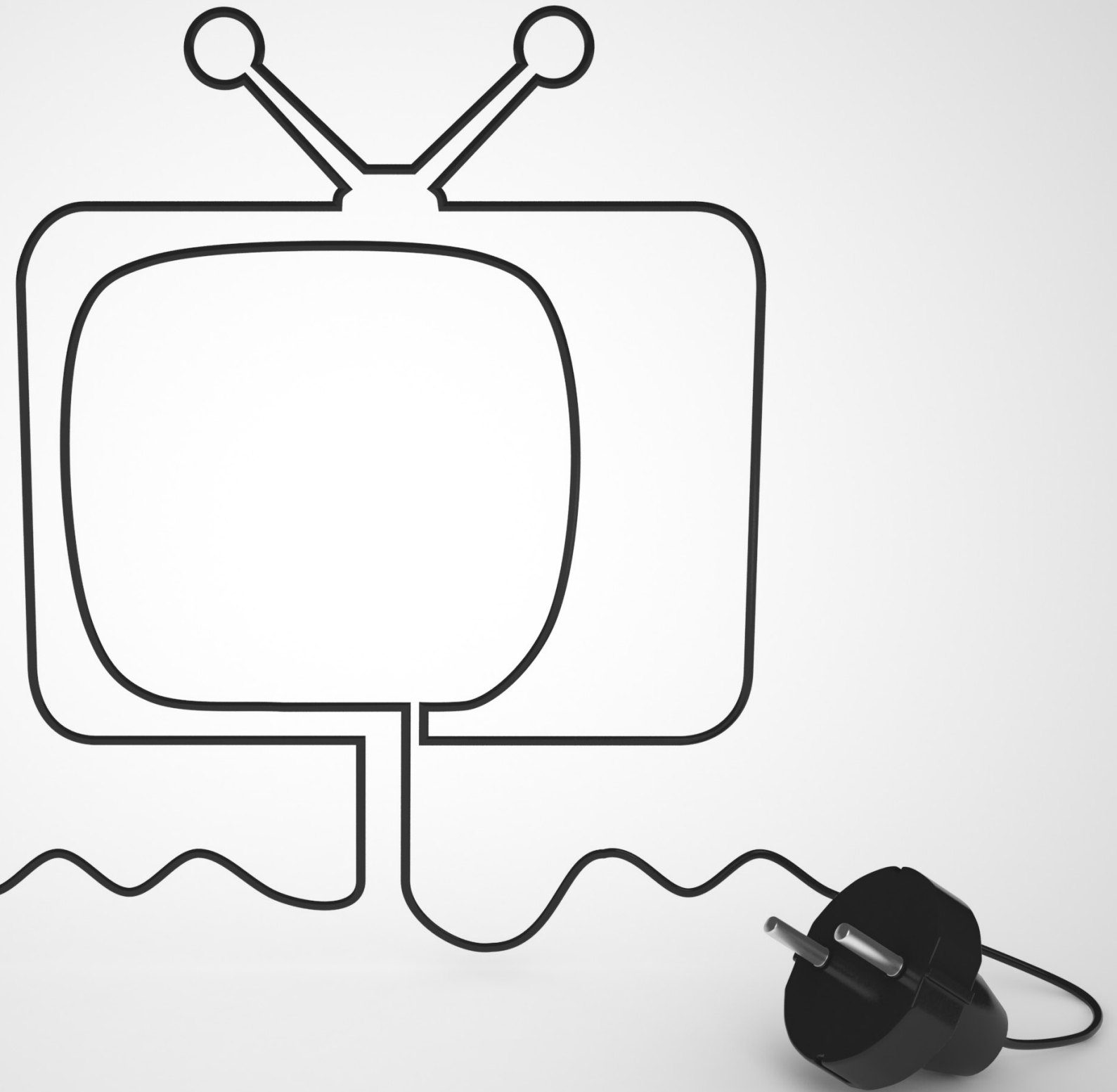




2015 Interactive Video Benchmarks

Your video, your interactivity, your results.



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Measure twice, cut once.

If you're like us here at Innovid, the performance of your video ads matters just as much as their creative execution. That's why we're presenting you with our 2015 Interactive Video Benchmarks.

We've analyzed thousands of interactive and pre-roll video campaigns, over billions of impressions, from 2014 to set this year's performance expectations. These metrics will help you understand how various ad formats, publisher placements and ad lengths perform with respect to time earned, activity rate, engagement rate, completion rate, and much more. We're also introducing new benchmarks for cross-device campaigns.

Video presents limitless opportunities for both brands and agencies, but there needs to be a fundamental understanding of consumer behaviors, as well as an intelligent business strategy linking together the different channels at play. These benchmarks are a step towards understanding how your video content, ad placements, publisher choices and length of video really do impact consumer behavior—and subsequently, your KPIs.

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Hover over the words for the definition.

Summary of Findings

As expected, interactive video outperforms static pre-roll in every arena. This should surprise nobody, as today's consumers want to—and expect to—be a part of the brand's story. What's really interesting is how different publisher types, ad lengths and even devices can make the biggest impact on desired audience behaviors.

Across all metrics, **interactive video outperforms pre-roll video.**



Awareness levels rise by 149%

when using interactive video, as well as when executing broadcast media buys (131%).



Interactive broadcast placements gained an additional 20 seconds

of time earned than other content providers and aggregators.



Engagement rate increases by 50%

when interactive units are placed on premium publishers, and improves by 34% with 30 second vs. 15 second spots.



