

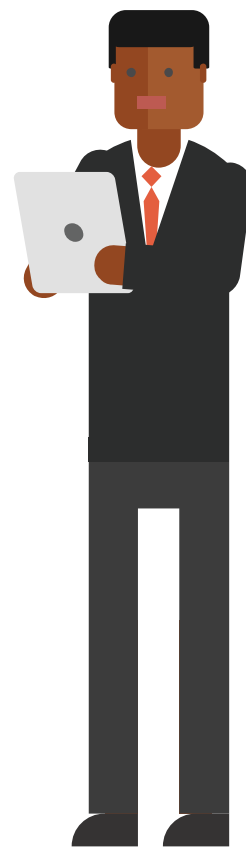
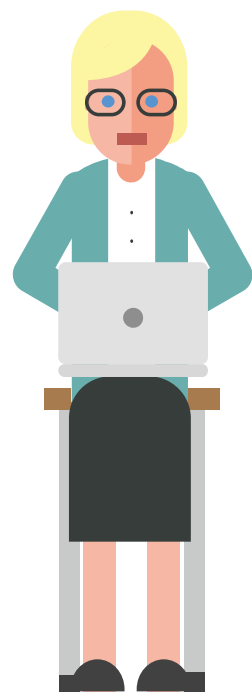
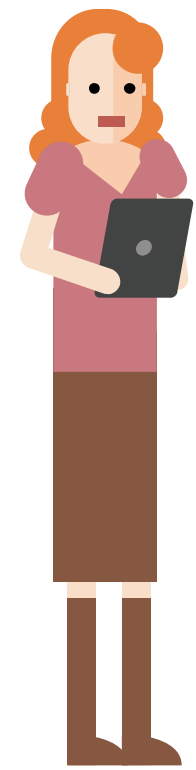
ZEFR

+

IPG
MEDIA
LAB

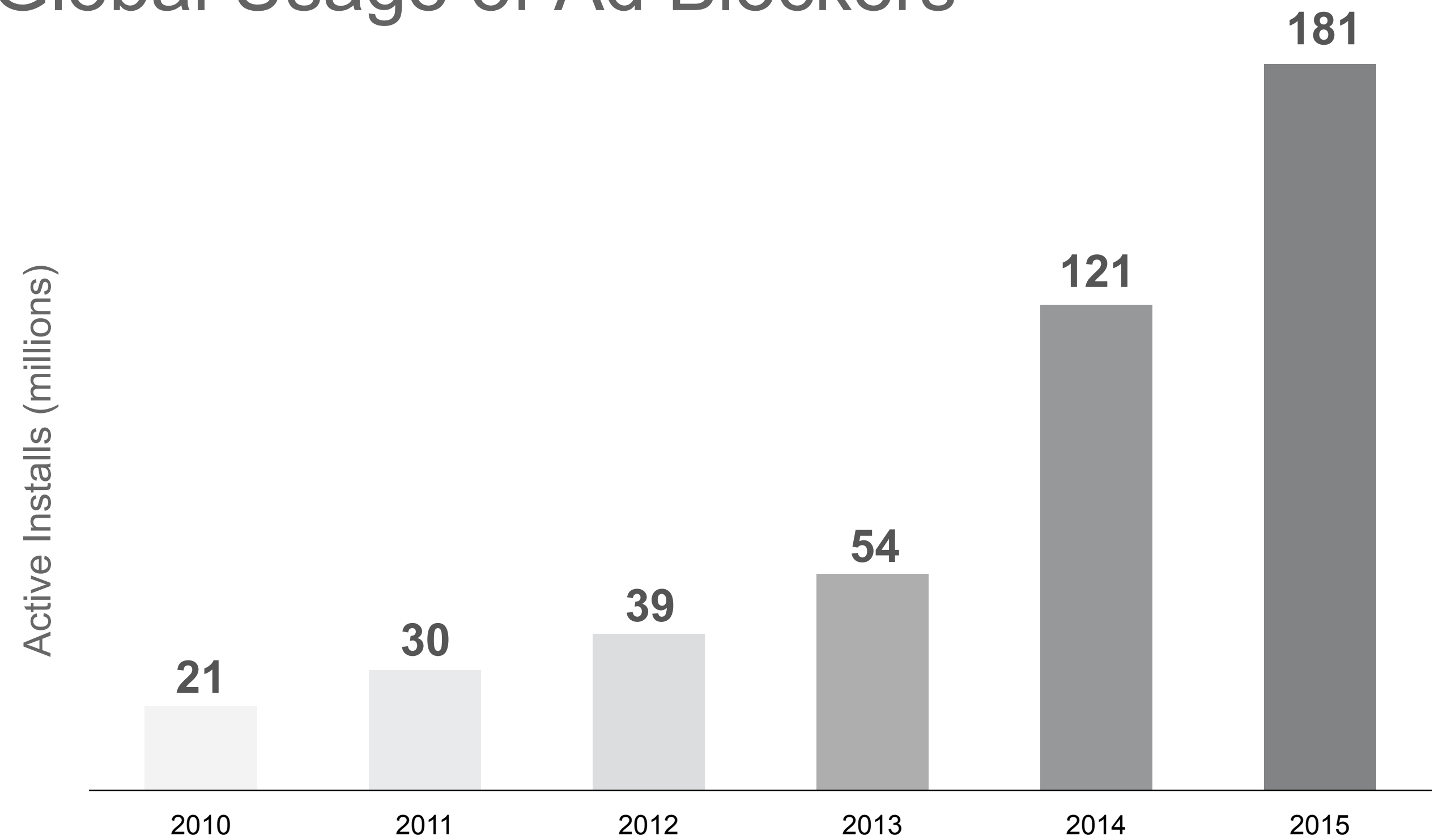
The Power of Relevance:

Content, Context and Emotions



CONSUMERS
ARE
FED UP.

Global Usage of Ad Blockers



**Source: Page Fair, Adobe Systems*

CONTEXTUALLY
RELEVANT
ADVERTISING MAKES
INTUITIVE SENSE...

BUT,
DOES IT
WORK



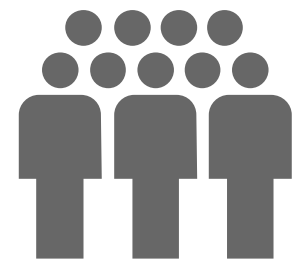
Right Ad, Right Time

Our Research Questions

- Does contextual targeting improve the consumer experience?
- Does placement alongside contextually relevant content make ads work harder against brand KPIs?
- What are the most effective forms of contextual targeting, if any?



Research Process



Participants recruited from nationally representative online panel
n=8,680



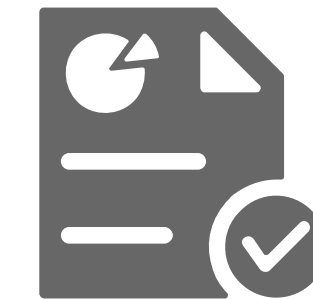
Initial survey with demographic and video consumption questions



Webcam turned on for attention and emotion measurement
n=1,718



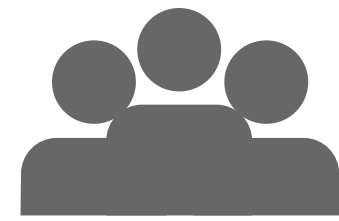
Participants select video content for viewing and are randomized into test cells



Post-exposure survey to measure traditional brand metrics (ad recall, perceptions, intent, etc.) and qualitative feedback

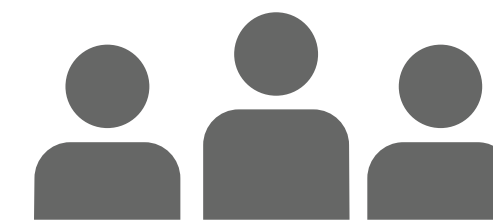
Research Design

Isolating Targeting Effects



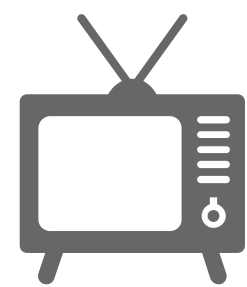
Control

Baseline for comparison; Not served ad
Who: Brand's demographic
What: Popular YouTube content



Audience

Reflects typical demo buy on YouTube
Who: Brand's demographic
What: Brand's ad + Popular YouTube content



Channel

Reflects typical channel buy on YouTube
Who: Brand's demographic
What: Brand's ad + YouTube content from channels the brand typically targets



Contextual

Reflects typical contextual buy on YouTube
Who: Brand's demographic
What: Brand's ad + contextually relevant YouTube content

Different Types of Contextual Targeting



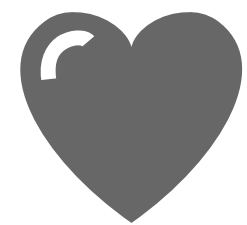
■ **Vertical:** Ad and video are about similar product or service categories



