

Growing **Attention** in Digital



Jeff Bander

The Impact of Instagram and YouTube Ads on eCommerce Shopping Behavior



A user friendly and data safe research approach to know what consumers do



A closer understanding of the link between social media advertising and actual ecom sales

Overview



1. Who is eye square
2. In Context Testing
3. Ecommerce
4. Ad Impact of Instagram & YouTube Ads
on ecommerce behavior

EYE SQUARE



21 years of experience

- Founded in 1999
- User Experience, Brand & Media, Shopper Research
- 82 Consultants
- 5 locations:
Berlin, London, New York, Hong Kong, Tokyo
- US patented software technology
- 300+ renowned customers worldwide
- Academic cooperation
with various educational institutions
- 11 research awards



2007

BVM CONGRESS
STUDY OF THE YEAR

2014

ESOMAR
BEST PAPER AWARD

2014

IAB
BRANDING AWARD

2014

DER MARKENTAG
BEST PRESENTATION
AWARD

2015

FIPP
SILVER AWARD

2015

IAB
RESEARCH AWARD

2017

US PATENT

2018

BVM
NOMINATED IN
CATEGORY
"BEST PAPER"

References



LEVELS OF SERVICE

eye square offers an iterative process to automate client specific research setups & methodologies and to integrate those as an API service.



Full-Service Consultancy

Full service study support including

- Study concept
- Technical set-up
- Panel/recruitment
- Data analysis, interpretation and reporting
- Eye square media benchmark norms



Customization

Custom setups to enable streamlining your project- and product ideas

Standardizing methodology, metrics and norms



API Service

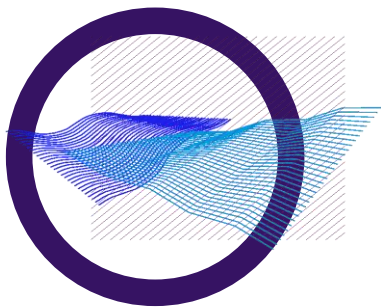
Eye square services can be integrated into surveys, panels, dashboard and reporting platforms via a REST API

Science

Streamlining

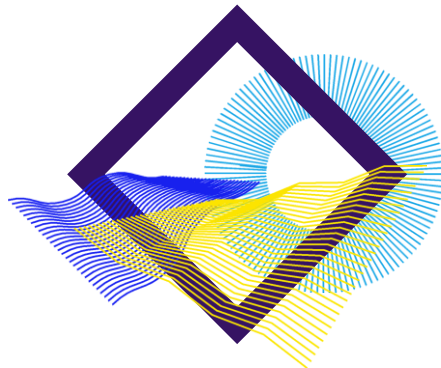
Integration

WHAT MAKES US UNIQUE



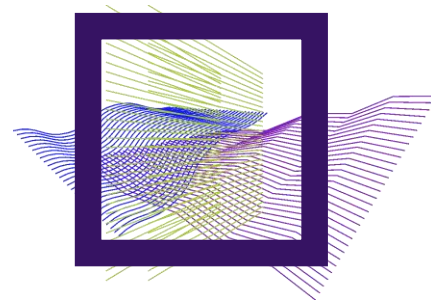
IN CONTEXT

Research conducted and evaluated in a **natural environment**. In all of our research we work with people in as natural a context as possible.



IMPLICIT

We combine methodical approaches for a **comprehensive understanding of the consumer**.



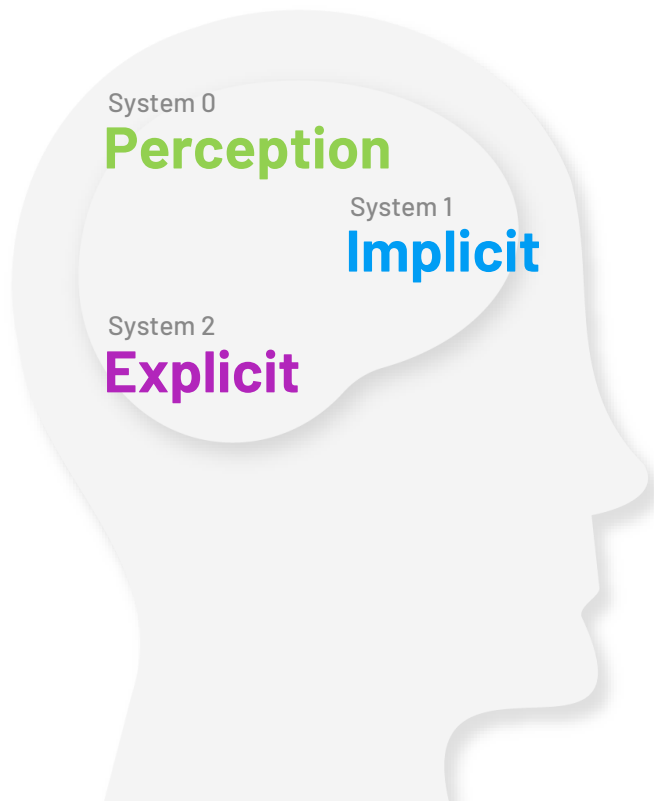
AUTOMATED & AGILE

Our tools take up your existing interfaces and can be integrated. **Secure and automated.**

THE 3 SYSTEM MODEL



eye square provides a 3 system model of interdependent psychological processes.



System 0 dictates success of System 1 and System 2

System 0: **Perception**

The most real context delivers the most
real implicit and explicit insights

System 1: **Implicit**

System 2: **Explicit**

The most realistic context delivers the most
valid implicit and explicit insights

CONTEXT
IS
KING!

Perception

Seeing
Hearing

Implicit

Gut feeling and
reaction

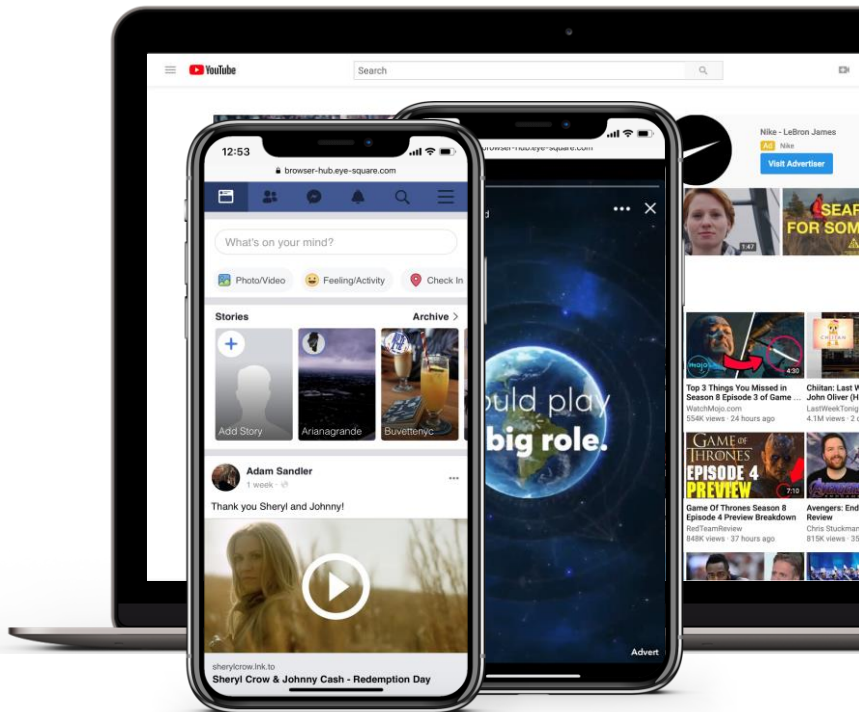
Explicit

Thinking
Saying

WHAT IS IN CONTEXT TESTING?

