



The Interactive Ad Effect: CTAs in Mobile Video Shoppable Ads

OCTOBER 2018

Sponsored by:

TREMOR
VIDEODSP

The study was produced by the IAB Digital Video Center of Excellence. The final report, findings, and recommendations were not influenced by our sponsor.

Commissioned Research Partner:



Why We Did This Study

Background

IAB set out to explore shoppable mobile video ads and how consumers interacted with them.

The study sought to use several methods to measure consumer response to these mobile shoppable interactive video ads: Biometrics, Eyetracking and Survey. Neuro and Eyetracking were used to measure subconscious responses that might not surface otherwise. Survey metrics were used to get consumers' conscious opinions on the ad formats.

Some of the key points IAB hoped to prove out were:

- Do mobile shoppable video ads with CTAs get consumers' attention?
- Which CTAs work best in getting consumers' attention?
- Do consumers' impressions of a brand improve after interacting with a shoppable mobile ad?

Summary of Methodology

- **In Lab:** Seventy Austin and Chicago residents participated in a lab-based study in which they were exposed to an unbranded mobile short-form video platform. They chose from a variety of short form video content to watch.
 - **Mobile Interactive Ads:** Four :15 second pre-roll video ads were served during each session. Each interactive ad featured a different call to action (or no call to action) and featured 1 of 4 brands in the verticals of Auto, CPG, Entertainment-Movies or Retail. No participant saw the same ad or ad format more than once.
 - **Three Methods:** Biometric, eye tracking, and survey tools were used to measure implicit levels of engagement and attention, as well as explicit responses such as brand memory and purchase intent.
- **Biometric** measures included both skin conductivity (sweat) and heart rate.
 - Skin conductivity measures the intensity of a person's response to the content they encounter.
 - Heart rate measures attention (the heart slows as we process information - We report this as the Interbeat Interval, which is the amount of time between each heartbeat).
 - **Eyetracking** measures included % Who Looked, Relative Time Looked, Time Looked, Time participant looked at AOI, # Fixations (Frequency of Looks), # Revisits
 - **Survey** measures included Unaided Recall, Aided Recall, Brand Lift and Purchase Intent

Stimuli

Viewing Platform – Mobile Videos



Great Dane Dog Pouts Until Mom Gives Him A Morning Hug - KERNEL | The Dodo
The Dodo • 3.8M views



open world games
ProZD • 1.9M views



Entertainment - Movie (Trailer)

Auto



Retail



CPG



Test Ads/Brands

Ad Formats

'Learn More'

Ad - 0:01

Learn More

Learn More

NATIONAL CLEARANCE EVENT

\$249 for 36 \$2999

Per Month Months Due At Signing

Return to video

LEASE

\$259 36 \$2,999

per month months due at signing

\$31,230 starting ¹

- Safety Sense™ P (TSS-P)
- Seating for up to eight
- 60/40 split second- and third-

'Shop Now'

Ad - 0:02

Shop Now

Shop Now

Keurig™ Coffee Maker

4.5 stars 342 Reviews

COLOR: BLACK

Click here to purchase with \$40 virtual cash

No thanks (Return to video)

PRODUCT HIGHLIGHTS

'Sweepstakes'

2nd Step is 'Shop Now'