■ **Message:** Ad and video are about similar themes or messages

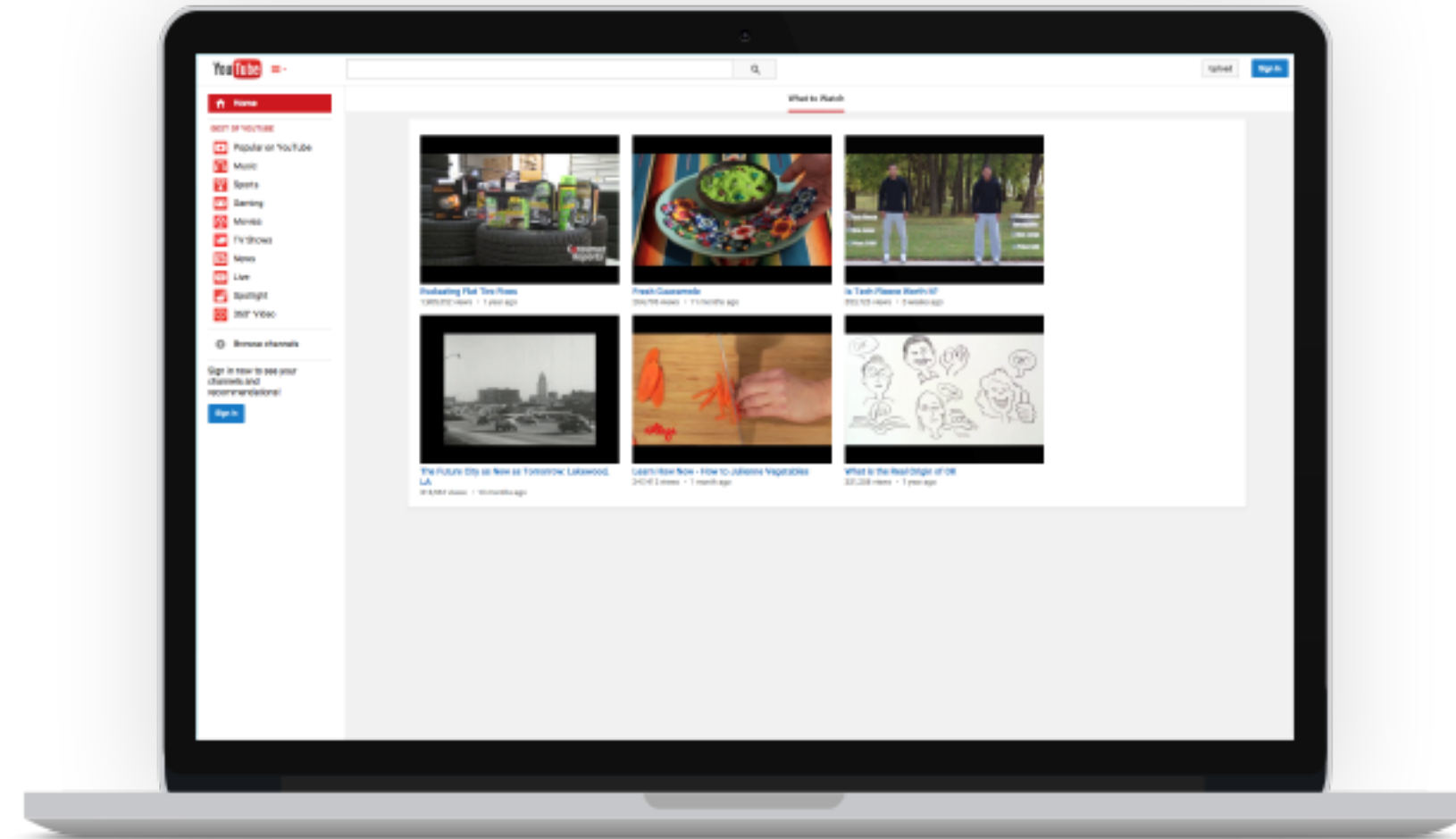


■ **Conquering:** Ad placed before a video that mentions a competitor



■ **Emotional:** Ad and video convey same emotion

Research Tools



YouTube Environment

- Mimics native consumption environment
- Allows interactive user choice
- Includes multiple real-world ad formats

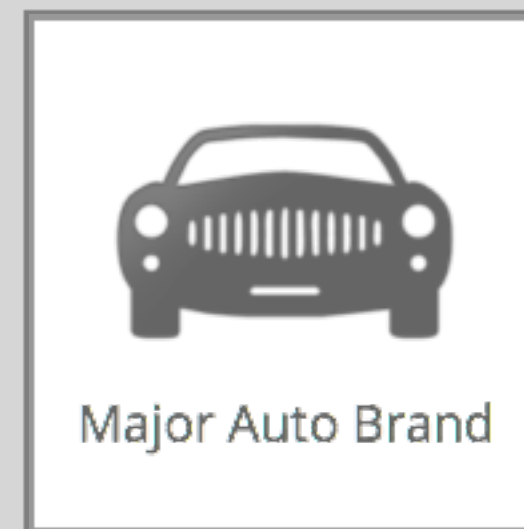
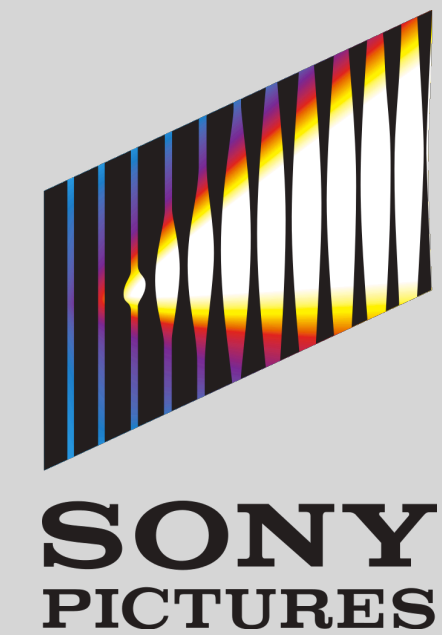


IPG Media Lab In-house Tool to Track Attention & Emotion

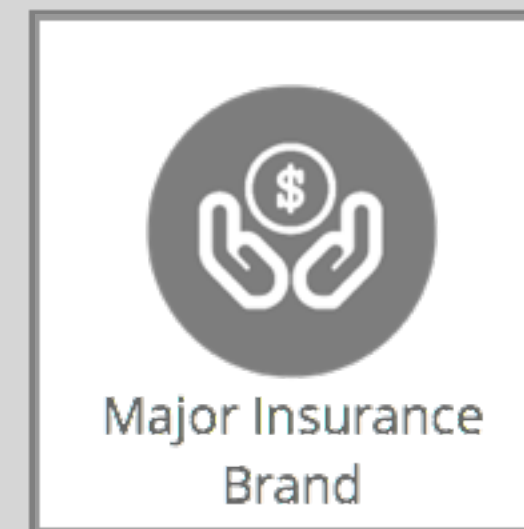
- Passively records how people respond in real time to video
- Analyzes participant gaze to track attention
- Measures facial reactions to gauge emotional responses

Brand Participants

Multiple Brand Verticals Were Tested to Ensure Broad Applicability



Major Auto Brand



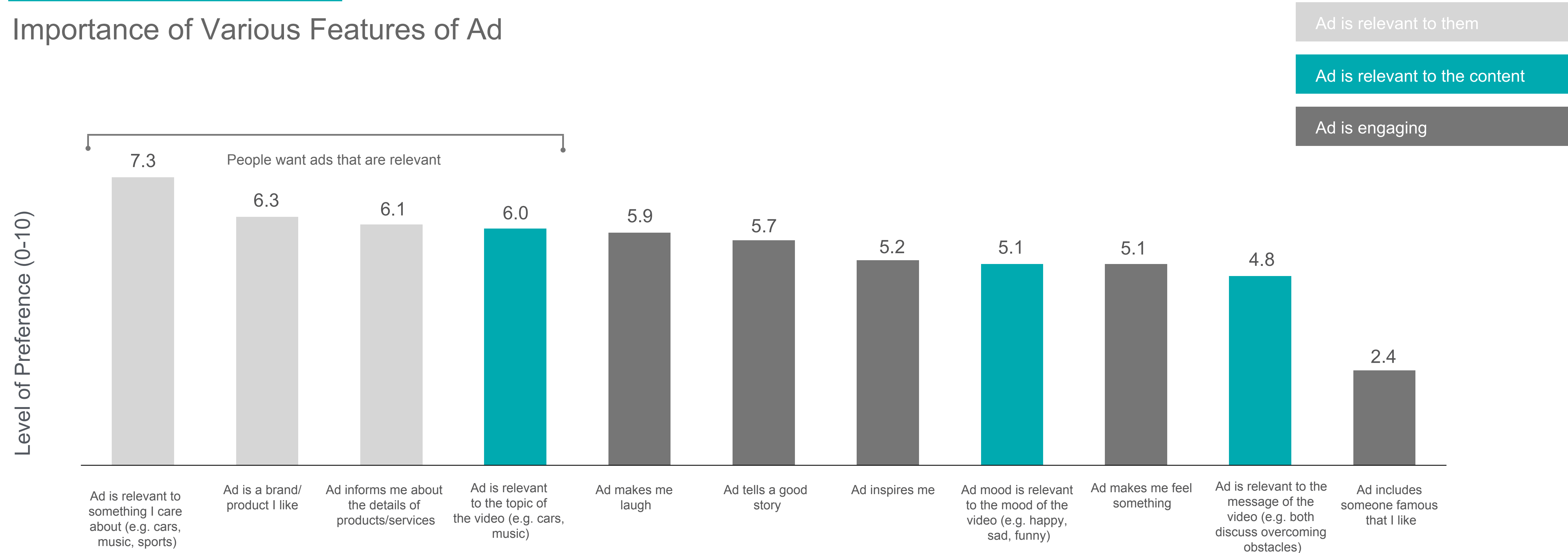
Major Insurance Brand



Does context really matter?

