



Insights.
Inspiration.
Impact.

You Oughta Know:

The Advertising Factors That Increase Sales





Let's Get Started

One of the most exciting (and long-awaited!) innovations in advertising is the promise of true cross-platform video measurement - the ability to get aggregated impressions delivery across all screens, platforms and devices. But an inherent question in "tallying up" total video campaign impressions across a number of plan elements is this:

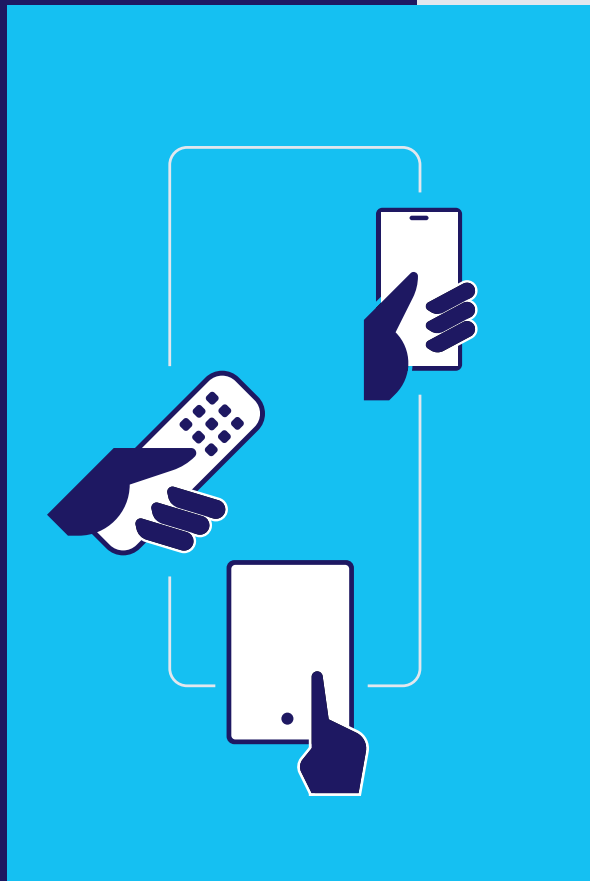
Should all impressions be treated equally?

This Guide Will Help You to Better...

- ▶ **Select** business-driving marketing strategies and tactics
- ▶ **Evaluate** different platforms and channels for their effectiveness at each stage of the consumer journey
- ▶ **Understand** the impact many common advertising factors have on your brand, campaign, and in your holistic measurement strategy

Why Unified Video Measurement Matters Now

As we move ever-closer to universal cross-platform measurement, the need to quantify the relative impact of an entire video campaign has taken on a heightened importance. Seeking a solution, marketers may consider measurement partners that homogenize video impressions, aggregating them equally regardless of platform, device, content types or environment. Although seemingly “fair,” research indicates that each media contributes differently, resulting in some impressions overdelivering their “value” versus others.



Why this matters to you?

Marketers rely upon measurement to not only evaluate the success of their campaigns, but also to make future strategy and investment decisions, as well as report ROI to key stakeholders. If that analysis is based on incomplete inputs (i.e., ones that do not reflect the nuanced impact delivered across video platforms), the decisions made from it may negatively impact the brand.

Why VAB?

VAB has been at the center of the conversation on video measurement, and we are working closely with all corners of our industry to help illuminate the discussion on quality impressions and what influences ad attention.

Our goal?

To help both media buyers and sellers more fairly and accurately measure and assess the value of video campaign delivery at every stage of the consumer journey.

Unified Video Measurement, Viewed from a Marketer's Perspective

We know what matters most to marketers is hitting their campaign KPIs, and so we look at cross-platform video measurement through that lens. In this guide, we'll show you that, throughout the purchase funnel, from Awareness down to Sales, multiple factors (specific platforms, devices, ad lengths and more) influence how well video ads drive the desired consumer response:

- **Awareness**

Potential consumers are introduced to the brand and begin to form perceptions that may predispose them to consider that brand later in their journey

