

Engage to Win!

Will Dorling, AdColony UK
Nigel Roth, On Device Research



Being exposed to over 5000 media messages everyday, users are doing their best to run away!

71% more
INTRUSIVE
vs 3 years ago




Netflix Has More U.S.
Subscribers Than Cable TV
NETFLIX

2018

Two

online subscriptions

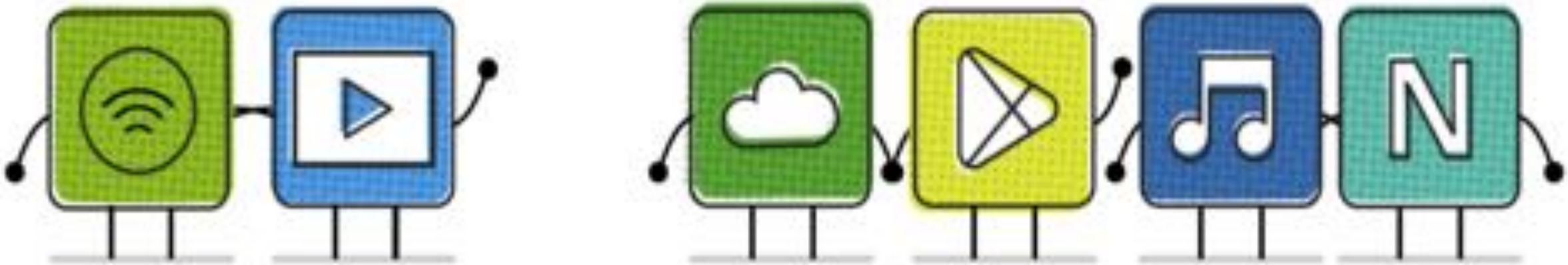
50%

of adults in developed markets

2020

Four

online subscriptions



Deloitte.

