Mindset Matters
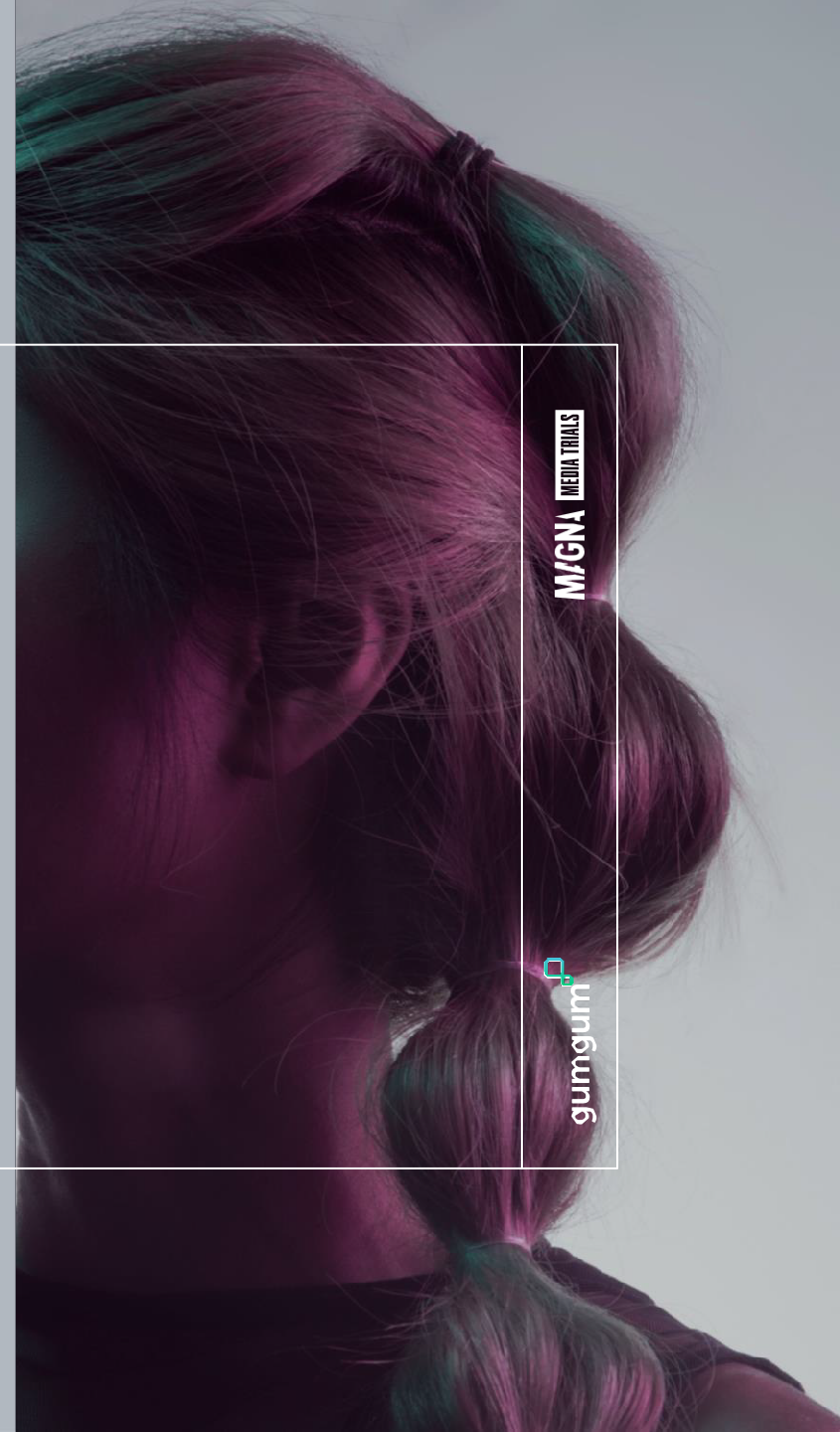
Deconstructing contextual video

gumgum

To create people-centric experiences, brands must move beyond basic demographics…

Tapping into mindset 😄

Our Questions

Q1

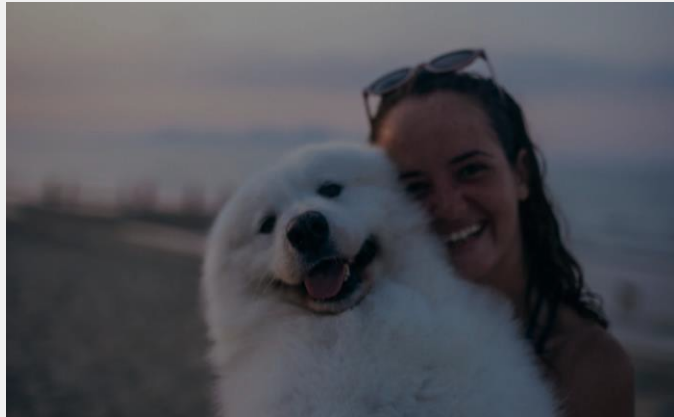What can contextual video targeting do that standard cookies can't?

Q2

Are all methods for contextual video targeting created equally?

Contextual, Under the Hood

Contextual via Metadata

Videos sourced contextually with **metadata only** (e.g. video title, video description, tags, etc.)

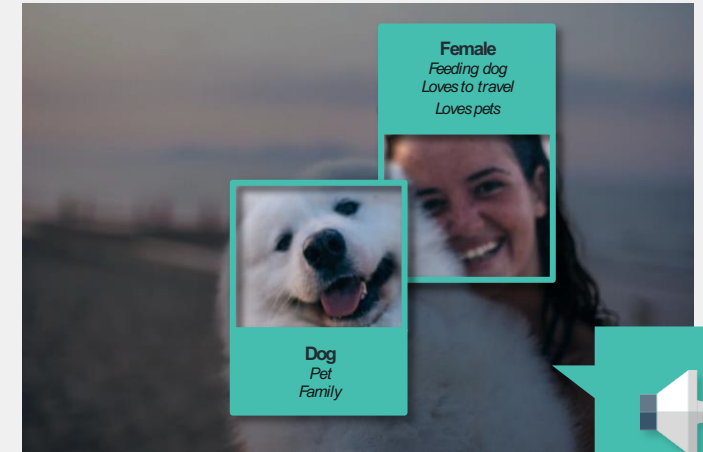### SPEED TRAVEL ADDS NEW OPTIONS TO BRING PETS ON TRAINS

Speed Travel is expanding its pet program, allowing animal lovers to bring their little furry friends on trains where it had not previously been allowed.

