Videology (videologygroup.com) is a leading software provider for converged TV and video advertising. By simplifying big data, we empower marketers and media companies to make smarter advertising decisions to fully harness the value of their audience across screens. Our science-based technology enables our customers to manage, measure and optimise digital video and TV advertising to achieve the best results in the converging media landscape.

Source: Videology impressions, USA, October 1st through December 31st 2015.

The data featured within this infographic is extracted quarterly from Videology’s platform and analyzed by our team of experts.

**CAMPAIGN OBJECTIVES**

**CAMPAIGN TARGETING**

- 56% VTR VIEWABLE RATE
- 62% CTR CPA CONVERSION PERCENTAGE

Although View Thru Rate (VTR) continued to be the most popular campaign objective among advertisers in Q4, Viewable Rate continues to gain steam (see chart on right).

Advertisers increasingly chose to optimize their campaigns for Viewable Rate in 2015.

- 114% year-over-year increase in number of campaigns using cross-screen TV data to target online.
- While almost all advertisers used demographics like age and gender for targeting, 39% of impressions were measured using tools such as Nielsen’s DAR or comScore’s VCE to validate they were delivered in-demo.

### Campaigns by Device

- **CROSS-SCREEN GROWTH**
  - PC ONLY 13%
  - MOBILE ONLY 3%
  - PC, MOBILE, & CTV 51%
  - PC & MOBILE 32%
  - CTV <1%

### Top 5 Ad Categories

- **THE CONSUMER GOODS CATEGORY SAW A LARGE DIGITAL PRESENCE IN Q4 2015, FOLLOWED BY RESTAURANTS. AUTO, RETAIL AND TELECOM ROUNDED OUT THE TOP 5.**

### Programmatic Buy Type

#### Top 5 Categories

- **35% CONSUMER GOODS**
- **11% RESTAURANTS**
- **10% AUTO**
- **10% RETAIL**
- **6% TELECOM**

### Ad Duration

- Thirty-second creatives were more popular in Q4, which wasn’t the case in Q3, when 15-second creatives led the way. We saw the same trend in Q3 and Q4 of 2014 as well. This was likely due to advertisers’ desire to spend more of their advertising budgets to close out the year.

### Cross-Screen Growth

- Seeing its effectiveness, more than 4 out of 5 digital campaigns currently utilize a cross-screen approach. In just one year, the number of cross-screen campaigns has grown well over 50%.

### Mobile Continues the Year Over Year Growing Trend Compared to Q4 2014

- **6X**

### Top 5 Ad Categories

- **CONSUMER GOODS**
- **RESTAURANTS**
- **TELECOM**
- **AUTO**
- **RETAIL**

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