However, consumers don’t hate ads (yet), they hate **bad ads**

71%

Prefer ads that are targeted and **relevant to their interests**



66%

Happy to receive ads if they’re **user friendly**

80%

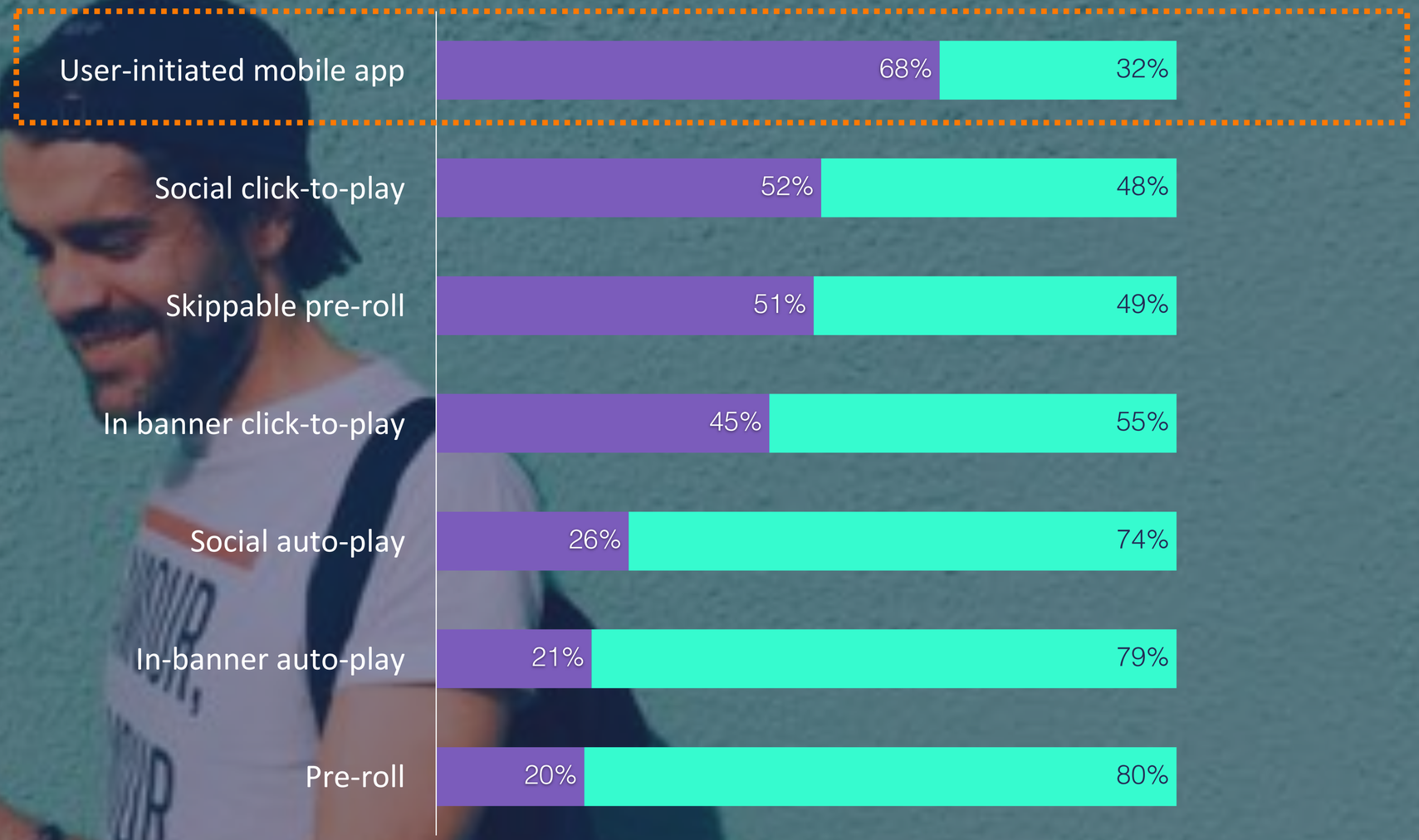
Prefer opt-in ads over pre-roll video

65%

Find **mobile video ads** valuable and useful.

HubSport, Why people block ads (and what it means for marketers and advertisers), 2016

68% of consumers **feel positive** towards ads that offer them **control.**



KANTAR MILLWARDBROWN

Mary Meeker, Internet Trends, 2017
Source: Millward Brown AdReaction: Video Creative in a Digital World


Engaging environment & engaging creative
delivers right performance.

