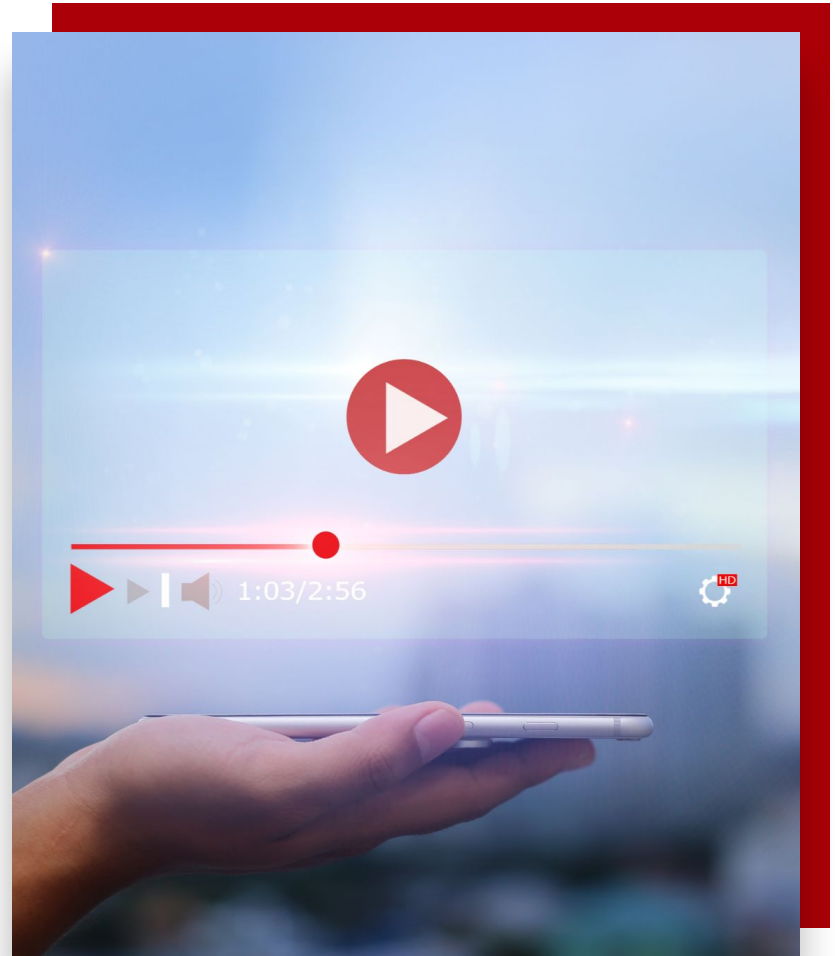


# Video Advertising Opportunities in 2021



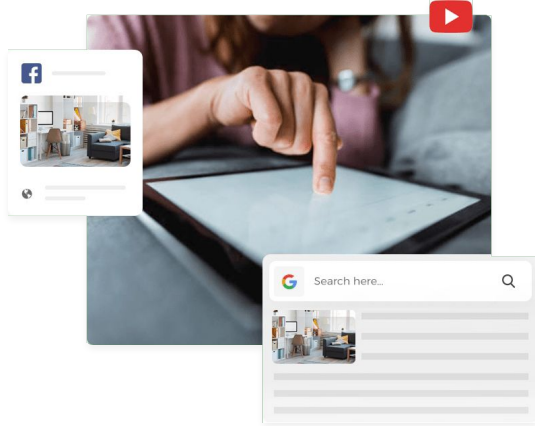


**Andrew Cederlind**  
Chief Operating Officer  
*Conversion Logix*

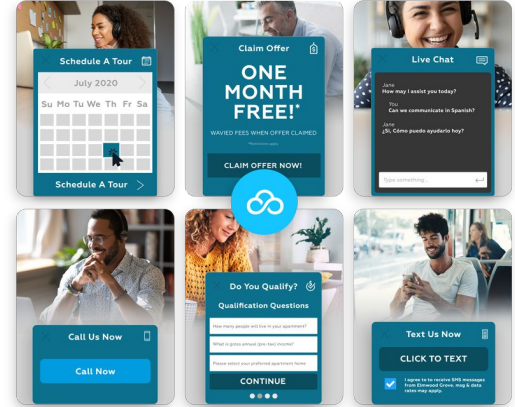


**Gregg Siemering**  
Lead Graphic Designer  
*Conversion Logix*

## Digital Media



## Lead Gen Software



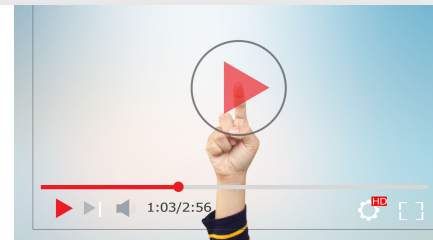
# Digital Video Trends



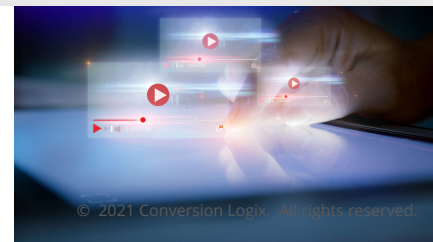
