

Efficiently reach users through visual media

For marketing, this is truly the era of digital content. As the sheer volume of content consumed continues its incredible upward trajectory, much of this increase is driven by the development of visual content.

So how can this content be fully leveraged in today's digitally led mobile world?

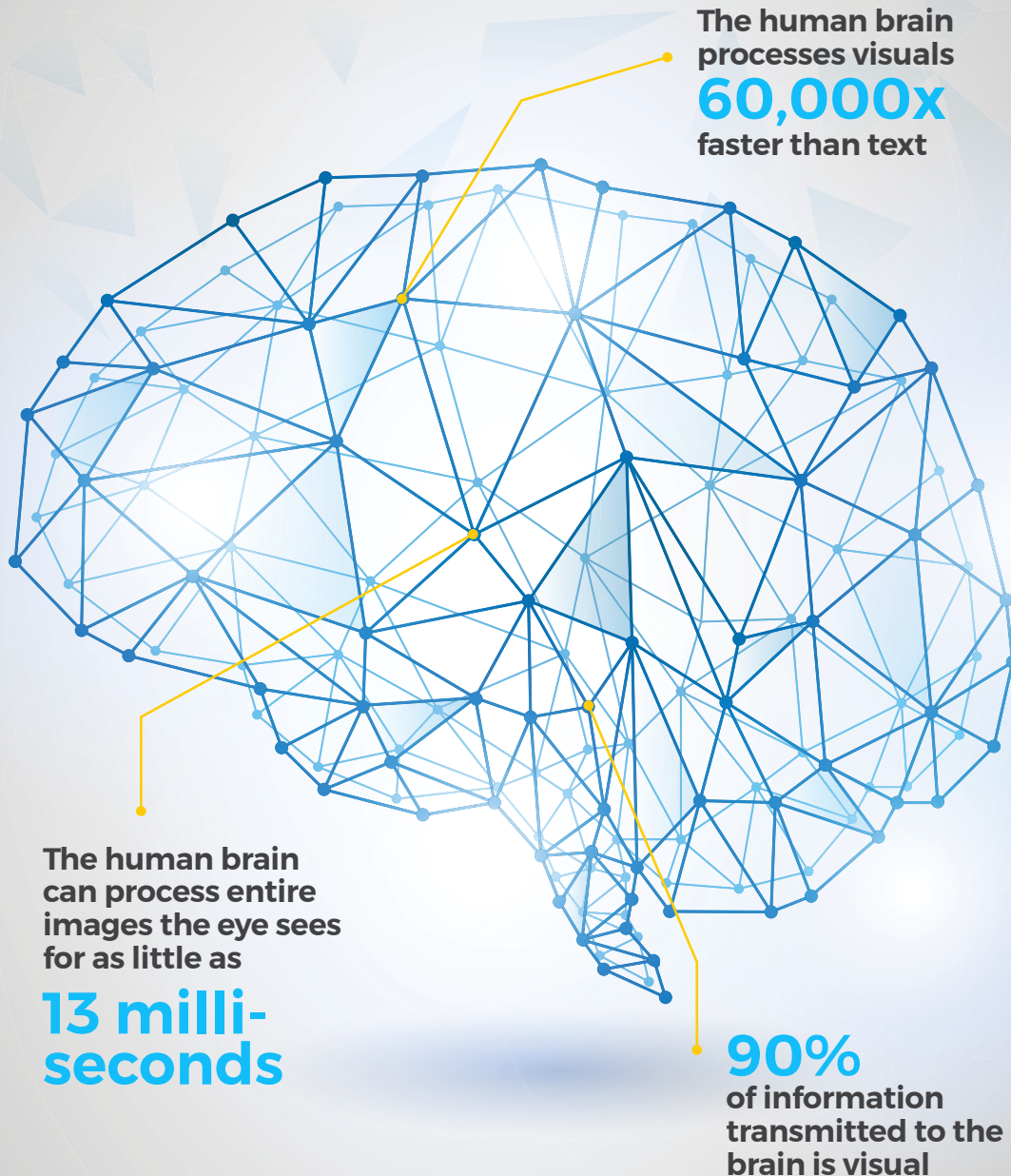
MetrixLab and **seedtag** dive in to find out.