Activity rates lift by nearly 41%

on broadcast placements over other content providers and aggregators.



Completion rates are 23% better on broadcast placements

than other content providers and aggregators.



Click-thru rates jump by 47%

using interactive units designed for CTR, than static pre-roll video.



Ads are 75% more viewable

on broadcast placements than on lower tier publishers.



Mobile video commands 165% more

interactive engagement when it comes to cross-device campaigns than desktop.



Roku devices achieve a 98% completion rate and percent ad viewed rate for interactive video.

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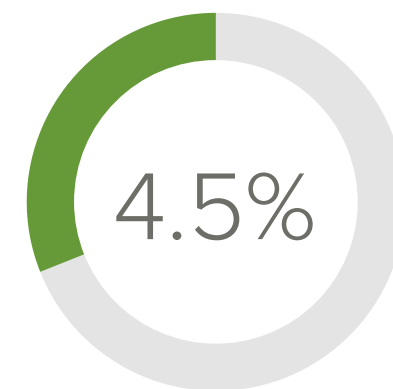
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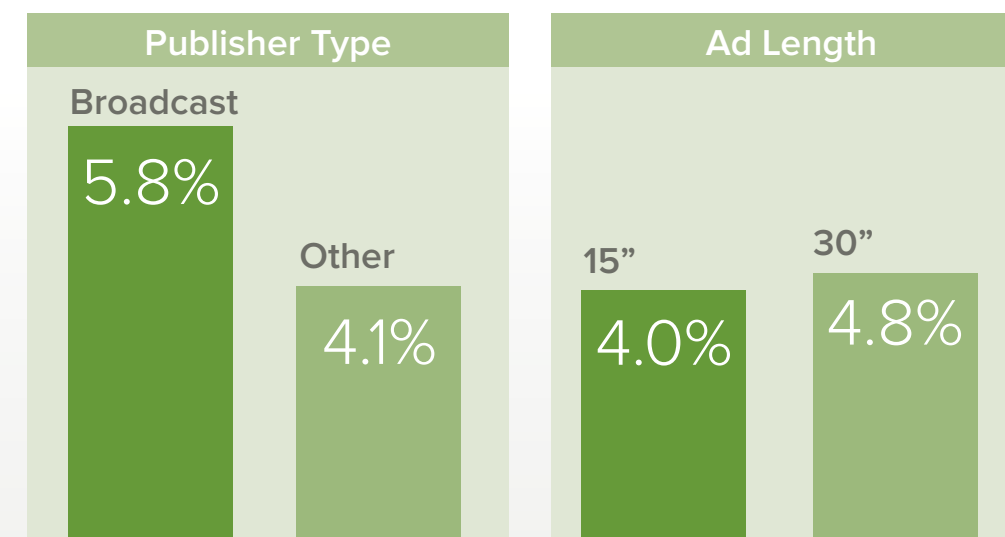
Activity Rate

When it comes to passive versus active consumers, which would you rather have? The truth is, passive advertising is best for passive devices and interactive advertising is best for interactive devices. Only with interactive video can you obtain high levels of activity (clicking, viewing, social media, and so on) within your ad units. What's more: the better the inventory, the more active participants you'll gain.

Custom Interactive



Pre-Roll





Engagement Rate

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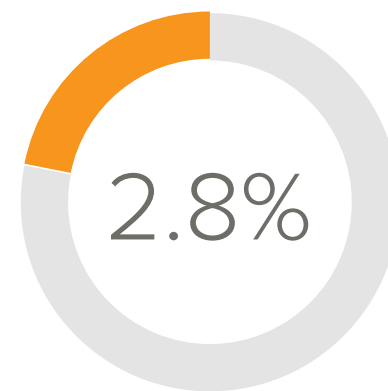
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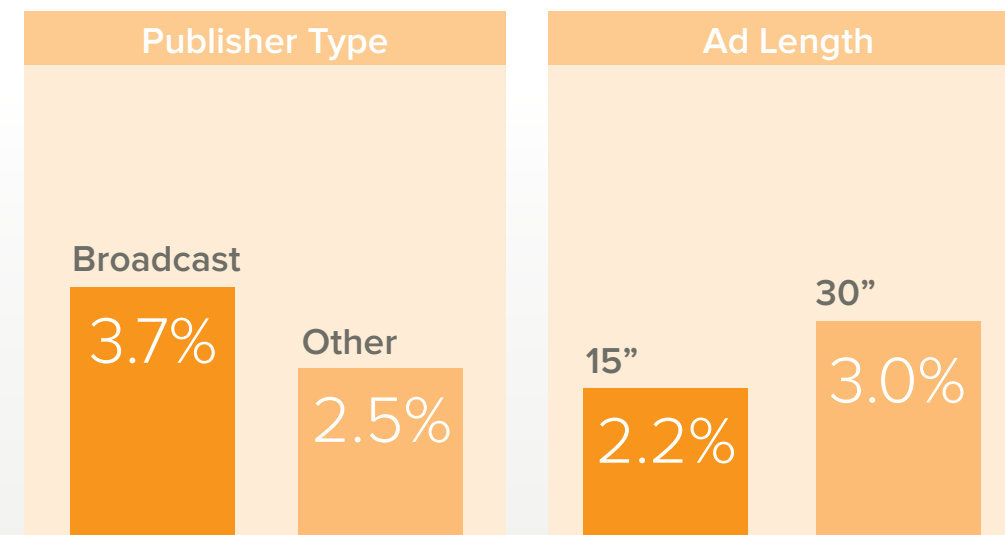
Wrap Up

If you want consumers to take part in your brand story, it's time to make your video ads interactive, in addition to engaging. Why? Because interactive video automatically gives consumers a reason to reach out and touch your content. With pre-roll video, the content merely passes them by—not to mention you have no idea if the content is resonating with your target audience. If that's the case, you may as well just stick to TV. Go interactive and get the engagement insights you need to reinforce your marketing decisions.