Keywords: *pet travel, dog hotels, animals on trains*

Contextual via Intelligence Engine

Videos sourced with a **contextual intelligence engine**, which uses a combination of machine learning techniques (computer vision & natural language processing) to analyze video frames, audio, and text. These techniques work together to understand the full nature of video content and classify full-page content like a human would for the analysis of: video metadata, audio transcription, on-screen imagery, and optical character recognition

SPEED TRAVEL ADDS NEW OPTIONS TO BRING PETS ON TRAINS

Speed Travel is expanding its pet program, allowing animal lovers to bring their little furry friends on trains where it had not previously been allowed.

Keywords: *pet travel, dog hotels, animals on trains*

VS

Our Research

3 TARGETING TIERS:

Demo Targeting | Contextual Targeting

1 | **2** | **3**

Metadata
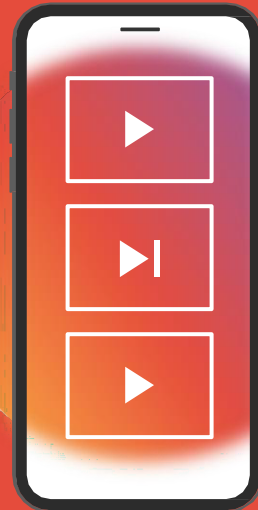
Contextual Intelligence Engine

CONTROLLED TESTING ON MOBILE

Rigorously test the impact of contextual video targeting, and identify any differences between use of metadata only vs a contextual intelligence engine

Participants from nationally representative panel randomized into test and control groups

Each chose video content to view based on their interests, on premium websites and were then served a pre-roll ad

2 AD TYPES

Test (Brand Ad) | **Control (PSA)***

Control (public service announcement)

4 Brands Tested

ESTĒE LAUDER

Tracfone®

CENTURY 21

ULTA BEAUTY

2

Contextual improves ad experiences for <u>people</u>

Ad Opinions Based on Targeting Method
Delta (Contextual Targeting % – Demo Targeting %)
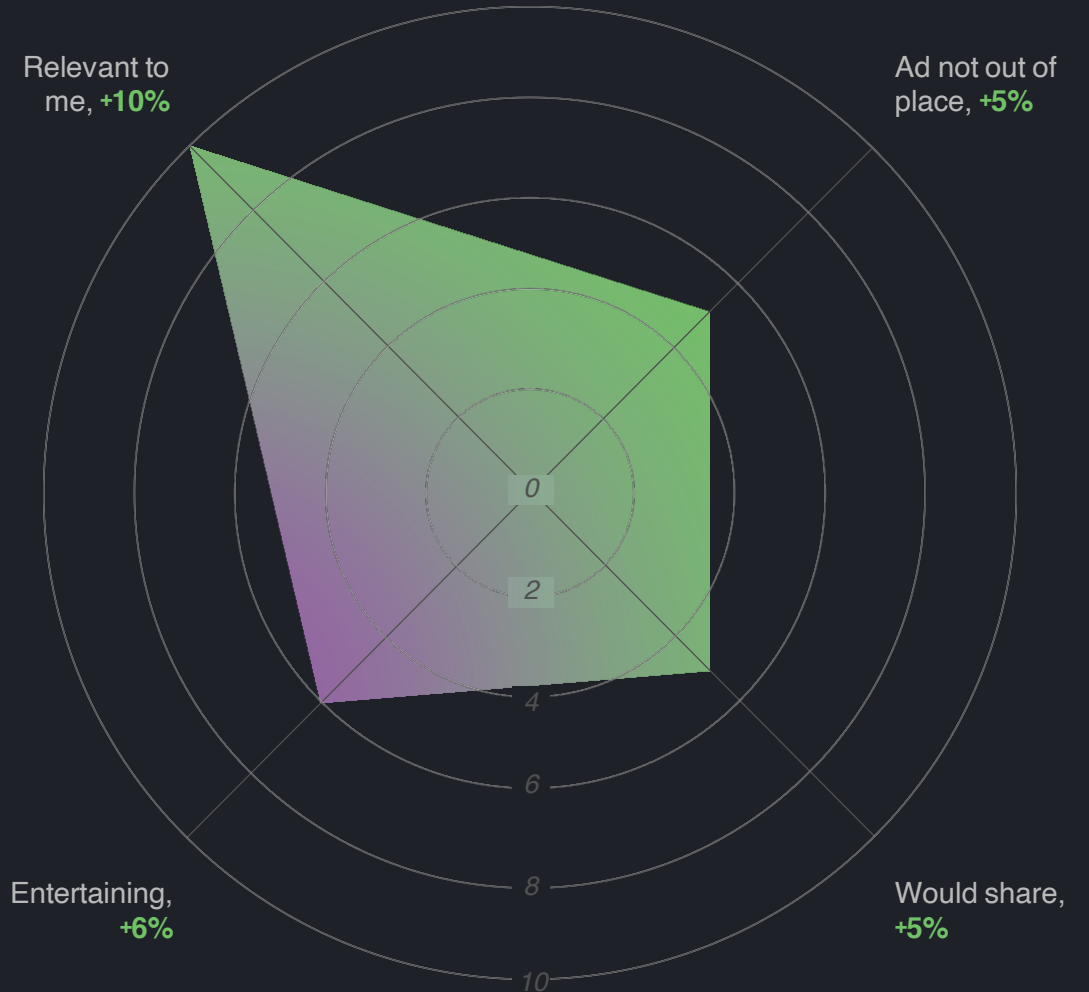
Relevant to me, **+10%**

Ad not out of place, **+5%**

0

2

4

6

8

10

Entertaining, **+6%**

Would share, **+5%**

Total: Contextual Targeting (Exposed n=822); Demo Targeting (Exposed n=409)
Q: How much do you agree or disagree with the following statements about the ad? The ad was…
*Statistically significant difference between exposed & control at >=90% confidence

# We know contextual targeting works

But how?

