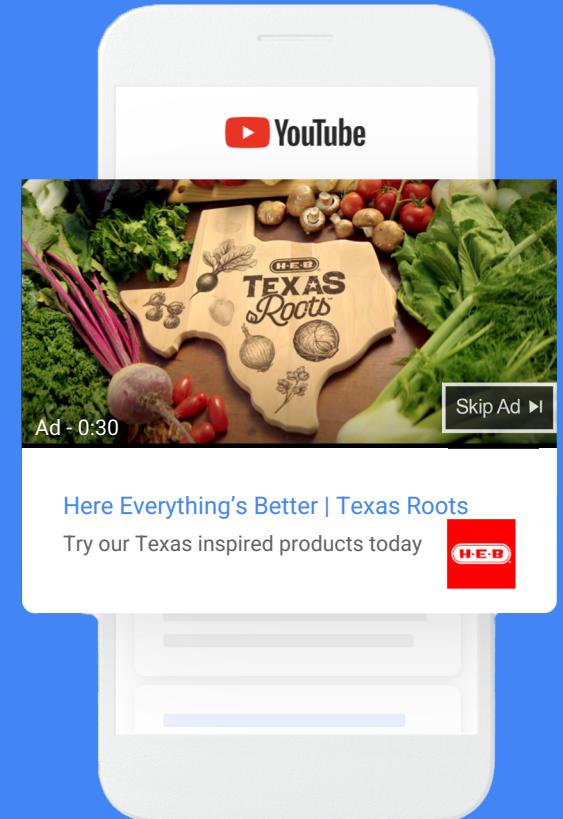


YouTube Creative Analysis

August, 2022



Background

70%

—
Performance
of ad campaigns
due to the
creative

70% of ad campaign performance is due to creative, but only 10% of campaign budgets are attributed to creative development.¹

- *75% of an ad's ability to leave brand memories is determined by the quality of the creative.*
- *High quality creative increases ad viewing time by 5.8x and nearly doubles purchase intent compared to low quality creative.*
- *High-quality creative leads to a 200-400% increase in campaign response rates.*

Sources: ¹Google Media Lab Data; ²Ipsos Global Creative Database;
³ Nielsen Catalina Solutions; ⁴ Internal Google Data; ⁵ AdExchanger;



Creative Best Practices Guidelines...

Example of Google's ABCD Creative Best Practices:



A

ATTRACT: Open with impact ; have a hook !

B

BRAND: Naturally and intentionally

C

CONNECT: Hold attention w/ emotion, audio, pacing

D

DIRECT: Be clear on what the audience should do

...but we lack an automated and scalable way to objectively measure creative best practices

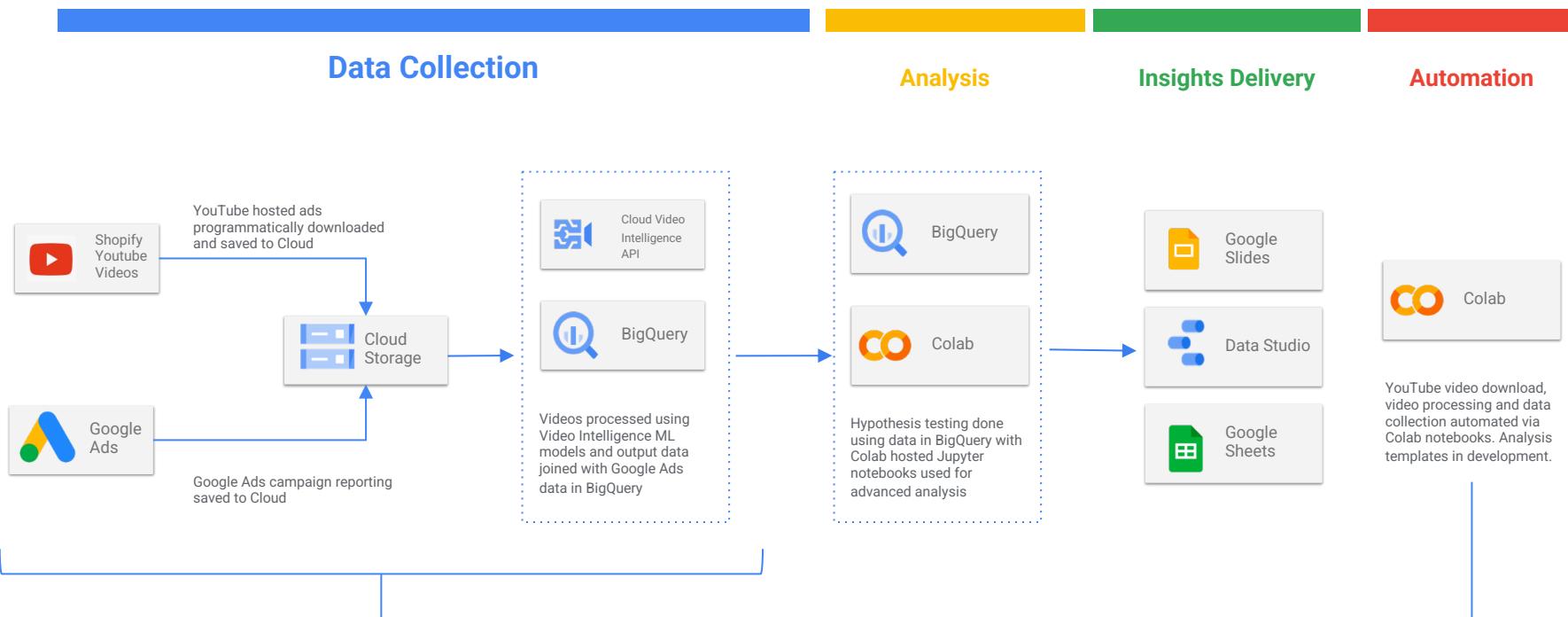
How to identify how brand presence influences Audience Video Retention?

How to automatically identify which video shot performs better against Audience Video Retention?

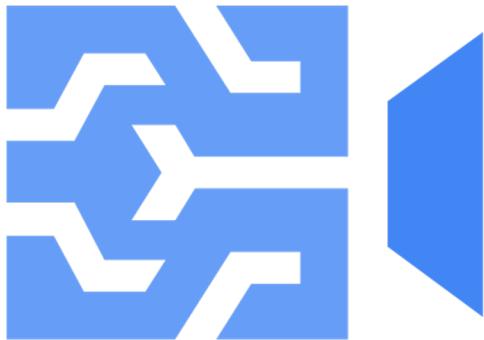
How can we optimize video creative assets to inform A/B test creative methodology?

Current Architecture

Architecture Built To-date



Video Intelligence API



- Logo:** Detects most logos with bounding boxes
- Text:** Extract text with bounding boxes
- Transcription:** Transcribe speech to text
- Shots:** Track shot changes in video
- Objects:** Identify generic objects with bounding boxes
- Labels:** Detect at a generic level, what is in a video
- Faces:** Detect multiple faces, emotion, facial features, with bounding boxes

Current Data Availability

Data from January 31, 2018 to June 13, 2022

947

81%

8,976

302

5.4

Videos processed with
object detection, text
annotation, speech
detection, shot parsing,
etc.

