



NEURO RESEARCH

Brand Receptivity in Mobile

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TRUEIMPACT

NEURONS^{INC}





GOAL

To quantify the impact of mobile ad delivery on:

- User receptivity
- Human Attention
- Branding perception
- Action beyond ad introduction

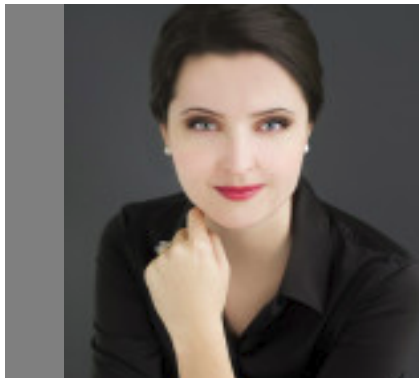
The Team

Global Thought Leaders in Neuroscience



Dr. Thomas Ramsay, PhD

CEO, Neurons Inc., Adjunct Professor
Formerly Head of Decision Making and
Neuroscience, University of Copenhagen
Responsibility: Methodology, Data Analysis



Diana Lucaci

Neuroscience, Psychology
CEO, True Impact
Responsibility: Methodology, Data Interpretation





HOW

- Neurometrics
- Biometrics
- Explicit Surveys

Methodology

Video Interstitial Ad VS. Embedded, Opt-in Ad

Participants Must:

- ✓ Own an iPhone
- ✓ Regularly use iPhone for gaming
- ✓ Fluent in English
- ✓ Right handed
- ✓ Good vision
- ✓ Not on medication



62 Participants

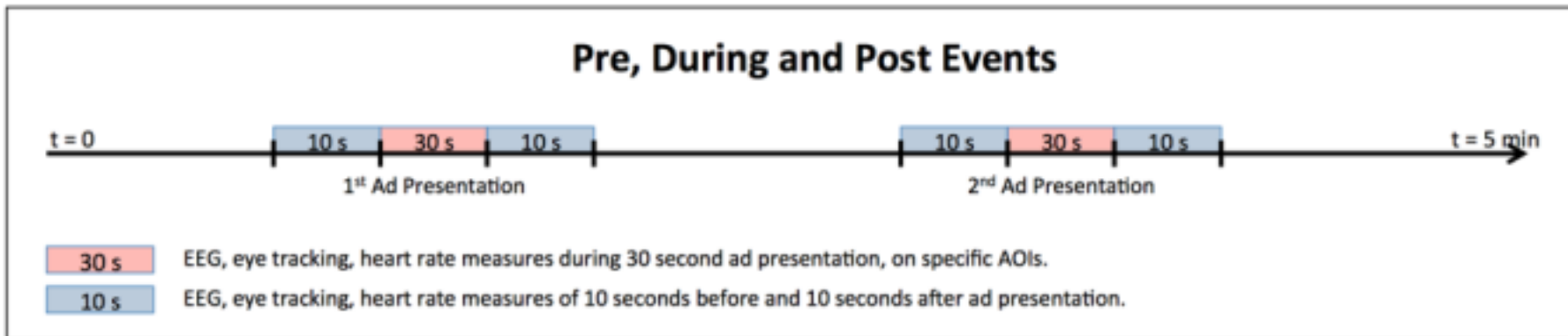
32/30 Male/Female

50% 21-29 y.o.

50% 30-45 y.o.