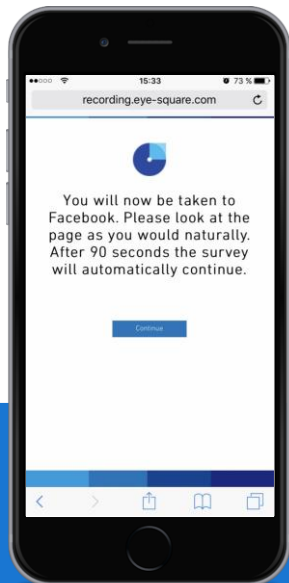


Eye square In Context software **allows panellists to browse and use media platforms as they normally would**, while our software *ensures presentation of “test” ad campaigns in their natural environment.*



PUBLIC NEWS FEED

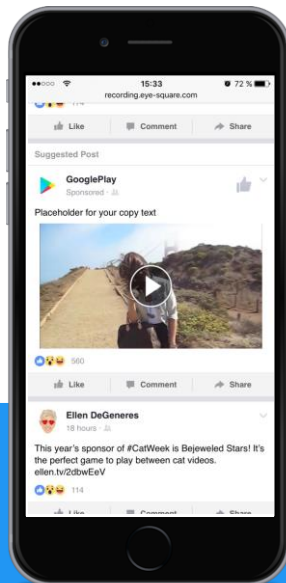
IN BROWSER EXPERIENCE - NO APPLICATION DOWNLOAD
NECESSARY



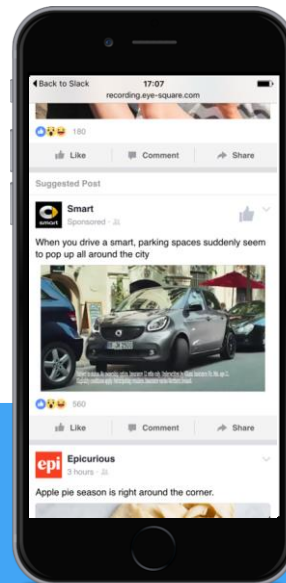
Start in mobile browser



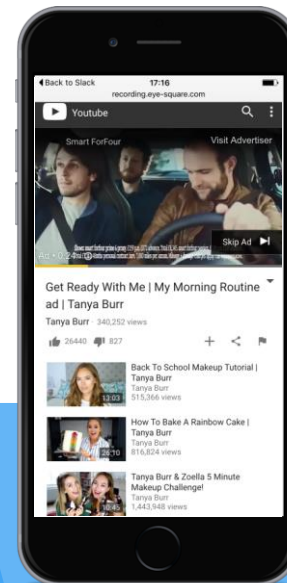
No app download



No login necessary



Original look and feel



Multiformat



You will now be taken to Facebook.
Please look at the page as you
would naturally. After 45 seconds
the survey will automatically
continue.

Continue



You will now be taken to
Instagram. Please look at the page
as you would naturally. After 60
seconds the survey will
automatically continue.

Continue

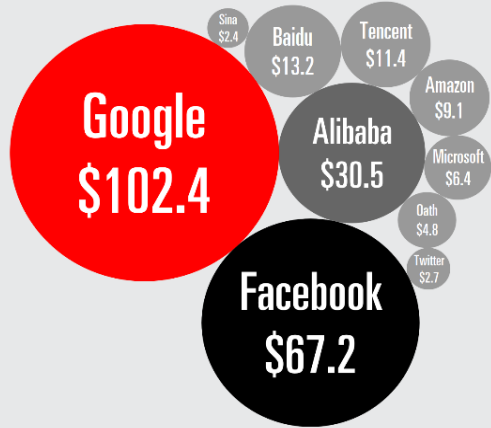
WHY LIVE IN-CONTEXT TESTING ON SOCIAL MEDIA?

Over 68%



Major Global Digital Ad Sellers

2019 net digital ad revenues (\$billions)



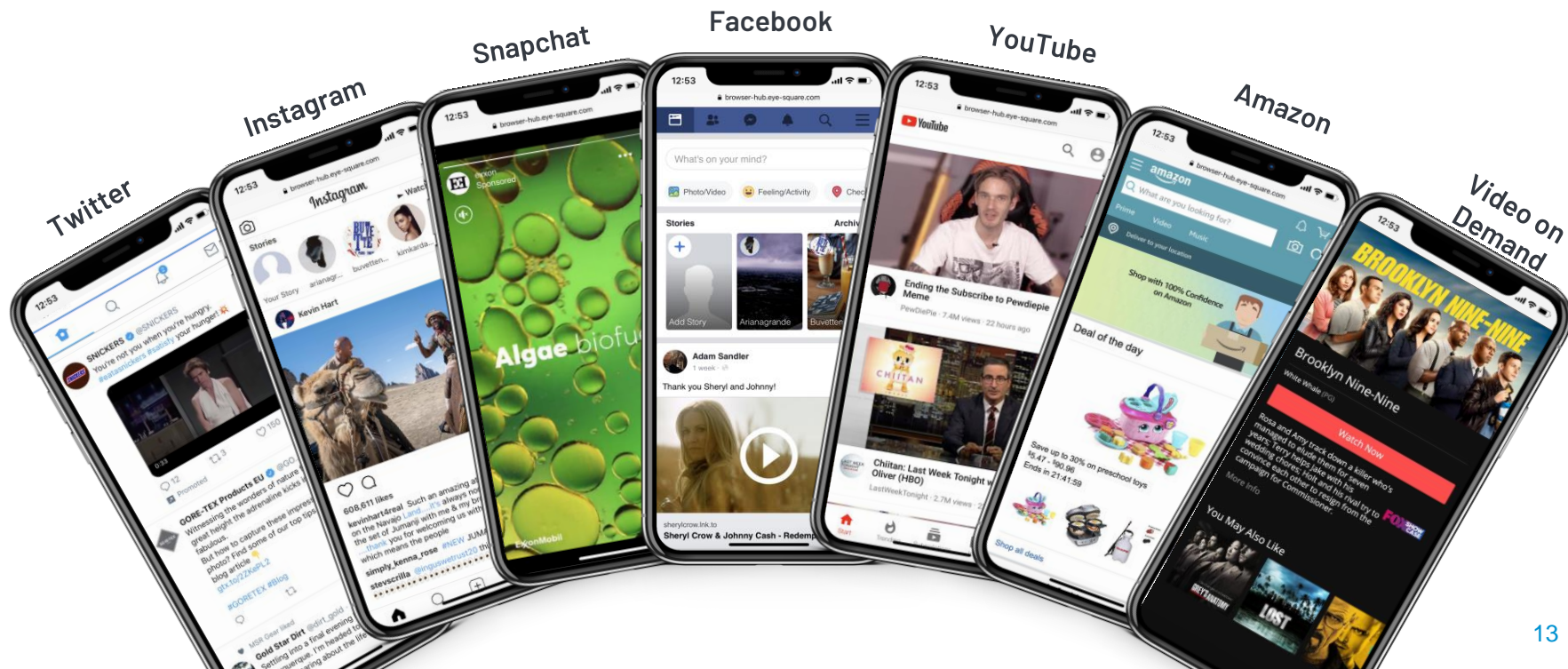
Amazon The duopoly is officially a troika. Amazon reported its ad business generated \$4.8 billion in revenue in the quarter, 41% higher than the same period a year ago. Q4 2019

Market leader **Google**, is expected to drop from 38.2 percent to **37.2 percent**.

