



Insights.
Inspiration.
Impact.

You Oughta Know:

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



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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:

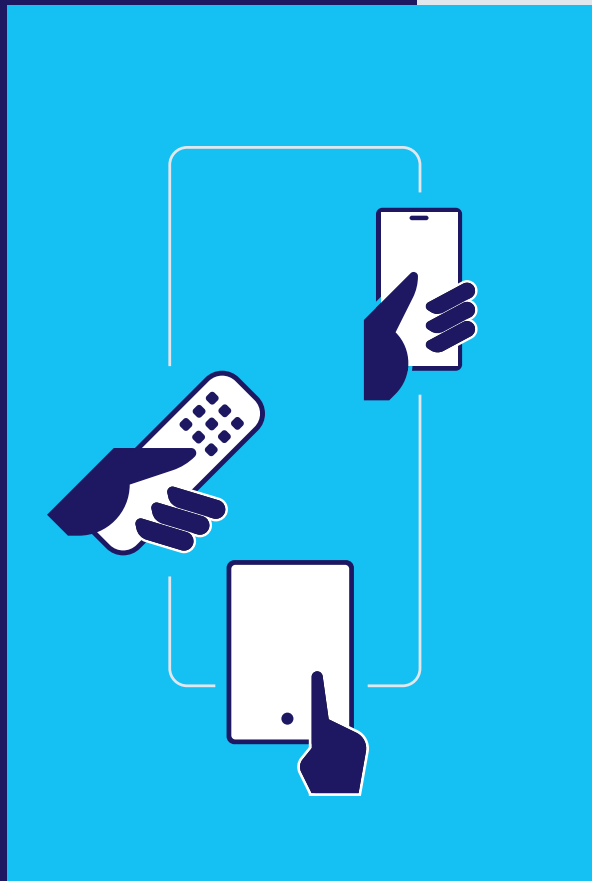
Should all impressions be treated equally?

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

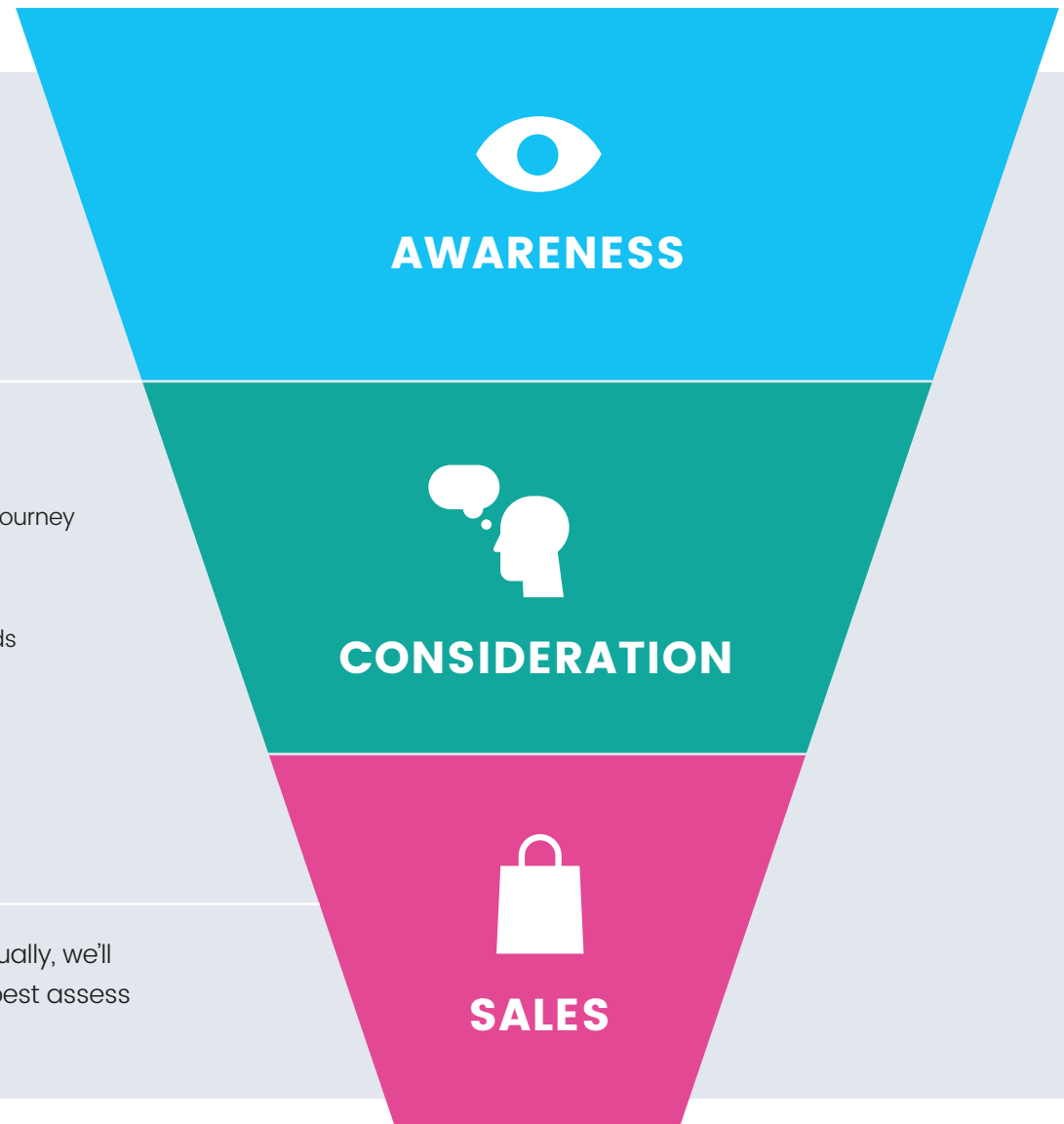
- **Consideration**

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.



Awareness

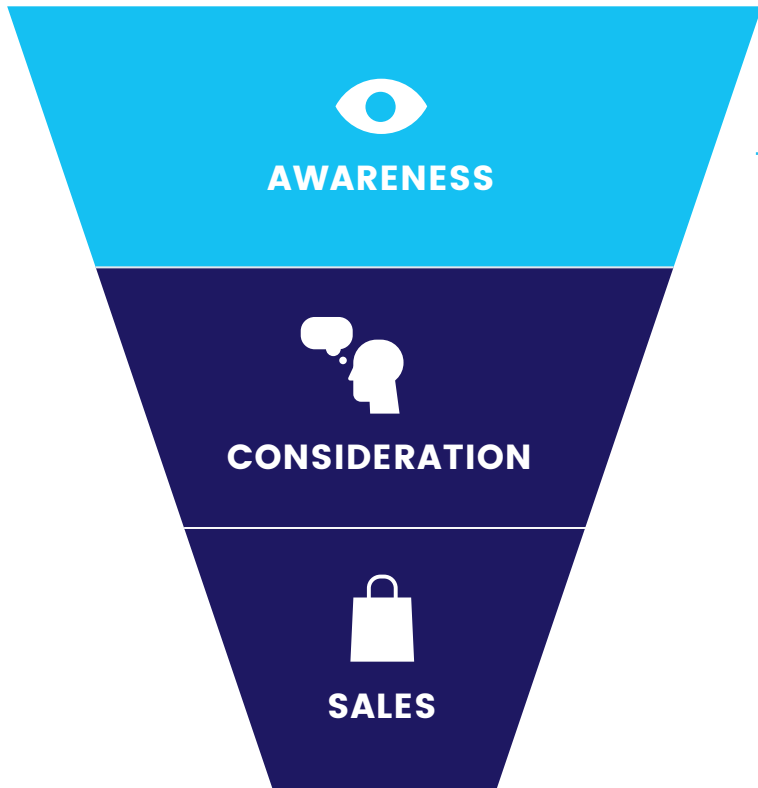
Reach, frequency, GRPs and impressions are all common metrics in TV and video. Marketers rely on these metrics to quantify how many people saw or heard their advertising message. However, does simply being exposed to an ad mean it resonated enough to make someone aware of your brand?



For a brand introduction to occur, an advertising message must be (at minimum) seen or heard. In assessing how well a campaign drives awareness, it's important to look beyond just how many people were exposed to the message and instead evaluate the impact of that exposure.



Metrics That Matter: Quantifying Awareness



Building 'Quality' Reach to Grow

AWARENESS

METRICS THAT MATTER

- Attention •
- Ad Recall •
- Brand Recall •
- Message Association •

To generate awareness and form perceptions, a basic level of impact – seeing or hearing an ad – is critical.

Media that transcend this base level and tap into consumers' memory are the most valuable.

At any given moment, for any given category, most consumers exist in a “pre-need” stage. These potential buyers have not yet encountered their need, or “trigger,” for purchase. Reach-driving marketing elements are used to enhance the collective consumers' awareness of a brand and to provide a reminder as they sit in the pre-need stage of their journey. But are these elements actually garnering attention and driving awareness among consumers?

