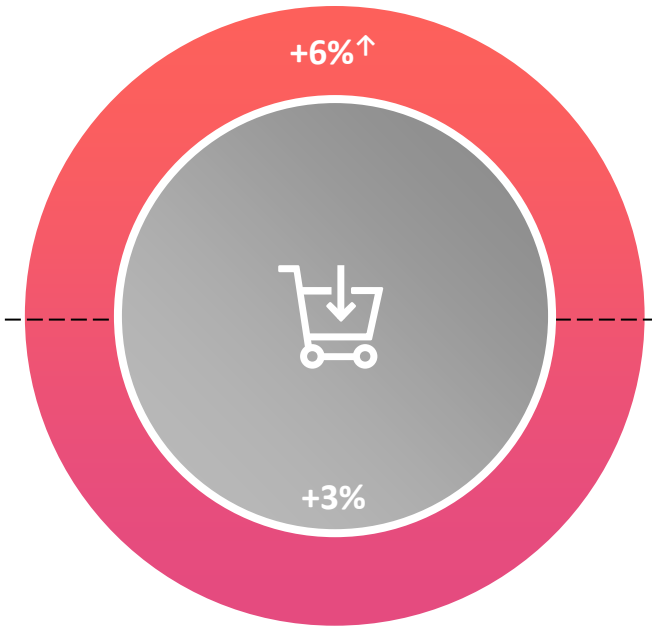
HIGH INTERACTION = STRONG PERSUASION

Brand Metrics - Delta (Test – Control)

■ Standard Video Ads ■ Moments + Carousel



Brand Favorability
(Very Favorable)