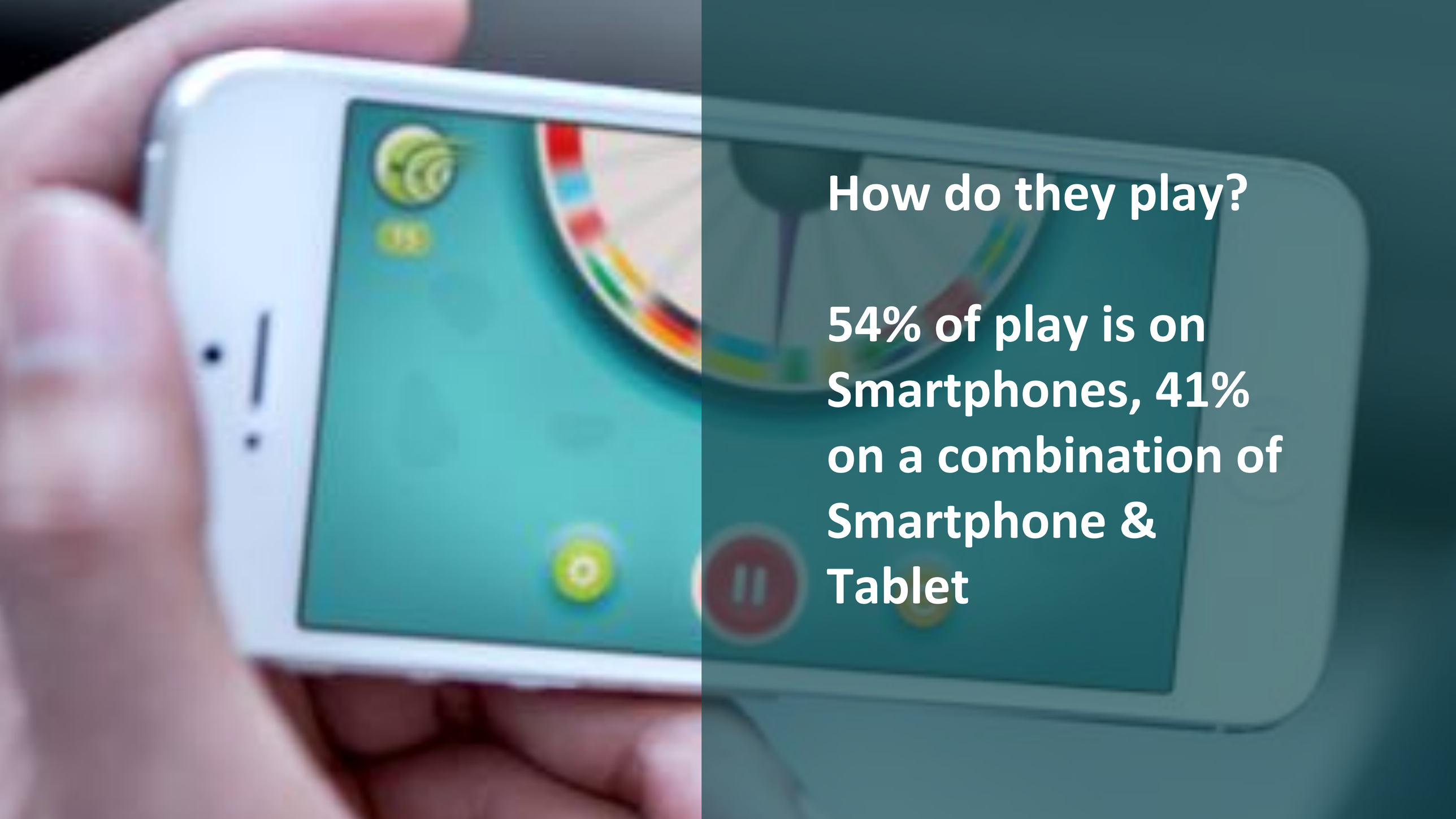

Thinking of Mobile Gaming...



- The channel
- Habits
- Implications

- Mobile survey using our Device ID panel in the UK (though we did this in 4 regions)
- 500+ mobile gamers – 16-64, equal m/f split, and rep across age groups
- 12-minute interactive survey using our 6x faster ansr.io platform, in Nov ’17





