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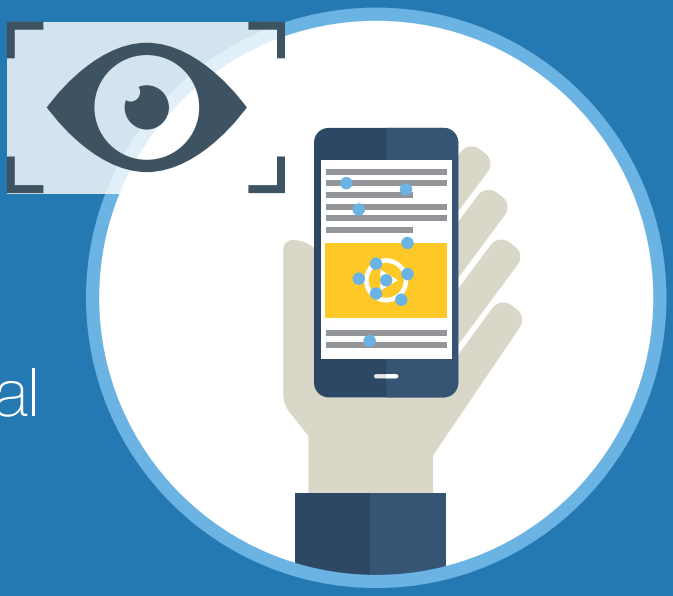
The Impact of Premium Editorial Context on Mobile Video Ad Performance



RECOMMENDATIONS FOR MOBILE VIDEO AD OPTIMIZATION

1. Advertise within premium content to drive increased viewership and to extend average dwell time
2. Leverage in-article native video to drive increases in purchase intent
3. Consider using formats outside of pre-roll, which doesn't guarantee a quality view
4. Use in-article native video to impact younger consumers

TOPLINE TAKEAWAYS NO.1

PREMIUM CONTENT DRIVES HIGHEST ENGAGEMENT

Premium articles draw in user attention more than other types of content such as social feeds

50%

of users scroll more in social feeds covering more content but spend less time engaging

23%

of users are more likely to read content within premium articles vs. in social feeds

Native video ads within premium content are more likely to be viewed

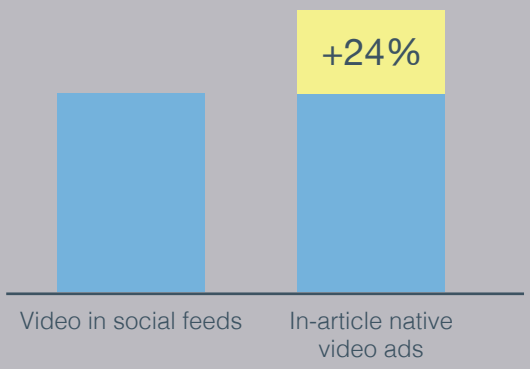
NO.2

THE CONTENT ENVIRONMENT IMPACTS VIEWERSHIP OF MOBILE ADS

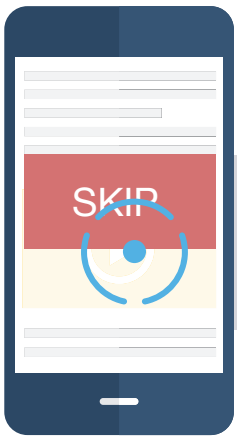
Nearly
9/10
Users view ads within premium in-article editorial

Only
6/10
users view video ads in social feeds

PREMIUM CONTENT ALSO DRIVES HIGHER DWELL TIME



Dwell time for ads within premium content is **24%** longer when compared to video ads in social feeds