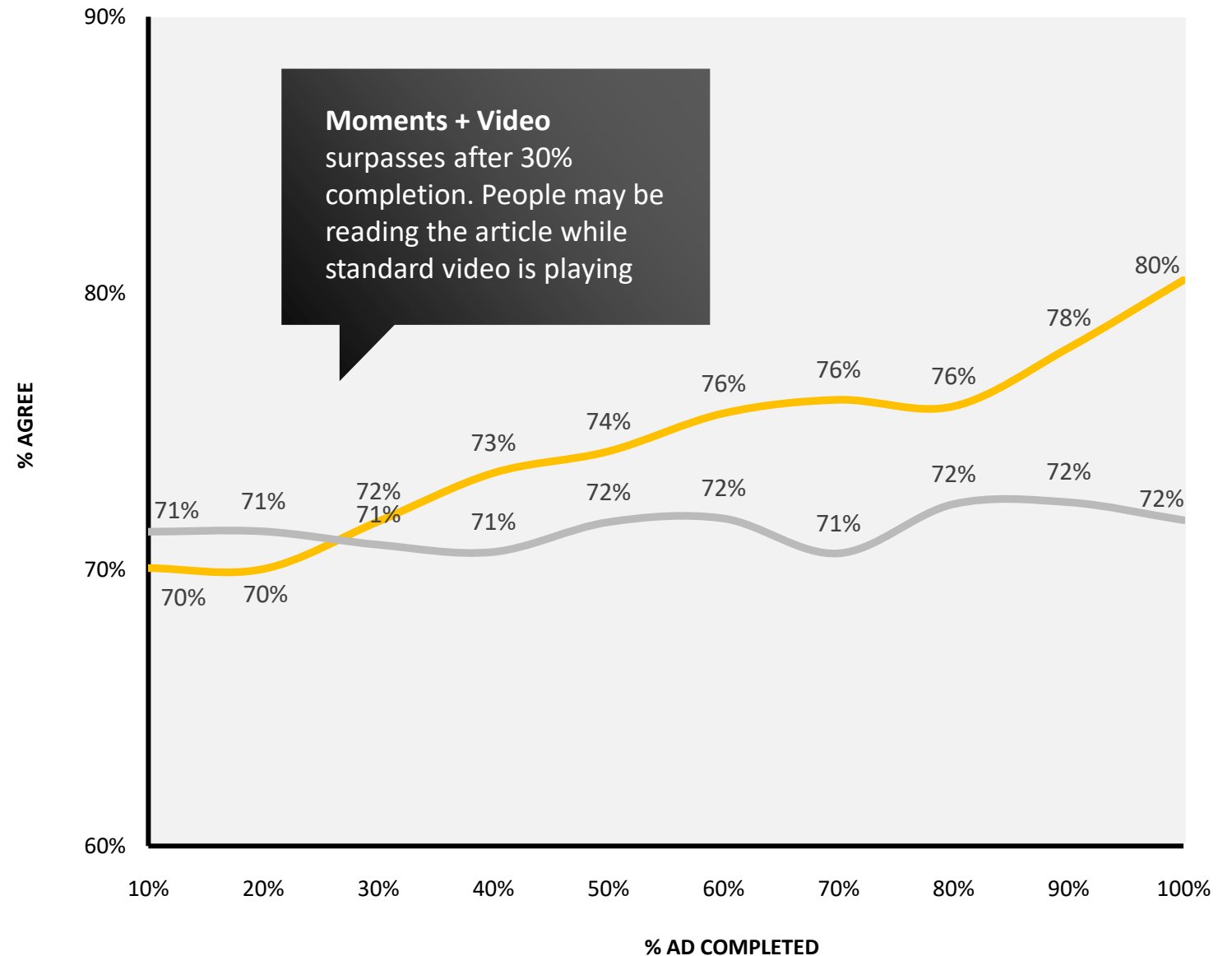


Purchase Intent
(Very/Somewhat Likely)

MOMENTS+VIDEO ADS DRIVE IMPACT EARLIER THAN STANDARD VIDEO

Impact Of Video Completion On Purchase Intent (Very/Somewhat Likely) - % Agree

- Standard Video Ads
- Moments + Video



AWARENESS

CONSIDERATION

RESEARCH

PURCHASE

WHAT TO KNOW WHEN PLANNING

INTERACTIVE FEATURES FOR ALL

Desired Interactive Features



Touchpoints that allow you to tap on specific features of the product

360 virtual reality experience to better visualize the product

Augmented reality to better visualize the product

Short video to learn more about the product

Shoppable Video (e.g. a graphic that allows you to change colors of a shoe)