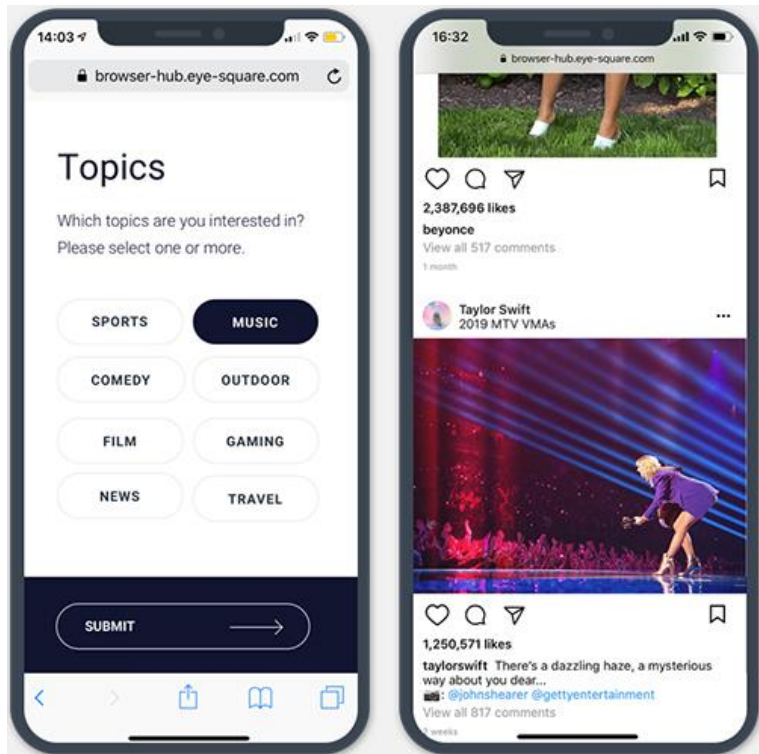
Facebook is expected to pull **22.1 percent** of digital ad spending in 2019, just up from 21.8 percent last year.

Google, Facebook, Instagram and Amazon are projected to bring in **over 68% of all digital ad revenue**

IN CONTEXT PORTFOLIO



Topic Selection



Topic selection is available for Facebook, Instagram or Twitter (YouTube upcoming).

Choose topics that they are currently interested in. This choice determines what content is used to populate the media context (e.g. Instagram newsfeed).

The list of topics can be customized.

The content sources behind each topic are customizable as well.

E-COMMERCE TESTING



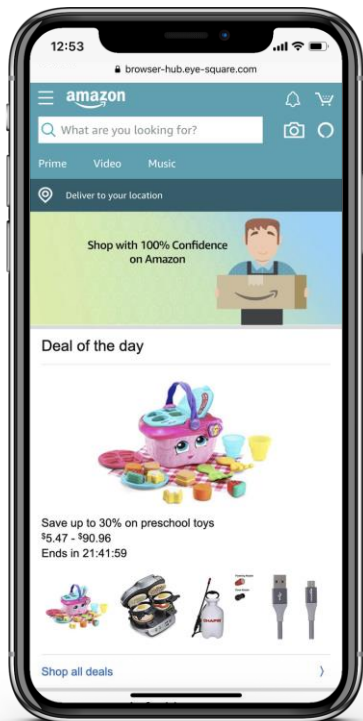
The eye square ecommerce software replicates popular ecommerce platforms such as Amazon and Walmart.

Understand their impact on product consideration and purchasing

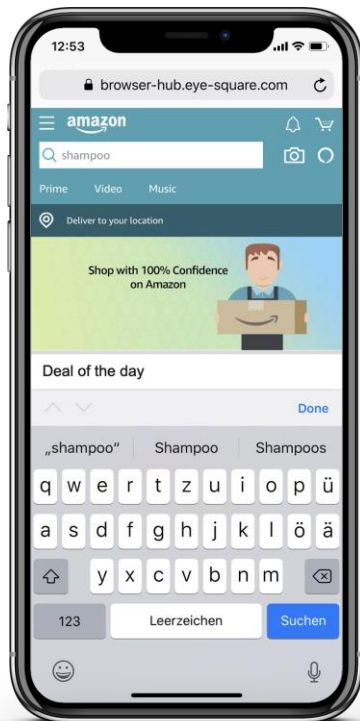
You can test the impact of new:
Products, product images, pricing,
special offers amongst other things.



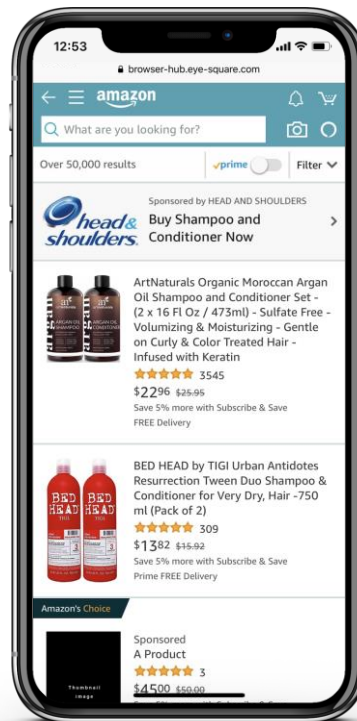
ONLINE SHOPPING



Respondents browse a **replication of the Amazon** mobile app.



They are instructed to search for a specific product category.



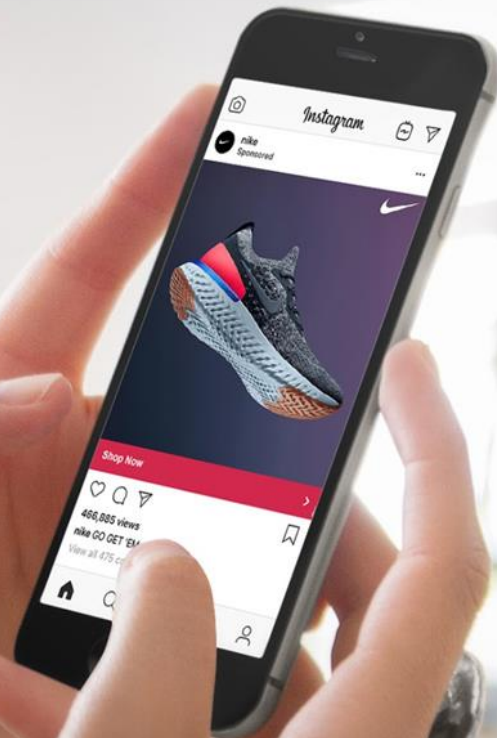
Respondents are presented with an authentic search results page.



On the product detail page, users can then conduct a simulated buying decision.



THE IMPACT OF INSTAGRAM & YOUTUBE ADS ON ECOMMERCE BEHAVIOR



SHOPPING METRICS – BEYOND PURCHASING



Noticed

Time maintained tile in focus position on SRP

Inspected

Click through to the product detail page

Bought

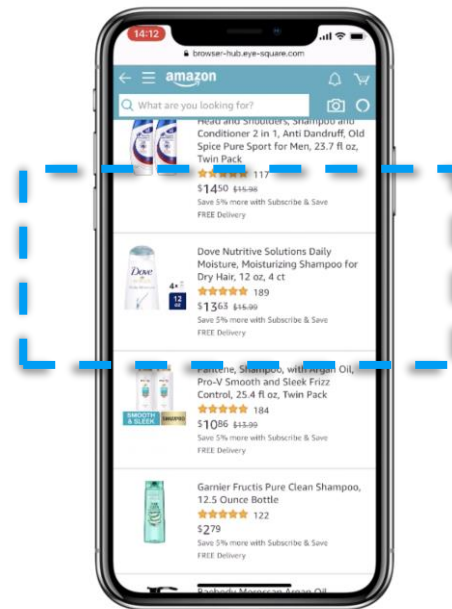
Add to shopping cart

SHOPPING METRICS: PRODUCT AWARENESS

A **scroll-motion-rest** of the product tile on the search results page of **0.5 seconds in a visible position** is indicative **that the product offer has had a chance to be looked at.**

•

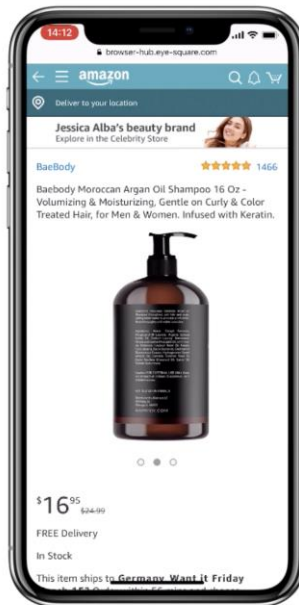
Using this metric, we can find out if a previous ad presentation increased **product awareness.**



Dove product display rests in focus position

SHOPPING METRICS: CONSIDERATION

Click through to the product detail page is indicative that the product is considered (has made it into the **consideration set** of the user).