Platforms that garner attention drive **ad recall** and **message association**, which enables brands to form relationships with consumers. These relationships, even in early stages, predispose consumers in favor of a brand when they encounter their trigger and move out of the pre-need stage and into Consideration.

Measuring Awareness:

3 Things You Oughta Know

1



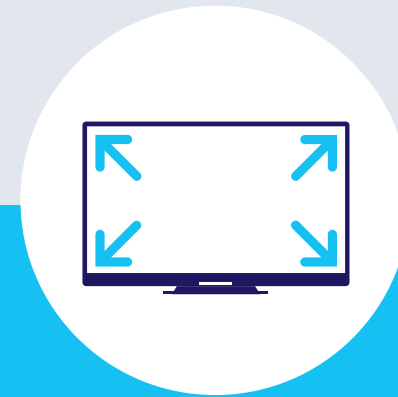
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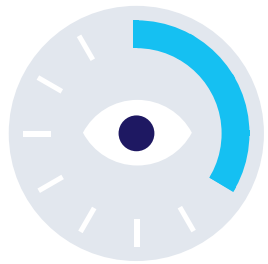
Measuring Awareness: 3 Things You Oughta Know



:30

The average :30 TV ad generates the same amount of attention as 1.5 YouTube Ads, 4.5 Facebook in-feed ads or 40 desktop display ads.

Measuring Awareness: 3 Things You Oughta Know



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.



In the TV and video realm, there's been a long-standing assumption that "more is more"—in other words, the longer the ad, the greater the impact. And while that can ring true, it's also more complicated than that.

As marketers know, viewability is important when it comes to TV and video. After all, if an ad is not seen, how can it influence a consumer? In that regard, platform and placement matter far more than ad length.

While TV ads of all lengths are typically played in their entirety, only a portion of in-feed and pre-roll mobile ads are typically played on average—less than 75% of the full length of longer-form pre-roll ads and less than half the length of in-feed mobile ads. In fact, for every :30 in-feed mobile ad served, only about 6.5 seconds of that ad typically even has a chance of being seen.¹

Average Played Seconds

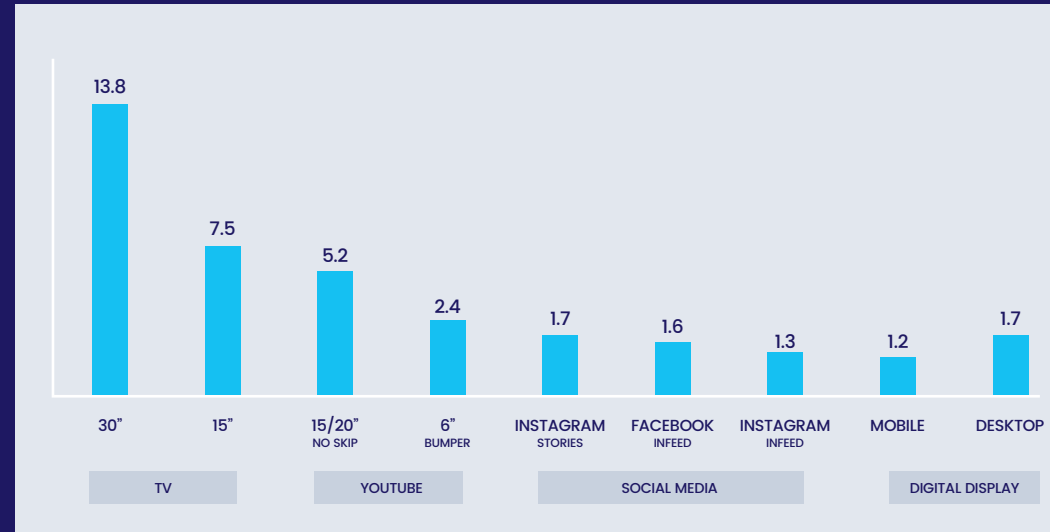
Ad Duration	In-feed mobile	Pre-roll mobile	TV (on TV)
:30	6.5	19.3	30.0
:15	6.0	11.0	15.0
:06	3.5	6.0	6.0

Measuring Awareness: 3 Things You Oughta Know

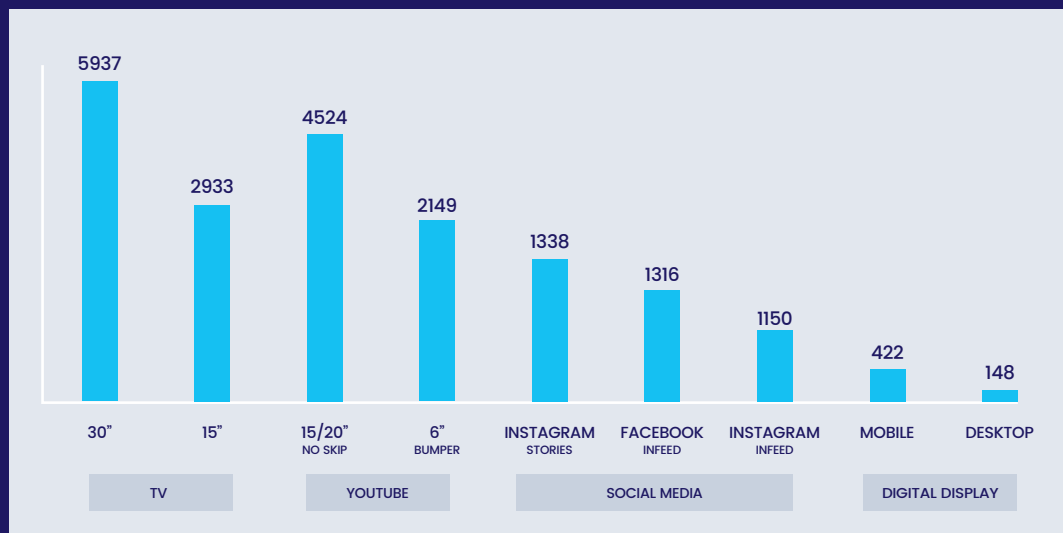
That said, the length of time an ad is played is also only part of the equation. What marketers really need to understand is **dwell time** – the average number of seconds someone actually looks at, or “watches,” an ad. After all, the amount of time an ad is actually watched is typically shorter than the amount of time it appears on screen.

When it comes to dwell time, TV ads perform better than ads on other digital video platforms, both in terms of the overall amount of time spent watching an ad and the percentage of the ad that is viewed. The average :15 TV ad is watched for 7.5 seconds (i.e., 50% of the full ad). Compare this to the average :15 no-skip ad on YouTube, which is on average watched for 5.2 seconds (i.e., 35% of the ad). The dwell time on other popular digital video ad formats goes down from there.²

Average Eyes-on Dwell Time



Attentive Seconds per 1000 Impressions



TV's greater dwell time means that viewer attention holds up better than on other platforms. For the most part, viewer attention to ads tends to wane after a few seconds across most platforms, which means only the first few seconds of an ad are likely to be delivered on most digital platforms. With TV, on the other hand, overall attention is higher because people don't limit their attention to the first few seconds. Unless they change the channel, they're likely to look back to the ad as it plays, due to the full-screen, largely un-skippable nature of live TV ads. Because of this, the average :30 TV ad generates the same amount of attention (that is, attentive seconds) as 1.5 YouTube ads, 4.5 Facebook in-feed ads or 40 desktop display ads.³

Measuring Awareness: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

**To maximize your
ad awareness,
measure and
optimize for
dwell time.**

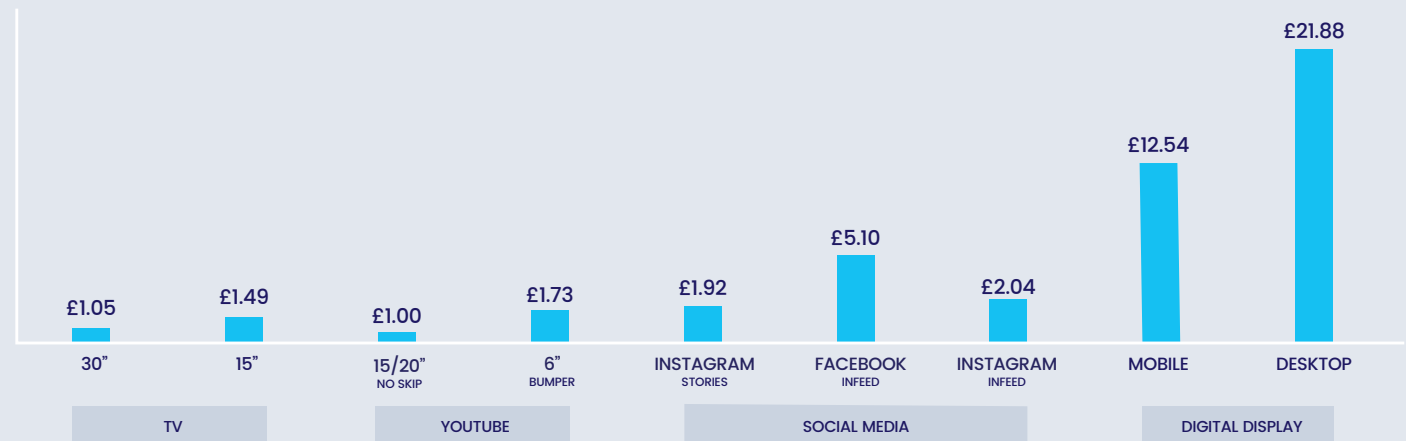
Measuring Awareness: 3 Things You Oughta Know



