

# HARNESSING THE NATIVE VIDEO EXPERIENCE

Philips and Adaptly wanted to test which user experience works better for social video

Users are more likely to engage with branded content when the experience is native to the environment.

**6x**  
Engagement rate

Facebook native  
Video Ad player  
vs.  
Youtube player on  
Facebook

## PHILIPS

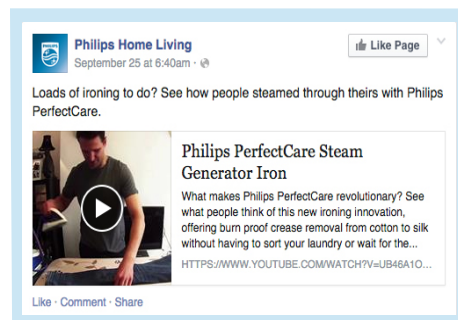
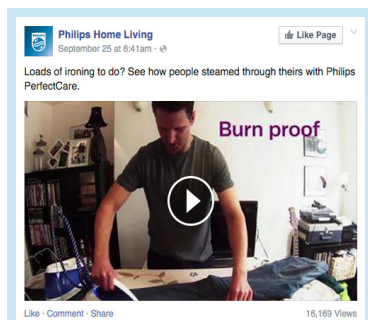
Philips' PerfectCare with Optimal Temp produces the world's smartest irons with no temperature settings.

"With the rise of new audience platforms, you can create remarkable content to gain an audience who are not just interacting with the message, but who are co-creating it. Adaptly gave us the fundamental understanding we needed to navigate this ecosystem and the insights for flawless video execution.

## ADAPTLY'S APPROACH

Deploy seamless A/B testing with the native Facebook video player and Youtube's integrated player for Philip's PerfectCare's irons.

- Targeting included: Parents, Ironing, Competitors males & females to accommodate their audience of 47% women aged 18-44 and 30% men aged 18-34.
- Optimised towards best performing targeting keywords related to ironing and garment care.



## RESULTS

- The Philips Perfectcare campaign delivered 20,052 actions for a CPA of £0.12 and an average engagement rate of 3.48%.
- With the same number of impressions and spend, Facebook's native video ads delivered over 15,000 more actions (views, clicks, shares) than the other video ad player (6X more).

## KEY TAKEAWAY

- Video advertising experiences are best when delivered by a platform's native player. User engagement levels are drastically higher when a truly native ad video format is used, in this case the Facebook native video player, to push out

