

Title of project: Viewability & Exposure duration: Which impact on ad effectiveness?

Companies and partners involved: Médiamétrie in partnership with Integral Ad Science (IAS)
Awards

- Brand Advertising Effectiveness - Bronze

Project Summary

Measuring the dimensions of effectiveness in a digital world has become a challenge for marketers. As digital ad spending takes a greater share of total media investment, advertisers expect more transparency but also proof of effectiveness to optimise their media mix. For the TV industry, several pieces of research have demonstrated the role of duration on branding effects. The correlation between exposure duration and effectiveness (image / sales) has often been demonstrated. For digital campaigns, for a long time, the Click through rate appeared as a grail to evaluate the success of a campaign. When measuring the branding impact, solutions such as Digital Ad Ratings appeared as a game changer to measure the reach and frequency, and the ability to target the desired audience; Brand lift surveys (including Médiamétrie's) managed to prove the effect of digital advertising. However, duration of exposure has rarely been treated in the right way for Digital. Médiamétrie//NetRatings in partnership with Integral Ad Science set up an innovative research approach to assess the relationship between duration of exposure and advertising effectiveness for digital campaigns for the first time.

Objectives

The aim of this research is to demonstrate the impact of viewability and exposure duration on the effectiveness of digital campaigns. The research was conducted to highlight the real contribution of viewability, as well as the contribution of long exposure, in terms of ad effectiveness on branding KPIs (awareness, image, purchase intent). By proving the positive impact of a longer view time on the effectiveness of digital advertising campaigns, this research could provide a new direction to optimise digital strategies, and for publishers to valorise premium quality and engaged content.

Methodology

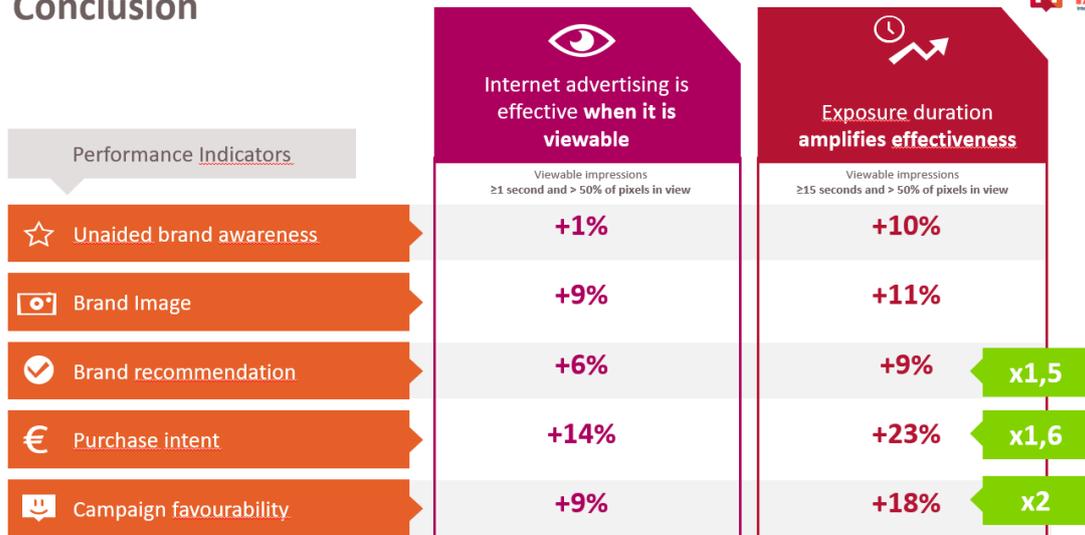
The methodology combined Médiamétrie's Online Brand Effect solution with IAS' viewability duration technology. Historically, post-test methodologies compare results between an exposed to a campaign and a control population (not exposed but with similar patterns in terms of socio demo, usage, equipment...). By developing a custom tag developed by IAS, Médiamétrie managed to sample and interview populations based on exposure duration. 2,300 respondents' answers were collected and qualified by viewability duration thresholds of 0, 1, 5 and 15 seconds. The project was conducted in France in 2019 on 3 large campaigns (120 million impressions) for 3 main advertisers : Citroën, Conforama and Mercure Hotels. To limit bias, it was conducted during a period of 6 months on a common target group.

Key Results

- Viewability has a positive impact on ad effectiveness and its effect increases with exposure time.
- Internet advertising is effective when it is viewable.
- Positive effects appear in the first second of viewability of an ad (according to MRC standard). For example, a person exposed to a viewable campaign will have a better perception of the brand (+9%).
- The longer a person is exposed, the more ad effectiveness increases.
- The positive effects are amplified as time in view increases.
- When an Internet user is exposed to a campaign for more than 15 seconds, all the KPIs* increase, up to +23% for purchase intent.

* (Brand Image, Unaided brand awareness, Brand recommendation, Purchase intent, campaign favourability)

Conclusion



IAS x Mediаметrie post-test study, carried out between December 2018 and June 2019, with 2,300 online panelists

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Impact and Application

This study reveals beyond viewability that duration is an essential KPI for digital advertising effectiveness. All impressions cannot be valued the same way as duration is a key effectiveness factor. The MRC standard is a minimum, and our research proved that it is crucial to bring in additional KPIs to qualify an impression. Duration is an indicator which impacts the effectiveness of advertising and provides a new direction to optimise digital strategies. This research won the Gold Award in the category of Communication Effectiveness, Advertising Effectiveness during the "Trophée des Etudes et Innovations 2019" awards organised by French newspaper Offremedia. The research was well received in the market, and pushed sales houses to launch ad offers.