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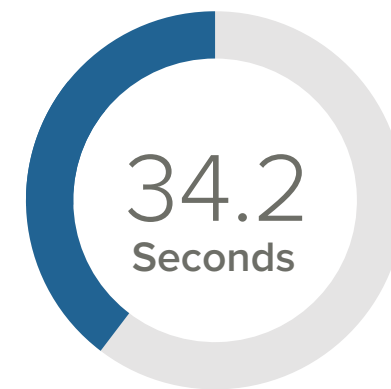
Wrap Up



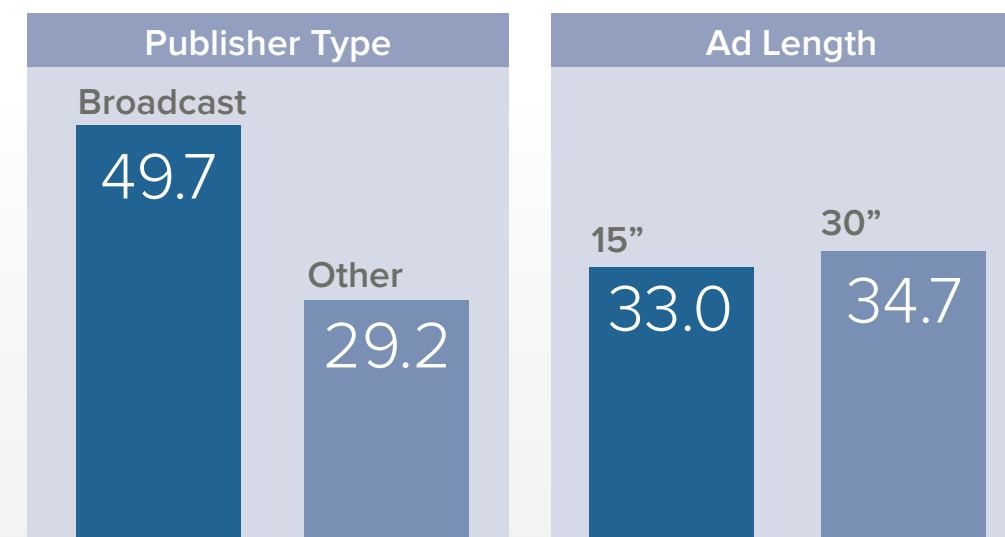
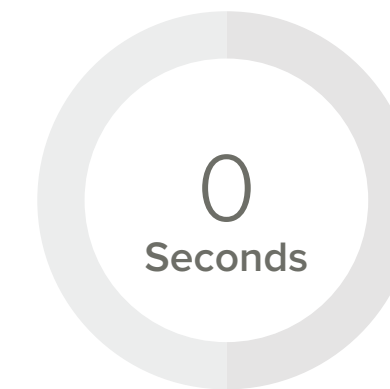
Time Earned

Let's face it: your ad buys are expensive and precious. But what if you could expand your video length without actually paying for a longer spot? That's exactly what interactive video is designed to do. It's something you just can't achieve with pre-roll. With interactive, you're basically earning an entire full ad's time on top of the spot you already bought. Talk about ROI.

Custom Interactive



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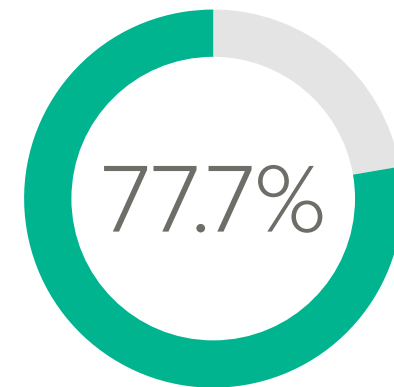
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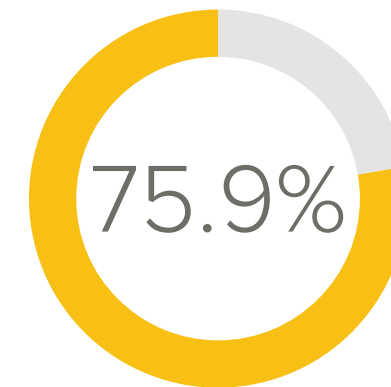
Completion Rate

You spent a lot of time and money creating that video spot, so it's definitely important that the majority of users are watching it in full. Even though marginal, using interactive elements does help squeeze out a bit more video completions than pre-roll, or even click-thru units. With the right ad placement and creative, consumers simply want to see what the entirety of your video has to offer—in addition to engaging with the unit.