How do they play?

54% of play is on Smartphones, 41% on a combination of Smartphone & Tablet

We see an almost perfect correlation between claimed activity on a smartphone and actual behavior

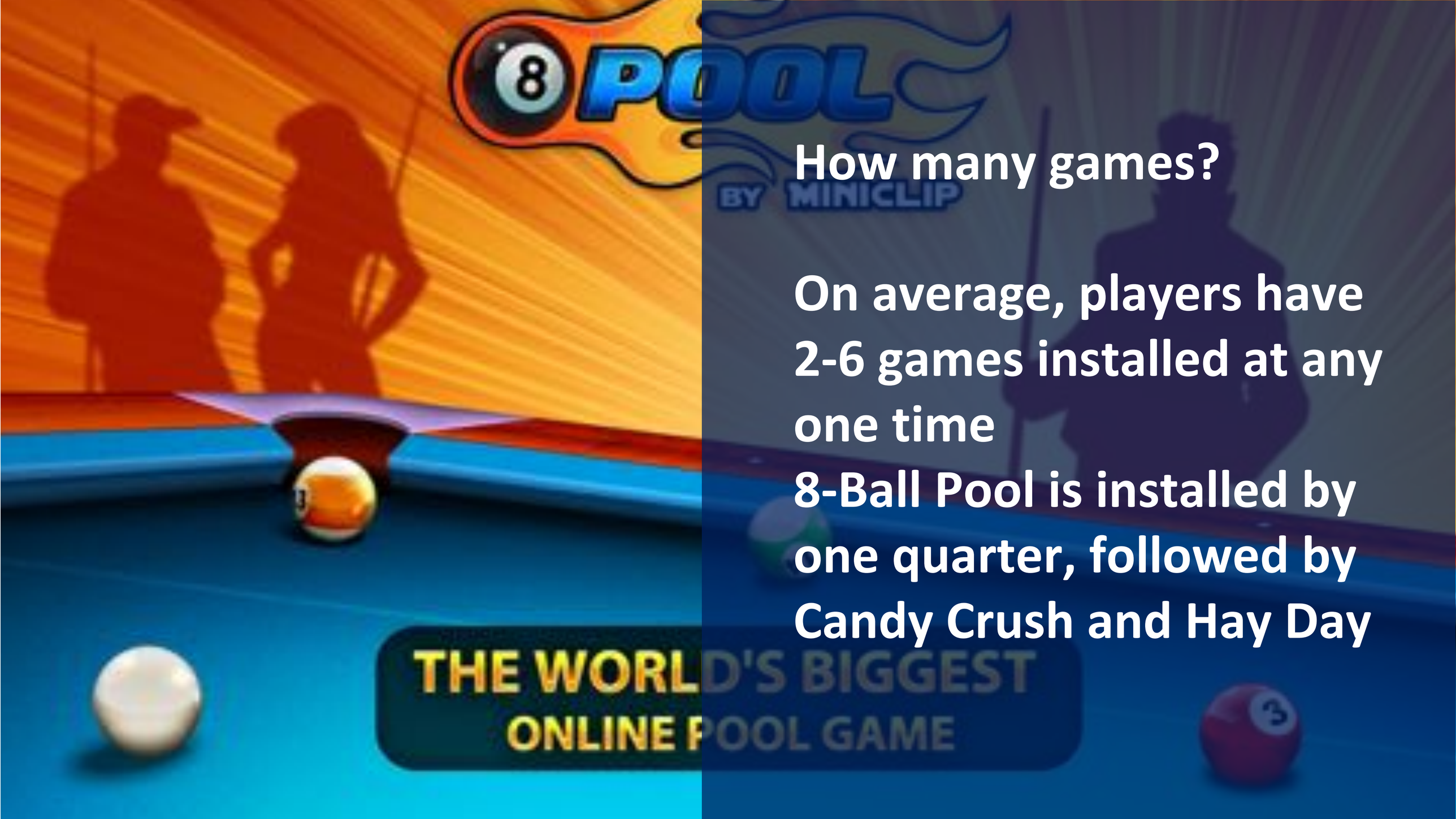
Which bodes really well for relevant messaging that integrates with gaming experiences