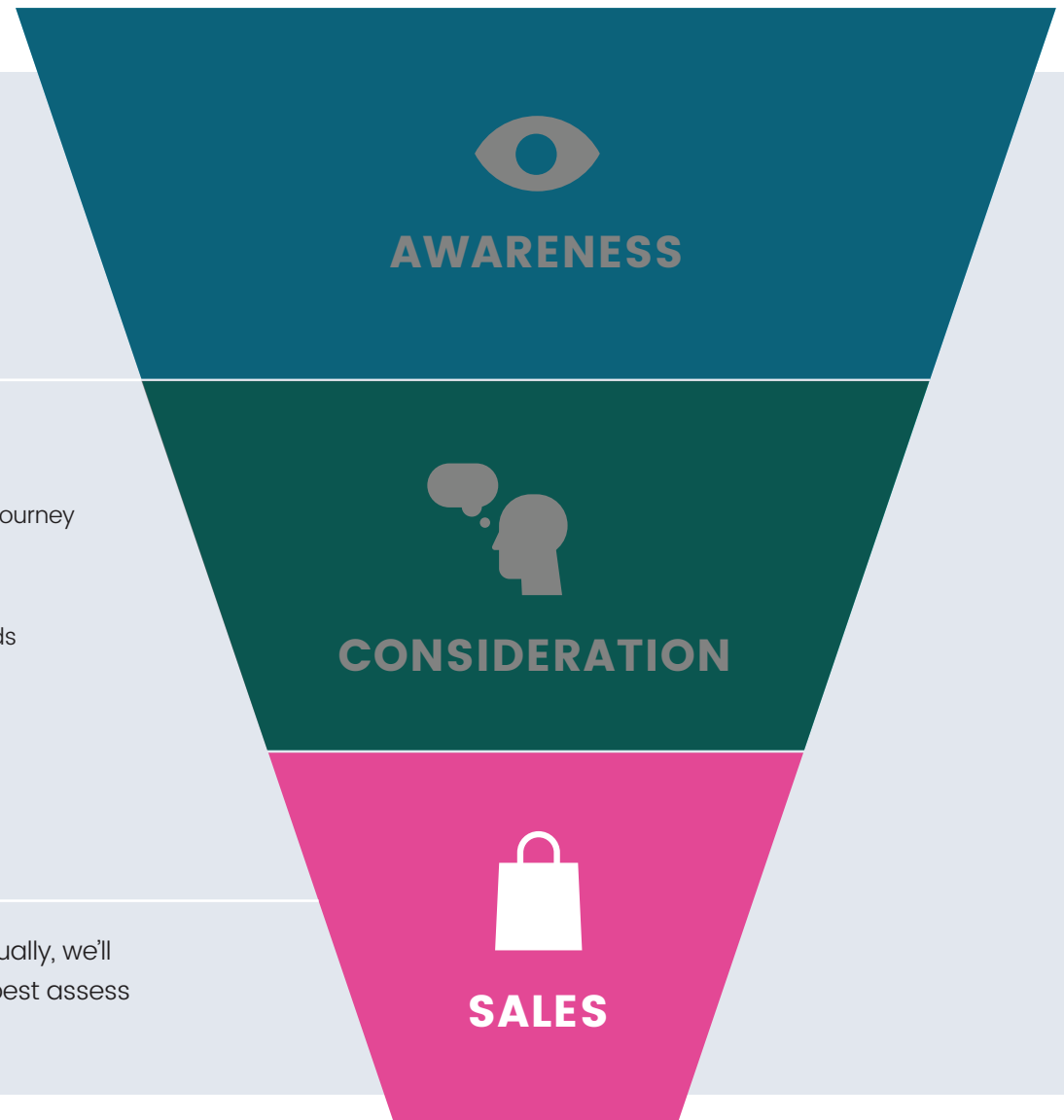
- **Consideration**

Consumers evaluate choices, drawing largely on their perceptions of brands and their emotional connection to them as well as rational messages and information to help inform their intentions

- **Sales**

As a result of emotional conditioning over time, as well as their current need state, consumers ultimately make a purchase decision

With the understanding that all impressions should *not* be treated equally, we'll discuss the considerations and metrics that truly allow marketers to best assess their campaign delivery and impact within each stage of the journey.





Sales

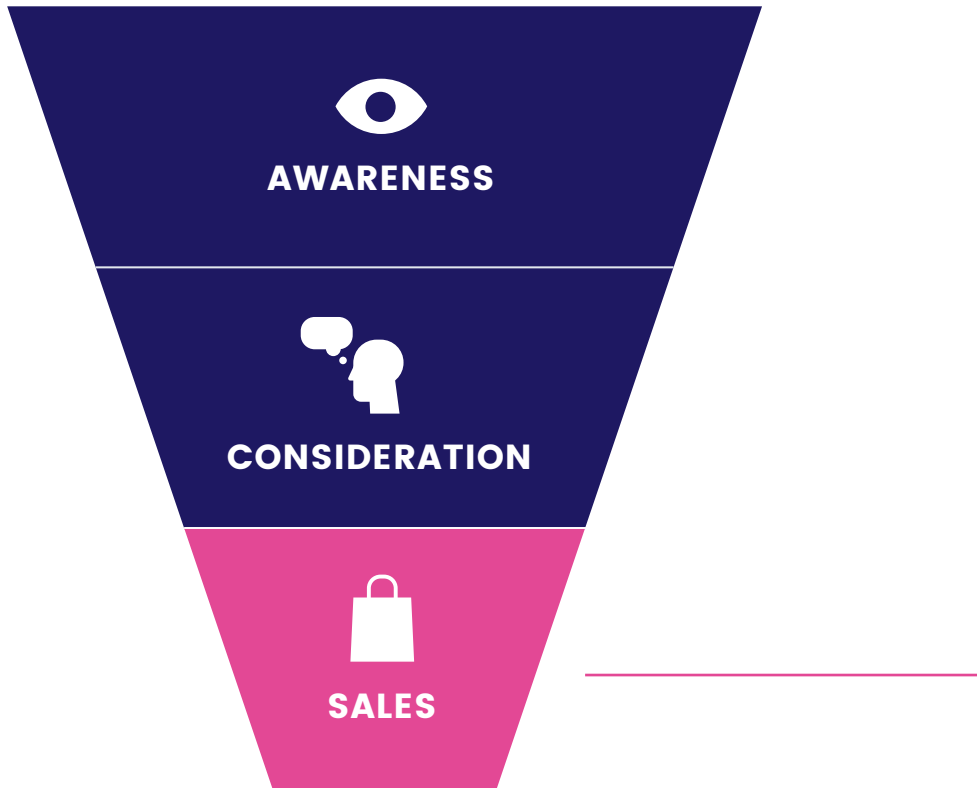
Correlating video campaigns to sales is the holy grail for many marketers. How do screen size, ad coverage and advertising content correlate to sales, particularly when it comes to driving brand fame, sales impact and share gains?



