



Ipsos Connect



CONNECT:LIVE

MEASURE THE BRAND IMPACT OF
YOUR FACEBOOK VIDEO ADVERTISING

THE FUTURE OF CONTENT MARKETING

IS ONLINE VIDEO

Consumption of online video content will continue to grow exponentially as ownership of internet devices increases. Cisco predicts online video will account for 69% of all internet traffic in 2017, with social media being the main driver. Concurrently ZenithOptimedia forecasts global online advertising spend to overtake TV and grow to \$23.7bn.

CHOOSE THE RIGHT METRICS

Now, more than ever, understanding the performance of video on social is essential. Online video campaigns are often measured with digital metrics such as views and clicks but this data has little relationship with how the campaign delivers brand impact, such as brand closeness and consideration.

MEASURE LIVE, IN CONTEXT

Connect:Live provides you with timely results to measure the brand impact of your Facebook video advertising by combining behavioural metrics (view time), with registration data (demographics) and attitudinal survey data. It allows you to optimise your campaign to brand marketing goals.

We send Facebook users exposed to a campaign a survey invite within the platform. Our survey uses standard questions that relate to meaningful brand outcomes – does the communication activate a brand response and build brand relationships? We also survey a control, non-exposed group, to derive brand impact in a test vs control approach.

HOW DOES CONNECT:LIVE HELP YOU?

It can help you in two ways, testing prior to launch or measurement during your live campaign:

- Pre-test different creatives before you launch your campaign in a test and control environment to help you identify the best ads to use in your Facebook video campaign.
- In-flight measurement of the campaign you launch to understand if the campaign is meeting the brand impact expectations you've set. Whilst also allowing you to change or optimise the campaign in less than a week to maximise your investment.



HOW DOES IT WORK?



Behavioural
Ad exposure



Registration
User Data

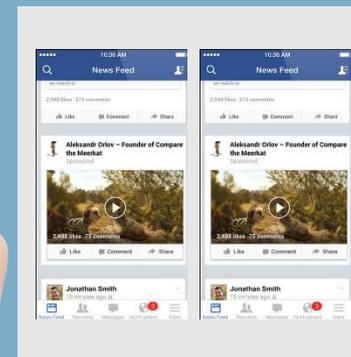


Attitudinal
Survey Data

- Surveys among people exposed to each ad.
- Results compared to a matched control group.
- Combine this **attitudinal data** with **behavioural** and **registration** data.
- Results reported within 3-5 days* of campaign launch.

*Dependent on campaign size and targeting

INFLIGHT OR PRE-TEST



Pre-test

test different ads on a small number of impressions before you launch your campaign.



In-flight

measure brand impact of a live campaign in-flight



**FOR MORE INFORMATION ON OPTIMISING
YOUR VIDEO ADVERTISING ON FACEBOOK,
PLEASE CONTACT:**

RESEARCH DIRECTOR



Anna is one of our digital experts within Ipsos Connect. She is particularly interested in innovation and new research techniques to gain a deeper understanding of consumer behaviours.

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SENIOR RESEARCHER



Claudia is also a digital expert within Ipsos Connect and has vast experience in mobile research, in particular passive measurement.

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