

SO FAST - SO LIVELY - SO COLORFUL.

HOW TO SUCCESSFULLY MAKE USE OF THE DIVERSITY OF SOCIAL MEDIA ADVERTISING

The human factor: Which role does the psychological openness of users - their receptivity to brand messages - play in the dynamically growing market of social media advertising? How to best deal with the diversity of social networks and the resulting individuality of customers' so-called social media filter bubbles?

We present findings from a large-scale social media study with 3,000 users. These results show that not all social networks are the same. Therefore, a standardized, realistic test approach is needed to consistently quantify the effectiveness of social media platforms.

Using the eye square Live Ad Platform, we show how advertising contacts for experimental studies can be established in the personal newsfeeds of study participants and how their impact can be tested in a standardized way.

Numerous use cases illustrate which creation, media and marketing research questions can be addressed comprehensively through the Live Ad Platform for the first time.



1

THE DIGITAL ADVERTISING MARKET OF 2019: OPPORTUNITIES AND CHALLENGES FOR ADVERTISERS AND MARKETERS

Advertisers in the digital advertising market of 2018 will have more and more opportunities to reach consumers through different channels: Moving images, mobile advertising and social media are the innovation drivers in the field of advertising media. For 2018, Magna predicts that advertising expenditures in social media will increase by 30% compared to the previous year¹, while the overall German advertising market will grow by 2.5%.

This results in an ever-increasing range of possibilities in creating brand contacts for consumers. The proportion of major marketers from the Walled Gardens of Silicon Valley is growing steadily and poses challenges for media planning. For these players, the acquisition of media contacts is not consistently defined across all markets. In social media in particular, evidence of marketing efficiency is sometimes still insufficient. This - together with other concerns - makes many advertisers hesitant about digital spending, such as Procter & Gamble recently in the USA. The largest advertiser in the USA blocked YouTube for a year for reasons of brand safety, but also because the effectiveness of digital expenditures has not been proven sufficiently. Mark Pritchard, Chief Brand Officer at Procter & Gamble, said: "We don't want to waste time and money on a crappy media supply chain."²

There is also a growing need on the part of advertisers to understand which channels contribute to the impact of advertising and how they interact. The OWM in Germany, for example, is looking for answers to this question in its cross-genre advertising effectiveness initiative.³

"We don't want to waste time and money on a crappy media supply chain"²

- **Mark Pritchard**
(Chief Brand Officer,
Procter & Gamble)

¹<https://www.horizont.net/marketing/nachrichten/Magna-Prognose-Globale-Werbeausgaben-steigen-um-64-Prozent-167772>

²<https://adexchanger.com/ad-exchange-news/pgs-pritchard-dont-want-waste-time-money-crappy-media-supply-chain/>

³https://www.owm.de/index.php?id=91&no_cache=1&tx_ttnews%5Btt_news%5D=1709&cHash=180b725162f94d7c1e5b9430289e2573

In the fragmented media world of 2018, media planning will become more complex and only fully understandable once all relevant channels have been mapped. This applies in particular to the dynamically growing sector of social media offerings.

NOT ALL SOCIAL MEDIA ARE THE SAME

Looking at the range of possible consumer approaches, one is easily inclined to group social media channels such as Facebook and Instagram together when comparing social media with all other potential media genres. Relevant advertising budget statistics often include data on print, TV, out-of-home, online and social media. However, eye square research suggests that it is not fair to lump usage of Facebook and Instagram together with other prominent social networks.

According to a survey conducted among almost 3,000 consumers in Germany in the summer of 2018, 47% of all respondents had an account on both Facebook and Instagram.⁴ This suggests that both environments are used specifically to address different needs.

