

YAHOO! AD TECH EMEA – VIDEO WALL BENCHMARKING

25 OCTOBER 2010

This document shall be used as a guide on best practices for Videowall events. It looks at learnings from prior campaigns and summarises the results in a few easy to apply steps.

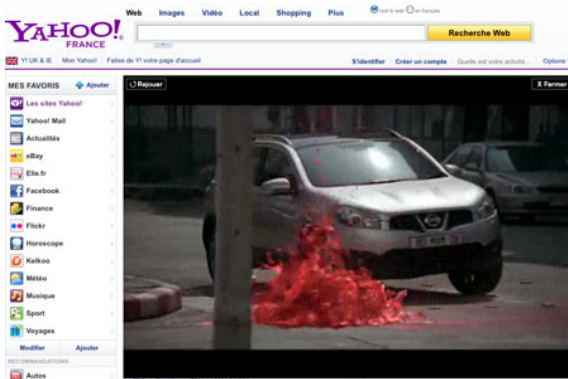
The Videowall format

“One enormous video plays in two inline units (300×250 and 400×60) in perfect synchronicity and reveals itself fully on roll-over of the mouse.”

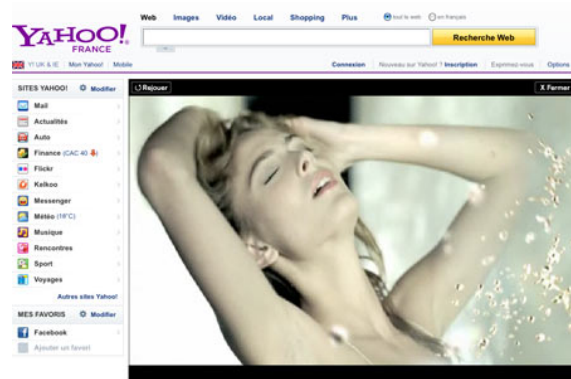
Full Videowall specs can be found here:

<http://adspecs.yahoo.co.uk/frontpage/videowall>

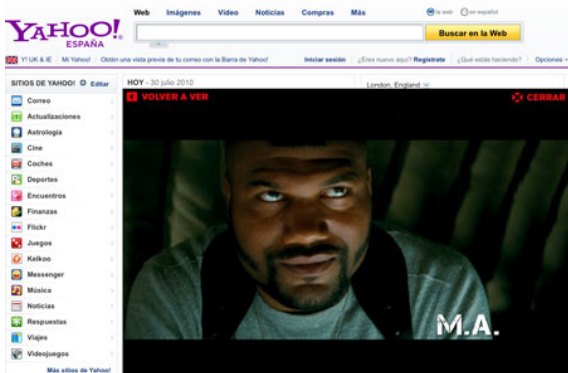
Example links



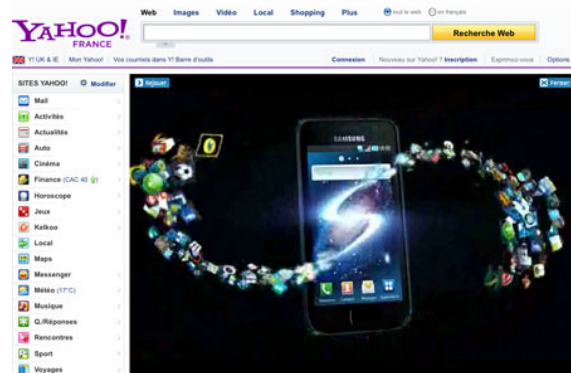
FR NISSAN: [Click here for demo](#)



FR Guerlain: [Click here for demo](#)



ES A-TEAM: [Click here for demo](#)



FR SAMSUNG: [Click here for demo](#)

The Videowall format – Who is it for?

The most important component of this format is of course the video.
But does your video have what it takes? Here is what we discovered works best:

- Movie trailers
- Colourful videos with lots of action
- Videos that appeal to a broad audience
- Videos where the key message / imagery appears within the 300x250 and 400x60 areas so it is visible even when the video is contracted

The screenshot shows the Yahoo! France homepage. At the top, there are navigation tabs for Web, Images, Vidéo, Local, Shopping, and Plus. A search bar is prominently displayed with a 'Recherche Web' button. Below the search bar, there are links for 'Y! UK & IE', 'Mon Yahoo!', and 'Faites de Y! votre page d'accueil'. On the right side, there are links for 'S'identifier', 'Créer un compte', and 'Quelle est votre activité...'. The main content area is divided into several sections: 'MES FAVORIS' with a list of favorite sites like Yahoo! Mail, Actualités, eBay, Elle.fr, Facebook, Finance, Flickr, Horoscope, Kelkoo, Météo, Musique, Sport, and Voyages; 'Aujourd'hui - 12 mars 2010' featuring a large image of a penguin and the headline 'Un rarissime manchot tout noir'; 'Les tendances du jour' with a list of trending topics; 'Offres du jour' with advertisements for Crédit Cofidis and Yahoo! Voyages; and 'RECOMMANDATIONS' with a link to 'Autos'. A video player is visible at the bottom of the main content area, showing a scene from a movie or TV show.