## Where to Advertise With Video



## Leveraging Your Content to Create Video Ads



## Optimizing Your Video Ads for Brand Awareness & Conversions





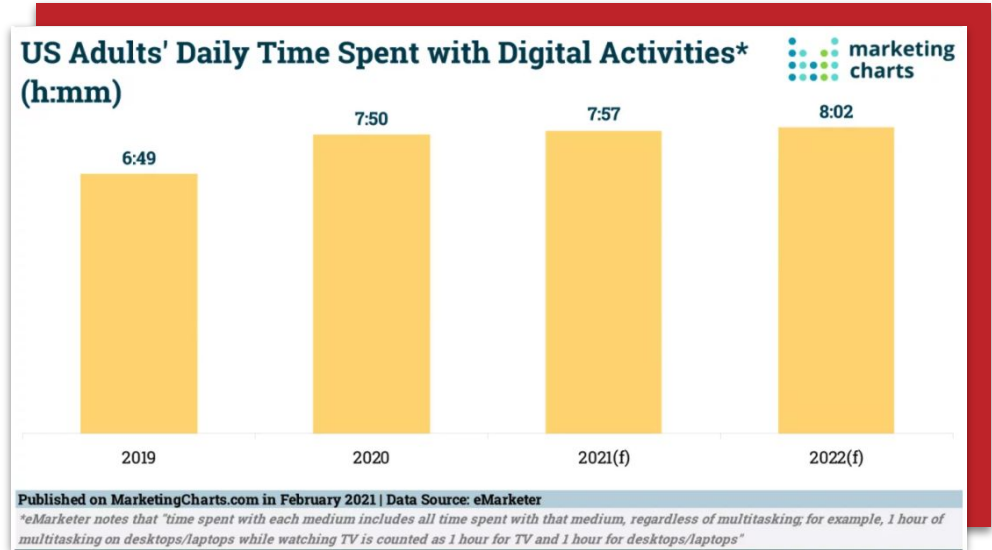
Part 1

# Digital Video Trends



# Digital Video's Rise to the Top

- In 2020, the average American spent nearly 8 hours a day with digital activities last year.
- Among video streaming platforms, the most time spent was with Netflix (0:31 per day) and YouTube (0:27 per day)
- Average time spent each day with social networks increased from 0:56 in 2019 to 1:05 in 2020, with TikTok enjoying the biggest increase in time.



