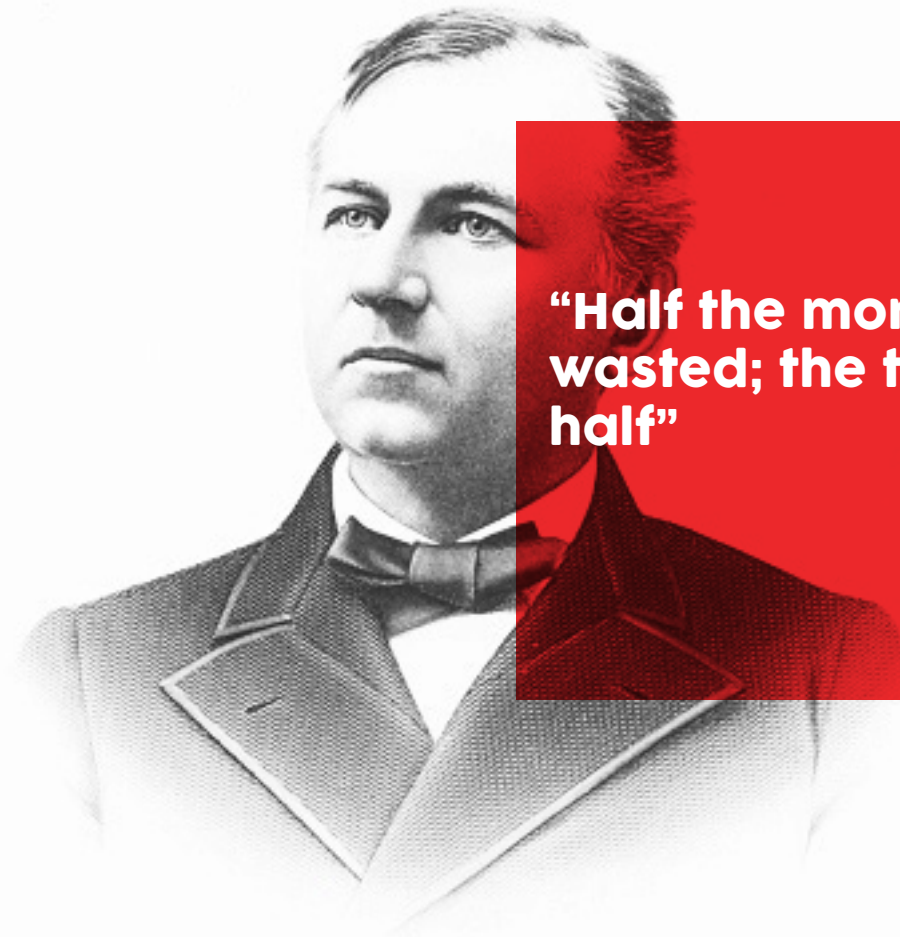


# MEASURING THE EMOTIONAL IMPACT ON FACEBOOK.

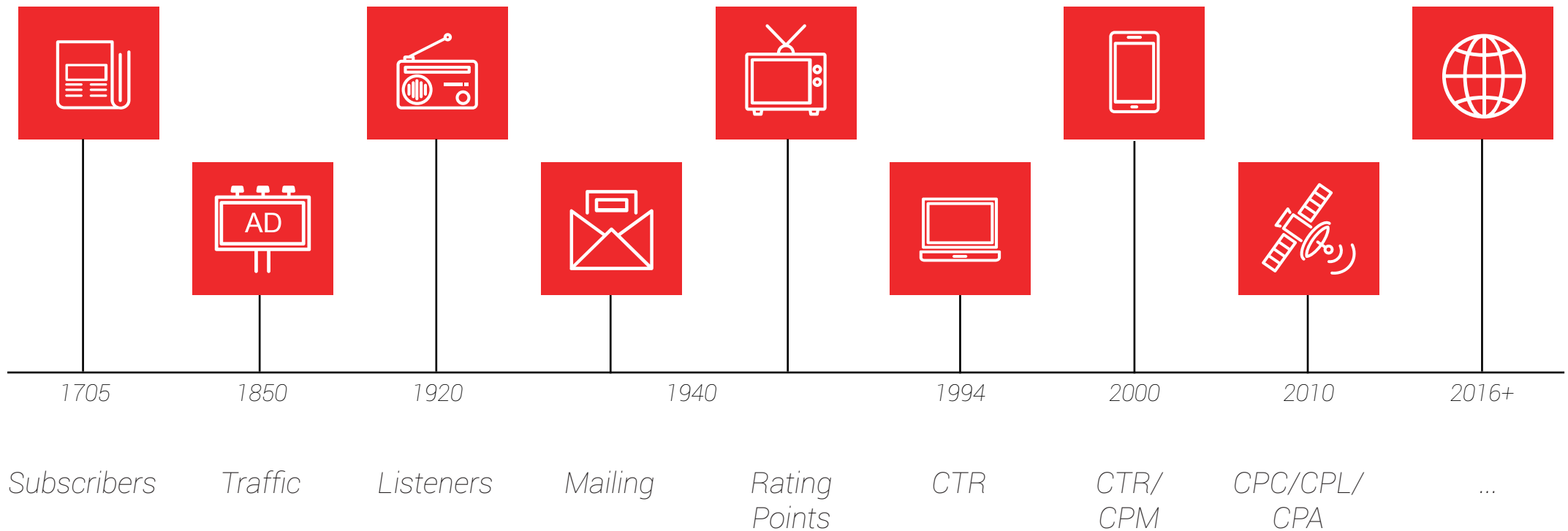




**“Half the money I spend on advertising is wasted; the trouble is I don’t know which half”**

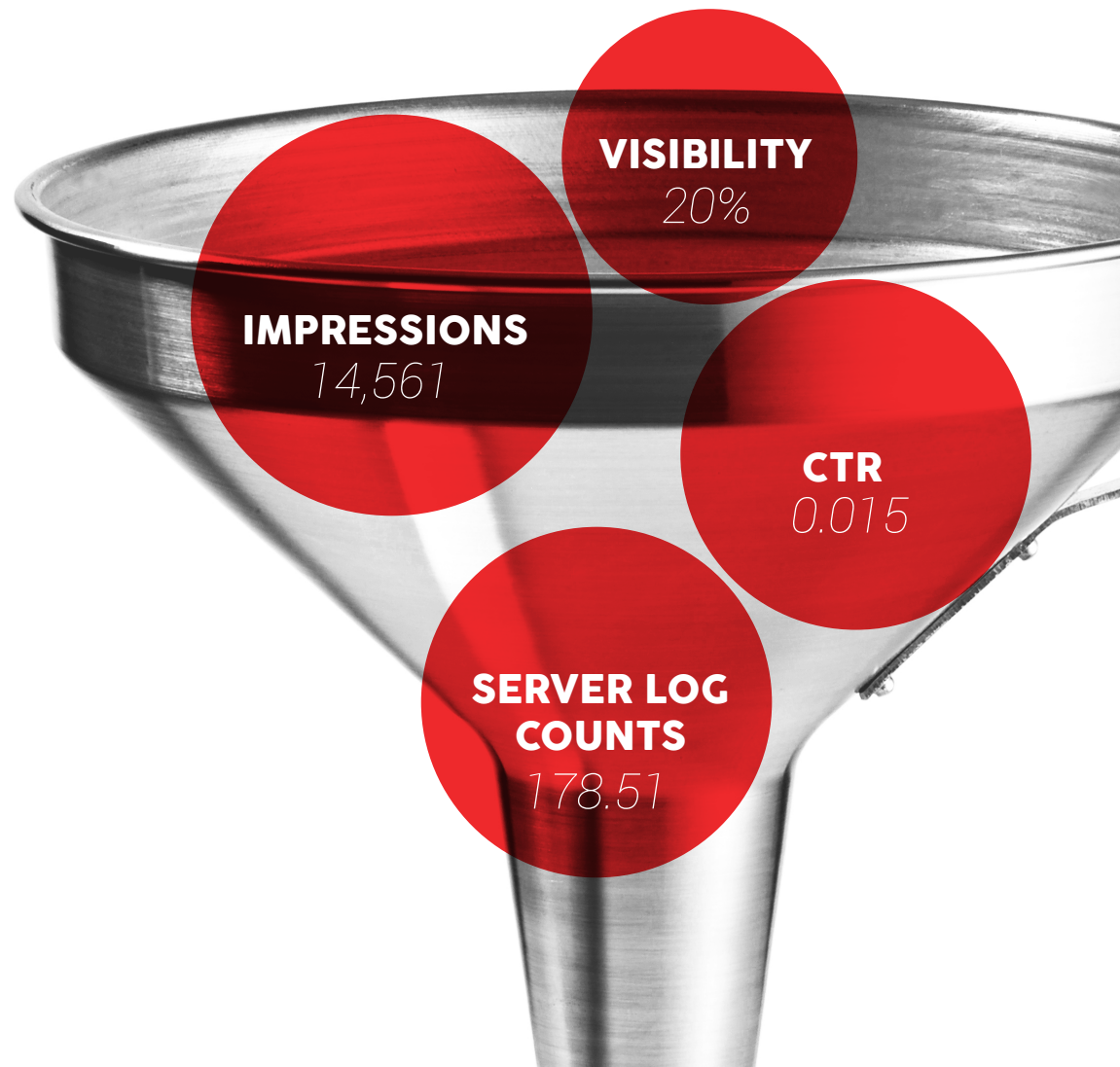
**- John Wanamaker**

# WE DEFINITELY HAVE EVOLVED FROM WANAMAKER'S DAYS. NOWADAYS MEDIA LANDSCAPE IS MORE AND MORE COMPLEX.



# DIGITAL IS NOT THE MOST **MEASURABLE** MEDIUM BUT IT IS THE MOST MEASURED

DIGITAL MEASUREMENT



YES, BUT...

*Who watched my ad?*

*Did I gain incremental audience  
from other mediums?*

*How was the advertising  
impact?*

# DEVICES, CHANNELS, PLATFORMS AND TOUCHPOINTS ARE GROWING AT AN **UNPRECEDENT SPEED...**



**38 YEARS**

*Radio needed to reach 50MM of listeners*



**13 YEARS**

*TV took to gain 50MM of audience*



**10 YEARS**

*Mobile amounted to 2B users*

## **...WITH SMARTPHONE AS THE BIG ACCELERATOR**

**3+** Hours per day connected to their mobile

**7.9B** Of connected mobile devices globally

facebook 1910