MAGNA MEDIA TRIALS gumgum

3

Targeting video content is 47% more effective at reaching the <u>right people</u>

All brands more effectively reached people in the market for their product category with contextual targeting

% Lift in Targeting Effectiveness by Brand
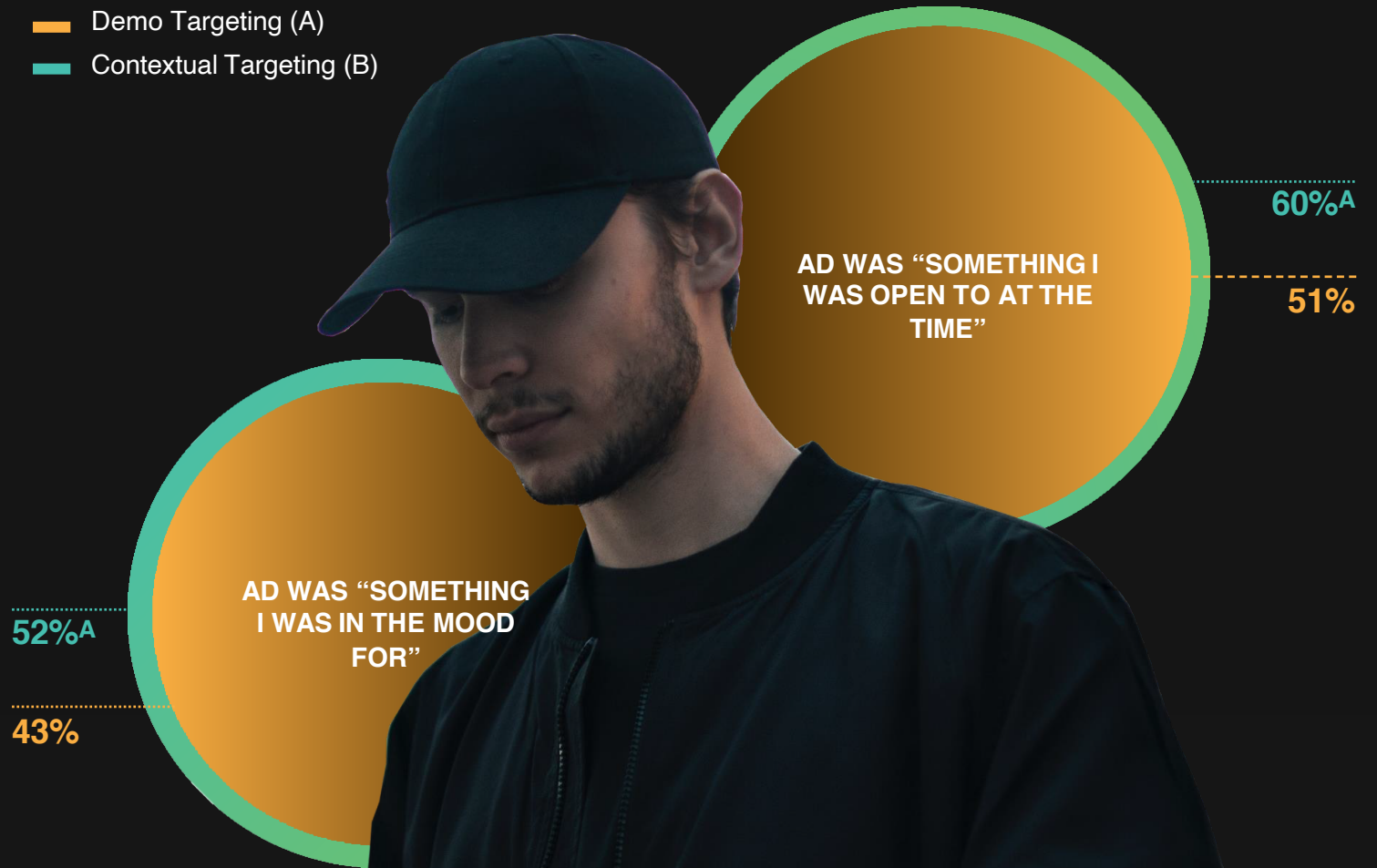(% Difference in Effectiveness of Reaching Those In-Market for Product)
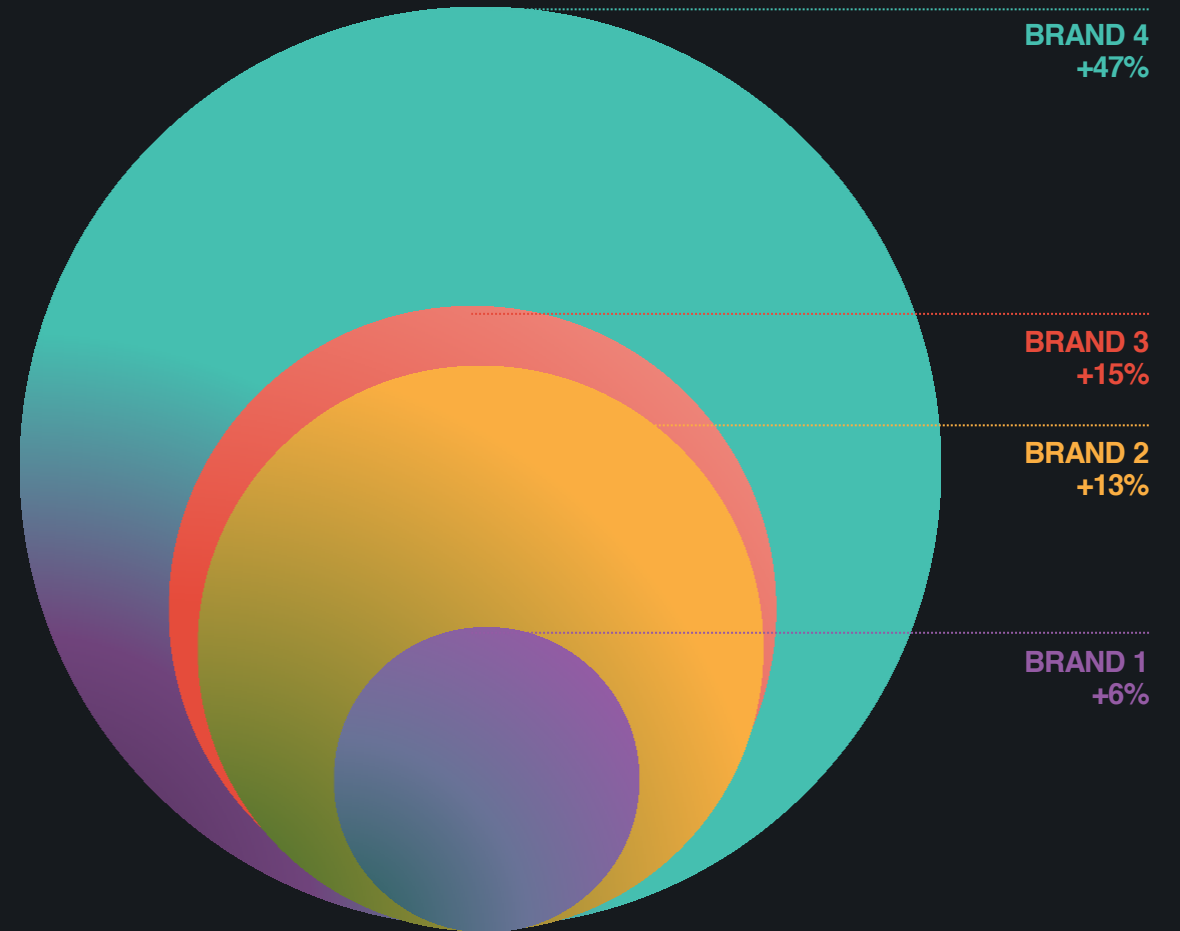
BRAND 4
+47%