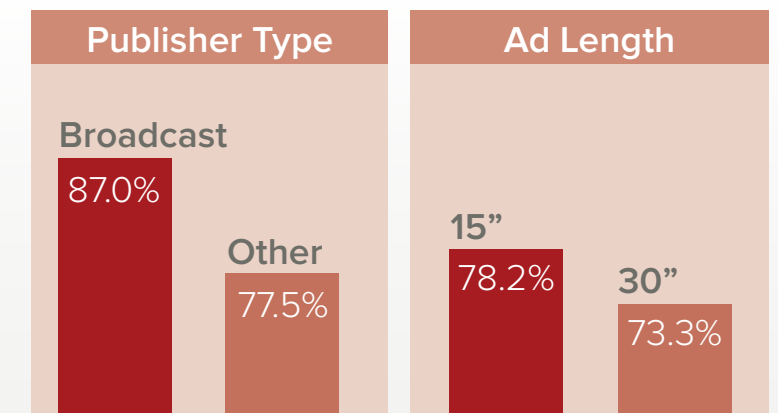
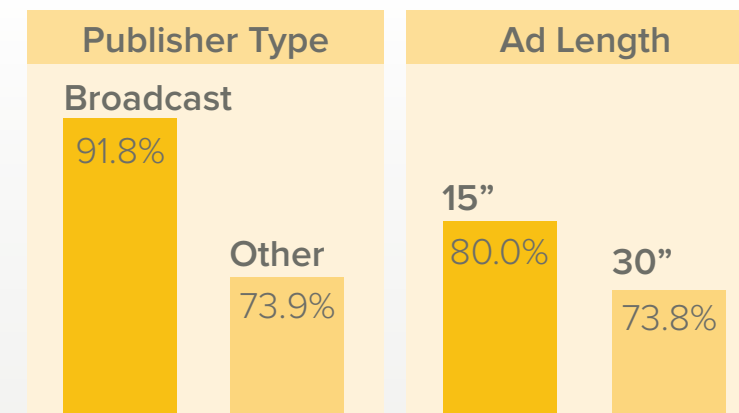
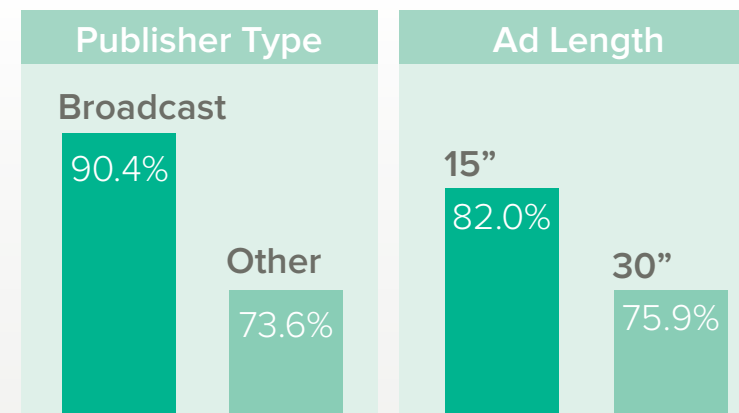
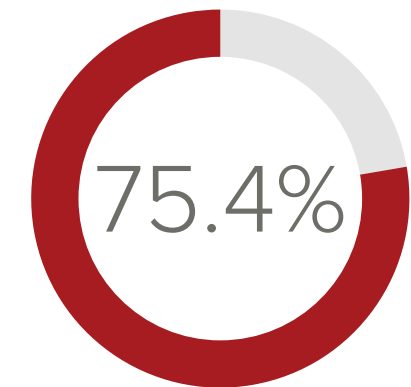
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Click-Thru Interactive



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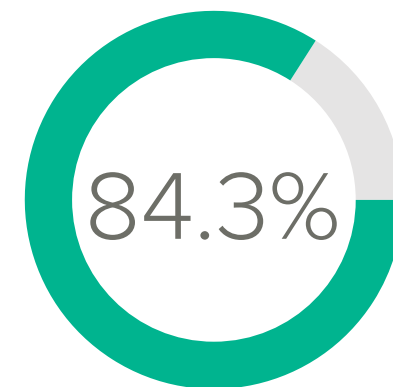
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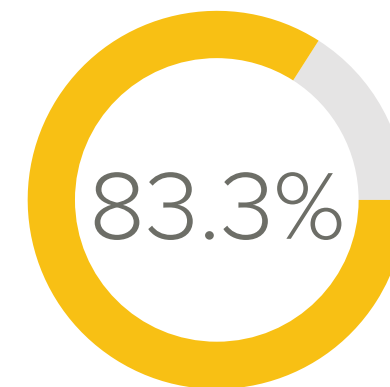
% Ad Viewed

Interactive units which are designed to draw in the audience and discover more content within the video, ultimately lead to more of your ad being seen—even more so than a standard pre-roll ad, which is easy to ignore. It's also important to remember that the last 5 to 6 seconds of your ad are rarely seen, so put your best content forward in the beginning and invite users to engage. Not to mention, when purchasing higher quality inventory, more of your ad gets seen—a win-win for your media plan.

