



KARGO | tobii

VIEWABILITY

VS

MEMORABILITY

YOUR ADS ARE SEEN, BUT ARE THEY REMEMBERED?

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INTRODUCTION

What is Viewability? Viewability has traditionally been the most popular indicator of a digital campaign's success. The premise might seem indisputable: if a unit is on-screen (viewable) for a certain amount of time, then the advertising is doing its job. But is this assumption valid? Viewability alone doesn't seem to capture whether an ad had a lasting effect on the consumer. It might have been in-view, but was it also visible and memorable to a consumer?

BACKGROUND

In the late 2000s, various online advertising agencies and major brands began to acknowledge an obvious drawback in the current state of online advertising impression measurement: ads that contain images, rich media or other content, are ultimately downloaded to the page when the page loads or when it refreshes, regardless of whether the portion of the page they are on is visible. Advertisers were paying for "impressions" with no assurance as to whether those ads had the opportunity to be seen by an individual.

In an effort to regulate this, in 2014 the MRC and the IAB created an official standard for viewability stating that an ad impression must have at least 50% of its total pixels in-view for at least one second in order to be considered viewable¹. Since its codification, viewability has become a driving force in the KPI optimization of ad campaigns across the entire industry with some estimates suggesting that as many as 95% of digital ad campaigns are now optimized to viewability.

Which made us question, does optimizing to viewability go far enough? Just because an ad has a chance to be seen, does that mean that consumers are actually seeing it? Or remembering it? The answer is likely not. According to Forbes, "Americans are exposed to anywhere around 4,000 to 10,000 ads each day."² Yet, when asked, few consumers can recall a single ad they have seen in the last 24 hours. With this in mind, Kargo and research partner, Tobii Pro Insight, set out to better understand the links between viewability and memorability.

THE GOAL

Kargo sought to understand the correlation between viewability of an ad unit and its memorability. Should the industry be selling and delivering mobile media based on the current definition of a viewable unit, or is there room to move towards a metric(s) that might be better at capturing if an ad was effective at acquiring actual attention and memory? The goal of the study was two-fold:

OBJECTIVES

- 1 Better understand which ad formats in which environments are most viewable
- 2 Understand if viewability translates into attention, memory and ultimately effectiveness

HYPOTHESES

- 1 Ads that are highly viewable in some cases may be less memorable
- 2 And vice versa: Ads that are less visible in some cases might actually be **MORE** memorable

SOURCES:

¹ <http://mediaratingcouncil.org/>

² <https://www.forbes.com/sites/forbesagencycouncil/2017/08/25/finding-brand-success-in-the-digital-world/#7ad6db87626e>

VIEWABILITY VS MEMORABILITY

Kargo wanted to test the standard definition of viewability against consumers' interactions with ad units across different platforms. Regardless of how long a unit is on-screen or in-view, it's critical to a business's success that a user sees it and processes the information to drive outcomes. To understand this, we partnered with Tobii Pro Insight to measure eye movement as consumers are exposed to ads on mobile web, Instagram, mobile games and desktop.

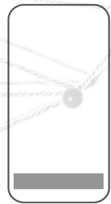
METHODOLOGY

Kargo conducted an independent study in collaboration with Tobii Pro Insight to evaluate the following metrics:

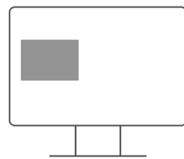
- VIEWABILITY** Under the MRC standard, an ad impression is considered viewable, when at least 50% of the pixels are in-view for at least one second
- SHARE OF PAGE** The percentage of page pixels the ad takes up, when the ad is in view
- SHARE OF SESSION** The percent of time the user looked at the ad, over the entire session on the phone - inclusive of time the ad was in-view as well as when it wasn't
- AD EFFECTIVENESS** The percent of time an ad was looked at when viewable

THE EXPERIMENT

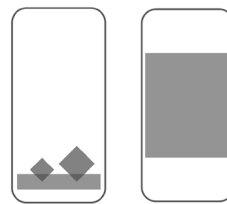
482 people were recruited at one of three mall-based research facilities across the US (Dallas, Sacramento, Raleigh) to test out a typical ad experience across four different digital platforms:



**MOBILE
GAMING APPS**



DESKTOP



MOBILE WEB
PINNED MOBILE
LARGE FORMAT IN-ARTICLE



**INSTAGRAM
(SOCIAL)**

Wearing the Tobii "Pro Glasses 2", participants were given an iPhone (with screen dimensions of 375x812px) or a desktop computer (with screen dimensions of 1248x768px) and instructed to interact with the app or platform as they normally would.