2

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

Cost per 1000 attentive seconds



The concepts of **dwell time** and **attentive seconds** enable marketers to go deeper in their understanding of TV and video ad effectiveness. But how does that translate to efficiency from a cost standpoint? Given the widely varying costs associated with advertising in different platforms, where are marketers truly seeing the biggest bang for their buck? Exclusively evaluating impressions and out-of-pocket cost, marketers may misinterpret their campaign delivery, thinking eyeballs equals impact. However, this ceases to be the case when ad buys are viewed through the lens of cost per thousand attentive seconds (aCPM), which combines attentive seconds per thousand impressions (aPM) with the cost per thousand impressions (CPM). From an effectiveness and efficiency standpoint, the aCPM of TV and video

ads fluctuates across ad durations and platforms depending on the varying **attention levels** of each. However, despite the fact that TV is one of the most expensive forms of media to buy on a CPM basis, the high-quality, premium video environment of TV generates the highest attention effectiveness and efficiency compared to other platforms. In fact, it generates so much more attention per thousand impressions that it is, in reality, a great deal.

On the other hand, desktop display represents a much "cheaper" form of media for advertisers from a CPM standpoint. However, when evaluated on an aCPM basis, desktop display isn't cheap at all (see chart)⁴. In fact, through the lens of attention, low-priced media can come at a very high cost.

Measuring Awareness: 3 Things You Oughta Know

It's also worth noting the importance of considering **ad recall** when comparing video impressions. As in so many areas of the video spectrum, ad recall varies according to ad length. For example, people who watch 10 seconds of a shorter ad tend to demonstrate higher ad recall (51%) than people who watch 10 seconds of a mid-length ad (43%) or long ad (45%). This makes sense, given that shorter ads are typically designed to land their messaging more quickly compared to longer-form ads. However, longer-length ads ultimately deliver **greater ad recall** due to the longer amount of time they are watched overall (i.e., dwell times that typically exceed the full length of short ads).⁵



← Dwell Time (seconds) →

	0	0-2	2-5	5-10	10-15	15+
Short Ads (up to 10 seconds)	25%	29%	42%	51%	N/A	N/A
Mid Ads (11-20 seconds)	25%	27%	36%	43%	50%	65%
Long Ads (20+ seconds)	23%	27%	33%	45%	50%	63%

← Prompted Recall % →

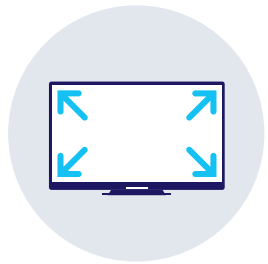
How to read above chart: Based on a Dentsu 'Attention' study, after watching 5-10 seconds of a :10-second ad, 51% of viewers could recall the ad (aided / prompted) compared to 43% of viewers recalling an ad after watching 5-10 seconds of a :20-second ad.

Measuring Awareness: 3 Things You Oughta Know

➔ MARKETING IMPLICATION:

To maximize ad efficiency and effectiveness, shift spend to the platforms and formats that can translate attention into greater ad recall.

Measuring Awareness: 3 Things You Oughta Know



3

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

Research has demonstrated the importance of considering platform and ad length when it comes to **unifying video impressions**. Now, let's consider the ad experiences themselves—yet another area where we see significant differences across devices and formats. Perhaps the most important differences in this regard are **screen coverage** (the extent to which an ad fills a screen) and **pixel visibility** (the quality and resolution of that ad within the viewable space).

As both a device and form of programming, TV offers 100% screen coverage. Whether viewed on a TV, computer or smartphone, TV content and its associated ads fill the entire screen. As a result, ad coverage on a TV screen (100%) is more than three times that of YouTube (32%) and Facebook (27%) on mobile, and that's not even taking into consideration the immense screen size disparity between a TV and a mobile device.⁶

When we look at pixels by media platform (i.e., the extent to which ads are rendered, or “served,” and viewable), TV similarly outperforms. As with screen coverage, TV as a device and form of programming






across other devices is fully rendered (i.e., “served” at high quality and resolution) and 100% viewable. Contrast this to Facebook and YouTube ads on computer screens, which are 51% and 66% viewable, respectively. On mobile, Facebook and YouTube ads are slightly more viewable at 58% and 82%, respectively⁷. But again, even this viewability must be considered in the context of a much smaller screen. Furthermore, most social media ads are not viewed in a full horizontal screen view, which is important when considering that attention is directly correlated to coverage.

Measuring Awareness: 3 Things You Oughta Know

Ad visibility, as measured through screen coverage and pixel rendering, correlates strongly to **attention**. For this reason, TV ads appearing on TVs perform stronger than social video performs on even its best devices (mobile phones). And while attention for mobile ads is relatively high (54% for Facebook and 44% for YouTube), TV ads on mobile devices still perform best from an attention standpoint due to their 100% screen coverage, full pixel rendering and engaging premium video content.⁸

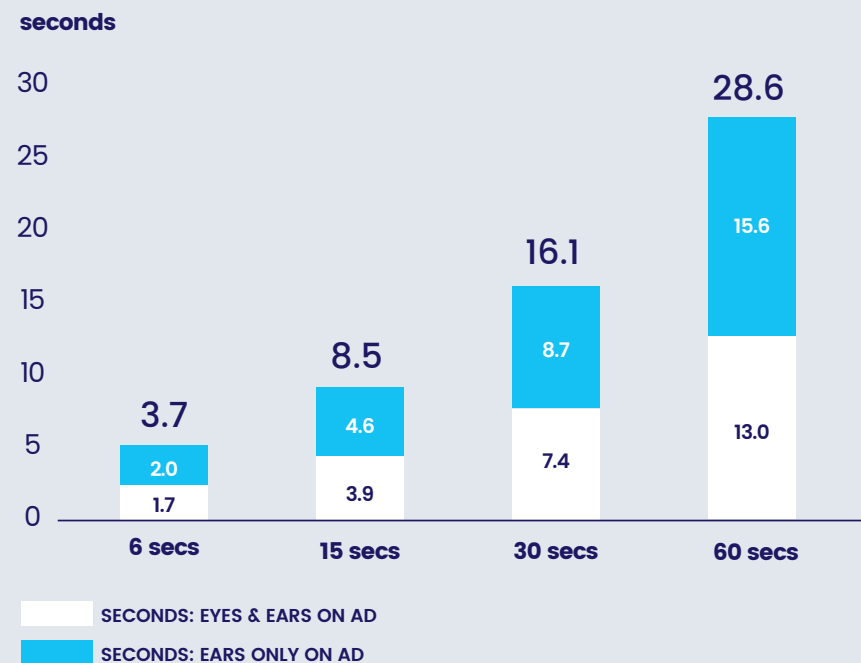
Across media platforms TV commands more attention

			
Television	58	—	63
Facebook	—	20	54
YouTube	—	45	44

How to read above chart: in an average ad second, TV commands 58% attention (based on 'active,' 'passive,' or 'non' viewing)

Finally, it's important to acknowledge the role that sound plays in the viewer's ad experience. The reality is that a majority of ad seconds, regardless of ad length, will be heard and not seen.⁹ Having "sound on" for an ad generally lifts **ad recall**,¹⁰ and TV — more so than social platforms — offers an environment in which sound is an expected part of the viewing experience.

Typical viewing break down by spot length



Measuring Awareness: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

Prioritize platforms and ad formats that offer audio and maximum viewability.



Consideration

As marketers look to go beyond audience count and quantify the relative value of individual connections, engagement measurement takes on new importance. Greater engagement heightens a brand's memorability factor and establishes mental availability within the minds of consumers.¹¹ How do you quantify the impact of various platforms on increasing the likelihood that a consumer will notice, recognize and think about your brand in buying situations?

