Broad Targets, Optimal Efficiency

facebook

METRIXLAB
a Macromill Group company

What have we already learned?

Uncover the creative attributes of high-performing mobile video ads

2016   **2017**   **2018**

Resulting mobile video best practice 2016

We discovered that to perform well, video must capture attention quickly

01 Incorporate brand identity early (within the first 3 seconds)

02 Show the brand for over half the ad's duration

03 Make the video as short as it can be, and as long as it needs to be

04 Feature the message upfront for those who don't watch the whole ad

What have we already learned?

Uncover the creative attributes of high-performing mobile video ads

Understand how building for feed increases video performance across both Facebook and Instagram

2016   2017   2018

Build for mobile and you've built for both feeds 2017

Strong feed-proof videos will perform well consistently across Facebook and Instagram

01 Video that works in one feed will work in both feeds

02 Feed-proofed video generates greater Breakthrough, meaning TV adverts aren't 'bad' just not optimal for feed

03 Feed-proof video is more likely to deliver ad recognition and message take out

04 Feed-proof video drives both view duration and completed views on both Facebook and Instagram.

What to learn in 2018?

Uncover the creative attributes of high-performing mobile video ads

Understand how building for feed increases video performance across both Facebook and Instagram

Understand the role of targeting in driving business results

2016

2017

2018

Targeting is different in an auction based system

Consider the impact of more accurate delivery to target audiences

CORE PLANNING AUDIENCE

Specific audience that often includes interests, product usage or other niche descriptors

BROADCAST BUYING

Buy broader generic audience that encompasses core target

Wide reach
High wastage

AUCTION BUYING

Bid for specific audience, reach only that audience

Precise reach
High accuracy

"Successful growth brands have universal appeal, and mass marketing with a reach-optimised single simple message is the most effective way to drive sales."

Byron Sharp

EHRENBERG BASS INSTITUTE

FOR 2018, TO MAXIMIZE BUYING EFFICIENCIES IN FACEBOOK'S AUCTION BASED SYSTEM WE NEEDED TO:

- Understand any variance in creative impact when targeting broad vs. core audiences

- How that impact compounds with the total audience reached

Facebook-commissioned MetrixLab study of 100 UK/US/BR/ARG/MX mobile video ads that ran on Facebook in 2017, n=20,000.

We evaluated 100 mobile video assets

A Mix of platform suitability, Verticals and Markets

Platform Suitability	
Feed-proof/optimized video	53
Non-optimised video	47
TOTAL	100

Verticals	
Food/Beverage Ads	52
Non-Food/Beverage Ads	48
TOTAL	100

Market		Number of videos tested
	US	37
	UK	23
	Brazil	22
	Mexico	14
	Argentina	4
	TOTAL	100

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- Recruitment and survey completion on smart phone, n=20,000

- Natural Exposure in-situ on Facebook mobile interface, followed by forced exposure & survey

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Broad vs. Core Test Design

Understanding the interplay between impact and efficiency

_____

Creative Impact

All videos tested amongst two respondent groups:

1. Core target audience based on age/gender/interest/usage
2. Broad target audience of A18+ (M/F18+ for personal care categories)