Consumers Crave More Personally Relevant Ad Experiences

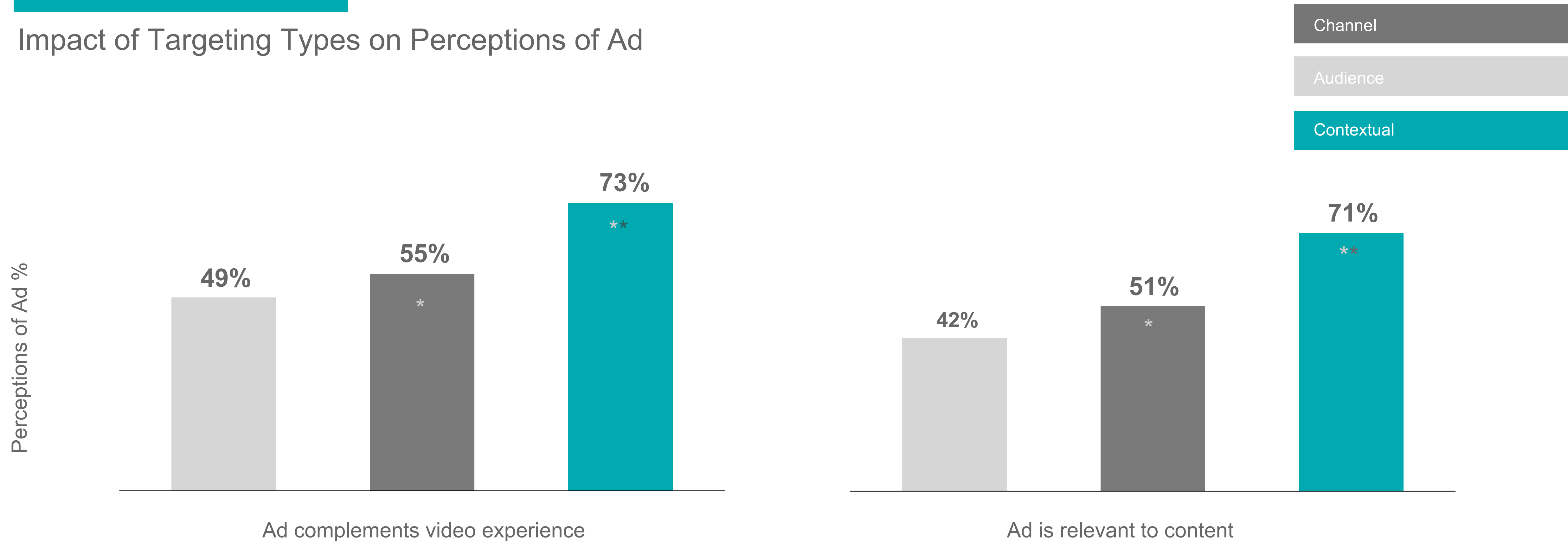
Importance of Various Features of Ad



n=8,680

Contextual Relevance Enhances Video Experiences

Impact of Targeting Types on Perceptions of Ad



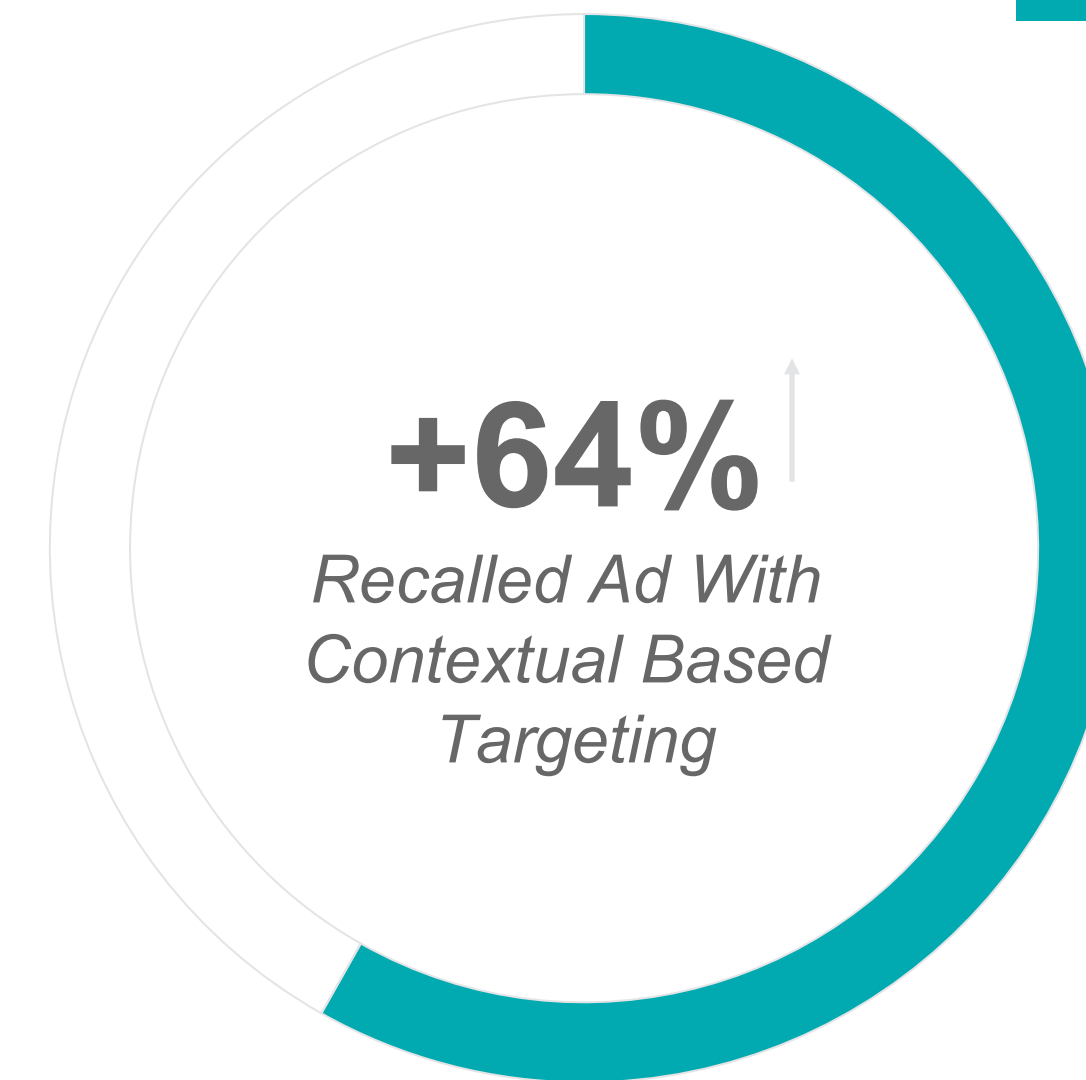
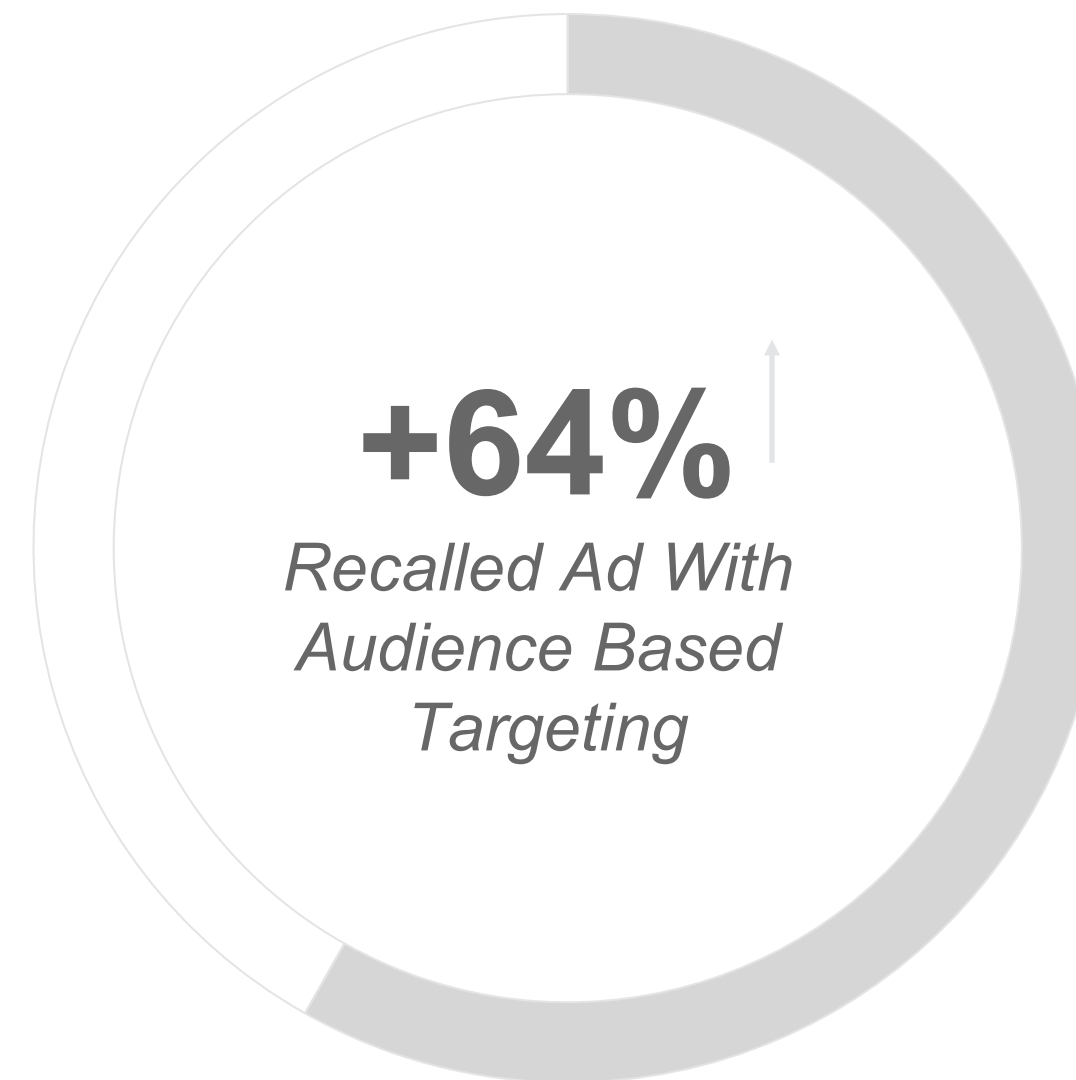
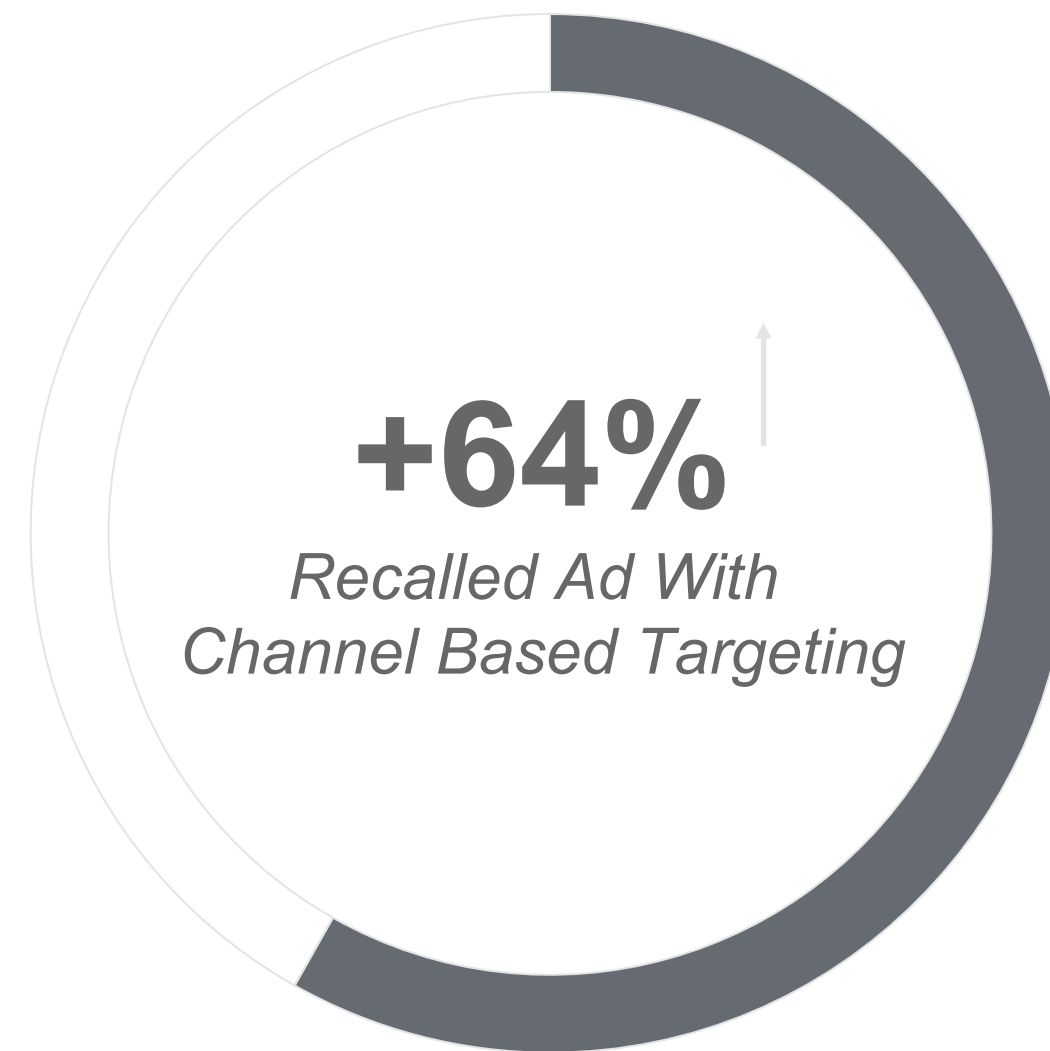
* Signifies value is significantly higher than cell of that color at >=90% confidence

