TrueView Ads: Getting Viewers to Watch, Not Skip

Google/YouTube/Ipsos, U.S.
January 2012

Methodology – About our sample

- All respondents met the following criteria:
  - U.S. residents age 18-45, evenly split male/female
  - Sensitive industry screen (do not work in Advertising, Market Research, etc.)
  - Interested in or have used online deals sites in the past
  - Visit YouTube in the past month
  - Quotas were set for age/gender categories within each cell
  - There were also overall quotas set by region to be nationally representative

- Interviews were conducted 6/8/11-6/22/11, yielding a total sample of 1,601 respondents (n~400 per cell)

Note: Data was weighted across cells to ensure an equal distribution of YouTube viewership among control and forced exposure cells.

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

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Testing Methodology

- Respondents were sent a link to visit a YouTube testing environment.
  This test was not conducted in a live environment

- There were a total of 4 cells, with 3 test advertisers and 1 control advertiser for each cell. Each respondent was force exposed to 1 standard In-Stream ad and shown 2 TrueView In-Stream ads
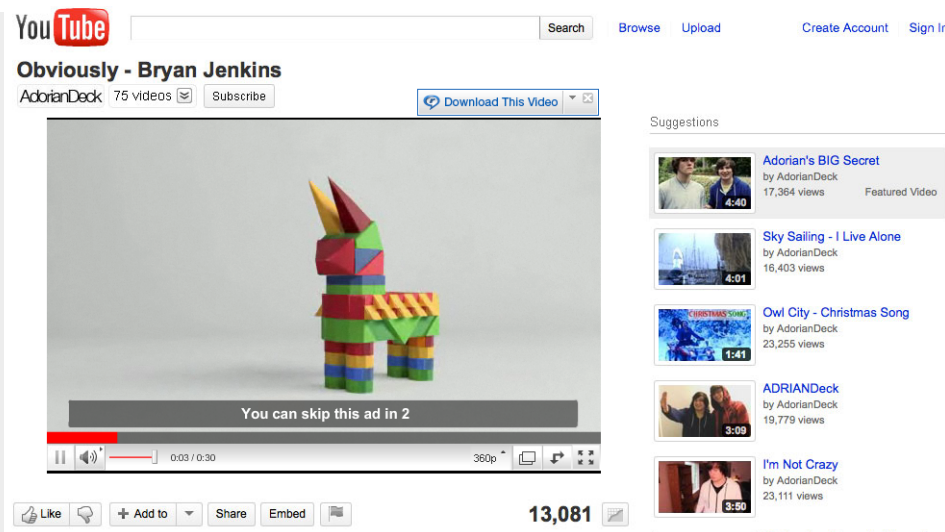
	Advertiser 1	Advertiser 2	Advertiser 3	Advertiser 4
Cell 1	Standard In-Stream	True View In-Stream	True View In-Stream	Control
Cell 2	True View In-Stream	True View In-Stream	Control	Standard In-Stream
Cell 3	True View In-Stream	Control	Standard In-Stream	True View In-Stream
Cell 4	Control	Standard In-Stream	True View In-Stream	True View In-Stream

Note: Data was weighted across cells to ensure an equal distribution of YouTube viewership among control and forced exposure cells.