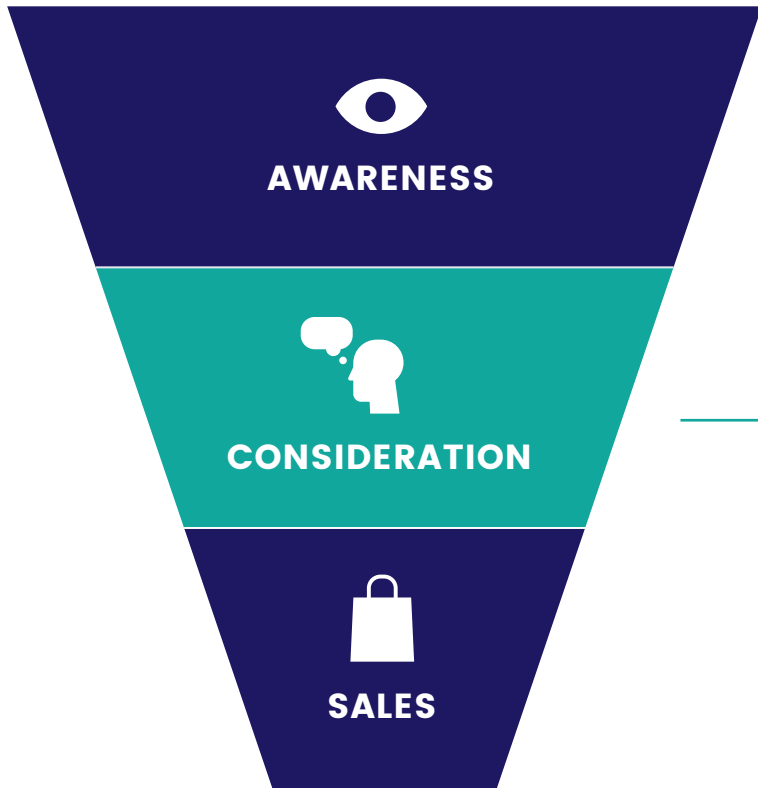


Engagement is critical within the consideration stage because it's when a brand truly begins to build a relationship with the consumer. A product becomes a brand when it's connected to feelings, experiences, memories or a utility, and that's also when the consumer moves from the awareness to consideration stage.

Although the number of consumer touchpoints has increased exponentially, marketers are still able to connect their brands to consumers meaningfully by fulfilling a core consumer need – whether that need is conscious or unconscious.



Metrics That Matter: Quantifying Consideration



CONSIDERATION

The Importance of Brand Equity

METRICS THAT MATTER

- Attention ●
- Memorability ●
- Engagement ●
- Brand favorability ●
- Choice impact ●
- Action intent ●

As consumers are evaluating choices, the memorability of ads and their ability to elicit emotions have a direct impact on their ability to drive consideration.

Research indicates factors like screen size, viewability, time spent with “eyes on” an ad, ad interactivity and contextual content all have strong effects on consideration. How so? They can increase a brand’s memorability (key messages, branding elements, broad themes and narratives, audio-visual elements), engagement, brand favorability, choice impact and action intent.

Measuring Consideration:

3 Things You Oughta Know

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.

Measuring Consideration: 3 Things You Oughta Know

28

Why aren't all impressions equal?

TV ad exposures are still generating a greater impact on consumers 28 days after viewing than Facebook or YouTube ads generate immediately after exposure.

Measuring Consideration: 3 Things You Oughta Know



1

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



Moving consumers from awareness to consideration requires marketers to look beyond the fundamental types of ad experiences they're delivering to more carefully consider the quality of those experiences. Driving consideration is all about increasing brand engagement, likeability and memorability, and in that regard, one thing is clear: **Quality matters.**

Quality content and viewing experiences have been shown to drive increases in a number of important advertising metrics among consumers. In fact, ads shown in high-quality environments have been found to be 74% more likeable, drive 20% higher engagement, and deliver 30% greater memorability than the same ads shown in low-quality environments.¹² In addition, ads shown on bigger screens tend to inspire **more engagement** than those on smaller screens. When viewing ads on a TV, 59% of consumers say they find the ads engaging, compared to 45% on computers, 43% on smartphones and 42% on tablets.¹³

Measuring Consideration: 3 Things You Oughta Know

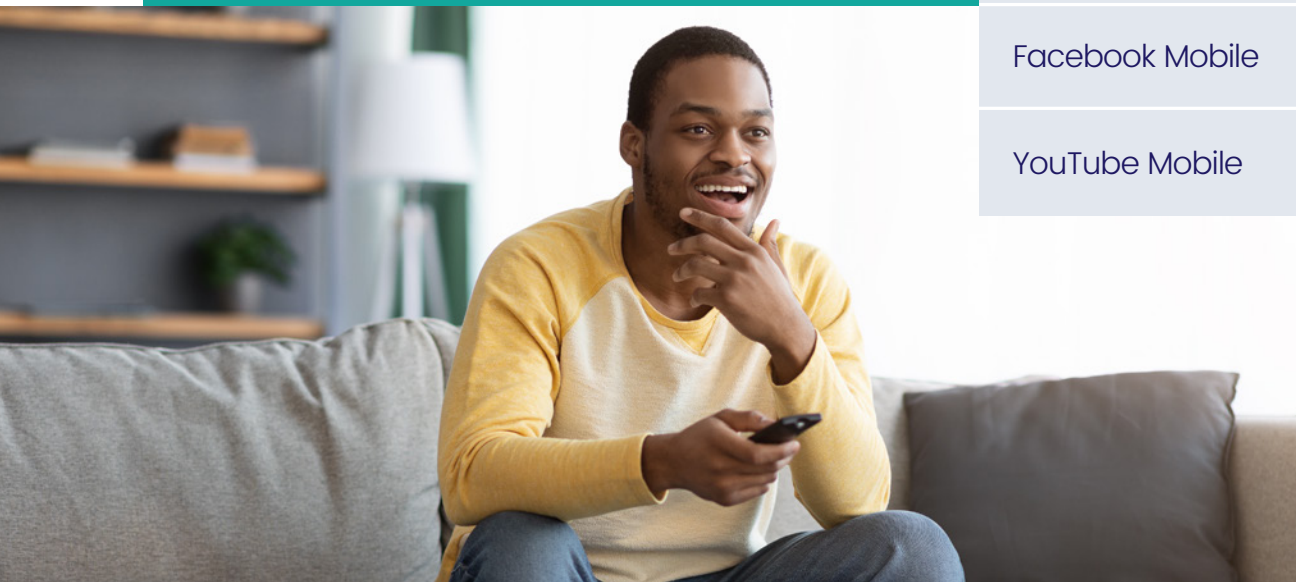
Quality content combined with a larger screen also leads to greater **ad recall** over the long term. In this regard, TV on a TV screen continues to deliver the best results from a **brand memorability** standpoint. In fact, TV ads viewed on TV have been found to have an impact on viewers for more than 100 days after delivery. In addition, the halo effect of

premium multiscreen content drives the ability of ads in TV programming delivered on a mobile device to stay in a consumer's memory for an average of 66 days. Compare that to just 6 and 8 days for Facebook and YouTube ads, respectively, that are delivered on mobile.¹⁴

Initial Short-term Advertising Strength (STAS)

How to Interpret 'Initial STAS' column: An exposure to an ad on Television drove 44% more sales than not seeing the ad at all.

Group	Initial STAS	# days until no more impact
TV on TV Screen	144	109
TV Mobile	161	66
Facebook Mobile	121	6
YouTube Mobile	137	8



Measuring Consideration: 3 Things You Oughta Know



The implications of these findings regarding the differing longevity of ad impact by platform are vital for marketers to understand. Looking at the results through a different lens, consider this: TV ad exposures are still generating a greater impact on consumers 28 days after viewing than Facebook or YouTube ads *generate immediately after exposure*. When it comes to influencing consumers during the ever-important consideration phase of their journey, the importance of such lasting impact can't be overstated.

Platform	Short-Term Advertising Strength (STAS)	
	0 days after exposure	28 days after exposure
BVOD*	138	115
TV	129	114
YouTube	112	99
Facebook	100	92

By heightening a brand's **memorability**, the screen size and associated premium content of TV supports not just short-term sales, but also the success of a brand over time. Research has shown that consumers remember ads far better when they see them on TV or streaming services than when viewed on social media, in mobile games or on websites¹⁵. For this reason, marketers need to ensure TV plays a strong role not just in their awareness efforts, but also in their mid-funnel advertising strategies.

*BVOD = Broadcast VOD / TV VOD on mobile; 'Power of TV in the Attention Economy,' egta Talk with Karen Nelson-Field, Nov '20

Measuring Consideration: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

Ensure your media plan includes premium placements within high-quality, large-screen environments.



Measuring Consideration: 3 Things You Oughta Know



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.