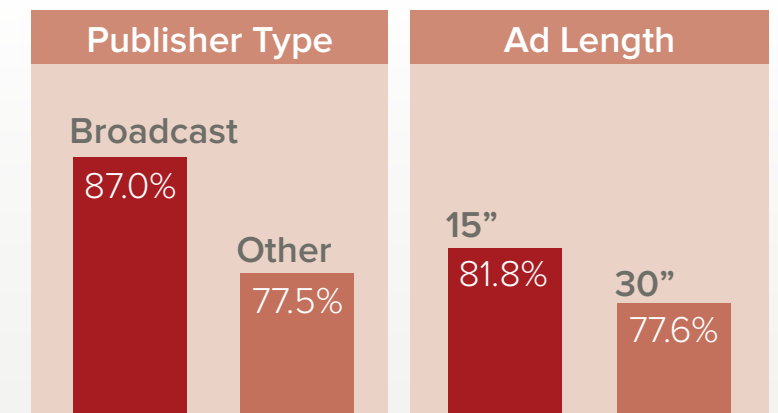
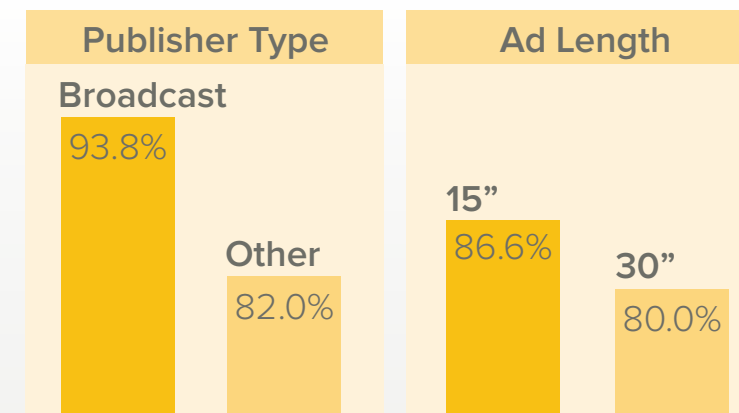
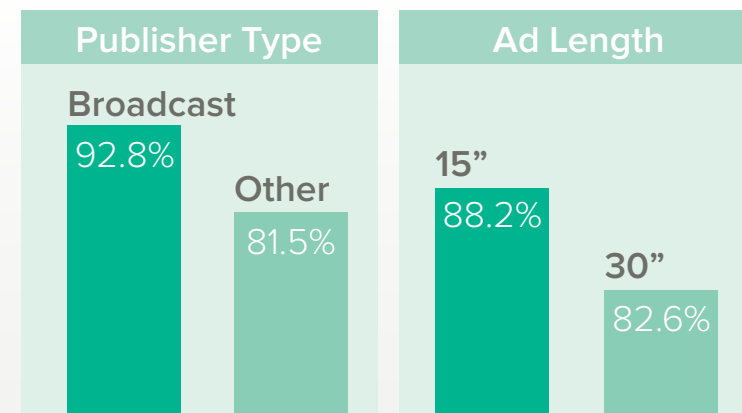
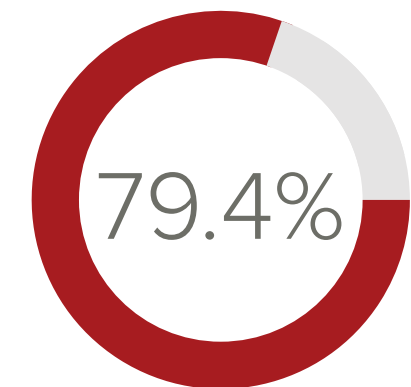
Custom Interactive



Click-Thru Interactive



Pre-Roll

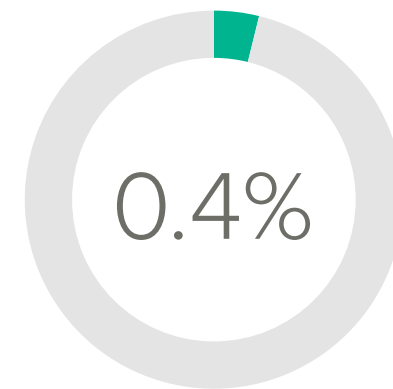




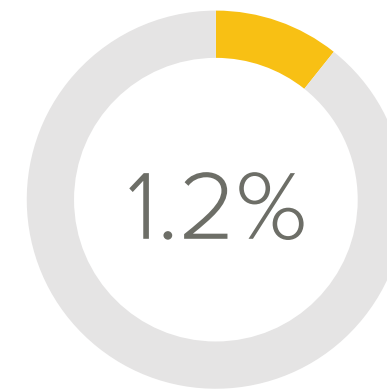
Click-Thru Rate

If click-thrus are what you're after, an interactive video designed to do just that will gain you far better metrics than pre-roll. However, custom interactive video is designed to keep the user in the unit itself, not clicking-thru, while utilizing the media buy to gain more ROI per impression.