**VOLUME**

1.71B

Active users per month

**RECURRENCE**

1.13B

Active users per day

**1.57B**

Active users per month through mobile

**KNOWLEDGE**

Demographic  
Geographic  
Behavioural  
Interests  
Intentions



# FACEBOOK HAS BECOME A HABIT. FACEBOOK'S CONNECTION IS PART OF DAILY SPANISH USERS ROUTINE.

**22M**

*Of Spaniards use  
Facebook every month  
(65% of Internet users)*

**76%**

*Of them access to  
Facebook every day*

**88%**

*Of daily Facebook users  
in Spain are active on  
mobile environments*

**WITH THESE FIGURES, REAL IDENTITIES MEASURING HAS TURNED ESSENTIAL INSTEAD OF COOKIES ESTIMATION.**





An aerial photograph of a large industrial facility, possibly a refinery or chemical plant, featuring a complex network of pipes, storage tanks, and structural steel. A large white semi-transparent rectangular box is overlaid on the center of the image. The word "METHODOLOGY." is printed in bold black capital letters within this box. The background shows a vast landscape under a cloudy sky.

**METHODOLOGY.**

# MEASURING THE EMOTIONAL IMPACT

*HOW DO EMOTIONS MOVE?  
Unconscious feelings analysis*







## **NO INTRUSIVE METHOD**

*EYE TRACKING  
FACIAL CODING  
QUESTIONNAIRE  
POST- NAVIGATION  
EVALUATION*

## **QUALITATIVE APPROACH**

*150 people from 18-45 yrs surfing on  
their Facebook wall  
Madrid Region  
49% Mobile  
51% Desktop*

# WE DESIGN A THREE PHASED FIELDWORK TO BE ABLE TO MEASURE EMOTIONS, METRICS AND RECALL.

Emotions	
	Happiness
	Surprise
	Anger
	Disgust
	Fear
	Sadness







Metrics	
Satisfaction	
Valence	
Activation	
Engagement	



<https://www.youtube.com/watch?v=seMwpP0yeu4>



# THE PROCESS WAS BUILT IN THREE PHASES.

Emotions	
	Happiness
	Surprise
	Anger
	Disgust
	Fear
	Sadness

Metrics	
Satisfaction	
Valence	
Activation	
Engagement	

## CALIBRATION

*Base line: Set sensors.  
Relaxation phase.  
Calibration and definition  
of the base line to compare  
their variations with it: on  
mobile and PC*