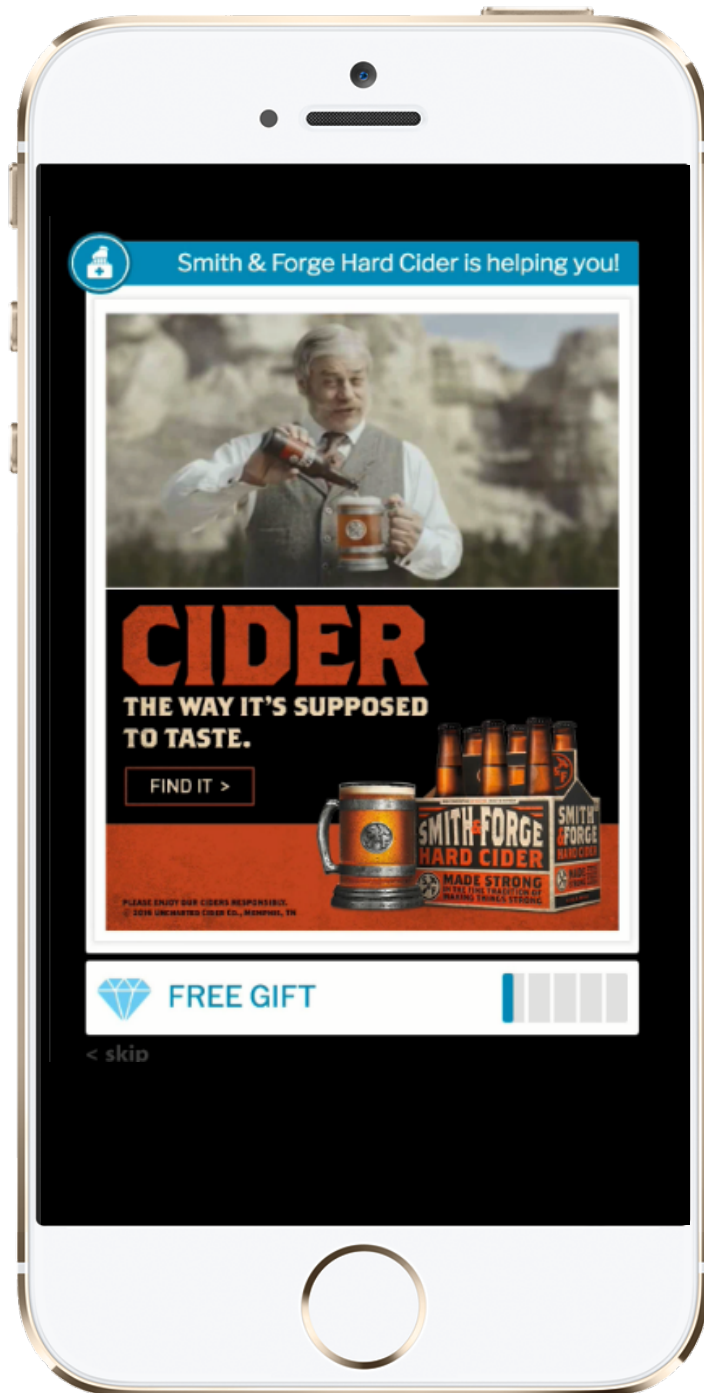
Methodology

Upon arriving, panelists were presented with an app and asked to evaluate the flow and interface, and gauge whether they would refer it to a friend. Average play time was 15 minutes.