EXCITING VIDEO: FR Nissan. [Click here for demo](#)

How we measure success

While we track a full range of parameters, in order to judge the campaign's effectiveness we look at the following factors in particular:



- High expansion rate
- High interaction rate (expansion, sound on, replay)
- High click through rate
- High number of completed videos in full screen



- Low contraction rate
- Low number of close button clicks

VIDEOWALL: AVERAGE RATES

Expansion rate  1.40%

CTR  0.14%

VIDEOWALL: EXAMPLE STATS REPORT

Tracking name	Value	Description
Delivered Impressions	5,546,114	
u ad play	1,502,737	Fired when Rich media starts playing
nu ad play	3,190,202	
u ad replay	821	Fired when the 'Ad replay' text link (below the 300x250) is clicked
nu ad replay	183	
u closebtn expandable	10,080	Fired when the 'Close' button of the Videowall is used
nu closebtn expandable	58	
u videowall expand	75,552	Fired when the Videowall expand is triggered after the 3 sec delay
nu videowall expand	13,481	
u videowall contract	35,430	Fired when the Videowall contracts (on mouse out)
nu videowall contract	3,378	
u videowall start	1,349,672	Fired when the video starts playing (in contracted mode)
nu videowall start	2,641,710	
u videowall sound on	11,823	Fired when the 'Sound on' button is clicked
nu videowall sound on	1,235	
u videowall replay	2,073	Fired when the 'Replay' button within the Videowall is used
nu videowall replay	955	
u videowall complete	566,948	Fired on video complete in expanded or contracted mode
nu videowall complete	1,146,839	
Clicks [*]	9,260	Total clicks
east backup img	759	Clicks on 300x250 back up image
lmntl backup img	131	Clicks on 400x60 back up image
survey	146	Clicks on survey link
clicktag east	4,769	Clicks on inline 300x250
clicktag lmntl	780	Clicks on inline 400x60
clicktag expandable	2,033	Clicks on Videowall

u = unique, nu = non unique

All of the above events are automatically tracked in each Videowall event. The tracking names are kept consistent so we can easily compare results of different campaigns against each other for benchmarking.

Additional stats

While all of the above trackings show directly in Ad Center, the following additional parameters can be calculated off them:

Expansion rate

The expansion rate is a very important metric for the Videowall format. It shows how many people interacted with the ad.

For instance, we see the Videowall as the ideal format for branding campaigns where the advertiser is looking for maximum visibility. The click through rate is here secondary. Instead the expansion rate (and full screen video completes, below) can be used to measure the campaign's effectiveness.

a = 'u videowall expand'
b = 'nu videowall expand'
c = 'Delivered Impressions'

$$(a + b) / c$$

Expansion rate	1.61%
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Full Screen video completes

The 'videowall complete' number above includes all video completes, even those in contracted mode. To calculate the number of 'video completes in full screen' use the following formula:

a = 'u videowall expand'
b = 'nu videowall expand'
c = 'u videowall contract'
d = 'nu videowall contract'
e = 'u closebtn expandable'
f = 'nu closebtn expandable'

$$(a + b) - (c + d + e + f)$$

Full screen video completes	40,087
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What are the campaign objectives?

It is important to be clear about the campaign objectives. With regards to the Videowall format we distinguish between two main goals – Visibility and/or Clicks.



Visibility

- Brand awareness
- Show off an amazing video
- High exposure and user engagement
- High dwell times

Example scenarios:

- Product launch
- Movie release
- Looking to adapt a TV commercial into an online campaign



Clicks

- Drive users to the landing page
- High click through rates

Example scenarios:

- Video as teaser
- Cool microsite to show off
- Looking for people to sign up
- Conversions

Best practices

In order to achieve the campaign objectives it is important to design the creative accordingly. We tested various creative implementations and identified the following best practices.