Source: eMarketer

# Where Digital Video is Consumed

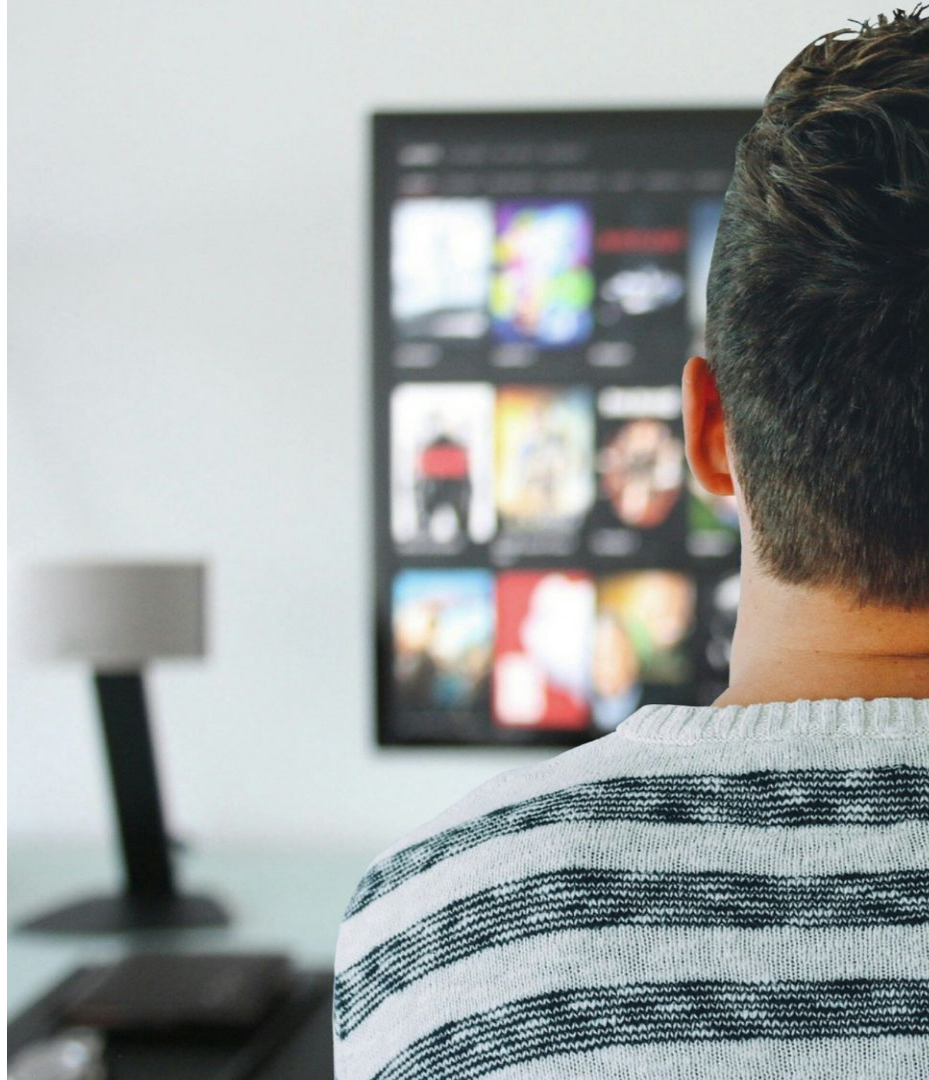
- **OTT (Over The Top) Content Providers**
  - YouTube, Netflix, Amazon Prime, Hulu
- **Social Media Platforms**
  - Facebook, Instagram, Tik Tok, Snapchat



# Cord Cutting Trend

The number of U.S. households cutting the cord on traditional TV services increased 27% from 24.6M in 2019 to 31.2M in 2020. This number is expected to rise to 46.6M by 2024 - an 89% increase in 5 years.

Source: eMarketer





# Connected TV

“Half of US viewers watch TV via connected TV boxes on a weekly basis.”

