

Mobile Advertising Study

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24.com

Our advertising partners

















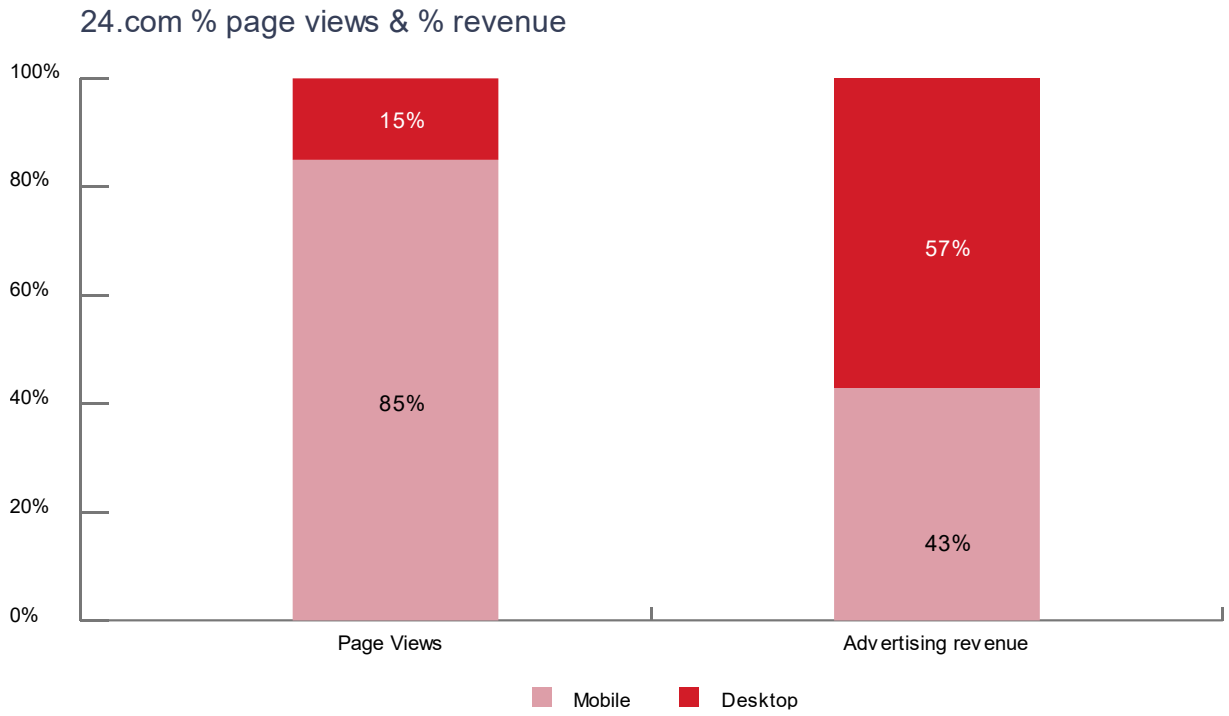






Context & research questions

Study context: prolific growth of mobile, but advertising revenue is yet to catch up



Research questions & intended outcomes

Questions



1. Does mobile advertising result in an overall positive brand up lift?
2. And if so, how do product sector, ad format type and brand size affect a consumer's awareness, consideration, preference and purchase intention?
3. Does targeting by behavioral segments affect awareness, preference and purchase intention?
4. Is there a relationship between CTR and awareness, preference and purchase intention?

Outcomes



- Find out the brand uplift of various types of advertising formats
- Find out the relationship between traditional performance metrics like CTR and brand uplift metrics
- Understand which formats are better suited to campaign type
- Be the first in South Africa to understand how audiences engage with digital advertising on mobile during each stage of the marketing funnel from awareness to conversion