BRAND 3
+15%
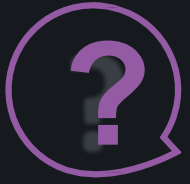
BRAND 2
+13%

BRAND 1
+6%

4

Contextual video targeting reaches people at the <u>right time</u>

Ad Opinions Based on Targeting Method
% Strongly/Somewhat Agree

— Demo Targeting (A)
— Contextual Targeting (B)

AD WAS "SOMETHING I WAS OPEN TO AT THE TIME"

60%^{A}

51%

AD WAS "SOMETHING I WAS IN THE MOOD FOR"

52%^{A}

43%

Total: Contextual Targeting (Exposed n=822); Demo Targeting (Exposed n=409)
Q: How much do you agree or disagree with the following statements about the ad? The ad was…
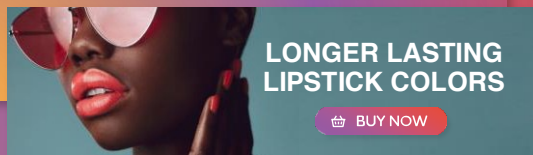A/B: Statistically significant difference between A/B at >=90% confidence

But, what's the strongest driver of effective contextual video targeting?

In theory, 2 major factors are at play:

1

By targeting the content, brands reach relevant consumers (e.g. ad for new lipstick placed in content about top make-up trends)

LONGER LASTING
LIPSTICK COLORS

🛒 BUY NOW

2

Because the ad is relevant to the content people have chosen to watch in that moment, the consumer is in a relevant mindset when viewing the ad

Travel & Discover

BOOK HERE

We used modeling to parse out these effects

5

Reaching relevant people is important, but mindset plays the biggest role in driving action

61% of the impact on Search Intent is driven by the individual being in the mood for the brand's message