Percentage of
HEB video
campaign
impressions with
processed video
data available

Shots detected
across all videos
with timestamps
and labeling
available

Distinct objects
detected across
videos with
timestamps and
location boxing

Hours of talking
time transcribed
across all videos
with timestamps
for each word

Metrics and Data Dictionary

| METRICS | FORMULA | COMMENT |
|--------------------------|--|--|
| View Through Rate | = views / impressions | <ul style="list-style-type: none"> - Total number of views that were watched till 30 seconds at least divided by the total number of impressions - Measures how engaging the ad is - The higher the rate, the more the ad is engaging viewers to keep watching |
| Conversion Rate | = conversions / (views + clicks + engagements) | <ul style="list-style-type: none"> - Total number of conversions when a preset conversion goal is reached divided by the total number of ads interactions - Measures if the customer takes action - The higher the rate, the more the ad is driving viewers to take the expected action |

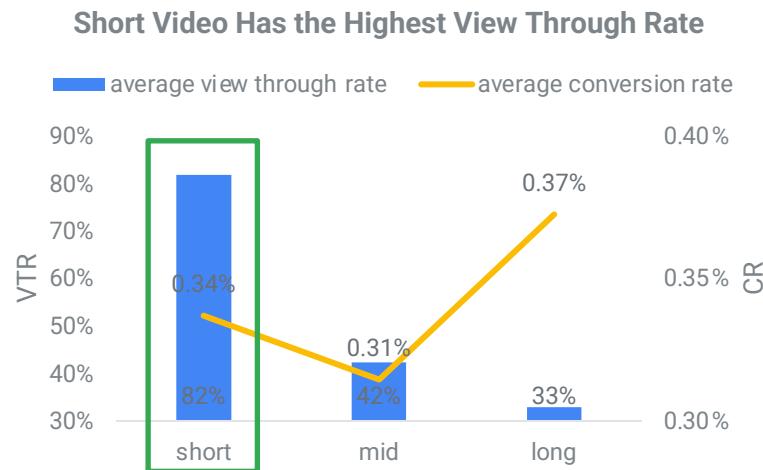
| VIDEO LENGTH | DEFINE AS | SHOT LENGTH | DEFINE AS |
|--------------|---------------------|---|--|
| < 13s | Short Video | Video end time / shots < 1 | Very Fast Paced Video |
| 13s - 25s | Medium Video | Video end time / shots = [1,4] | Fast Paced Video |
| > 25s | Long Video | Video end time / shots = [4,7] Video end time / shots > =7 | Medium Paced Video Slow Paced Video |

Key Findings for H-E-B

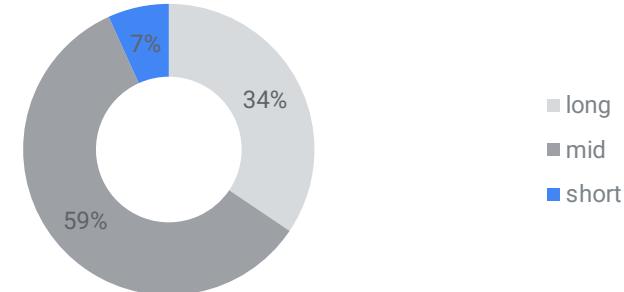
Short Videos – A Natural Winner

Short content pieces have been increasingly driving views across most social platforms.

The same trend can be seen in our YouTube ads. With only a small difference in conversion rates, **shorter edits** drive branding objectives the most delivering the highest VTRs. But currently, longer edits account for the majority.



Fewer Videos Are in Short Length
(Eliminate Creatives with Views=0 and Impressions < 20)



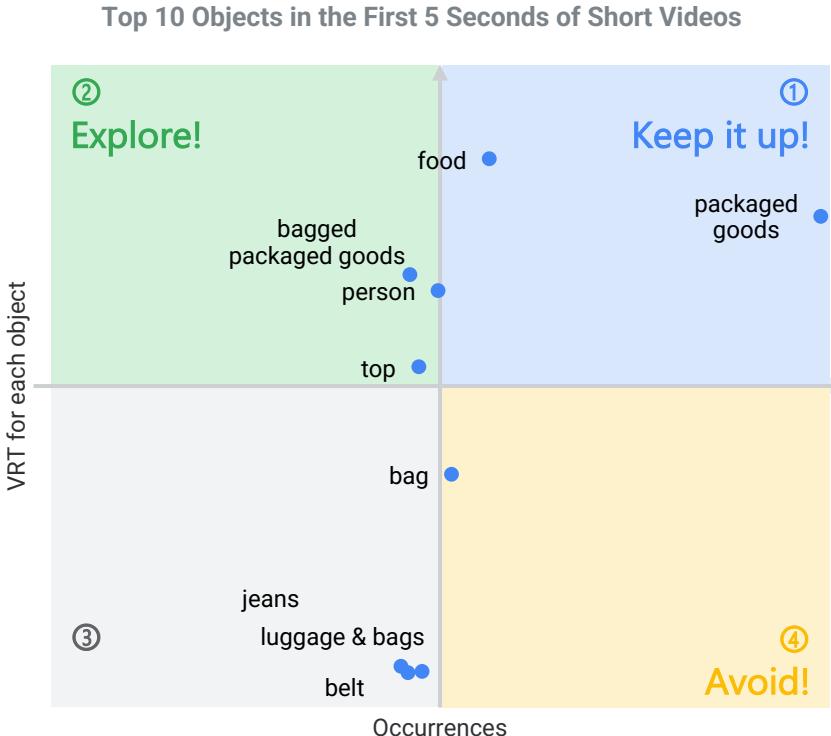
First 5 seconds of a video could be very crucial

Analysis suggests performing A/B testing **packaged goods** vs **prepared dishes, displaying tableware** in the first 5 seconds of the video, especially for short videos(<13s)

Promotional codes seem to work best for long videos in the first 5 seconds. Hence, these should be tested for short videos as well.



Object matrix of occurrences against performance



① high occurrences with high VTR

The object **food** and **packaged goods** occur frequently and perform well.

② low occurrences with high VTR

The object **bagged packaged goods**, **person**, and **top** don't occur frequently, but they outperform their peers.

③ low occurrences with low VTR

④ high occurrences with low VTR

The object **bag** occurs frequently and performs poorly.

Small changes go a long way

We can detect when and where generic objects are in each video to find trends in ad response.

Our analysis has focused on the **first 5 seconds of skippable ads**, controlling for ad length.

The idea is to understand what these objects represent, going beyond the mere presence of these objects.