Survey technology solution

Our technology partner



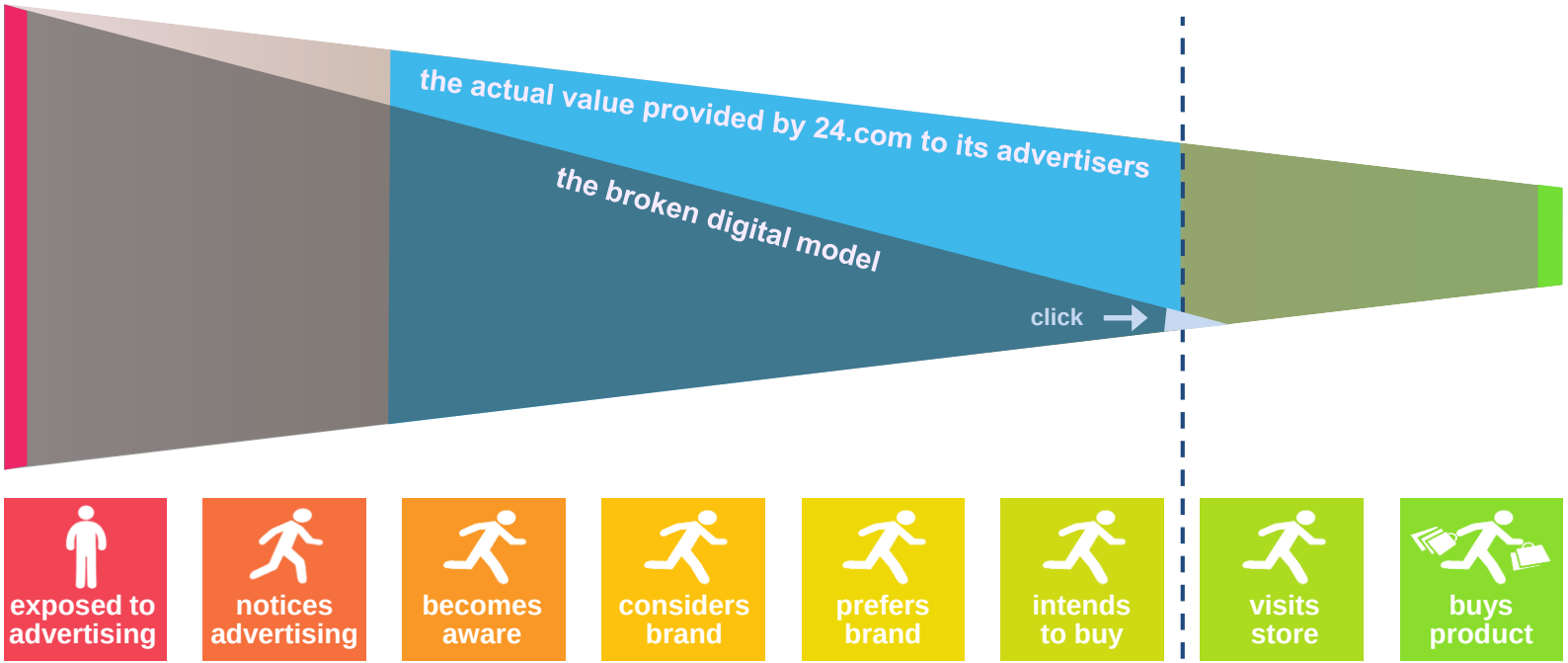
Brand Metrics work with many **premium** publishers



The Brand Metrics **vast benchmark database** contains thousands of brands' digital campaigns



Study context: the research is designed to identify the **true effects** of mobile advertising



Research design & methodology

Research Design



Client campaign 1

Client campaign 2

Client campaign 3

Only 1 content type per product shown

- Static image
- Animated GIF
- Native in-feed
- Rich media
- Video

- Static image
- Animated GIF
- Native in-feed
- Rich media
- Video

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- Video

If user revisits

Show same campaign and content type, track number of impressions shown

Survey distribution

Surveys are served to users with their ad exposure history populated in a database