_____

2 scores for each asset = 200 tests

Efficiency

Narrow audiences tend to have higher CPMs, meaning less unique reach for the same budget
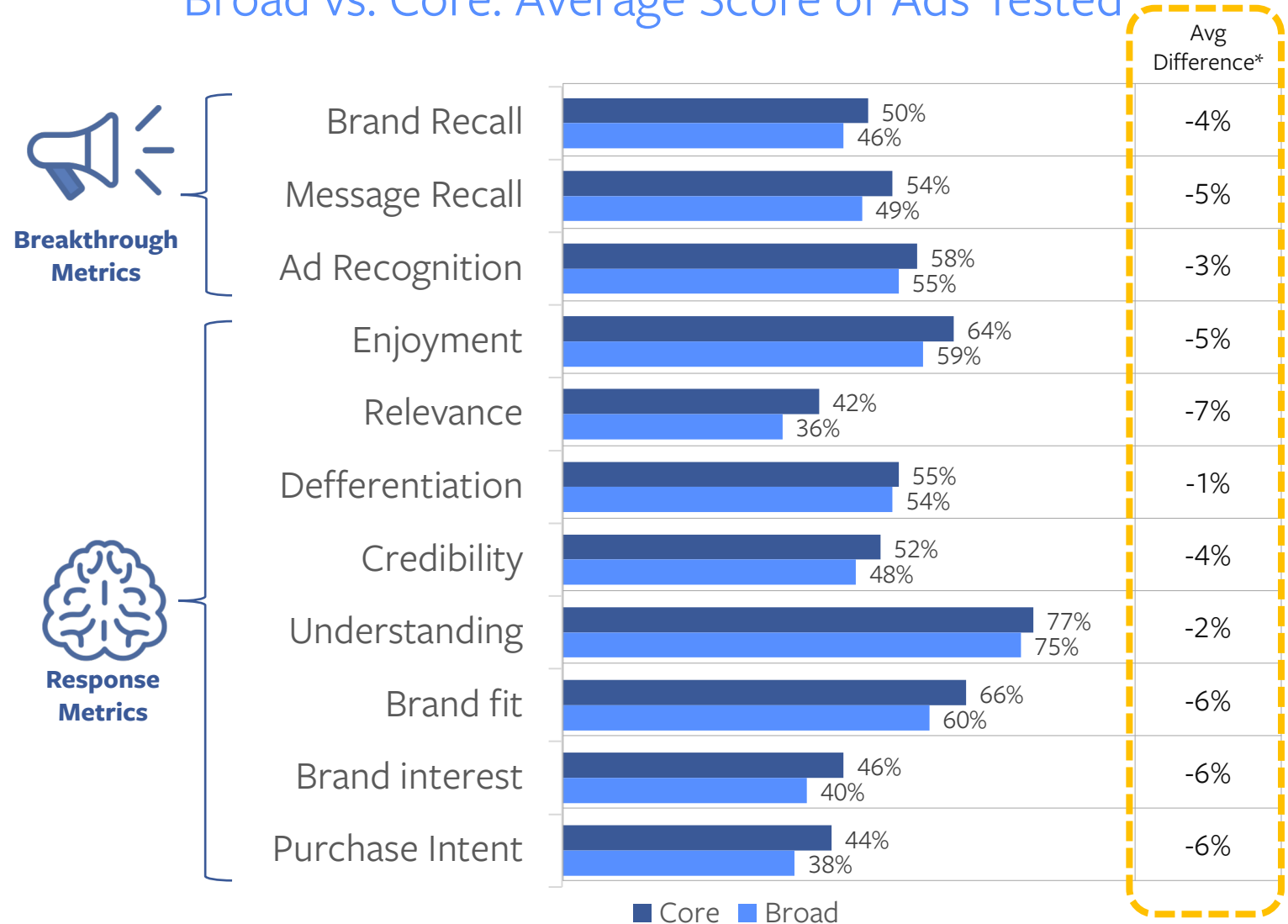
Using a static budget for both audiences, total reach was analysed alongside creative impact to quantify total unique people impacted by an asset

Lesson 01

When delivered to a broad audience, somewhat lower Breakthrough and Response scores are seen...

None of which are statistically significant reductions

Broad vs. Core: Average Score of Ads Tested

	Core	Broad	Avg Difference*
Breakthrough Metrics			
Brand Recall	50%	46%	-4%
Message Recall	54%	49%	-5%
Ad Recognition	58%	55%	-3%
Response Metrics			
Enjoyment	64%	59%	-5%
Relevance	42%	36%	-7%
Defferentiation	55%	54%	-1%
Credibility	52%	48%	-4%
Understanding	77%	75%	-2%
Brand fit	66%	60%	-6%
Brand interest	46%	40%	-6%
Purchase Intent	44%	38%	-6%

■ Core ■ Broad

Facebook-commissioned MetrixLab study of 100 UK/US/BR/ARG/MX mobile video ads that ran on Facebook in 2017, n=20,000.

5 Quintiles for Creative Impact

Ads evaluated and benchmarked on Breakthrough and Response

OUTSTANDING

Extremely strong likelihood of having impact, based on exceptional Breakthrough/memory and strong consumer Response.

