



Google
Unskippable
Labs

Creative Canvas Report

SPECIFICATION

Pacing

CUT

Fast

ACTIONS

- CLASSIFICATION TRANSFER
- EXEMPTION OVERRIDE

MODEL

SERIES

CLASS

A7

X23B

M

The Project

The Premise:

We've inherited a creative vocabulary from film and TV, and we don't necessarily know if they work for mobile.

The Hypothesis:

Changing elements to be mobile-first will have a significant impact in view-through rate.

What we did

The Assets:

We wrote a generic 'ad' and created 16 versions to explore pacing, framing, color correction, story structure, supers and sound, and gender.

We ran them in Trueview against broad targeting to see absolute performance as well as relative performance of mobile versus desktop.

The Baseline:

The baseline VTR across YouTube is 22% for mobile and 28% for desktop, so our baseline was mobile performance that is 79% of desktop.

Observations

Pacing: Fast showed the highest absolute mobile VTR and the biggest improvement over desktop as well as the biggest gains for both mobile and desktop.

Supplemental Supers showed the highest overall VTR across all instances.

Most versions outperformed in mobile vs desktop against benchmarks; we speculate that verbally driven creative with close shots like these should do well in mobile.

Framing and Horizontal/Vertical did not show expected gains for mobile, but other research has shown strong results for Framing for mobile, so we continue to advise that as best practice.

Saturated showed big gains for desktop, but none for mobile; we will continue to explore this.

Creative Canvas: Pacing

Version 1



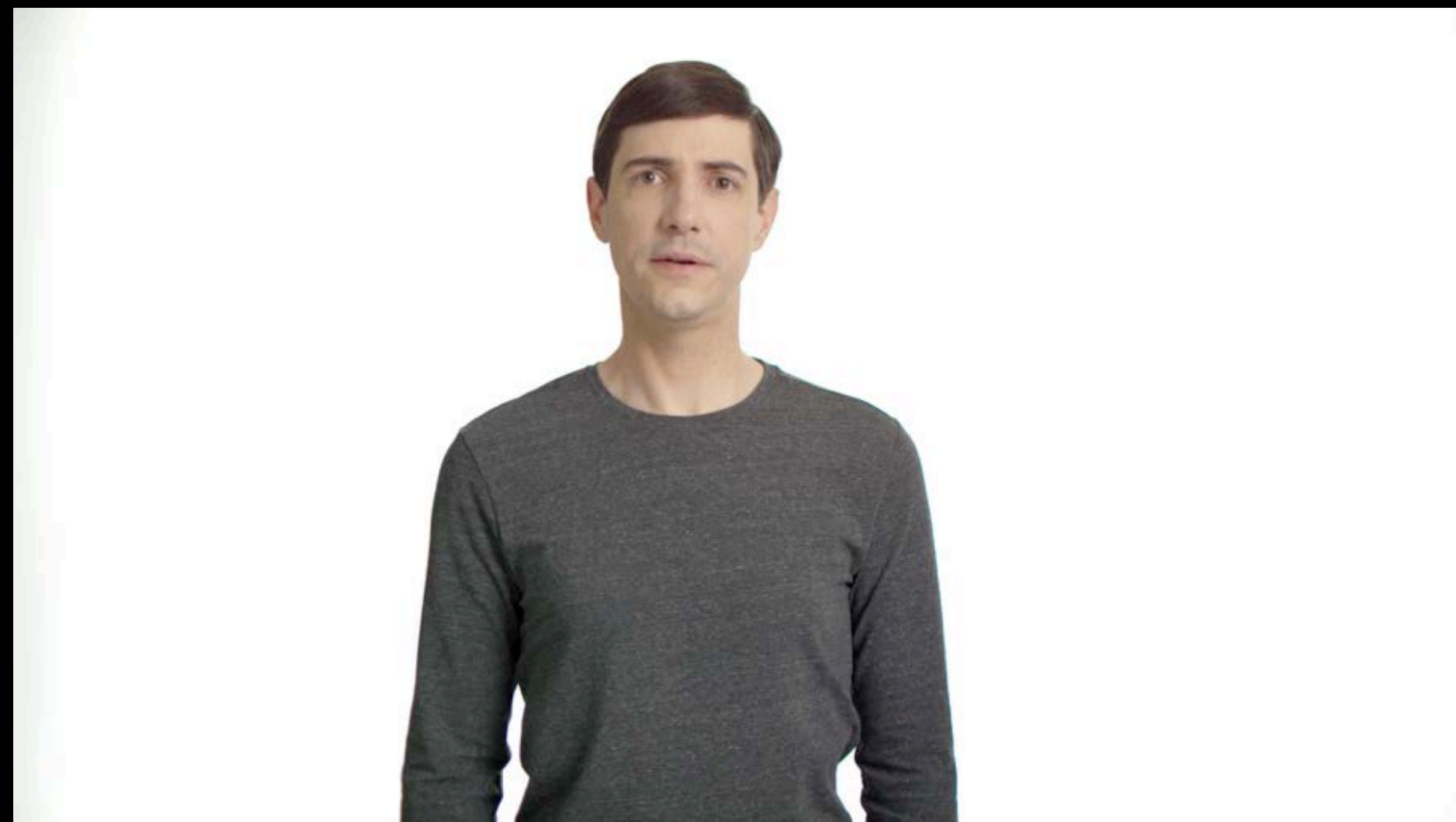
View-through rate results:

Mobile: 29%

Desktop: 31%

Mobile/Desktop: 94% (+15%)

Version 2



View-through rate results:

Mobile: 35% (+6%)

Desktop: 33%

Mobile/Desktop: 106% (+27%)

Creative Canvas: Framing

Tight



View-through rate results:

Mobile: 26%

Desktop: 27%

Mobile/Desktop: 96% (+17%)

Wide



View-through rate results:

Mobile: 27%

Desktop: 28%

Mobile/Desktop: 96% (+17%)

Creative Canvas: Color

Control



View-through rate results:

Mobile: 18%

Desktop: 14%

Mobile/Desktop: +128% (+49%)

Saturated



View-through rate results:

Mobile: 19%

Desktop: 23% (+9%)

Mobile/Desktop: 82% (+3%)

Creative Canvas: Supers #1

Supers + sound



View-through rate results:

Mobile: 23%

Desktop: 27%

Mobile/Desktop: 85% (+6%)

No Supers



View-through rate results:

Mobile: 22%

Desktop: 26%

Mobile/Desktop: 85% (+6%)

Creative Canvas: Supers #2

Silent Supers



BUT THAT'S NOT THE THING.

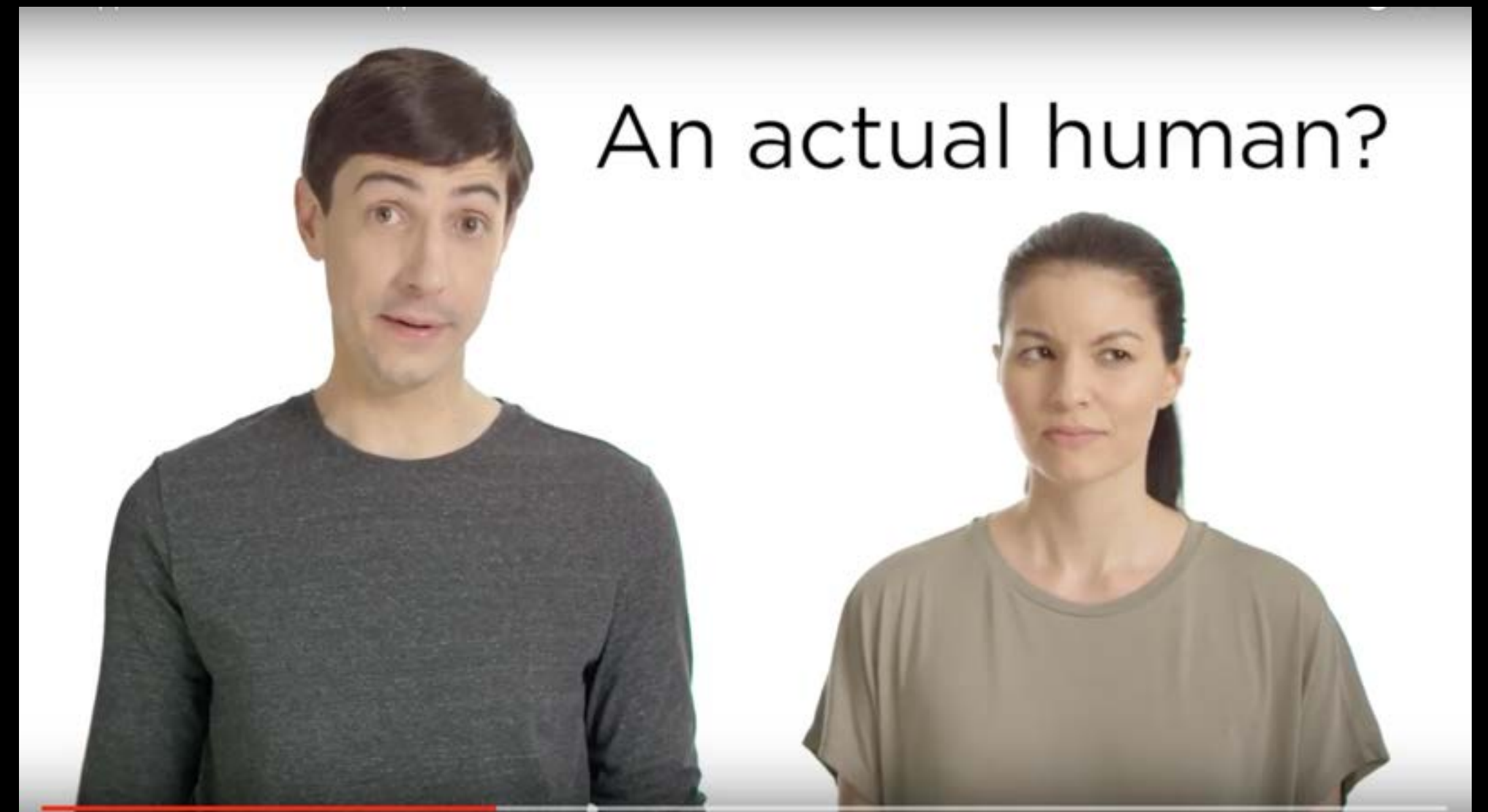
View-through rate results:

Mobile: 25%

Desktop: 26%

Relative Mobile performance: 96% (+17%)

Supplemental Supers



View-through rate results:

Mobile: 26%

Desktop: 27%

Relative Mobile performance: 96% (+17%)

Creative Canvas: Orientation

Horizontal



View-through rate results:

Mobile: 29%

Desktop: 28%

Mobile/Desktop: 104% (+35%)

Vertical



View-through rate results:

Mobile: 27%

Desktop: 26%

Mobile/Desktop: 104%
(+35%)