Fun game

Informative quiz

- In-market for product
- **Has purchased** the brand before



- In-market for product
- **Have NOT purchased** the brand before



The unique **touchpoints** format is effective for any consumer

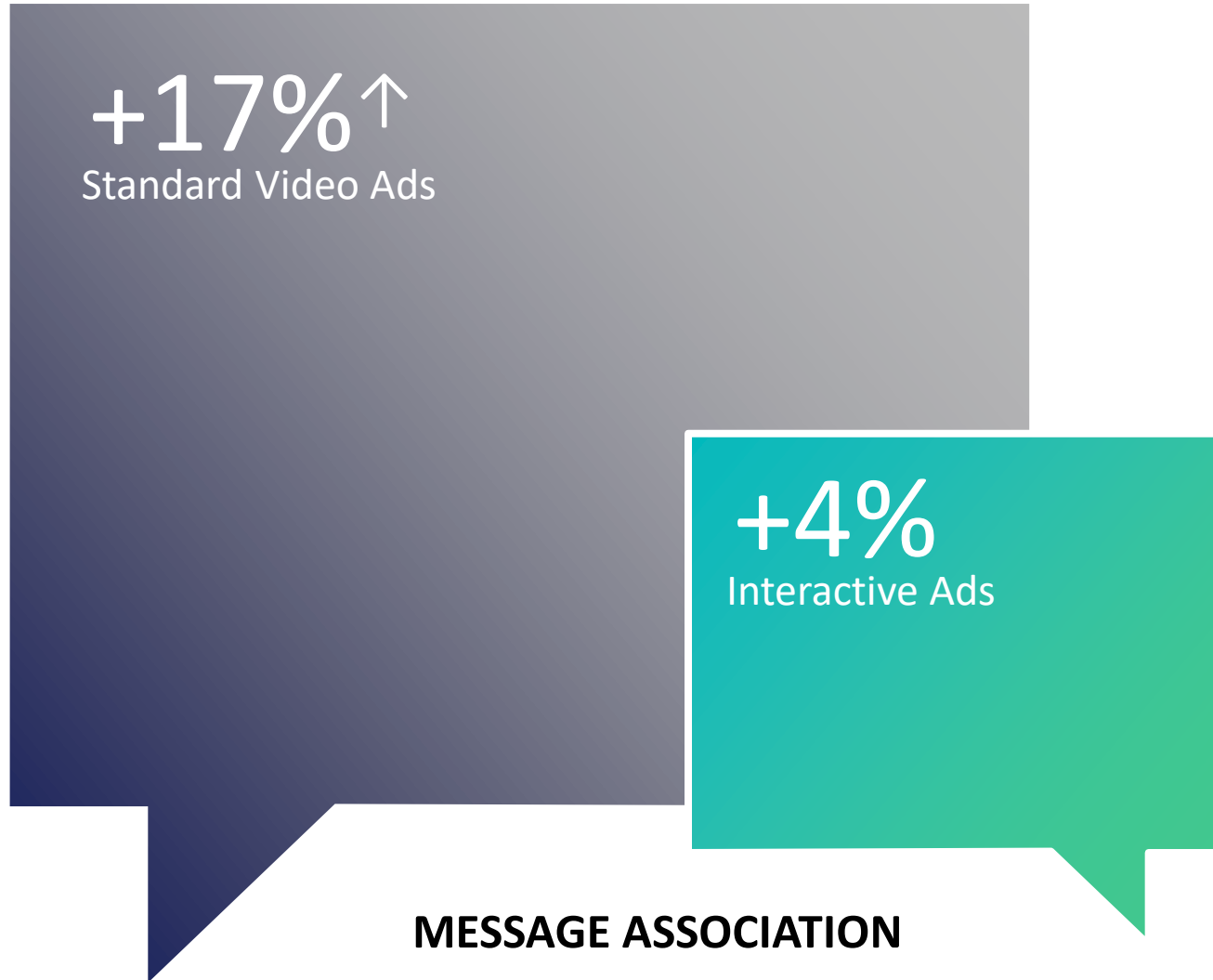
360 features resonate most among those without previous experience with the brand and may need more product information