## NAVIGATION

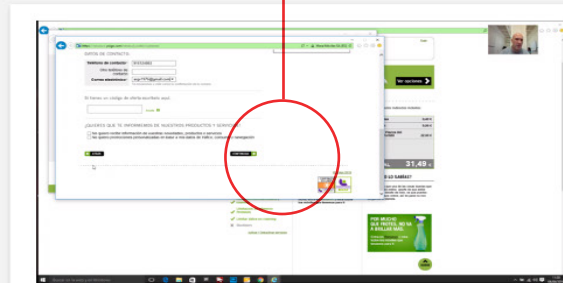
*Free navigation on  
participants' Facebook  
wall during 10 minutes.*

## QUESTIONNAIRE

*After navigation they  
answered a questionnaire.  
It was about adverts recall,  
sentiment and engagement.*

# THE ONLINE PLATAFORM: EXAMPLE PARTICIPANT #1

## STIMULUS: WEB NAVIGATION



▶ Play

100.00%  
Estado

1/1  
Muestra

Descargar CSV

Métricas mostradas

● Satisfacción

😊 Seleccionar emociones y/o métricas

## EMOTIONAL IMPACT DURING THE NAVIGATION

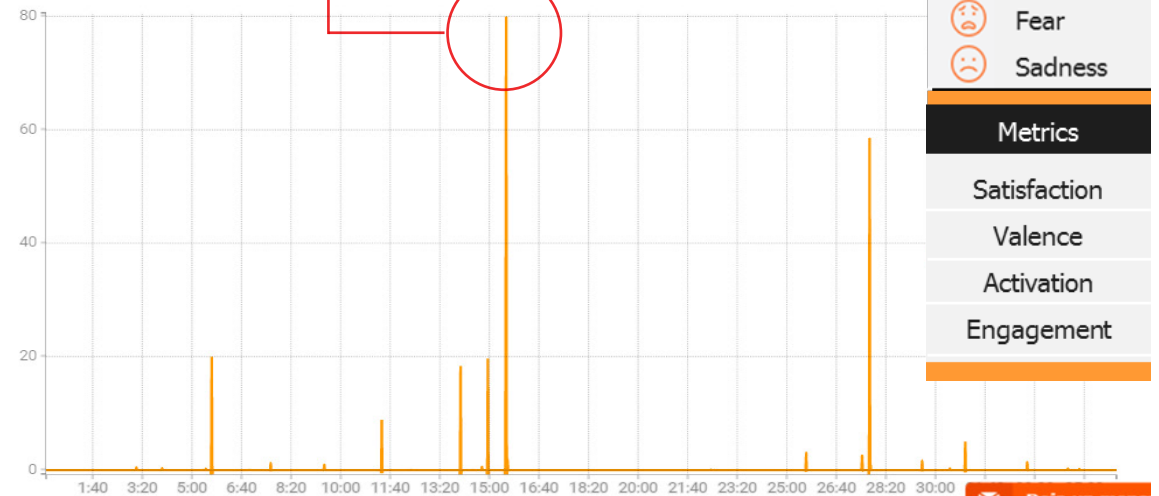
Métricas globales

Satisfacción

Valence

Activación

Estímulo



## EMOTIONS

Emotions

- 😊 Happiness
- 😲 Surprise
- 😡 Anger
- 😔 Disgust
- 😨 Fear
- 😞 Sadness

Metrics

- Satisfaction
- Valence