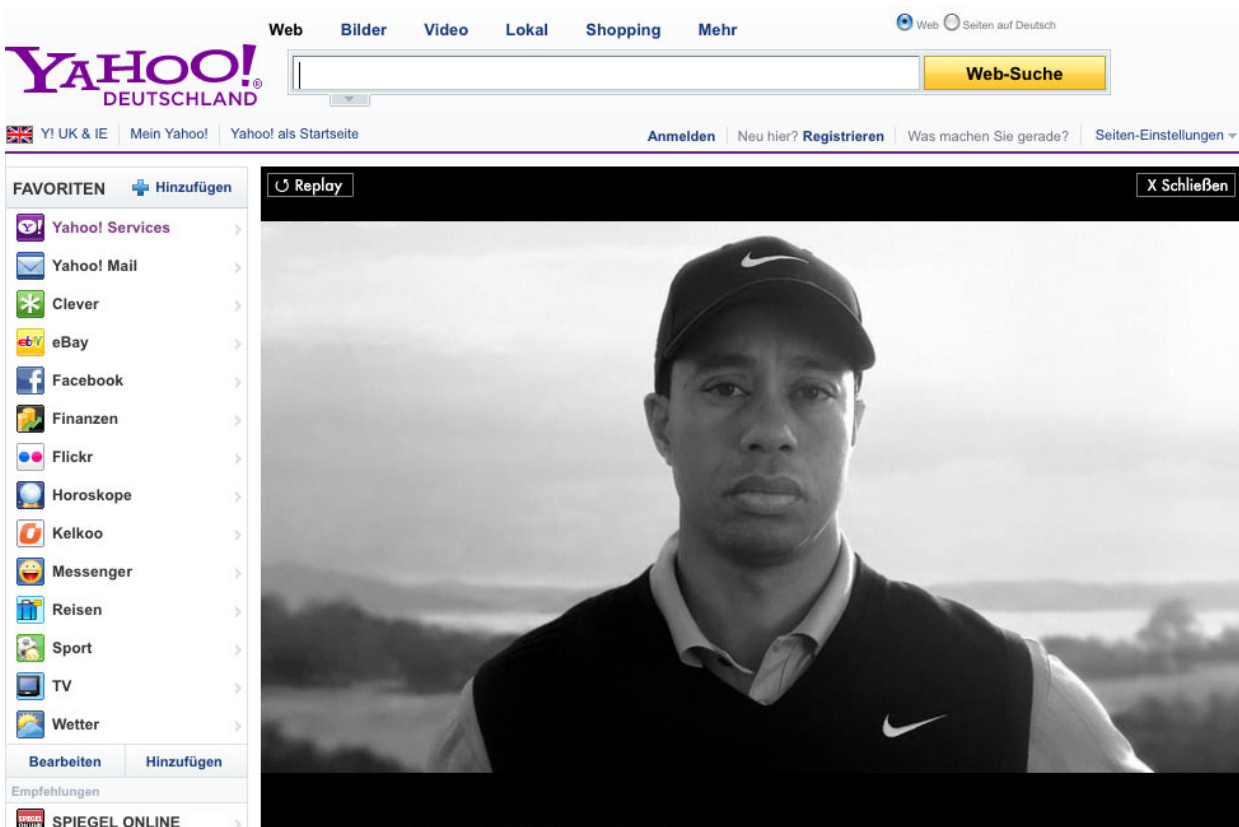
OBJECTIVE: VISIBILITY

TV spot at hand?

The Videowall is perfect if you want to adapt a TV commercial into an online campaign.

This format is all about video. It has a great impact on the user and is easy to built. In its most basic form a video is (almost) all that is needed to bring a Videowall to life.

The Nike Videowall shows how simple it can be. It's all about the Tiger Woods video. The content in the 2 inline units is kept to a minimum. All that is shown there is the Nike logo and a 'Replay' link:



TV SPOT: DE Nike. [Click here for demo](#)

OBJECTIVE: VISIBILITY

Add a final screen to your Videowall

Instead of automatically contracting into the 2 inline units after the video finished playing give users the opportunity to interact with the Videowall. The final screen is a great additional canvas that loads on top of the video when the video complete event fires. It can be an interactive Flash screen or just a static image.

Use the extra space to display

- The main message/offer
- A clear call to action
- Different click through buttons
- Social buttons (Facebook/Twitter/Myspace)

A final screen is great if you are looking for high dwell times and high exposure. We have seen a huge increase of clicks on the Videowall Replay button when a final screen was used.