As you think about sales drivers for your brand, it's important to balance brand-building with activation to help ensure both short-term outcomes and long-term brand growth. In assessing how well a campaign drives sales, it's important to measure the full impact of the exposure.



Metrics That Matter: Quantifying Sales



SALES

Balancing Emotion and Activation

METRICS THAT MATTER

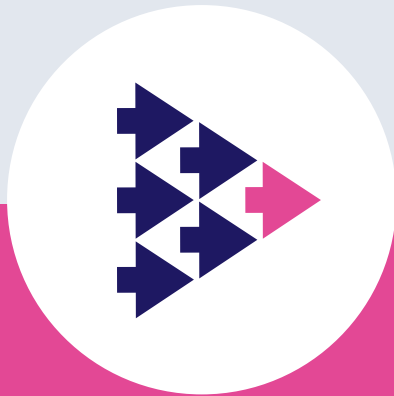
- Attention •
- Sales Impact •
- Sales Uplift •

To drive action among in-market consumers, ads need to both break through and resonate with potential buyers.

Measuring Sales:

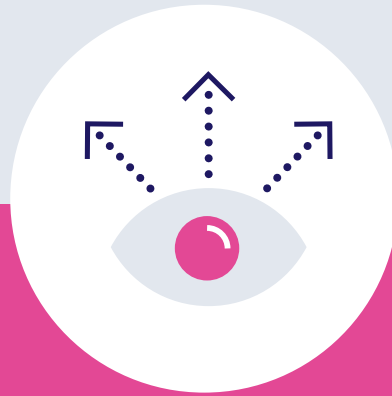
3 Things You Oughta Know

1



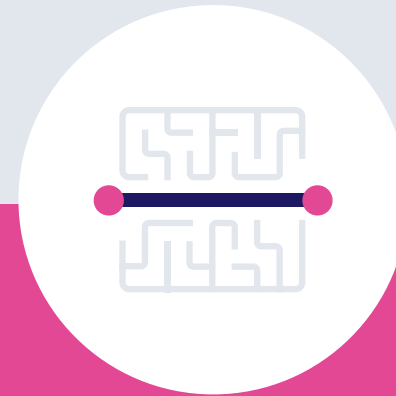
Screen size, ad size and coverage are very influential in driving sales impact for brands.

2



The higher the viewability and the longer people look at an ad, the bigger the sales uplift.

3



Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effects.

Measuring Sales: 3 Things You Oughta Know

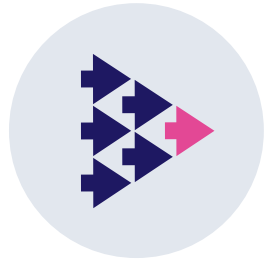


44%

On average, exposure to TV ads on TV screens drives 44% more sales than when an ad is not seen at all.



Measuring Sales: 3 Things You Oughta Know



1

Screen size, ad size and coverage are very influential in driving sales impact for brands.



**TV on TV
outperforms
even the best
ROI seen with
online video**

So far, we've explored how important factors such as screen size, ad size and coverage are in determining the upper-funnel impact of ads. But what about the lower funnel?

The higher attention driven by its large screen size, full screen ad coverage and premium video environment enables TV to generate the **greatest sales impact** when it comes to both TV as a device and a form of programming.




Research has found that exposure to TV ads on TVs drives 44% more sales than when an ad is not seen at all. In this regard, TV on TV outperforms even the best ROI seen with online video. By comparison, YouTube ads seen on mobile drive 37% more sales, a rate that falls to 16% when the ads are viewed on desktop. Facebook ads generate 21% and 18% more sales when viewed on mobile and desktop, respectively. ²⁴

Measuring Sales: 3 Things You Oughta Know

Meanwhile, TV ads viewed on smaller screens deliver even more sales — 61% more sales on mobile and 53% on desktop, when compared to a non-exposure scenario.²⁵ This is likely due to how easy it is for mobile and computer users to move to make a purchase on those devices.