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012
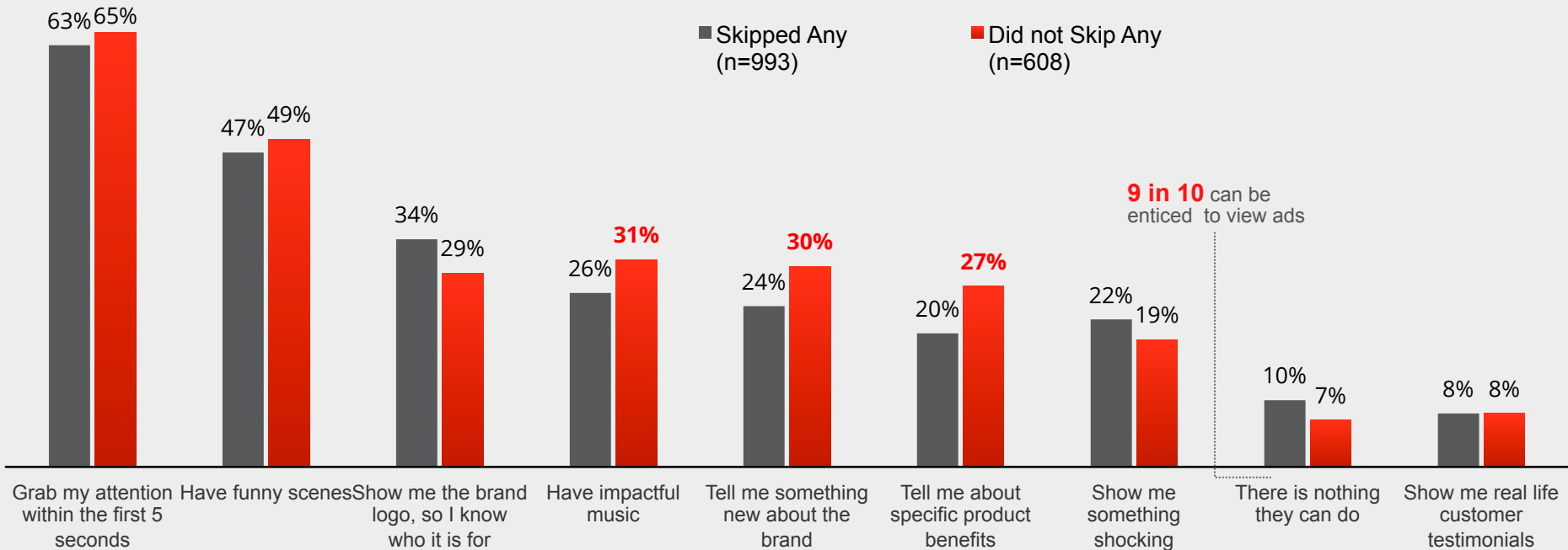
TrueView Research Findings

- **8 out of 10 viewers prefer TrueView to standard in-stream ads.**

- 9 out of 10 viewers think TrueView creates a better video viewing environment and 8 out of 10 thought the skip button was very clear.

- Only about 10% of the population will always skip ads.

- Peaking interest in the first 5 seconds is key to driving viewership. 'Curiosity' is the top reason consumers choose to view an ad.

- Consumers are more likely to opt out of non-relevant categories and skip ads they have seen repeatedly providing efficiency to advertisers

Google | You Tube

With Viewer Choice, Creative Matters
Creative Best Practices

- **Make good ads that people want to watch**

- Spark curiosity in the first 5 seconds to increase view rate

- Include branding in the first 5 seconds to take advantage of 'free' impressions

- Focus on relevancy with your targeting to increase view rates

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

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Ways to Encourage Ad Viewing

Skipped Any (n=993) — Grey
Did not Skip Any (n=608) — Red

Category	Skipped Any	Did not Skip Any
Grab my attention within the first 5 seconds	63%	65%
Have funny scenes	47%	49%
Show me the brand logo, so I know who it is for	34%	29%
Have impactful music	26%	**31%**
Tell me something new about the brand	24%	**30%**
Tell me about specific product benefits	20%	**27%**
Show me something shocking	22%	19%
There is nothing they can do	10%	7%
Show me real life customer testimonials	8%	8%

9 in 10 can be enticed to view ads

Base: Those who skipped an ad (993), Those who did not skip any ad (608)
Q21. Which of the following things could an advertiser do to ensure that you won't skip their ad? Boxes signify differences at 95% confidence

