

June 2023

What's the Deal with Engagement?





What's the Deal with...?

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

Our new series "*What's the Deal with...*" has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

Viewership
Data
Collection

Click to Download

Identity

Click to Download

Engagement

Outcomes

Coming in June

What's Next

Coming in July

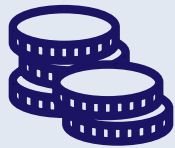


What is Advertising Engagement?

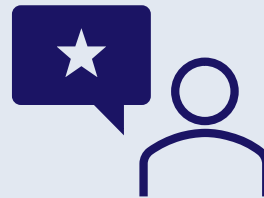
Engagement is the experience of being connected to an advertisement or brand. Fueled by attention and feelings of immersion, engagement can range from what consumers think and feel about a brand to how they interact with a brand.

Measures of engagement help marketers to go beyond audience measurement and understand how effective **their advertising with the audiences they've reached** has been.

Why is Measuring Advertising Engagement Important?



Enables brands to optimize their spend to the media channels that most effectively engage their target audiences



Allows brands to create a more personalized ad experience through a greater understanding of how customers engage with your brand



Enables brands to optimize to audiences who have previously engaged or have higher likelihood to engage with your brand



Provides additional metrics beyond audience count to evaluate the effectiveness of your campaign



Provides brands with a deeper understanding of the consumer response to your advertising which can help drive outcomes



Common Advertising Engagement Questions

- 1** What are the three main ways of measuring ad engagement?
- 2** What are the common metrics used to measure ad engagement?
- 3** What factors can contribute to ad engagement?
- 4** What should I look for in a measurement partner to best quantify engagement ?
- 5** What are exciting ways that engagement is being measured today?

1

What are the three main ways of measuring advertising engagement?



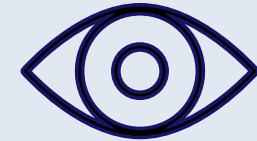
Cognitive Engagement

Associated with how consumers **think** about and *rationally process* an advertisement or brand



Emotional Engagement

Associated with how a consumer **feels** about an advertisement or brand. Non-conscious physical response.



Behavioral Engagement

Associated with how a consumer **physically interacts** with an advertisement or brand

2

What are the common metrics used to measure ad engagement?

Within each of the main ways to measure ad engagement, there are several metrics that are often used to quantify how audiences are engaging with an advertisement or brand

Examples of Ad Engagement Metrics



Cognitive

How consumers think about a brand or advertisement

- ▶ Recall
- ▶ Memorability
- ▶ Purchase Intent
- ▶ Consideration



Emotional

How consumers feel about a brand or advertisement

- ▶ Favorability
- ▶ Brand Loyalty
- ▶ Emotional Intensity
- ▶ Physiological Response
 - ▶ Heart Rate
 - ▶ Brain Activity (collected via EEG)
 - ▶ Galvanic Skin Response (GSR)



Behavioral

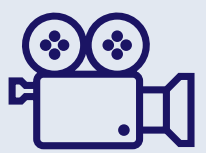
How consumers physically interact with a brand or advertisement

- ▶ Attention
- ▶ Eye Gaze
- ▶ Ad completion rate
- ▶ Dwell time

3

What factors can contribute to advertising engagement?

6 Factors that Contribute to Advertising Engagement



Content

Premium professionally produced content emotionally resonates with audiences and raises brand memorability



Quality

Brand safe ad environments that host premium professionally produced content offer a more attentive and engaged audience



Context

An ad that is relevant to the content it is airing alongside can amplify the effects of the ad



Dwell Time

The longer someone looks at, or **“watches,” an ad, the longer the brand will stay in memory (can vary by platform)**



Screen Coverage

The extent to which an ad fills a screen is correlated to greater attention and ad recall



Screen Size

Ads shown on larger screens tends to inspire greater engagement than smaller screens

4

What should I look for in a measurement partner to best quantify engagement ?

Four Ways to Evaluate an Engagement Partner

1

Transparency

A partner forthcoming in their methodology and reporting will give you assurance in the accuracy of how audiences engage with your brand and ads

2

Cross Platform

Engagement can happen across all screens. Partnering with measurement providers with cross platform capabilities ensures you capture cross screen engagement with your brand

3

Identity Based

A solution supported by identity will allow you to get a more detailed picture of who your audience is, and how they're engaging with your brand

4

Multi Metric

A single metric can never tell the full story. A solution that provides multiple engagement metrics will enable more intelligent optimization strategies

5

What are exciting ways that engagement is being measured today?

Three Measurement Approaches with Exciting and Innovative Ways to Quantify Engagement

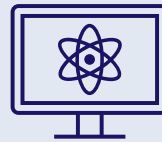


In-Home Biometric Measurement

Biometric sensors placed in panels made up of opt-in participant homes

Technology developed/adapted by measurement providers in this space enables brands to determine who is in the **room, how they're engaging with the content and what content they're engaging** with across platforms and devices

Example Companies

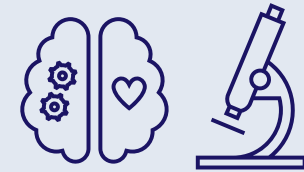
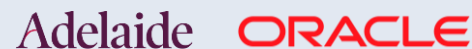


Innovative Metrics

New metrics rooted in data science that are infused with AI and machine learning models

By processing a multitude of ad placement, engagement and creative signals measurement providers in this space are providing business ready metrics that enable brands to quantify and optimize unique measures of engagement quickly and effectively

Example Companies



In-Lab Biometric Measurement

Custom studies conducted in lab environments designed to mimic an at home experience

Enables brands to conduct controlled & repeatable experiments to determine how specific ads, ad formats, and ad platforms are impacting cognitive, emotional and behavioral engagement

Example Companies



Best Practices for Marketers



Determine how you want consumers to engage with your brand and measure accordingly



Utilize multiple engagement metrics to achieve a full picture understanding of how audiences are engaging with your brand



Understand the factors that impact ad engagement to more effectively create and measure campaigns



Leverage cutting edge technologies and methodologies to drive and measure engagement

Creators

Benjamin Vandegrift

VP, Measurement Solutions
BenjaminV@thevab.com

Reed Kiely

Associate Insights Director
ReedK@thevab.com

Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content

We believe in modern TV measurement.

Let us be your guide.

Visit the VAB's **Measurement Resource Center**
to get clear answers to questions our industry is
asking about TV measurement.

**VAB Members, brand marketers and agencies get free and immediate
access to VAB's content library. Get access at [theVAB.com](https://thevab.com)**

More from the *What's the Deal With....*series



**What's the Deal With
Identity?**



**What's the Deal With
Viewership Data Collection?**



You Oughta Know
Why all impressions aren't created equal & what
it means for video measurement



**You Oughta Know: The Advertising
Factors That Increase Consideration**



**Untangling Terminology
Within Video Measurement**



What Is The U.S. Census?

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

Curious to learn more about VAB? Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.