

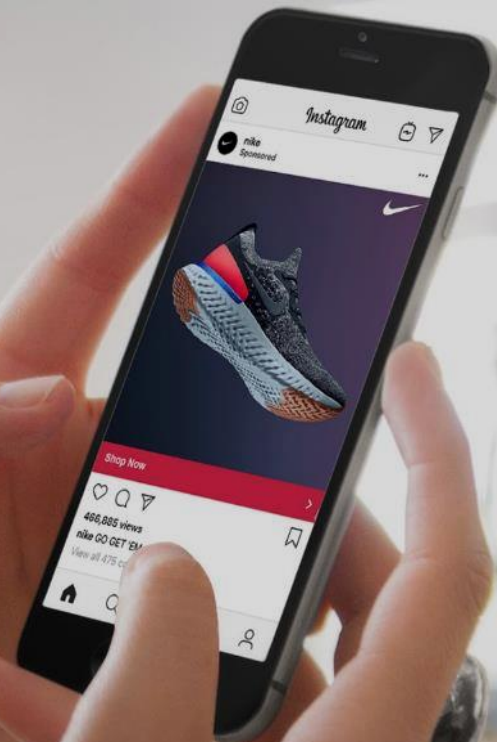
AD TO CART EFFECT

From ad contact to shopping cart

Case Study:

ENJOY THE RUN

How the Nike JoyRide Campaign performs on YouTube vs. Instagram



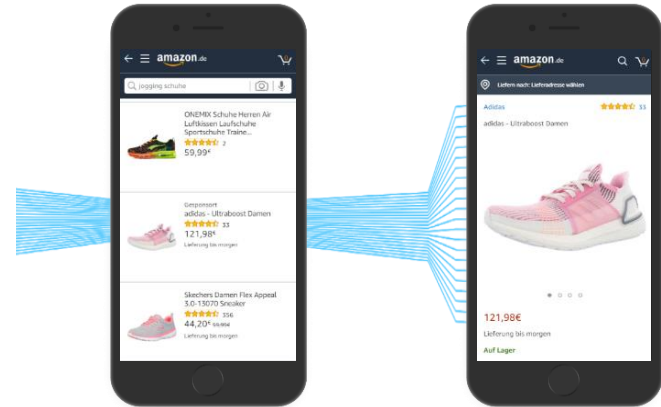
THE NIKE STUDY



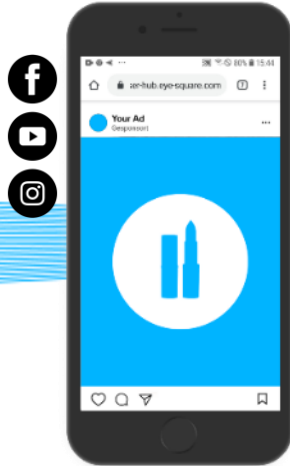
Do ad contacts on YouTube or Instagram produce online shopping behavior effects on Amazon (Ad to Cart Effect)?

Brand	
Advertising platforms	 
Shopping platform	
Fieldwork	April 15-20, 2020
Sample	N=300 18-49 years old YouTube, Instagram and Amazon users

Customer journey on Amazon

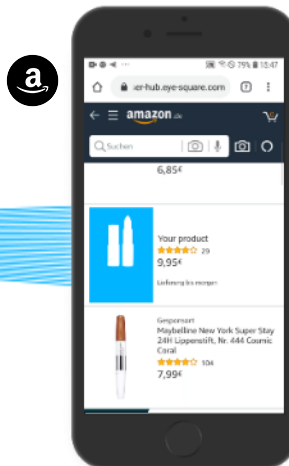


STUDY FLOW: FROM AD CONTACT TO SHOPPING CART



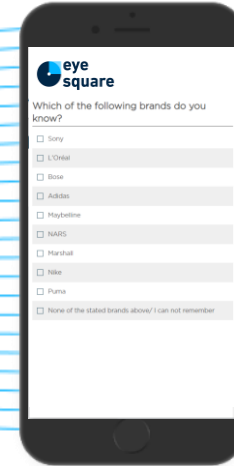
Ad on YouTube or Instagram

Live ad contact (In Context Ad Platform)



Shopping on Amazon

Participants are asked to buy a pair of runners on Amazon (simulated purchase)



Questionnaire

Ad recall, brand image, relevant set, first choice

NIKE CAMPAIGN JOYRIDE - "RUNNER'S HIGH"

Storyline



Ilana Glazer aspires to experience the "runner's high" she's heard about. While she's running, she does not feel it until another jogger greets her with "hi". Ilana becomes excited about her first "runner's hi(gh)", and decides it's "better to quit while being ahead" and eat ice cream instead.