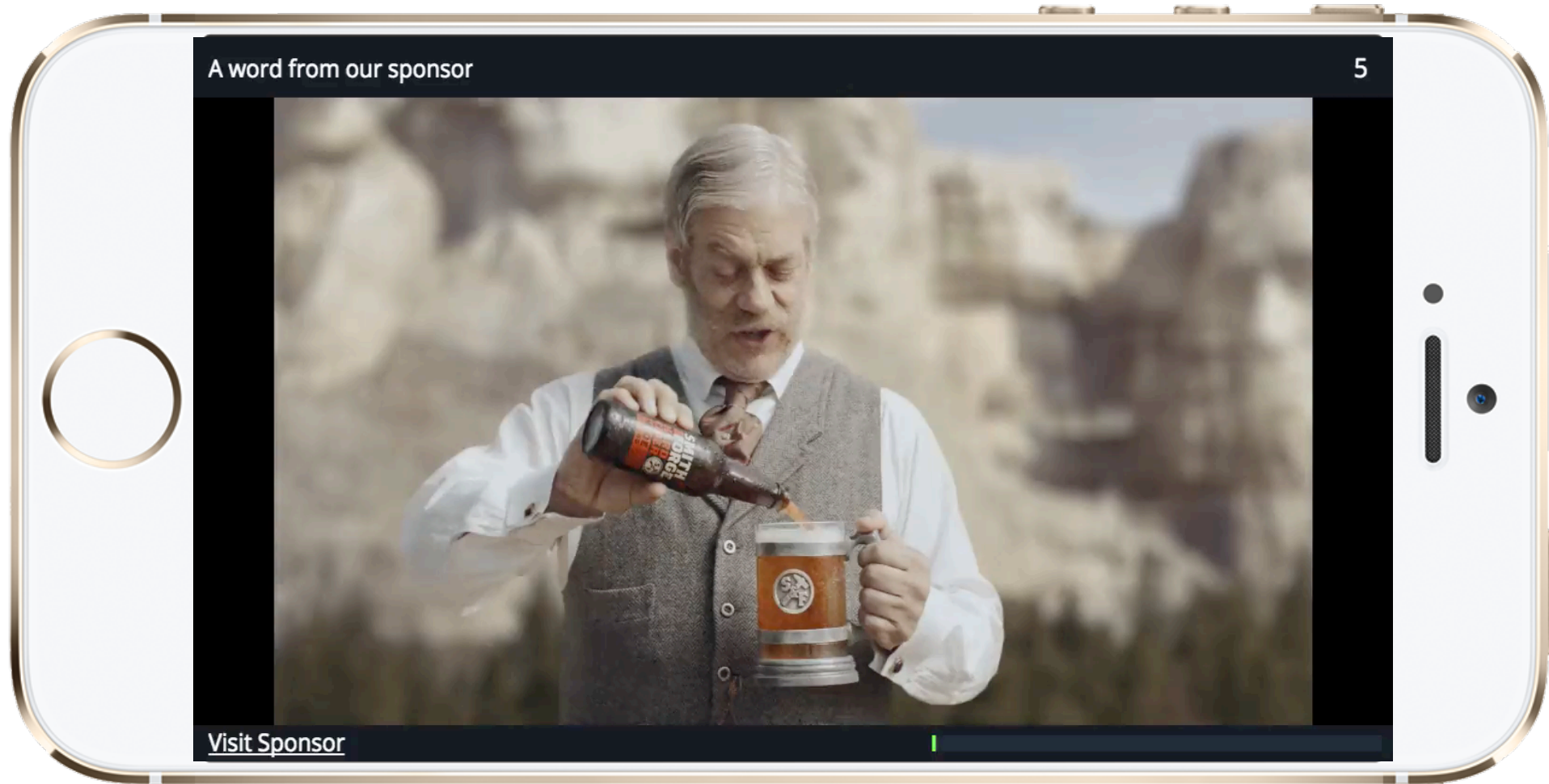
Pre: Baseline of 10 seconds pre-ad
During: Up to 30 seconds during ad
Post: 10 seconds post-ad

*AOIs - Areas of Interest on the mobile device.



EMBEDDED, OPT-IN AD FORMAT

- Moments of user need
- Embedded into app environment
- Reward based interaction