Drivers of Brand Metric Impact - Contextual Targeting

😀 In Mood for the Ad　　⊕ In-Market For Advertised Product　　⬤ All Other Factors

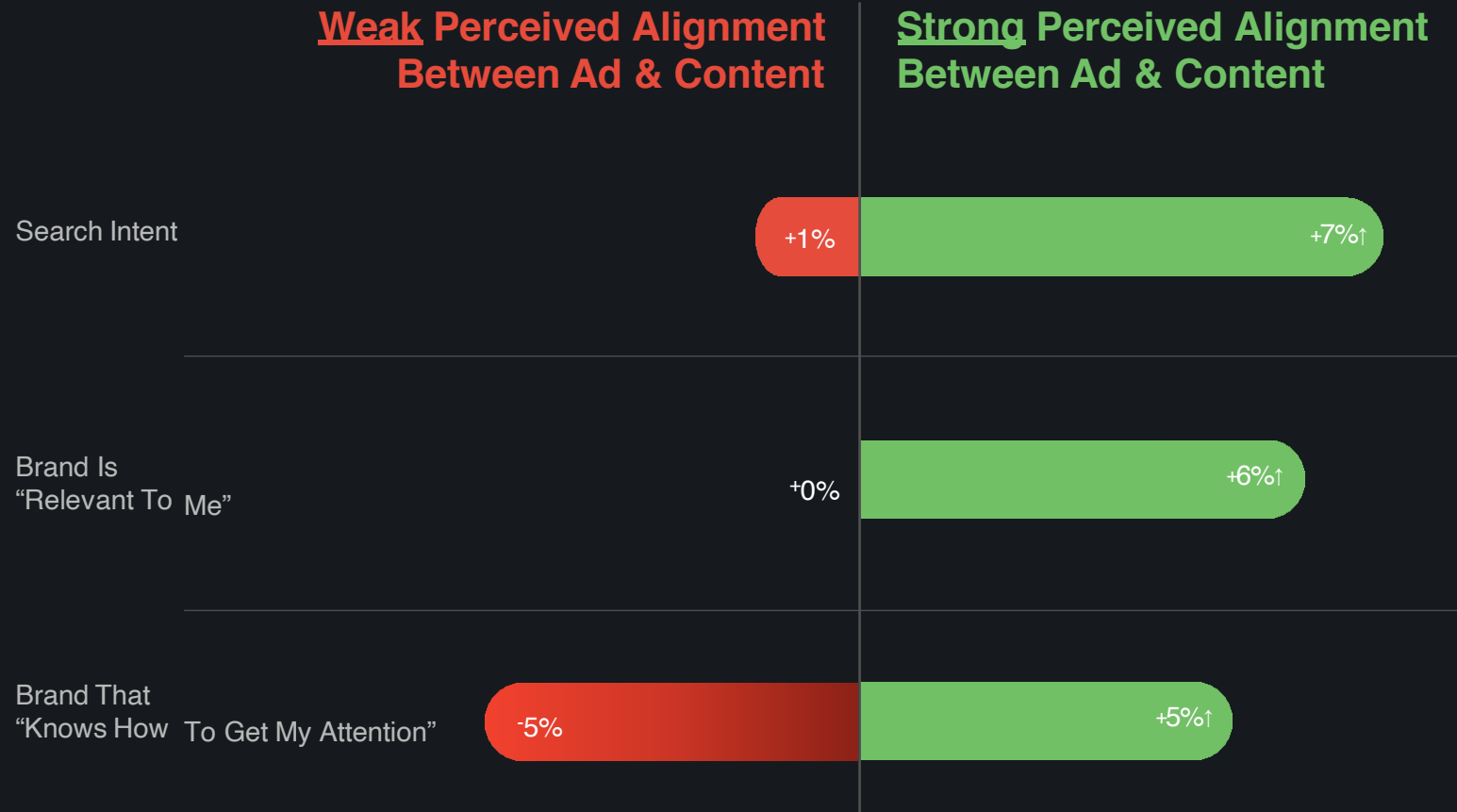Search Intent (+6%↑)　　Purchase Intent (+4%↑)　　Brand Favorability (+4%↑)
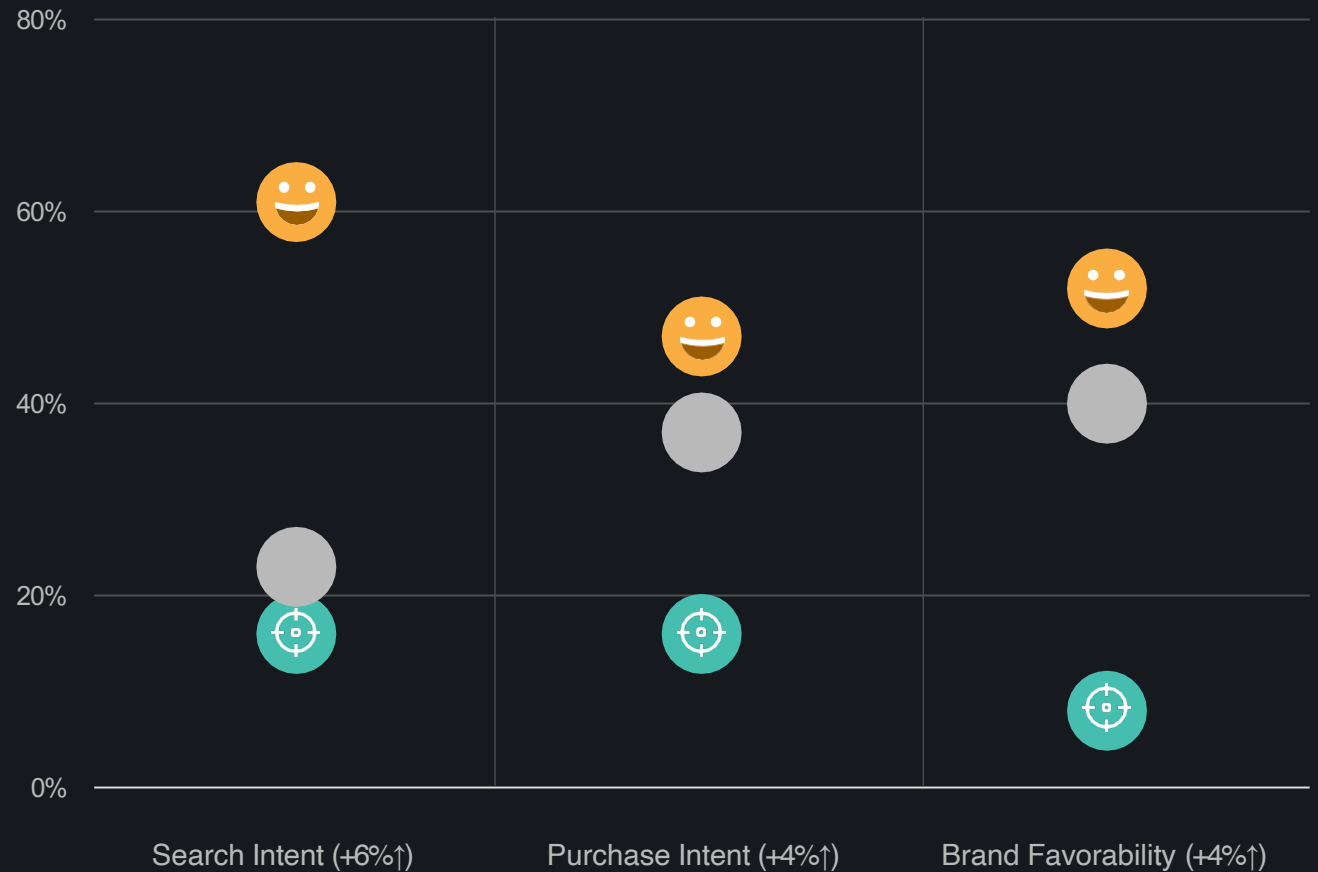
Total:822
↑ = statistically significant difference between exposed & control at >=90% confidence