Attention grabbing openers & humor are most effective at encouraging ad viewing

Less than 10% of viewers will always skip ads

Google | YouTube

Creating Ads for TrueView In-stream

Case Study: Google Offers Example

Google Offers ad did not have Google Offers logo in the first 5 secs = no free branding from skipped view (though people did associate rainbow with the Google brand)
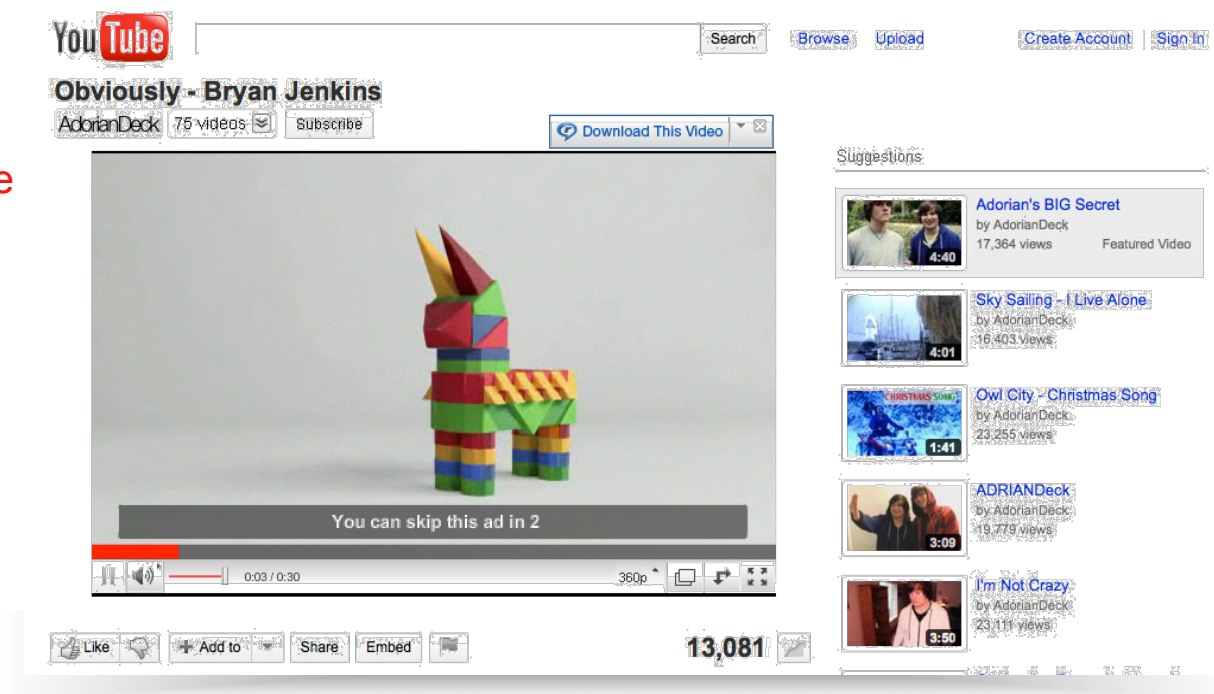
Reveal ads that a user has not seen before could potentially increase view rate but won't give the advertiser free skipped ad branding

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

Google | You Tube

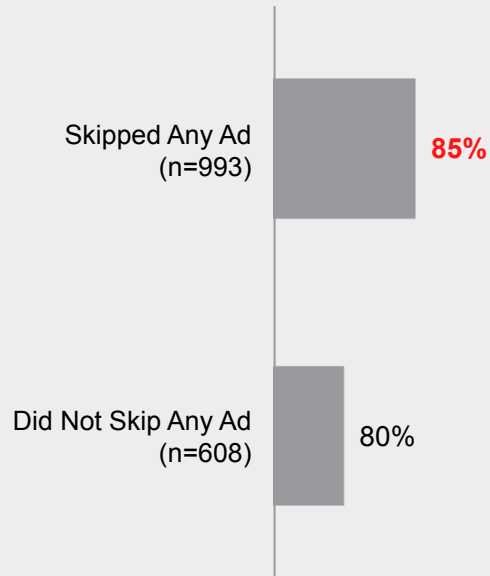Google Offers inspired more curiosity compared to other ads tested
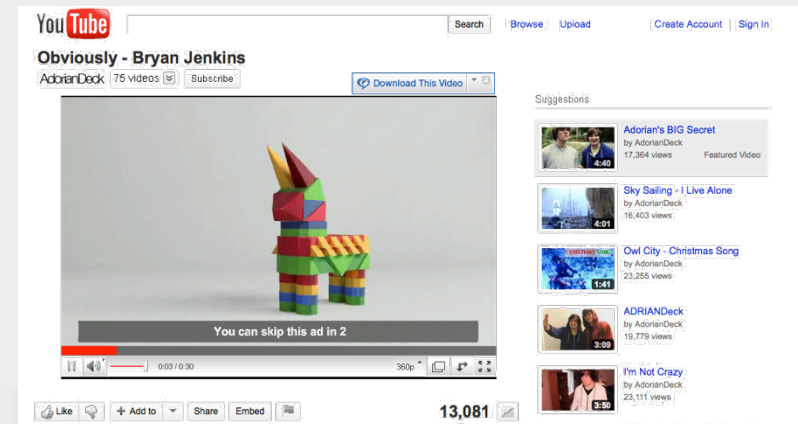
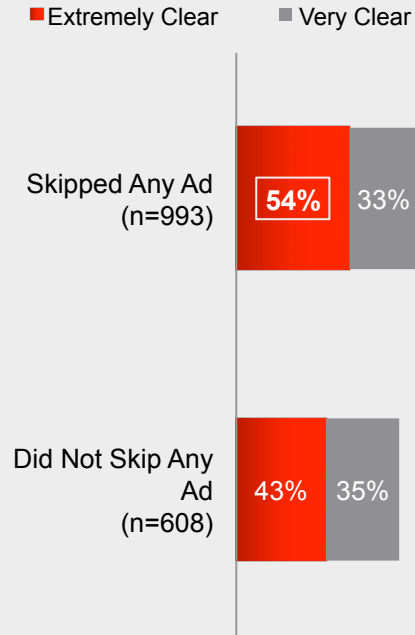* Signifies difference from one or more other tested advertisers at 95% confidence