Eyes on dwell time and prompted recall

Recall



When it comes to long-term **brand memorability** following an ad exposure, it's clear that platform matters. But so does ad length. In fact, a recent study of 130,000 ads found that *approximately 2.5 seconds is the bare minimum length of ad attention required for long-term memories to form*. However, the same analysis found that 85% of ads fail to meet that critical minimum length of attention required for brand building.¹⁶

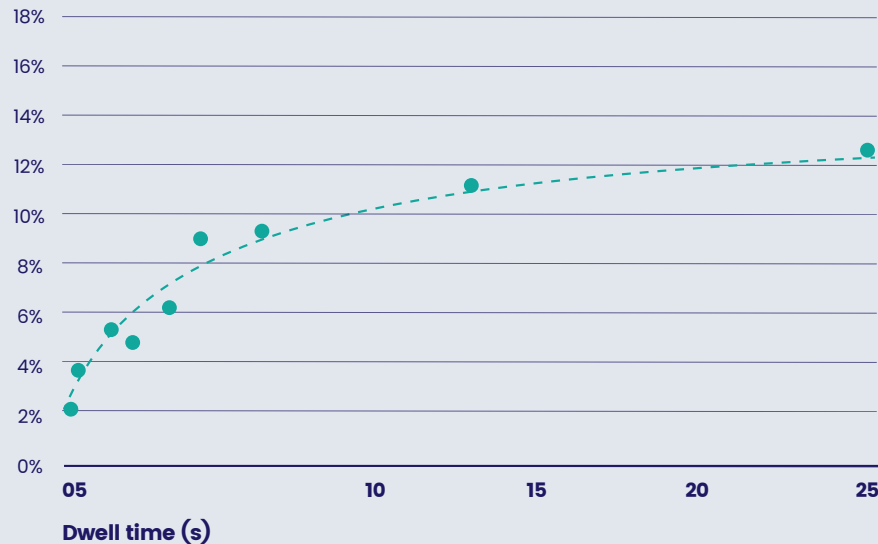
If brands want to grow, their ads must be hitting that minimum 2.5 second threshold of attention. But the benefit of attention duration doesn't stop there. The longer an ad is viewed, the more likely it is to be remembered. Research has found that **ad recall** increases from mid-20% at 5 seconds of dwell time to more than 50% at 15 seconds of dwell time. This further increased to more than 60% at 25 seconds of dwell time—a three-fold increase over the 5-second dwell time recall.¹⁷

Measuring Consideration: 3 Things You Oughta Know

Furthermore, higher **dwell times**—the kind typically driven by TV advertising—are also associated with a greater likelihood that a consumer will choose a brand's advertising, with **choice uplift** rising from 2% at 5 seconds of dwell time to 12% at 15 seconds (a full six-fold increase).¹⁸

Eyes on dwell time and choice uplift

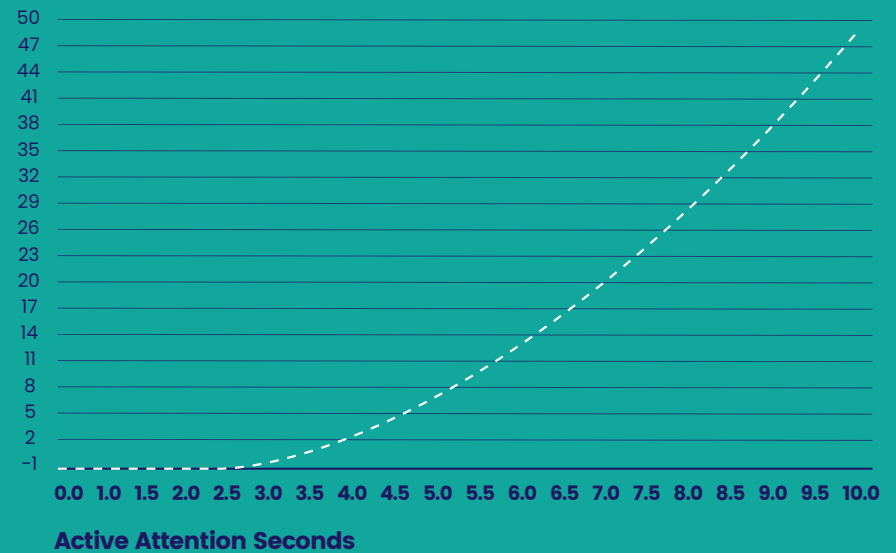
Choice Uplift



Increased attentive time drives not only **ad recall** and **choice**, but also longer **ad memory**. In fact, the longer a consumer pays attention to an ad, the longer that brand will stay in the consumer's memory. Ad memory, as discussed, tends to kick in around 2.5 seconds. Based on about 10 active attention seconds, a brand will stay in a consumer's memory for nearly 50 days.¹⁹

Active attention seconds to days in memory

Days in Memory



($r=.76$, $p<.05$)

Measuring Consideration: 3 Things You Oughta Know

➔ MARKETING IMPLICATION:

To increase long-term brand memorability, include longer-form ads within your media mix and prioritize placements within environments that boast the longest dwell times.

Measuring Consideration: 3 Things You Oughta Know



3

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



When it comes to increasing consideration within the consumer journey, content quality, screen size and dwell time matter greatly for marketers. But what about the substance of the ads themselves? How important are features like interactivity and contextual alignment when it comes to meeting consumers in that ever-important mid-funnel phase of their brand journey? Research offers some surprising conclusions in this regard.

Let's start with interactivity. Research has demonstrated that, not surprisingly, interactive ads achieve **greater brand recall** and

memorability than standard ads. What is perhaps surprising is that this higher recall and memorability are achieved even if people don't directly interact with the ads. That's because many consumers tend to spend more time with the branded elements of interactive ads, if not the interactive elements themselves.²⁰

Without a doubt, interactivity is good for advertisers. The same research found that, beyond recall and memorability, interactive ads also drive **greater brand favorability** and **action intent**.²¹

Measuring Consideration: 3 Things You Oughta Know

In addition to ad interactivity, contextual relevancy helps advertisers increase consideration among consumers. Ads that are contextually matched to the content around which they appear are much more effective in driving **detail memory** and **emotional intensity** than unmatched ad placements. In fact, contextually relevant ads drive a 36% lift in consumers' detail memories for key messages, calls to action and branding elements, while simultaneously boosting the strength of emotion felt by consumers by an impressive 43%.²²

Endemic Matched Ads

Message match ad performance across neuro metrics
Vs unmatched ad placements



+36%

Detail Memory

Memory for key message, call to action, and branding elements



+14%

Global Memory

Memory for broad themes, overarching narratives, audio/visual elements, and equities



+43%

Emotional Intensity

Measures strength of emotion felt as consumers are exposed to content

Meanwhile, thematically matched ads (i.e., those with a similar theme to the surrounding content) perform best when it comes to **global memory generation**, which relates to a consumer's memory for broad themes, overarching narratives and audio-visual elements. In fact, ads that are thematically matched with the surrounding content deliver a 40% boost in global memory generation compared to unmatched ads.²³

Thematic Matched Ads

Theme match ad performance across neuro metrics
Vs unmatched ad placements



+10%

Detail Memory

Memory for key message, call to action, and branding elements



+40%

Global Memory

Memory for broad themes, overarching narratives, audio/visual elements, and equities

Measuring Consideration: 3 Things You Oughta Know

➔ **MARKETING IMPLICATION:**

**Ensure
your ads are
contextually
relevant within
their environments.**



Sales

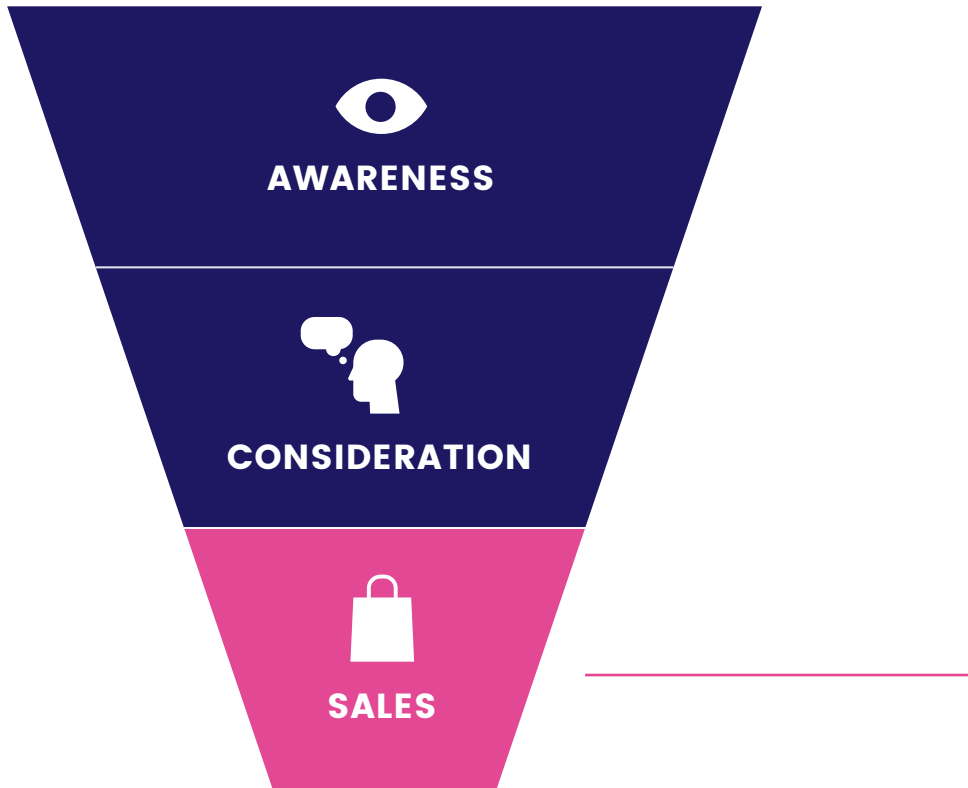
Correlating video campaigns to sales is the holy grail for many marketers. How do screen size, ad coverage and advertising content correlate to sales, particularly when it comes to driving brand fame, sales impact and share gains?