- Activation
- Engagement

# THE ONLINE PLATAFORM: EXAMPLE PARTICIPANT #1

Global metrics

1472113402697

Satisfaction

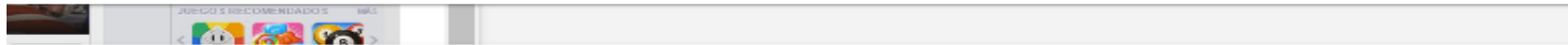
● 1%

Valence

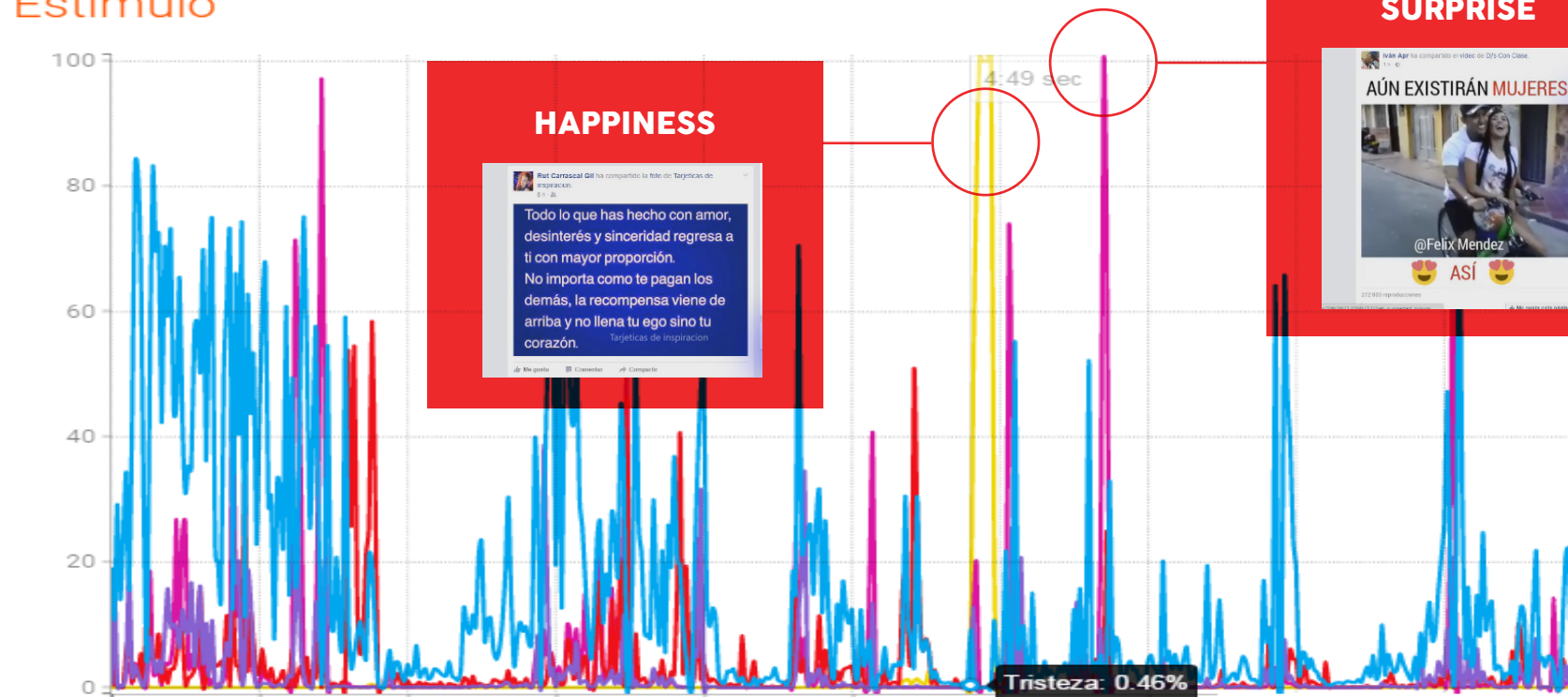
● -0.14

Activation

● 23%



Estímulo





**LEARNING.**

# IN TERMS OF EMOTIONAL EXPERIENCE **THERE ISN'T ANY DIFFERENCE BETWEEN THE NAVIGATION WITH OR WITHOUT ADVERTISING.**

**WITHOUT  
ADVERTISING**



**WITH  
ADVERTISING**



*Advertising is totally integrated into the user's walls. It doesn't interrupt their navigation.*

*Only 18% verbalise "advertising is intrusive".*



**WE MONITORED DIFFERENT EMOTIONS  
DURING THE ADVERTISING.  
THAT ALSO INCLUDED POSITIVE EMOTIONS SUCH AS  
SURPRISE, HAPPINESS AND EVEN SATISFACTION.**



