

You Oughta Know:

**Why All Impressions Aren't Created Equal
& What It Means for Video Measurement**



What's Inside



Let's Get Started

Why Unified Measurement Matters Now

Unified Video Measurement, Viewed from a Marketer's Perspective

The Nine Reasons Why All Impressions Aren't Created Equal, as Seen Through the Consumer Journey

Awareness:

Does simply being exposed to an ad mean it resonated enough to create awareness?

Consideration:

How do the various ad platforms impact the likelihood of someone thinking of a brand in a buying situation?

Sales:

How do factors like screen size, ad coverage and advertising content correlate to sales and share gains?

What Does This All Mean for your Campaign?



Let's Get Started

One of the most exciting (and long-awaited!) innovations in advertising is the promise of true cross-platform video measurement – the ability to get aggregated impressions delivery across all screens, platforms and devices. But an inherent question in “tallying up” total video campaign impressions across a number of plan elements is this:

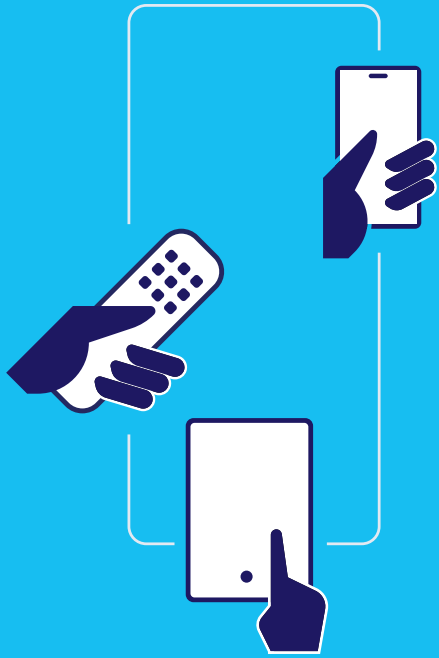
Should all impressions be treated equally?

This Guide Will Help You to Better...

- **Select** business-driving marketing strategies and tactics
- **Evaluate** different platforms and channels for their effectiveness at each stage of the consumer journey
- **Understand** the impact many common advertising factors have on your brand, campaign, and in your holistic measurement strategy

Why Unified Video Measurement Matters Now

As we move ever-closer to universal cross-platform measurement, the need to quantify the relative impact of an entire video campaign has taken on a heightened importance. Seeking a solution, marketers may consider measurement partners that homogenize video impressions, aggregating them equally regardless of platform, device, content types or environment. Although seemingly “fair,” research indicates that each media contributes differently, resulting in some impressions overdelivering their “value” versus others.



Why this matters to you?

Marketers rely upon measurement to not only evaluate the success of their campaigns, but also to make future strategy and investment decisions, as well as report ROI to key stakeholders. If that analysis is based on incomplete inputs (i.e., ones that do not reflect the nuanced impact delivered across video platforms), the decisions made from it may negatively impact the brand.

Why VAB?

VAB has been at the center of the conversation on video measurement, and we are working closely with all corners of our industry to help illuminate the discussion on quality impressions and what influences ad attention.

Our goal?

To help both media buyers and sellers more fairly and accurately measure and assess the value of video campaign delivery at every stage of the consumer journey.

Unified Video Measurement, Viewed from a Marketer's Perspective

We know what matters most to marketers is hitting their campaign KPIs, and so we look at cross-platform video measurement through that lens. In this guide, we'll show you that, throughout the purchase funnel, from Awareness down to Sales, multiple factors (specific platforms, devices, ad lengths and more) influence how well video ads drive the desired consumer response:

- **Awareness**

Potential consumers are introduced to the brand and begin to form perceptions that may predispose them to consider that brand later in their journey