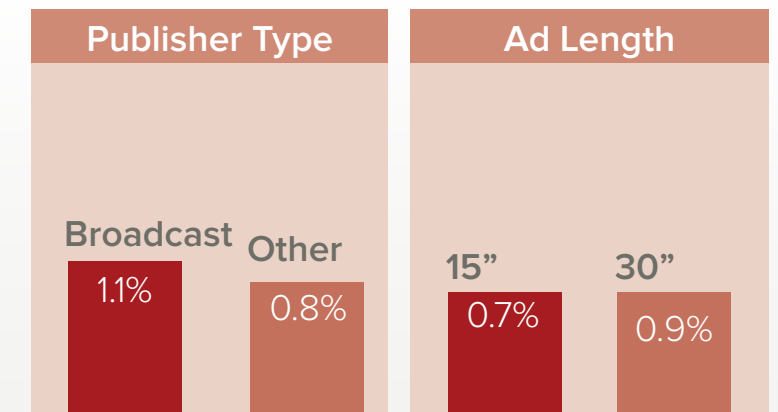
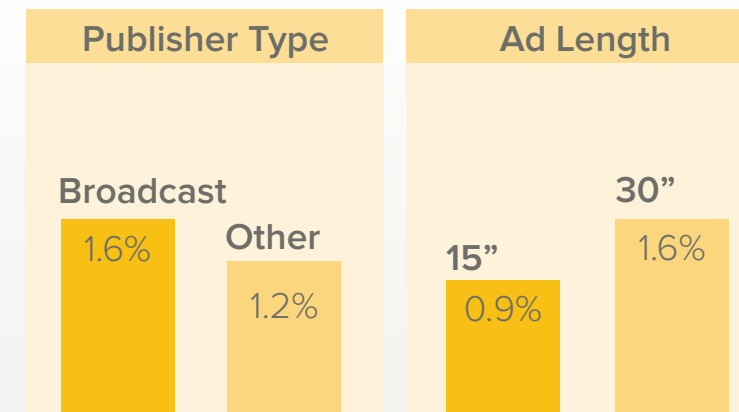
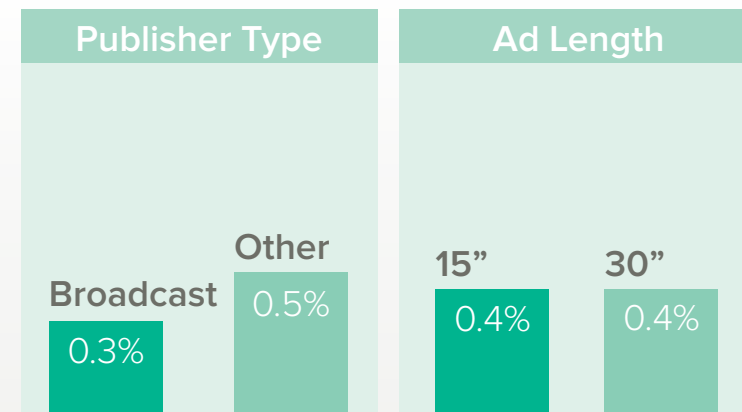
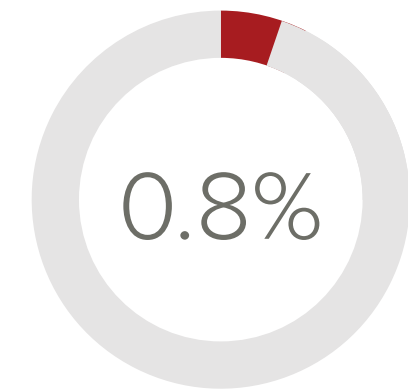
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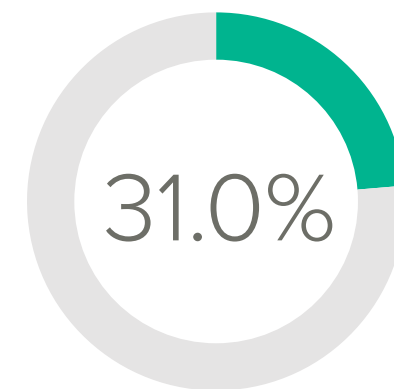
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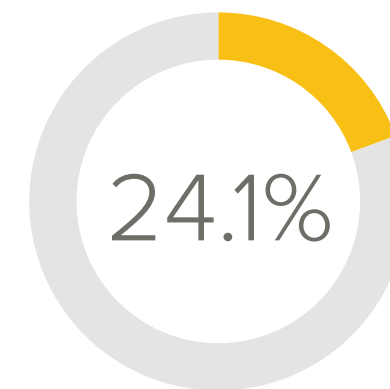
Wrap Up

Want to know if audiences are actually seeing your ad and your impressions aren't being wasted? In order to understand both viewability and engagement implications, knowing if users are mousing over your video is crucial. After all, only "real" people can have ad awareness. What's more, the nature of interactive media invites users to click, mouse and engage, something pre-roll just can't achieve to scale.