When asked openly about their motivation to use the two networks, the interviewees revealed very different patterns:

- More pictures on Instagram - "window shopping" rather than "newspaper reading" (Facebook).
- Instagram is often more personal and private (which reveals that previous Facebook privacy issues don't apply to Instagram).
- Others think Facebook is more private and better suited for communicating with friends (chat, messaging). These users primarily follow Instagram influencers.
- Instagram is labeled as more modern, cooler, faster.
- Facebook is occasionally devalued as outdated and obsolete.

Facebook and Instagram differ significantly in their user demographics. On average, Instagram users are significantly younger than Facebook users. While approximately 75-80% of the Facebook users are spread evenly between the age groups of 18-29, 30-39 and 40-49 years, Instagram focuses on 18-29-year-olds (74%). Among those over 30, only 30-40% still use an Instagram account. Differences in

⁴Online survey, 48% female, 18-49 years old, M=30 years old

usage have also been confirmed by academic research as part of the use and gratifications approach (Phua, Jin, Kim, Telematics and Informatics, 2017).⁵

Advertising formats on different social media platforms also differ from each other technically. An example is the exclusive usage of vertical video content on Snapchat.

For these reasons, knowledge about the impact of one platform cannot be applied to another. More and more advertisers are demanding a dedicated view, e.g. of Instagram, even if they already have knowledge about Facebook.

All of these usage habits and user statistics are important for advertisers in order to understand which consumers they reach and where – as well as to what extent the conveying of the brand message is of interest to them, based on their current usage.

More complex product messages are better suited for Facebook, since users are used to more text and more cognitively complex messages than on Instagram. On Instagram, on the other hand, it is important to advertise with strong images in a cool, modern style. Against this backdrop, the practice of spreading the same unmodified message over Facebook and Instagram (e.g. via video ads) seems unnecessarily restrictive.



DATA PROTECTION - A CHALLENGE FOR DIGITAL ADVERTISERS

The digital advertising market also faces other important challenges in 2018: The new European General Data Protection Regulation alters the balance of power between market participants who collect and use data and consumers who bring this market to life with their data. The advertising market is thus undergoing a radical change, as cookie-based browsing data is becoming more difficult to access for marketers and researchers who are trying to better understand digital user behavior. Against this backdrop, the need for reliable media usage data among marketing managers is growing.

⁵ "Snapchat is used for passing time, sharing problems, and social knowledge. Instagram is used for showing affection, following fashion, and sociability."
<https://www.sciencedirect.com/science/article/abs/pii/S0736585316300168>

WANTED: CONTEXT-DEPENDENT MEASUREMENT OF SOCIAL MEDIA CONTACTS

Developments in the digital advertising market stress the need for reliable methods to determine the impact of advertising contacts precisely. Market participants are demanding solutions that will finally make contacts on platforms such as Facebook, Instagram or YouTube comparable with traditional formats and thus enable data-based media planning. This requires a methodology that fairly reflects the specifics of new offerings and that does not needlessly place media usage under laboratory conditions or lump it all together. A key challenge here is to make users' social media environment accessible to experimental research without violating strict data privacy regulations. Authors from Facebook and Google, as well as the BVDW, recommend using the technical measurement of digital contacts and experiments on advertising impact as preferred methods.⁶

One reason for this recommendation is the insight that the personal environment of digital offers is highly individual for each consumer. In contrast to popular media such as TV and print, every social media user has his own cosmos with highly personalized advertising offers. The performance of these offers can only be determined if the contact of a message is ensured in advance or measured with high accuracy. The above-mentioned authors clearly reject mere measurements of awareness and memory. The personal filter bubble of digital offers per consumer is too individual and too fragmented for the memory of website contacts to provide a reliable basis for advertising impact assessments. In addition, digital media are visited very often, but only briefly: The above-mentioned eye square initiative study has shown that, for example, two thirds of all Instagram users surveyed visit their newsfeed several times a day.⁷ The usage period of these frequent "short trips" to Instagram rarely exceeds one or a few minutes. Nevertheless, during these brief rendezvous between users and brands, many contacts are established – the aim is to understand the additional value for advertisers.