SATISFACTORY

Strong likelihood of having impact, based on solid Breakthrough and strong consumer Response.

AVERAGE

Average performance on one or both areas of Breakthrough and Response.

SUB-OPTIMAL

Likelihood of impact is held back by weak performance on at least one key area.

PROBLEMATIC

Limited impact likely, due to poor performance on one or both overall areas of evaluation (Breakthrough/Response).

Breakthrough: Index based on Memory

10 0 80 60 40 20 0

Response: Index based on Reaction

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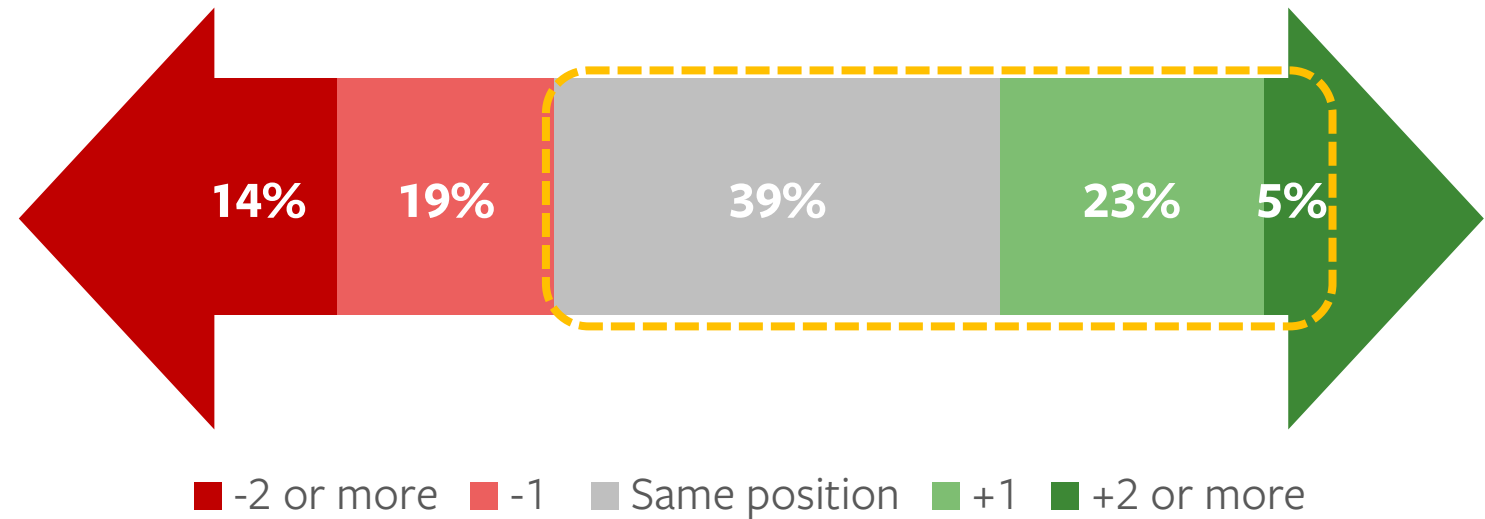
Lesson 02

66% of assets maintained or improved overall performance against Metrixlab's benchmarks when tested with a Broad audience,