As you think about sales drivers for your brand, it's important to balance brand-building with activation to help ensure both short-term outcomes and long-term brand growth. In assessing how well a campaign drives sales, it's important to measure the full impact of the exposure.



Metrics That Matter: Quantifying Sales



SALES

Balancing Emotion and Activation

METRICS THAT MATTER

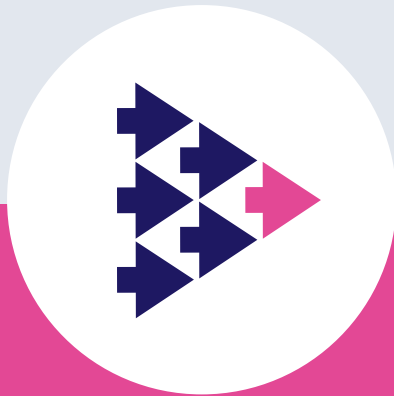
- Attention •
- Sales Impact •
- Sales Uplift •

To drive action among in-market consumers, ads need to both break through and resonate with potential buyers.

Measuring Sales:

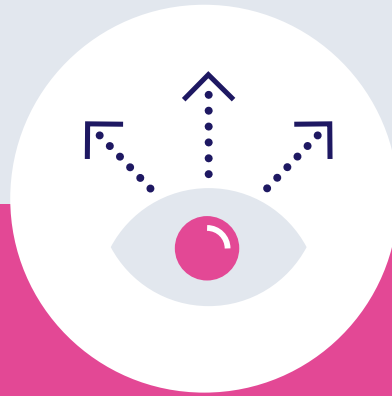
3 Things You Oughta Know

1



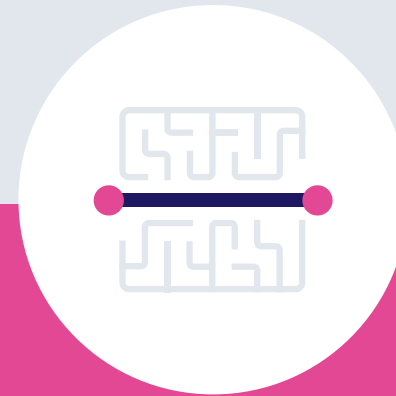
Screen size, ad size and coverage are very influential in driving sales impact for brands.

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 effects.

Measuring Sales: 3 Things You Oughta Know

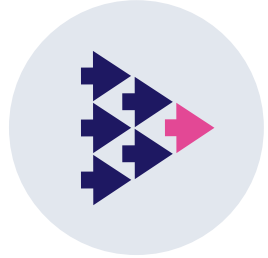


44%

On average, exposure to TV ads on TV screens drives 44% more sales than when an ad is not seen at all.



Measuring Sales: 3 Things You Oughta Know



1

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



**TV on TV
outperforms
even the best
ROI seen with
online video**

So far, we've explored how important factors such as screen size, ad size and coverage are in determining the upper-funnel impact of ads. But what about the lower funnel?

The higher attention driven by its large screen size, full screen ad coverage and premium video environment enables TV to generate the **greatest sales impact** when it comes to both TV as a device and a form of programming.




Research has found that exposure to TV ads on TVs drives 44% more sales than when an ad is not seen at all. In this regard, TV on TV outperforms even the best ROI seen with online video. By comparison, YouTube ads seen on mobile drive 37% more sales, a rate that falls to 16% when the ads are viewed on desktop. Facebook ads generate 21% and 18% more sales when viewed on mobile and desktop, respectively. ²⁴

Measuring Sales: 3 Things You Oughta Know

Meanwhile, TV ads viewed on smaller screens deliver even more sales — 61% more sales on mobile and 53% on desktop, when compared to a non-exposure scenario.²⁵ This is likely due to how easy it is for mobile and computer users to move to make a purchase on those devices.

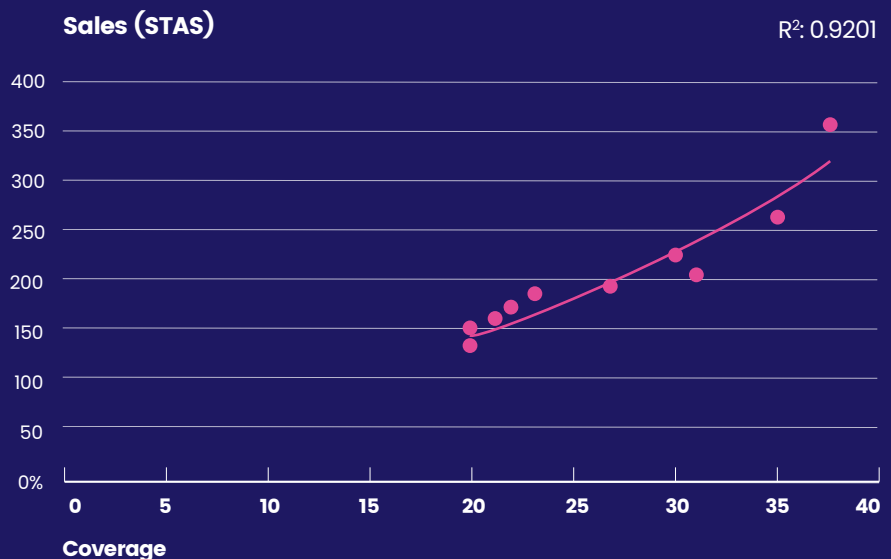
The rise of ecommerce and shoppable ads via QR codes and other connected TV technologies should strengthen the sales impact of TVs as devices even further in the coming years.

Across media platforms, TV generates the greatest sales impact


			
Television	144	153	161
Facebook	—	118	121
YouTube	—	116	137

How to Read: An exposure to an ad on Television drove 44% more sales than not seeing the ad at all.

In addition, larger screen coverage for an ad — already demonstrated to be a key driver of attention — also yields a greater **sales impact**. In fact, ads that cover 40% of the screen drive twice as much **sales uplift** as ads that only cover 20% of the screen.²⁶ Furthermore, the same research found that the size of the brand's representation within an ad is also important when it comes to garnering higher consumer attention and driving greater **sales impact**. In general, higher-performing ads (when compared with lower-performing ads) were found to be the ones that show the brand at twice the size, twice as often, and within the first two seconds of the ad itself.



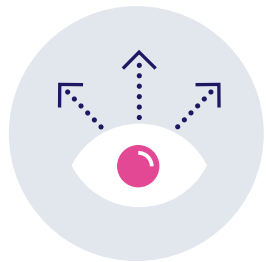
Measuring Sales: 3 Things You Oughta Know



➔ **MARKETING IMPLICATION:**

**Optimize for
screen size,
ad size and
ad coverage
to drive sales.**

Measuring Sales: 3 Things You Oughta Know



2

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



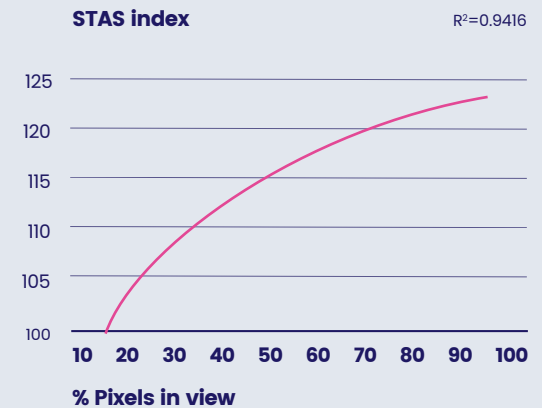
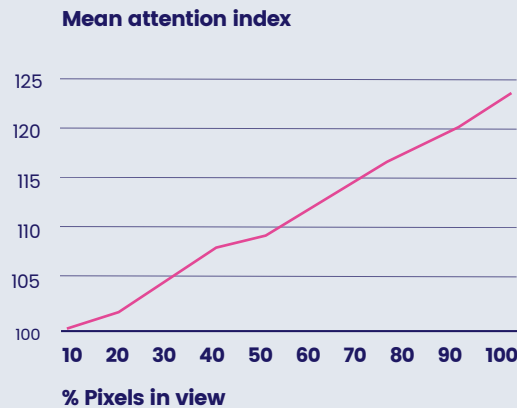
Proportion of inventory that was delivered