Most preferred categories?

Matching puzzle games are most preferred; men gravitate toward strategic games, younger players (16-25) to adventure

The important piece here is the ability to recognize consumer via game types and target them with appropriate ads



How many games?

On average, players have 2-6 games installed at any one time

8-Ball Pool is installed by one quarter, followed by Candy Crush and Hay Day

An average of 4 games at any one time on their smartphone that they engage with; 4 chances to ‘meet’ them on their own terms



How often?

66% play games everyday, the majority more than 5 times each day for an average of 25 minutes in total, and typically
between 8-11pm

Two-thirds are playing every single day, saving most of their play until that later part of the day where they are both engaged and almost certainly more relaxed

Why do people play?

- Enjoyment and fun
- To relax
- To entertain themselves
- As a stress-reliever

77% feel happy while playing

More than half say mobile gaming is a way of socializing



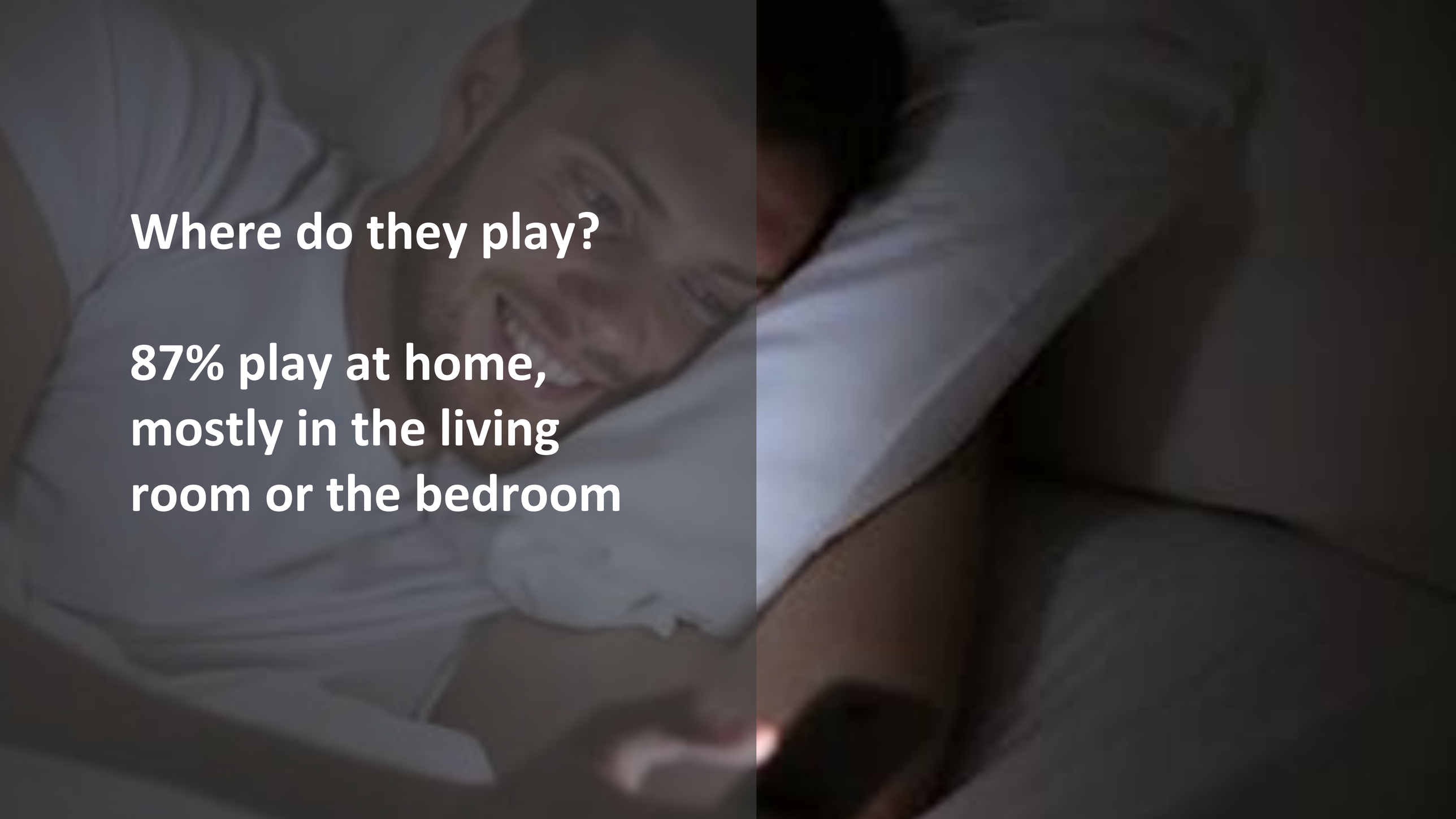
Importantly, their mood while playing is typically happy and entertained, and presumably very engaged, and so that moment is potentially a great time to send/receive relevant messaging