FULL SCREEN VIDEO INTERSTITIAL

- **Between** content pages
- **10X larger** than traditional banners



KEY FINDINGS & INSIGHTS

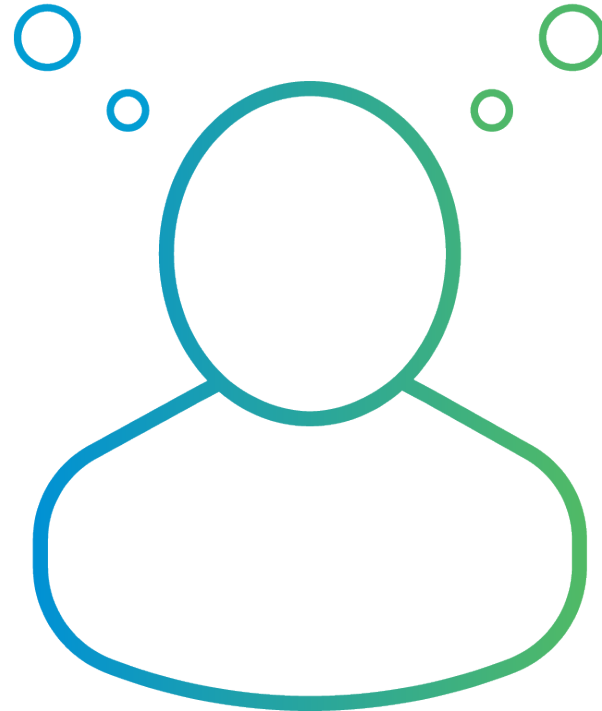
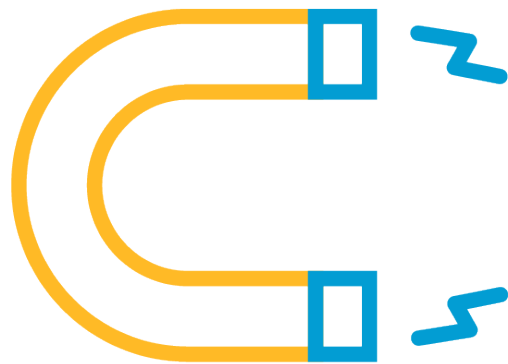
- 1. Higher Favorability**
- 2. Deeper Engagement**
- 3. Increased Comprehension**
- 4. Positive Reaction**

Favorability

▶ WHEN ASKED TO DESCRIBE THE EXPERIENCE, THE TOP 3 WORDS USED WERE:

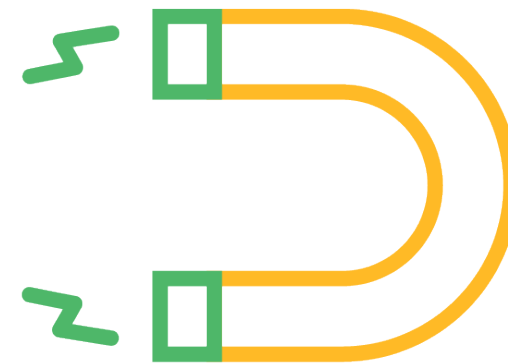
EMBEDDED, OPT-IN AD

Joyful
Appreciated
Friendly



INTERSTITIAL AD

Annoying
Intrusive
Overwhelming



Engagement

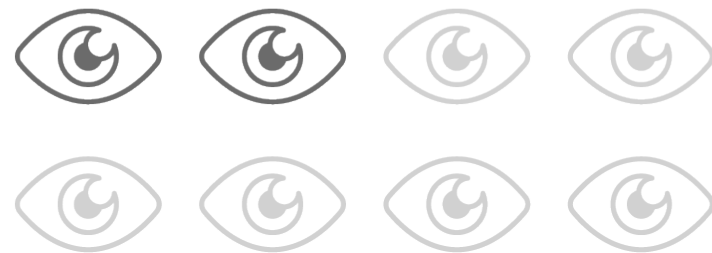
▶ VISUAL ENGAGEMENT



90% of viewers watched 100% of the 30-sec embedded opt-in ad

vs.

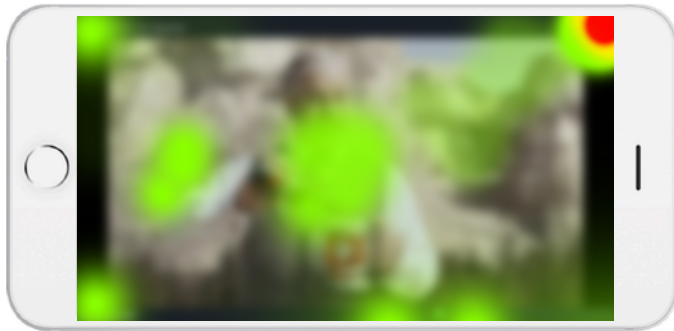
25% of viewers watched 100% of the interstitial ad