23%

Car in first 5 seconds of videos 13 - 25 seconds long



120%

Person in first 5 seconds of videos >25s long



Assumption: Curbside delivery and pick up in lesser time at HEB store attracts customers

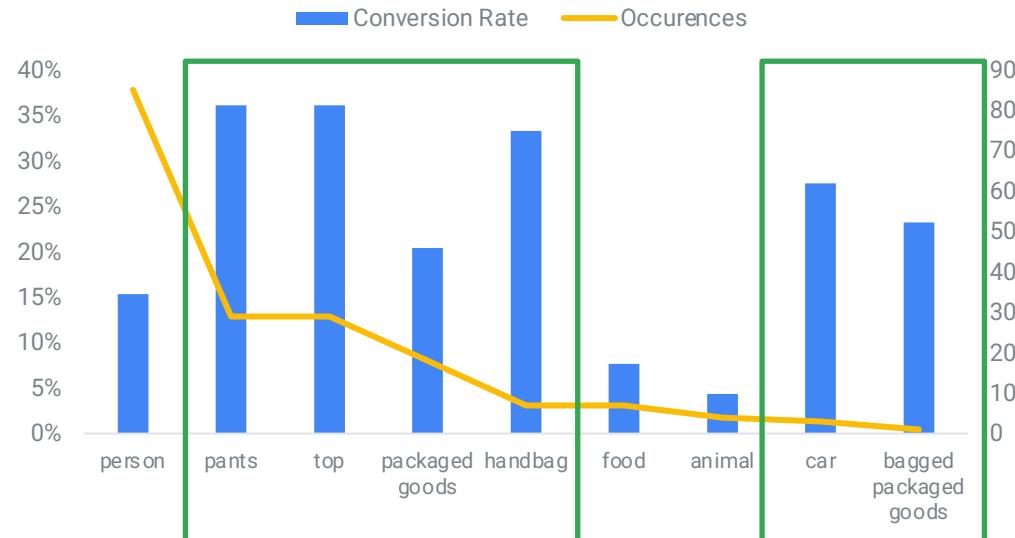
Assumption: Higher engagement when a person is on screen; should be tested with more creatives

Opportunity for Non-Skippable Ads

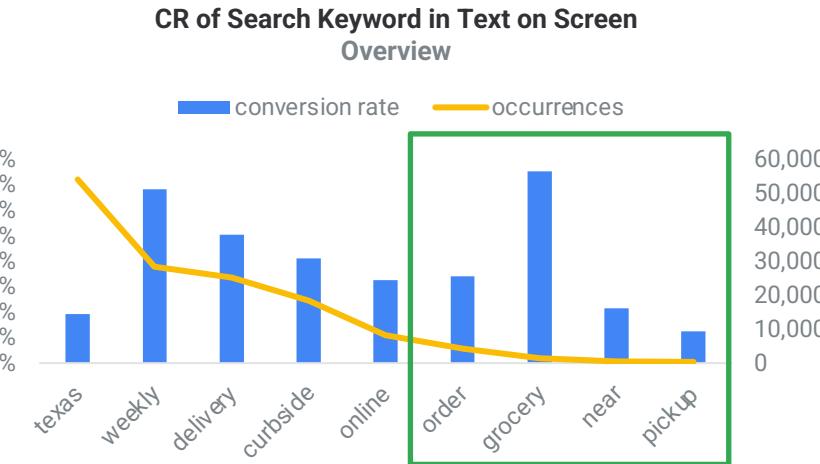
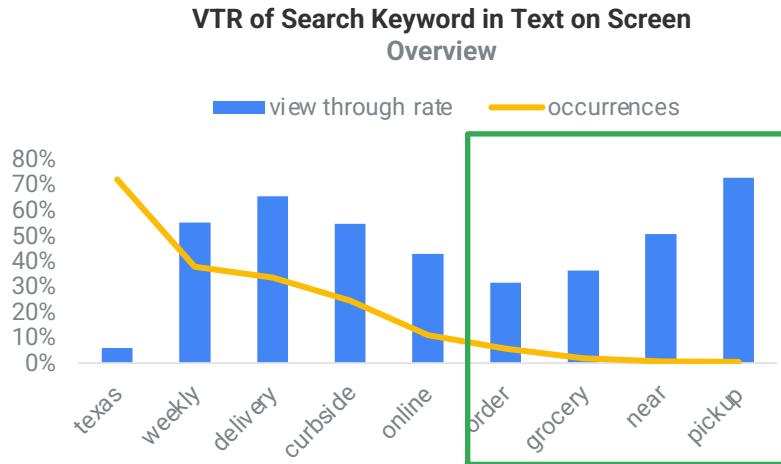
Since **non-skippable ads** do not directly measure views, a glance at the conversion rates for these assets helps us understand which objects could drive transactional value for the brand.

Objects like **cars**, **packed baggage goods**, and **clothing items** seem to drive conversion rates.

CR of Objects in Non-skippable Ads



Top Search Keywords should be added as text on screen



Adding transacting Search keywords that have a proven performance record on Search Ads can boost the performance of video assets.

The analysis recommends testing creatives viz-a-viz campaign objective - try higher conversion rate returning keywords to **maximize conversions** and higher VTR driving keywords for **branding**.

Use location word as on-screen text in the first 5 seconds

Data Hidden for privacy concerns

higher VTR when "**Austin**" is on the screen in the first 5 seconds of a long video compared without "Austin"

Data Hidden for privacy concerns

higher CR when "**Houston**" is on the screen in the first 5 seconds of a long video compared without "Houston"

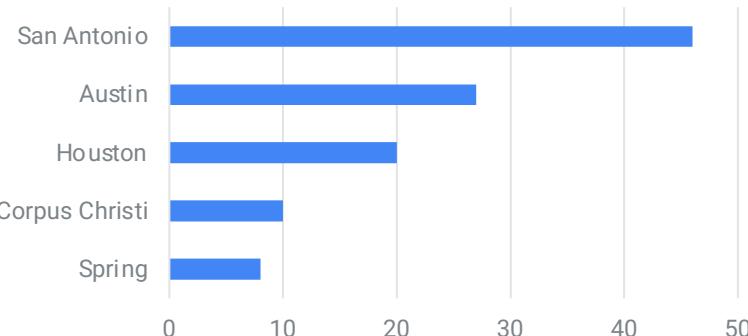
Data Hidden for privacy concerns

higher VTR when "**San Antonio**" is on the screen in the first 5 seconds of a long video compared without "San Antonio"

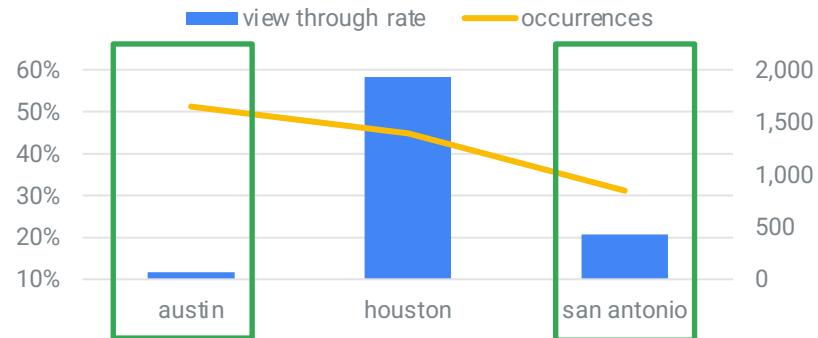
We suggest creating **location-based** campaigns, combining insights from top-performing **objects**, and **showing respective cities** in the on-screen text.

Redistribute resources for location word

Top 5 cities with the most number of H-E-B locations in the US



Location Word in Speech Transcript Overview



We recommend increasing the use of "**San Antonio**", "**Austin**" and "**Houston**" to match the geographical distribution of the audience, and also moving the location word forward to the first 5 seconds, especially in short videos.