Fun games are a good option for those who already have brand experience

IF A SPECIFIC MESSAGE IS IMPORTANT, DON'T BURY IT

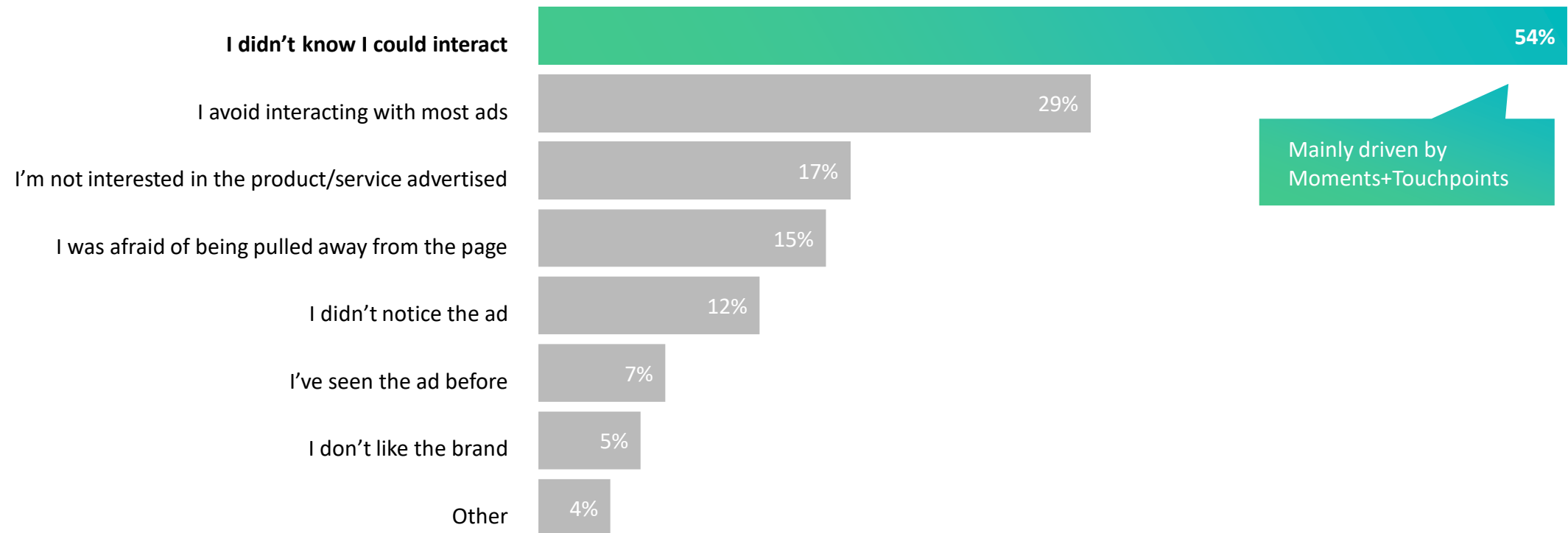
Impact of Ad Format

Those In-Market for Product - Delta (Test – Control)



ENSURE INTERACTIVE ADS HAVE STRONG VISUAL CUES

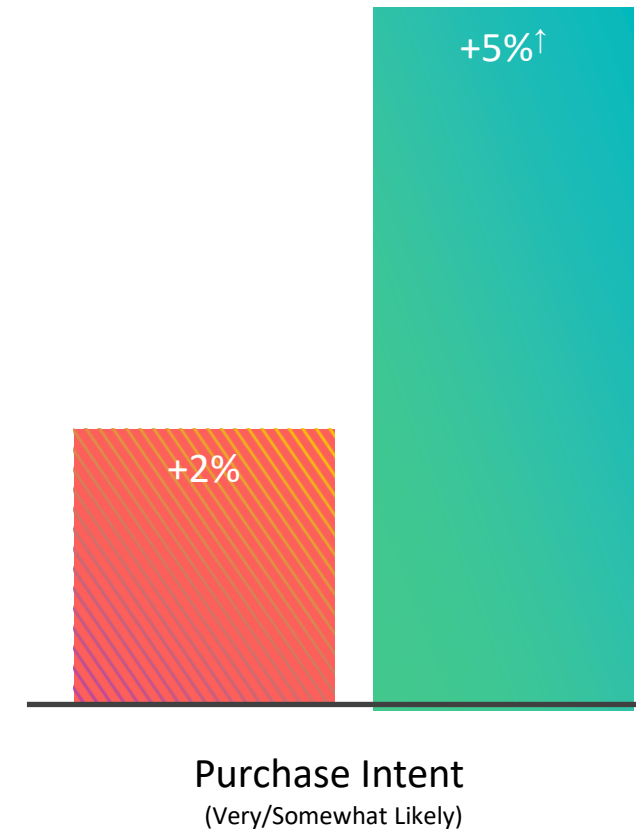
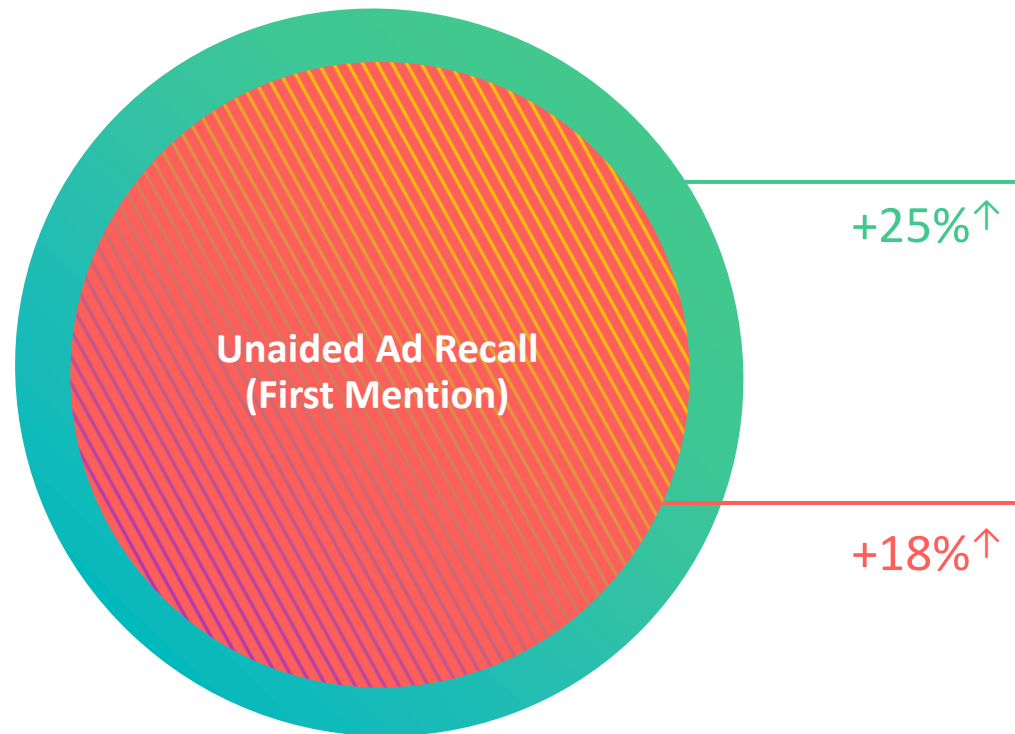
Reason(s) for Not Interacting - % Agree