6

But you need to get contextual targeting right

Big difference in performance when alignment between ad and content is strong vs weak

Weak Perceived Alignment Between Ad & Content

Strong Perceived Alignment Between Ad & Content

Search Intent
+1%
+7%↑

Brand Is "Relevant To Me"
+0%
+6%↑

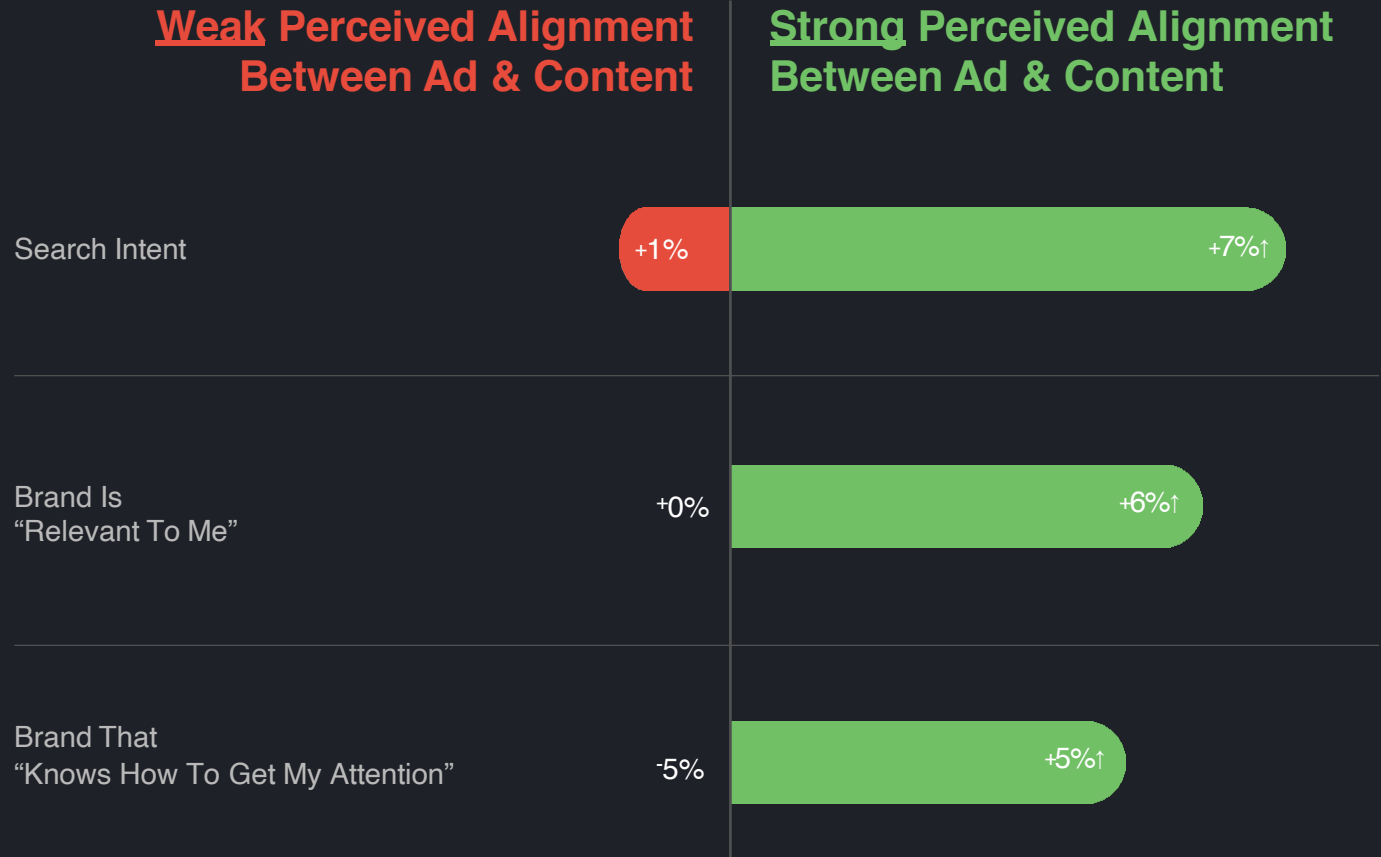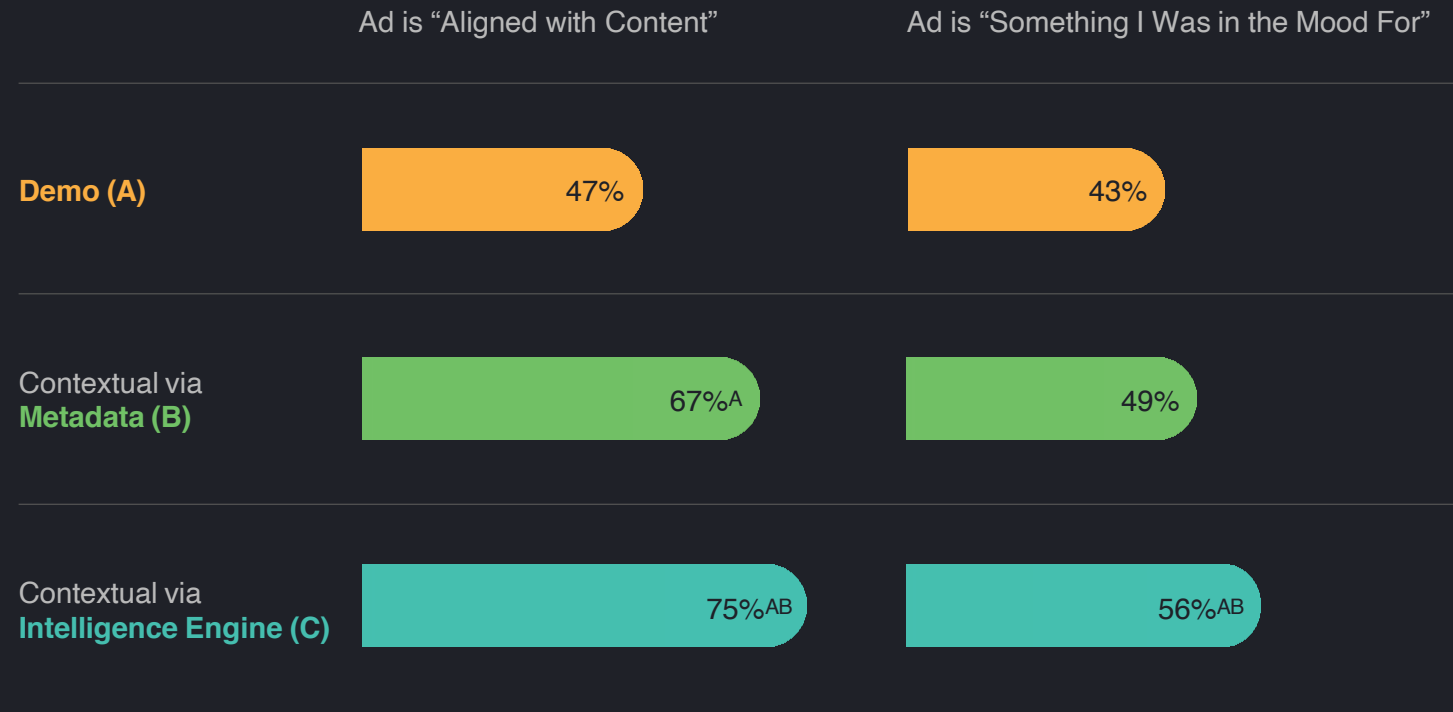Brand That "Knows How To Get My Attention"
-5%
+5%↑