Meanwhile, the eye tracker recorded eye movement throughout the entire end-to-end natural experience as the user engaged with the designated platform. After the eye tracking and media interaction exercise, each participant completed a survey to measure ad recall.

KEY INSIGHTS

BY PLATFORM

GAMING BANNER

KEY INSIGHTS

- Mobile gaming apps utilize banner ads that appear on the bottom of the screen and rotate after a certain amount of time.
- These static images take about 5.25% of the phone's surface area or share of page.
- While gaming banners are highly visible (90% viewability), as they stuck to screen for minutes at a time, they are rarely looked at. Almost 98.5% of the time that the ad was in-view, it was NOT being looked at with a total share of session of 1.5%.
- Ad recall was extremely low with participants struggling to name the companies and products featured during the game and some participants claiming there was no lasting impression about what brands were being advertised.
- Gaming banners generated the lowest ad effectiveness score of all platforms, measured at 1.3%.

TAKEAWAY

Gaming banners are, generally speaking, "cheap" buys. They offer programmatic buyers in-app device IDs which have high fidelity with in-store traffic measurement companies and likely earn a lot of attribution credit. Yet, this is a prime example of an "invisible ad" that games the attribution model.

320x50PX
AD DIMENSIONS

5.25%
SHARE OF PAGE

90%
VIEWABILITY

1.5%
SHARE OF SESSION

1.3%
AD EFFECTIVENESS

DESKTOP

KEY INSIGHTS

- Participants were exposed to the sidebar banner advertisement on desktop.
- The sidebar ad takes up about 9.8% of the page.
- While it was in-view approximately 80% of the time, it was only looked at on average 1.9% of the total share of session time.
- Desktop side banners had the second lowest ad effectiveness of all platforms measured at 2%.

TAKEAWAY

In theory, a 300x250 desktop ad as defined by the MRC is highly viewable and highly optimized towards but in actuality generates nominal ad effectiveness.

336x280PX	9.8%	80%	1.9%	2%
AD DIMENSIONS	SHARE OF PAGE	VIEWABILITY	SHARE OF SESSION	AD EFFECTIVENESS

PINNED MOBILE ADS

KEY INSIGHTS

- Participants were exposed to Kargo pinned mobile ads - Breakout and Sidekick, with 15.7% and 6.4% share of page, respectively.
- By taking a more "basic" banner slot and making it more innovative by adding animation, these smaller format units were analyzed to test if creative enhancements alone can elicit better share of session and attention.
- Pinned ads saw 2x the share of session and ad effectiveness of desktop ads and nearly 3x the share of session and ad effectiveness of gaming ads.
- Mobile web ads with animation had the second highest ad effectiveness rating at approximately 4%.

TAKEAWAY

Animation does increase ad effectiveness, with more users noticing and remembering the ads they were exposed to.