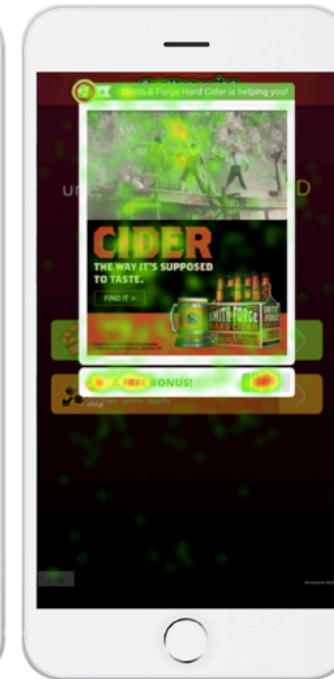
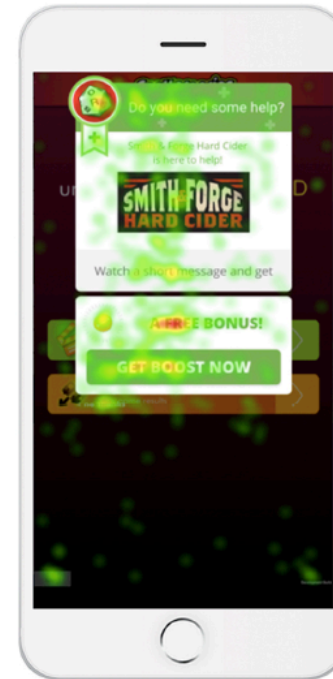
Visual Engagement

▶ RACE TO X FACTOR

INTERSTITIAL AD



EMBEDDED, OPT-IN AD



Engagement

- EMBEDDED, OPT-IN AD
- INTERSTITIAL AD

▶ VISUAL ATTENTION



40 sec TOTAL FIXATION TIME
— 19 sec CONTEXTUAL TIME

21 sec TOTAL BRAND TIME



9 sec TOTAL FIXATION TIME
— 2 sec CONTEXTUAL TIME

7 sec TOTAL BRAND TIME



EMBEDDED,
OPT-IN ADS EARNED:

4.6X

TOTAL TIME SPENT WITH AD

9.5X

TIME SPENT UNDERSTANDING AD

3.0X

TIME SPENT WITH BRAND

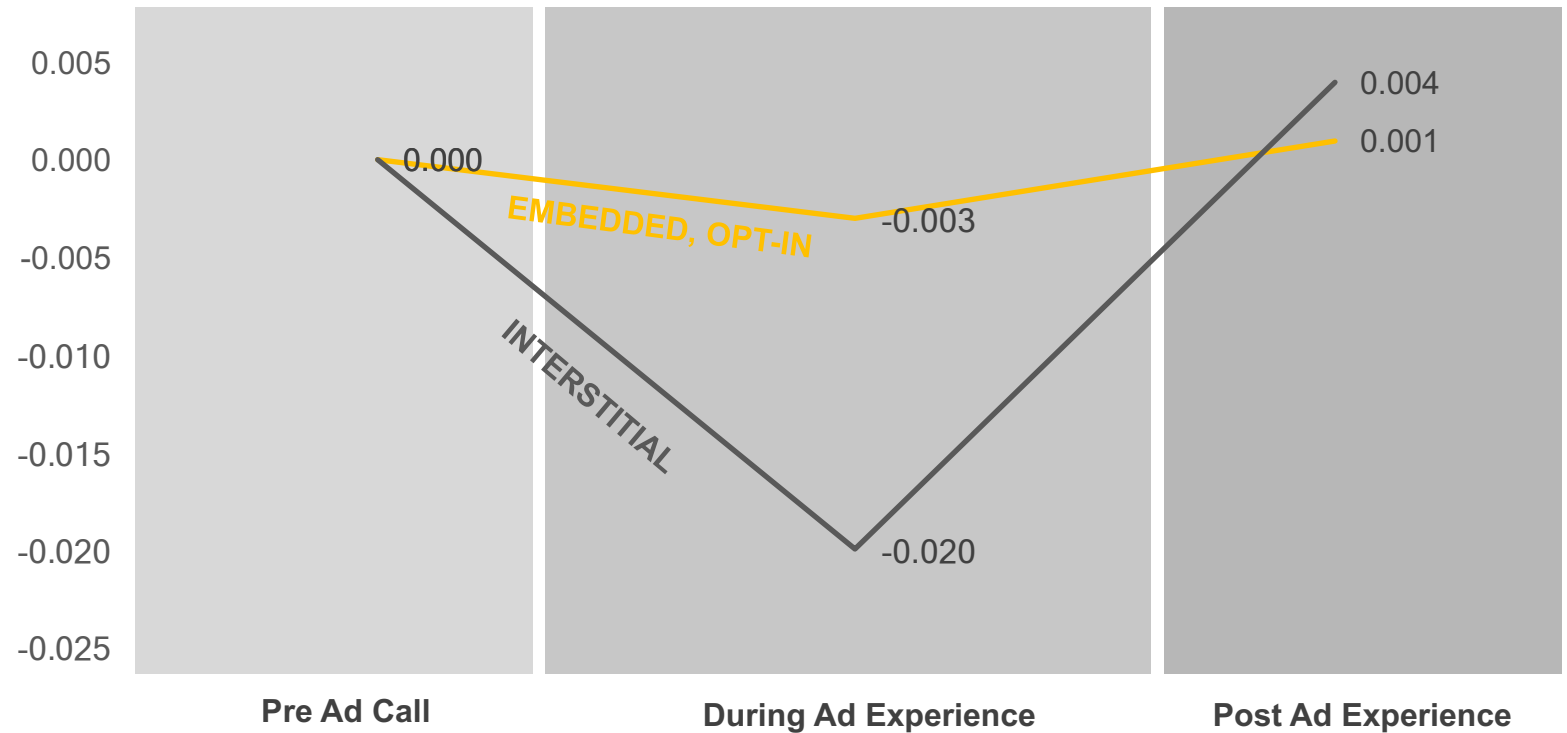
Engagement

► MENTAL ENGAGEMENT & CONSIDERATION



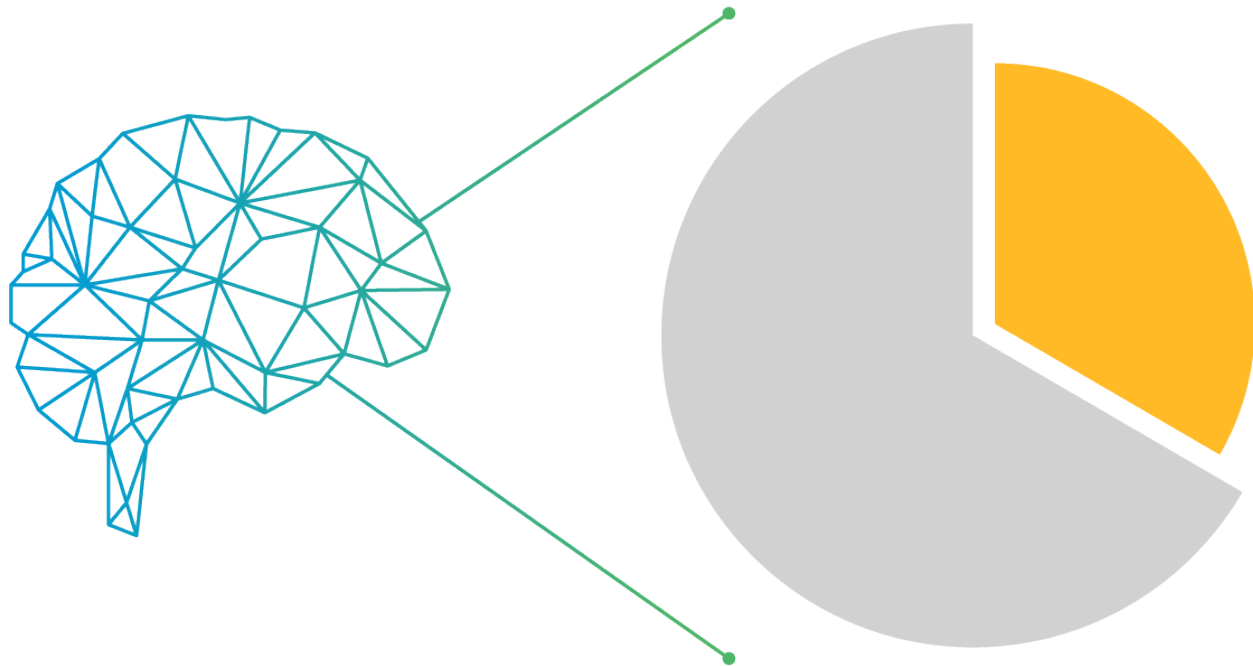
EMBEDDED, OPT-IN ADS
EARNED 8X MORE
COGNITIVE ENGAGEMENT

CHANGE IN COGNITIVE EFFORT BY AD FORMAT



Reaction

▶ FIGHT OR FLIGHT?