Channel n=1,035; Audience n=1,039; Contextual n=2,076

Brand Name “Sticks” Regardless of Targeting

Impact of Targeting Types on Ad Recall

Aided Ad Recall (Test-Control)



Channel

Audience

Contextual

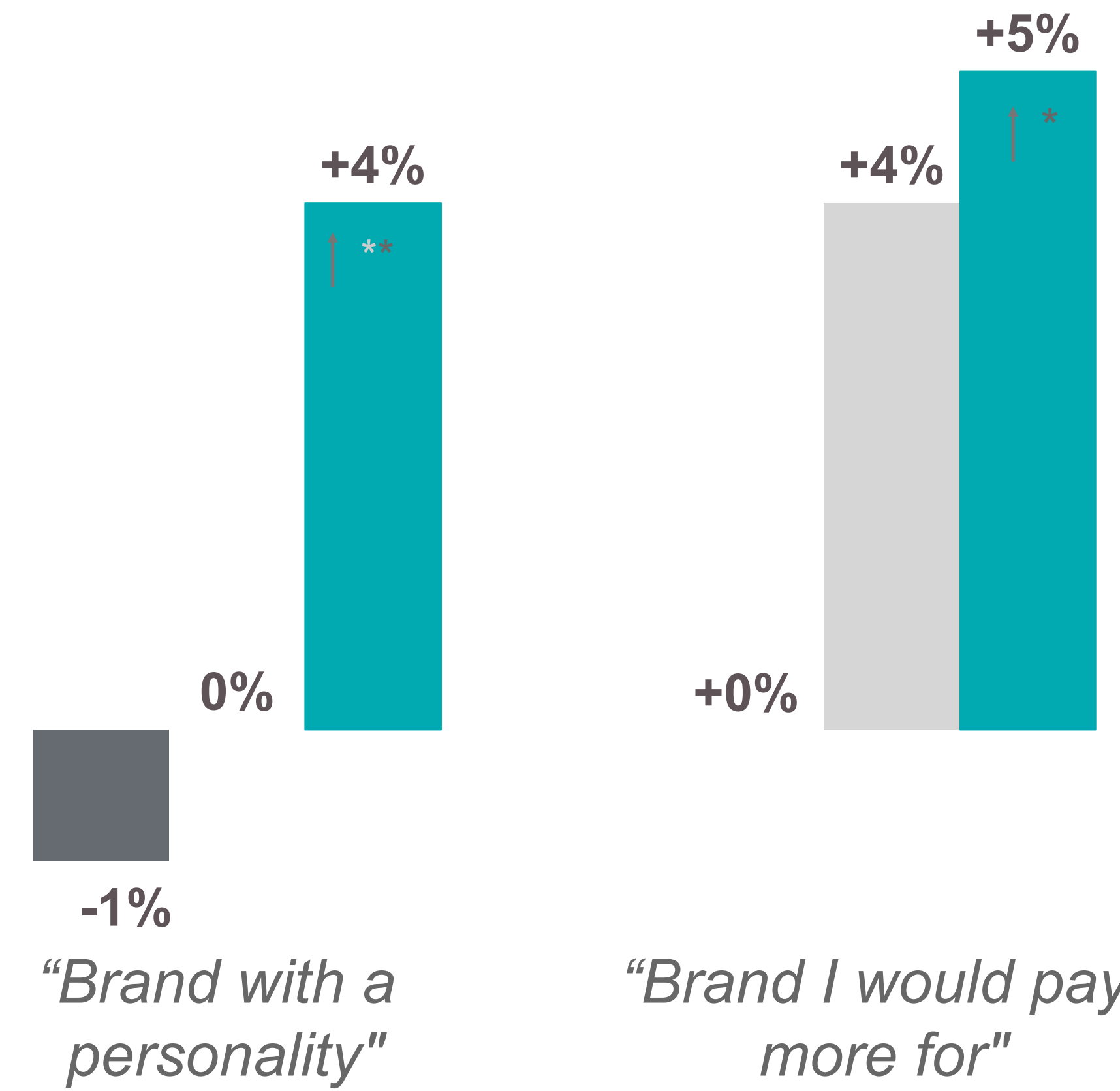
↑ Indicates statistically significant difference between control + test at >=90% confidence
* Signifies value is significantly higher than cell of that color at >=90% confidence

Control n=1,048; Channel n=1,035; Audience n=1,039; Contextual n=2,076

RIGHT MINDSET = MORE BRAND PERSONALITY & VALUE

Channel
Audience
Contextual

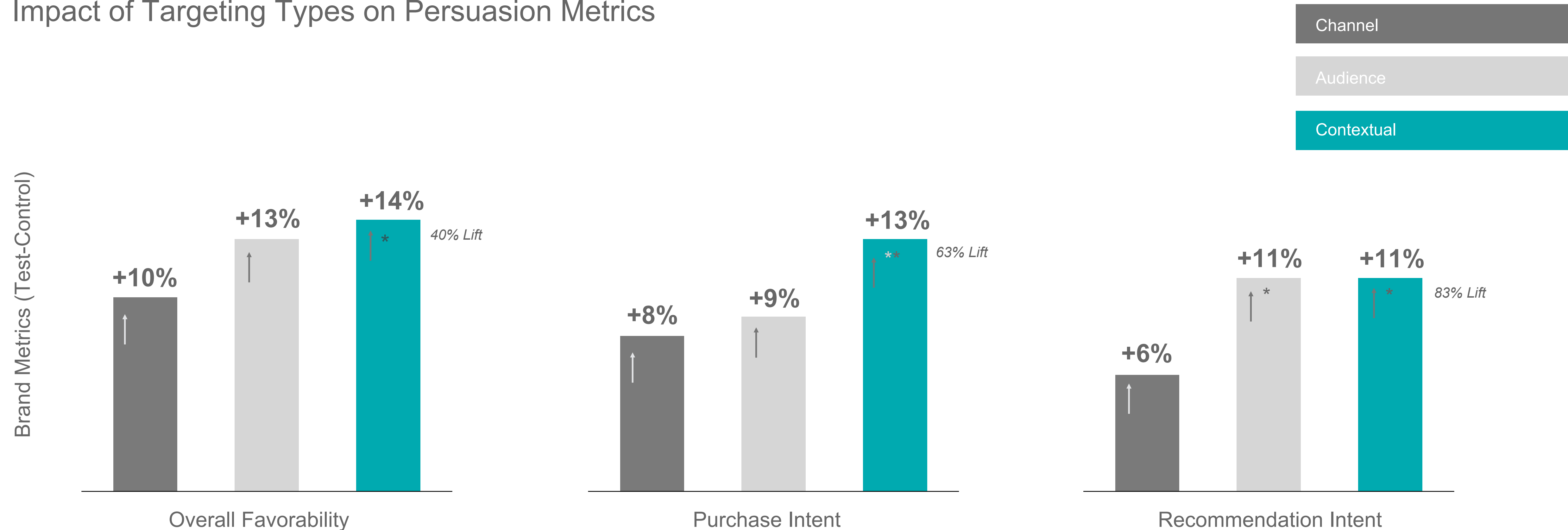
Brand Perceptions (Test-Control)



[↑] Indicates statistically significant difference between control + test at >=90% confidence
^{*} Signifies value is significantly higher than cell of that color at >=90% confidence

Same Ad, 63% Higher Purchase Intent

Impact of Targeting Types on Persuasion Metrics



↑ Indicates statistically significant difference between control + test at >=90% confidence
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Control n=1,048; Channel n=1,035;
 Audience n=1,039; Contextual n=2,076



Are all types of contextual targeting created equally?