Data source: <https://www.scrapehero.com/location-reports/HEB-USA/>

Right place, right time is the answer

Data Hidden for privacy concerns

Of view-through rate when
“Austin” is shown on
screen in the first 5
seconds of long videos
(>25s ads).

Data Hidden for privacy concerns

Of view-through rate when
“Houston” is shown on
screen in the first 5
seconds of long videos
(>25s ads).

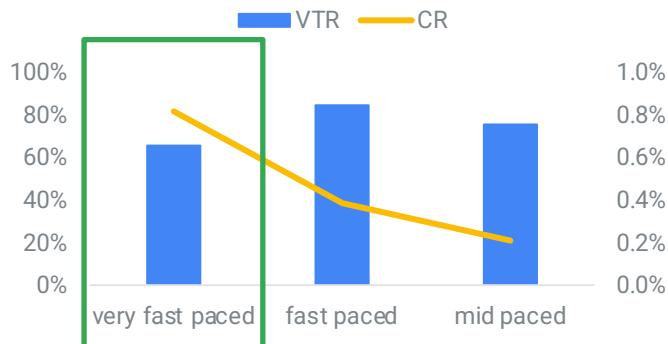
Data Hidden for privacy concerns

Of view-through rate when
“San Antonio” is shown on
screen in the rest seconds
of medium videos (13-25s
ads).

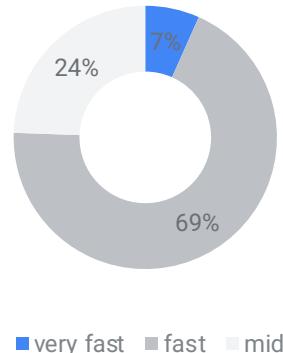
To reach the highest conversion rate, we recommend “Austin” shown on screen in the first 5 seconds of medium video, “Houston” shown on screen in the first 5 seconds of long videos, and “San Antonio” shown on screen in the rest seconds of medium videos.

Add faster-paced short videos

Very Fast-paced Video Has the Highest Average Conversion Rate among Short Videos



Only 7% of Short Videos Are Very-fast Paced



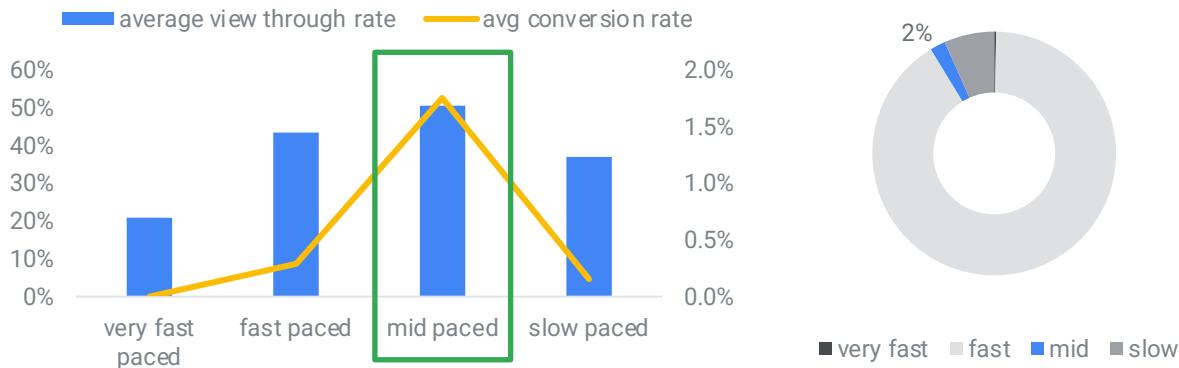
Data Hidden for privacy concerns

higher conversion rate when a short video (<13s ads) is at a **very fast pace**, compared with the average CR of a short video

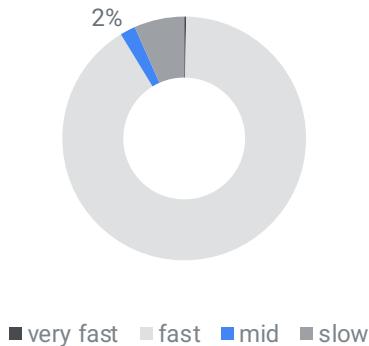
We recommend speeding up the "rhythm" and **having more shots** in a short video (<13s ads), especially trying the flash edit style for short videos.

Reduce shot pace for medium videos

Medium-paced Video Has the Highest Average Conversion Rate among Medium Videos



Only 2% of Medium Videos Are Medium Paced



Data Hidden for privacy concerns

higher conversion rate when a medium video (13-25s ads) is at a **medium pace**, compared with the average CR of a medium video

We recommend **reducing shots** in a medium video (13-25s ads) to slow down the pace.

LET'S SUM UP...

1. Create **more short videos**
2. **First 5 seconds** of a video could be very crucial
3. **Explore objects** with high performance but low occurrences
4. **Top Search Keywords** should be added as text on the screen
5. Redistribute resources for **location word**
6. Add **faster-paced short videos**, reduce shot pace for medium videos

Next Step

What can we do to scale this pilot further?



A/B Testing creatives with suggestions from the analysis

Trying location-based campaigns, audience-specific in-market, and remarketing campaigns with relatable objects could potentially boost performance.

0:05

Use the first 5 seconds of video assets to capture audience attention

Presence of people, promotional code, tableware, and served platters recommended.



Use short edits more effectively

Videos <13s bring higher VTR.

Features like curbside pickup, easy pickup, and online order could be best displayed using these assets

Creative Analysis Roadmap

| | Today | Near-term | Long-term |
|--------------|---|--|---|
| Capabilities | Generic object detection, speech/text transcription, and shot analysis. Campaign naming conventions used to increase granularity of media data. | Additional creative data including facial detection, custom Logo detection, additional object detection, and color analysis. Automated media data extraction. | More granular media data for analysis including geo breakouts and audience lists. e.g. Can analyze if specific creative attributes impact individual audience lists differently. |
| Requirements | Existing pipeline saved in Colab notebooks and GCP project. Access to Google Ads UI to pull media data. | Additional GCP pipeline including Vision API. (Google has “Branderator” sample code available.) Google Ads reporting API for media data. | Ads Data Hub with historical campaign data available. ADH will enable more granular media reporting. |
| Challenges | Media data is currently pulled manually from Google Ads. Some limitations in granularity of media data. e.g. Cannot include audience list or geo in reporting and rely on naming conventions. | Slightly higher GCP cost. Estimated ~\$2 / minute of video processed. (e.g. \$1 for every 30 second ad processed.) | ADH is an additional product to incorporate into the architecture and adds complexity. |

Questions?