⁶ <https://www.werbewirkung-forschung.de/qualitaetskriterien/guidelines-kampagnenkontakte/digitale-medien/>

⁷ Online survey with N=1064, 48% female, 18-49 years, M=28 years.

HOW CAN WE USE THESE SHORT SOCIAL MEDIA VISITS TO MEASURE THE IMPACT OF ADVERTISING IN A STANDARDIZED WAY?

There is a need for a technical means of establishing social media contacts in order to check their effect immediately.

- ✓ It needs to be able to clearly quantify contacts.
- ✓ It should be able to flexibly control experimental test and control groups and, if necessary, should be used for combinations or multiple contacts.
- ✓ It must take into account the specifics of different social networks. Facebook campaigns must be tested on Facebook - Instagram campaigns likewise on Instagram.
- ✓ Campaigns should appear live in the personal newsfeed of the respondents, without compromising the privacy of the study participants.

The eye square Live Ad Platform meets all of these requirements and is presented in more detail below.



2

LIVE AD TECHNOLOGY

Live ad technology is an approach to seamlessly integrate experimental campaigns into digital platforms and is used for a wide range of research approaches along the digital value chain. From

product development to user experience optimization and advertising efficiency testing, all phases of the digital product lifecycle can be addressed with the help of live ad technology.

The technology provides logged behavioral data of various social media formats (i.e. How do people interact with advertising?), which are combined with classical surveys of advertising impact research. It is used for all desktop and mobile platforms and currently supports more than 20 different advertising formats (see Table 1).

Table 1: Overview of supported advertising formats and platforms (individual presentation)

YouTube	Facebook	Instagram	Twitter	LinkedIn	SnapChat	Amazon
Pre-roll	Autoplay Newsfeed Video	Autoplay Newsfeed Video	Autoplay Newsfeed Video	Autoplay Newsfeed Video	Discover Video	Product Ad
Bumper	Click-to-play Newsfeed Video	Click-to-play Newsfeed Video	Click-to-play Newsfeed Video	Click-to-play Newsfeed Video	Long-form Video	
Mid-roll	Static Newsfeed	Static Newsfeed	Static Newsfeed	Static Newsfeed		
	Static Right Column					
	Carousel					

3 BENEFITS

Live ad technology offers marketers and advertisers four key benefits:

1. a coherent measurement approach across all relevant digital channels
2. a fair representation of media performance through testing in personal live content
3. data economy and user satisfaction in line with advertising effectiveness detection
4. simple and quick setup, live analysis

COHERENT MEASUREMENT APPROACH FOR ALL PLATFORMS

For the first time, live ad technology provides a coherent approach across multiple digital platforms.

First, the generalists of the industry – Facebook and YouTube – are covered with all available formats (see Fig. 1). These two media houses account for a large proportion of digital spending, so it is no surprise that a number of proprietary customer studies and genre marketing initiatives are exploring the impact of Facebook and YouTube. The impact of Facebook ads in comparison to TV advertising was the focus in 2017; YouTube distinguished itself with the trending influencer marketing topic. The live ad technology has been used for analysis on both topics.

Secondly, live ad technology also supports environments that are used intensively by young consumers in particular and that are thus indispensable for targeting those groups: Instagram and Snapchat.

Moreover, live ad technology also supports new formats whose share of the German market is still small but possibly growing in the coming years, such as advertising on Amazon and LinkedIn.