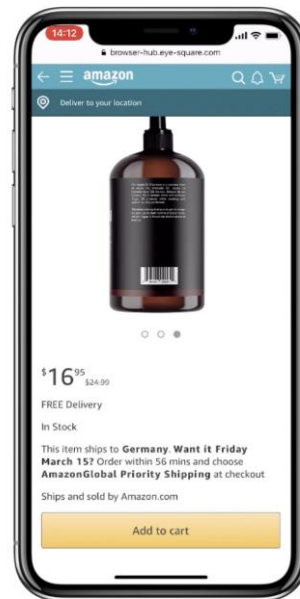


Interactive product detail page

SHOPPING METRICS: PURCHASE INTENT



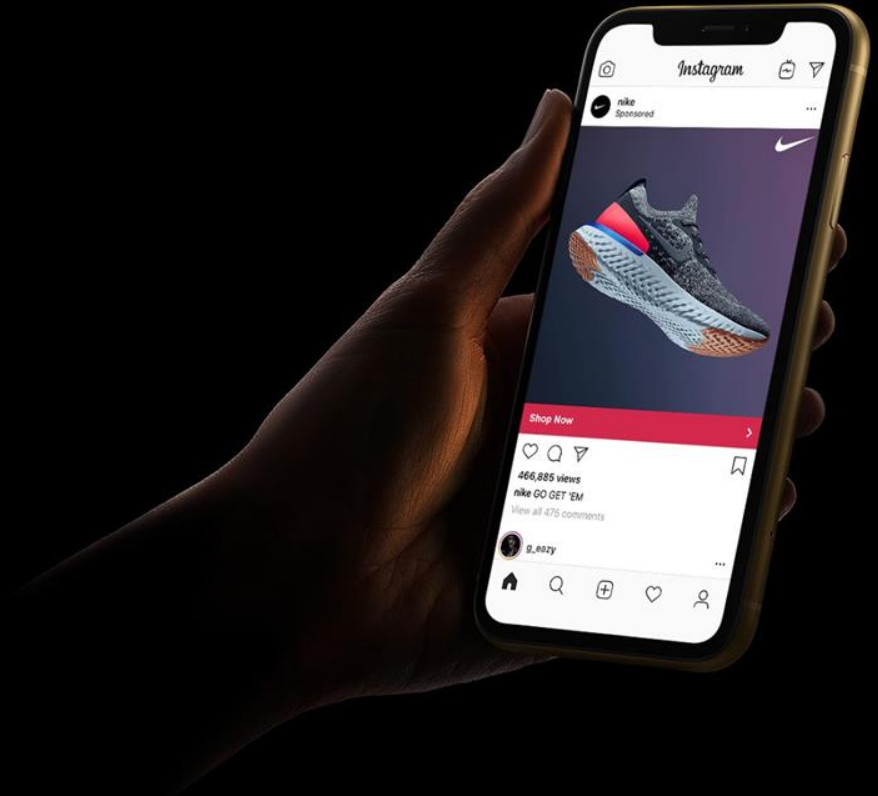
A click on the **'Add to cart'** button



The **'Add to cart'** button is clicked



THE IMPACT OF INSTAGRAM & YOUTUBE ADS ON ECOMMERCE BEHAVIOR



STUDY FLOW

1st
Ad exposure Live In Context



Participants surf on
YouTube & Instagram

- In Context Ad Platform guarantees ad contact within the live context
- Participant given two ad exposure tasks, 1 YT, 2 IG



2nd
Shopping on
Amazon



Participants shop on
Amazon

- Participants are asked to buy products from ad related product categories on amazon
- 3 randomized Amazon shopping tasks



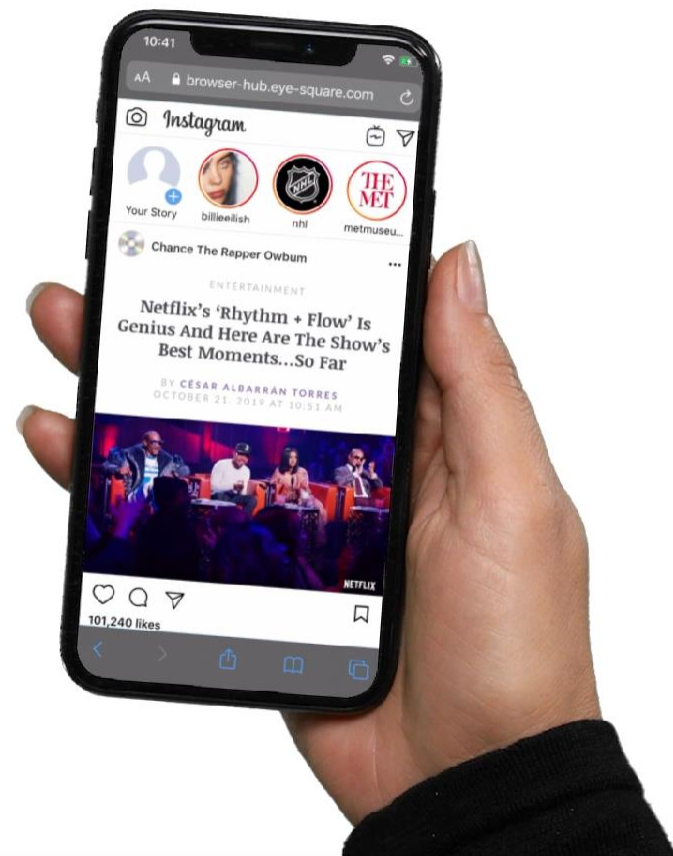
3rd
Questionnaire



Participants answer
a questionnaire about
ad effectiveness

- Scaled measurement of ad recall, brand image

A QUICK EXAMPLE



OVERVIEW

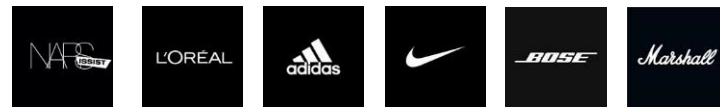


Over 1000 participants

A 18-49, Regular users of YouTube, Instagram & Amazon

12 creatives tested

6 brands from 3 verticals (headphones, Sportswear and makeup)



3 platforms involved (Instagram, YouTube, Amazon)