Differences in Types of Contextual Targeting



Vertical

Vertical-based targeting: ad and video are about similar product or service categories

Example: An ad about the design quality of a ***new fashion line*** in front of a video about ***new fashion trends***



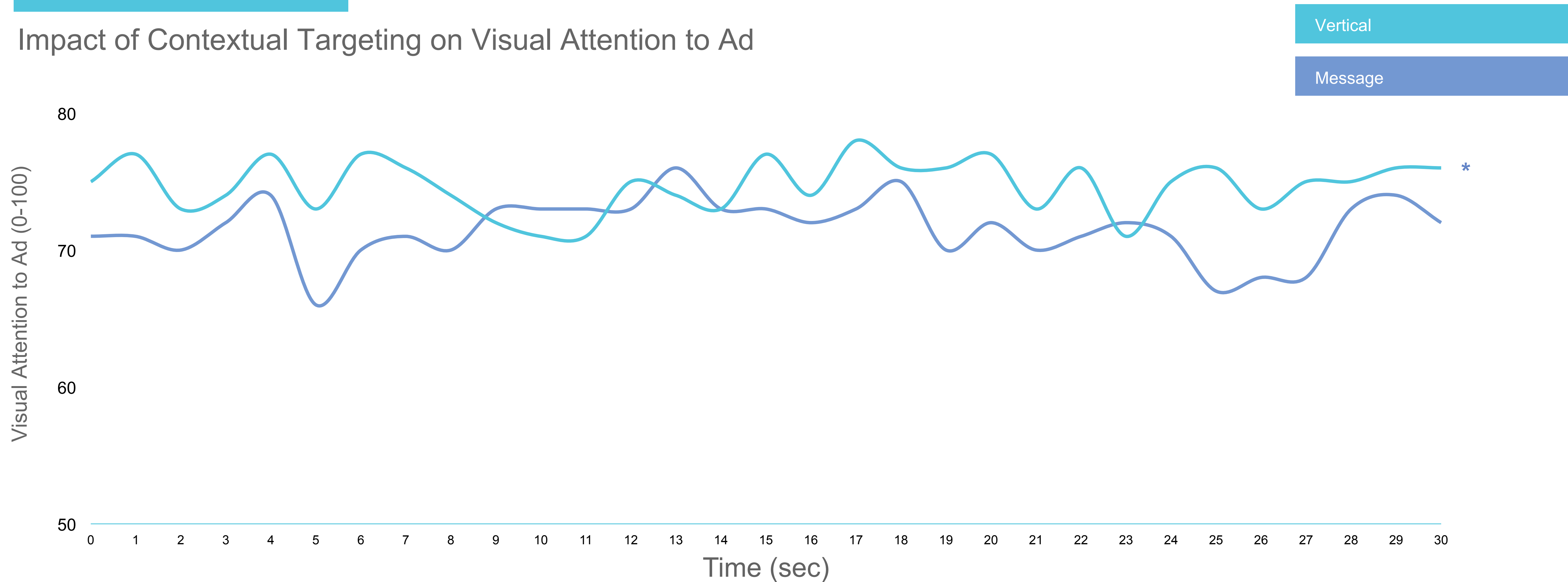
Message

Message-based targeting: ad and video are about similar themes or messaging

Example: An ad about the ***design quality*** of a new fashion line in front of a video about how to create ***aesthetically pleasing products***

Vertical Targeting Boosts Consumer Attention

Impact of Contextual Targeting on Visual Attention to Ad



* Signifies variance of line is significantly different than line of that color at >=90% confidence

Vertical n=115; Message n=112

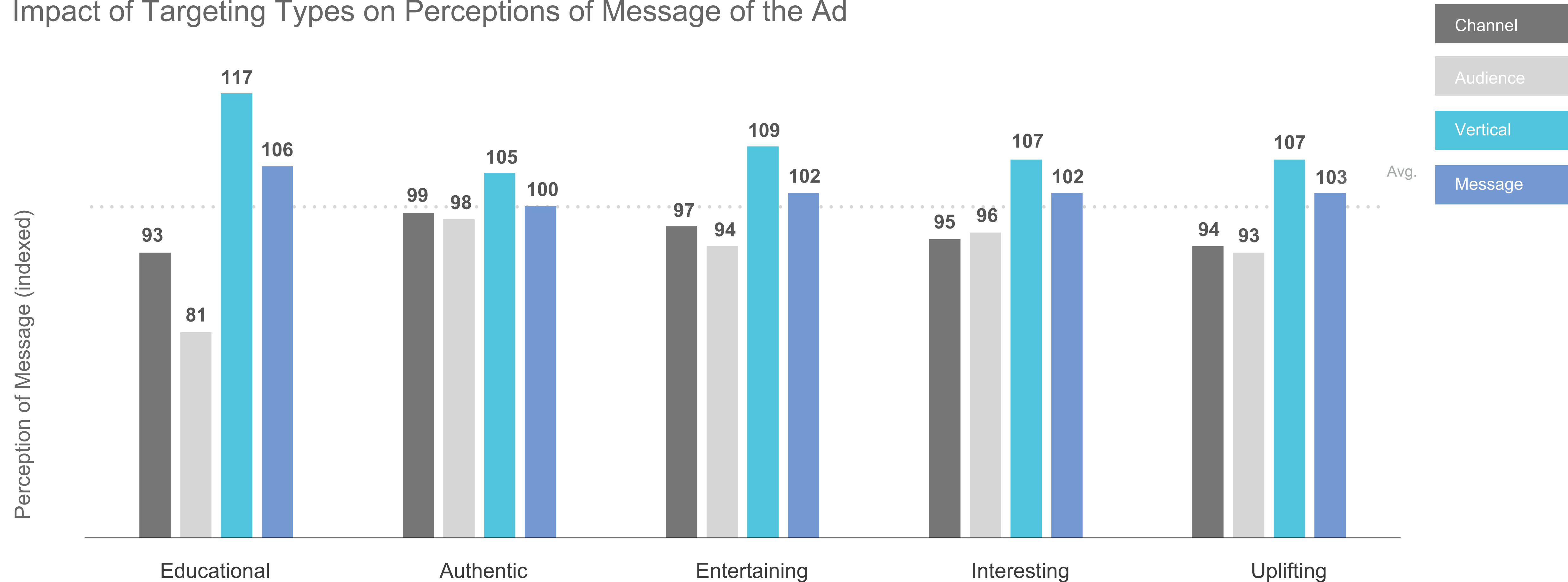
WHEN
RELEVANCY
IS EASY TO
GRASP
VIDEO EXPERIENCES ARE
EVEN MORE POSITIVE

+30% with Vertical
*“ad compliments the video
experience”*

+40% with Vertical
“ad is relevant to the content”

Right Mindset = Ad Perceived More Positively

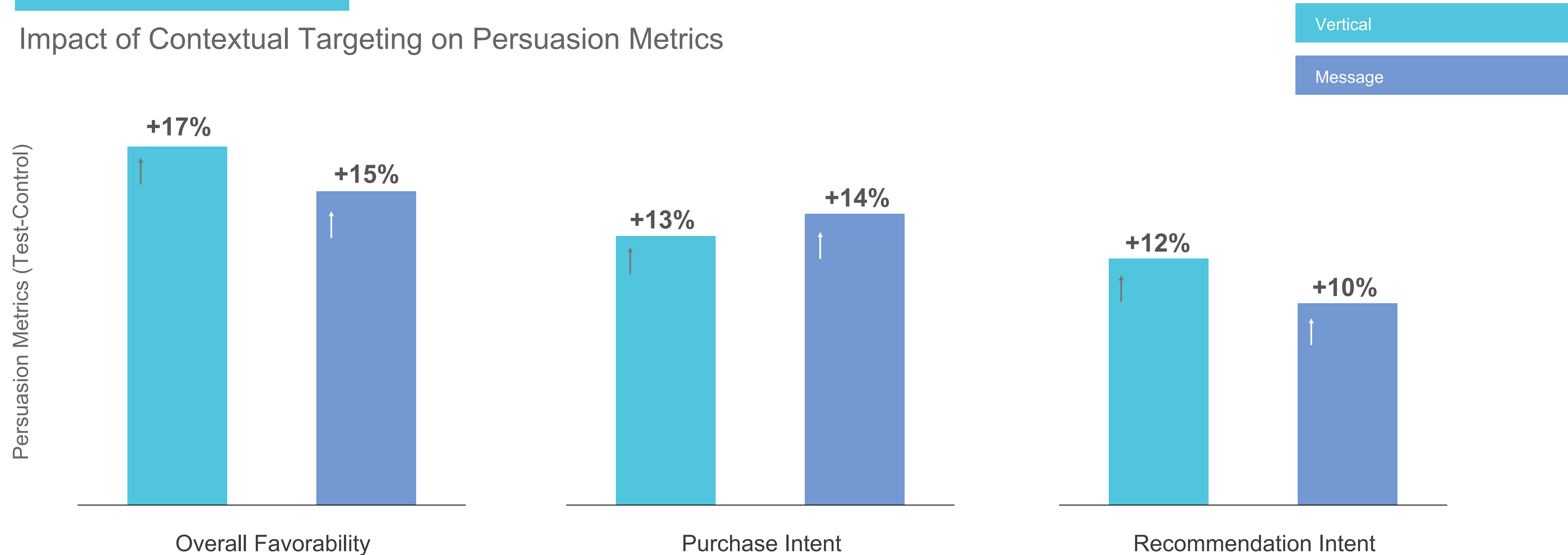
Impact of Targeting Types on Perceptions of Message of the Ad



Channel n=945; Audience n=935;
Vertical n=665; Message n=696

However, Both Vertical and Message Are Valid Techniques

Impact of Contextual Targeting on Persuasion Metrics



↑ Indicates statistically significant difference between control + test at >=90% confidence
 * Signifies value is significantly higher than cell of that color at >=90% confidence

Vertical: Control n=747, Test n=741;
 Message: Control n=808, Test n=791

Conquesting = Big Opportunity or Misunderstood Technique?