1 User is assigned to a campaign/product

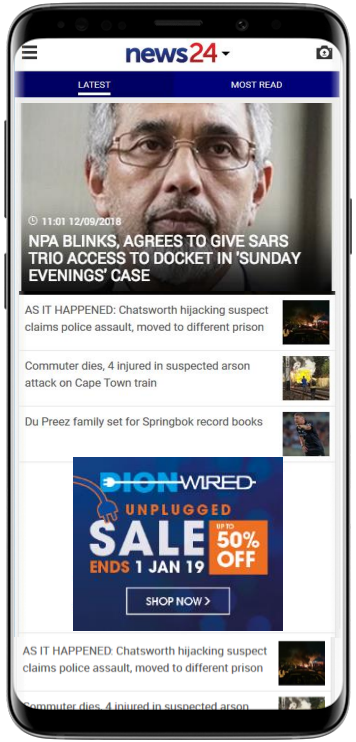
2 User is assigned to a content type

Example user journey

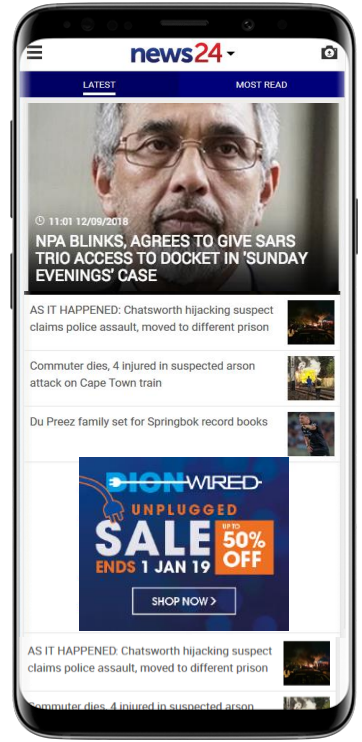
Campaign runs and exposures are logged

Survey is shown to user

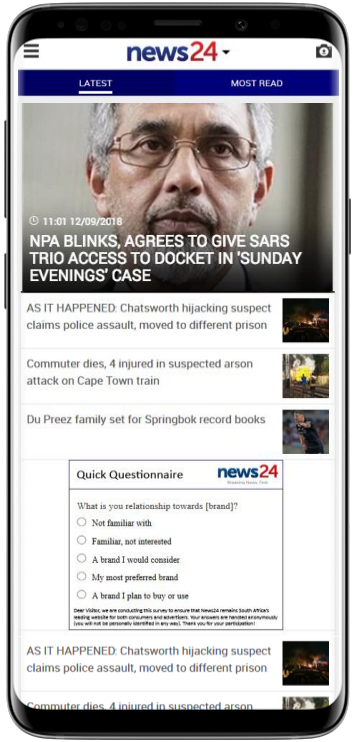
1st visit



All subsequent visits



Survey Served



Questionnaire used


Quick Questionnaire

news24
Breaking News. First.

What is you relationship towards [brand]?

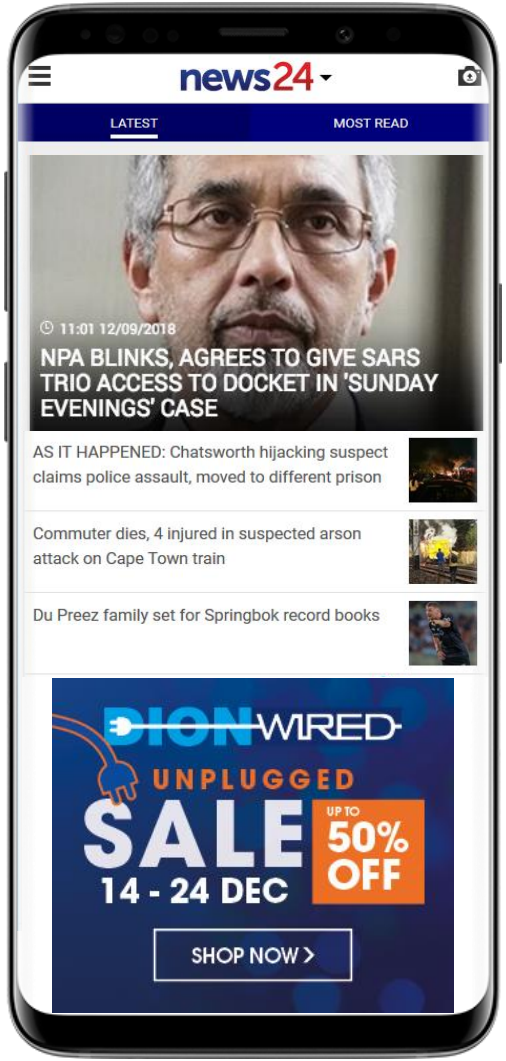
- Not familiar with
- Familiar, not interested
- A brand I would consider
- My most preferred brand
- A brand I plan to buy or use

Dear Visitor, we are conducting this survey to ensure that News24 remains South Africa's leading website for both consumers and advertisers. Your answers are handled anonymously (you will not be personally identified in any way). Thank you for your participation!

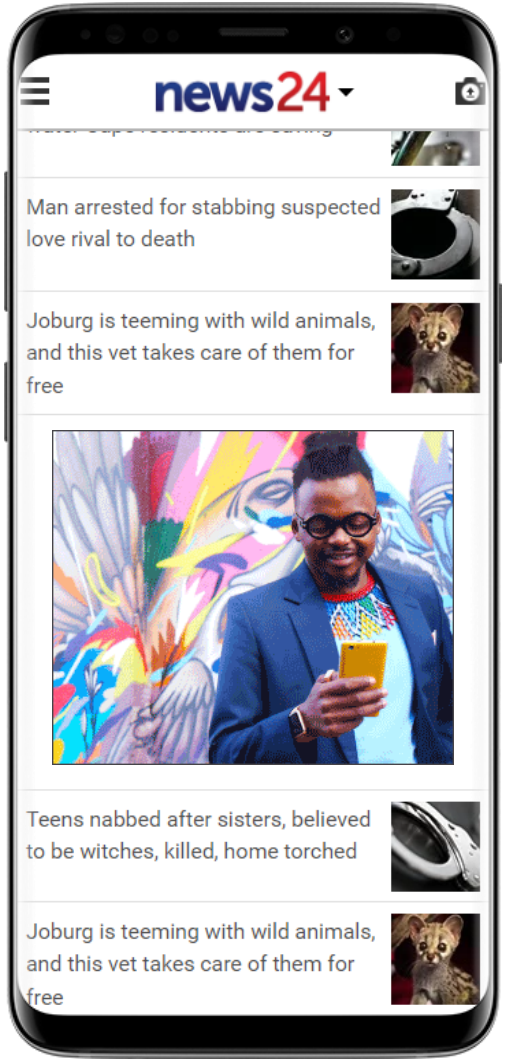
- Automated SaaS-approach
- Works on all devices
- Algorithm calculates brand lift mathematically
- One question delivers results across four key metrics:
  - Brand Awareness
  - Brand Consideration
  - Brand Preference
  - Action/Purchase Intent