BREAKOUT

320x150PX

AD DIMENSIONS

15.7%

SHARE OF PAGE

90%

VIEWABILITY

3.9%

SHARE OF SESSION

SIDEKICK

140x140PX

AD DIMENSIONS

6.4%

SHARE OF PAGE

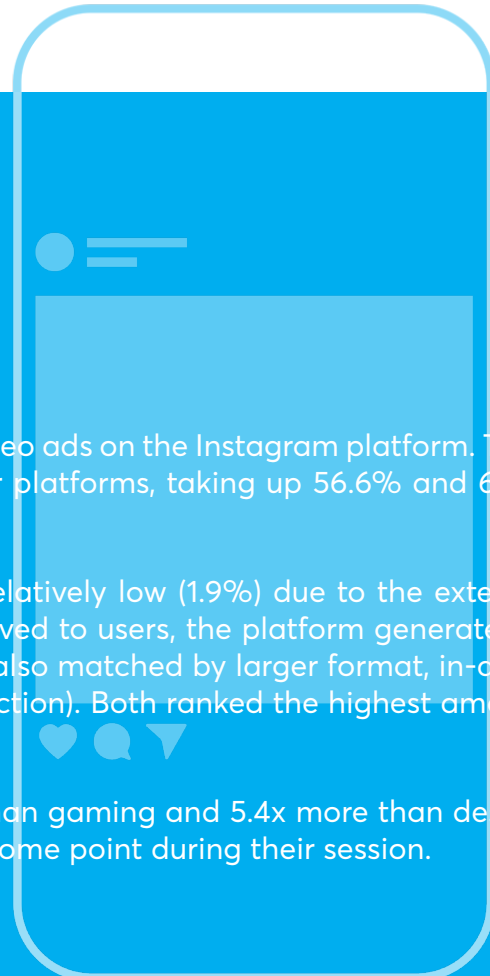
3.9%

AD EFFECTIVENESS

INSTAGRAM

KEY INSIGHTS

- Participants were served vertical static and video ads on the Instagram platform. These are larger ad formats, compared to the other platforms, taking up 56.6% and 62.4% share of the page, respectively.
- While the share of session for Instagram is relatively low (1.9%) due to the extended session lengths and higher number of ads served to users, the platform generated an ad effectiveness score of 10.8%. This score is also matched by larger format, in-article mobile web ads (discussed in the following section). Both ranked the highest amongst the other platforms analyzed.
- Instagram proved to be 8.3x more effective than gaming and 5.4x more than desktop with 77% of participants looking at an ad at some point during their session.



TAKEAWAY

Combining the larger ad format with motion and animation and placing it directly within the user's feed proved most effective amongst the other platforms tested.

VERTICAL STATIC AD

375x460PX
AD DIMENSIONS

56.6%
SHARE OF PAGE

~50%*
VIEWABILITY

1.9%
SHARE OF SESSION

VIDEO AD

600x350PX
AD DIMENSIONS

62.4%
SHARE OF PAGE

10.8%
AD EFFECTIVENESS

* Instagram did not accept 3rd party viewability measurement at time of study so viewability is estimated.

LARGER FORMAT IN-ARTICLE ADS

KEY INSIGHTS

- Kargo in-article ads are mobile web creatives that have a larger format similar to that of Instagram. Participants were exposed to Kargo's Venti and Key Art units, which have a 56.6% and 34.2% share of the page, respectively.
- The average share of session was 4.1%, which came in 2x higher than Instagram and desktop and nearly 3x that of gaming
- These larger format, in-article, mobile ads generated 10.8% ad effectiveness (same as Instagram), which is 8.3x more effective than gaming ads and 5.4x of desktop.

TAKEAWAY

In-article, large format mobile web creatives are just as, if not more, effective than Instagram. Mobile web is a great tool to amplifying social efforts within premium contextual environments.