Vertical

Vertical based targeting: ad and video are about similar product or service categories

Example: An ad about the design quality of a **new fashion line** in front of a video about **new fashion trends**



Message

Message based targeting: ad and video are about similar themes or messaging

Example: An ad about the **design quality** of a new fashion line in front of a video about how to create **aesthetically pleasing products**



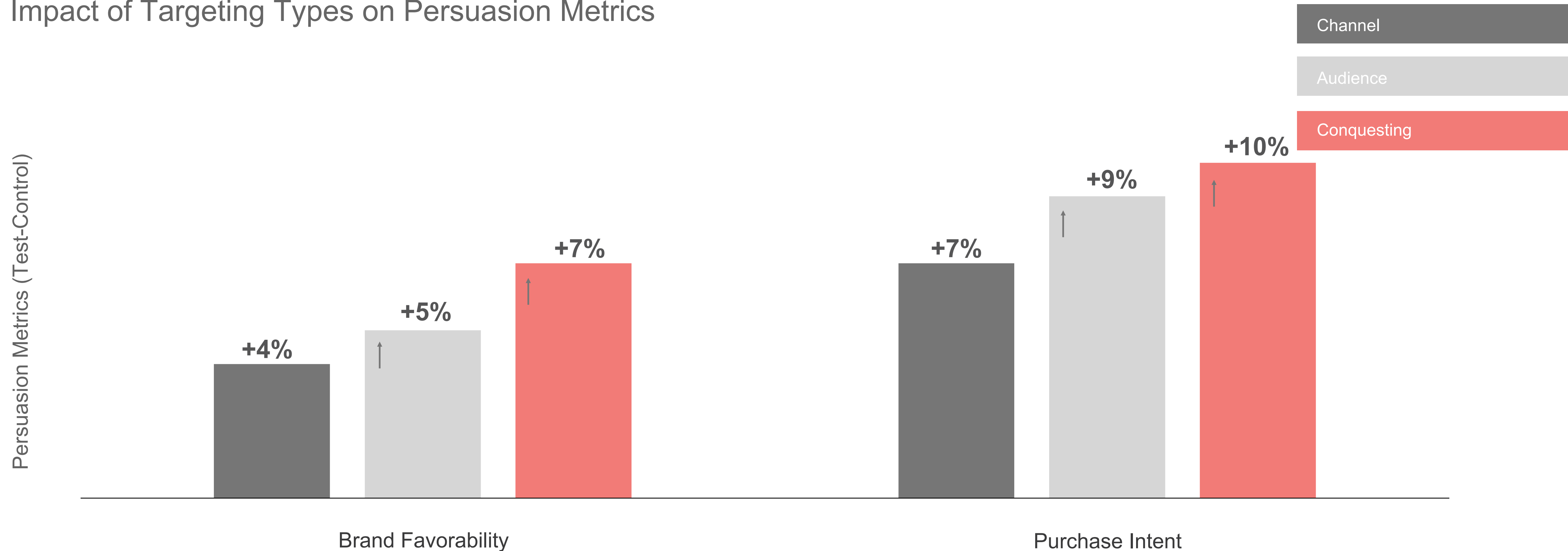
Conquesting

Conquesting: ad placed before a video that mentions a competitor

Example: An ad about the design quality of a **new fashion line** in front of a video about a **competitor's fashion line**

Conquesting Works, But No Better Than Others

Impact of Targeting Types on Persuasion Metrics

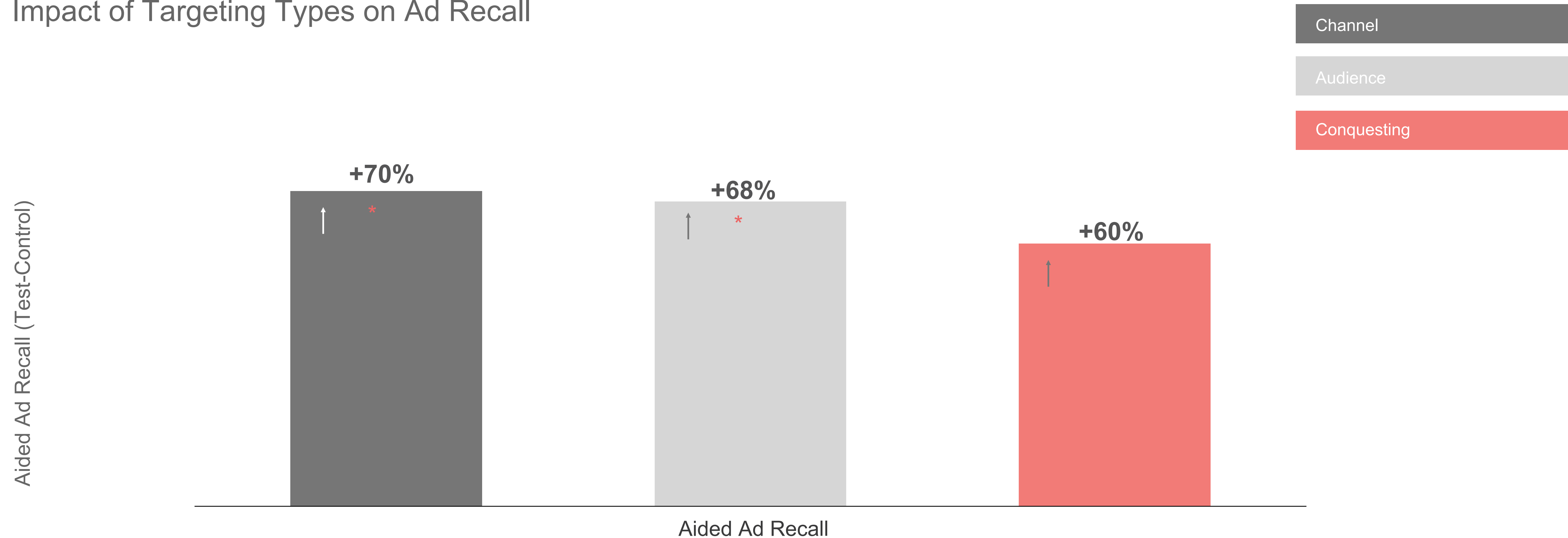


↑ Indicates statistically significant difference between control + test at >=90% confidence
 * Signifies value is significantly higher than cell of that color at >=90% confidence

Control n=541; Channel n=542;
 Audience n=532; Conquesting n=544

Conquesting Is No Boon for Ad Recall

Impact of Targeting Types on Ad Recall



↑ Indicates statistically significant difference between control + test at $\geq 90\%$ confidence
 * Signifies value is significantly higher than cell of that color at $\geq 90\%$ confidence

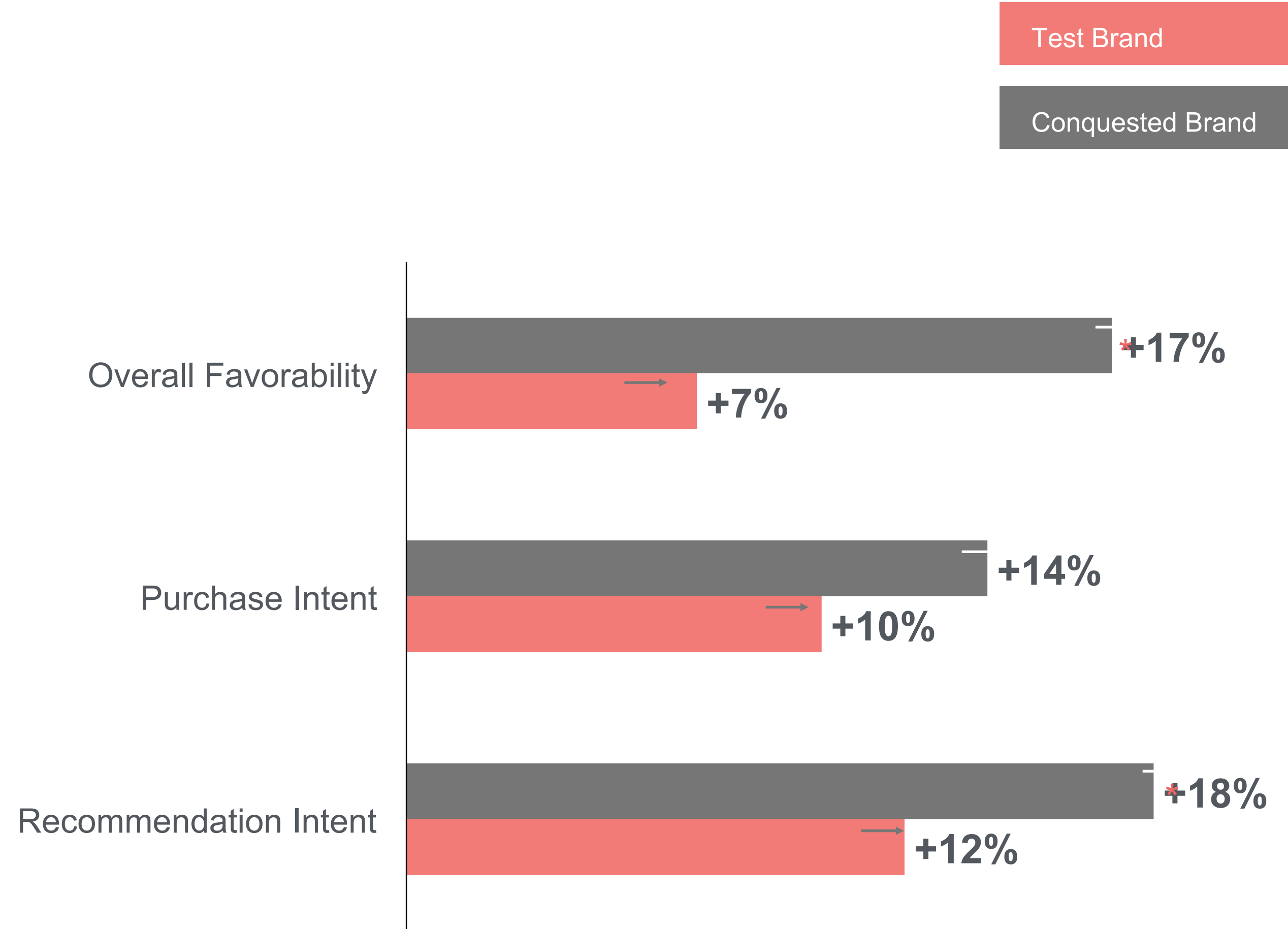
Control n=541; Channel n=542;
 Audience n=532; Conquesting n=544

IN THE END...