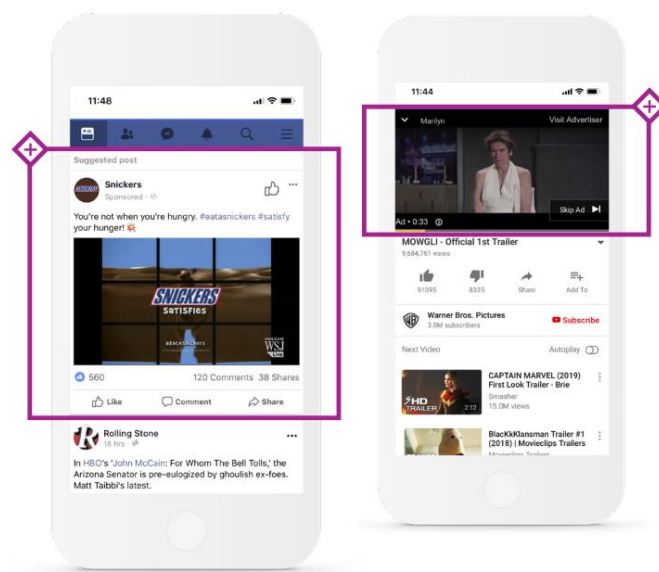


Figure 1: Live ad technology for Facebook and YouTube

As this is an experimental approach, both marketers and advertisers are not exposed to any risks, since the campaigns are only played out in the protected space of the study participants and are not tied to lengthy coordinated media plans. This opens the door for a quick and easy review of unusual creation ideas, new formats and smaller online platforms with a lot of potential.

LIVE CONTENT IN A PERSONAL ENVIRONMENT

In classical advertising effectiveness research, the well-established gold standard is to test brand contacts in the context of an authentic environment: TV commercials are integrated into advertising blocks and fringed by TV programs, and print ads are integrated into test magazines. In the field of social media, the uniqueness of a user's personal content poses challenges for this approach, because every social media user enters his or her own filtered media world, e.g. when logging into Facebook. Personal content plays a key role here, because it is assumed that the advertising message displayed is affected by its environment through brand transfer effects. In addition, personalized advertising in the context of the content of friends and acquaintances is likely to create an intimacy and trust effect, which classically consumed media messages in established channels cannot have.

The authenticity of the advertising contact is therefore unique and at the center of the live ad technology: Respondents surf through their own Facebook newsfeeds and are presented with advertising posts exactly where the advertisers want to place them (see Fig. 2). The approach works without static mock-ups and presents the daily updated content that users would also see outside the experiment. In contrast, other approaches work with static screenshots or other animated mock-ups, which can only partially depict the personal nature of an advertising contact in social media. A comparative analysis of the live ad technology with two competing mock-up test approaches (seeing the campaign in a third-party newsfeed video versus seeing it in a third-party newsfeed screenshot) recently showed that "when advertisers optimize for the screen where the ad is being delivered, the creative is able to break through more effectively."⁸



Figure 2: The test advertisement (in this case Heinz) is seamlessly integrated into the respondent's Facebook newsfeed

⁸ <https://www.facebook.com/iq/articles/putting-creative-pre-testing-to-the-test>

USER SATISFACTION, DATA ECONOMY AND ADVERTISING EFFECTIVENESS

The live ad technology meets a central challenge in the era of mobile digital marketing - how can user satisfaction and effective advertising presence be harmonized? How can brands be adequately and effectively represented in the context of personalized social content?

In contrast to tracking methods, which in many areas - especially on mobile devices - do not yet provide sufficient coverage and are further limited by current developments in the handling of personal data, live ad technology works with advertising substitutes in the protected space of a controlled market research study.

Conversely, this means that no real impressions are generated on the platforms, but experimental advertising contacts are generated inside a closed environment that is only shared with study participants within online panels. Compared to conventional tracking approaches or in-house marketer advertisement reporting, live ad technology meets the high data protection requirements in market research. No personal data or input is stored - except for the relevant parameters related to the delivery of advertising such as visibility time, playback time, video sound, shares, likes, comments and other interactions.

SIMPLE AND QUICK SETUP, LIVE ANALYSIS

Live ad technology draws on the standards of the marketers and avoids lengthy format coordination processes before starting a survey. The underlying platform can be controlled as an API and thus enables automated setup processes that can directly initiate studies after orders are placed.