The formats tested

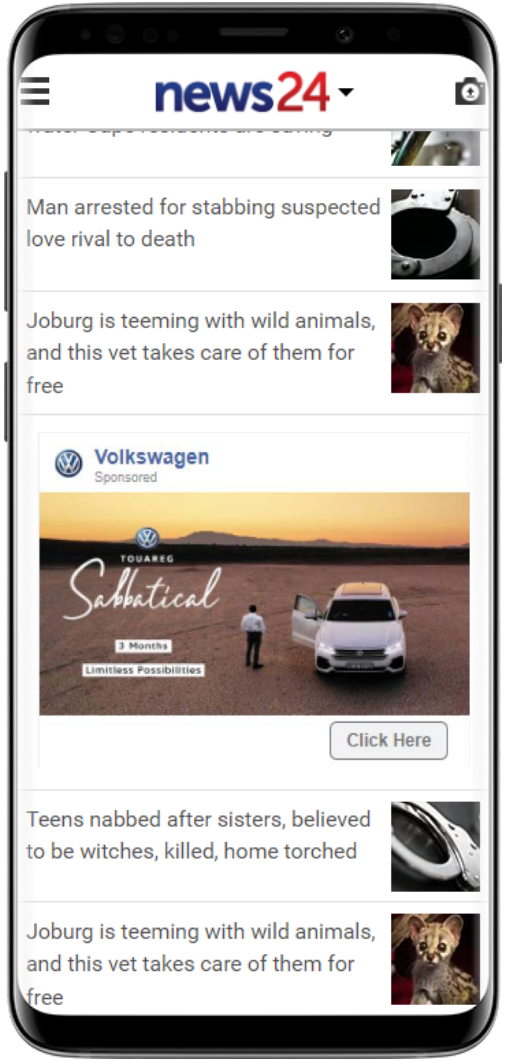
Static image



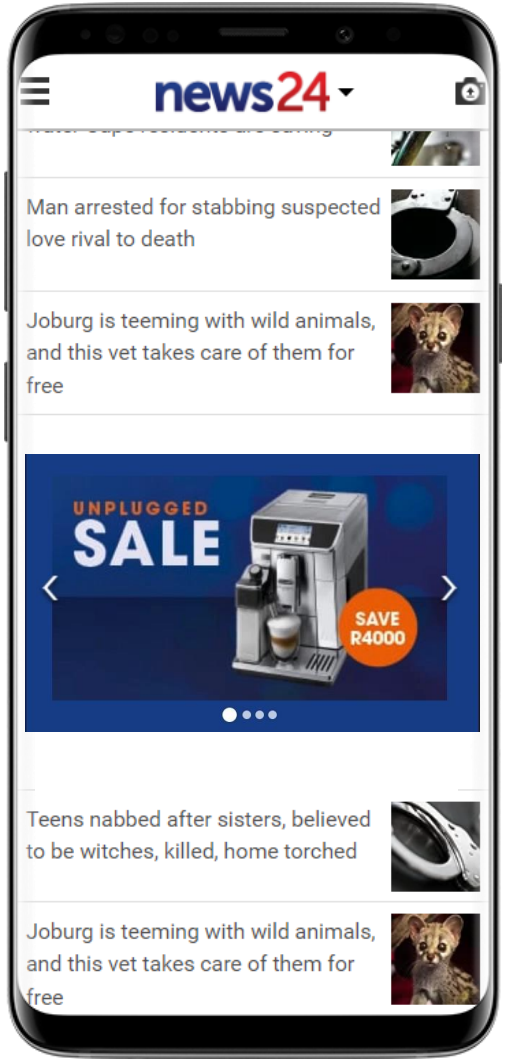
Animated GIF



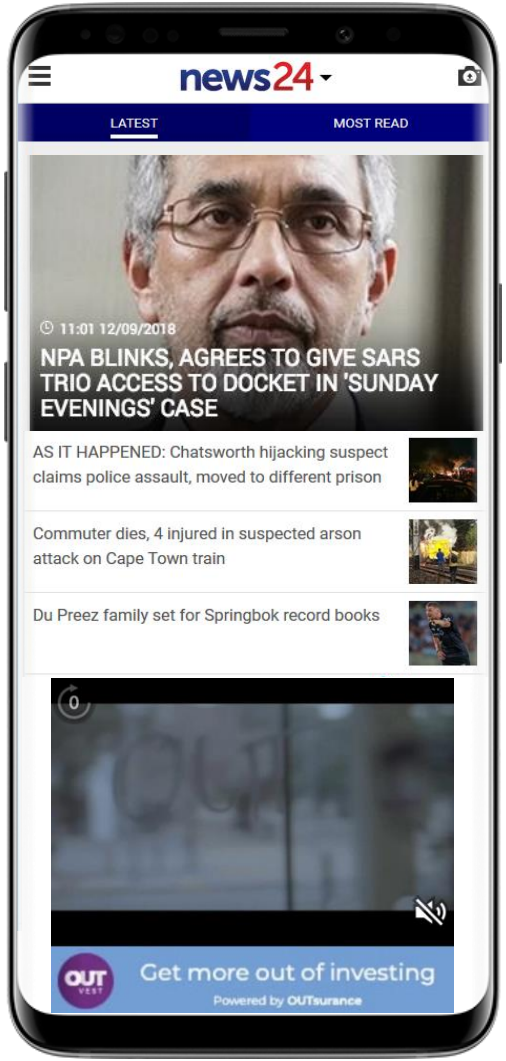
Native in-feed



Rich Media


news24
Man arrested for stabbing suspected love rival to death
Joburg is teeming with wild animals, and this vet takes care of them for free
UNPLUGGED
SALE
SAVE R4000
Teens nabbed after sisters, believed to be witches, killed, home torched
Joburg is teeming with wild animals, and this vet takes care of them for free

Video


news24
LATEST
MOST READ
11:01 12/09/2018