CONQUESTED
BRAND

TRUMPS

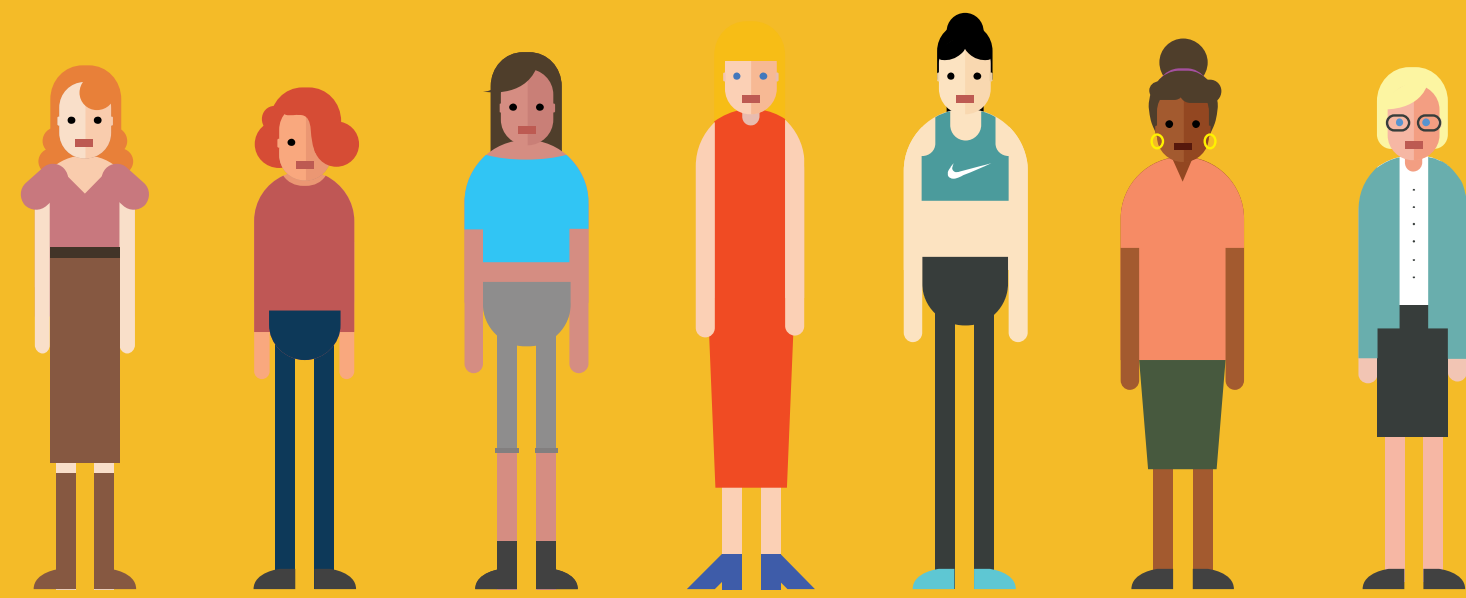
ADVERTISED BRAND



↑ Indicates statistically significant difference between control + test at >=90% confidence

* Signifies value is significantly higher than cell of that color at >=90% confidence








Control n=541; Test/Conqusted Brand n=544



Does aligning with emotional content work?

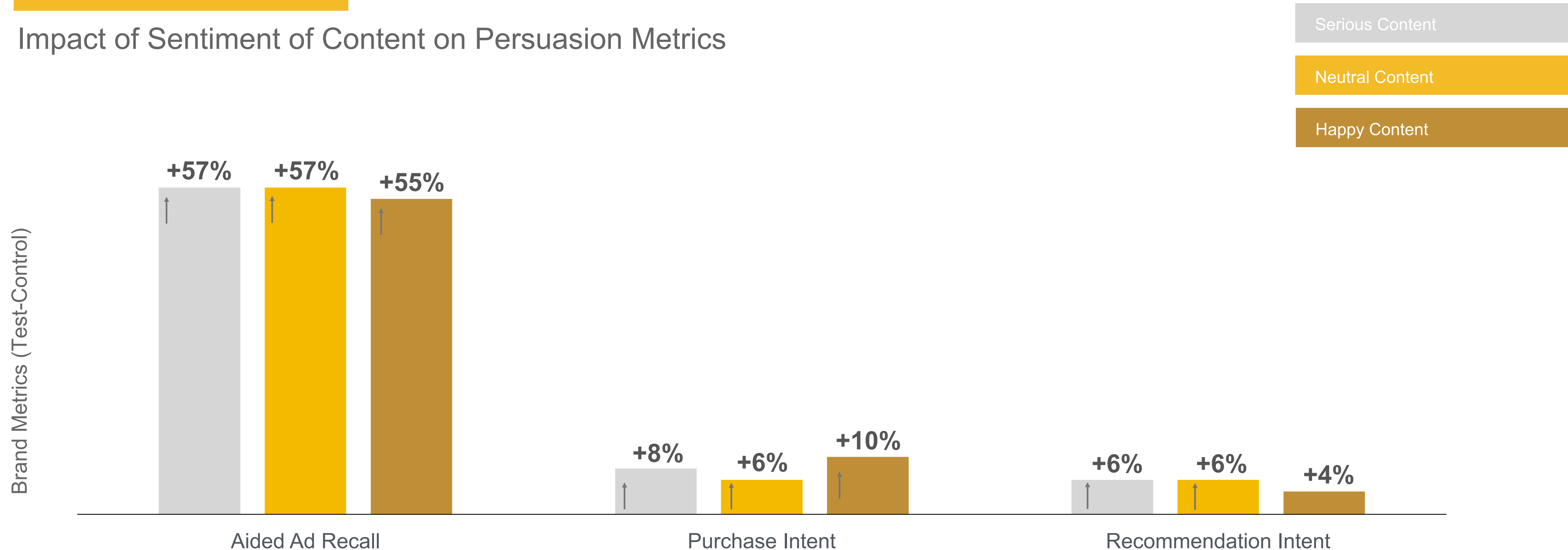
Myriad of Emotional Targeting Options

Testing Sentiment Congruency

				
	No Ad Neutral Content	Neutral Ad Neutral Content	Happy/Funny Ad Neutral Content	Sad/Serious Ad Neutral Content
	No Ad Happy/Funny Content	Neutral Ad Happy/Funny Content	Happy/Funny Ad Happy/Funny Content	Sad/Serious Ad Happy/Funny Content
	No Ad Sad/Serious Content	Neutral Ad Sad/Serious Content	Happy/Funny Ad Sad/Serious Content	Sad/Serious Ad Sad/Serious Content

Simply Aligning with Emotional Content Doesn't Provide Advantage

Impact of Sentiment of Content on Persuasion Metrics



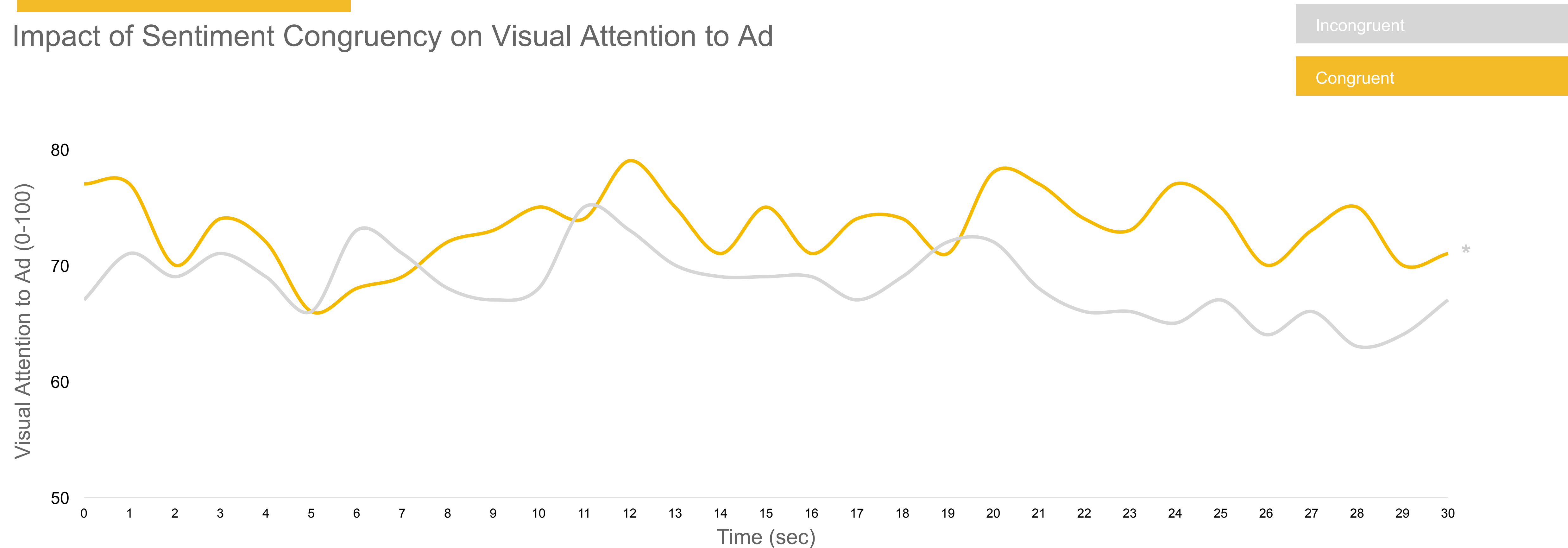
↑ Indicates statistically significant difference between control + test at $\geq 90\%$ confidence