HIGH QUALITY WEBSITES ALLOW INTERACTIVE ADS TO SHINE

Impact of Site Quality on Interactive Ads - Delta (Test – Control)

■ Low Quality Sites ■ High Quality Sites

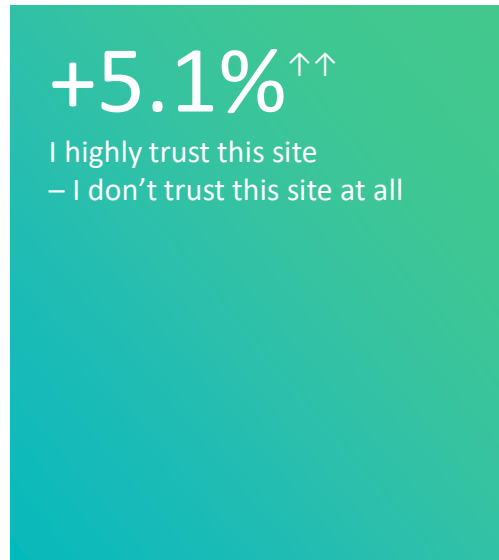


SITES THAT ARE TRUSTWORTHY, LEGITIMATE, AND CURRENT ENCOURAGE INTERACTION

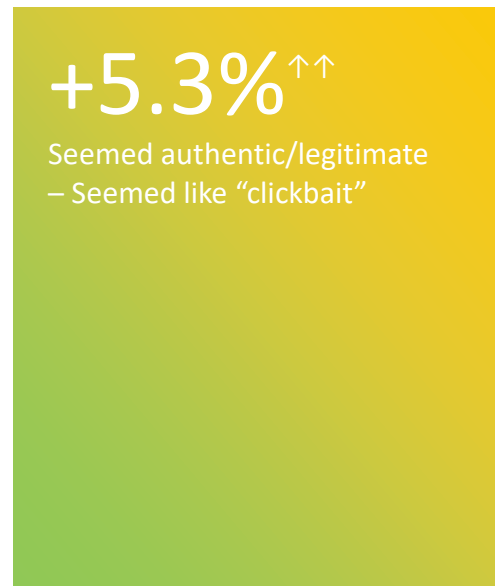
People are 7% more likely to interact with interactive ads when the site is viewed as “high quality”

