The Art Of The Takeover:

OPTIMIZING WHAT CONSUMERS SEE FIRST
WE ALREADY KNOW FROM OUR PAST TRIAL THAT...

- Ads feel more relevant and less intrusive when embedded within a self-curated feed
- The same video ad is nearly 2x more memorable in a social environment compared to skippable pre-roll
- The longer an ad is in view, the higher the awareness

NOT ALL AD PLACEMENTS HAVE THE SAME VISIBILITY

Takeovers are highly visible ad placements that offer brands the first chance to share their message with the consumer.

Brands can reach a wider audience with takeovers since they are designed to capture the attention of all consumers on the platform for a particular day.

SOURCE:
https://blog.twitter.com/2016/introducing-first-view
https://monetizepros.com/encyclopedia/homepage-takeover/
SO WE WANTED TO LEARN...

#ONE  Do consumers perceive all in-feed video ad placements the same?

#TWO   How do in-feed video takeovers stack up to website takeovers?

#THREE  How does ad length impact an in-feed video takeover strategy?

#FOUR  Are there different messaging strategies that are more effective for in-feed video takeovers?
KEY TAKEAWAYS

In-feed video ads are viewed longer when located at the top of the feed.

First View is most effective for building awareness of a new brand or product, while Standard View is most effective for creating more organic brand perceptions.

Specializing the Tweet message has the greatest impact on distinct brand objectives for Standard View placements.
Recruit participants from a representative online panel on Smartphone/PC, n=3,732

Initial survey with demographic and media consumption questions

Participants are randomized into a test cell. Passive metrics like time in view, clicks, and video completion rates tracked during experience

Post exposure survey to measure traditional brand metrics (ad recall, perceptions, etc.) and qualitative feedback
WE TESTED 46 DIFFERENT SCENARIOS ACROSS 3 INDUSTRIES

MESSAGING

监事：‘PRODUCT’

监事：‘NEW PRODUCT LAUNCH’

监事：‘IN-THE-MOMENT’

AD FORMAT

GIF

:06 SEC VIDEO AD

:15 SEC VIDEO AD

:30 SEC VIDEO AD

SPECIALIZED VIDEO

AD LOCATION

FIRST VIEW

STANDARD VIEW

WEBSITE TAKEOVER

DEVICE

Twitter Promoted Video & Website Takeover

Entertainment

Consumer Electronics

CPG Consumables
The Social Environment:

UNDERSTANDING AD PLACEMENT
WE LOOKED AT 2 AD PLACEMENTS

TWITTER PROMOTED VIDEO: FIRST VIEW

In-Feed, Auto-Play ad is the first promoted ad shown and is in the 2nd position on the feed.

TWITTER PROMOTED VIDEO: STANDARD VIEW

In-Feed, Auto-Play ad is a promoted ad shown and is in the 10th position on the feed.
REGARDLESS OF LOCATION WITHIN SOCIAL FEED, ADS ARE SEEN AS RELEVANT, INFORMATIVE AND NON-INTRUSIVE

IMPACT OF PLACEMENT ON AD OPINIONS

<table>
<thead>
<tr>
<th>% Who Agree</th>
<th>Ad was relevant to my interests</th>
<th>Ad was informative</th>
<th>Ad was not intrusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>![Target Icon]</td>
<td>73%</td>
<td>![Bell Icon]</td>
</tr>
<tr>
<td>71%</td>
<td>![Target Icon]</td>
<td>77%</td>
<td>![Bell Icon]</td>
</tr>
<tr>
<td>73%</td>
<td>![Target Icon]</td>
<td>77%</td>
<td>![Bell Icon]</td>
</tr>
<tr>
<td>77%</td>
<td>![Target Icon]</td>
<td></td>
<td>![Bell Icon]</td>
</tr>
</tbody>
</table>
PROMOTED IN-FEED VIDEO ADS LOWER IN USER’S FEED CAN FEEL MORE ORGANIC

IMPACT OF PLACEMENT ON AD OPINIONS

<table>
<thead>
<tr>
<th>Trustworthiness of message</th>
<th>Ad is something I would talk about/share</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>49%</td>
</tr>
<tr>
<td>82%(^\wedge)</td>
<td>62%(^\wedge)</td>
</tr>
</tbody>
</table>