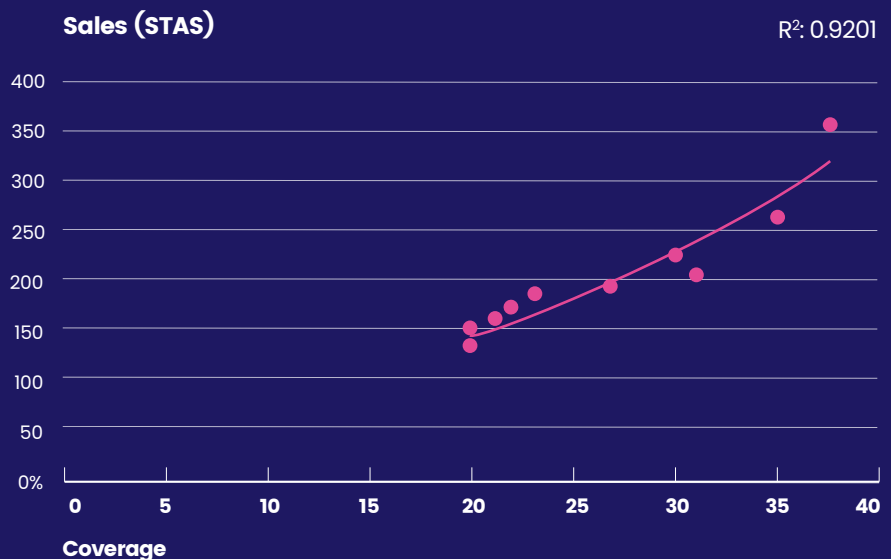
The rise of ecommerce and shoppable ads via QR codes and other connected TV technologies should strengthen the sales impact of TVs as devices even further in the coming years.

Across media platforms, TV generates the greatest sales impact

			
Television	144	153	161
Facebook	—	118	121
YouTube	—	116	137

How to Read: An exposure to an ad on Television drove 44% more sales than not seeing the ad at all.

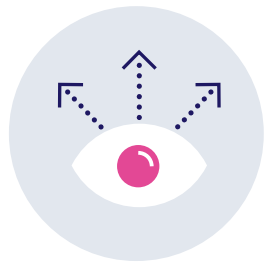
In addition, larger screen coverage for an ad — already demonstrated to be a key driver of attention — also yields a greater **sales impact**. In fact, ads that cover 40% of the screen drive twice as much **sales uplift** as ads that only cover 20% of the screen.²⁶ Furthermore, the same research found that the size of the brand's representation within an ad is also important when it comes to garnering higher consumer attention and driving greater **sales impact**. In general, higher-performing ads (when compared with lower-performing ads) were found to be the ones that show the brand at twice the size, twice as often, and within the first two seconds of the ad itself.



➔ **MARKETING IMPLICATION:**

**Optimize for
screen size,
ad size and
ad coverage
to drive sales.**

Measuring Sales: 3 Things You Oughta Know



2

The higher the viewability and the longer people look at an ad, the bigger the sales uplift.



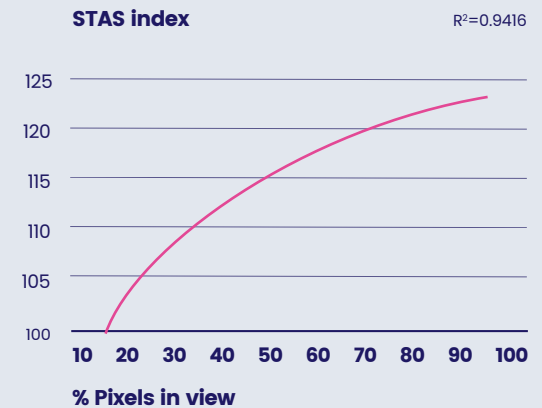
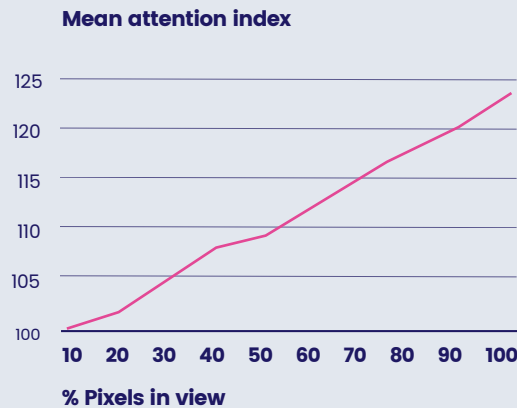
Proportion of inventory that was delivered