Why People Choose to View an Ad

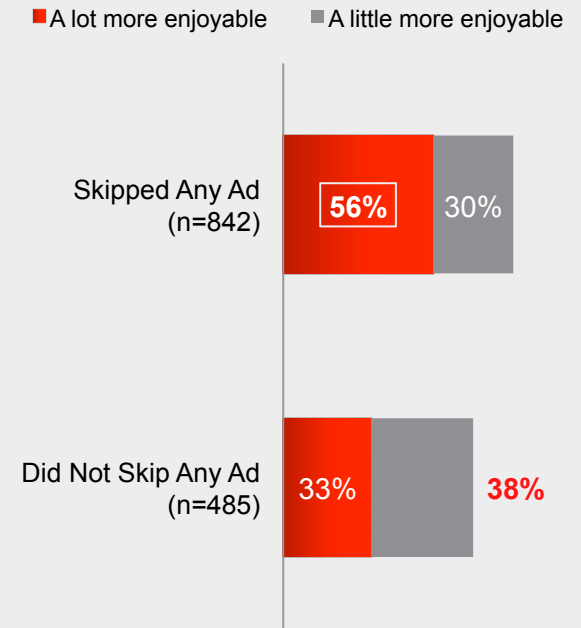Sparking curiosity, engaging creative and a strong brand delivered higher view rates for Google Offers

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

Recall Seeing Skip button

Clarity of Skip button

Impact of Skip Button on Enjoyment

■ Extremely Clear   ■ Very Clear

■ A lot more enjoyable   ■ A little more enjoyable

Skipped Any Ad (n=993) — **85%**

Did Not Skip Any Ad (n=608) — 80%

Skipped Any Ad (n=993) — **54%** 33%

Did Not Skip Any Ad (n=608) — 43% 35%

Skipped Any Ad (n=842) — **56%** 30%

Did Not Skip Any Ad (n=485) — 33% **38%**

Base: Total
Q12. Do you remember seeing this type of countdown and button that allows you to skip an ad on YouTube before watching a video?
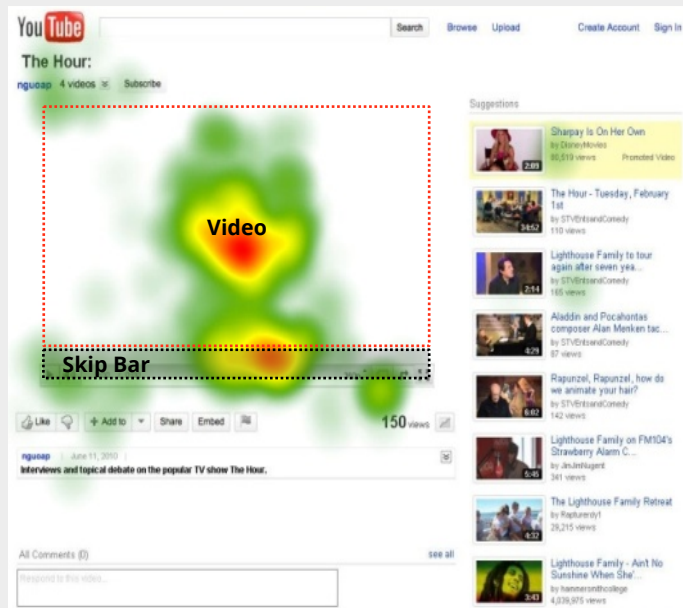Q13. Please look again at this screen shot. The highlighted button allows you to skip an ad after 5 seconds before watching a video. How clear do you think this was when the button appeared?
Q15. How much, if at all, did being able to skip the ad affect your enjoyment of visiting the YouTube pages?   Base: Recall Skip Button
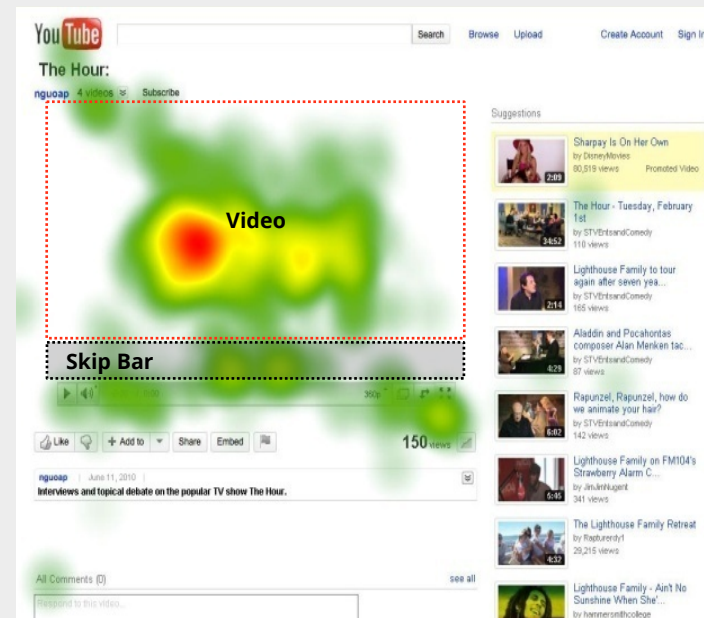
Users found the skip button to be clear and felt it enhanced their YouTube experience