Source: AudienceProject

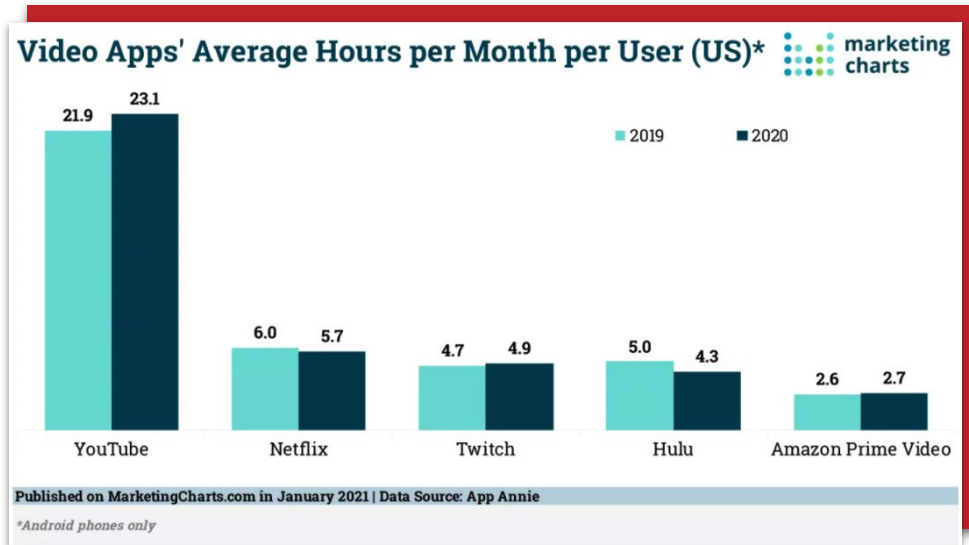


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# Video Streaming on Mobile Apps

- “In the United States, streaming rose from 9.4 billion hours in Q4 of 2019 to 11.2 billion in Q2 of 2020 as Americans stayed at home and turned to their screens.”
- Among video streaming apps in 2020, YouTube had the highest average monthly hours spent per user.



# Social Media Use in 2021

## U.S. Adults

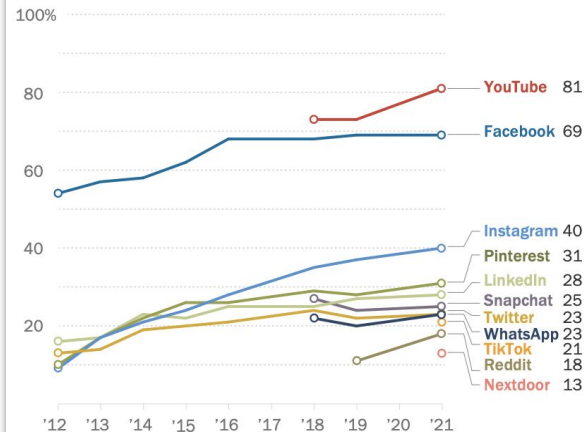
- 81% YouTube
- 69% Facebook
- 40% Instagram

## YouTube

81% of Americans say they use YouTube, up from 73% in 2019.

### Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

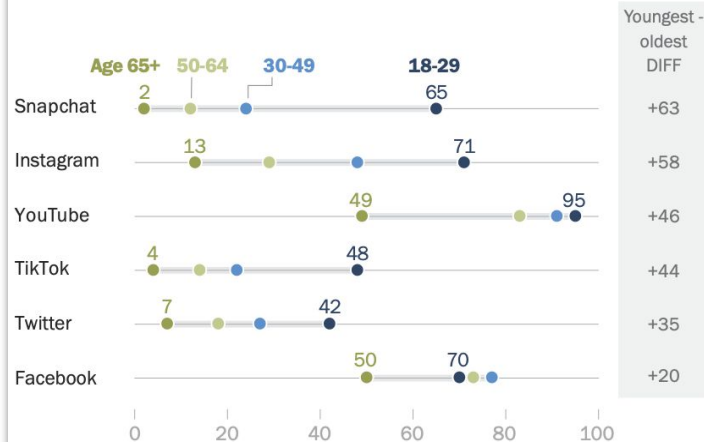


# Social Media Use by Age

- YouTube, Instagram, Facebook and Snapchat are the most popular among 18-29 years olds.
- YouTube, Facebook, and Instagram among 30-49 year olds.
- 50-64 year olds are most likely to use YouTube and Facebook.
- Those ages 65+ are more likely to use Facebook followed by YouTube.

## Age gaps in Snapchat, Instagram use are particularly wide, less so for Facebook

% of U.S. adults in each age group who say they ever use ...



Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER

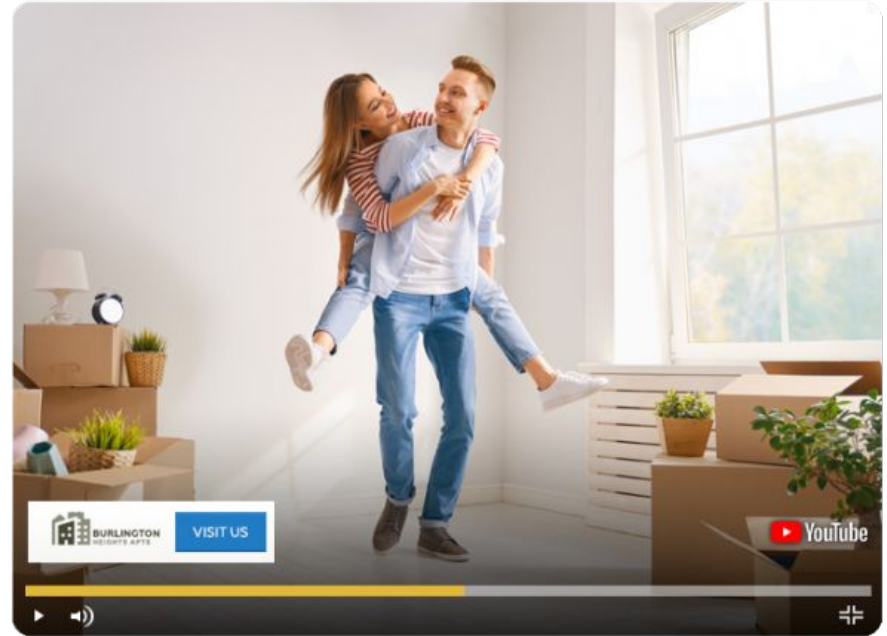
Part 2

# Where to Advertise With Video



# YouTube

- YouTube has 2+ billion users, making up almost one-third of the entire internet. These users watch 1B hours of video per day.
- Sophisticated targeting options (reach in-market audiences based on Google search data).
- Low cost per view for high quality traffic.
- Post-view tracking helps marketers see beyond the click.



Source: YouTube for Press

# YouTube is Seen As Alternative TV Source

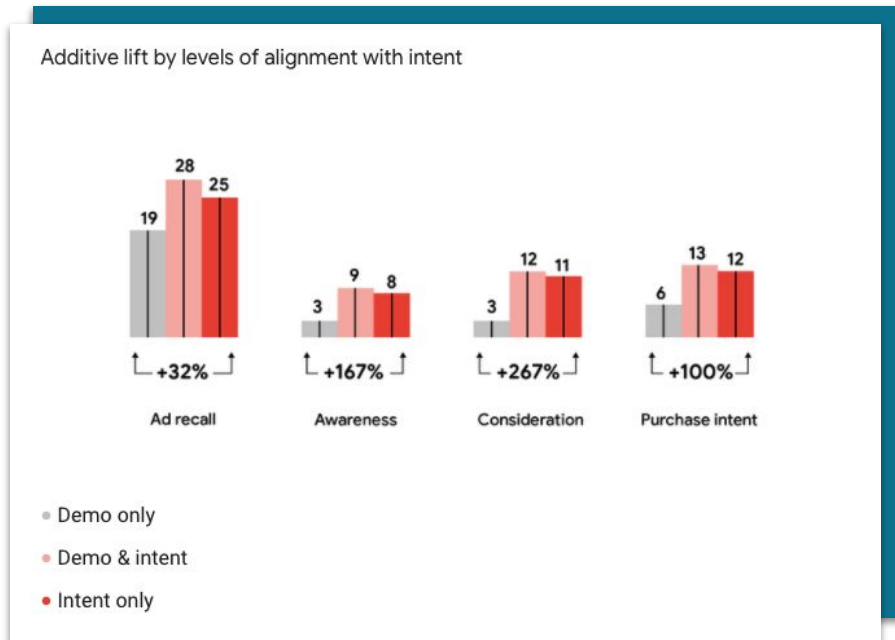
“Nearly 4 in 10 (36%) people in the US agree that watching content on YouTube is the same as watching TV.”