		Facebook	YouTube	TV
Digital Standard	50% pixels & 2 secs	56%	78%	100%
10 sec Standard	50% pixels & 10 secs	30%	59%	100%
100% Pixel Standard	100% pixels & 2 secs	21%	48%	100%
10 sec & 100% Standard	100% pixels & 10 secs	4%	30%	100%
TV Standard	100% pixels & 30 secs	0%	6%	100%

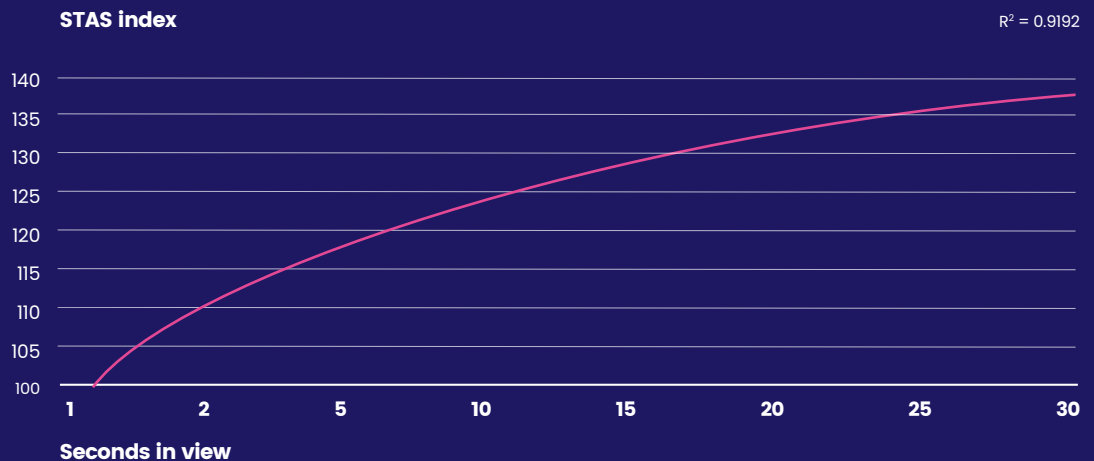
Beyond ad size and coverage, let's revisit the role of viewability when it comes to driving **sales impact**. Ad viewability can differ greatly among platforms. While TV's full screen, full ad coverage experience delivers 100% viewability across all measures, digital platforms like Facebook and YouTube deliver ads at far lower rates from both a proportion of pixels and length of time standpoint.²⁷

Measuring Sales: 3 Things You Oughta Know

This differing viewability is important to consider in the context of an ad buy because ad viewability affects not just attention, but also **sales uplift**. In other words, the higher the viewability, the higher the attention and sales, regardless of the amount of time a viewer spends with an ad. In particular, when ad viewability crosses the 50% viewability threshold, there's a material lift in sales impact. At 50% of pixel viewability, viewers are 15% more likely to buy than those not exposed to an ad. That rate climbs to 22% with 100% pixel viewability, as seen in TV environments.²⁸



Taking viewability a level deeper, there is also a direct correlation between viewable ad time and **sales outcomes**. The longer an ad is in view, the longer advertisers have to communicate with viewers and drive greater outcomes. And indeed, the longer people look at an ad, the bigger the sales impact will be. In this regard, the industry's 2-second viewing guideline serves as a bare minimum, with **sales impact** more than tripling (from 10% to more than 35%) between 2 seconds and 30 seconds of viewable ad time.²⁹



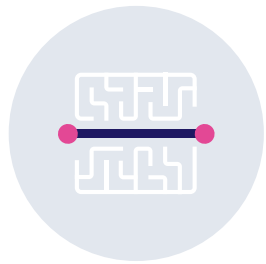
Measuring Sales: 3 Things You Oughta Know



➔ **MARKETING IMPLICATION:**

Prioritize channels and ad formats that offer high viewability and viewer attention.