Appendix

Small changes go a long way

Objects In the First 5 Seconds of Short Videos

| Objects | VTR with object | VTR with no obejct | VTR Lift by | CR with object | CR with no object | CR Lift by |
|---------|-----------------|--------------------|-------------|----------------|-------------------|------------|
| car | 27.87% | 87.46% | -68% | 0.32% | 0.34% | -4% |
| person | 66.74% | 87.20% | -23% | 0.14% | 0.37% | -61% |
| food | 87.31% | 83.66% | 4% | 0.39% | 0.32% | 19% |
| | | | | | | |
| | | | | | | |

Objects In the First 5 Seconds of Medium Videos

| Objects | VTR with object | VTR with no obejct | VTR Lift by | CR with object | CR with no object | CR Lift by |
|------------------|-----------------|--------------------|-------------|----------------|-------------------|------------|
| car | 53.66% | 43.64% | 23% | 0.13% | 0.30% | -57% |
| person | 41.33% | 49.03% | -16% | 0.22% | 0.43% | -48% |
| animal | 56.99% | 43.43% | 31% | 1.48% | 0.26% | 461% |
| mobile phone | 49.98% | 42.97% | 16% | 0.88% | 0.24% | 269% |
| sunglasses | 15.55% | 44.49% | -65% | 1.49% | 0.28% | 427% |
| hat | 42.96% | 44.25% | -3% | 0.21% | 0.33% | -37% |
| food | 43.52% | 44.04% | -1% | 0.23% | 0.31% | -24% |
| food with person | 40.87% | 44.39% | -8% | 0.26% | 0.30% | -13% |

Data source: object elements of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Small changes go a long way

Objects In the First 5 Seconds of Long Videos

| Objects | VTR with object | VTR with no obejct | VTR Lift by | CR with object | CR with no object | CR Lift by |
|------------------|-----------------|--------------------|-------------|----------------|-------------------|------------|
| car | 36.66% | 33.08% | 11% | 0.06% | 0.41% | -86% |
| person | 38.66% | 17.58% | 120% | 0.37% | 0.37% | 0% |
| animal | 33.71% | 33.41% | 1% | 0.48% | 0.36% | 31% |
| mobile phone | 40.14% | 33.21% | 21% | 0.20% | 0.38% | -48% |
| horse | 42.23% | 32.85% | 29% | 0.34% | 0.38% | -10% |
| sunglasses | 55.38% | 33.41% | 66% | 0.37% | 0.37% | 1% |
| hat | 36.63% | 32.94% | 11% | 0.42% | 0.36% | 15% |
| food | 18.64% | 36.68% | -49% | 0.38% | 0.37% | 3% |
| boat | 40.44% | 32.77% | 23% | 0.45% | 0.36% | 24% |
| food with person | 37.88% | 33.15% | 14% | 0.34% | 0.37% | -9% |

Data source: object elements of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Object matrix of occurrences against VTR in medium videos

Top 15 Objects in the First 5 Seconds of Medium Videos



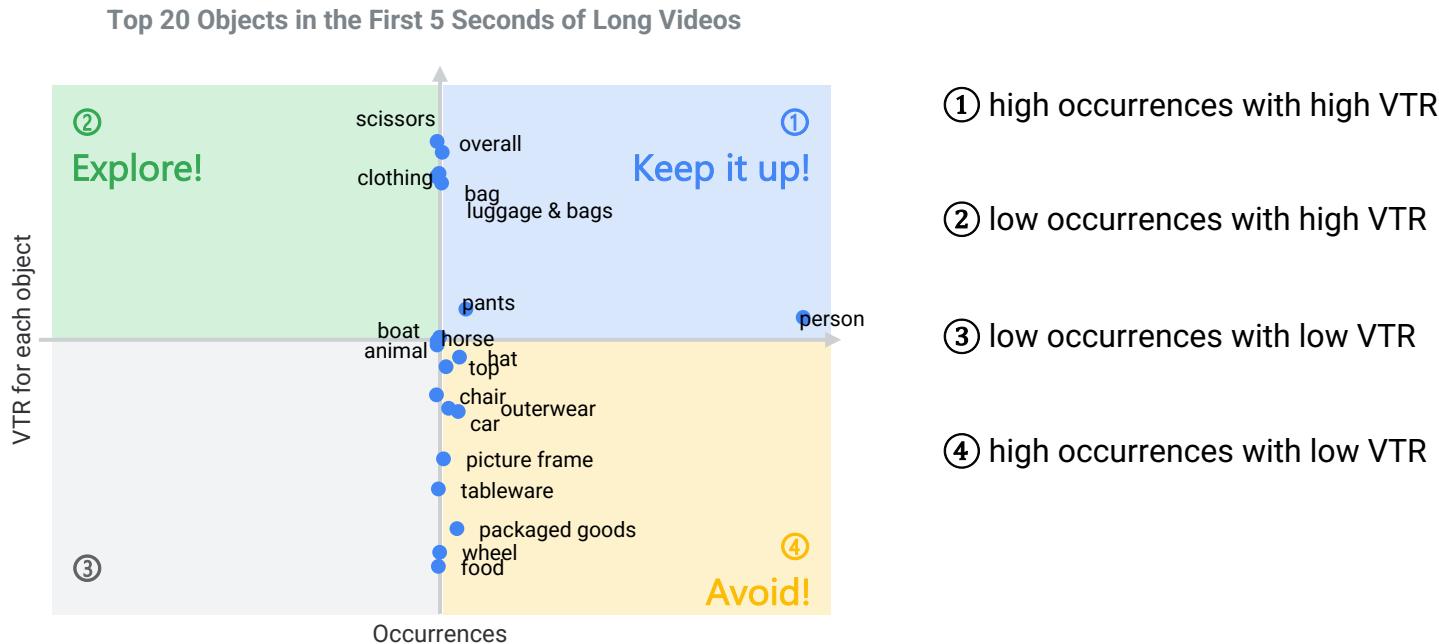
① high occurrences with high VTR

② low occurrences with high VTR

③ low occurrences with low VTR

④ high occurrences with low VTR

Object matrix of occurrences against VTR in long videos



Data source: object elements of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

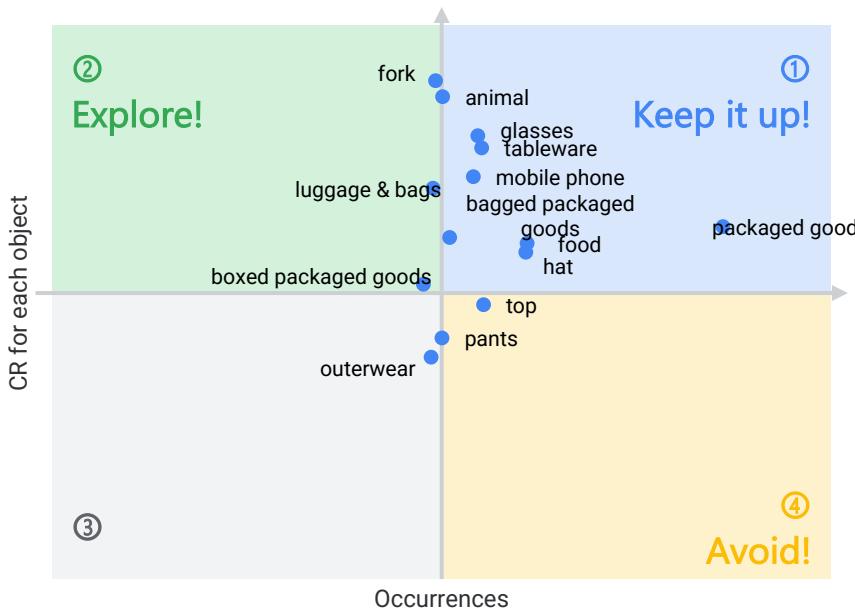
Object matrix of occurrences against CR in short videos