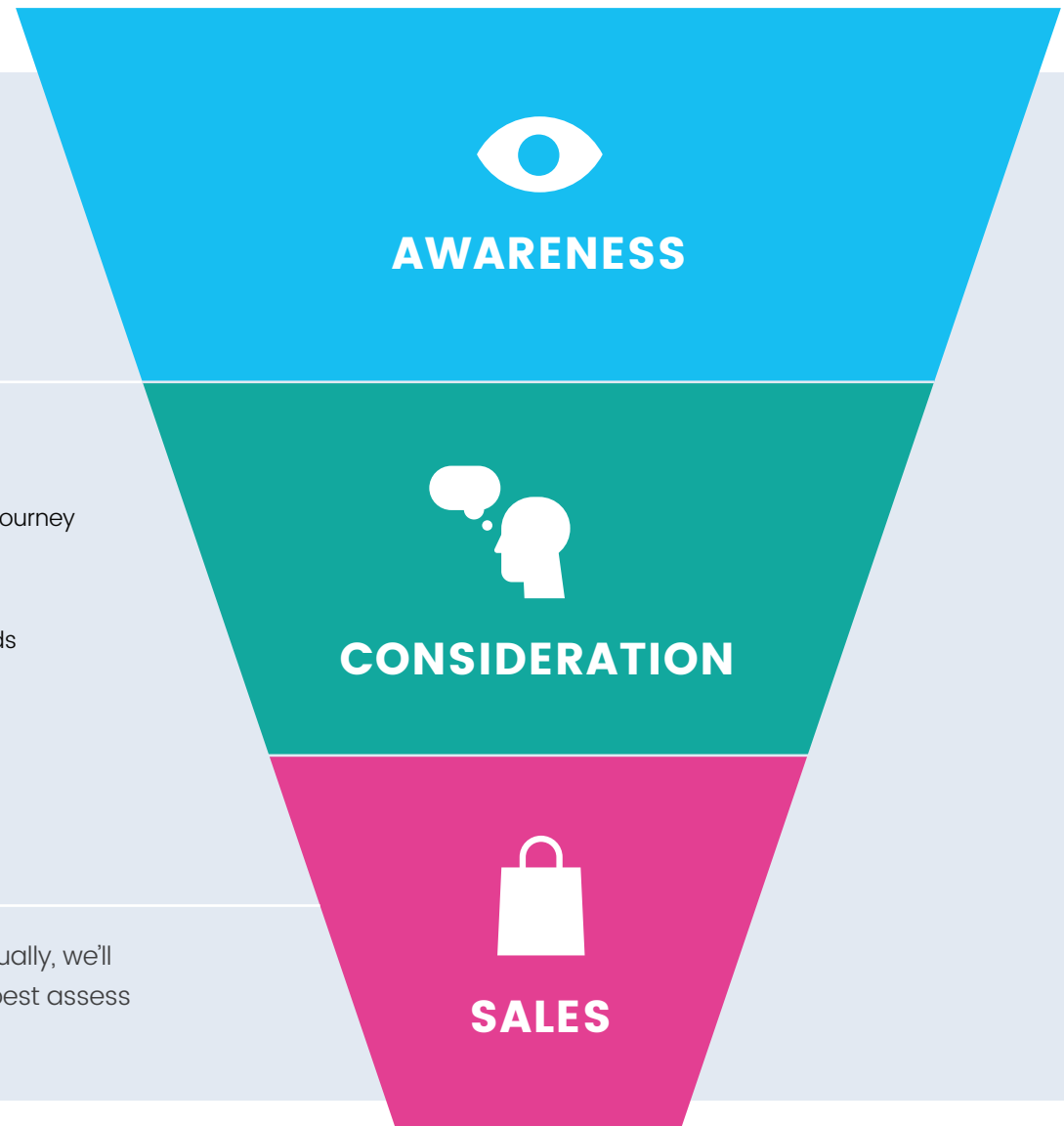
- **Consideration**

Consumers evaluate choices, drawing largely on their perceptions of brands and their emotional connection to them as well as rational messages and information to help inform their intentions

- **Sales**

As a result of emotional conditioning over time, as well as their current need state, consumers ultimately make a purchase decision

With the understanding that all impressions should *not* be treated equally, we'll discuss the considerations and metrics that truly allow marketers to best assess their campaign delivery and impact within each stage of the journey.



Nine Reasons Why All Impressions Aren't Created Equal

Quantifying your campaign impact along the consumer journey

AWARENESS

1

Dwell time (amount of time an ad is watched) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.

2

Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.

3

100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.

CONSIDERATION

1

High-quality, premium content on a large screen increases ad engagement and heightens brand memorability.

2

The longer an ad is viewed, the longer the brand will stay in memory, which increases the likelihood a consumer will choose that brand.

3

Ad placements within contextual content can strongly increase emotional connections and brand memorability.

SALES

1

Screen size, ad size and coverage are very influential in driving sales impact for brands.

2

The higher the viewability and the longer people look at an ad, the bigger the sales uplift.

3

Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.



Coming Soon!

Join our email list to be among the first to know when the full *You Oughta Know* marketer's guide is released.



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WEDNESDAY 11/2