- EMBEDDED, OPT-IN AD
- INTERSTITIAL AD

Interstitial Ads Were

2x more likely to invoke a negative emotional response, or a flight

Reaction

► MOTIVATION OR ANNOYANCE?

- EMBEDDED, OPT-IN AD
- INTERSTITIAL AD



USERS WERE

4X

MORE MOTIVATED WITH
THE EMBEDDED, OPT-IN
AND REWARD BASED AD
EXPERIENCE

The Majority Watched Vertically

90%

of apps are fixed
vertical view



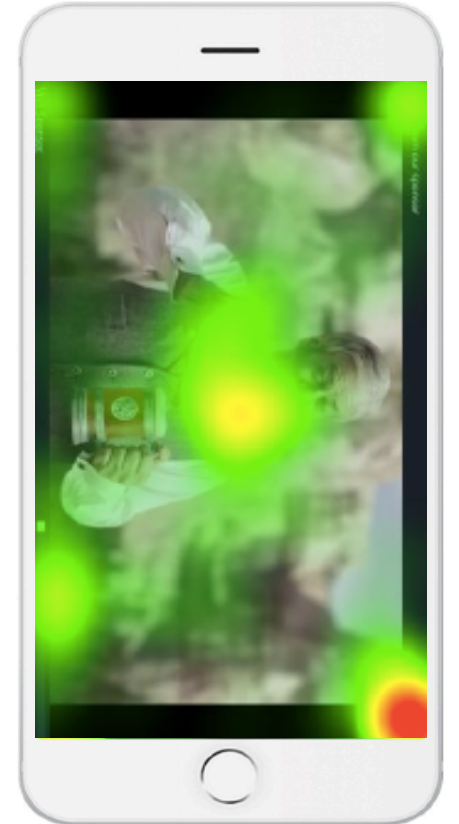
65%

of devices remained in
vertical orientation during
ad presentation



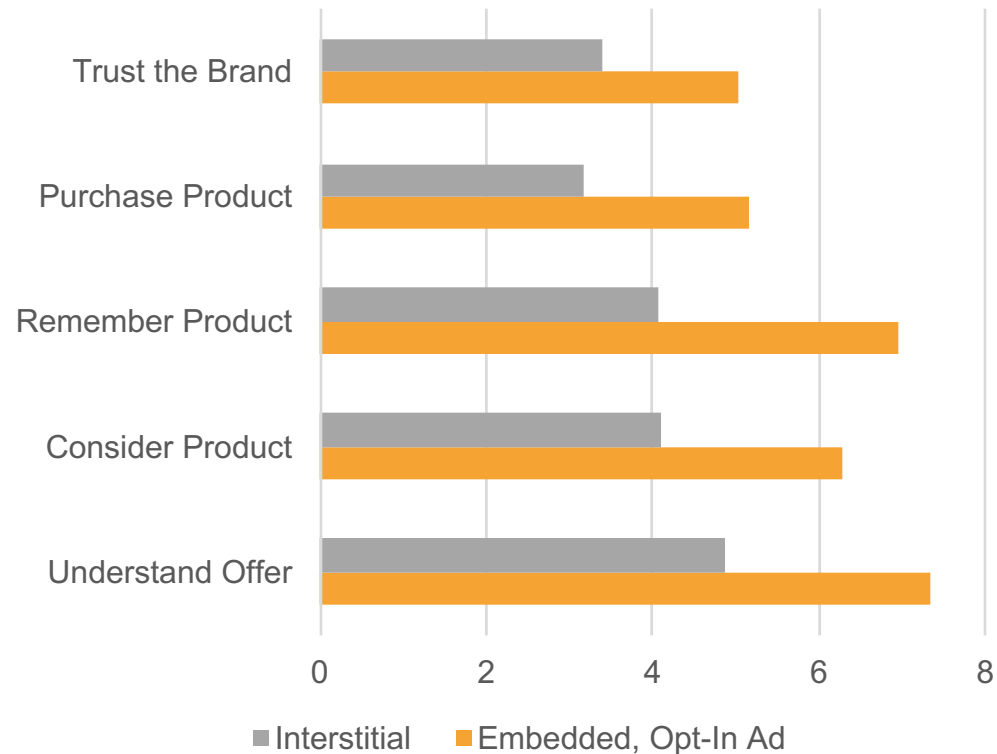
14%

Users that kept devices