Study conducted 17-24. January 2020

Market: Germany

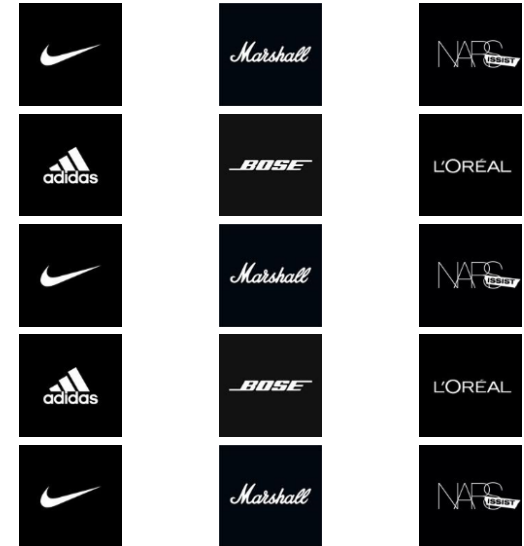
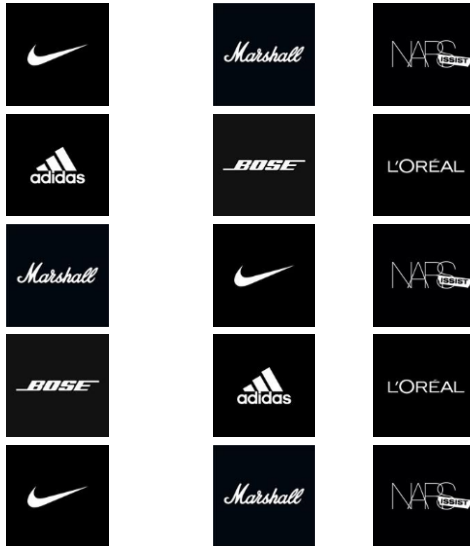
Panel Provider: Gapfish

4 GROUPS WITH AD CONTACTS ON YOUTUBE & INSTAGRAM AND A SUBSEQUENT SHOPPING TASK



Ads

Shopping

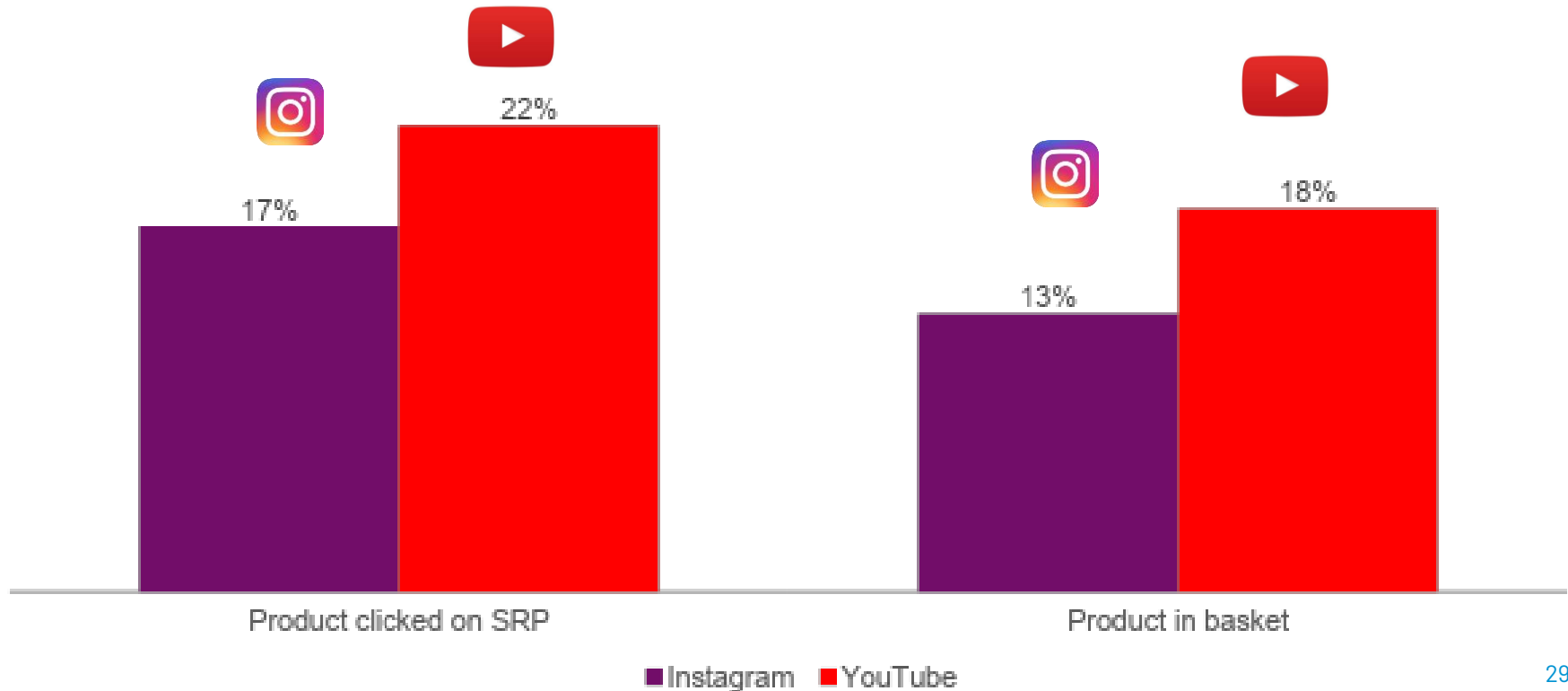


KEY TAKEAWAYS

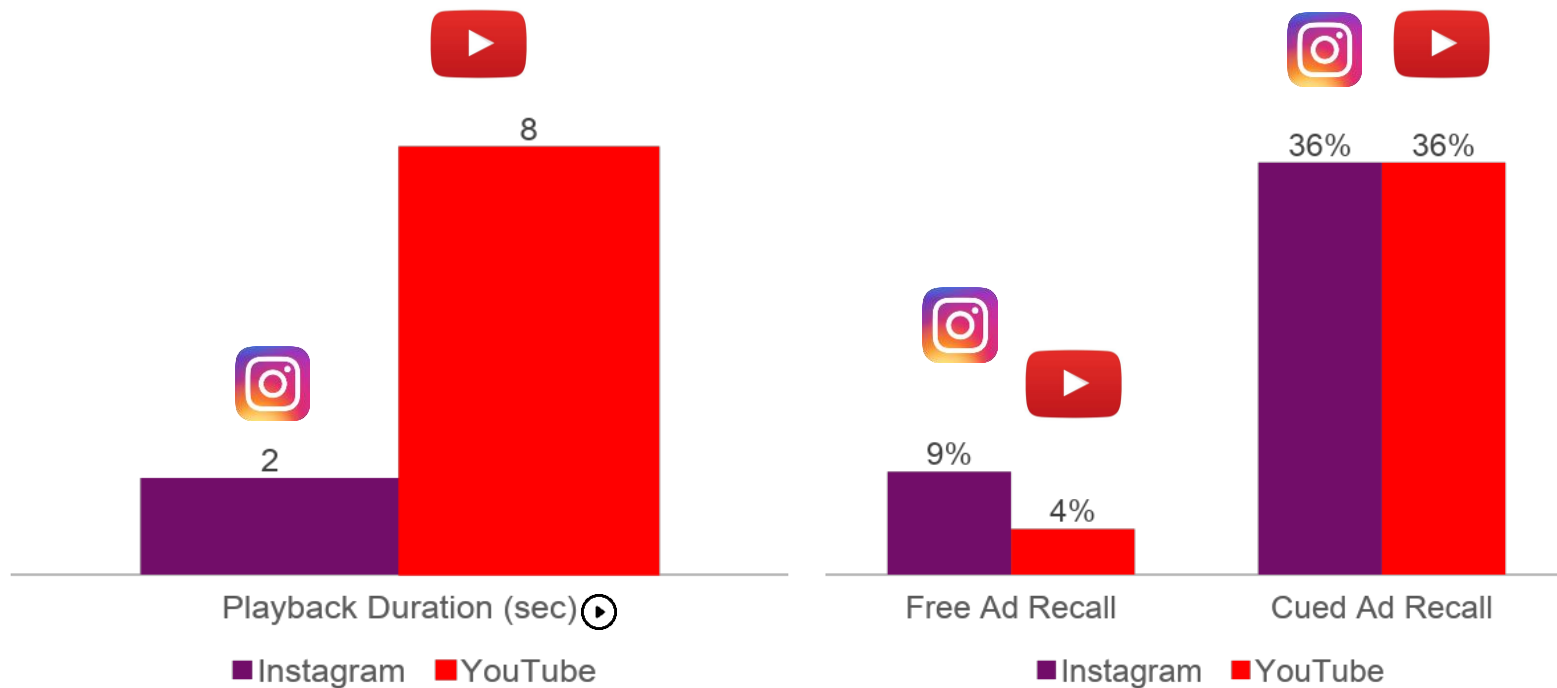
1. There are big differences between the results by platforms (YouTube & Instagram)
2. The creative is very important
3. **Purchasing behavior on Amazon is a better indicator of ad effectiveness**
than a just survey