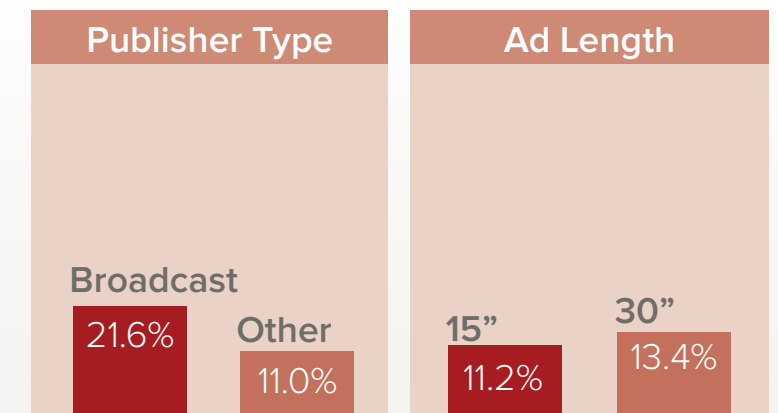
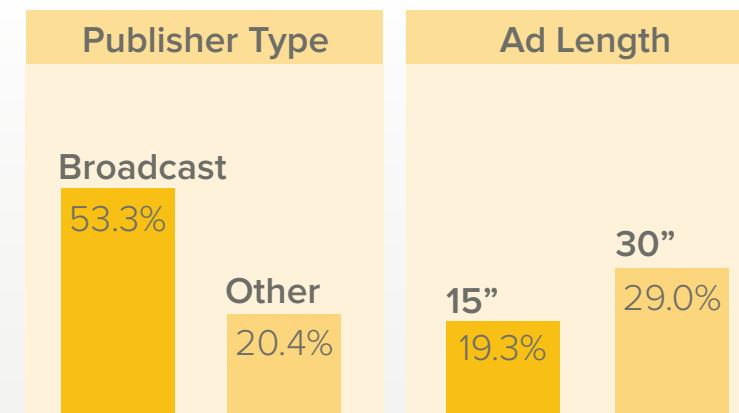
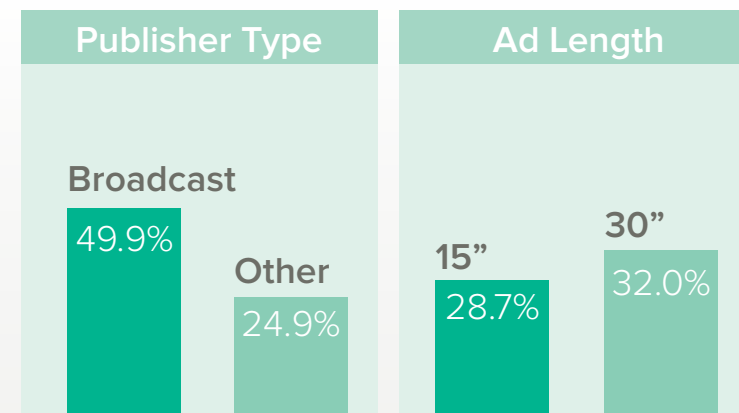
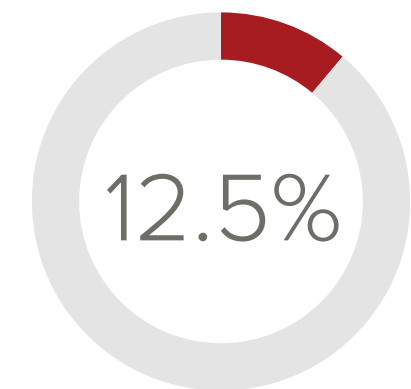
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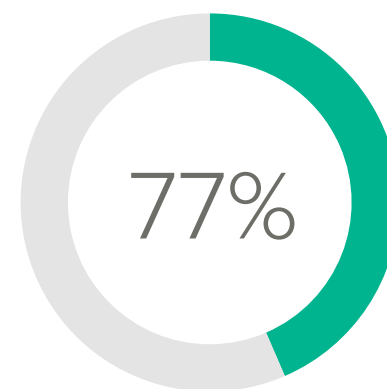
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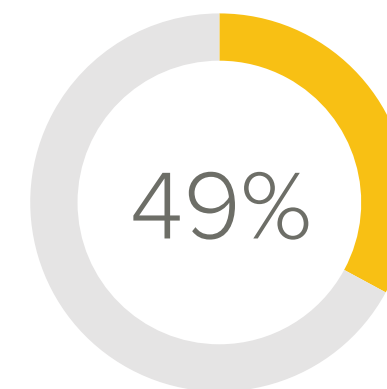
Viewability

Viewability (for VPAID) values ads based on potential eyeballs, rather than engagement, action or results. We now more than ever, have the ability to understand engagement and audience, thanks to a wealth of creative tools and technology at our disposal. However, at the end of the day, your better inventory buys get you better placements and subsequently, better viewability.

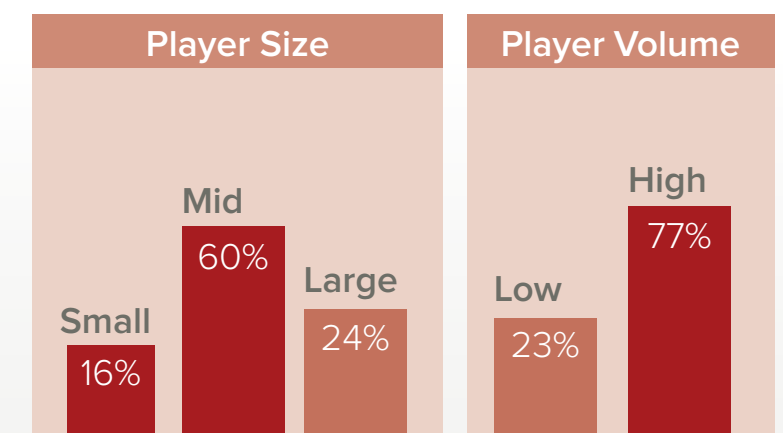
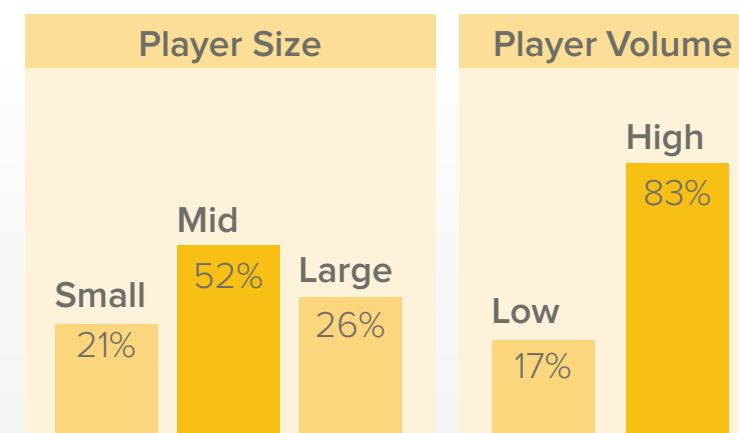
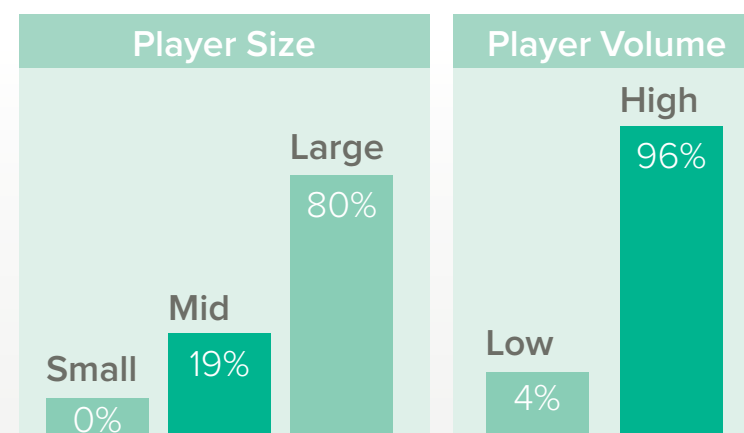
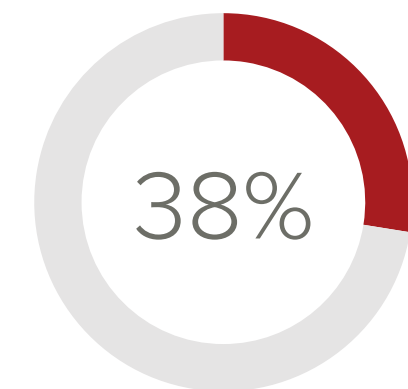
Broadcast