Source: AudienceProject

# YouTube Intent Targeting Leads to Better Ad Performance

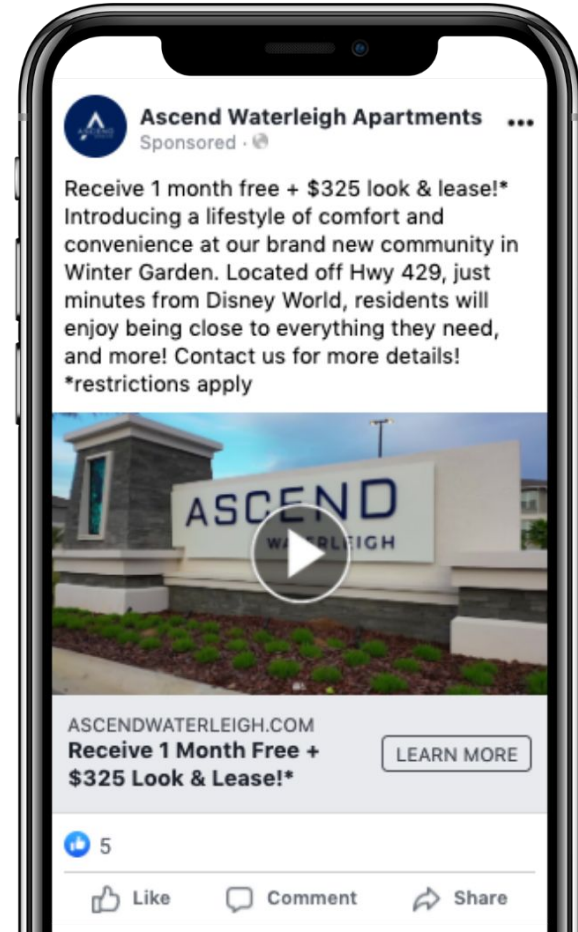
Intent based YouTube targeting leads to a 35% lift in ad recall, 100% lift in purchase intent, and a 10 percentage point decline in the % of ads skipped than demographic targeting.



# Facebook & Instagram

- Multitude of video placements in the Facebook ads platform (Feed, In-Stream Video, Stories, etc.)
- High average CTR. "The average Facebook user clicks on 12 ads per month, one click every 2.5 days."
- Highest converting website traffic among video advertising channels.

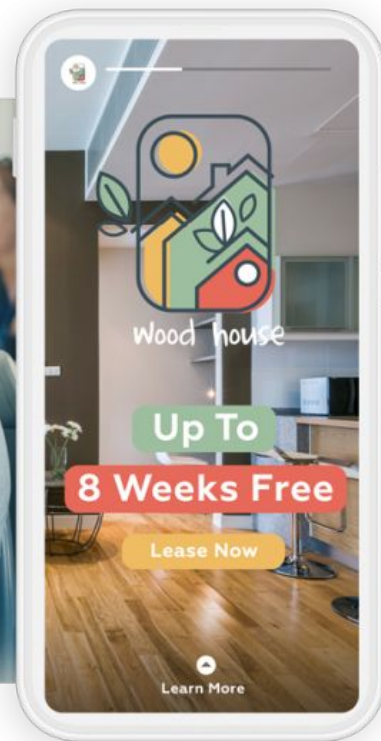
Source: Hootsuite





# Stories Increases Brand Affinity

62% of people who watch Stories across the Facebook family of apps said they become more interested in a brand or product after seeing it in Stories.