Ad - 0:02

Win a free trip to Singapore

Win a free trip to Singapore

Enter email below for a chance to win

Email address

SIGN UP

No thanks

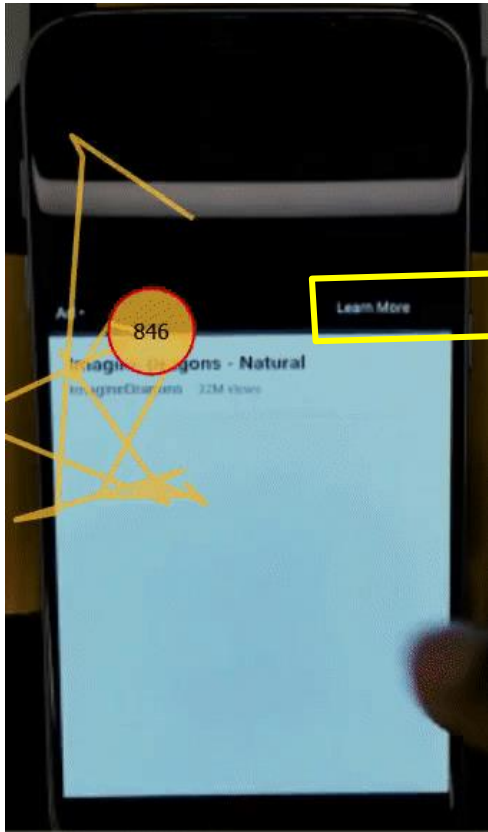
WIN A TRIP TO SINGAPORE



Calls to Action Are Noticed:

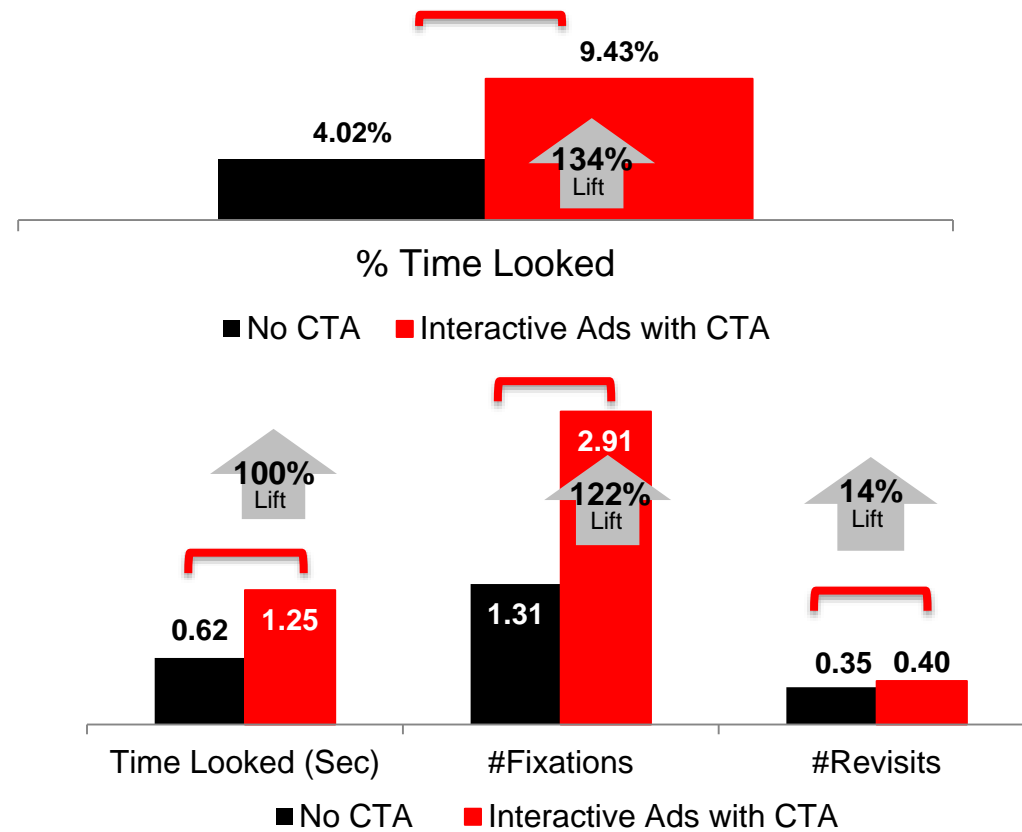
More people looked at the CTA, spent more time on it and looked at it again

Across all ads, consumers spent twice as long looking at an ad with a CTA than at an ad without a CTA.



