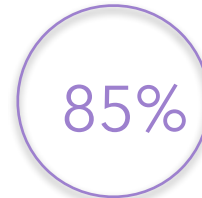




Realizing the power of cinemagraphs to capture and hold attention, Microsoft launched a campaign with cinemagraph based ads targeting small and medium businesses (SMBs) and consumers. For 8 days Microsoft ran an A/B test between cinemagraphs and static images on Facebook, Twitter and Instagram totalling 1.92 million impressions. The campaign was a phenomenal success and the ads using cinemagraphs saw higher engagement rates and lower costs when compared to ads with still images.



Increase in engagement rate on Twitter compared to 1.96% on still images. (among SMBs)

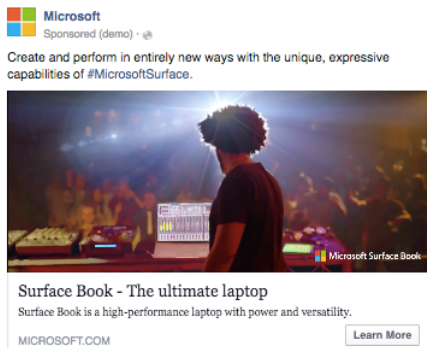


Increase in engagement rate on Facebook compared to 0.83% on still images (among SMBs)



Decrease in cost per engagement on Instagram compared to \$0.81 for still images (among consumers)

[Link](#)



Engagement includes any action such as post likes, comments & shares, link clicks and page likes. All statistics measured with respect to still images at a significance level of 0.05.

Goals

Microsoft wanted to engage small business owners and consumers to promote their latest line of Surface products, and drive brand awareness and engagement at a lower cost. Static images were the norm and Microsoft wanted to test how cinemagraphs compared against them.

Results

Consumer Ads on Instagram: Microsoft ran a split test on Instagram with cinemagraphs and still images derived from the cinemagraphs promoting the latest Surface Book laptop. The cinemagraphs ads saw higher engagements rates, reducing the effective cost per engagement by 45%.

Ads targeting small and medium businesses: A similar experiment was setup promoting the Surface Pro 4 with ads targeting SMBs on Twitter and Facebook. Twitter ads saw a 110% lift in engagement rate and Facebook ads saw a 85% lift in engagement rate, bringing down the effective cost per engagement substantially in both cases.

“

I'm astounded by the results we have seen with cinemagraph ads. The engagement rates were through the roof and it shows how more brands can benefit from adopting this new medium.

”

Linda Chep
Demand Gen Marketing Manager
Microsoft

Considering that cinemagraph ads cost lower to create when compared to video ads, this lends credence to how adoption of cinemagraphs should become a vital part of a brand's strategy going forward.