VENTI

375x460PX

AD DIMENSIONS

56.6%

SHARE OF PAGE

50%

VIEWABILITY

4.1%

SHARE OF SESSION

KEY ART

375x250PX

AD DIMENSIONS

34.2%

SHARE OF PAGE

10.8%

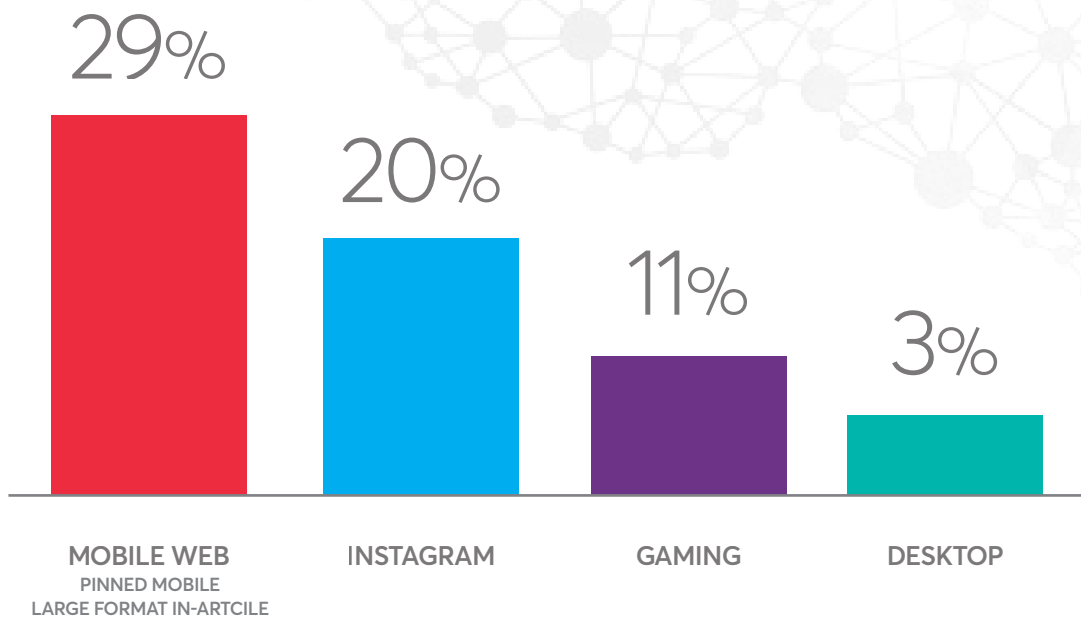
AD EFFECTIVENESS

AD RECALL

In addition to eye tracking, the effectiveness of each platform can be determined by how well respondents accurately recall the brands that were advertised during their media experience.

Among the respondents who were exposed to at least one ad, Kargo mobile web ads outperformed the other platforms in ad recall by 29%.

Additionally, respondents within the mobile web group was asked to select which brands they recalled from a list. 60% of respondents correctly selected at least one of the four brands tested on mobile web.




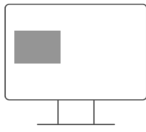



UNAIDED AD RECALL BY PLATFORM

Mobile web recall is statistically significantly higher than the game or desktop at 90% confidence
Base: Total respondents exposed to at least one ad; Mobile web n=126, Game n=119, Instagram n=107, Desktop n=112

EXECUTIVE SUMMARY

The standard metric of viewability (at least one second in-view and at least half on-screen) suggests that a unit has a greater opportunity to make an impact the longer it's on-screen. Does viewability mean memorability? Does visibility equal higher engagement? Viewability alone doesn't seem to capture whether an ad had a lasting effect on the consumer. While it might have been in-view; does it mean it was more memorable to the consumer?

	 MOBILE IN-ARTICLE	 INSTAGRAM (SOCIAL)	 MOBILE PINNED	 DESKTOP SIDE	 GAMING BANNER
MRC VIEWABILITY	50%	~50%	90%	80%	90%
SHARE OF SESSION	4.1%	1.9%	3.9%	1.9%	1.5%
AD EFFECTIVENESS	10.8%	10.8%	3.9%	2.0%	1.3%



VIEWABILITY DOES NOT
PREDICT AD EFFECTIVENESS
OR RECALL



IN SOME CASES THEY ARE
INVERSELY PROPORTIONAL

Amongst platforms and ad formats tested, in-app gaming ads and pinned mobile web ads were the most viewable. However, Instagram and in-article Kargo mobile ads had the highest share of view, ad effectiveness and the highest ad recall.

Larger share of page formats – Instagram and Kargo's Venti – score lower when it comes to viewability as their size makes it uncondusive to stay in-view as long, yet it is their size that increases their share of session and effectiveness.

Optimizing purely to viewability, will likely result in lost opportunity for marketers. Marketers should update performance/measurement scores to incorporate factors other than viewability.

Consider a score for creative – ie. animated ads score higher than static – and other aspects of the campaign that can signal the effectiveness of the ad like share of page.

Research shows that factors such as ad creative and messaging, ad placement and the digital environments in which brands advertise in are critical to the overall advertising mix and can lead to building greater brand awareness down the line. The fragmentation of today's media landscape has created a rift in consumers' consumption habits -- where consumers' attention is no longer owed but in fact must be earned. In order for brands to break through in today's attention economy, it takes nothing short of "thumb-stopping" creative for marketers to garner recognition and appreciation.