Platform-optimized ads



Length and storyline are the same in both channels, but Instagram uses a portrait format and subtitles.

BEHAVIORAL SHOPPING METRICS



AWARENESS (PRODUCT IN VIEW)

Time of product in focus position view on the Amazon SRP



CONSIDERATION (VISIT PRODUCT DETAIL PAGE)

Share of visitors converting to PDP



PURCHASE (ADD TO CART)

Percent of shoppers buying the item

These three **behavioral metrics** reflect the shopping funnel of the **customer journey** in an online shop.

Behavioral data is the **new ad effectiveness currency** that enables superior sales prediction of ad contacts compared to standard ad effectiveness surveys.

“HEY, DON’T WE KNOW EACH OTHER?”

YOUTUBE AD LEADS TO MORE PRODUCT INTEREST ON THE SRP

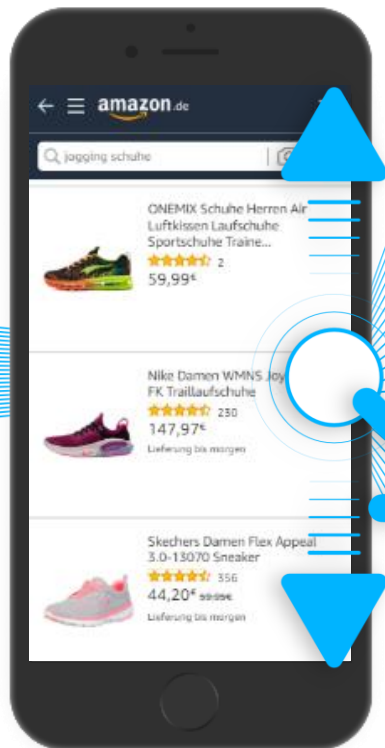


View product in search results

Visit product detail page

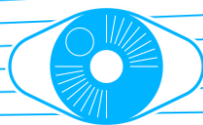
Add to cart

AD CONTACT



Product Interest

3.8 sec
Instagram



5.2 sec
YouTube

Product in view time in seconds

After contact on YouTube, visitors spend 50% longer on the product in the Amazon SRP than after Instagram contact.

They have a stronger recognition of the product they just saw on YouTube. They recall the story of the ad, and implicitly link it with the product and brand.



"I'M SO CURIOUS ABOUT YOU"

MORE PDP VISITS AFTER YOUTUBE CONTACT

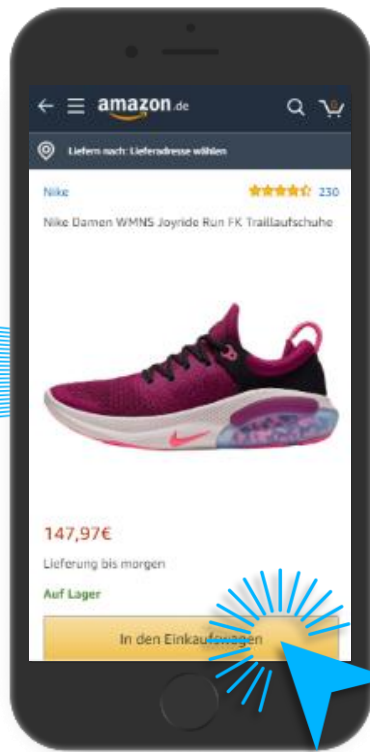


View product in search results

Visit product detail page

Add to cart

AD CONTACT



Detail page
visit rate

21%
Instagram



34%
YouTube

Amount of users that click on the
product to explore the product
detail page in %

YouTube triggers more
curiosity about the product.

Shoppers ask themselves
"Why does it lead to a
runner's high?" and "Is it an
attractive product?".

Now, all attention is on the
product. It's set center stage
and has almost won against
the competition.