NPA BLINKS, AGREES TO GIVE SARS TRIO ACCESS TO DOCKET IN 'SUNDAY EVENINGS' CASE
AS IT HAPPENED: Chatsworth hijacking suspect claims police assault, moved to different prison
Commuter dies, 4 injured in suspected arson attack on Cape Town train
Du Preez family set for Springbok record books
Get more out of investing
Powered by OUTsurance

Impressions & numbers of completed surveys

Total number of campaigns run: **79**

Total number of brands: **11**

Total number of impressions served: **26 188 383**

Average impressions per campaign: **327 354**

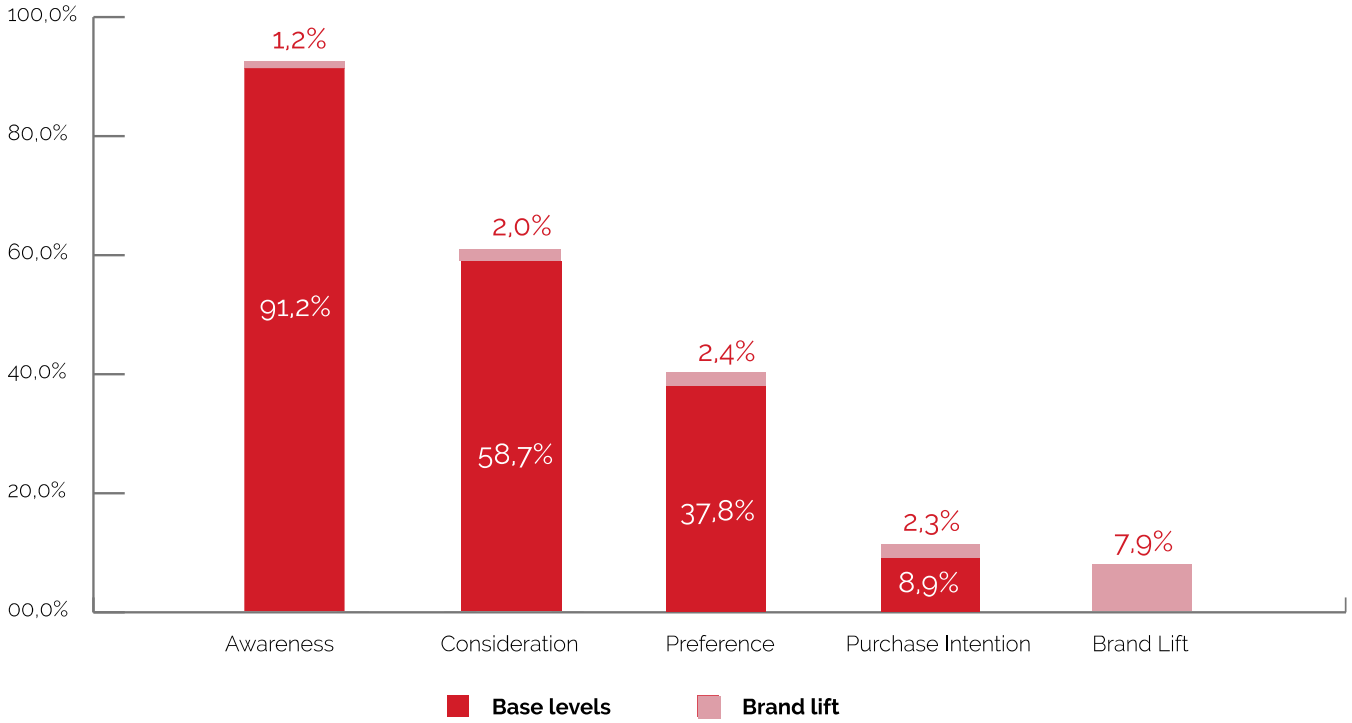
Average unique users per campaign: **169 503**