Significantly more visual attention was paid to the call to action (CTA) area of the screen when a CTA was present

Eye Tracking – CTAs



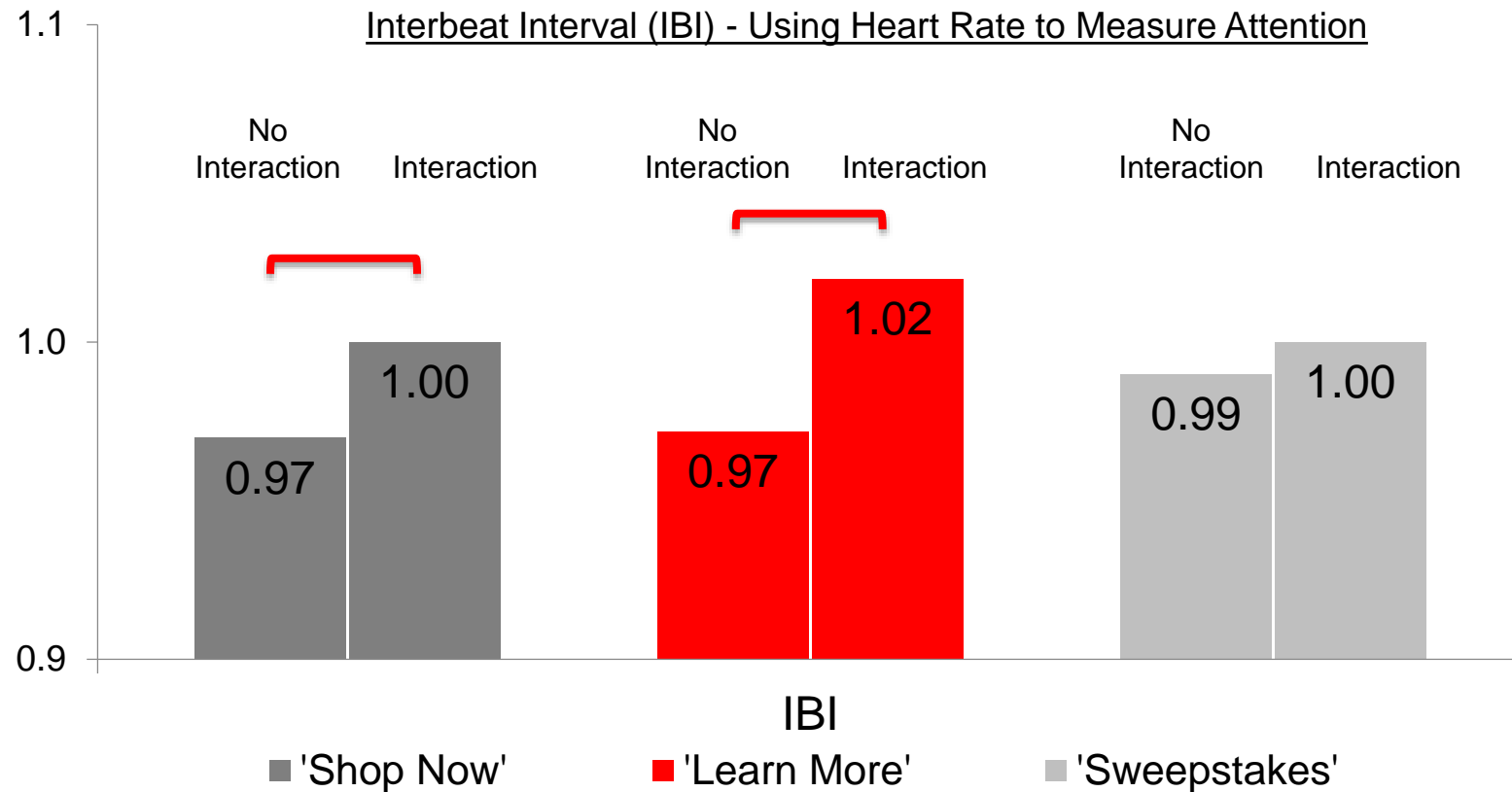
— = statistically significant difference (p < .05)
— = marginally significant difference (.05 < p < .10)