Results

and insights from this paper are based on research conducted by MetrixLab - an independent market research and consultancy company specializing in ad effectiveness and consumer research - in conjunction with seedtag - an ad-tech company that uses a proprietary technology to understand the content and transform images into premium ad inventory. This research and the subsequent results and implications presented in this paper are based on a robust study of over 1,000 consumers who evaluated both common display and In-Image advertising. All of the ad units were evaluated in-context on websites utilizing a variety of system 1 and system 2 measurement techniques including passive viewing tracking, emotional response, eye-tracking and implicit response testing.





3.5s
faster ad
noticeability*



Ad placement is critical to performance

Placing ads on images, the main element of content, leads to consumers noticing the ads 3.4 seconds faster on average than common display formats. While this shouldn't be a surprise since viewers' eyes are often initially drawn to the central image, the implication is significant - especially for ads with multiple frames or scenes. Viewers miss the beginning of an ad if they don't notice it until 4+ seconds into the ad, so every second counts.

* In-Image Video vs. common video display

The prominence of images within content or within articles results in users noticing ads faster

In-Image Ads

Full Image Display

...os pastelillos de calabacín con queso padano

Una receta vegetariana rápida y sencilla
Recetas: Meriñán al horno | Milhojas de berenjena y anchoa

BARBARA TORRES SAN
DICIEMBRE 19 2017

ASIMILADO A
DICIEMBRE 19 2017



NUEVO PHILADELPHIA BOTANICO
Ajo y Cebolla
El complemento que encantará a todos

Ingredientes

- 4 calabacines grandes
- 4 huevos
- 300 g de requesón de oveja
- 3 cucharadas de queso gazañ padano rallado

1.1s

In-Image Display

Home Noticias

Este es el primer smartwatch solar, y no es caro

NOTICIA



Dispositivos que conectan fácilmente con tu estilo de vida activo

DESCUBRIR

Eduardo Álvarez
02/10/2017 - 09:55

1.5s

Full Image Video

'Road Trip' por el sur de Inglaterra

17/02/2017 09:20

NUEVO JUNE

ELIGE EL COLOR



NUEVO NISSAN JUNIPER
EL CHOCABOOR COLORE DE NISSAN

La 'Virágua Tenax', antigua usada a la ciudad, para el edificio del Ayuntamiento en Castellón

Puertos pesqueros, reservas naturales, villas medievales, imponentes acastillados, castillos, playas, la catral crua de la Iglesia Anglicana... son algunos de los paisajes que protagonizan una ruta por carretera desde Hastings hasta Canterbury.

Al final de la primavera, el viento de levante se refresca. La campaña hace más verde que nunca, los días se alargan y las temperaturas se suavizan. El ambiente es impropio para descubrir las casadas de Haver y Kent, los más cercanos a la frontera continental, que pretenden de hacer el mejor momento de horas de vida de todo el país. Los pueblos y ciudades que los conforman se preparan para recibir al verano (y a los turistas) con fiestas, mercados y...

1.7s

In-Image Video

Frozen II: Elsa y Anna regresan con una secuela oscura e impactante

La primera entrega de la saga de animación más taquillera de la historia. El rey de los gigantes de hielo está de vuelta y la princesa Anna está de vuelta para rescatar a su hermana.



ILLUMINATION PRESENTA
JULIA ROBERTS EN
Mascotas 2

En la nueva entrega de la saga de animación más taquillera de la historia, el rey de los gigantes de hielo está de vuelta y la princesa Anna está de vuelta para rescatar a su hermana.

1.98s

Common Display Ads

Vertical Banner

rebajas de las grandes empresas



Los rebajas de invierno ya han dado su primer paso de salida. En este año los consumidores se giran hacia las grandes marcas de empresas. De hecho, las rebajas de invierno en esta época son 11% más y este año, según el Informe Tendencias 2017 elaborado por Frost, cada español gasta más de 200 euros en esta campaña de descuentos, casi cuatro veces más que en 2015 cuando rondó los 45 euros. No es ningún secreto que los gigantes de la moda y la distribución minorista han las rebajas para asegurar una venta aprovechando una de las épocas de mayor consumo del año. La buena noticia es que, una vez sea el tamaño de su negocio, puede implementar de manera sencilla.