THERE ARE BIG DIFFERENCES
BETWEEN THE PLATFORMS

**Strong brand effects lead to shopping activation:
Products are clicked and put in basket more often
after YT ad than IG.**



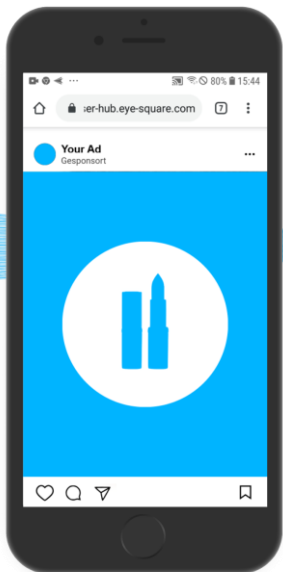
AD RECALL FOR INSTAGRAM AND YOUTUBE IS SIMILAR BUT PLAYBACK DURATION DIFFERS WIDELY



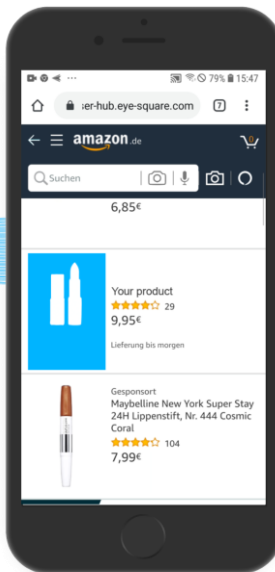
AD PLAYBACK DURATION INFLUENCES SHOPPING BEHAVIOR ON AMAZON



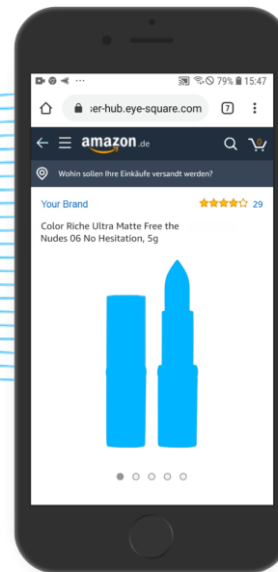
Across all brands / verticals ...



...seeing the ad on either
YouTube or Instagram...



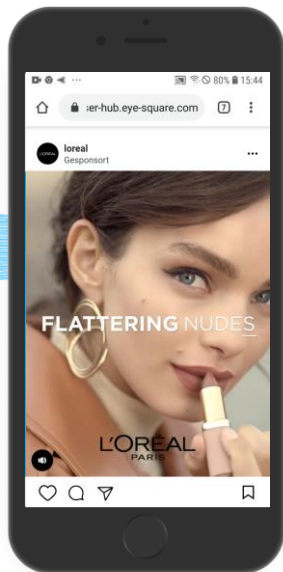
... leads to more clicks in
the SRP on Amazon and...



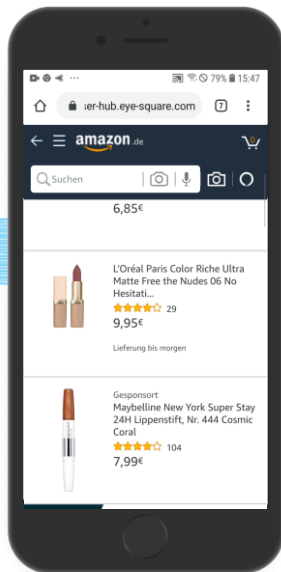
to more purchase on
Amazon (basket)

THERE ARE BIG DIFFERENCES BETWEEN CREATIVES IN THE SIZE OF THIS EFFECT

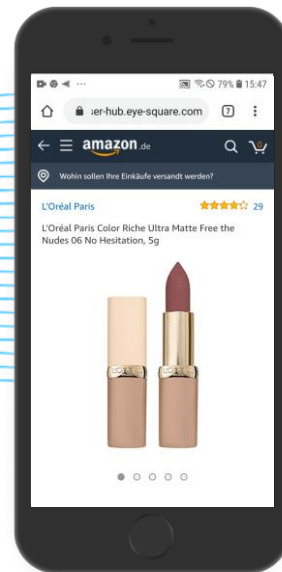
Strongest Ad: L'Oréal



...seeing the ad on either
YouTube or
Instagram...



... leads to more clicks in
the SRP on Amazon and...



to more purchase on
Amazon (basket)

THE CREATIVE IS VERY IMPORTANT

INSIGHT 1: STICK THE LANDING – CREATE SOMETHING WORTH CONTINUING AFTER 5 SEC



we will now show you our new product..."



[Marshall - Major III Headphones](#)



we will show you our product and something related to a cafe, but we don't tell you what..."



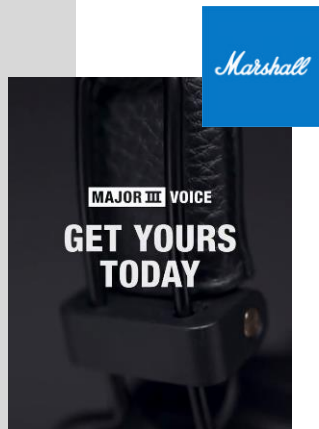
[Bose Noise Cancelling Headphones](#)

Insight 2: Size matters on Instagram



Full screen ads are even more immersive than smaller ads

SMALL SIZE



[Marshall](#)

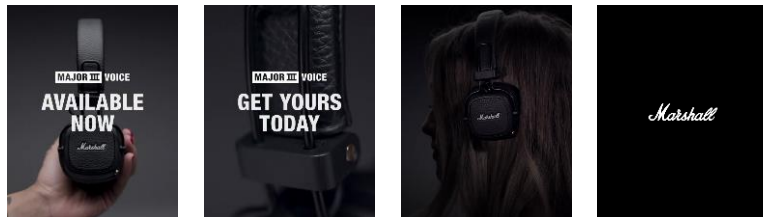


FULL
SCREEN

[Bose Get Closer](#)

INSIGHT 3: DYNAMICS MATTER ON INSTAGRAM

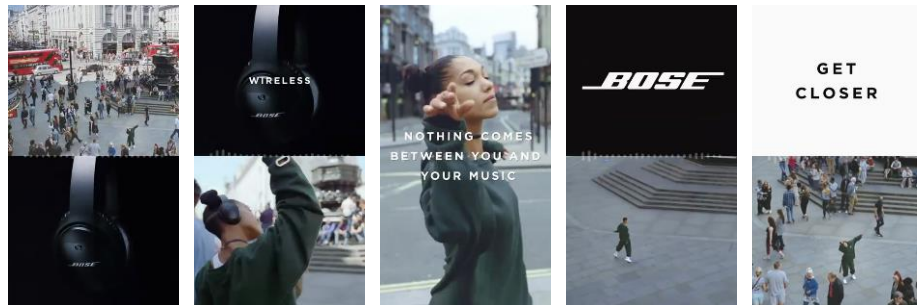
Add movement & more scenes and visual effects on Instagram full screen ads to keep the viewer engaged