The screenshot shows a Yahoo! France advertisement for Guerlain Idylle perfume. The ad is displayed in a video player with a 'Rejouer' (Replay) button in the top left and an 'X Fermer' (Close) button in the top right. The main content of the ad features a woman's face on the right and a perfume bottle on the left. The text 'REVOIR LE FILM', 'PARTAGER LE FILM', and 'ACCÉDER AU SITE' is visible above the social sharing icons. The social sharing icons include Facebook, Messenger, Email, and Print. The Yahoo! interface includes a search bar, navigation tabs (Web, Images, Vidéo, Local, Shopping, Plus), and a sidebar with 'SITES YAHOO!' and 'MES FAVORIS'.

FINAL SCREEN: FR Guerlain. [Click here for demo](#)

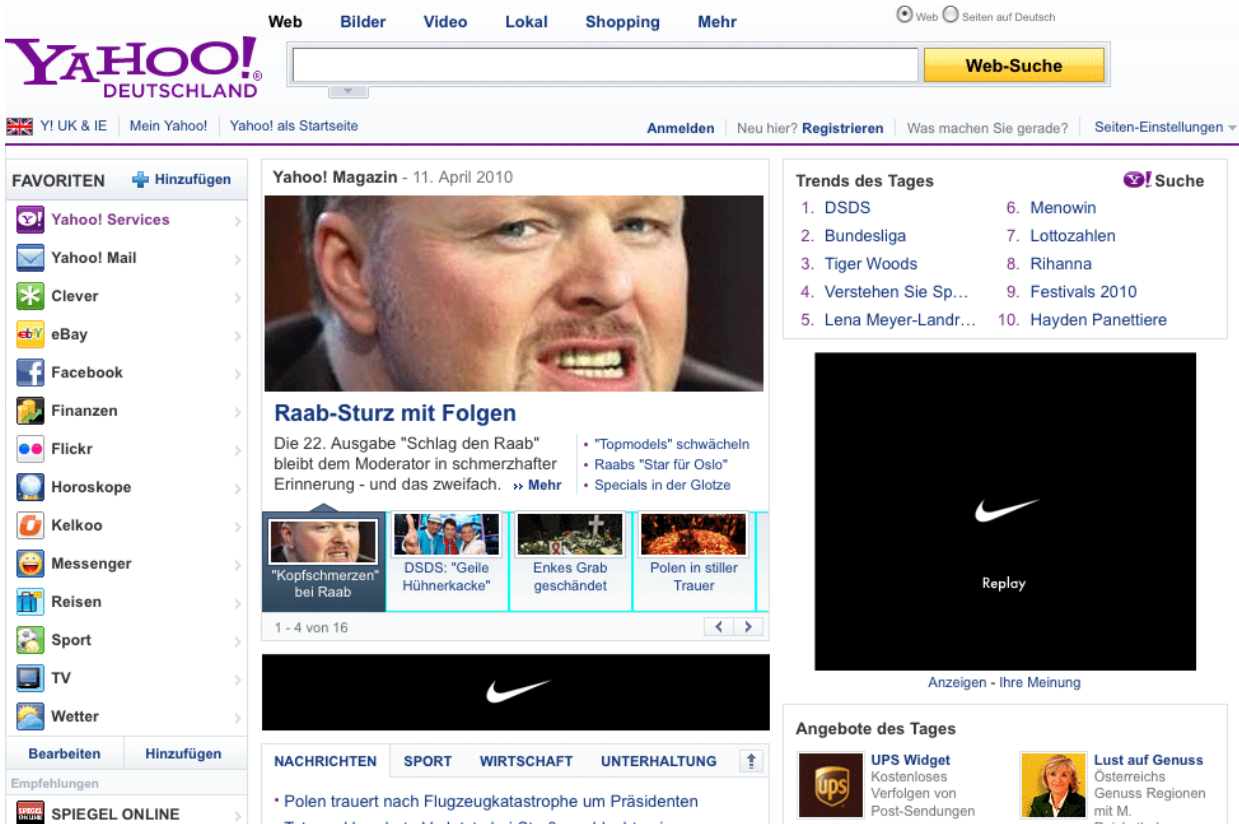
OBJECTIVE: VISIBILITY

Add a Replay link within the 300x250

Not enough content to fill a final screen?

Increase your Replay rate by showing a Replay link within the 300x250.

We have seen a few thousand clicks here once so it may be well worth it.