Impact of Site Perceptions on Interaction Rate

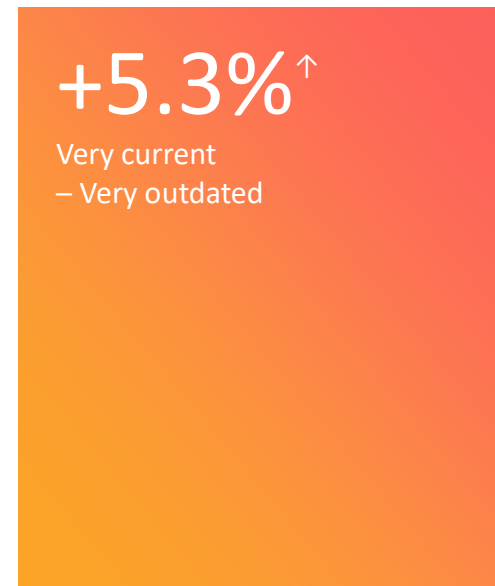
Delta (high scorers – low scorers)



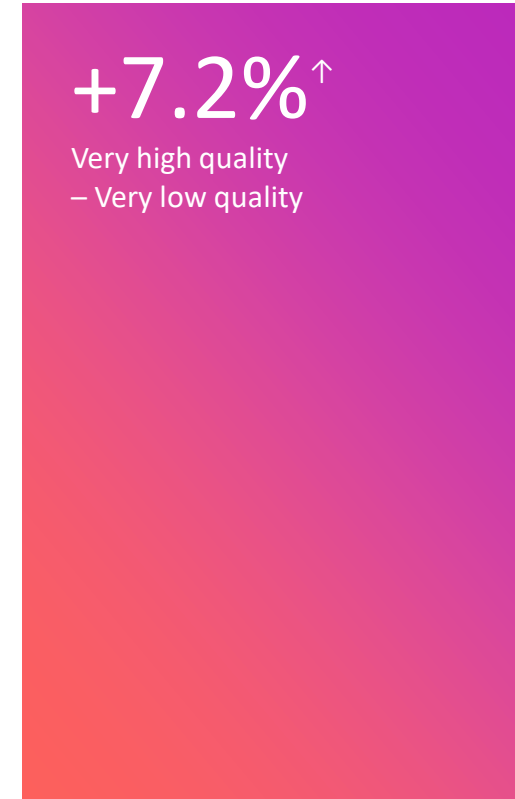
Trust



Legitimacy



Current



Quality

Note: Modeling was used to isolate the impact of site perceptions by controlling for key variables such as age and gender

All Brands: Interactive Ads n=2,425

↑ = significant difference between control and test at >=90% confidence

↑↑ = significant difference between control and test at >=80% confidence

IMPLICATIONS

The rising interactive ad format shows promise in elevating ad performance compared to standard video ads



1

CASTING A WIDE ATTENTION NET

Eye-catching nature and curiosity towards interactive ads draw in a broader audience beyond those who already like the brand



2

A TOOL FOR RE-ENGAGEMENT

Interactive ads re-engage hard-to-influence audiences, such as past brand rejectors and those not looking to purchase immediately



3

ENVIRONMENT IS KEY

Legitimacy and site quality can be the difference between people interacting or not

CREATIVE BEST PRACTICES



1

ABILITY TO INTERACT SHOULD BE OBVIOUS

When people don't interact with interactive ads, it's because they didn't know they were interactive to begin with.

Aim for strong visual cues to grab attention and encourage interaction (e.g., pulsating touchpoints now available through Verizon Media's DSP)



2

INTERACTIVE FEATURES FOR ALL

Tailor your interaction features to the audience you are aiming to influence. For example, an acquisition strategy may benefit from different interactive features than strategies focused on existing customers



THANK YOU

M/GNA

IPG MEDIA LAB

verizon
media