Further, the standardized approach enables live insights into study results - via an online reporting platform - and promotes comparability between individual study series due to the uniform format of results reporting on all platforms (see Fig. 2).

Live ad technology is integrated into dashboards and panel apps to enable seamless integration into various survey scenarios. The integration into panel apps also significantly increases response rates for studies.

Viewer Retention

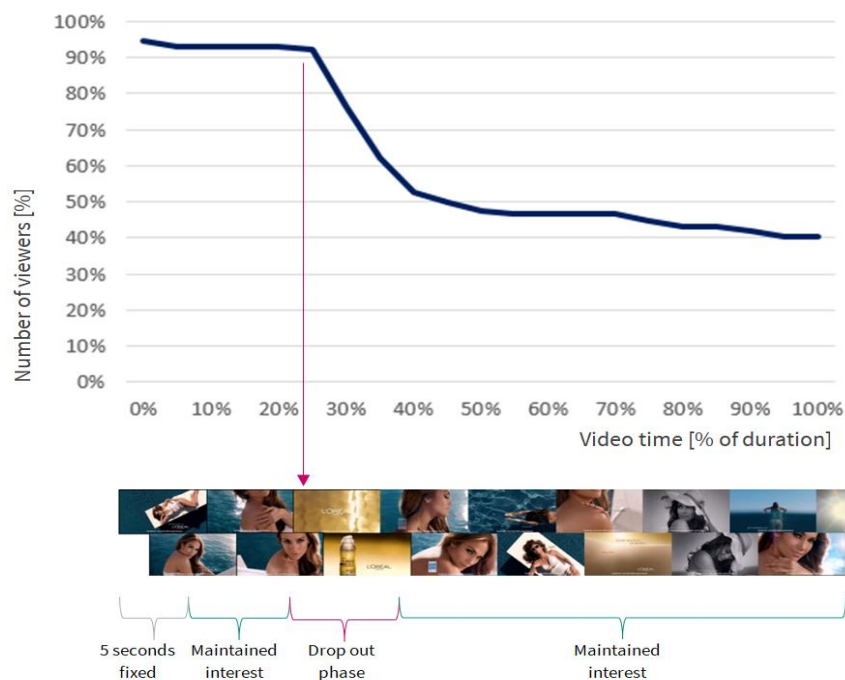


Figure 2: Example of creation optimization based on the viewer retention rate on YouTube: the drop out of viewers after 20% of runtime suggests optimization in this time period, N=200 per ad, Elvital campaign

4

BROAD MARKET APPLICATIONS

Live ad technology is used by eye square both for customer studies in the area of brand and media research and as a licensed product ("white label") integrated into the test approaches of other market research companies. As a result, it is experiencing a global spread and strong demand.

Three customer segments can be differentiated:

1. **Other market research companies:** In 2017, over 4,500 ads were tested in 34 different markets using the technology. Other institutes use the technology within fully automated test platforms.
2. **Marketers** are using the technology to test new advertising formats and compare different online portals and media channels. German marketers also rely on the technology, e.g. for comparisons of advertising categories.

3. **Advertisers:** To optimize their digital creations and media budgets, numerous high-ranking advertisers have used the live ad technology in recent years. Advertisers are interested in cross-media and cross-platform advertising impact metrics to answer the question of where and how their budgets can be used most effectively.

STUDY EXAMPLES

The technology is used for everything from standardized advertising pre-tests (implementation, monitoring, real-time delivery of interaction data) to global format and media channel tests for well-known digital marketers. Some published application examples are described below.