70% of mobile optimized assets maintained or improved

Performance Change Against Benchmark Quintiles from Core to Broad Audience

| 14% | 19% | 39% | 23% | 5% |

- ■ -2 or more
- ■ -1
- ■ Same position
- ■ +1
- ■ +2 or more

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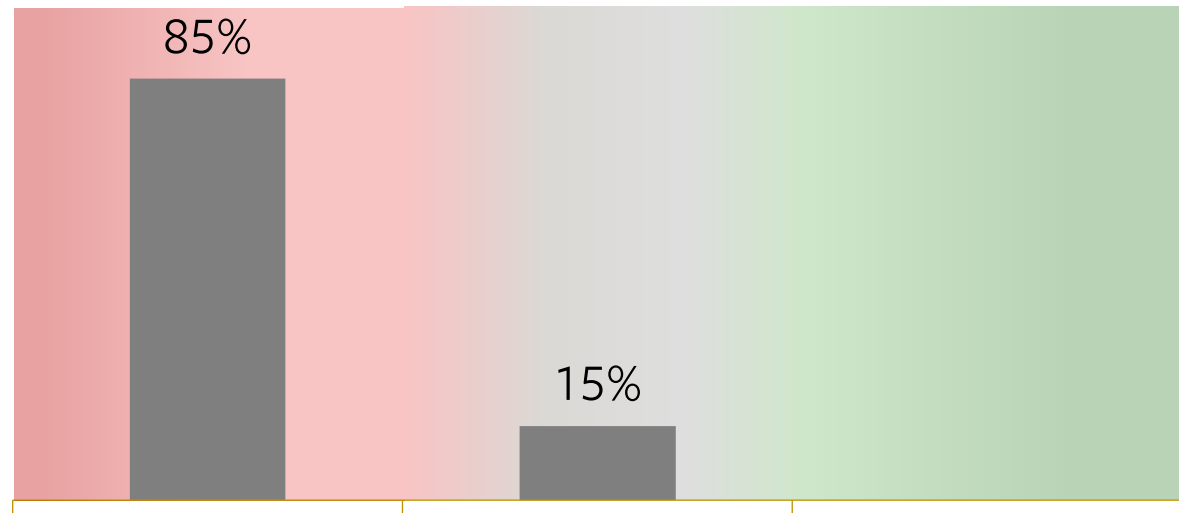
Lesson 03

Amongst ads that do not maintain performance amongst a broad audience, weaker Breakthrough is most often the cause,

Optimizing for feed can help improve Breakthrough when delivering amongst a broader audience

Detailed Performance Among 33% Ads Where Performance Levels Not Maintained:

	Lower performance against Breakthrough Metrics	Same performance on Breakthrough Metrics	Better performance against Breakthrough Metrics
Optimized Ads	72%	28%	0%
Non-optimized Ads	100%	0%	0%

Understanding the efficiency of target trade-offs

Predicted Efficiency of Ad Impact Calculation

Audience reached

(broad or core estimates Facebook from R&F Tool)

×

Ad impact

(brand recall, purchase intent measured by Metrixlab)

=

Incremental Recallers

(Total number of people predicted to be impacted)

Brand Recall

Index
Broad vs. Core:
$[(10.1 / 8.8)*100]$
= **115**

Budget: $100K

	Audience reached		Ad impact		Incremental Recallers
Core A25-45	14.8M	✖	59%	=	8.8M
Broad A18+	18.2M	✖	55%	=	10.1M

The higher the index the more efficient predicted delivery amongst the broad audience

Lesson 04

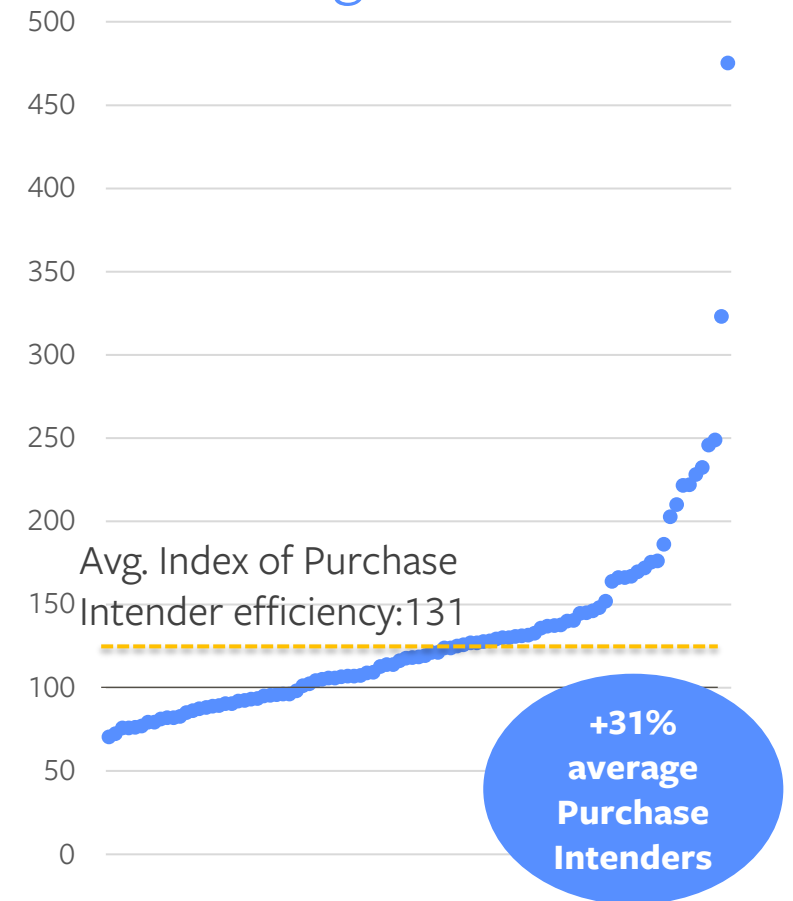Broad audience targeting produced greater total impact by delivering more incremental Brand Awareness and Purchase Intent in terms of total unique people