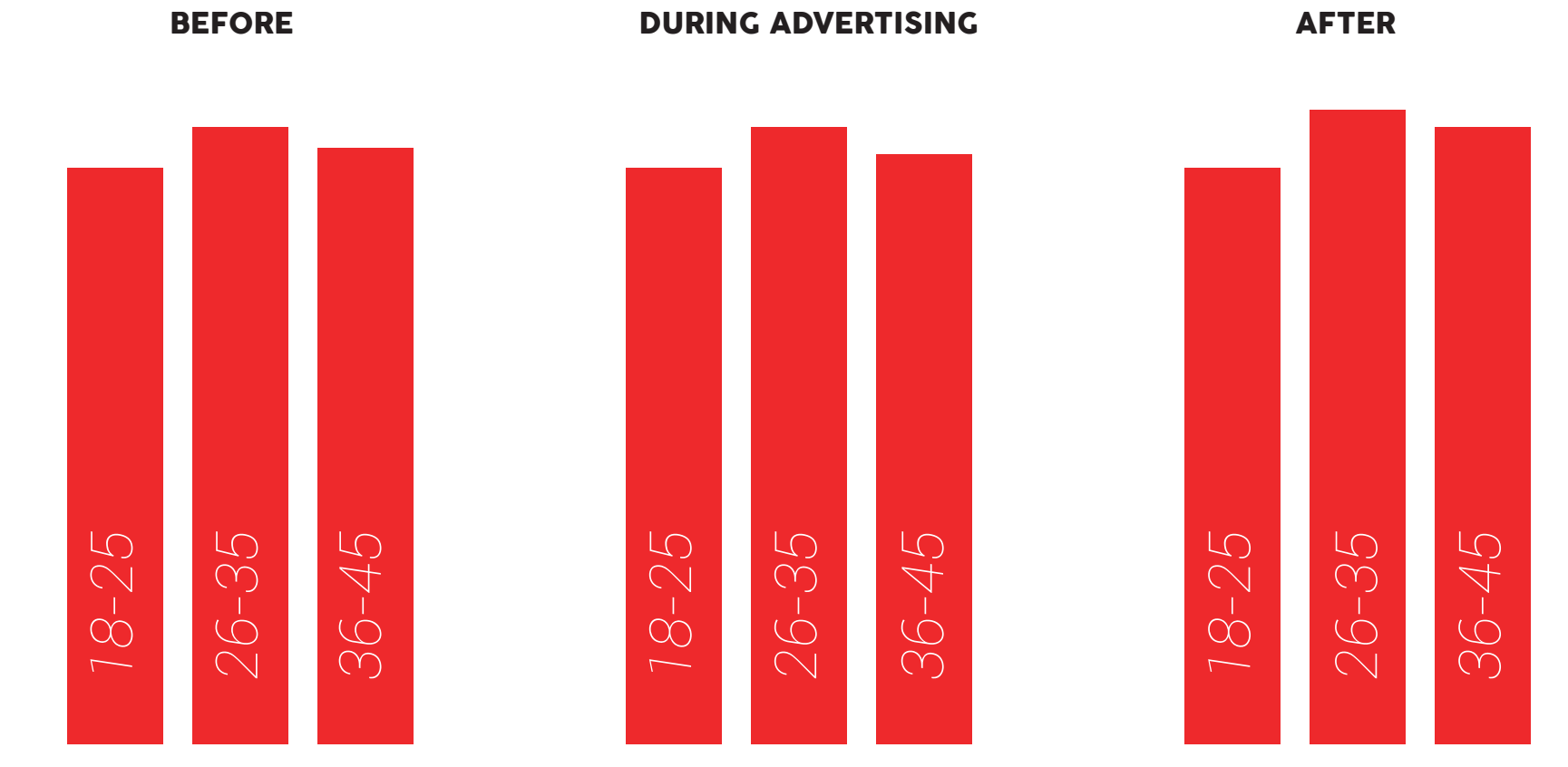
**ALTHOUGH GENDER ISN'T A GREAT DISCRIMINATORY VARIABLE, MEN SHOW A MORE POSITIVE EXPERIENCE DURING THE ADVERTISING THAN WOMEN.**



*Base: 150 people surfing in their Facebook's wall*



**IN TERMS OF AGE WE DETECTED THE BEST EXPERIENCE AMONG PEOPLE OLDER THAN 26 YEARS OLD. THIS HAPPENS SPECIALLY IN THE RANGE FROM 26 TO 35 YRS.**