LO MÁS LEIDO

- ¿Cuál debe tener prioridad una piedad como una casa?
- ¿Qué hábitos en la vida pueden hacerle sentir dinero?

1.1s

Rectangle Banner



Aunque hay muchos errores (y horrores) que cometemos cuando aparece un grano en nuestro rostro, uno de los más comunes es el de tratar de ocultarlo con maquillaje. Pero, ¿son todos los maquillajes iguales o es cierto que algunos de ellos nos pueden ayudar a combatir el acné?

¿Cuántas veces pueden habernos repetido nuestras madres: que para que la piel mejore con el acné de la adolescencia hay que dejarla respirar? No les

6.0s

Video Display

Take back control of your media investment

IAQ Integral Ad Science

EDUCACIÓN: la vida de cada 10 empleos a los que quieren dedicarse los jóvenes españoles están en riesgo de desaparecer

Los alumnos de 16 años que se dedican a profesiones, sanitarios, psicólogos o abogados 17 los datos que se muestran en los cuadros estadísticos, como público a esas ocupaciones.

El director de El Mundo selecciona los mejores de cada país

6.8s

In-Read Video

El mercado de la vivienda en España se enfrenta a una nueva fase del ciclo con incrementos de precios mucho más moderados y registrados en los últimos años. Según estimaciones de Sociedad de Tasación, a nivel nacional, el crecimiento de precios en 2020 que se espera que alcance el 3.2%, un porcentaje por debajo del 4.5% registrado durante 2019. Y, aunque los expertos descartan nuevas generalizadas de precios, es inevitable que muchos de quienes se plantean comprar casa se pregunten si es el mejor momento para hacerlo.

Lo cierto es que los expertos coinciden en que, aunque el mercado es muy heterogéneo, no vamos a ver subidas fuertes de precios a nivel nacional, mientras que en los mercados donde se habían producido los incrementos más fuertes, como Madrid o Barcelona, se esperan incrementos más suaves e incluso caídas. De hecho, el mercado al alza en algunos barrios de estas ciudades parece ya muy limitado, puesto que, según los datos de Sociedad de Tasación, en Madrid, en uno de sus 27 distritos, Malasaña-Sol, el precio de la vivienda nueva ya ha superado los máximos de 2007-2008, mientras que Barcelona sigue incorporando nuevos distritos en record de precios.

Watch life-changing stories unfold.

START SOMETHING

Los nuevos diálogos de Puerto Venecia abandonan el MAB y descubren la vocación

1.2.8s



Eye-tracking

clearly shows the challenge that common display formats face when it comes to gaining viewer attention. On the other hand, the front and center nature of In-Image ads results in very strong engagement from the outset. Within the research conducted, eye-tracking was utilized to monitor where consumers were looking within pages and how much time they spent looking at different areas of the page and ads within the page.