Interaction Increases Positive Attention:

Consumers Increase Attention When Interacting with Mobile Shoppable Video Ads



Mobile Shoppable Video Ads Work



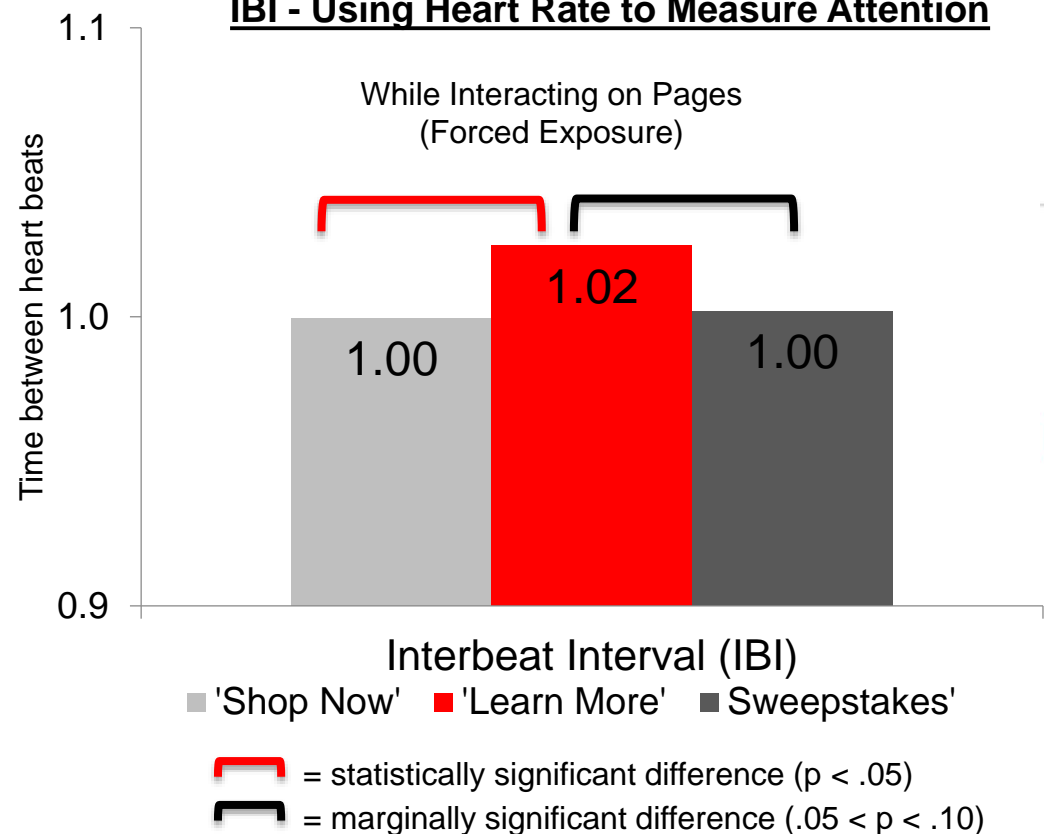
 = statistically significant difference ($p < .05$)
 = marginally significant difference ($.05 < p < .10$)



'Learn More' Ads Get Consumers Thinking: Heart rate (IBI) indicates higher attention

There is a significantly larger interval between heart beats while participants are viewing the 'Learn More' Pages, indicating that they're **devoting more resources to thinking while on 'Learn More' pages.**

IBI - Using Heart Rate to Measure Attention



Left Screenshot: 'Shop Now' button, 'NATIONAL CLEARANCE EVENT', 'Click here to schedule a test drive', 'No thanks (Return to video)', 'LEASE \$259 per month 36 months \$2,999 due at signing \$31,230 starting 1', 'Safety Sense™ P (TSS-P) 36', 'Seating for up to eight', '60/40 split second- and third-'

Right Screenshot: 'Learn More' button, 'NATIONAL CLEARANCE EVENT', '\$249 for 36 \$2999 Per Month Months Due At Signing', 'Return to video', 'LEASE \$259 per month 36 months \$2,999 due at signing \$31,230 starting 1', 'Safety Sense™ P (TSS-P) 36', 'Seating for up to eight', '60/40 split second- and third-'

Want to win free gas for a year?