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Serious: Control n=293, Test n=873; Neutral: Control n=285, Test n=870; Happy: Control n=290, Test n=871

Emotional Congruency Sustains Consumer Attention

Impact of Sentiment Congruency on Visual Attention to Ad

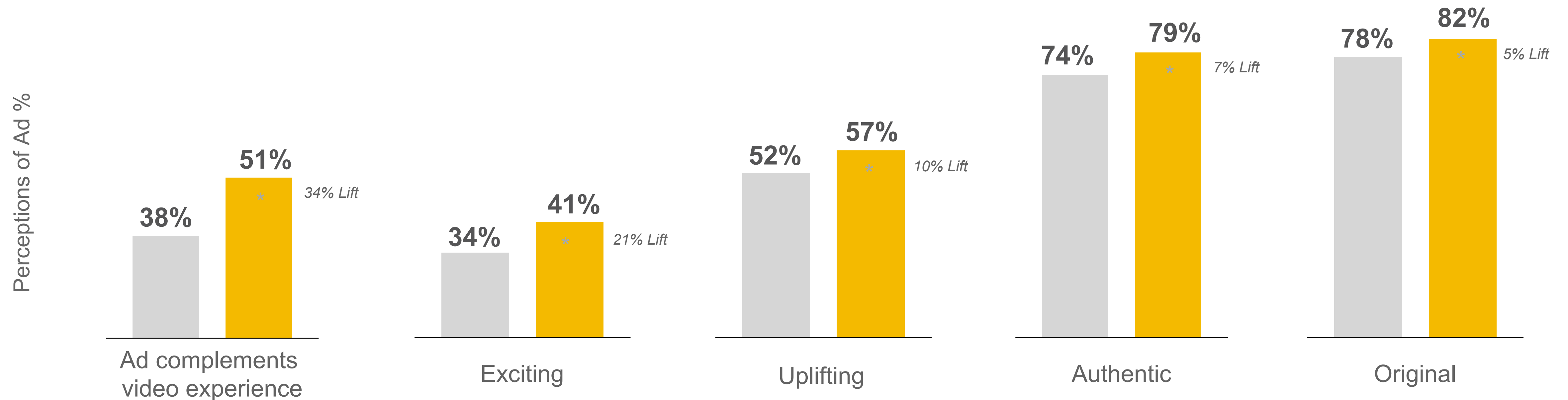


* Signifies variance of line is significantly different than line of that color at $\geq 90\%$ confidence

Incongruent n=75; Congruent n=80
 Incongruent: Ad and content expressed opposite sentiments;
 Congruent: Ad and content expressed the same sentiments

Emotional Congruency Changes the Way the Brain Interprets the Ad

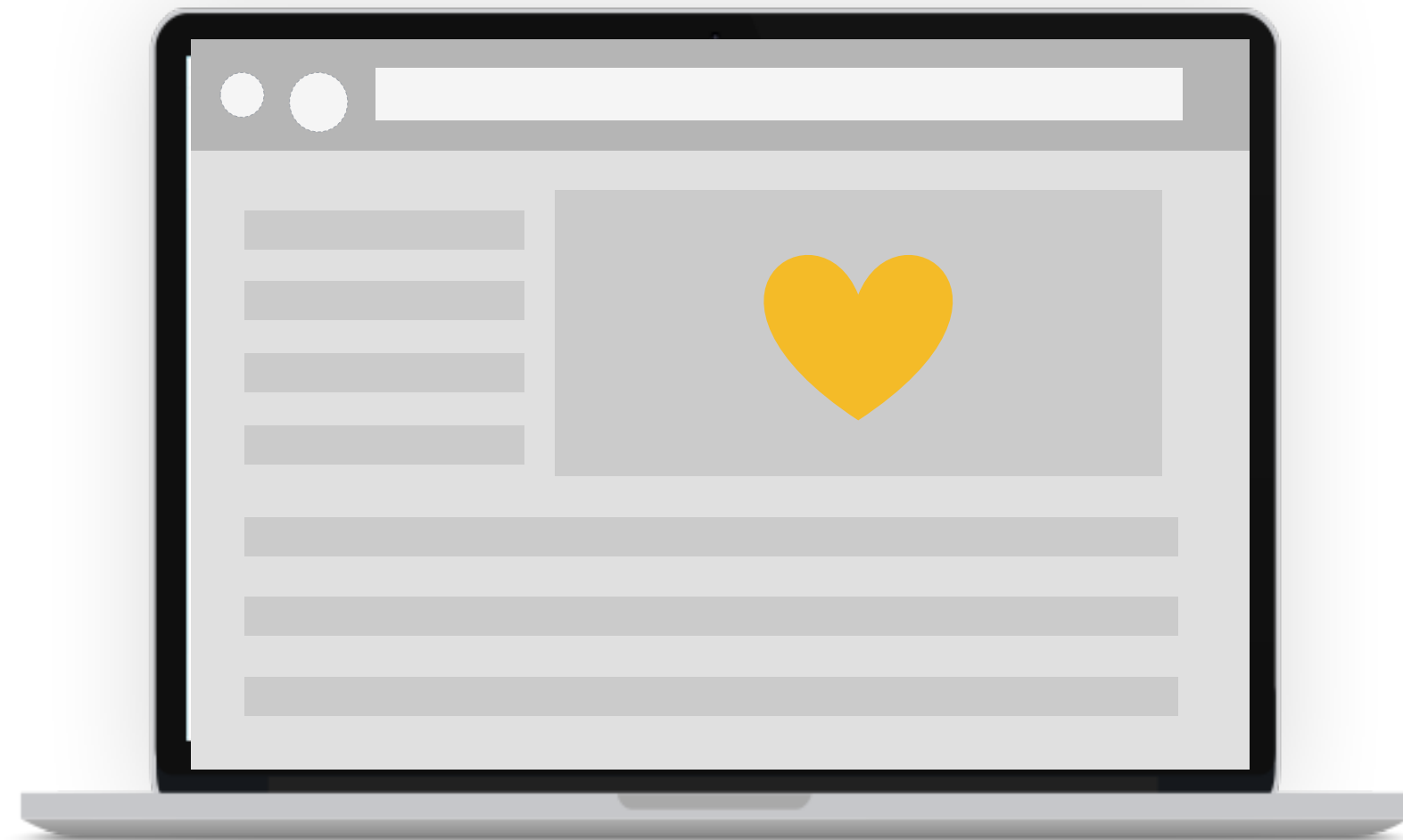
Impact of Sentiment Congruency on Perceptions of Message of the Ad



* Signifies value is significantly higher than cell of that color at $\geq 90\%$ confidence

Incongruent n=571; Congruent n=593
 Incongruent: Ad and content expressed opposite sentiments;
 Congruent: Ad and content expressed the same sentiments

Emotional Congruency More Persuasive



+83% More Likely to
Purchase

+300% More Likely to
Recommend
to a Friend or Family Member

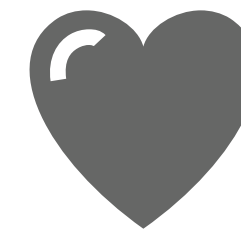
Implications



Consumers crave more relevant ad experiences. By targeting contextually, brands can improve the user experience.



Targeting ads when consumers are in the right mindset is a win for brands!
The *same* ad in front of relevant content is more successful at persuading consumers.



Contextually relevant content provides a broader context for consumers, so messaging comes across more positively and with more personality.



Pick a type of contextual targeting that works with your campaign goals!

In Summary



Vertical based targeting creates a strong and obvious connection between ad and content. It improves the video experience, people pay more attention to the ads, and in turn, it drives purchase intent.



Message based targeting is more subtle, but can also be highly persuasive. While it doesn't create as relevant of an ad experience, we think it is a smart strategy if your goal is to reinforce a specific message (i.e. the *unique design quality* of your fashion line).

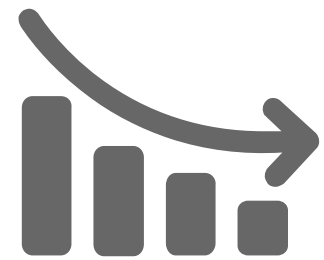


Conquesting is a tricky strategy since the ad is competing with rich content about a competitor's brand.



If you are investing time in creating ads that move the heartstrings, running alongside content with a similar sentiment will improve performance.

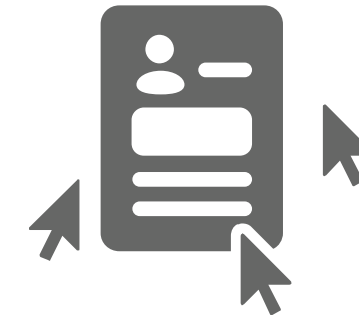
What's Next?



How is ad decay impacted when it's targeted contextually?



How does contextual targeting perform with other types of ad formats?



Can contextual targeting be an effective strategy with social media where consumers are curating their own feeds?

Thank
You!

If you have questions, please contact:

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Or

Dave Rosner : rosner@zefr.com