Total surveys completed: **22 833**

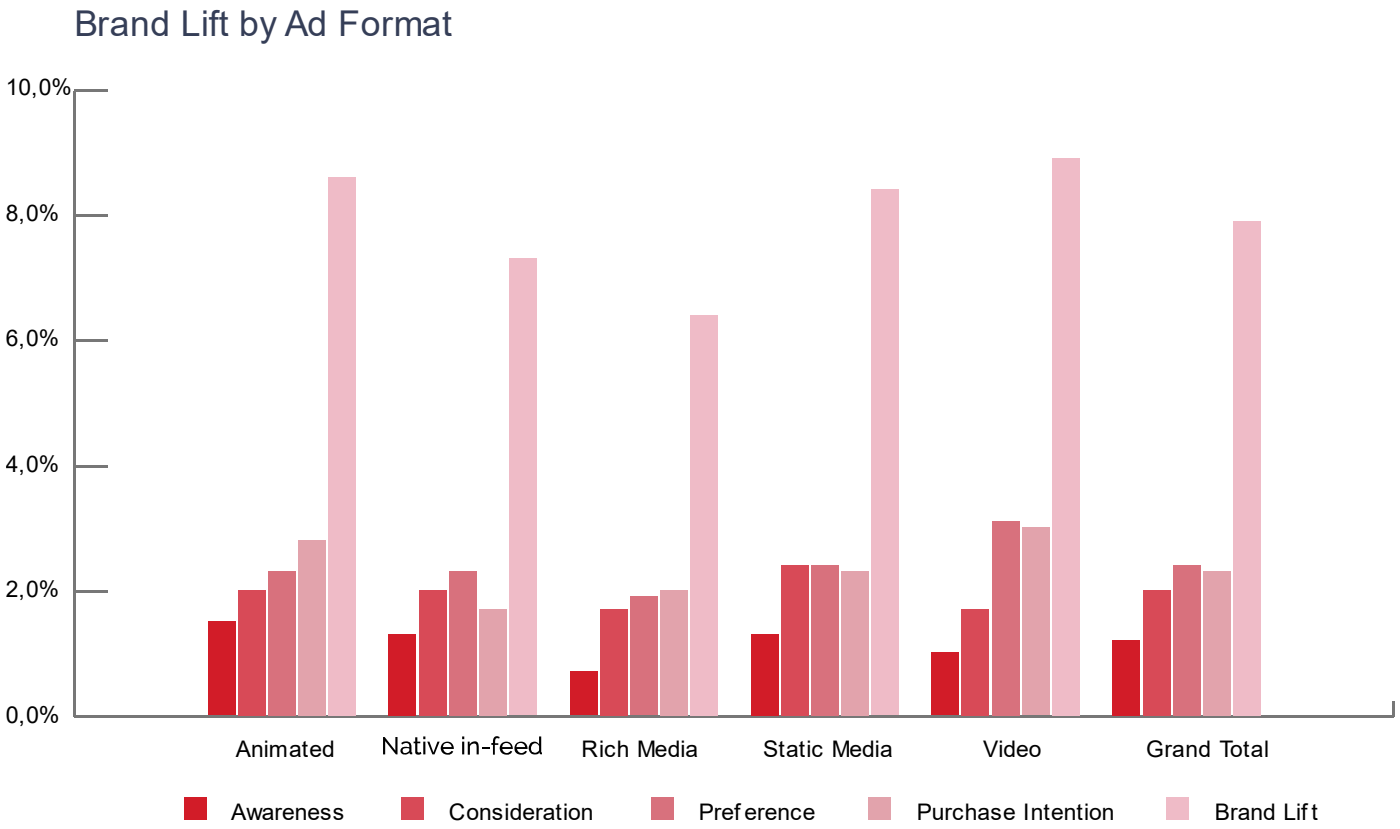
Average surveys completed per campaign: **285**