Enter email below for a chance to win

Email address:

[SIGN UP](#)

[No thanks](#)

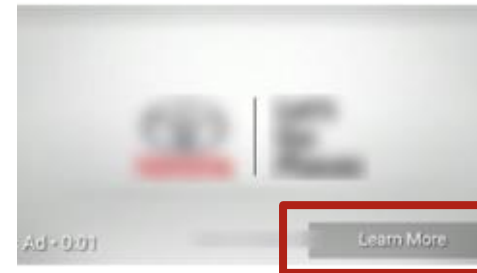
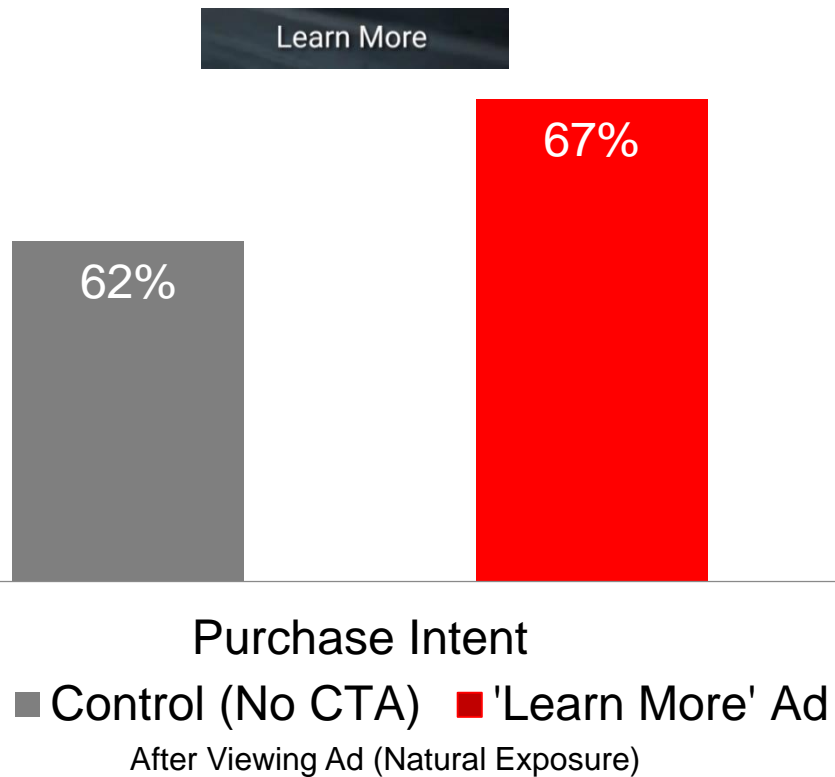
ENTER TO WIN **FREE GAS FOR A YEAR** LIMITED TIME ONLY!

Heart rate can provide a measure of attention (the heart slows as we process information - We report this as the Interbeat Interval, which is the amount of time between each heartbeat)

Purchase Intent is Higher with 'Learn More' Ads

Consumers have higher intent to buy the product after seeing an ad with the 'Learn More' CTA

Purchase Intent (Survey)