THE LOGIC OF LOVE

AD ON YOUTUBE ENGAGES MORE USERS TO BUY

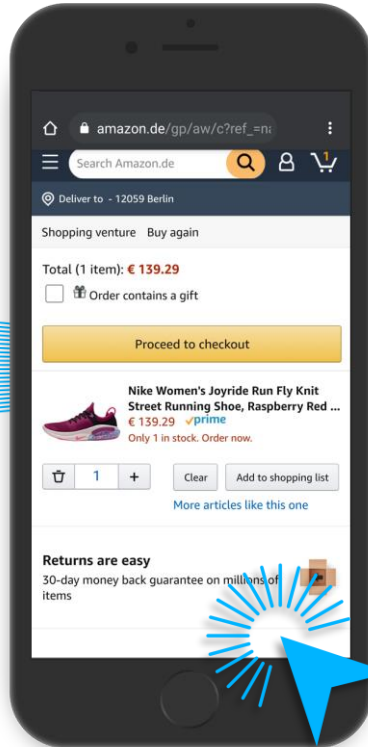


View product in search results

Visit product detail page

Add to cart

AD CONTACT



Effects on buying behavior

16%
Instagram



23%
YouTube

Amount of users that add the product to the shopping cart in %

The convincing brand moment on the detail page persuades more shoppers to choose the Nike runners and to put them into their shopping cart.

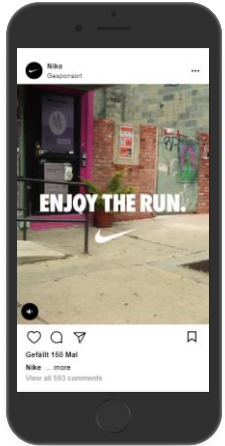
The ad, as well as appearance and purpose to buy from Amazon, are well aligned. The imagery and price are attractive.

Nike won the customer.



WHY DOES YOUTUBE WIN AGAINST INSTAGRAM IN THIS CASE?

MUCH LONGER CONTACT ON YOUTUBE – STORY NEEDS TIME



The Nike ad needs time to work.

It tells a story and the resolution ("runner's hi(gh)") only takes place towards the end. Longer focus is crucial to get the point. It works better if people see and understand the whole storyline.

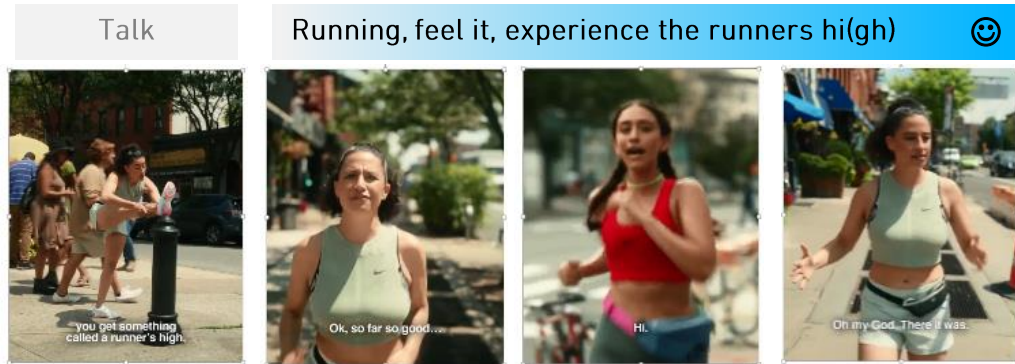
 **1.7 sec playback duration**

 **8.3 sec playback duration**

**The ad contact on YouTube
is much longer.**

WHY DOES YOUTUBE WIN AGAINST INSTAGRAM IN THIS CASE?

STORYTELLING: NO RUNNER'S HIGH ON INSTAGRAM



1.7 sec playback duration



8.3 sec
playback duration

After 2 seconds the users **on Instagram do not see anyone running**, but only a person wondering about runner's high.

As the plot unfolds, the product is actively used as the protagonist begins to run, and the amusing part of the story is revealed in the "I see" moment. These **positive brand moments** trigger **more purchases** of the Nike runners when the ad was seen **on YouTube**.

MEASURE PURCHASE BEHAVIOR WITH AD TO CART EFFECT

Ad contacts on YouTube and Instagram trigger buying behavior that can be measured with the Ad To Cart Effect toolkit

In a shopping situation with many similar products, a positive moment of brand experience can be a key driver for making a difference by prompting purchases.

OPTIMIZE YOUR CREATIVES FOR SOCIAL MEDIA

- There are big differences between YouTube and Instagram – to tell a longer story, turn to YouTube.
- Make sure to produce creatives that are a good fit to the platform that they run on.
- Don't recycle your TV ads unedited on social media platforms.

CONTACT US



We'd love to hear from you!

Contact us here

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