

# Video Viewability and Sales Lift Research

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# Executive Summary

**Short Views drove 52%  
of video sales lift**

**Per impression, Long  
Views are worth 1.6x  
Short Views**



Short view



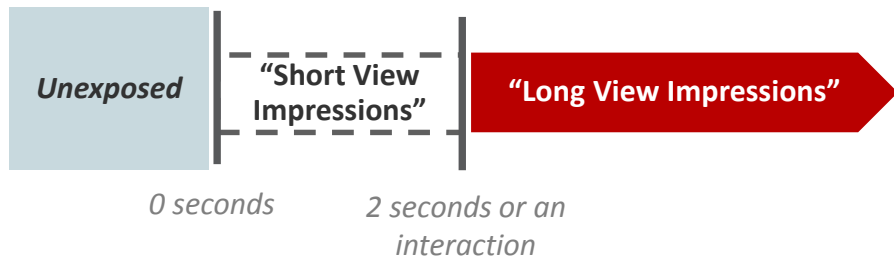
Long view

2+ seconds or interaction

*Facebook selected 14 video only or video + display campaigns from CPG advertisers. Analysis leveraged standard DLX ROI test/control methodology plus enhanced control for user's likelihood of short or long view durations. All campaigns had been previously measured by ODC and showed positive lift.*

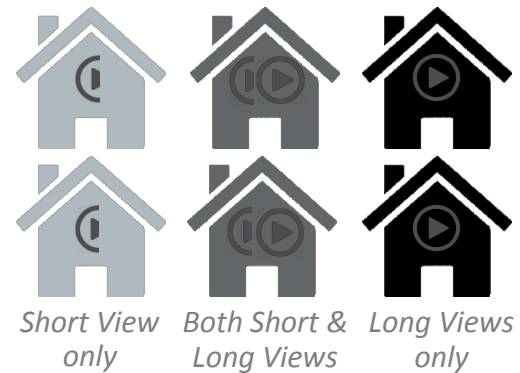
# Facebook and Oracle Data Cloud partnered to understand sales lift from Short View video impressions

## What are Short View video impressions?



*Derived from industry-wide measurement guideline for impression viewability*

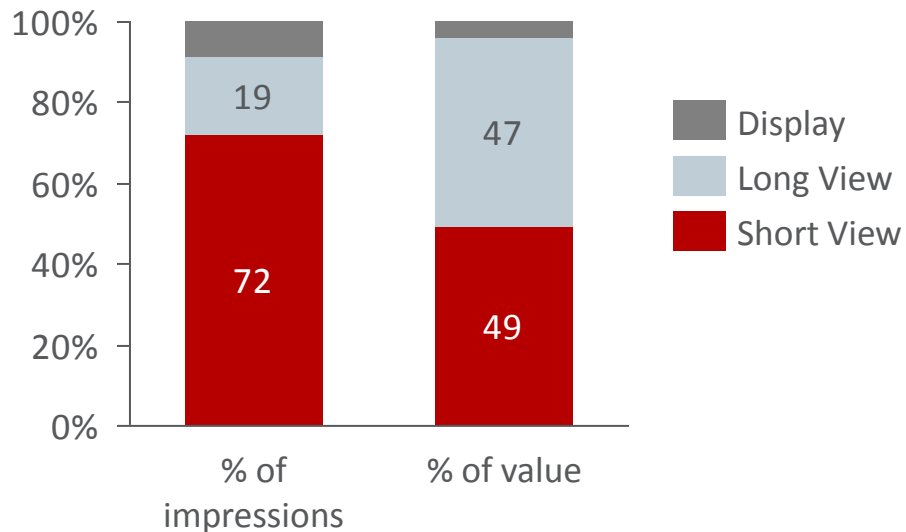
## How was the analysis executed?



- *Selected 14 previously measured video only or video+display campaigns from CPG advertisers*
- *Utilized standard ODC test/control methodology*
- *Control creation additionally accounted for a user's likelihood of short or long view durations*

# Research found that Short View impressions accounted for 49% of total campaign value

## What were the results?



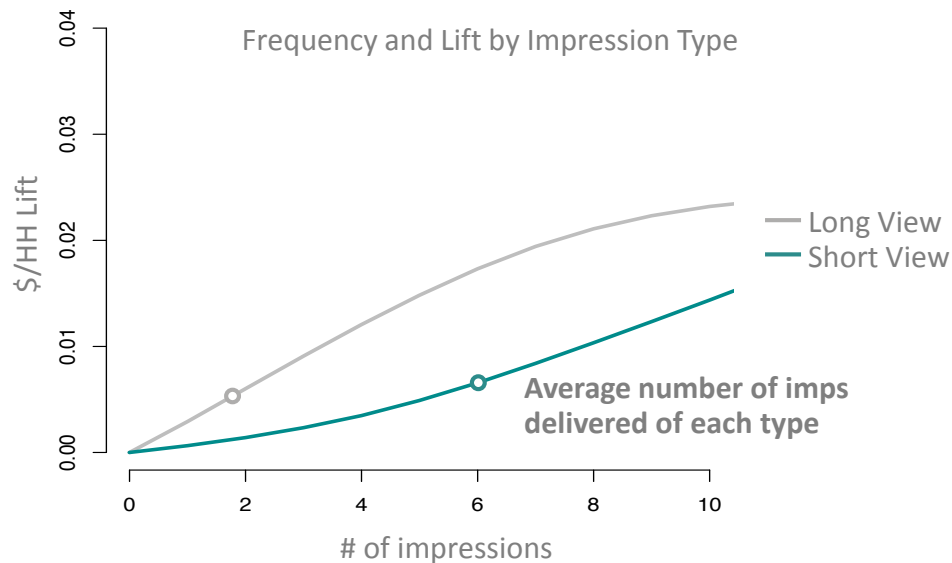
- *Short View impressions contributed 52% of total video value\**
- *Short View lift (\$/HH) was significant\*\* in 8 of 14 studies*

*\*Compared the Short View and Long View lift within each campaign, then averaged across all 14 campaigns*

*\*\*at 80% confidence; the minimum confidence level for display in a DLX ROI deliverable*

# Long Views were 1.6x more valuable than Short Views on a per impression basis

## What were the results?



- *Long Views tend to have higher lift estimates at any given impression number*
- *As frequency tends to be higher for Short View ads, total campaign results may show higher value from Short Views*
- *On average, Long View ads were viewed 11.8x longer than Short View ads on Facebook*

*Curves are based on DLX ROI's dose response models estimating lift for a given # of impressions*

# Analysis Detail: Ratio of \$/impression by impression type across 14 campaigns

Long Views v. Short Views  
Relative \$/impression