- ① high occurrences with high CR
- ② low occurrences with high CR
- ③ low occurrences with low CR
- ④ high occurrences with low CR

Object matrix of occurrences against CR in medium videos

Top 15 Objects in the First 5 Seconds of Medium Videos



① high occurrences with high CR

② low occurrences with high CR

③ low occurrences with low CR

④ high occurrences with low CR

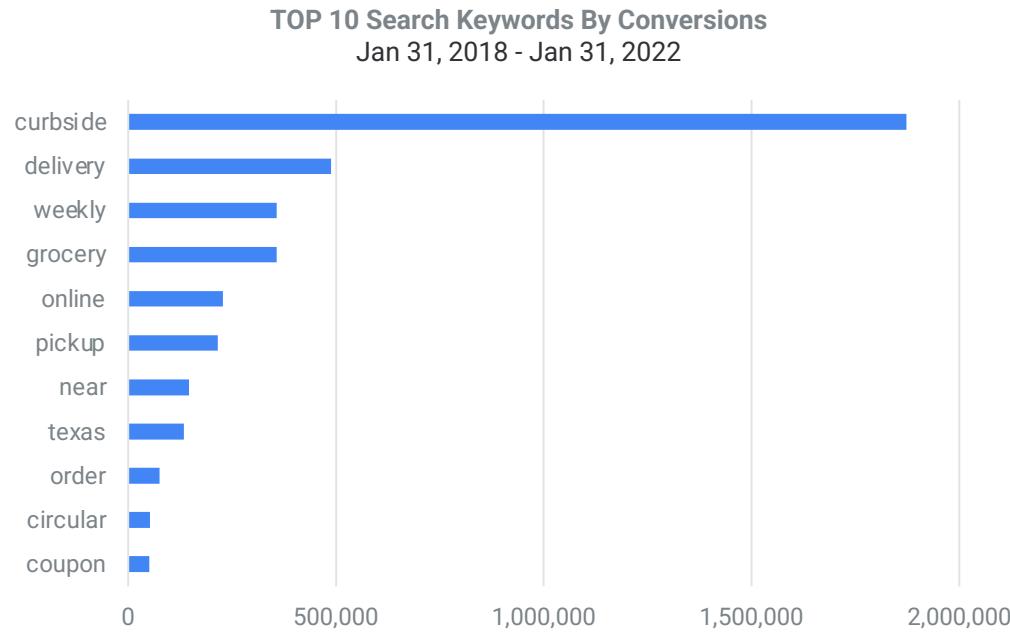
Object matrix of occurrences against CR in long videos

Top 20 Objects in the First 5 Seconds of Long Videos



- ① high occurrences with high CR
- ② low occurrences with high CR
- ③ low occurrences with low CR
- ④ high occurrences with low CR

Top Search Keywords should be added as text on screen



Data source: Dashboard of Search Data from Google and Microsoft (Jan 31, 2018 – Jan 31, 2022)

<https://www.publicismedia-ci.com/index.html#/page/dashboardpage/show?embedpage=812d5a13-32d6-4bed-aecb-785c93fa6341>

Top Search Keywords should be added as text on screen

In the first 5 seconds of short videos

| Search Keywords | Text On-Screen | | | | Speech Transcript | | | | Benchmark for short Videos | |
|--------------------|-------------------------|---|--------------------|--|-------------------------|---|--------------------|---|------------------------------|----------------------------|
| | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | average view through rate | average conversion rate |
| delivery | 87.54% | 7.04% | 0.55% | 61.13% | - | - | - | - | 81.78% | 0.34% |
| online | 79.87% | -2.34% | 0.13% | -62.90% | - | - | - | - | | |
| curbside | 90.65% | 10.85% | 0.34% | 1.27% | - | - | - | - | | |
| texas | 90.81% | 11.04% | 0.18% | -45.73% | 24.31% | -70.28% | 0.29% | -14.71% | | |
| order | 40.50% | -50.47% | 0.82% | 140.58% | - | - | - | - | | |
| pickup | 90.10% | 10.17% | 0.12% | -65.25% | - | - | - | - | | |
| weekly | 89.02% | 8.86% | 0.60% | 77.14% | - | - | - | - | | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Top Search Keywords should be added as text on screen

| Search Keywords | View through rate | In the rest seconds of short videos | | | | | | Benchmark for short Videos | |
|--------------------|-------------------------|--|--------------------|--|-------------------------|---|--------------------|------------------------------|----------------------------|
| | | Text On-Screen | | | Speech Transcript | | | average view through rate | average conversion rate |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | | |
| online | 27.87% | -65.92% | 0.32% | -5.88% | - | - | - | 81.78% | 0.34% |
| curbside | 27.87% | -65.92% | 0.32% | -5.88% | - | - | - | | |
| delivery | 33.61% | -58.90% | 0.84% | 147.06% | - | - | - | | |
| order | 21.85% | -73.28% | 1.00% | 194.12% | - | - | - | | |
| texas | 91.65% | 12.07% | 0.08% | -76.47% | 24.31% | -70.27% | 0.29% | -14.71% | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Top Search Keywords should be added as text on screen

| Search Keywords | View through rate | In the first 5 seconds of medium videos | | | | | | | | Benchmark for medium Videos | |
|--------------------|-------------------------|---|--------------------|--|-------------------------|--|--------------------|---|-------------------------|-----------------------------|--|
| | | Text On-Screen | | | | Speech Transcript | | | | | |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | | |
| delivery | 57.29% | 35.22% | 1.51% | 386.81% | 57.58% | 35.90% | 1.54% | 396.77% | - | 42.37% 0.31% | |
| texas | 53.33% | 25.86% | 0.27% | -13.33% | 57.38% | 35.43% | 0.10% | -67.74% | - | | |
| curbside | 53.80% | 26.97% | 0.11% | -64.52% | 59.20% | 39.72% | 2.61% | 741.94% | - | | |
| grocery | 55.68% | 31.40% | 1.31% | 322.08% | 57.69% | 36.16% | 0.56% | 80.65% | - | | |
| near | 51.91% | 22.52% | 0.19% | -39.70% | - | - | - | - | - | | |
| pickup | 55.49% | 30.96% | 0.06% | -80.12% | - | - | - | - | - | | |
| online | - | - | - | - | 54.54% | 28.72% | 1.65% | 432.26% | - | | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Top Search Keywords should be added as text on screen

| Search Keywords | View through rate | In the rest seconds of medium videos | | | | | | Benchmark for medium Videos | |
|--------------------|-------------------------|--|--------------------|--|-------------------------|------------------------------|---|-----------------------------|--|
| | | Text On-Screen | | Speech Transcript | | average view through rate | average conversion rate | | |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | | Higher than average view through rate | Conversion rate | |
| texas | 47.87% | 12.98% | 0.34% | 9.68% | 57.15% | 34.88% | 0.08% | -74.19% | |
| delivery | 58.02% | 36.94% | 1.88% | 506.45% | 57.45% | 35.59% | 1.53% | 393.55% | |
| curbside | 57.52% | 35.76% | 1.71% | 451.61% | 59.23% | 39.79% | 2.69% | 767.74% | |
| grocery | 40.13% | -5.29% | 0.86% | 177.42% | 57.69% | 36.16% | 0.56% | 80.65% | |
| pickup | 54.31% | 28.18% | 0.02% | -93.55% | - | - | - | - | |
| near | 49.77% | 17.47% | 0.35% | 12.90% | - | - | - | - | |
| weekly | 64.83% | 53.01% | 0.58% | 87.10% | - | - | - | - | |
| online | 49.96% | 17.91% | 0.56% | 80.65% | 54.57% | 28.79% | 1.65% | 432.26% | |
| | | | | | | | 42.37% | 0.31% | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Top Search Keywords should be added as text on screen