The results

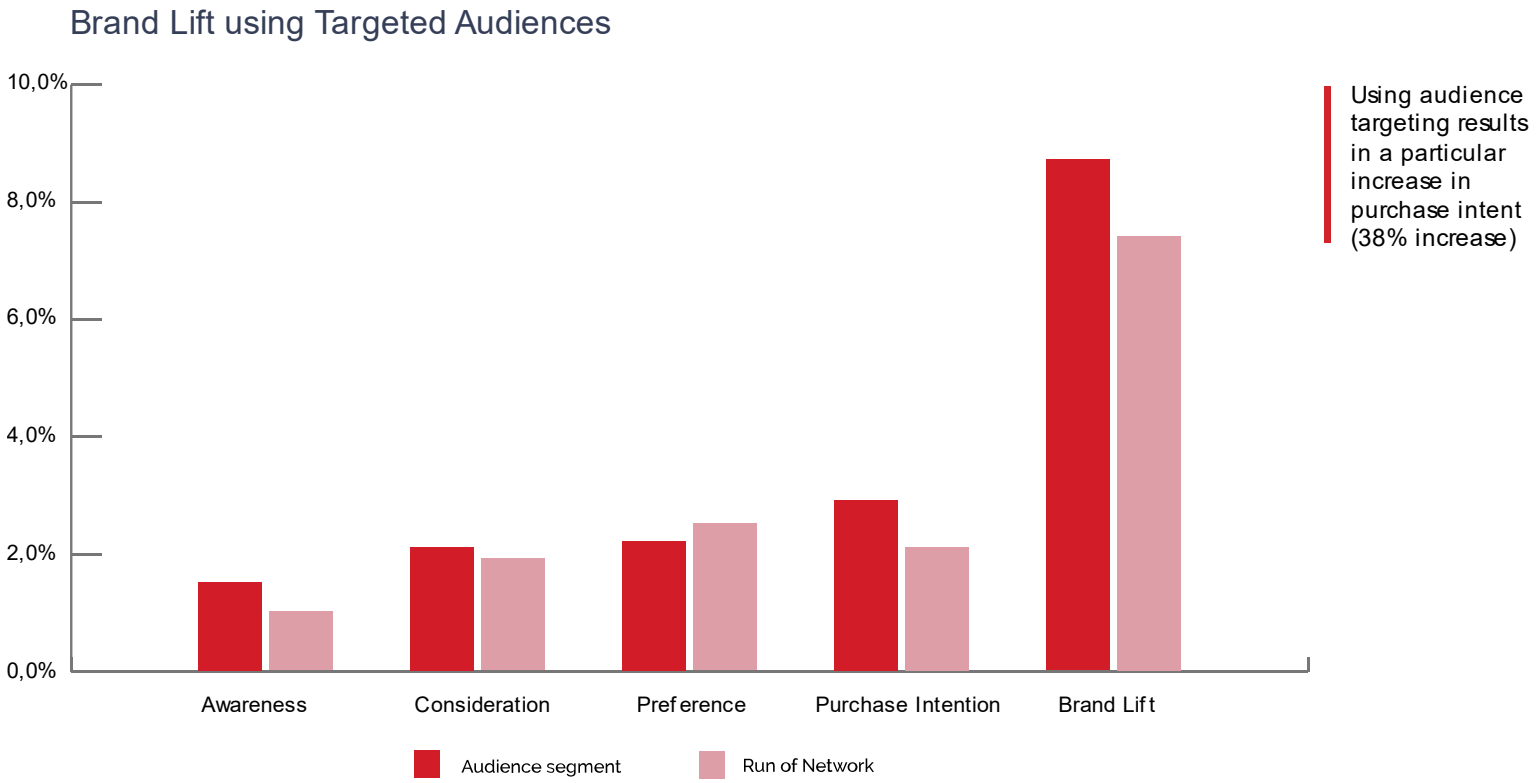
Across 79 campaigns mobile advertising resulted in an average brand uplift of 7.9%



Video and animated results in the highest overall brand uplift, are best at driving purchase intent