Google | You Tube

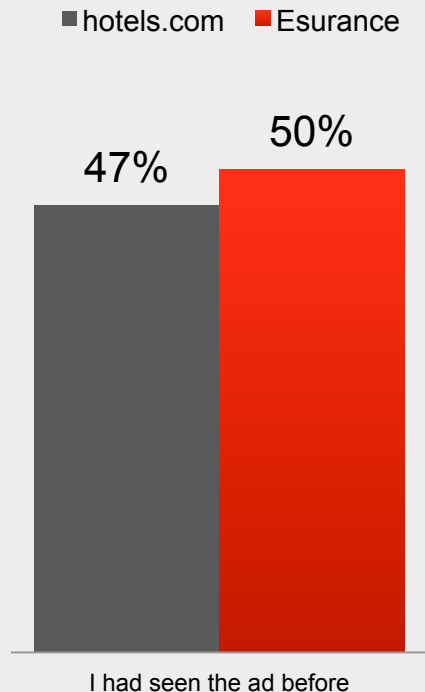# U.K. Eye Tracking research: Users Notice the Skip Button but Focus on the Video

Brand A

Brand C

Video

Skip Bar

Video

Skip Bar

82% of users think the skip button is 'very'/ 'extremely' clear

Google | YouTube

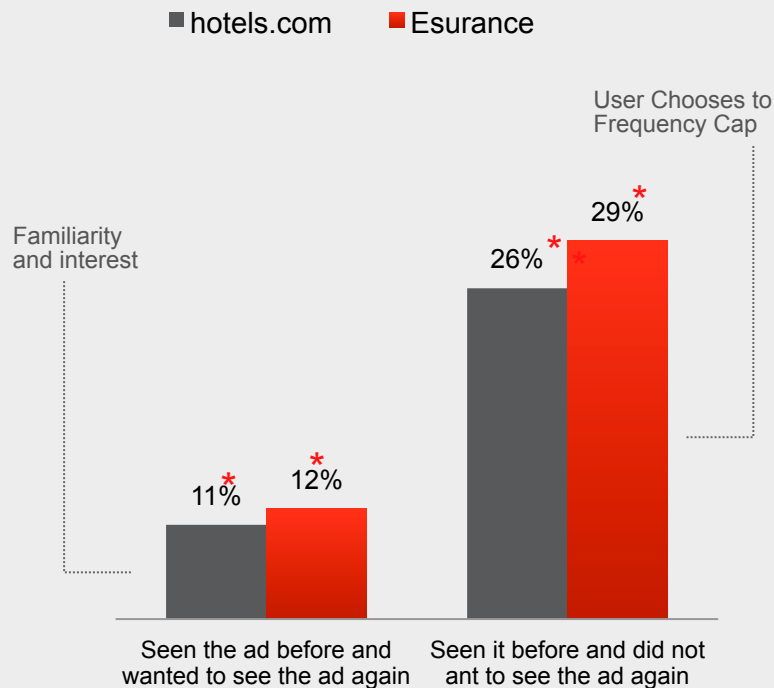■ hotels.com   ■ Esurance

47%   50%

I had seen the ad before

Issue: Frequency can be an issue for **large TV advertisers**

The Hotels.com and Esurance ads' previous ad viewing affected choice to skip the ad in comparison with other ads tested