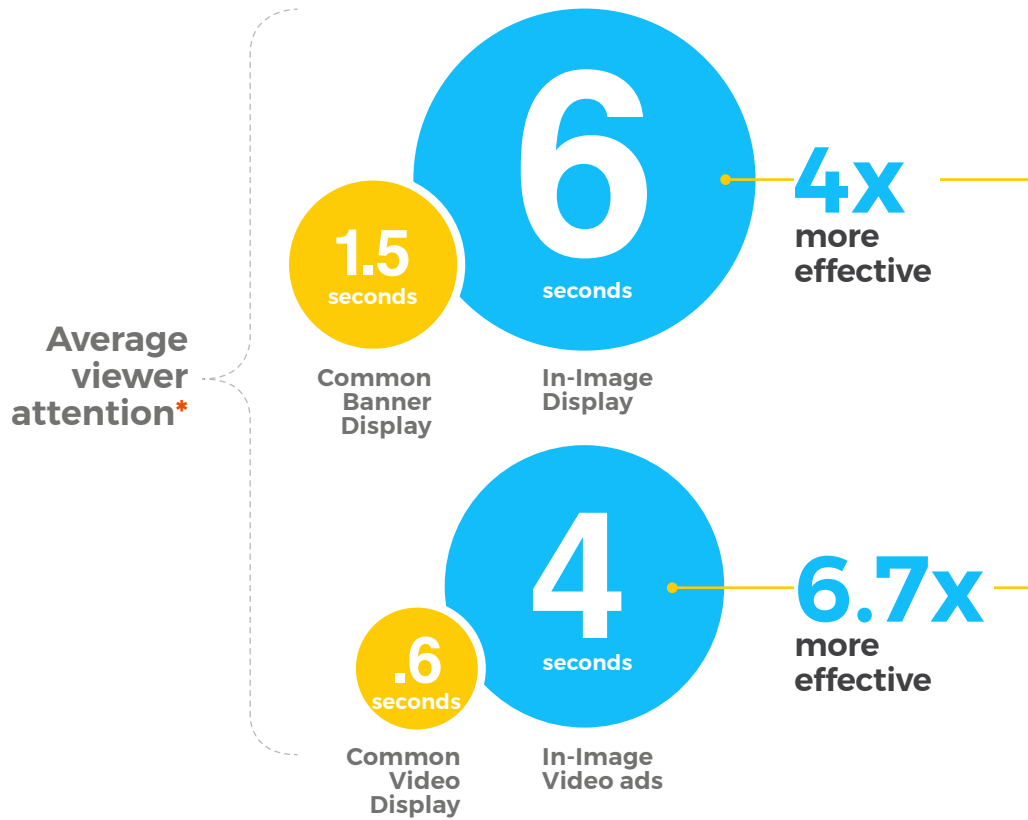
In-Image Ads



Common Display Ads

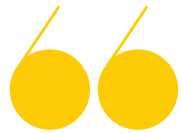


When it comes to maintaining attention, In-Image ads are 4 to 6.7 times more effective. In today's media environment with declining consumer attention spans, ads that can maintain stronger attention have the ability to generate more impact.



* Viewer attention measured how long people looked at the area where the ad was located on average, across all respondents



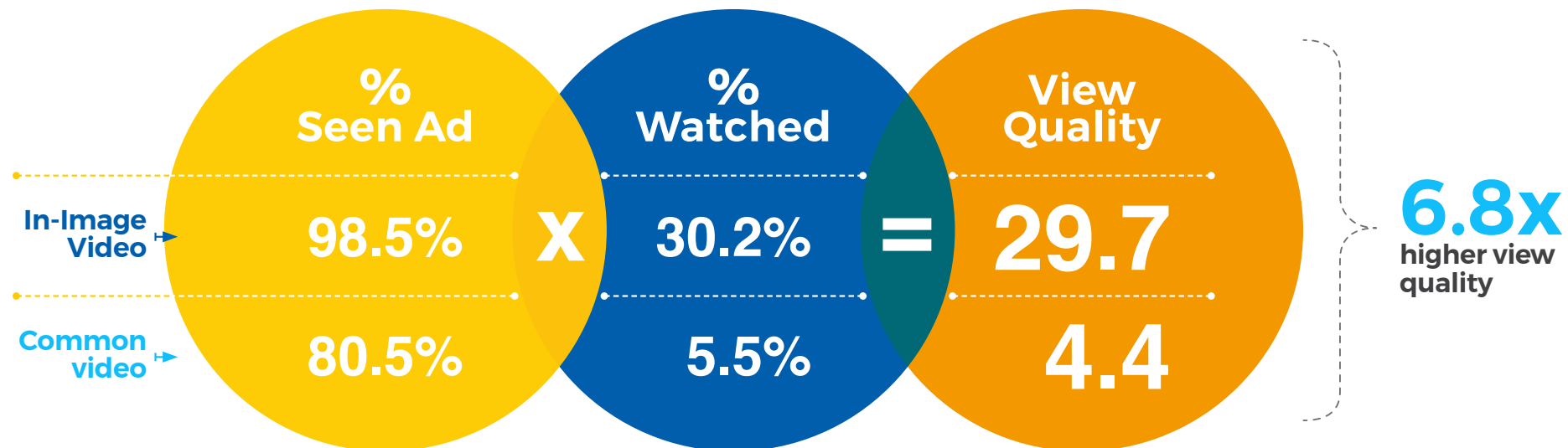


View Quality: Beyond Viewability

Viewability is a common metric used to help evaluate campaign performance, but it does not take into account several important factors that impact whether a campaign is successful. Elements such as ad creativity, ad placement and predisposition or affinity to content can all influence the quality of the “view”. We wanted to go beyond simple viewability and develop a new metric that takes

