

DV Helped Increase Viewability on Facebook for Major Automotive Brand by 2.6x



Background

A major automotive brand aimed to influence its target audience through video ad campaigns on social platforms. Viewability was an important KPI for the brand, but they were experiencing low viewability and completion rates on their Facebook video campaigns.

Solution

DV Pinnacle® reporting provides advertisers with granular insight into the IAB standard viewability rates across all social platforms. The automotive brand analyzed viewability and completion performance data for past Facebook video campaigns. Based on the IAB standards, a video ad is considered viewable if at least 50% of the ad is in view for continuous two seconds. Viewable ads are more likely to capture audience attention. Through this analysis, the brand found several placements that drove higher viewability performance. Of note, the Facebook in-stream video placements had the highest viewability. With these insights, and keeping in mind the overall advertising KPIs, the brand bought more impressions on in-stream video placements.

Result

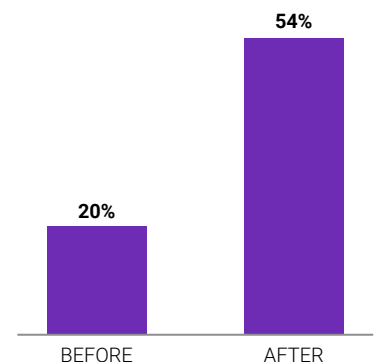
After increasing impressions on in-stream video placements, the brand successfully increased viewability by 2.6x and video completion rate by 3.8x. This means that the ads are more than two times more likely to capture audience attention.

What's Next

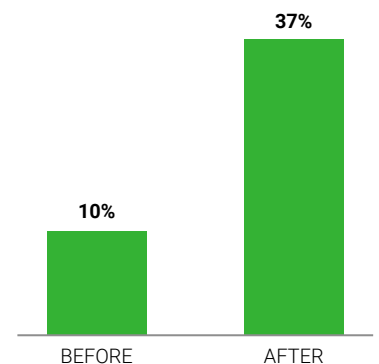
Moving ahead, the brand can make use of DV data to further improve viewability by:

- 1) Evaluating performance of past campaigns, placements, ad formats and creatives to discover other viewability drivers.
- 2) Relying on viewability cost efficiency analysis to meet reach, viewability and cost efficiency goals.
- 3) Creating a test-and-learn plan to continuously optimize towards ad sets and creatives with higher viewability. The viewability optimization dashboards on DV Pinnacle® reporting allows the team to identify optimization points easily and quickly.
- 4) Comprehensive measurement planning. Viewability is best evaluated as part of a larger measurement strategy grounded in incrementality.

Improved Video Viewability by 2.6x



Improved Video Completion Rate by 3.8x



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