Brand Recall Broad vs. Core Target Index

Avg. Index of Brand Recaller efficiency:144

+44% average Brand Recallers
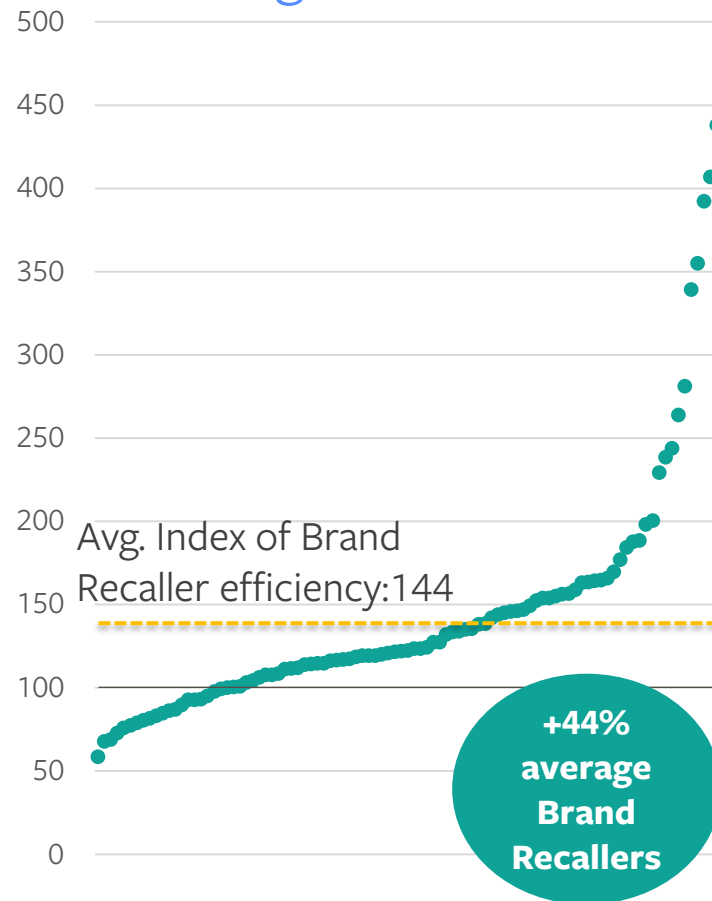
Purchase Intent Broad vs. Core Target Index

Avg. Index of Purchase Intender efficiency:131

+31% average Purchase Intenders

Facebook-commissioned MetrixLab study of 100 UK/US/BR/ARG/MX mobile video ads that ran on Facebook in 2017, n=20,000. Brand Recall median 122, Purchase intent median 119

Results Summary

Any reduction in creative impact among Broad audiences is outweighed by greater reach efficiency delivered at the same cost

01 Videos delivered to a broader audience generate slightly lower impact compared to core audience performance. However, differences are not statistically significant

02 66% of videos targeted to a broad audience maintain their overall performance level vs. benchmarks, rising to 70% for mobile optimized videos

03 Videos that do not maintain performance amongst broad audiences have weaker Breakthrough scores, which can be improved by optimizing for feed

04 Using Broad audiences could result in 44% more total brand recallers, and 31% more total purchase intenders through greater reach efficiency