into consideration the percentage of people that were not just exposed, but actually looked at the ad (% seen ad – based on eye-tracking). We also wanted to take into account the length of time people spent on average watching the ad (% watched – based on eye-tracking). With these two components we were able to identify an index score: $(\% \text{ seen} * \% \text{ watched}) * 100$ which highlights

the difference in view quality between common video display ads and In-Image Video ads targeted contextually. Consumer viewing behavior showed that In-Image Video ads deliver 6.8x stronger view quality through greater noticeability (viewers looking at the ads, +18% stronger for In-Image Video) and engagement (time spent watching the ads, +25% stronger for In-Image Video).

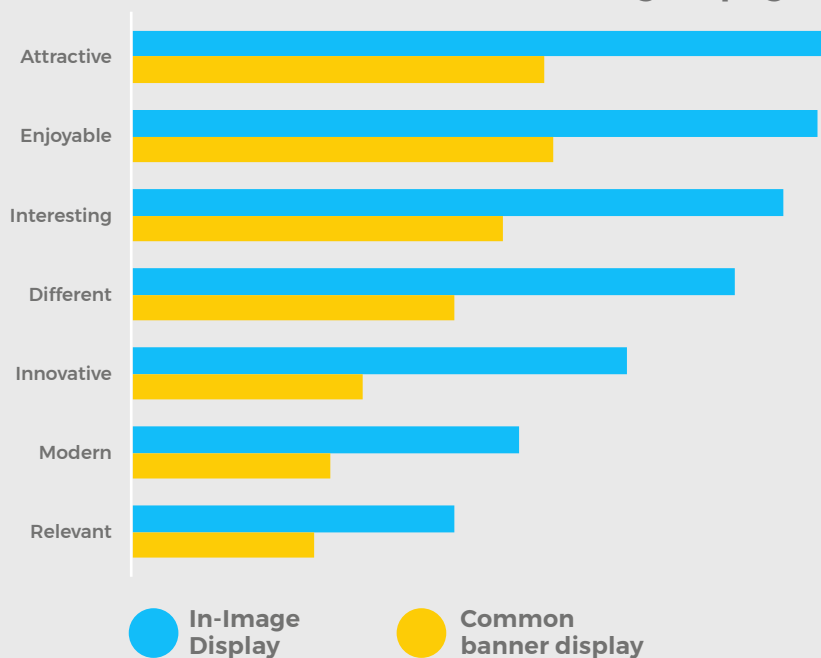




People respond more positively to In-Image ads

We have found that creativity and engaging formats are key to increase positive reactions to advertising. In-Image ads are more attractive, enjoyable and interesting for consumers than regular/common display formats/ads

Words associated with advertising on page

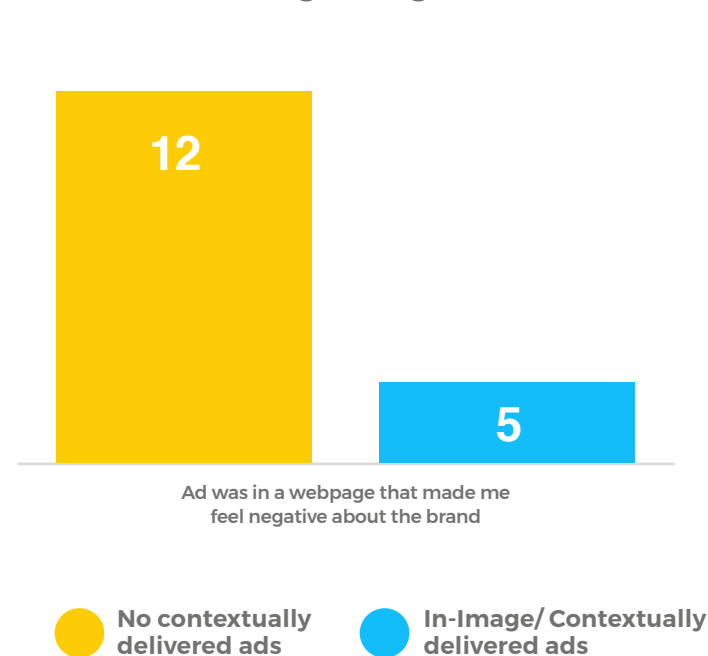


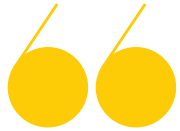
Display formats only

Reaching users with a positive mindset

By delivering ads on positive content, you can ensure stronger brand safety and reach users who have a more positive mindset at the point they are exposed to your ad.