Measuring Sales: 3 Things You Oughta Know



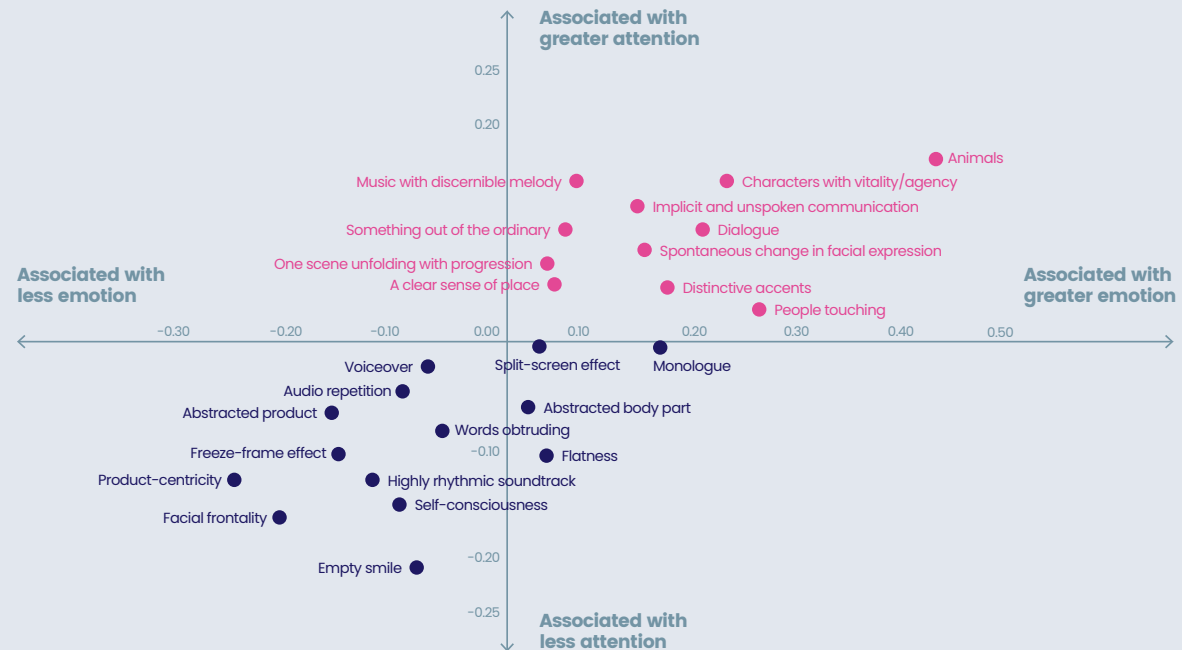
3

Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.

While sales impact is closely related to how much of an ad is viewable and for how long, marketers should also not discount the creative and brand factors that are also at play. Research has shown that “right-brained” features within ads – those that engage people emotionally – are more likely to capture a viewer’s attention.³⁰ An assessment of 200 TV ads using facial-recognition data gathered directly in living room environments found that character-driven, community-oriented ads with a strong sense of place and story tend to drive not only greater emotion than flat, product-centric monologues, but also greater attention.

Right-brain features associated with greater emotion, which orientates attention

RIGHT BRAIN ●
LEFT BRAIN ●



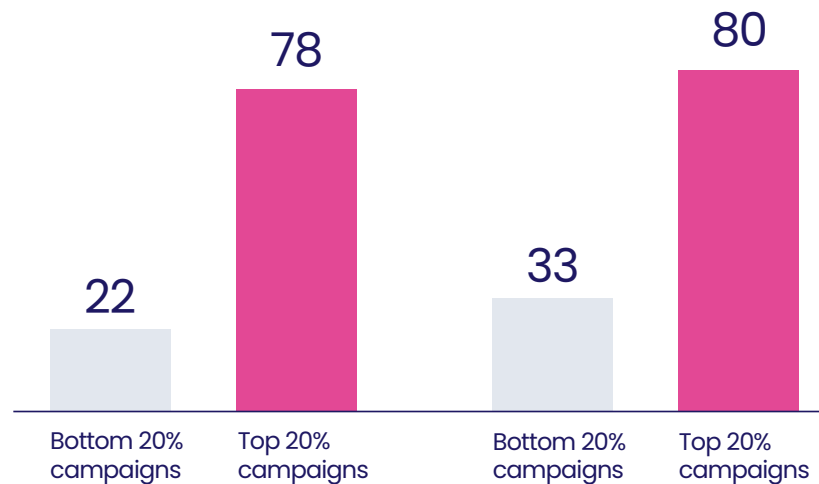
Correlation between presence of feature and emotional response (System1 Star rating) and presence of feature and Creative Attention Score (TVision) across 195 US TV ads monitored/tested by TVision and System1. Features with insufficient base size not shown. With thanks to TVision. See Look Out, by Orlando Wood, IPA 2021, for further details

Measuring Sales: 3 Things You Oughta Know

But the impact doesn't stop at attention. So-called "right-brained" campaigns are also more likely to lodge a brand in **long-term memory**, generating **brand fame** alongside large, lasting **sales effects, profit** and **share gain**.³¹ In fact, an analysis of 43 campaigns comprising 137 ads found that the vast majority of the top campaigns were right-brained campaigns that included features that drove significant brand fame, buzz, sales and share gain within a given category.