| Search Keywords | View through rate | In the first 5 seconds of long videos | | | | | | | | Benchmark for long Videos | | |
|--------------------|-------------------------|---|--------------------|--|-------------------------|---|--------------------|---|--------|------------------------------|----------------------------|--|
| | | Text On-Screen | | | | Speech Transcript | | | | average view through rate | average conversion rate | |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | | | | |
| texas | 27.26% | -17.10% | 0.23% | -38.05% | 43.69% | 32.88% | 0.33% | -10.81% | 32.88% | | 0.37% | |
| curbside | 45.12% | 37.23% | 0.11% | -71.18% | 45.08% | 37.10% | 0.25% | -32.43% | | | | |
| order | 20.25% | -38.42% | 0.11% | -71.04% | 24.59% | -25.21% | 0.21% | -43.24% | | | | |
| delivery | 5.88% | -82.13% | 1.20% | 224.48% | 51.42% | 56.39% | 0.05% | -86.49% | | | | |
| weekly | - | - | - | - | 52.59% | 59.95% | 0.60% | 62.16% | | | | |
| online | - | - | - | - | 58.37% | 77.52% | 1.85% | 400.00% | | | | |
| near | - | - | - | - | 56.68% | 72.38% | 0.11% | -70.27% | | | | |
| grocery | - | - | - | - | 53.58% | 62.96% | 0.24% | -35.14% | | | | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Top Search Keywords should be added as text on screen

| Search Keywords | View through rate | In the rest seconds of long videos | | | | | | | | Benchmark for long Videos | | | |
|--------------------|-------------------------|---------------------------------------|-----------------|-------------------------------------|-------------------|---------------------------------------|-----------------|-------------------------------------|--|---------------------------|----------------------------|--|--|
| | | Text On-Screen | | | | Speech Transcript | | | | | | | |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | | | | | |
| texas | 21.18% | -35.58% | 0.17% | -54.05% | 27.03% | -17.79% | 0.30% | -18.92% | | | 32.88% 0.37% | | |
| weekly | 54.94% | 67.09% | 0.68% | 83.78% | 51.81% | 57.57% | 0.60% | 62.16% | | | | | |
| delivery | 49.40% | 50.24% | 0.11% | -70.27% | 50.20% | 52.68% | 0.09% | -75.68% | | | | | |
| curbside | 39.68% | 20.68% | 0.37% | 0.00% | 41.75% | 26.98% | 0.32% | -13.51% | | | | | |
| online | 36.96% | 12.41% | 0.38% | 2.70% | 38.44% | 16.91% | 1.71% | 362.16% | | | | | |
| order | 33.20% | 0.97% | 0.34% | -8.11% | 14.41% | -56.17% | 0.27% | -27.03% | | | | | |
| grocery | 14.96% | -54.50% | 0.13% | -64.86% | 53.58% | 62.96% | 0.24% | -35.14% | | | | | |
| near | 22.20% | -32.48% | 0.46% | 24.32% | 6.72% | -79.56% | 0.44% | 18.92% | | | | | |
| pickup | 23.50% | -28.53% | 0.62% | 67.57% | - | - | - | - | | | | | |

Data source: search keywords of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Use location word as on-screen text in the first 5 seconds

Speech Transcript In the First 5 Seconds of Long Videos

| Location words | VTR with location | VTR with no location | VTR Lift by | CR with location | CR with no location | CR Lift by |
|----------------|-------------------|----------------------|-------------|------------------|---------------------|------------|
| San Antonio | 23.64% | 39.44% | -40% | 0.03% | 0.34% | -93% |
| Austin | 12.68% | 40.03% | -68% | 0.04% | 0.35% | -89% |
| Houston | 31.35% | 39.67% | -21% | 0.41% | 0.34% | 22% |

On-screen Text In the First 5 Seconds of Long Videos

| Location words | VTR with location | VTR with no location | VTR Lift by | CR with location | CR with no location | CR Lift by |
|----------------|-------------------|----------------------|-------------|------------------|---------------------|------------|
| San Antonio | 57.79% | 31.89% | 81% | 0.02% | 0.38% | -95% |
| Austin | 63.66% | 31.66% | 101% | 0.02% | 0.38% | -94% |
| Houston | 59.50% | 31.53% | 89% | 0.67% | 0.37% | 82% |

On-screen Text In the First 5 Seconds of Medium Videos

| Location words | VTR with location | VTR with no location | VTR Lift by | CR with location | CR with no location | CR Lift by |
|----------------|-------------------|----------------------|-------------|------------------|---------------------|------------|
| San Antonio | 54.98% | 41.76% | 32% | 0.15% | 0.30% | -52% |
| Austin | 58.31% | 42.16% | 38% | 0.45% | 0.30% | 53% |
| Houston | 12.65% | 42.19% | -70% | 0.17% | 0.30% | -44% |

Data source: location words of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Right place, right time is the answer

| In the first 5 seconds of medium videos | | | | | | | | | Benchmark for medium Videos | | |
|---|-------------------|---------------------------------------|-----------------|-------------------------------------|--------------|---------------------------------------|-----------------|-------------------------------------|-----------------------------|---------------------------|-------------------------|
| Location words | View through rate | Text On-Screen | | | | Speech Transcript | | | | average view through rate | average conversion rate |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through | Higher than average view through rate | Conversion rate | Higher than average conversion rate | | | |
| San Antonio | 54.76% | 29.24% | 0.07% | -77.42% | - | - | - | - | 42.37% | 0.31% | |
| Austin | 58.31% | 37.62% | 0.45% | 45.16% | - | - | - | - | | | |
| Houston | 12.65% | -70.14% | 0.17% | -45.16% | - | - | - | - | | | |
| Corpus Christi | - | - | - | - | - | - | - | - | | | |
| Spring | - | - | - | - | - | - | - | - | | | |
| Laredo | - | - | - | - | - | - | - | - | | | |
| Round Rock | - | - | - | - | - | - | - | - | | | |
| Mission | - | - | - | - | - | - | - | - | | | |
| Brownsville | - | - | - | - | - | - | - | - | | | |
| McAllen | - | - | - | - | - | - | - | - | | | |