Multi-tasking?

While playing mobile games, 68% are also watching TV, and 38% are listening to music



Their ability to multi-task could point to a similar ability to receive messages in-between gaming more acceptingly, and their transition to and back from advertising smoothly



Where do they play?

87% play at home, mostly in the living room or the bedroom

They appear engaged and ready-to-receive,
AND their in the comfort of their own homes

How do they choose a new game?

Store rating is #1, then price, then social network recommendation



Of the top three pathways to choice, ratings and price notwithstanding, their social network is crucial. And as more than half say gaming is a social event, the opportunity for socializing messaging is there too



This doesn’t mean any bad ad in right environment would



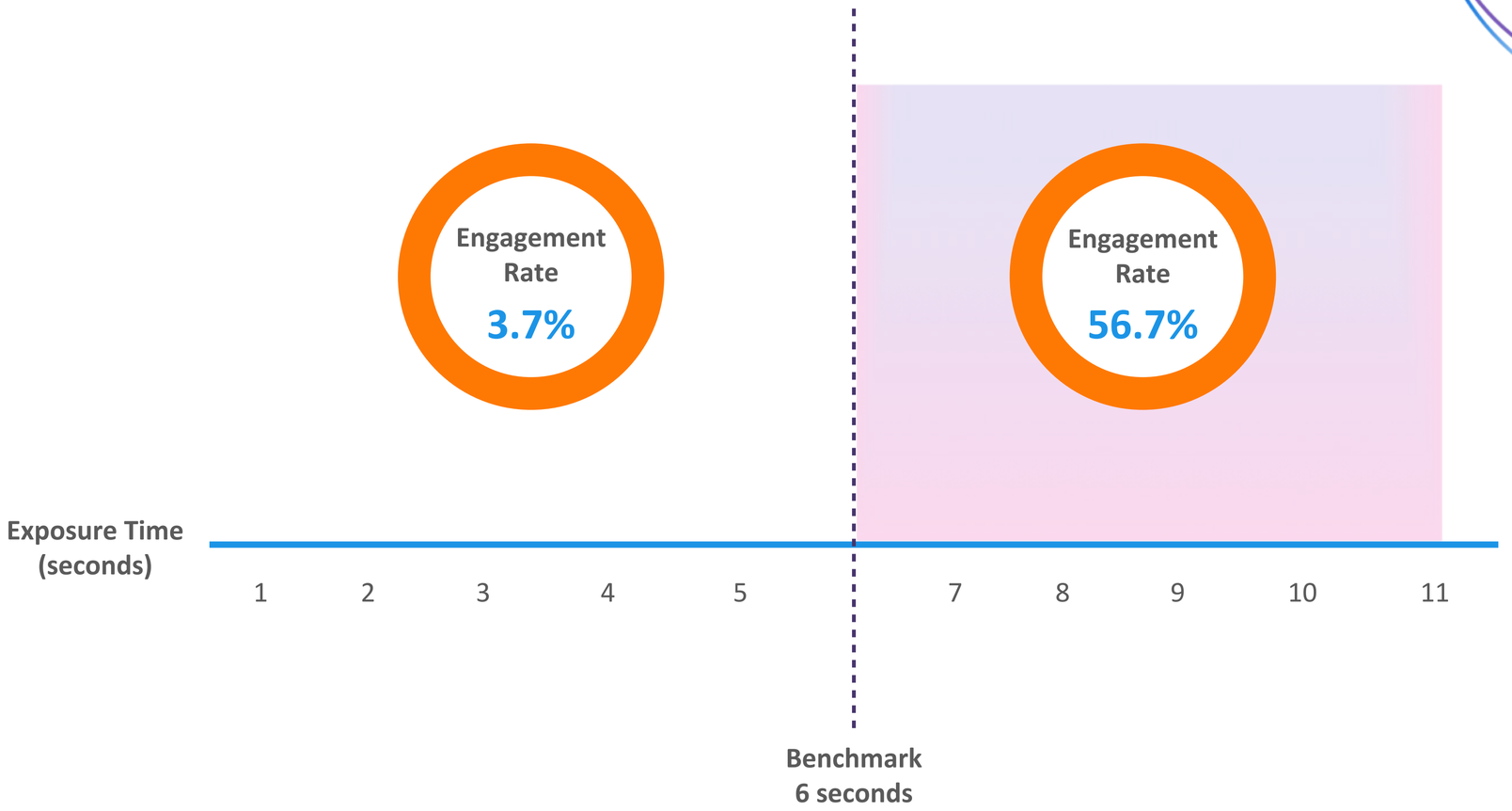
Case Study: **Tomb Raider Campaign**



Build it and they will come….

Average Time Spent on DEC

50% over benchmark



Relation of Exposure Time and Engagement Rate

Exposure Time vs Engagement Rate

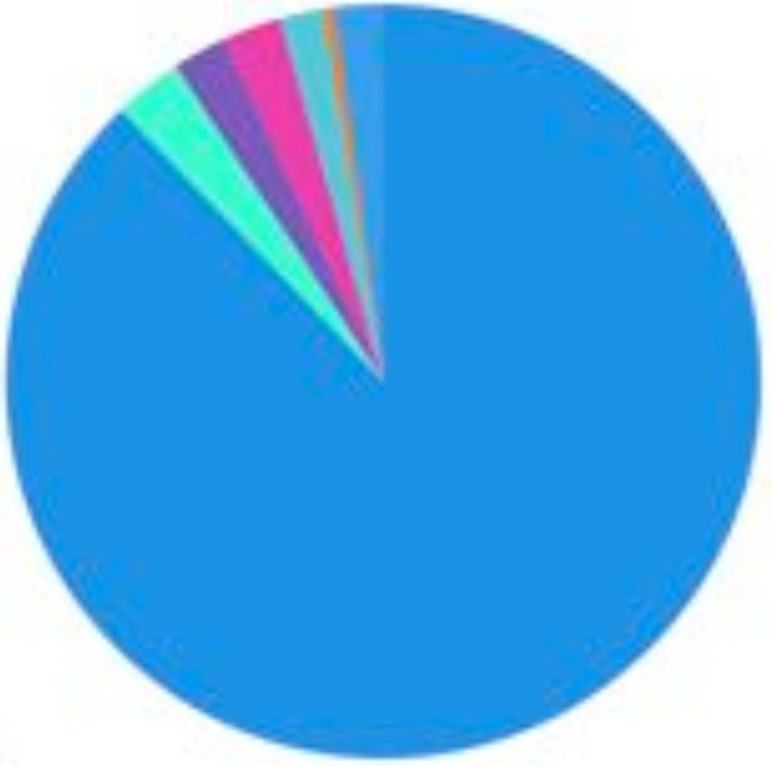
Engagement rate rises as exposure time increases.

At 20+ seconds exposure time levels, 88% engagement rate is observed.

Dynamic End Card Statistics

Post-Campaign Analysis

Engagement Breakdown



- Wipe
- Brawler
- Hunter
- Survivor
- Play Game
- Book Ticket
- Watch Trailer

Multiple Engagement Rate

37%



The ratio of users taking **more than one action**, after getting engaged with the Dynamic End Card

Engagement Breakdown

How users got engaged with the DEC

39% of users wiped their screens to engage with the DEC.



Thank you


Thank You!