% Stating Campaign Primarily Worked Through Fame or Emotions

% Reporting Very Large Fame or Buzz Effects

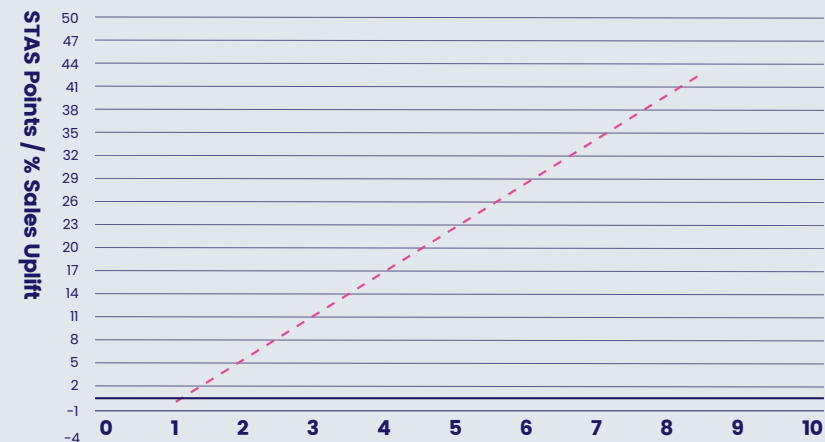


Video campaigns ordered on skew towards number of right-brain features

To put it plainly: Ads that resonate emotionally with viewers drive sales in a measurable way. What's important is that the creative energy that goes into developing these ads not be wasted on low-attention formats and platforms. If an ad is going to drive maximum **sales impact**, it must first capture a viewer's attention. Research tells us that attentive ad time drives sales uplift, and the longer an ad is viewed, the higher that lift will be. At 2 seconds of attentive time, **sales uplift** can be expected to be about 5%. But as active ad attention time grows to 5 seconds, sales uplift rises four-fold to 20%. From 5 to 9 seconds, the sales uplift again more than doubles to 42%.³²

Now that's how you maximize sales impact.

Active Attention Seconds to STAS / Sales Uplift



Active Attention Seconds

($r=.82, p<.001$)

Measuring Sales: 3 Things You Oughta Know

➔ MARKETING IMPLICATION:

The winning formula to improve conversion rates and sales is the use of emotionally-driven ads placed in high-quality, high-impact channels.

Nine Reasons Why All Impressions Aren't Created Equal

Quantifying your campaign impact along the consumer journey

AWARENESS

1

Dwell time (amount of time an ad is watched) is a more accurate measure of an ad's ability to garner awareness than ad length, but it varies significantly by platform.

2

Channels that deliver greater attention levels, such as high-quality, premium video platforms, drive higher effectiveness and efficiency.

3

100% viewable ads with full coverage on larger screens with the sound on achieve greater attention and higher lifts in ad recall.

CONSIDERATION

1

High-quality, premium content on a large screen increases ad engagement and heightens brand memorability.

2

The longer an ad is viewed, the longer the brand will stay in memory, which increases the likelihood a consumer will choose that brand.

3

Ad placements within contextual content can strongly increase emotional connections and brand memorability.

SALES

1

Screen size, ad size and coverage are very influential in driving sales impact for brands.

2

The higher the viewability and the longer people look at an ad, the bigger the sales uplift.

3

Ads about humanity and community are most likely to drive long-term memory, brand fame and lasting sales effect.

What does this all mean for your campaign?

It's clear that multiple factors impact the effectiveness of a campaign and each one should be a consideration in campaign development and measurement.

1.



As campaigns are developed, consider the relative impact of your advertising at each stage of the consumer journey

Develop campaign strategies, tactics, and measurement solutions that reflect the impact-driving principles of whichever stage(s) of the funnel you are targeting.

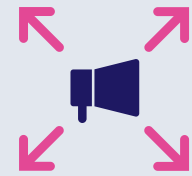
2.



As you consider cross-platform measurement solutions, ask potential partners how the relative impact of different platforms and devices is reflected in their methodology.

Are all video impressions treated equally, regardless of how much impact they generate? Or are impressions associated with proven ad formats, tactics and platforms given due credit for their outsized ability to drive engagement?

3.



Does your marketing mix model (MMM) account for advertising impact?

Many marketers rely on MMM output to make future strategy and investment decisions, as well as prove ROI to stakeholders. If such models do not take into consideration the varying impact across impressions, marketers are not getting a true picture of how their video campaign elements are delivering on their KPIs.

The background features a complex, abstract geometric pattern. It consists of various rectangular and trapezoidal shapes in different shades of blue (light, medium, and dark) and white. These shapes are arranged in a way that creates a sense of depth and perspective, resembling a 3D architectural structure or a series of overlapping planes. The overall effect is modern and dynamic.