(Smartphone, :15 Sec Ad) First View n=210 Standard View n=160
A/B = Statistically significant difference between test groups at >= 90% confidence
BOTH IN-FEED VIDEO AD PLACEMENTS DRIVE BRAND RECALL, BUT TAKEOVERS TAKE IT FURTHER

IMPACT OF PLACEMENT ON RECALL

Deltas (Test - Control)

Twitter Promoted Video:
First View (A)

Twitter Promoted Video:
Standard View (B)

Unaided
Brand Recall

Aided
Brand Recall

+45% \( ^{\text{AB}} \)

+34% \( ^{\text{A}} \)

+61% \( ^{\text{AB}} \)

+45% \( ^{\text{A}} \)

▲ = Statistically significant difference between test vs. control at >= 90% confidence

A/B = Statistically significant difference between test groups at >= 90% confidence

(Smartphone, :15 Sec Ad) Control n=300 First View n=301 Standard View n=301
LIKELY BECAUSE CONSUMERS SPEND MORE TIME AT TOP OF FEED WHEN ATTENTION IS AT ITS HIGHEST POINT

TIME ON SCREEN BY PLACEMENT

Twitter Promoted Video: First View (A)
- 39% 17% 17% 31% 17%

Twitter Promoted Video: Standard View (B)
- 48% 20% 10% 14% 8%

Average Time
- Twitter Promoted Video: Standard View (B)
- 9.0 sec
- Twitter Promoted Video: First View (A)
- 5.0 sec

One common video format is skippable pre-roll. Consumers exposed to skippable pre-roll spend an average of 7.9 seconds with the video.

SOURCE: Beyond Completion Rate: How Social Video Works - MAGNA & IPG Media Lab (2016)
Comparing Platforms:

GETTING THE MOST OUT OF A TAKEOVER EXPERIENCE
WE LOOKED AT 2 TAKEOVER PLATFORMS

TWITTER PROMOTED VIDEO:
FIRST VIEW

In-Feed, Auto-Play ad is the first promoted ad shown and is in the 2nd position on the feed.

WEBSITE TAKEOVER

PC: Promoted ad appears at the top of the webpage above all of the content and auto-plays once webpage loads.

Smartphone: Promoted ad appears at the top of the webpage above all of the content and will play if user clicks the ad.

WEBSITE TAKEOVER

Users were brought to a webpage to select the content they wanted to watch.
TAKEOVER PLATFORMS HAVE VASTLY DIFFERENT PATTERNS OF AD VIEW TIME

TIME ON SCREEN BY PLACEMENT

Twitter Promoted Video: First View (A)
- 0 sec: 6%
- .1-2.9 sec: 13%
- 3-5.9 sec: 17%
- 6-9.9 sec: 17%
- 10-14.9 sec: 31%
- 15 sec: 17%

Average Time: 9.0 sec

Website Takeover - PC & Smartphone (B)
- 0 sec: 46%
- .1-2.9 sec: 3%
- 3-5.9 sec: 4%
- 6-9.9 sec: 8%
- 10-14.9 sec: 20%
- 15 sec: 19%

Average Time: 6.5 sec

Time Video Ad Played (sec)
- 0 sec
- .1-2.9 sec
- 3-5.9 sec
- 6-9.9 sec
- 10-14.9 sec
- 15 sec

(Smartphone/PC, 15 Sec Ad) First View n=351 Website Takeover n=623
A/B = Statistically significant difference between test groups at >= 90% confidence
NOT ALL TAKEOVERS ARE CREATED EQUAL – IN-FEED VIDEO EXCELS

IMPACT OF TAKEOVER PLATFORM ON RECALL

In-feed video drives higher impact on recall metrics

(A/B) = Statistically significant difference between test vs. control at >= 90% confidence

▲ = Statistically significant difference between test groups at >= 90% confidence

Twitter Promoted Video:
First View (A)

Website Takeover (B)

Deltas (Test - Control)