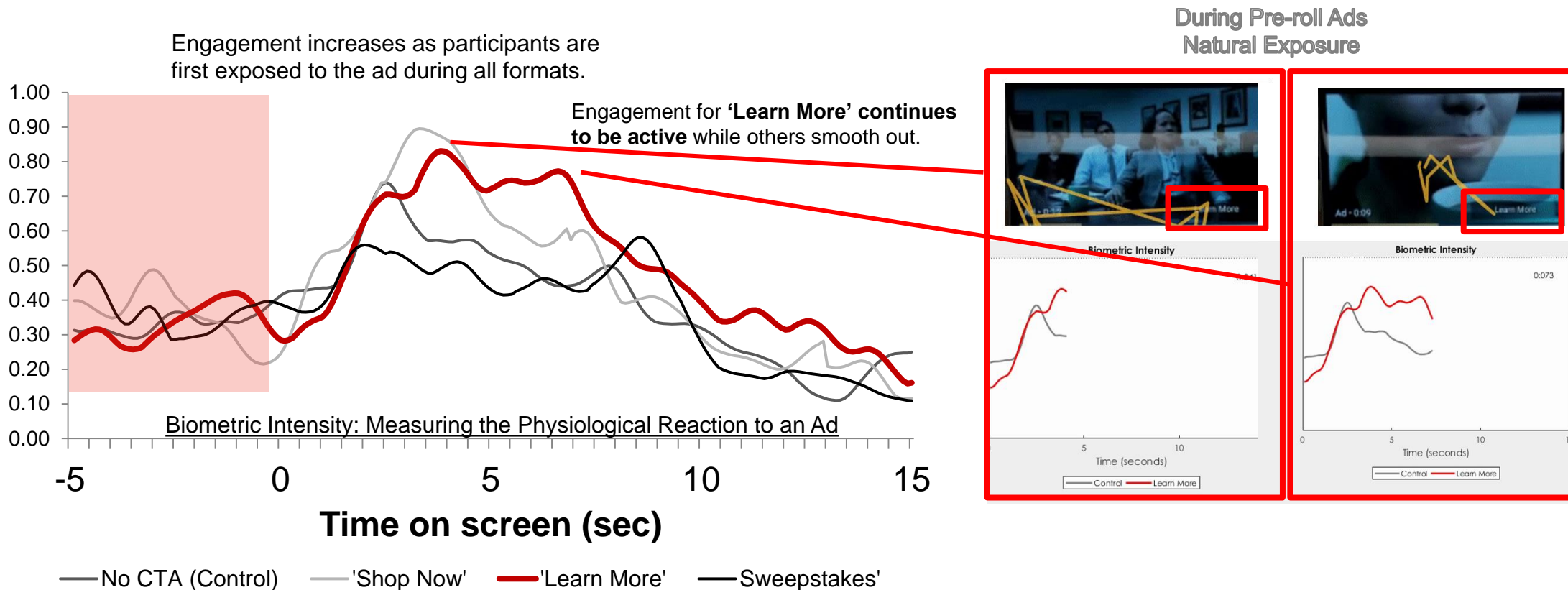


A screenshot of a car advertisement. At the top, there is a dark grey button with the text 'Learn More'. Below it, the ad features a 'NATIONAL CLEARANCE EVENT' with a car image and pricing: '\$249 for 36 \$2999' with subtext 'Per Month Months Due At Signing'. A 'Return to video' button is below the pricing. A 'LEASE' section shows '\$259 per month 36 months \$2,999 due at signing' and '\$31,230 starting 1'. A list of features includes 'Safety Sense™ P (TSS-P)', 'Seating for up to eight', and '60/40 split second- and third-'. A red box highlights the 'Learn More' button in the blurred image to the left.



'Learn More' is the Most Engaging: Ads with the 'Learn More' CTA get more engagement

Biometric Intensity Proves that 'Learn More' is Most Engaging



Biometric Intensity is a measure of Skin conductivity (also called Galvanic Skin Response). This measures the intensity of a person's physiological response to the content they encounter.