Data source: location words of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Right place, right time is the answer

| | | In the rest seconds of medium videos | | | | | | Benchmark for medium Videos | |
|----------------|-------------------|---------------------------------------|-----------------|-------------------------------------|-------------------|---------------------------------------|-----------------|-----------------------------|-------------------------|
| Location words | View through rate | Text On-Screen | | | Speech Transcript | | | average view through rate | average conversion rate |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through | Higher than average view through rate | Conversion rate | | |
| San Antonio | 65.56% | 54.73% | 0.09% | -70.97% | - | - | - | 42.37% | 0.31% |
| Austin | - | - | - | - | - | - | - | | |
| Houston | 19.73% | -53.43% | 0.21% | -32.26% | - | - | - | | |
| Corpus Christi | - | - | - | - | - | - | - | | |
| Spring | - | - | - | - | - | - | - | | |
| Laredo | - | - | - | - | - | - | - | | |
| Round Rock | - | - | - | - | - | - | - | | |
| Mission | - | - | - | - | - | - | - | | |
| Brownsville | - | - | - | - | - | - | - | | |
| McAllen | - | - | - | - | - | - | - | | |

Data source: location words of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Right place, right time is the answer

| In the first 5 seconds of long videos | | | | | | | | | | Benchmark for long Videos | |
|---------------------------------------|-------------------|---------------------------------------|-----------------|-------------------------------------|--------------|---------------------------------------|-----------------|-------------------------------------|--|---------------------------|-------------------------|
| Location words | View through rate | Text On-Screen | | | | Speech Transcript | | | | average view through rate | average conversion rate |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through | Higher than average view through rate | Conversion rate | Higher than average conversion rate | | | |
| San Antonio | 57.79% | 75.76% | 0.02% | -94.59% | 29.66% | -9.80% | 0.02% | -93.74% | | | |
| Austin | 63.66% | 93.61% | 0.02% | -94.59% | 12.68% | -61.43% | 0.04% | -89.56% | | | |
| Houston | 59.53% | 81.05% | 0.63% | 70.27% | 58.73% | 78.62% | 0.51% | 37.95% | | | |
| Corpus Christi | - | - | - | - | - | - | - | - | | | |
| Spring | - | - | - | - | - | - | - | - | | | |
| Laredo | - | - | - | - | - | - | - | - | | | |
| Round Rock | - | - | - | - | - | - | - | - | | | |
| Mission | - | - | - | - | - | - | - | - | | | |
| Brownsville | - | - | - | - | - | - | - | - | | | |
| McAllen | - | - | - | - | - | - | - | - | | | |

Data source: location words of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Right place, right time is the answer

| Location words | View through rate | In the rest seconds of long videos | | | | | | | | Benchmark for long Videos |
|----------------|-------------------|---------------------------------------|-----------------|-------------------------------------|-------------------|---------------------------------------|-----------------|-------------------------------------|---------------------------|---------------------------|
| | | Text On-Screen | | | | Speech Transcript | | | | |
| | | Higher than average view through rate | Conversion rate | Higher than average conversion rate | View through rate | Higher than average view through rate | Conversion rate | Higher than average conversion rate | average view through rate | average conversion rate |
| San Antonio | 23.30% | -29.14% | 0.02% | -94.59% | 19.90% | -39.48% | 0.03% | -91.89% | | |
| Austin | 50.41% | 53.32% | 0.04% | -89.19% | 11.52% | -64.96% | 0.04% | -89.19% | | |
| Houston | 49.03% | 49.12% | 0.05% | -86.49% | 58.17% | 76.92% | 0.20% | -45.95% | | |
| Corpus Christi | - | - | - | - | - | - | - | - | | |
| Spring | - | - | - | - | - | - | - | - | | |
| Laredo | 13.56% | -58.76% | 1.11% | 200.00% | - | - | - | - | | |
| Round Rock | - | - | - | - | - | - | - | - | | |
| Mission | 59.03% | 79.53% | 1.01% | 172.97% | - | - | - | - | | |
| Brownsville | - | - | - | - | - | - | - | - | | |
| McAllen | - | - | - | - | - | - | - | - | | |

Data source: location words of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Add faster-paced short video, Reduce shot pace for medium videos

| video_length | video_count | shot pace of video | VTR | Higher than average VTR | CR | Higher than average CR | Benchmark for short Videos |
|--------------|-------------|--------------------|--------|-------------------------|-------|------------------------|----------------------------|
| short | 3 | very fast | 65.52% | -19.89% | 0.82% | 139.73% | average VTR average CR |
| short | 31 | fast | 84.26% | 3.03% | 0.38% | 13.10% | 81.78% 0.34% |
| short | 11 | mid | 75.25% | -7.98% | 0.21% | -38.45% | |

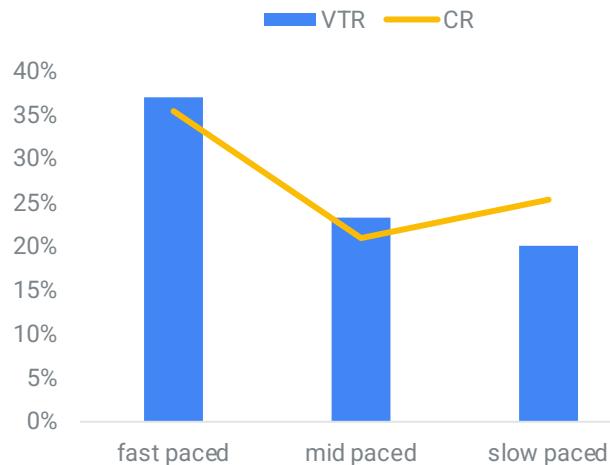
| video_length | video_count | shot pace of video | VTR | Higher than average VTR | CR | Higher than average CR | Benchmark for medium Videos |
|--------------|-------------|--------------------|--------|-------------------------|-------|------------------------|-----------------------------|
| mid | 1 | very fast | 20.88% | -50.72% | 0.00% | -100.00% | average VTR average CR |
| mid | 356 | fast | 43.51% | 2.68% | 0.29% | -6.83% | 42.37% 0.31% |
| mid | 8 | mid | 50.63% | 19.50% | 1.76% | 466.83% | |
| mid | 26 | slow | 37.05% | -12.54% | 0.16% | -49.74% | |

| video_length | video_count | shot pace of video | VTR | Higher than average VTR | CR | Higher than average CR | Benchmark for long Videos |
|--------------|-------------|--------------------|--------|-------------------------|-------|------------------------|----------------------------|
| long | 115 | fast | 37.01% | 12.56% | 0.40% | 7.72% | average VTR average CR |
| long | 63 | mid | 23.28% | -29.20% | 0.24% | -36.30% | 32.88% 0.37% |
| long | 51 | slow | 20.07% | -38.97% | 0.29% | -22.92% | |

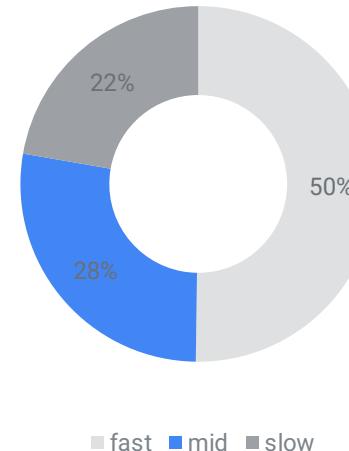
Data source: shot duration of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi

Add faster-paced short videos, Reduce shot pace for medium videos

Fast-paced Video Has the Highest Average Conversion Rate among Long Videos



Half of Long Videos are Fast Paced



Data source: shot duration of YouTube ads from January 31, 2018, to June 13, 2022, detected by Oculi