4 scenes
Slow movements only
Low visual dynamics

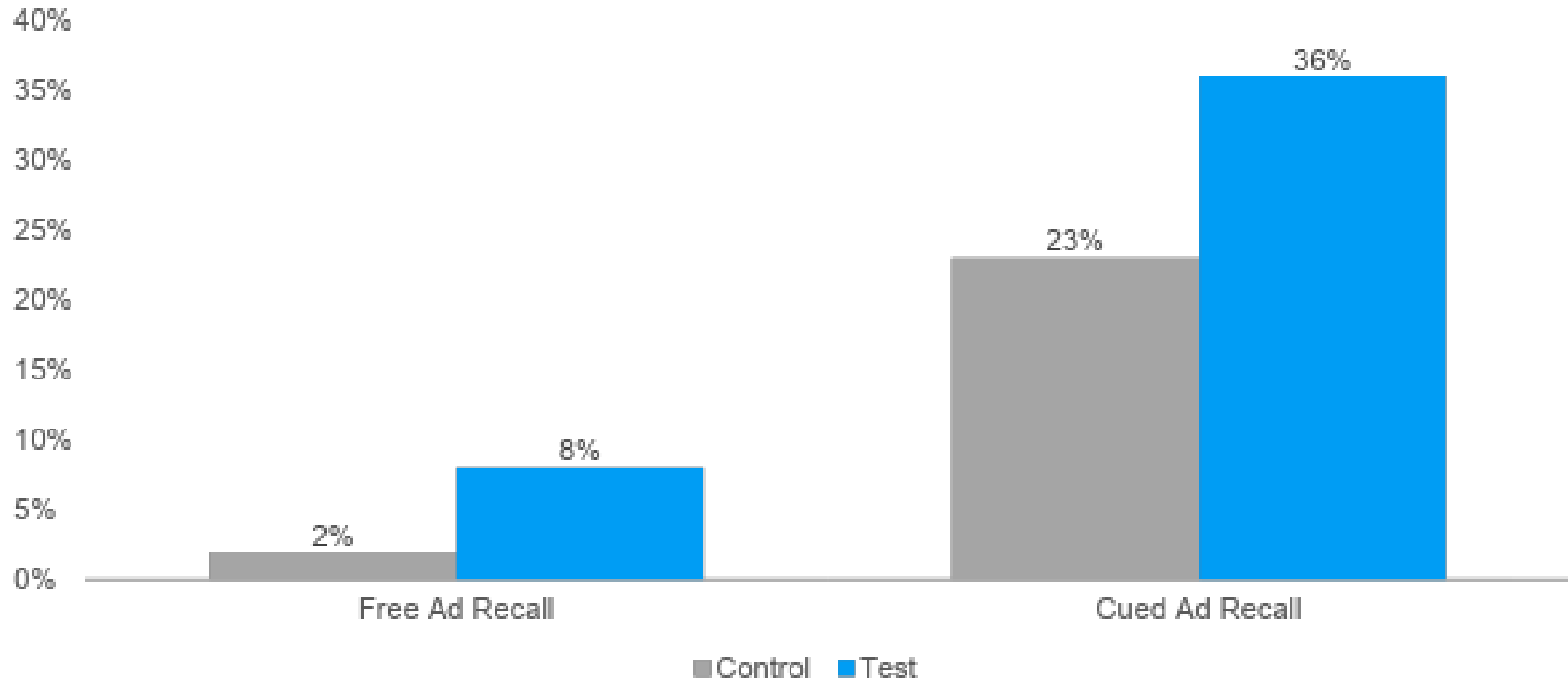


5 scenes
Visual effects
Focus switch from bottom to top
High visual dynamics (dance)