Base: 150 people surfing in their Facebook's wall  
BEFORE advertising appears / DURING advertising is being played / AFTER advertising finishes



**REGARDING EMOTIONS, **DEVICE VARIABLE** IS THE MOST DISCRIMINATORY FACTOR. MOBILE OFFERS BETTER EMOTIONAL EXPERIENCE THAN DESKTOP.**



**MOBILE**

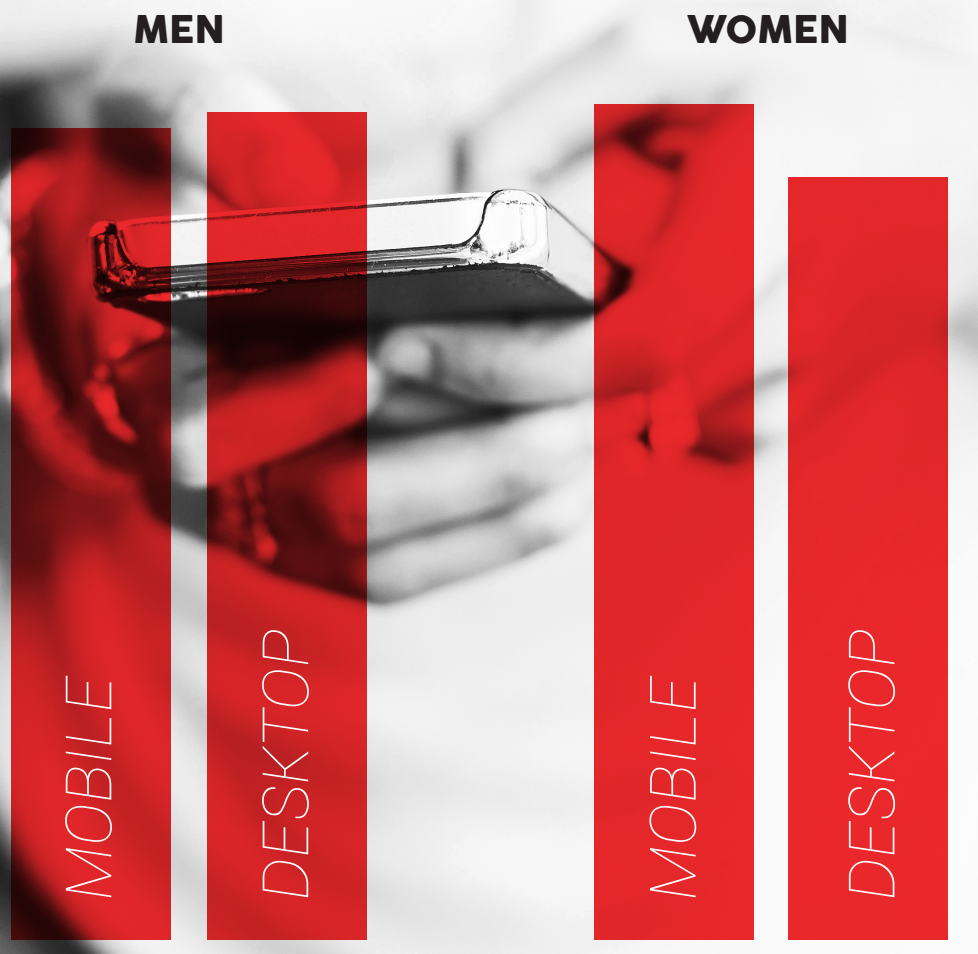


**DESKTOP**

*Base: 150 people surfing in their Facebook's wall BEFORE advertising appears / DURING advertising is being played / AFTER advertising finishes*



# MOBILE EVEN GENERATES BETTER ADVERTISING EXPERIENCE AMONG WOMEN.



## DURING ADVERTISING

*In terms of range age, young men are the group that live the best advertising experience. Besides they use indifferently both devices (mobile and desktop). Among women, the experience goes better the older they are, specially on desktop.*