in vertical orientation only
viewed 14% of the video
before closing the ad

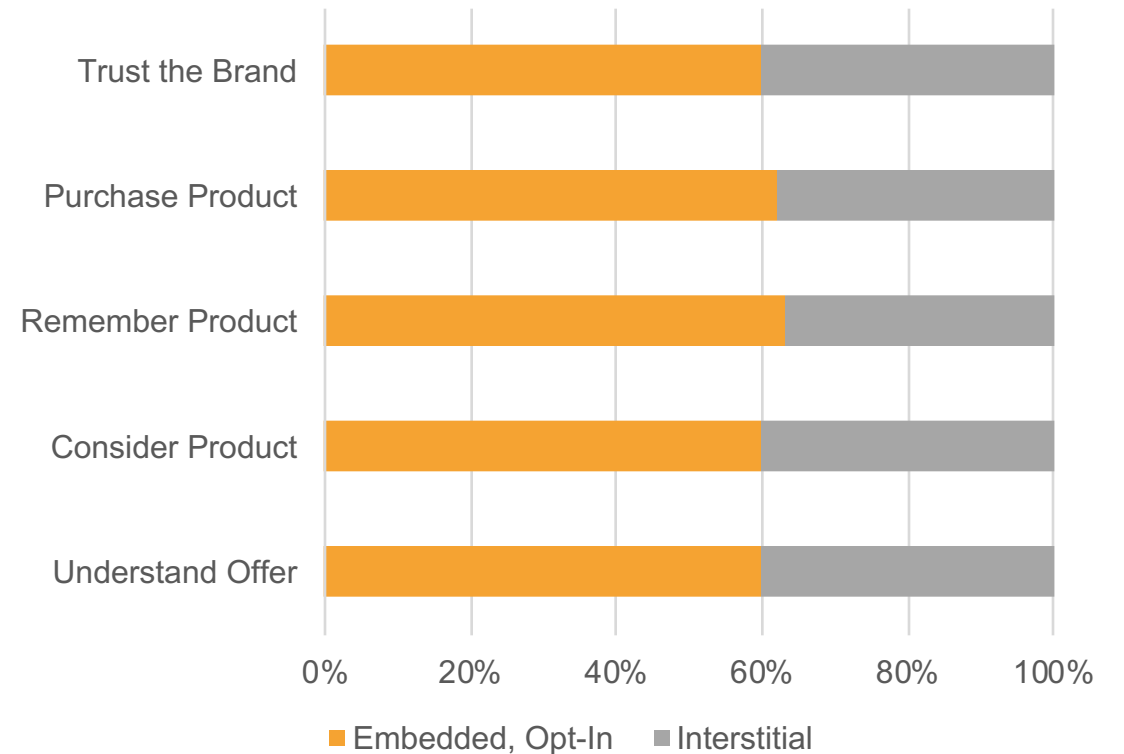


Embedded, Opt-in Ads Favored Overall

Ad Rating by Ad Type, Out of 10



Ad Impact by Ad Type per Question





SUMMARY

1. Think differently.
2. Consider the format.
3. Consider the delivery.
4. Consider the person on the other end of the phone.



WHAT'S NEXT?

1. Beta Partner Invites
2. New Formats
3. Industry Specific
4. More Robust Panel Surveys

For More Information:



receptiv.com/#ReceptivityInsights



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