Notes

Notes

1. WARC – “Attention should be the new table stakes when it comes to media measurement” – article, June 2020, based on Dentsu Attention Economy Phase 1 research, June 2019
2. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
3. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
aPM (attentive seconds per thousand impressions): combines the viewing percentage (how many people actually look at the ad) with the mean average eyes-on dwell time’ (the time they actually spend looking at the ad) and multiplying it by a thousand. For example, if you were to buy 1,000 30-second TV ad impressions, Ebiquty would predict that 430 of them would be viewed, but they would be viewed for about 14 seconds each on average, generating around 6,000 attentive seconds. Conversely, 860 of 1,000 YouTube non-skippable impressions might get looked at, but only for about 5 seconds on average, generating around 4,500 attentive seconds.
4. Ebiquty, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021
aCPM (cost per thousand attentive seconds): combines attentive seconds per thousand impressions (aPM) with the cost per thousand impressions (CPM). This helps to understand the true cost of attention across media. The figures in the chart take into account that when an ad appears, people’s eyes often focus on it for little or no time and this varies by medium. Costs in this example are illustrative based on averages from one major advertiser.
5. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
6. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
7. Karen Nelson-Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
8. 2019 Amplified Intelligence – Karen Nelson-Field – Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness; ThinkTV Australia
Chart reflects **‘average attention score per ad second,’** the algorithm is based on the mix of ‘full gaze’ (eyes on ad) and ‘peripheral gaze’ (eyes nearby an ad) attention which is then weighted by avoidance level (eyes off ad). The same creative executions were tested across all devices. Example: in an average ad second, TV commands 58% attention (based on ‘active,’ ‘passive,’ or ‘non’ viewing).
9. ARF, AUDIENCExSCIENCE 2020, “Attention by Spot Length: What Is The True Communication Value of Your Unit Length?,” with Dentsu and TVision
10. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
11. Byron Sharp, How Brands Grow, 2010
12. Integral Ad Science, The Halo Effect: Ad Environment & Receptivity, July 2019
13. TiVo Video Trends Report: Finding Balance in the Great Rebundling, 4Q ’21
14. Karen Nelson-Field – Amplified Intelligence, Not All Reach is Equal, 2019
Short-Term Advertising Strength (STAS) is calculated by determining the proportion of category buyers who bought a specific brand having not been exposed to that brand’s advertising and comparing this to the proportion of category buyers who were exposed to advertising and went on to buy the brand. STAS is built to capture short term effects, capturing impact up to a month after exposure. A STAS score of 100 indicates no advertising impact in that those who were exposed to the advertising were just as likely to purchase as those who were not. A score above 100 indicates that the advertising had an impact on sales. Indices based on % who were exposed to an ad that purchased a product divided by % who were not exposed to an ad that purchased a product.
15. VAB – ‘How might customized, targeted ads help create stronger campaign engagement?’ based on data from tvScientific, ‘How CTV Advertising Powers the Performance TV Revolution,’ September 2021.
16. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson-Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
17. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021

Notes

18. Dentsu – Attention Economy Program Phase 2 Research, “Unlocking the Currency of Attention,” October 2021
 19. WARC – “Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
 20. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
 21. Magna Global, Media Economy Report, Vol. 15, The Medium is the Message: How Data and Technology Are Informing The Creative Process, June 2019
 22. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
 23. Integral Ad Science, The Context Effect: A biometric study on contextual advertising, September 2021
 24. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
 25. Karen Nelson–Field – Amplified Intelligence – “Not All Reach is Equal: An Investigation into Cross Platform Advertising Effectiveness,” ThinkTV Australia, 2019
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 26. Karen Nelson–Field – Amplified Intelligence, Not All Reach is Equal, 2019
 27. ThinkTV Australia, The Benchmark Series, ‘Visibility: The Attribute That Really Matter,’ Karen Nelson–Field, 2019
 28. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
 29. Dentsu – “The Attention Economy: Exploring the Opportunity for a New Advertising Currency,” Phase 1 Research, June 2019
 30. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, Cannes Lions International Festival of Creativity, June 2022
 31. WARC – “Understanding the ‘Triple Jeopardy’ Threat of Advertising Attention” with Dr. Karen Nelson–Field, Orlando Wood and Peter Field, supported by data and analysis from IPA (Institute of Practitioners of Advertising), Cannes Lions International Festival of Creativity, June 2022. Source: System1, How Right–brain campaigns are more likely to be thought to work through fame or emotions by authors, and more likely to achieve fame and buzz effects. Base: 43 IPA campaigns (137 ads) 2016–2020. Note that the ‘buzz effects’ field was only added in 2018, so the base is marginally lower for this analysis. Analysis available in ‘Look Out,’ by Orlando Wood, IPA 2021.
 32. WARC – Moving to a Positive Attention Economy with Attention Adjusted Net Reach,” Karen Nelson–Field, January 2021
-



QUESTIONS?

Jason Wiese

SVP, Director of Strategic Insights, VAB

VAB is at the center of the video marketing industry.

Supported by our members and trusted by a community of marketers, we are leading the conversation on critical topics such as cross-platform measurement, convergent TV, audience-based buying and multicultural marketing. We shape the industry narrative through our renowned thought leadership and advocacy work. Through our original content, curated leadership series and events, we provide marketers with actionable, best-in-class insights and analysis they can use to grow their business. We are fierce advocates for a more modern and innovative future for our industry. VAB is committed to leading this change and we continue to be inspired and energized by the community that supports us.

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