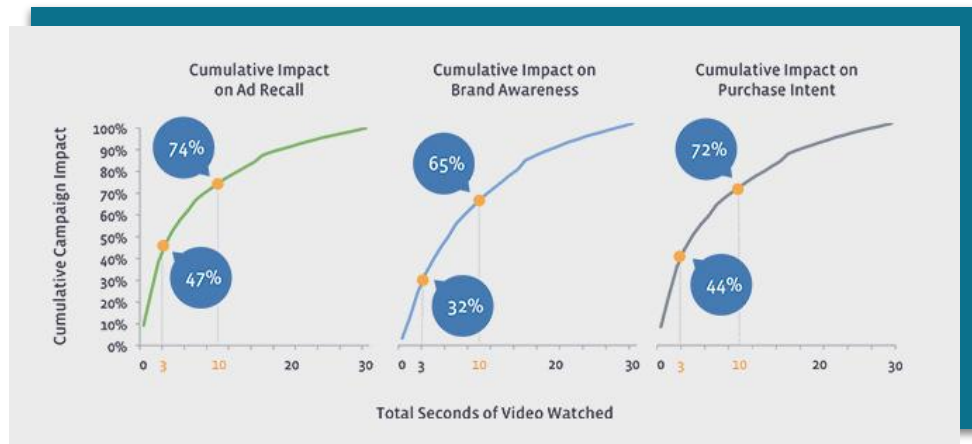


Source: Facebook for Business



# Facebook Video Ads Lead to Lift in Ad Recall, Brand Awareness, and Purchase Intent

Facebook commissioned Nielsen to study the impact of video ads on ad recall, brand awareness, and purchase intent. They found that most of the total campaign impact happens early in the video, with views 10 seconds or shorter contributing up to 74% campaign impact.



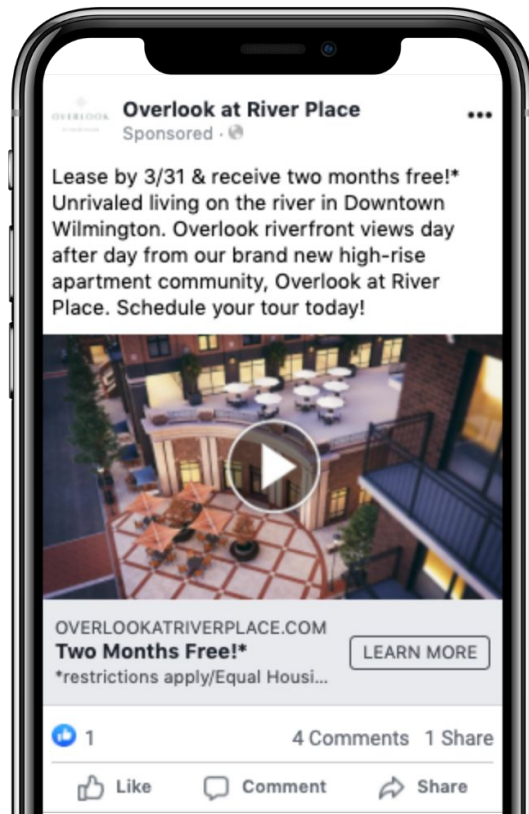
# High Video Completion Rates for Facebook Video Ads 15 Seconds or Less

Over 70% of ad breaks that are 15 seconds or less are viewed to completion.

Source: Facebook



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# Connected TV

- Reach a TV audience with the same level of targeting and attribution as Display
- Reach your users while they access premium content from top networks and publishers.
- Ads on the big screen lead to higher ad recall
- CLTV ads have a high video completion rate (median video completion rate is 82%)



