

## **Choices Within Format** Impact on Sales

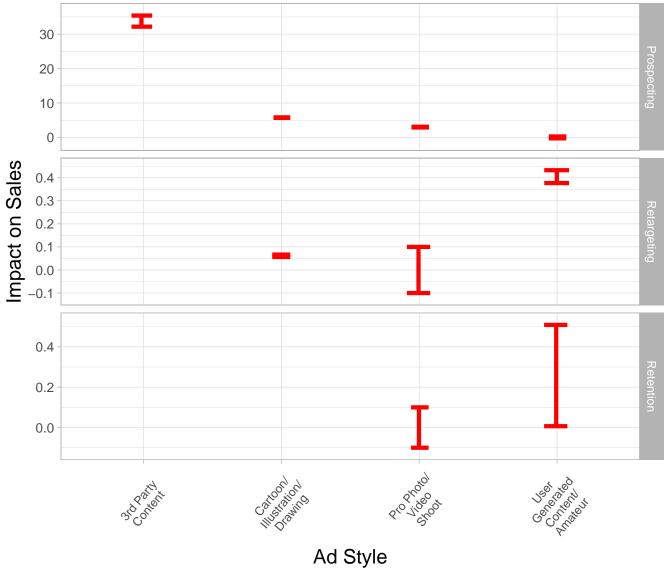
**Format** 

**Choices Within Image Overlay** 12 8 4 0 lmbact on Sales 40 20 0 OR HILL Qillo Qillo Gillo ^o00 Image Overlay

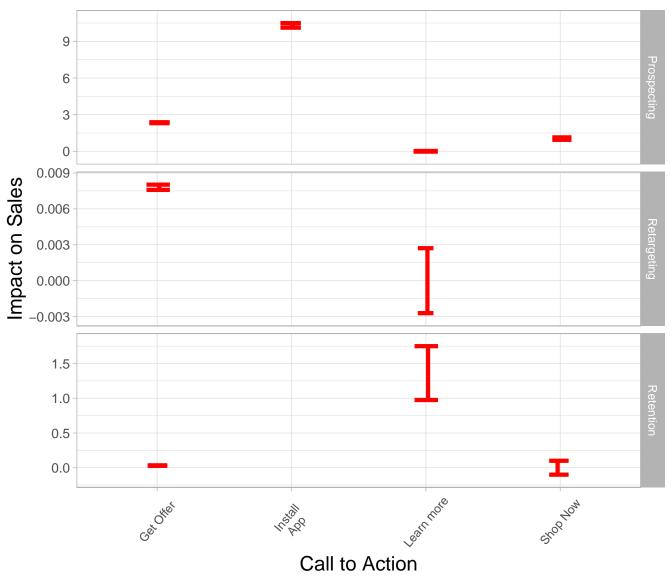
# **Choices Within Video Duration** 40 30 20 10 0 Imbact on Sales 0.0000 0.0000 0.010 0.005 0.000 -0.005-0.010