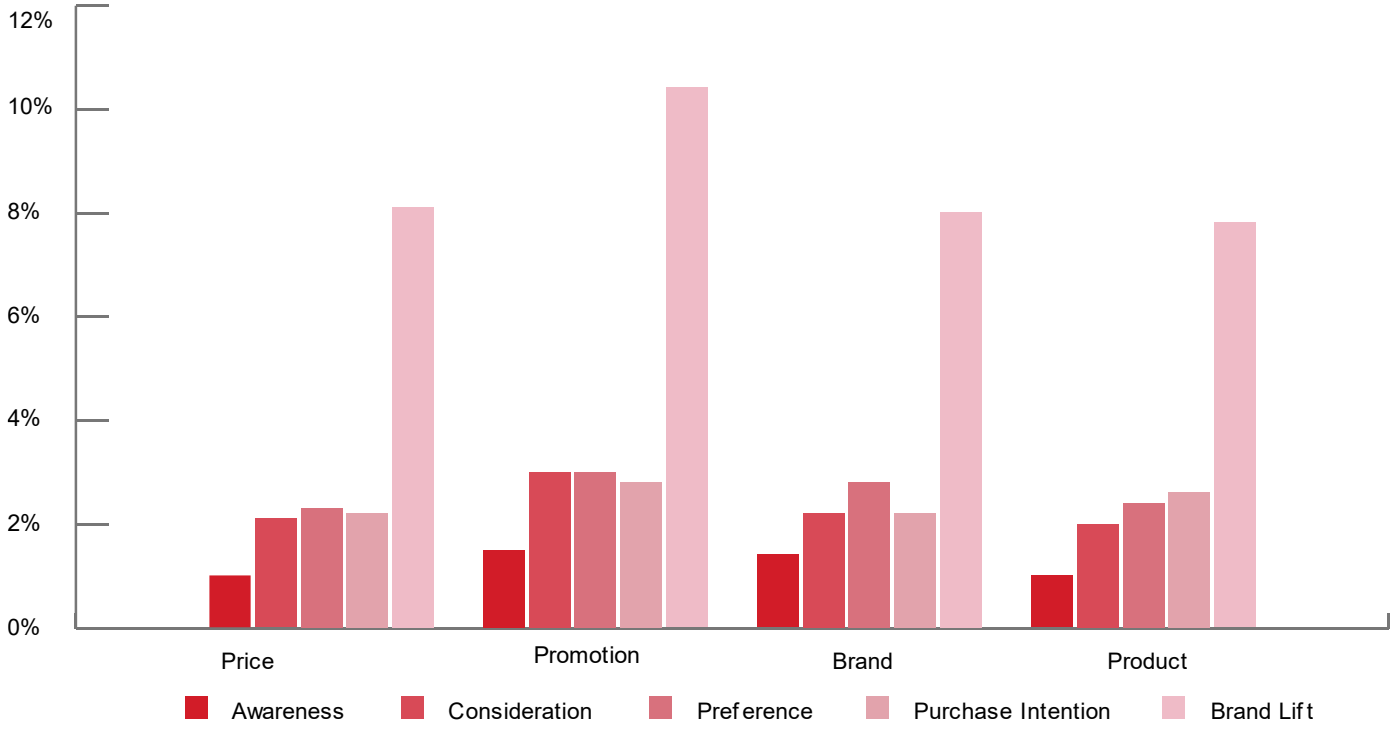


Using **audience targeting** results in an **18% increase** in brand uplift



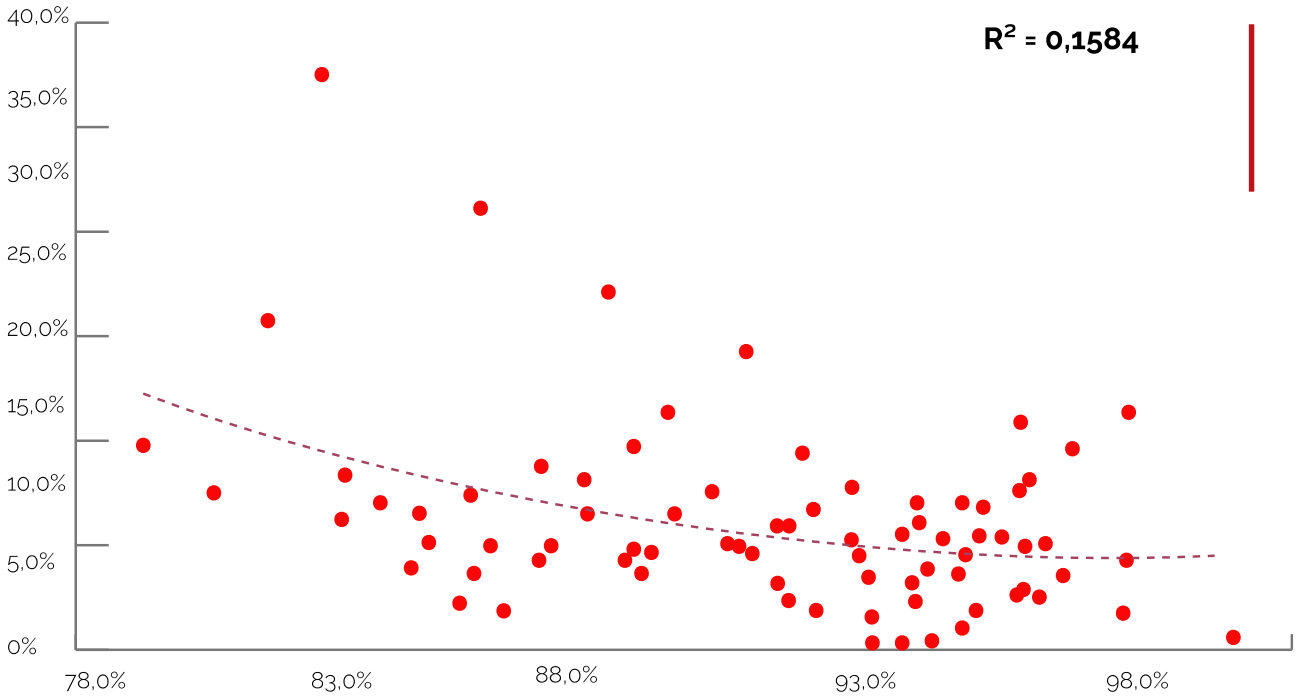
Campaigns that have push promotion performed well on elements of brand uplift

Creative features



Large brands can still benefit from relatively large brand uplift effects due to mobile campaigns

Brand size & brand lift



R^2 = 0,1584

Brand lift standard deviation

80-90	90-95	95+
7.7%	4.0%	4.2%

Correlation; -0.38

Key Takeouts

Mobile advertising works in increasing all metrics in the brand relationship

All ad formats tested resulted in **positive brand effects**



The more creatively **complex formats** work better at the bottom of the funnel

If there are multiple objectives, **choose a sequence of ad formats** that optimise each stage of the funnel

Targeting enhances the key advantage of each creative format

CTR has no relationship with brand lift and is a poor proxy for the overall brand lift effect