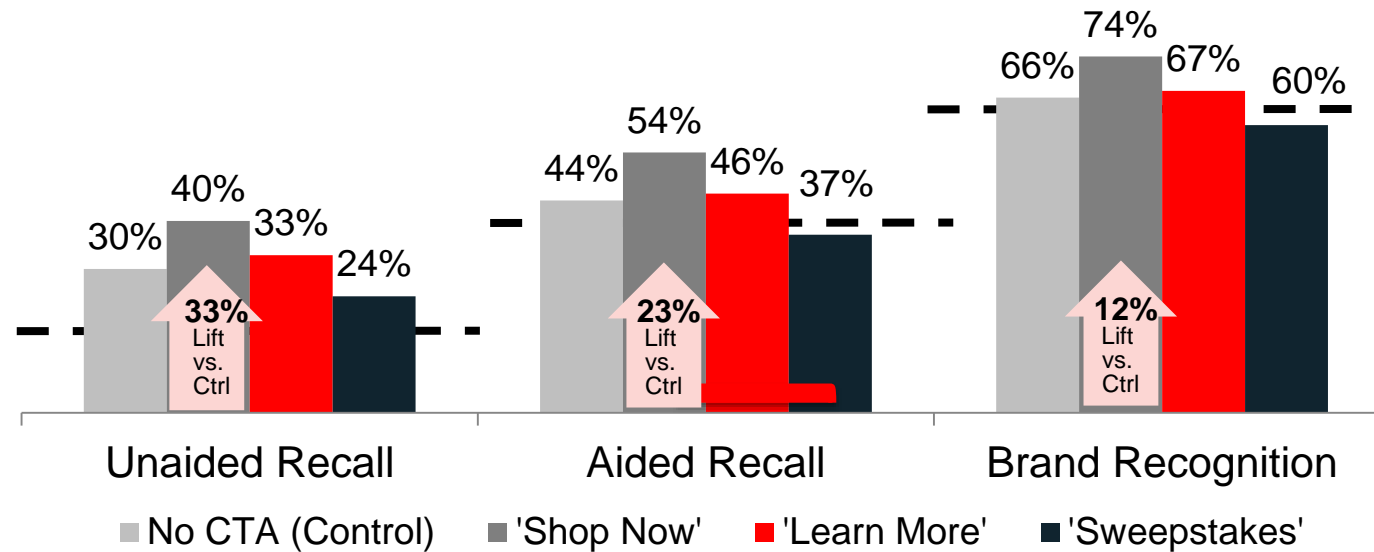
'Shop Now' Ads Are More Memorable Among Those Who've Expressed Previous Interest in the Brand Categories



Higher Recall for 'Shop Now' ads by those interested in the brand categories implies that using 'Shop Now' ads for targeted audiences, or in-market consumers, could be effective.

Memory Effects

(Natural Exposure Among participants who have interest in the brand categories)



--- Average
 --- Average percentile scores are derived from computing the 95th and 50th percentiles from 43 studies that include both TV and Digital ads, and include over 75,000 ad evaluations.