% Agreeing



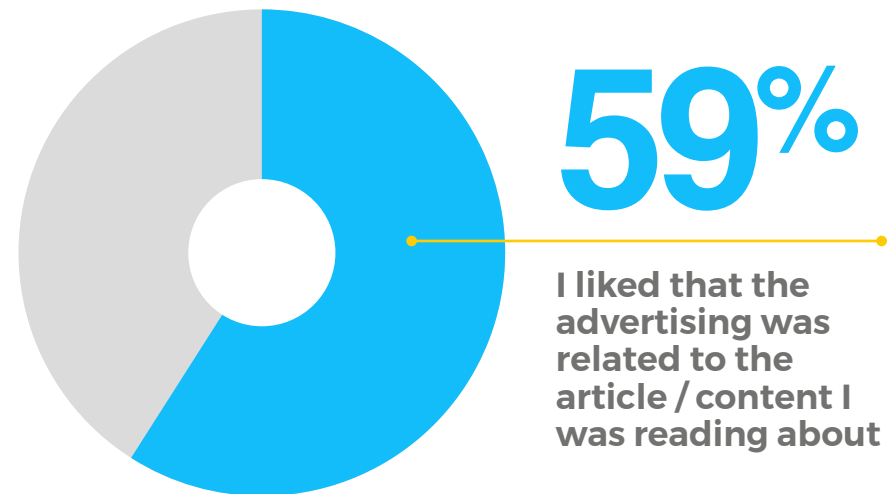
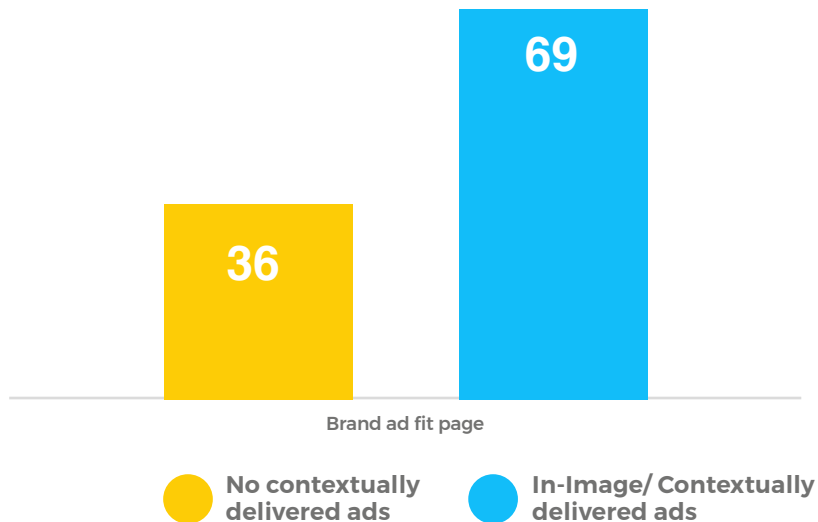


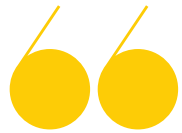
In-Image + Contextual Targeting

Contextual ad serving also ensures that the advertising is aligned with the content that the viewer is consuming at the specific time of exposure, matching interest in real-time. This targeting creates a safeguard and stronger fit between brand and content. The majority of consumers explicitly state that they prefer ads related to the article or content they are consuming.

That preference also translates to brand favorability and an overall stronger emotional response and experience for consumers. The ability to leverage a partner who can target based on real-time content consumption benefits all parties: Content providers, advertisers and consumers.

% Agreeing





In-Image ad placement and contextual targeting can help deliver brand safety and create a halo effect for the brand

Common video + negative content

Message delivered into negative content, damaging brand perception (no brand safety)

Common video + relevant content

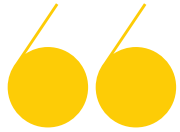
Brand is displayed on positive and relevant content, but due to its placement within the webpage, the association between brand and content is limited.