		Facebook	YouTube	TV
Digital Standard	50% pixels & 2 secs	56%	78%	100%
10 sec Standard	50% pixels & 10 secs	30%	59%	100%
100% Pixel Standard	100% pixels & 2 secs	21%	48%	100%
10 sec & 100% Standard	100% pixels & 10 secs	4%	30%	100%
TV Standard	100% pixels & 30 secs	0%	6%	100%

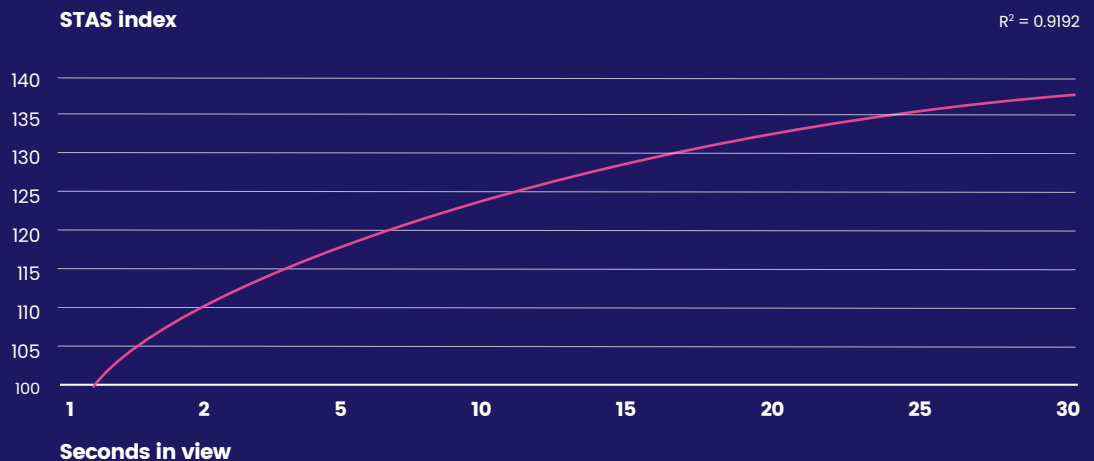
Beyond ad size and coverage, let's revisit the role of viewability when it comes to driving **sales impact**. Ad viewability can differ greatly among platforms. While TV's full screen, full ad coverage experience delivers 100% viewability across all measures, digital platforms like Facebook and YouTube deliver ads at far lower rates from both a proportion of pixels and length of time standpoint.²⁷

Measuring Sales: 3 Things You Oughta Know

This differing viewability is important to consider in the context of an ad buy because ad viewability affects not just attention, but also **sales uplift**. In other words, the higher the viewability, the higher the attention and sales, regardless of the amount of time a viewer spends with an ad. In particular, when ad viewability crosses the 50% viewability threshold, there's a material lift in sales impact. At 50% of pixel viewability, viewers are 15% more likely to buy than those not exposed to an ad. That rate climbs to 22% with 100% pixel viewability, as seen in TV environments.²⁸



Taking viewability a level deeper, there is also a direct correlation between viewable ad time and **sales outcomes**. The longer an ad is in view, the longer advertisers have to communicate with viewers and drive greater outcomes. And indeed, the longer people look at an ad, the bigger the sales impact will be. In this regard, the industry's 2-second viewing guideline serves as a bare minimum, with **sales impact** more than tripling (from 10% to more than 35%) between 2 seconds and 30 seconds of viewable ad time.²⁹



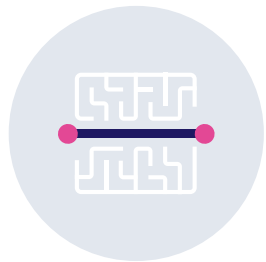
Measuring Sales: 3 Things You Oughta Know



➔ **MARKETING IMPLICATION:**

Prioritize channels and ad formats that offer high viewability and viewer attention.

Measuring Sales: 3 Things You Oughta Know



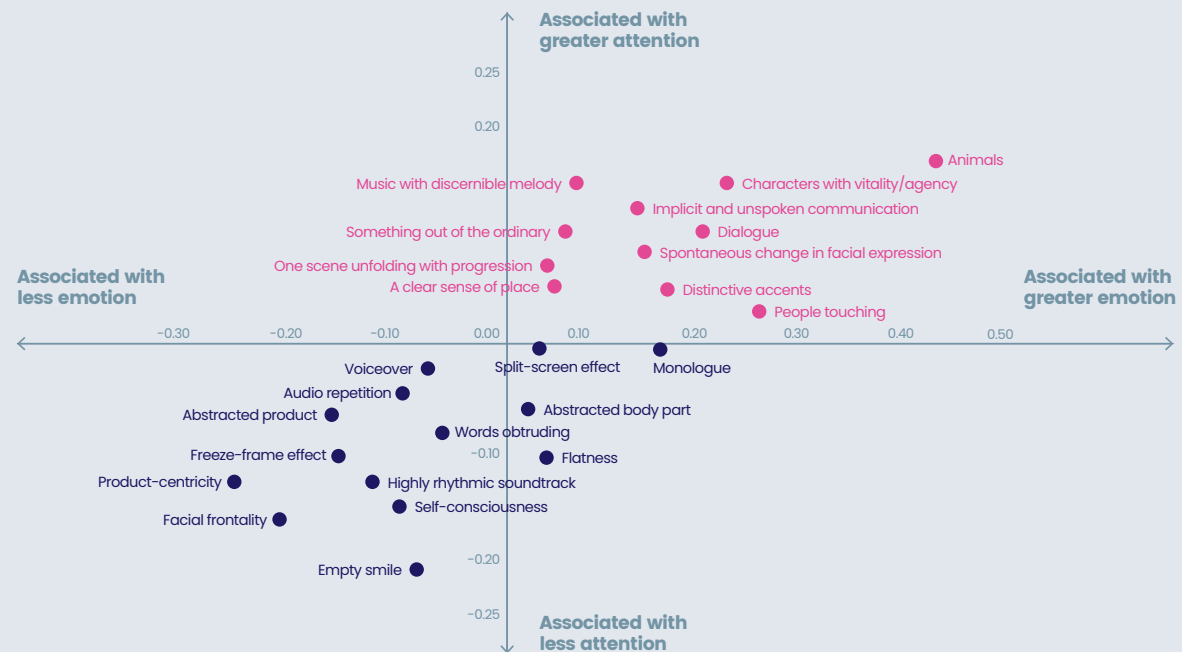
3

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

While sales impact is closely related to how much of an ad is viewable and for how long, marketers should also not discount the creative and brand factors that are also at play. Research has shown that “right-brained” features within ads – those that engage people emotionally – are more likely to capture a viewer’s attention.³⁰ An assessment of 200 TV ads using facial-recognition data gathered directly in living room environments found that character-driven, community-oriented ads with a strong sense of place and story tend to drive not only greater emotion than flat, product-centric monologues, but also greater attention.

Right-brain features associated with greater emotion, which orientates attention

RIGHT BRAIN ●
LEFT BRAIN ●



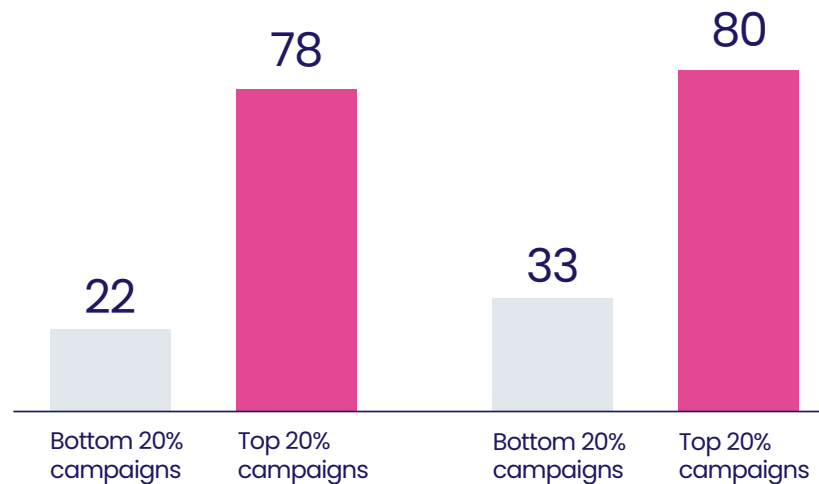
Correlation between presence of feature and emotional response (System1 Star rating) and presence of feature and Creative Attention Score (TVision) across 195 US TV ads monitored/tested by TVision and System1. Features with insufficient base size not shown. With thanks to TVision. See Look Out, by Orlando Wood, IPA 2021, for further details

Measuring Sales: 3 Things You Oughta Know

But the impact doesn't stop at attention. So-called "right-brained" campaigns are also more likely to lodge a brand in **long-term memory**, generating **brand fame** alongside large, lasting **sales effects, profit** and **share gain**.³¹ In fact, an analysis of 43 campaigns comprising 137 ads found that the vast majority of the top campaigns were right-brained campaigns that included features that drove significant brand fame, buzz, sales and share gain within a given category.