Total: Strong Perceived Alignment (Control n=700, Exposed n=778); Weak Perceived Alignment (Control n=297, Exposed n=209)
↑ = statistically significant difference between exposed & control at >=90% confidence

MAGNA MEDIA TRIALS gumgum

6

But you need to get contextual targeting right

Big difference in performance when alignment between ad and content is strong vs weak

Brand Metrics by Perceived Alignment of Ad and Content
Delta (Exposed – Control)

	Weak Perceived Alignment Between Ad & Content	Strong Perceived Alignment Between Ad & Content
Search Intent	+1%	+7%↑
Brand Is "Relevant To Me"	+0%	+6%↑
Brand That "Knows How To Get My Attention"	-5%	+5%↑

MAGNA MEDIA TRIALS gumgum

7

Going beyond metadata creates 12% stronger alignment between ad & video content

Ad Opinions by Targeting Type
% Strongly/Somewhat Agree

	Ad is "Aligned with Content"	Ad is "Something I Was in the Mood For"
Demo (A)	47%	43%
Contextual via **Metadata (B)**	67%[A]	49%
Contextual via **Intelligence Engine (C)**	75%[AB]	56%[AB]

MAGNA MEDIA TRIALS   gumgum

8

Video ads are 2.3x more memorable with intelligence engine in place

Impact on Brand Metrics Among Those In-Market
Delta (Exposed – Control)

+11%↑

+9%↑

+21%↑AB
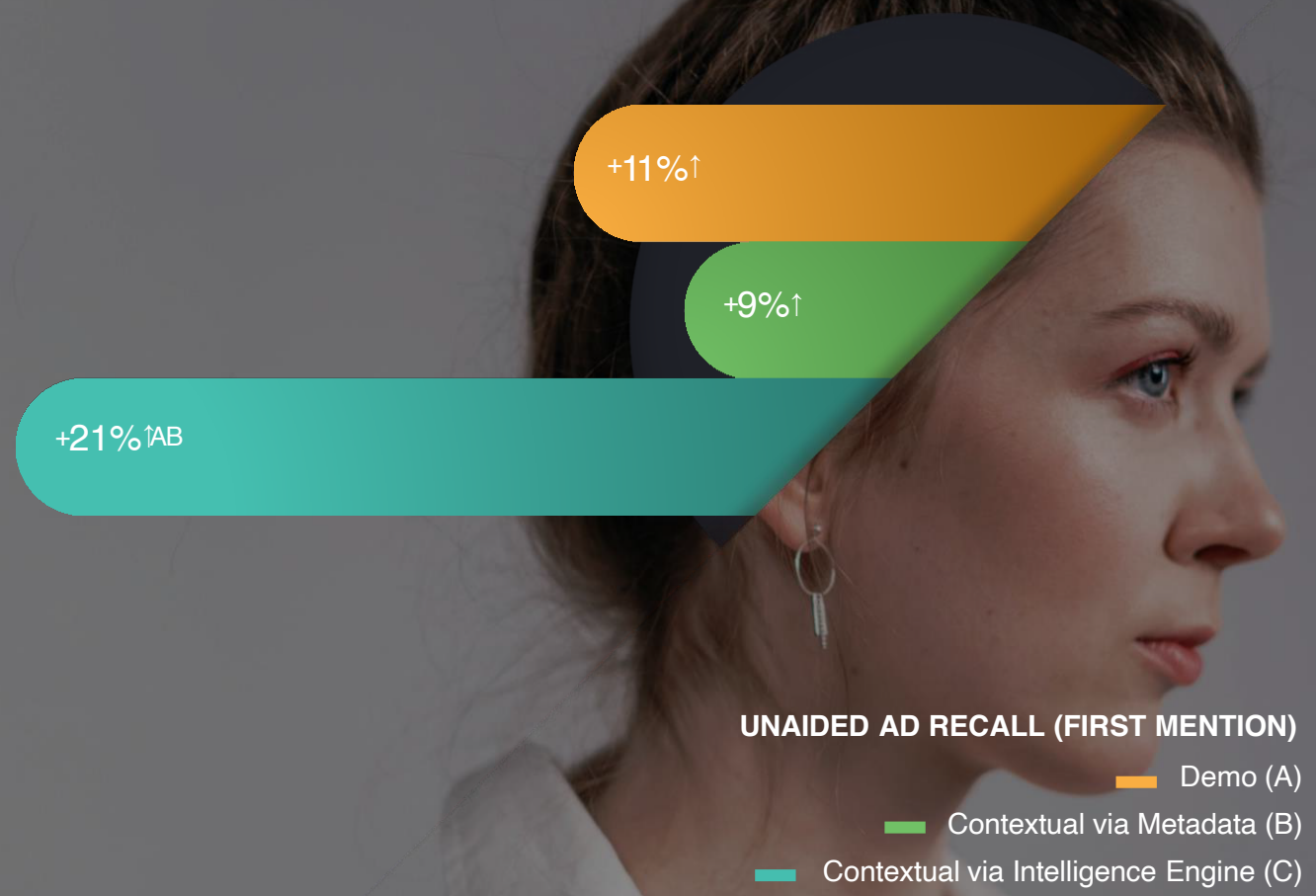
UNAIDED AD RECALL (FIRST MENTION)

