

# YouTube Ad Effectiveness Research

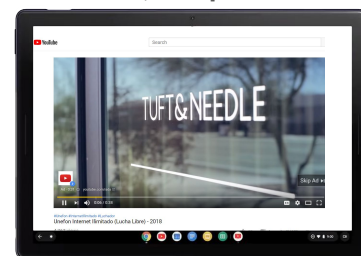


The YouTube platform offers advertisers a unique platform to communicate their brand proposition. The Ipsos YouTube Ad Effectiveness research methodology provides a cutting-edge solution to test any YouTube ad type, creative and contextual targeting in a controlled online survey environment. Ipsos has over 10 years experience running YouTube ad effectiveness research which allows us to offer expert consultation in design and interpretation of results.

## Realistic Test Environment

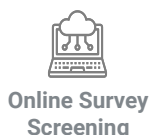
Ad exposure is done in a browser-based YouTube environment that is accessed via a redirect from the online survey. The respondent can search for any content category or video as they typically would and Ipsos dynamically replaces the advertising normally shown on YouTube with specific test ads for the research. After the browsing session, the respondent is redirected back to the survey and completes the remaining content.

Pre-roll TrV, bumper ads etc.



## Flexible Targets, Customizable Metrics and Fast Turnaround

Ipsos has access to millions of online panelists around the world and can deliver the test to specific demographics and psychographics. The post-exposure survey typically contains funnel metrics, such as awareness and purchase intent, but can be customized to include any metrics to compare exposed and unexposed audiences. A full report with key findings and recommendations can be delivered in as little as 3 weeks from kick off.



Browser based **YouTube** that is live and searchable allowing respondents to view their favorite videos



## Experimental Design Gives Confidence in Results

Ipsos uses random assignment to test/control cells and maintains full control of exposed and un-exposed demographic make-up etc. to ensure that any impact can be attributed to ad exposure alone.

**Test Group**  
Ad Exposed

**Control Group**  
Un Exposed Baseline

## Examples of Business Questions That Can Be Addressed

- What impact do different ad formats have on the effectiveness of my campaign (e.g. TrVvs, bumper etc.)?
- How is the campaign impact different by the context my ad is shown in (e.g. GP video)?
- What is the impact of variations in the presentation of my ad (e.g. ad sequencing)?

For more information  
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GAME CHANGERS