% Stating Campaign Primarily Worked Through Fame or Emotions

% Reporting Very Large Fame or Buzz Effects

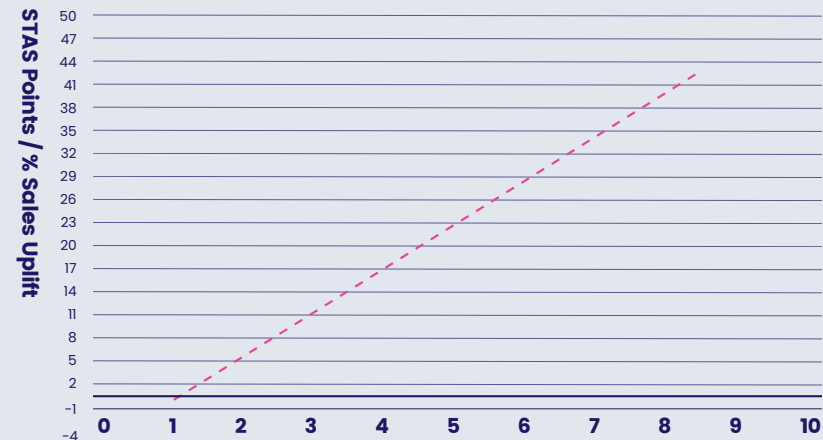


Video campaigns ordered on skew towards number of right-brain features

To put it plainly: Ads that resonate emotionally with viewers drive sales in a measurable way. What's important is that the creative energy that goes into developing these ads not be wasted on low-attention formats and platforms. If an ad is going to drive maximum **sales impact**, it must first capture a viewer's attention. Research tells us that attentive ad time drives sales uplift, and the longer an ad is viewed, the higher that lift will be. At 2 seconds of attentive time, **sales uplift** can be expected to be about 5%. But as active ad attention time grows to 5 seconds, sales uplift rises four-fold to 20%. From 5 to 9 seconds, the sales uplift again more than doubles to 42%.³²

Now that's how you maximize sales impact.

Active Attention Seconds to STAS / Sales Uplift



Active Attention Seconds

($r=.82, p<.001$)

Measuring Sales: 3 Things You Oughta Know

➔ MARKETING IMPLICATION:

The winning formula to improve conversion rates and sales is the use of emotionally-driven ads placed in high-quality, high-impact channels.

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.

What does this all mean for your campaign?

It's clear that multiple factors impact the effectiveness of a campaign and each one should be a consideration in campaign development and measurement.

1.



As campaigns are developed, consider the relative impact of your advertising at each stage of the consumer journey

Develop campaign strategies, tactics, and measurement solutions that reflect the impact-driving principles of whichever stage(s) of the funnel you are targeting.

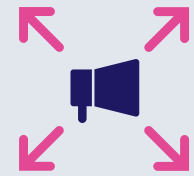
2.



As you consider cross-platform measurement solutions, ask potential partners how the relative impact of different platforms and devices is reflected in their methodology.

Are all video impressions treated equally, regardless of how much impact they generate? Or are impressions associated with proven ad formats, tactics and platforms given due credit for their outsized ability to drive engagement?

3.



Does your marketing mix model (MMM) account for advertising impact?

Many marketers rely on MMM output to make future strategy and investment decisions, as well as prove ROI to stakeholders. If such models do not take into consideration the varying impact across impressions, marketers are not getting a true picture of how their video campaign elements are delivering on their KPIs.



Notes

Notes

1. WARC – “Attention should be the new table stakes when it comes to media measurement” – article, June 2020, based on Dentsu Attention Economy Phase 1 research, June 2019
2. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
3. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
aPM (attentive seconds per thousand impressions): combines the viewing percentage (how many people actually look at the ad) with the mean average eyes-on dwell time’ (the time they actually spend looking at the ad) and multiplying it by a thousand. For example, if you were to buy 1,000 30-second TV ad impressions, Ebiquty would predict that 430 of them would be viewed, but they would be viewed for about 14 seconds each on average, generating around 6,000 attentive seconds. Conversely, 860 of 1,000 YouTube non-skippable impressions might get looked at, but only for about 5 seconds on average, generating around 4,500 attentive seconds.
4. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
aCPM (cost per thousand attentive seconds): combines attentive seconds per thousand impressions (aPM) with the cost per thousand impressions (CPM). This helps to understand the true cost of attention across media. The figures in the chart take into account that when an ad appears, people’s eyes often focus on it for little or no time and this varies by medium. Costs in this example are illustrative based on averages from one major advertiser.
5. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
6. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
7. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
8. 2019 Amplified Intelligence – Karen Nelson-Field – Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness; ThinkTV Australia
Chart reflects ‘**average attention score per ad second,**’ the algorithm is based on the mix of ‘full gaze’ (eyes on ad) and ‘peripheral gaze’ (eyes nearby an ad) attention which is then weighted by avoidance level (eyes off ad). The same creative executions were tested across all devices. Example: in an average ad second, TV commands 58% attention (based on ‘active,’ ‘passive,’ or ‘non’ viewing).
9. ARF, AUDIENCExSCIENCE 2020, “Attention by Spot Length: What Is The True Communication Value of Your Unit Length?,” with Dentsu and TVision
10. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
11. Byron Sharp, How Brands Grow, 2010
12. Integral Ad Science, The Halo Effect: Ad Environment & Receptivity, July 2019
13. TiVo Video Trends Report: Finding Balance in the Great Rebundling, 4Q ’21
14. Karen Nelson-Field – Amplified Intelligence, Not All Reach is Equal, 2019
Short-Term Advertising Strength (STAS) is calculated by determining the proportion of category buyers who bought a specific brand having not been exposed to that brand’s advertising and comparing this to the proportion of category buyers who were exposed to advertising and went on to buy the brand. STAS is built to capture short term effects, capturing impact up to a month after exposure. A STAS score of 100 indicates no advertising impact in that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. Indices based on % who were exposed to an ad that purchased a product divided by % who were not exposed to an ad that purchased a product.
15. VAB – ‘How might customized, targeted ads help create stronger campaign engagement?’ based on data from tvScientific, ‘How CTV Advertising Powers the Performance TV Revolution,’ September 2021.
16. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson-Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
17. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021

Notes

18. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
 19. WARC – “Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
 20. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
 21. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
 22. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
 23. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
 24. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
 25. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
Short-Term Advertising Strength (STAS) is calculated by determining the proportion of category buyers who bought a specific brand having not been exposed to that brand’s advertising and comparing this to the proportion of category buyers who were exposed to advertising and went on to buy the brand. STAS is built to capture short term effects, capturing impact up to a month after exposure. A STAS score of 100 indicates no advertising impact in that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. Indices based on % who were exposed to an ad that purchased a product divided by % who were not exposed to an ad that purchased a product.
 26. Karen Nelson–Field – Amplified Intelligence, Not All Reach is Equal, 2019
 27. ThinkTV Australia, The Benchmark Series, ‘Visibility: The Attribute That Really Matter,’ Karen Nelson–Field, 2019
 28. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
 29. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
 30. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
 31. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, supported by data and analysis from IPA (Institute of Practitioners of Advertising), Cannes Lions International Festival of Creativity, June 2022. Source: System1, How Right–brain campaigns are more likely to be thought to work through fame or emotions by authors, and more likely to achieve fame and buzz effects. Base: 43 IPA campaigns (137 ads) 2016–2020. Note that the ‘buzz effects’ field was only added in 2018, so the base is marginally lower for this analysis. Analysis available in ‘Look Out,’ by Orlando Wood, IPA 2021.
 32. WARC – Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
-



QUESTIONS?

Jason Wiese

SVP, Director of Strategic Insights, VAB

VAB is at the center of the video marketing industry.

Supported by our members and trusted by a community of marketers, we are leading the conversation on critical topics such as cross-platform measurement, convergent TV, audience-based buying and multicultural marketing. We shape the industry narrative through our renowned thought leadership and advocacy work. Through our original content, curated leadership series and events, we provide marketers with actionable, best-in-class insights and analysis they can use to grow their business. We are fierce advocates for a more modern and innovative future for our industry. VAB is committed to leading this change and we continue to be inspired and energized by the community that supports us.

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