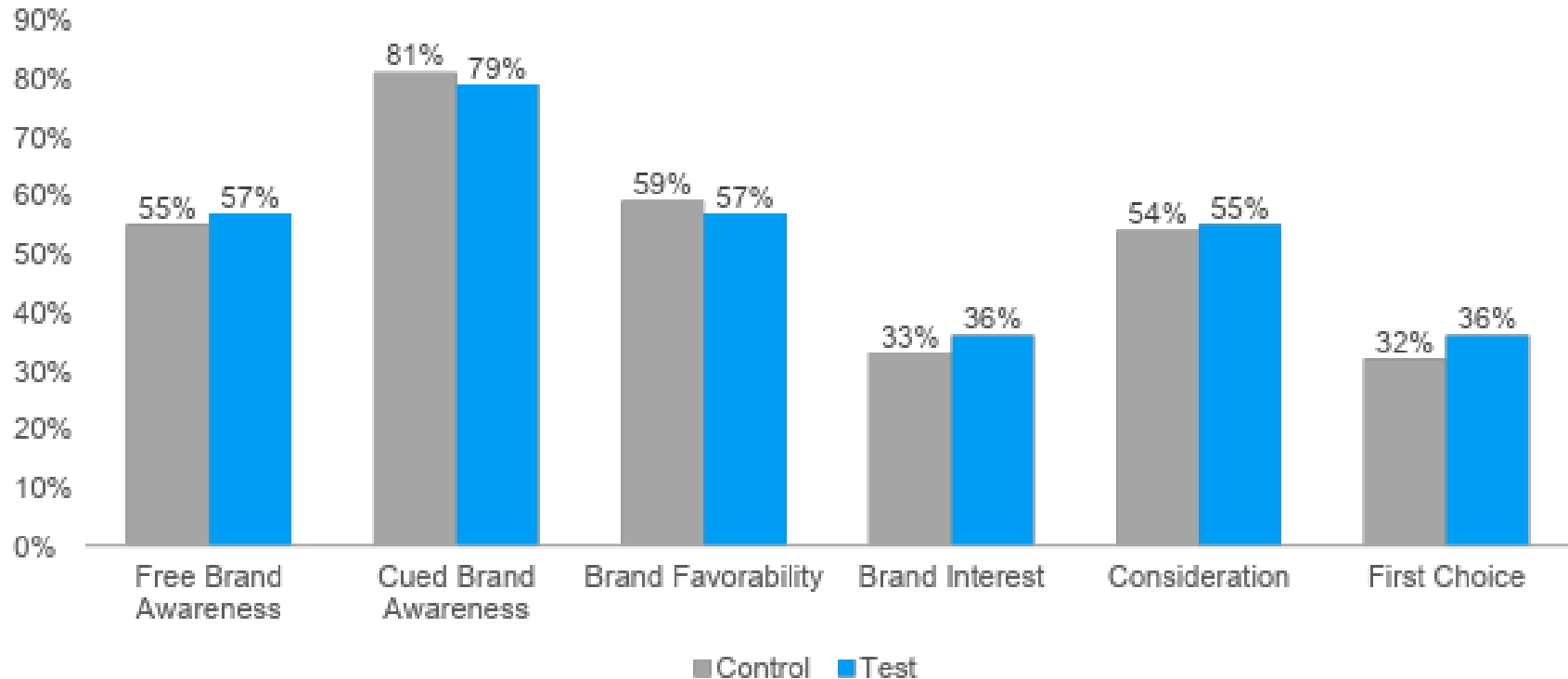


**Purchasing behavior on Amazon is a
better indicator of ad effectiveness
than a just survey**

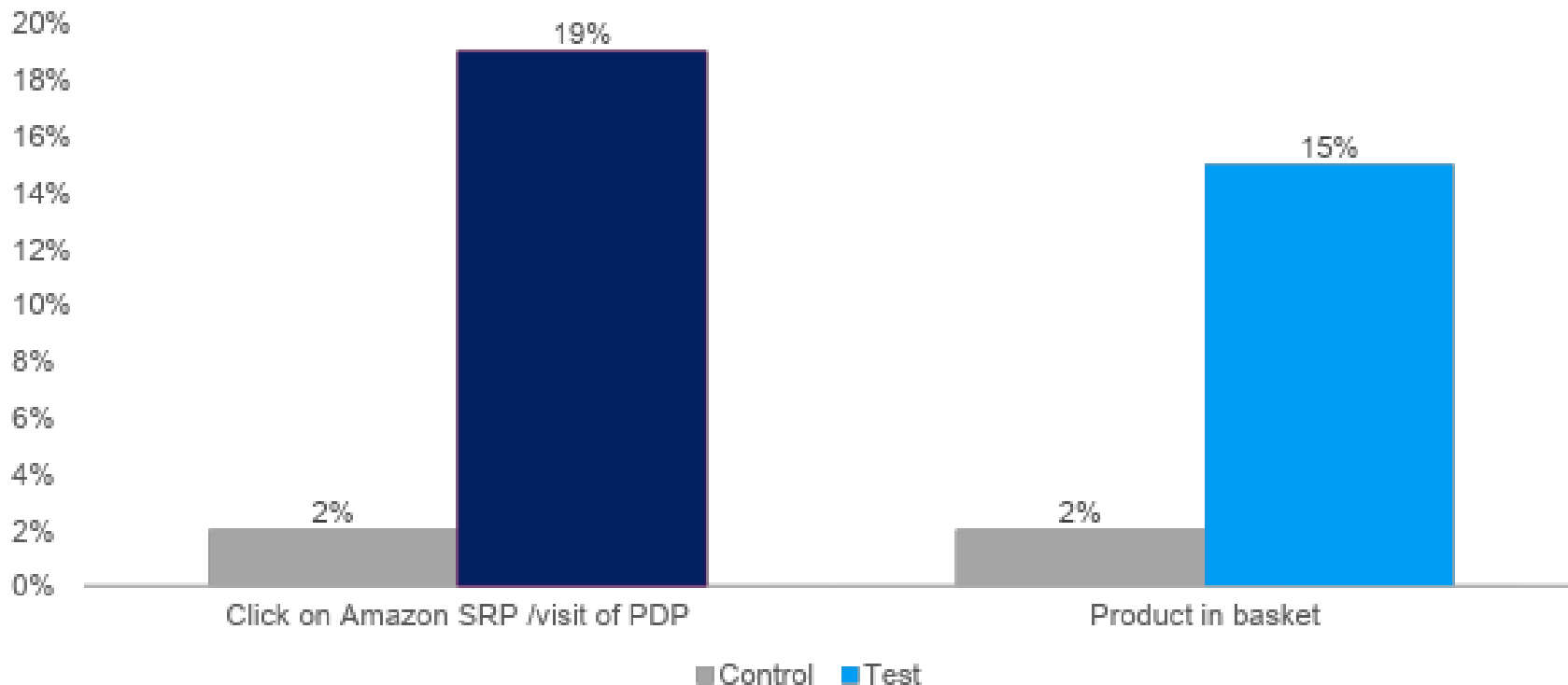
WHILE EFFECTS ON AD RECALL ARE STRONG



BRAND EFFECTS ARE NOT AS CLEAR



AD EFFECTIVENESS IS MORE ACCURATE WHEN MEASURING AMAZON SHOPPING BEHAVIOUR



KEY TAKEAWAYS

1. There are big differences between the results by platforms (YouTube & Instagram)
2. The creative is very important
3. **Purchasing behavior on Amazon is a better indicator of ad effectiveness than a just survey**

SHOPPING METRICS – BEYOND PURCHASING



Noticed

Time maintained tile in focus position on SRP

Inspected

Click through **to the Product detail Page** implies the consumer has considered the offer

Bought

Add to shopping cart

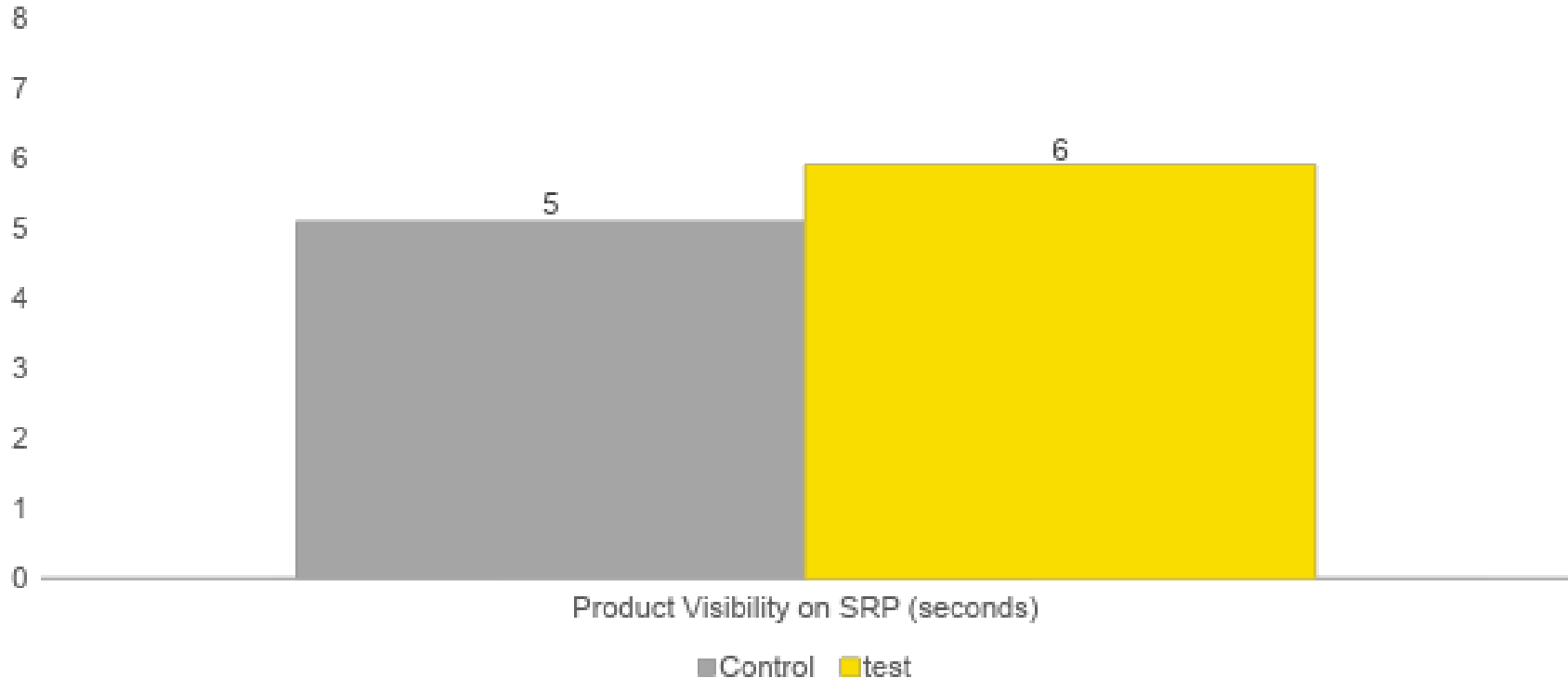


Product awareness

Consideration
(relevant set)

Purchase intent

Consumers spend 20% more time on the SRP after seeing the ad for the product on social media



Contact



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Thank you