You Oughta Know:

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

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**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
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.

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 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

<table>
<thead>
<tr>
<th>AWARENESS</th>
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<tbody>
<tr>
<td>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.</td>
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<tr>
<td>2. Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.</td>
</tr>
<tr>
<td>3. 100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.</td>
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<tr>
<th>CONSIDERATION</th>
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<th>SALES</th>
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<tr>
<td>1. Screen size, ad size and coverage are very influential in driving sales impact for brands.</td>
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<td>2. The higher the viewability and the longer people look at an ad, the bigger the sales uplift.</td>
</tr>
<tr>
<td>3. Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.</td>
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</tbody>
</table>
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.
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

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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.
Measuring Awareness: 3 Things You Oughta Know

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

<table>
<thead>
<tr>
<th>Ad Duration</th>
<th>In-feed mobile</th>
<th>Pre-roll mobile</th>
<th>TV (on TV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>:30</td>
<td>6.5</td>
<td>19.3</td>
<td>30.0</td>
</tr>
<tr>
<td>:15</td>
<td>6.0</td>
<td>11.0</td>
<td>15.0</td>
</tr>
<tr>
<td>:06</td>
<td>3.5</td>
<td>6.0</td>
<td>6.0</td>
</tr>
</tbody>
</table>

1
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

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

MARKETING IMPLICATION:

Measuring Awareness: 3 Things You Oughta Know
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). 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).

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

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%, respectively. 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.

**Across media platforms**

**TV commands more attention**

<table>
<thead>
<tr>
<th>Platform</th>
<th>SECONDS: EYES &amp; EARS ON AD</th>
<th>SECONDS: EARS ONLY ON AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>58</td>
<td>63</td>
</tr>
<tr>
<td>Facebook</td>
<td>20</td>
<td>54</td>
</tr>
<tr>
<td>YouTube</td>
<td>45</td>
<td>44</td>
</tr>
</tbody>
</table>

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. Having “sound on” for an ad generally lifts **ad recall**, 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**

<table>
<thead>
<tr>
<th>Seconds</th>
<th>6 secs</th>
<th>15 secs</th>
<th>30 secs</th>
<th>60 secs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SECONDS: EYES &amp; EARS ON AD</td>
<td>3.7</td>
<td>8.5</td>
<td>16.1</td>
<td>28.6</td>
</tr>
<tr>
<td>SECONDS: EARS ONLY ON AD</td>
<td>1.7</td>
<td>4.6</td>
<td>7.4</td>
<td>13.0</td>
</tr>
</tbody>
</table>
Prioritize platforms and ad formats that offer audio and maximum viewability.
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. 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?

Consideration

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.
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.
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.
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. 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.
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.

<table>
<thead>
<tr>
<th>Group</th>
<th>Initial STAS</th>
<th># days until no more impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV on TV Screen</td>
<td>144</td>
<td>109</td>
</tr>
<tr>
<td>TV Mobile</td>
<td>161</td>
<td>66</td>
</tr>
<tr>
<td>Facebook Mobile</td>
<td>121</td>
<td>6</td>
</tr>
<tr>
<td>YouTube Mobile</td>
<td>137</td>
<td>8</td>
</tr>
</tbody>
</table>

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¹⁴ For a more detailed analysis of these results, refer to the original source of the study.
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.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Short-Term Advertising Strength (STAS)</th>
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<tbody>
<tr>
<td></td>
<td>0 days after exposure</td>
</tr>
<tr>
<td>BVOD*</td>
<td>138</td>
</tr>
<tr>
<td>TV</td>
<td>129</td>
</tr>
<tr>
<td>YouTube</td>
<td>112</td>
</tr>
<tr>
<td>Facebook</td>
<td>100</td>
</tr>
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</table>

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

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
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.
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
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

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

**Endemic Matched Ads**
Message match ad performance across neuro metrics
Vs unmatched ad placements

- Detail Memory
  Memory for key message, call to action, and branding elements
  
  $+36\%$

- Global Memory
  Memory for broad themes, overarching narratives, audio/visual elements, and equities
  
  $+14\%$

- Emotional Intensity
  Measures strength of emotion felt as consumers are exposed to content
  
  $+43\%$

**Thematic Matched Ads**
Theme match ad performance across neuro metrics
Vs unmatched ad placements

- Detail Memory
  Memory for key message, call to action, and branding elements
  
  $+10\%$

- Global Memory
  Memory for broad themes, overarching narratives, audio/visual elements, and equities
  
  $+40\%$
Measuring Consideration: 3 Things You Oughta Know

MARKETING IMPLICATION:

Ensure your ads are contextually relevant within their environments.
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

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

<table>
<thead>
<tr>
<th>Media Platform</th>
<th>Sales (STAS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>144</td>
</tr>
<tr>
<td>Facebook</td>
<td>118</td>
</tr>
<tr>
<td>YouTube</td>
<td>116</td>
</tr>
</tbody>
</table>

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. 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.

Across media platforms, TV generates the greatest sales impact

<table>
<thead>
<tr>
<th>Media Platform</th>
<th>Sales (STAS)</th>
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How to Read: An exposure to an ad on Television drove 44% more sales than not seeing the ad at all.
Optimize for screen size, ad size and ad coverage to drive sales.
The higher the viewability and the longer people look at an ad, the bigger the sales uplift.

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
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
Prioritize channels and ad formats that offer high viewability and viewer attention.
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. 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. Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.
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. 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.

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%. Now that’s how you maximize sales impact.

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Now that’s how you maximize sales impact.
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

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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

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. Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
3. Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021

\textbf{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, Ebiquity 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. Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
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

\textbf{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).


10. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
14. Karen Nelson-Field – Amplified Intelligence, Not All Reach is Equal, 2019

\textbf{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.

17. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
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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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