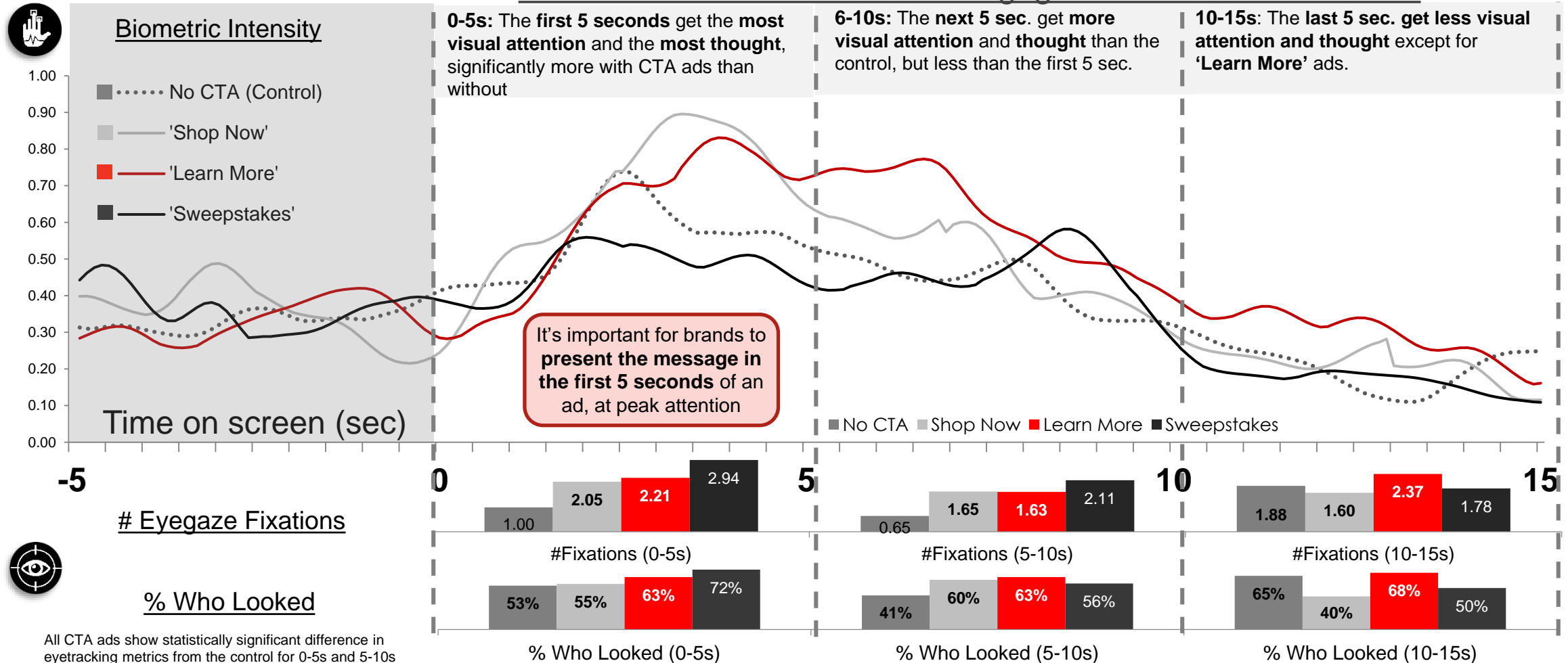
N=56

= statistically significant difference (p < .05)
 = marginally significant difference (.05 < p < .10)

Tying it All Together: The first 5 seconds of ads with CTAs are the most important.

First 5 sec. get most eyetracking (visual) attention, biometric intensity (heartrate) and thought attention.

Visual Attention and Biometric Engagement of an ad over time:



All CTA ads show statistically significant difference in eyetracking metrics from the control for 0-5s and 5-10s

The number of fixations that occur within an AOI (area of interest) when it was on screen. Fixation requires one to continuously look at one area for over 100ms. (Note: This is not the same as a person looking outside of the AOI and back at it. If a person looks at four items within an AOI and never leaves that AOI, then four fixations are still counted.)

Summary: Mobile Shoppable Interactive Ads Work

- 1. Shoppable Ads with CTAs Get Attention:** Across different methodologies, users notice interactive calls to action and process the information, giving more thought and attention to mobile shoppable ads with calls to action (CTAs).
- 2. Interaction with Shoppable Ads Raises Attention and Improves Ad Impact:** Consumers pay attention while interacting and afterwards give higher brand ratings.
- 3. ‘Learn More’ CTA Works Best:** Consumers want to learn more from an interactive ad without leaving the page, as proven through eyetracking fixation, biometric attention or survey brand ratings.
- 4. ‘Learn More’ as Primer, ‘Shop Now’ as Closer:**
 - ‘Learn More’ ads familiarize the consumer with the product, biometrics and survey results show.
 - ‘Shop Now’ ads hold potential: Consumers like being able to shop within the ad, according to survey results and in-market consumers recall ‘Shop Now’ ads most.
- 5. The First 5 Seconds of an Ad are Crucial to Messaging:** The first 5 seconds of ads with CTAs get the most attention across categories tested and methods used.

Closing Thoughts: It’s up to advertisers to correctly target consumers with ‘Shop Now’ ads. For untargeted ads or products with longer purchase decision cycles, ‘Learn More’ ads can help prime consumers in their first ad encounters.

Thank You

Full Findings: iab.com/mobile-video-shoppable-ads
Questions: Kristina Sruoginis Kristina@IAB.com