Aided Brand Recall

▲ +61% A

▲ +31%

Message Recall

▲ +11% A

▲ +6%
WEBSITE TAKEOVERS ON SMARTPHONES ARE EXPERIENCED DIFFERENTLY – VAST MAJORITY ARE NOT PLAYED

<table>
<thead>
<tr>
<th>Time Video Ad Played (sec)</th>
<th>Website Takeover - Smartphone</th>
<th>Twitter Promoted Video: First View</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 sec</td>
<td>78%</td>
<td>6%</td>
</tr>
<tr>
<td>.1-2.9 sec</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>3-5.9 sec</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
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</tr>
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<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>15 sec</td>
<td>0%</td>
<td>31%</td>
</tr>
</tbody>
</table>

(Smartphone: 15 Sec Ad) First View n=301, Website Takeover – Smartphone n=324
BUT THERE IS VERY HIGH RECALL WHEN SOMEONE ACTUALLY PLAYS A WEBSITE TAKEOVER ON A SMARTPHONE

IMPACT OF TAKEOVER AD PLACEMENT

Deltas (Test - Control)

+61%\(^{\Delta B}\)

+33%\(^{\Delta}\)

Chose not to Play ad (A)

Chose to Play ad (B)

23%

83%\(^{A}\)

SMARTPHONE: NOT PLAYED VS. PLAYED

Aided Brand Recall

Twitter Promoted Video: First View (A)

Website Takeover – Smartphone (B)

(Smartphone, 15 Sec Ad) Twitter First View: Control n=300, Test n=301; Website Takeover – Smartphone: Control n=300, Test n=324, Not Played n=255, Played n=69

\(^{\Delta}\) = Statistically significant difference between test vs. control at >= 90% confidence

\(^{A}\)/\(^{\Delta B}\) = Statistically significant difference between test groups at >= 90% confidence
Putting In-Feed Takeovers To Work:
HOW TO GET THE MOST OUT OF FIRST VIEW
How does ad length stack up in an in-feed video takeover environment?
WE LOOKED AT 4 AD LENGTHS WITHIN IN-FEED VIDEO TAKEOVERS

GIFs

:06 sec ads

:15 sec ads

30 sec ads
 REGARDLESS OF LENGTH, IN-FEED VIDEO TAKEOVERS EFFECTIVELY COMMUNICATE INFORMATION AND CREATE BUZZ

IMPACT OF IN-FEED, AUTO-PLAY TAKEOVER AD LENGTHS

% Who Agree

<table>
<thead>
<tr>
<th>Ad clearly communicates message</th>
<th>Ad was informative</th>
<th>Brand that creates buzz</th>
</tr>
</thead>
<tbody>
<tr>
<td>82% 79% 78% 80%</td>
<td>75% 75% 75% 73%</td>
<td>63% 67% 67% 68%</td>
</tr>
</tbody>
</table>

GIF: 0.06 sec, 0.15 sec, 0.30 sec

(Smartphone) GIF n=196, .06 n=213, .15 n=210, .30 n=201
A/B = Statistically significant difference between test groups at >= 90% confidence
**ALL IN-FEED VIDEO TAKEOVER LENGTHS HAVE HIGH LEVELS OF TRUST AND SHORTER FORMATS ARE EVEN MORE TRUSTWORTHY**

**IMPACT OF IN-FEED, AUTO-PLAY TAKEOVER AD LENGTHS**

<table>
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<tr>
<th>% Who Agree</th>
<th>GIF (A)</th>
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Ad’s message is trustworthy

Shorter ads can be an effective way to communicate, since users often post and communicate with each other using short video clips.