— Demo (A)

— Contextual via Metadata (B)

— Contextual via Intelligence Engine (C)

Total: Demo Targeting (Control n=413, Exposed n=409); Contextual via Metadata (Control n=408, Exposed n=415); Contextual via Intelligence Engine (Control n=406, Exposed n=407)
↑ = statistically significant difference between exposed & control at >=90% confidence
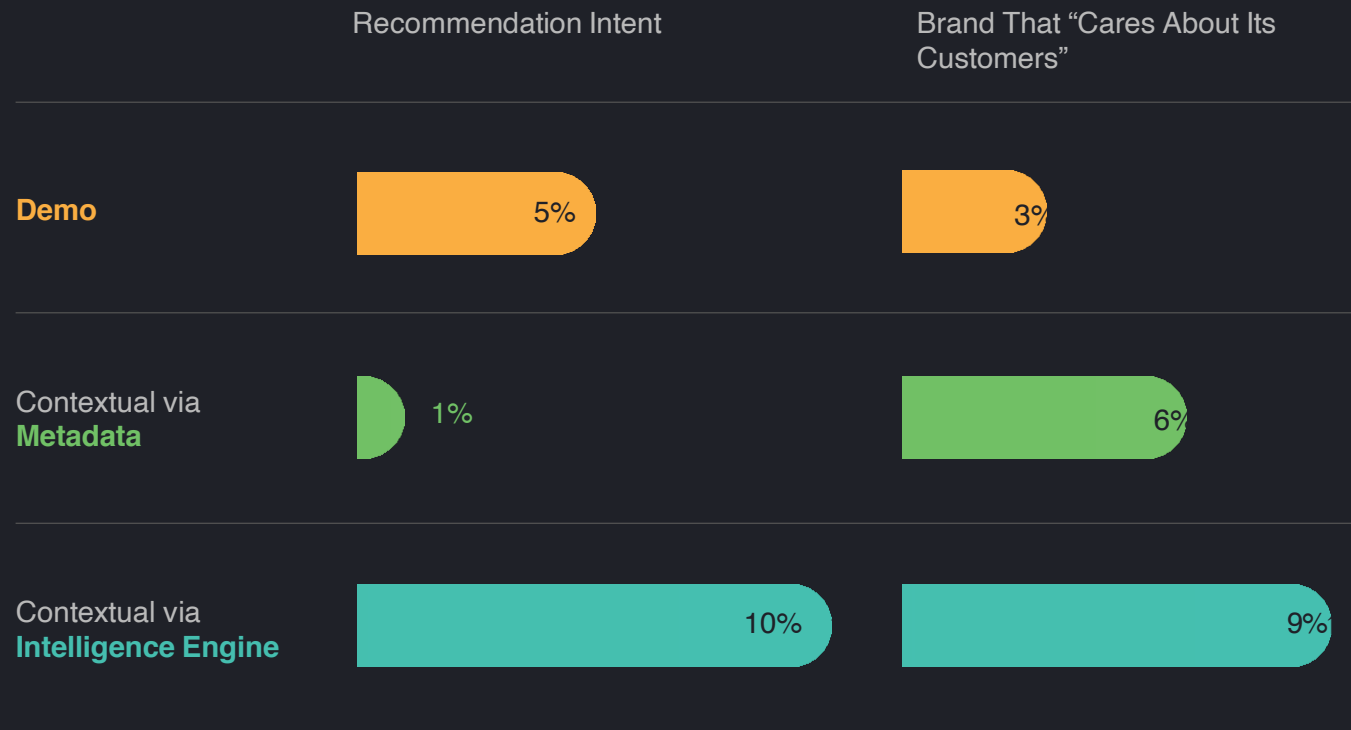A/B/C: Statistically significant difference between A/B/C at >=90% confidence

MAGNA MEDIA TRIALS gumgum

Brand rejectors see the brand anew when advanced contextual video technology is used

Advanced tech can be used as a acquisition tool to convince people with low pre-existing brand affinity

10

Impact on Brand Metrics Among Brand Rejectors*
Delta (Exposed – Control)

	Recommendation Intent	Brand That "Cares About Its Customers"
Demo	5%	3%
Contextual via **Metadata**	1%	6%
Contextual via **Intelligence Engine**	10%	9%

MAGNA MEDIA TRIALS gumgum

Summary

Implications

Contextual can achieve what other targeting can't: *mindset*

Reaching people when they are in a relevant mindset for the ad is the powerhouse behind contextual effectiveness

Contextual is where the interests of people and brands collide

When ads are delivered in contextually relevant environments, ad experiences are more positive for people and work harder for brands

Leveraging an intelligence engine best achieves the promise of right person, right mindset

The more data used to identify contextual matches, the more effective contextual targeting becomes

Thank You

MAGNA MEDIA TRIALS   gumgum