1. **Comparison of different video formats on the market**

As a provider of video and display advertising formats, Teads faces the challenge of comparing the performance of its own product with other formats on the market. Of course, it is possible to play with campaigns on your own advertising space and produce adequate proof of their effectiveness. However, how can a meaningful comparison between existing formats on YouTube and Facebook be conducted? With the help of live ad technology, a total of four campaigns each in three formats were launched and examined, and their effectiveness has been compared with each other.⁹

2. **Comparison of media performance between different channels**

SevenOne Media wanted to compare its media performance to Facebook. Live ad technology was used in this case to examine three campaigns with over 1,000 respondents. The marketer was able to explore the unique effects of its video formats and content compared to Facebook, thereby helping to make media decisions more transparent for advertisers.¹⁰

3. **Added value of multiple advertising contacts on YouTube**

YouTube has provided reference studies for clients that examine the optimal number of contacts with ads based on campaign duration. In the protected space of a panel-based online study, the cumulative effects of different contact strengths were examined in three different

⁹<https://teads.tv/press-room/why-context-is-key-for-effective-ads/>

¹⁰<https://www.sevenonemedia.de/documents/924471/1111580/Research+Flash+38+Werbewirkung+in+TV+und+bei+Facebook/b9d0ec96-45fc-5488-a610-19f376d32ab5>

European markets (DE, UK, FR). The results helped to further optimize media planning for video campaigns on YouTube.¹¹

4. Combination of different video ad formats

What is the added value of focused distributions of the same advertising message in different video formats? Google examined whether a time-delayed refresh contact with a short video ad reinforces the message of a classic YouTube pre-roll and was able to confirm this hypothesis in a large-scale online survey with 4,000 users.¹²

5. Creation optimization for new online portals

A large telecommunications provider with a young target group faced the task of optimizing its marketing activities on various online platforms in order to optimally reach its customers. Live ad technology was used to standardize the advertising mechanics on the YouTube, Facebook and Twitter channels with a total of over 350 ads and to develop general creation guidelines.

5 CONCLUSION

In wake of the difficulties in the highly cookie-dependent digital advertising market (European Data Protection Regulation), live ad technology provides independent evaluation options for digital campaigns in social media.

It enables access to the large and personalized social media platforms for independent research and integrates the important topic of moving images. This provides the missing piece of the puzzle of unified advertising impact tests across media channels.

The technology creates a personalized and biotic digital research space for advertisers, creatives and marketers. It provides metrics for behavioral activation facilitated by digital campaigns. At the same time, it sidesteps the pressure of an actual campaign and thus increases the freedom for digital creation, as experimental campaign ideas can also be tested before they go live.

¹¹ <https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/planning-tips-for-online-video-success/>

¹² <https://www.thinkwithgoogle.com/intl/de-de/marketingkanaele/youtube/bumper-anzeigen-auf-youtube-kleine-geschichten-mit-grosser-wirkung/>

Live ad technology is automated, technically integrated and time efficient. Standardized and continuously monitored processes, along with worldwide integration in online panels, ensure the efficiency of the research budgets used in real time.

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About eye square GmbH

eye square is a psychologically oriented, internationally active market research institute.

We offer a unique live approach with which we implicitly and explicitly define the human experience in the digital world. For 19 years, we have been an innovative leader in the application of technology-supported methods. Our services include consulting, research and technology for brand and media experience, shopper experience and user experience.

Implicit approaches are the key for us to gain a deep qualitative and quantitative understanding of what people are really experiencing and motivated by. We enrich the classical methods of market research: live in context testing, eye-tracking, reaction time measurement, emotion recognition, behavior analysis and neurosemiotics. The unique underlying technologies are partially patent-protected and available in all common online and offline panels. We always follow our principles: live in context, implicitly integrated and automated & agile. Our aim is therefore to conduct research as realistically as possible: All of our research approaches work with people in a natural context. All eye square methods combine implicit and explicit approaches for a comprehensive understanding of the consumer. Our tools pick up their existing interfaces and are integrated securely and automatically.

In order to establish a real contact with the consumer, we have developed the [Live Receptivity Platform](#), a technology that is partially patent-protected. Advertising impact on social media platforms can be tested particularly quickly and efficiently with [In Context Express](#), our automated live quick test.

IMPRINT



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Revised

November 2018

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