(Smartphone) GIF n=196, n=213, :15 sec n=210, :30 n=201
A/B = Statistically significant difference between test groups at >= 80% confidence
BUT IF RECALL IS THE MAIN OBJECTIVE, THE EMPHASIS ON BRANDING IN LONGER AD FORMATS HELPS FIRST VIEW STAY TOP OF MIND

IMPACT OF IN-FEED, AUTO-PLAY TAKEOVER AD LENGTHS

<table>
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<th>Deltas (Test - Control)</th>
<th>IMPACT OF IN-FEED, AUTO-PLAY TAKEOVER AD LENGTHS</th>
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<tbody>
<tr>
<td>GIF (A)</td>
<td>:06 sec (B) :15 sec (C) :30 sec (D)</td>
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</table>

Unaided Brand Recall

- +45% \(^{\text{AB}}\)
- +46% \(^{\text{AB}}\)
- +38% \(^{\wedge}\)
- +40% \(^{\wedge}\)

(Smartphone) Control n=299, GIF n=299, :06 n=300, :15 n=301, :30 n=301
\(^{\wedge}\)=Statistically significant difference between test vs. control at >= 90% confidence
\(^{\text{AB}}\)=Statistically significant difference between test groups at >= 90% confidence
Does specializing the message in a First View post impact performance?
WE LOOKED AT THE MESSAGE IN THE POST

PRODUCT MESSAGING
Messaging that describes the main offerings of a brand and the products features in detail (e.g. standard messaging)

NEW PRODUCT LAUNCH MESSAGING
Messaging that reveals a new product launch or release of a new feature

IN-THE-MOMENT MESSAGING
Messaging that reflects real-time or “this-just-in” type of content (e.g. recently released interview or upcoming holiday)
**THE PREMIUM PLACEMENT OF FIRST VIEW ADS REINFORCES ALL MESSAGING TYPES**

**TWITTER PROMOTED VIDEO: FIRST VIEW**

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**PRODUCT MESSAGING**

[Brands'] classic potato chips have the crunch you need for any occasion #ClassicTaste

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**NEW PRODUCT LAUNCH MESSAGING**

[Brand's new product] are the perfect snack! Try the Sea Salt and White Cheddar flavors.

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**IN-THE-MOMENT-MESSAGING**

Ready to hit the beach? Grab some [Brand] chips and get ready to make a splash, all summer long.

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**Aided Brand Recall:**

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**Ad Was Relevant To My Interests:**

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**Ad Was Trustworthy:**

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**Ad Was Informative:**
PRODUCT MESSAGING
[Brands’]s classic potato chips have the crunch you need for any occasion
#ClassicTaste

NEW PRODUCT LAUNCH MESSAGING
[Brand’s new product] are the perfect snack! Try the Sea Salt and White Cheddar flavors.

FOR ADS LOWER IN THE FEED, SPECIALIZING THE TWEET TO HIGHLIGHT INFORMATION ABOUT THE PRODUCT AND ITS FEATURES IS KEY

TWITTER PROMOTED VIDEO: STANDARD VIEW

Aided Brand Recall:

Ad Was Relevant To My Interests:

Ad Was Trustworthy:

Ad Was Informative:

(Smartphone, :15 Sec Ad, 2 of 3 brands) Standard (Recall/Ad Opinions): Control n=200 Launch Messaging=198/108 Product Messaging n=201/104
FOR ADS LOWER IN THE FEED, INCLUDING TIMELY INFORMATION HAS EVEN MORE BENEFIT FOR RECALL, GIVEN CONSUMERS SEEK TRENDING CONTENT IN SOCIAL ENVIRONMENT

TWITTER PROMOTED VIDEO: STANDARD VIEW

PRODUCT MESSAGING
[Brands]’s classic potato chips have the crunch you need for any occasion. #ClassicTaste

IN-THE-MOMENT-MESSAGING
Ready to hit the beach? Grab some [Brand] chips and get ready to make a splash, all summer long.

Aided Brand Recall:

Ad Was Relevant To My Interests:

Ad Was Trustworthy:

Ad Was Informative:
#ONE  Takeovers create a more visible ad experience and promote brands when attention is highest. Utilizing in-feed video takeovers have even more powerful effects for brands and offer premium experiences.

#TWO  Make buying decisions according to your KPIs:
Use First View when aiming to build awareness of a new brand or product.
Use Standard View to create more organic brand perceptions.

#THREE  While all ad lengths are memorable in a social environment, brands can get creative with ad length by using shorter ads to communicate in an effective way or longer ads to further boost recall.

#FOUR  Many types of messaging strategies are successful for in-feed video takeovers, but when ads are lower in the feed make sure to highlight timely information about the product and its features.
THANK YOU.