# MOBILE SHOWS MORE ADS THAN DESKTOP. MOBILE HAS ALSO THE BEST RATES IN TERMS OF ATTENTION AND INTERACTION.



**7.66**

*Ads Showed*

**1.51**

*Paid Attention*

**0.34**

*Interaction  
With*



**4.94**

*Ads Showed*

**1.32**

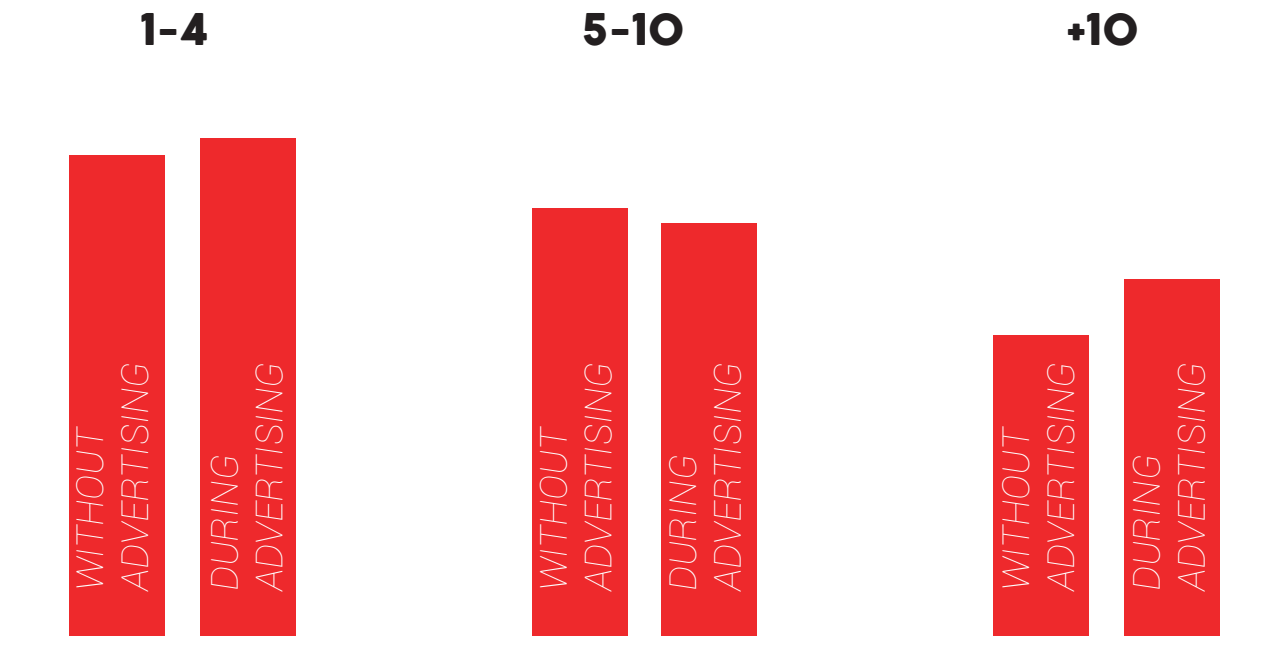
*Paid Attention*

**0.27**

*Interaction  
With*

# THE HIGHER IS THE DAILY FREQUENCY OF FACEBOOK CONNECTION, THE BETTER IS THE EXPERIENCE DURING ADVERTISING.

AVERAGE NUMBER OF FACEBOOK CHECKS PER DAY



# 3 OUT OF 4 PARTICIPANTS RECALLED TO HAVE WATCHED ADVERTISING, BUT MOST OF THEM WON'T BE ABLE TO RECALL CORRECTLY THE SHOWED BRANDS.

**75%**

*Recalled to watch advertising*

**48%**

*Were wrong about the recalled brands and the showed brands*





**SUMMARIZING.**

# WHAT DID WE LEARN?

- *FACEBOOK USERS DON'T DIFFERENTIATE ADVERTISING FROM CONTENT*
- *ADVERTISING ON FACEBOOK IS INTEGRATED AND PARTICIPANTS DON'T FIND IT AS INTRUSIVE, EVEN ON MOBILE*
- *THE EMOTIONAL EXPERIENCE ON MOBILE IS MORE INTENSE THAN ON DESKTOP*
- *WE HAVE DETECTED HIGHER EMOTIONAL ACTIVATION AMONG FACEBOOK ACTIVE USERS*
- *IT IS NECESSARY A CLEAR BRAND PRESENCE IF WE WANT TO CAPITALISE ON THE EMOTIONAL IMPACT*



# CONTACT.

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**OMD**