~half had seen these ads before on TV or on the Internet

Ad frequency issues
Example from hotels.com and Esurance

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

Google | You Tube

hotels.com ■ Esurance ■

User Chooses to
Frequency Cap

29% *

26% * *

Familiarity
and interest

11% *   12% *

Seen the ad before and   Seen it before and did not
wanted to see the ad again   ant to see the ad again

Solution: Unlike other forms of advertising, TrueView allows the **user to decide** to view an ad again

Users can **self frequency cap or increase frequency**

With TrueView, the advertiser **only pays** for impressions the user wants to see
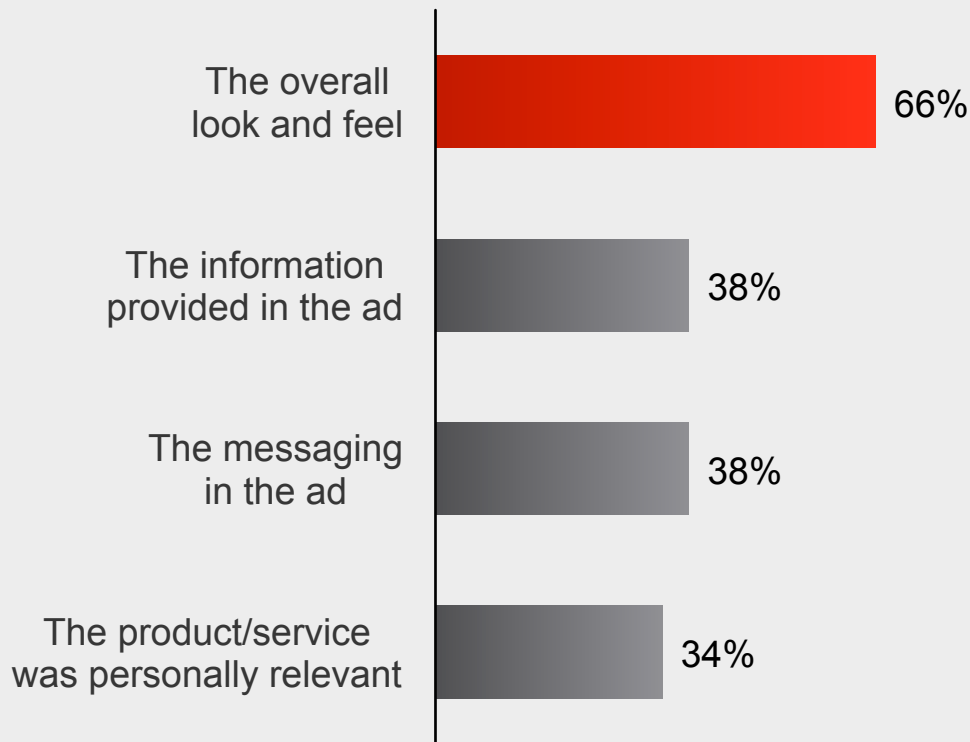
Media delivery is **more efficient**

Base: Those who did not skip the ad, Those who skipped the ad
Q17. You may remember that you chose [not] to skip this ad for [BRAND] when you saw it earlier in the survey. Which of the following describes why you decided to do this?
* Signifies difference from one or more other tested advertisers at 95% confidence

TrueView allows users to cap frequency at no expense to the advertiser
Example from hotels.com and Esurance

Source: YouTube TrueView Study, Google/YouTube/Ipsos, U.S., Jan 2012

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The overall look and feel — 66%

The information provided in the ad — 38%

The messaging in the ad — 38%

The product/service was personally relevant — 34%

▶ Make good ads that people want to watch

▶ Provide new information to the consumer in ad messaging

▶ Product relevancy is key

Base: Would like to see ad again
Q11a - You stated that you would like to view this ad again, which elements of the ad did you like?

Creative implications
Creating ads for the TrueView In-Stream format

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