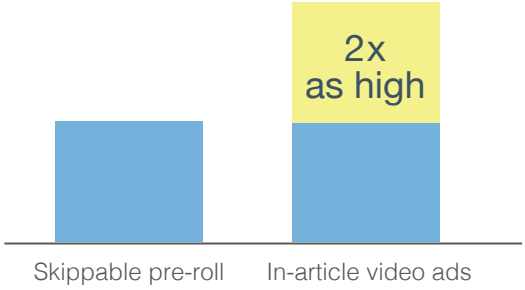
NO.3

LONGER EXPOSURE ON SKIPPABLE PRE-ROLL DOESN'T GUARANTEE STRONGER AD IMPACT

Nearly **9 in 10** users view the skip button within skippable pre-roll

3 in 4 users skip skippable pre-roll ads

USERS EXPOSED TO ADS FOR >2 SECONDS

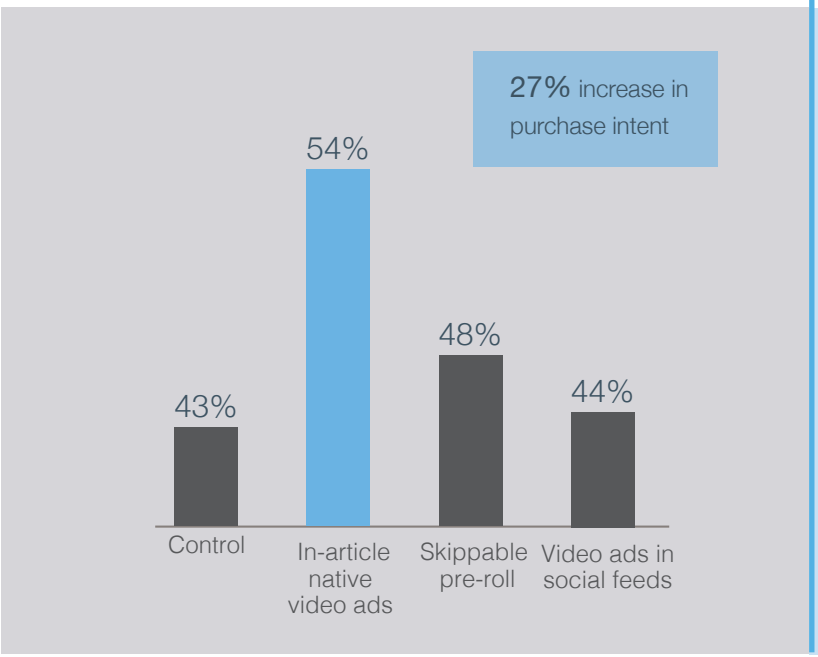


In-article video ads increase unaided ad recall **2x as much** vs. skippable pre-roll ads for those who viewed longer than 2 seconds

More engagement with content + unforced formats = effective ads

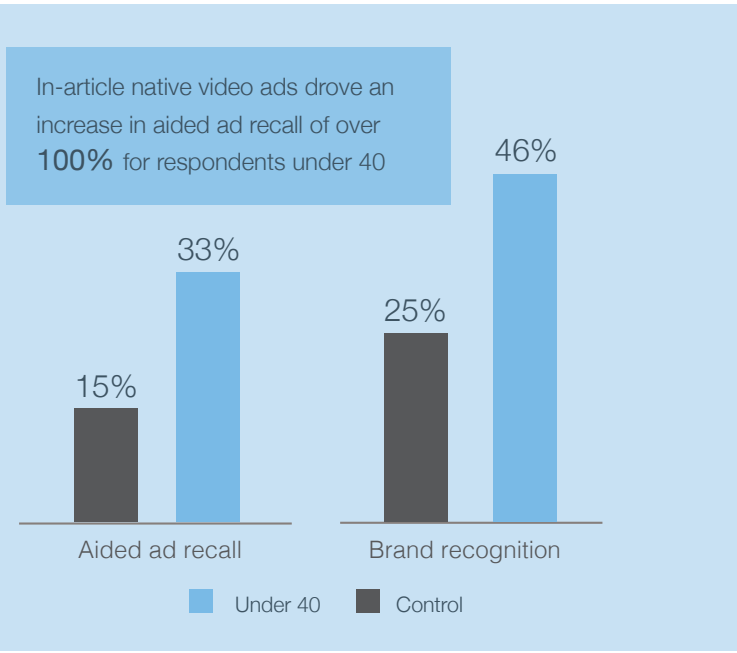
NO.4 IN-ARTICLE NATIVE VIDEO ADS PUT THE USER FIRST AND DRIVE THE MOST CAMPAIGN IMPACT

Lifts in purchase intent are driven the highest by in-article native video ads



NO.5 IN-ARTICLE NATIVE VIDEO ADS RESONATE EVEN MORE WITH MILLENNIALS

Millennials are the first truly digital generation and are even more strongly impacted by in-article native



RESEARCH OBJECTIVE:

To measure the impact of various content environments on the performance of mobile advertising.

METHODOLOGY

Phase 1 In-lab eye tracking in a smartphone environment to measure content consumption behavior and user interactions with advertising within those content environments

Phase 2 Post-exposure effectiveness measurement of ads within various content environments

Sample: n=120, Market: United States Ads Tested: Length: Two :15 spots, Two :30 spots, Verticals: 2 CPG advertisers, 1 Retail, and 1 Consumer Technology

Source: Teads proprietary study fielded by eye square, "The Comparative Impact of Mobile Video Ad Formats," March 2016

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