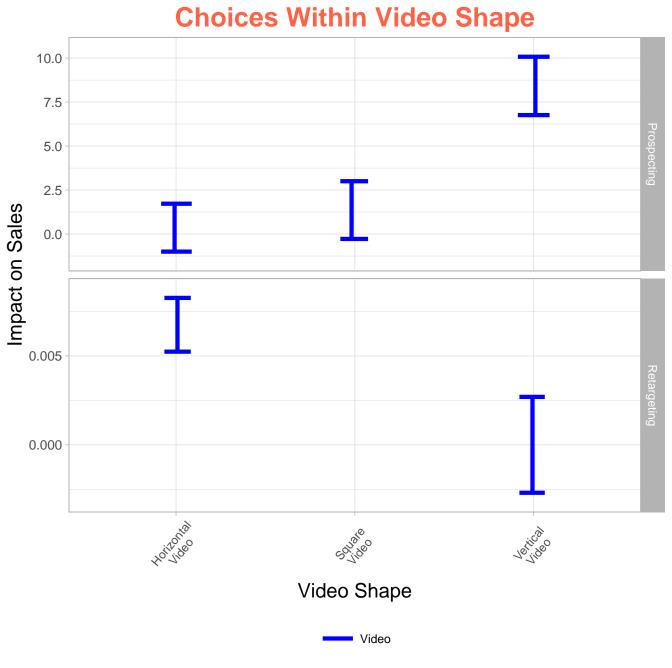
Video Duration

**Choices Within Ad Style** 

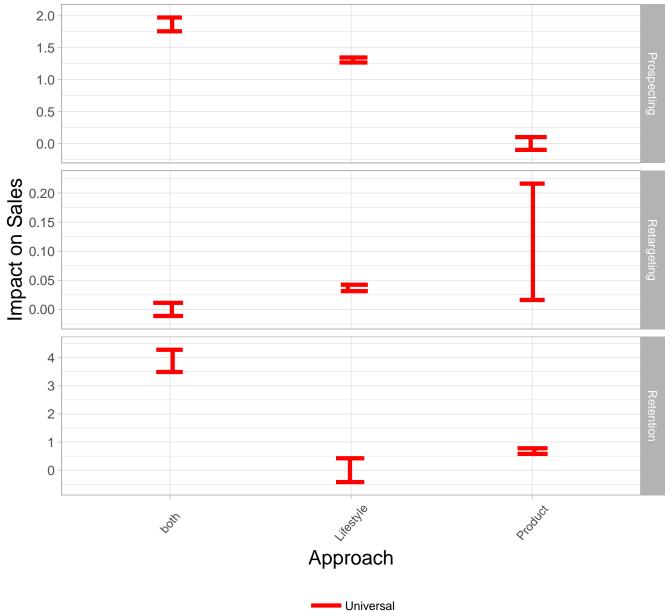


#### **Choices Within Call to Action**

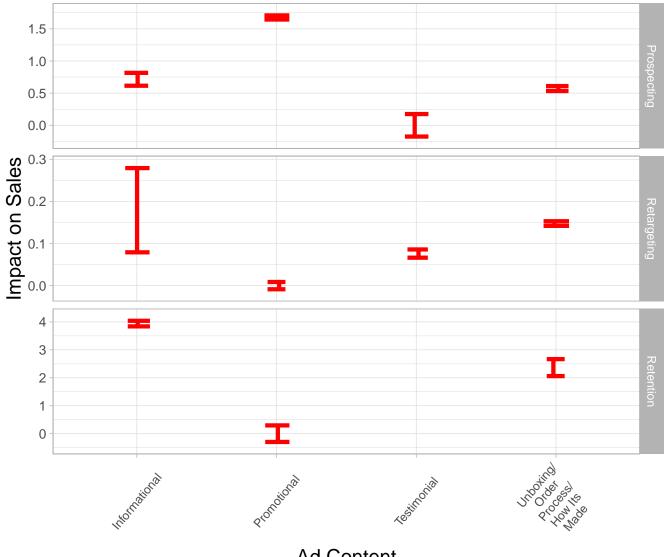




**Choices Within Approach** 

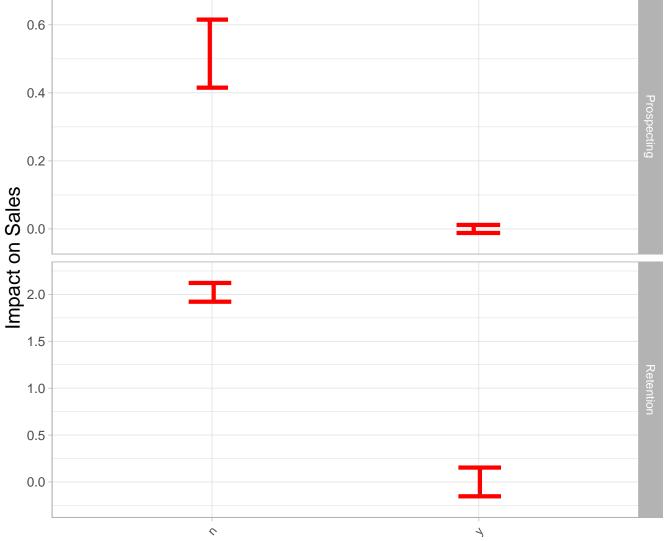


#### **Choices Within Ad Content**



Ad Content

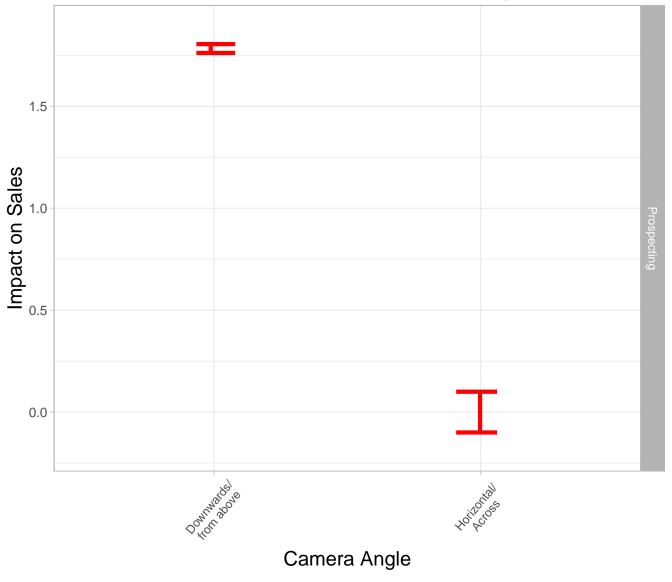
#### **Choices Within Has Person or Part of Person**



Has Person or Part of Person

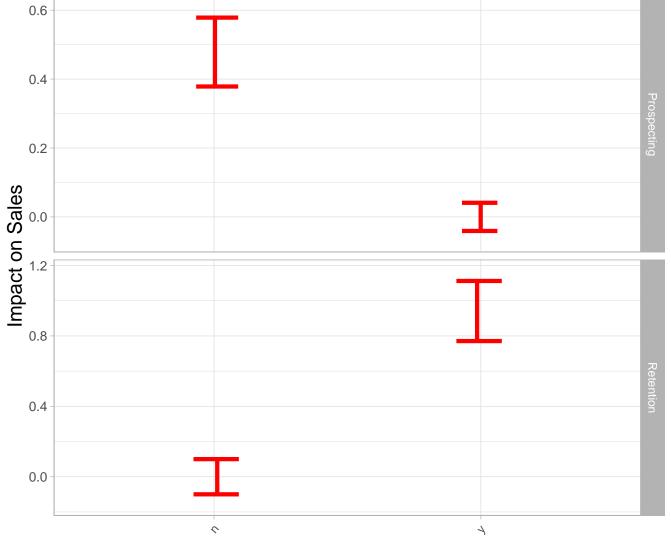


### **Choices Within Camera Angle**



— Universal

## **Choices Within Seasonal or Holiday Content**



Seasonal or Holiday Content