In-Image Video + relevant content

Brand is strongly associated with safe and relevant content, plus the ads are now fully integrated into the article's image, creating a halo effect into consumers.

Incremental Lift in Brand Favorability





Engagement + Positive Reaction = Stronger Brand Impact*

In-Image Video Advertising
leads to stronger advertising recall and
memorability, delivering more impact
on brands advertised

Ad recognition

1.6x

Advertising recall

2.4x

Message recall

4x



Unaided brand awareness

2.1x

Brand favorability

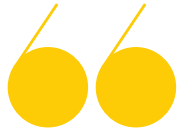
3.7x

Purchase intent

3.9x

* Stronger brand impact is the increase in performance when comparing In-Image Video ads to common video display ads





Implications

In today's media environment, marketers face increasing challenges related to consumer attention, viewability, brand safety and effective targeting. Some of these challenges are even greater on mobile platforms. This can place even more pressure on campaigns to breakthrough to consumers, but ads need to be able to pass these hurdles in order to effectively impact brand and campaign objectives.

The results presented in this paper demonstrate that utilizing contextually targeted In-Image ads can improve the efficiency and impact of your digital advertising. The biggest takeaway? Leverage consumers' natural inclination to look at imagery that is featured within content pages. Using In-Image ads will help your campaigns:

**Get noticed &
drive attention**



**3.5s Faster
3.4s Longer**

**Generate
breakthrough**



**4x
Stronger**

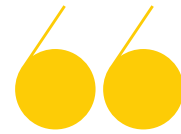
**Develop
interest/intent**



**3.9x
Stronger**

Scores indicate the increase in performance for In-Image Video ads when compared to common video display ads





Utilize In-Image Advertising and contextual targeting in order to:



1

Reach the right audience at the right moment

Use contextual targeting instead of relying on cookies

3

Engage consumers

Viewers spend more time on In-Image ads, giving you a better opportunity to communicate intended messages and drive your brand objectives

2

Capture attention

Drive stronger viewability and maximize the impact of impressions

4

Produce more positive reactions

Generate stronger feelings, emotions and reactions, including purchase intent





About the research

The research project referenced within this paper was conducted from February 12th – February 23rd 2020. In total, MetrixLab surveyed 1,050 consumers between the ages of 18-55 via online interviewing. Participants evaluated digital campaigns from CPG, automotive, entertainment and technology categories. The campaigns featured both In-Image Display ads and common display ads. In-Image ads included Full Image Display, In-Image Display, Full Image Video and In-Image Video. Common display ads included vertical and rectangle banner, video display and in-read video. In order to accurately measure breakthrough performance and response to creative, MetrixLab applied its Ad-Vance creative testing methodology. Ad-Vance leverages in-context, unforced exposure to digital ads in a natural environment. This approach enables MetrixLab to measure behavioral, attitudinal and emotional responses to advertising via system 1 and system 2 techniques, including eye-tracking and implicit reaction evaluation. These techniques help measure reactions more naturally by either passively collecting information about how consumers engage with content and ads, or by collecting consumers instinctual and emotional reactions.



MetrixLab provides consumer insights that drive smarter business decisions. A truly global digital research agency, we pioneer new technologies and integrate multiple data sources to push the boundaries of research. This enables our experts to provide high-quality insights at scale, at speed and for an unparalleled value. In just one decade, we've grown rapidly and now work with more than half of the world's top 100 brands.

Our expertise, passion and solutions enable our clients to succeed at product innovation, brand engagement and customer value in over 90 countries. MetrixLab is part of the Macromill Group.



Seedtag was founded in 2014 by two former Googlers with a clear mission: To change how online advertising is done. Today seedtag has a large international presence with over 130 employees across main markets in Europe, Mexico and Brazil and is positioned as the In-Image Advertising leader in Europe and LATAM.

Seedtag allows brands and publishers to take advantage of images in the most responsive, bespoke and non-intrusive way. Their proprietary technology uses the power of machine learning to provide human-like understanding of content, the highest level of brand safety in the industry and unmatched, cookie-less targeting capabilities.

Want to know more?

Contact one of our experts

Learn more about our solutions



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