Portals & Publishers



Platforms & Aggregators





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Using a network of online TV and movie providers, Innovid is able to measure the effectiveness of interactive video advertising across multiple devices, in order to understand which screens promote desired audience behaviors. Mobile reveals the highest potential for engaging audiences through interactive advertising, as they are more willing to spend time with ads on their mobile devices and tablets. But as with any strategy, it's important to cover off on multiple avenues in order to reach maximum ROI on your ad spend.

	Desktop	Mobile	PS3	Roku
Activity Rate	7.9%	13.9%	10.2%	5.4%
Engagement Rate	3.2%	8.4%	1.4%	0.9%
Time Earned	48.0"	49.2"	46.0"	61.8"
Completion Rate	77.7%	84.5%	84.2%	97.8%
% Ad Viewed	85.7%	86.1%	84.4%	98.9%
CTR	0.4%	9.5%	0%	0%

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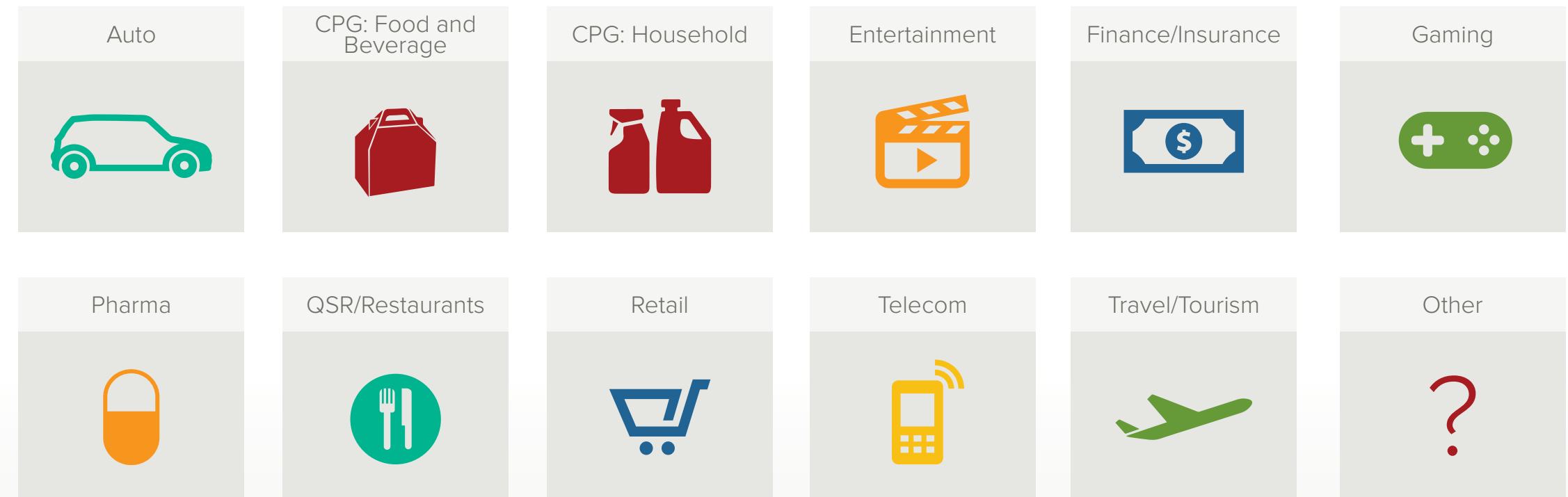
Find Your Industry

Wrap Up

Find Your Industry

Now that you've digested the video benchmarks as a whole, you probably want to know what works for your exact vertical. Good news: we've got it! We can provide benchmarks for almost any industry.

Simply email your account rep or benchmarks@innovid.com and we'll set you up with your custom data.



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The numbers don't lie.

When it comes to pre-roll or interactive video, the choice is clear. The power that combining digital and interactivity yields is the next step in the evolution of consumer behavior.

Today's audience consistently show a willingness to engage and participate with brand campaigns, so long as they're convenient and tailored to their tastes. Passive content simply doesn't satisfy the behaviors of audiences.

Are you ready to see how digital video can be easily transformed to draw in the consumer and invite them to interact with your brand story across multiple devices? You'll earn more time, closer connections and better ROI. If your current creative strategy isn't capable of communicating with your customers in these ways, you might want to see what Innovid's interactive solutions are capable of.

Let Innovid take your audience on an interactive journey—and lift your brand higher.

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