REPLAY LINK: DE Nike. [Click here for demo](#)

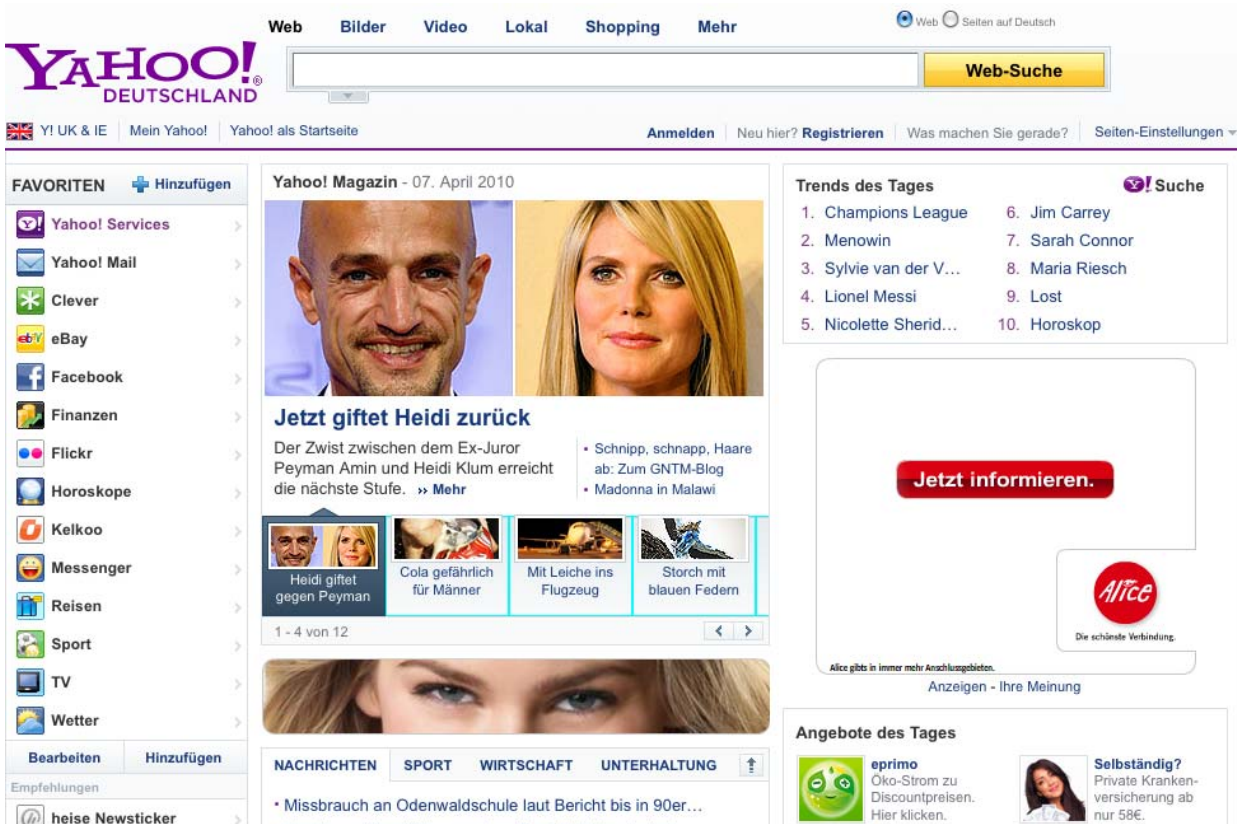
OBJECTIVE: CLICKS

Auto contract after video complete

Keep it simple if you are looking for clicks.

Avoid having a final screen. Instead have the Videowall automatically contract into the 2 inline units after the video finished playing.

This restricts the user's options. The user can do 'nothing else' but click afterwards. With a final screen the user can also click the replay or close button of the Videowall.



AUTO CONTRACT: DE Hansenet. [Click here for demo](#)

OBJECTIVE: CLICKS

Add a clear call to action to your 300x250 and 400x60

Our best performing Videowalls in terms of CTR all had a clear call-to-action within the 300x250. Simple wording looks to work best:

- Click here
- Learn more
- Go to website

In addition we recommend making the call-to-action an actual button with a nice rollover effect. This gives the user something to click on; something that looks like it is clickable and thus tempts the user to click.



CALL TO ACTION BUTTON: FR Samsung. [Click here for demo](#)

OBJECTIVE: CLICKS

Include social buttons

Social networks are big nowadays. People love to share. If it suits your campaign we recommend adding a Facebook/Twitter/Email share button to the 300x250.

Something as small as a 'Like' button may give your click rate that extra boost.



I LIKE BUTTON: ES A-Team. [Click here for demo](#)

Contact details

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