# CTV Publishers You Can Advertise On With CLTV

## SPORTS

**ESPN** \*



## NEWS

**CNN** \*

**Bloomberg** \*  
TELEVISION



**newsy**

## LIFESTYLE

**A&E**



the**CHIVE**

**fubo**<sup>TV</sup> \*

**PLUTO**<sup>TV</sup>

**Discovery**

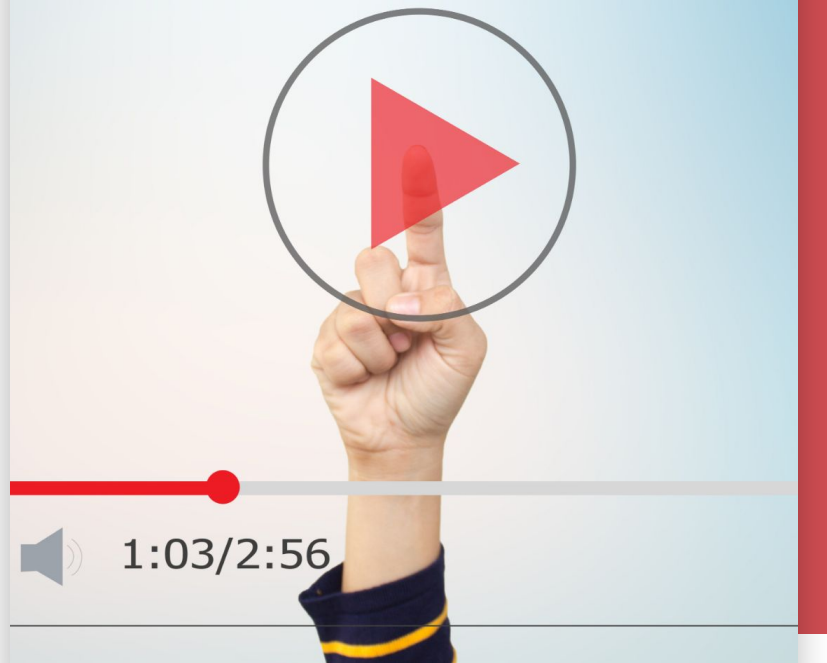


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Part 3

# Leveraging Your Content to Create Video Ads



# Image Based Videos



- + Logo
- + Offers
- + Branding Assets
- + Address
- + Calls To Action





# Video Example





# Image Based Videos

**Video Viewport**

**Video Timeline**

Skip Video



00:01 - 00:06



00:07 - 00:25



00:26 - 00:31

# Image Based Videos

Image: **Best Company Photo**

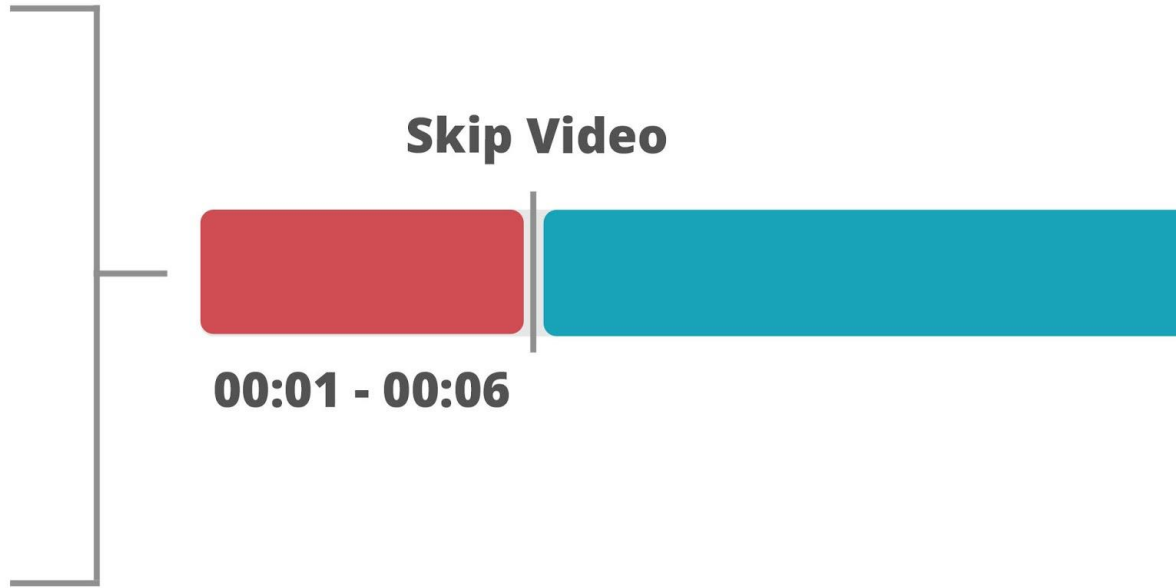
+ **Logo**

+ **Offers**

+ **Branding  
Assets**

+ **Address**

+ **Calls To Action**



# Image Based Videos

Images: **Property, Products, Inventory, and Amenities**

+ **Call To Action**

+ **Product**

+ **Branding**

+ **Address**

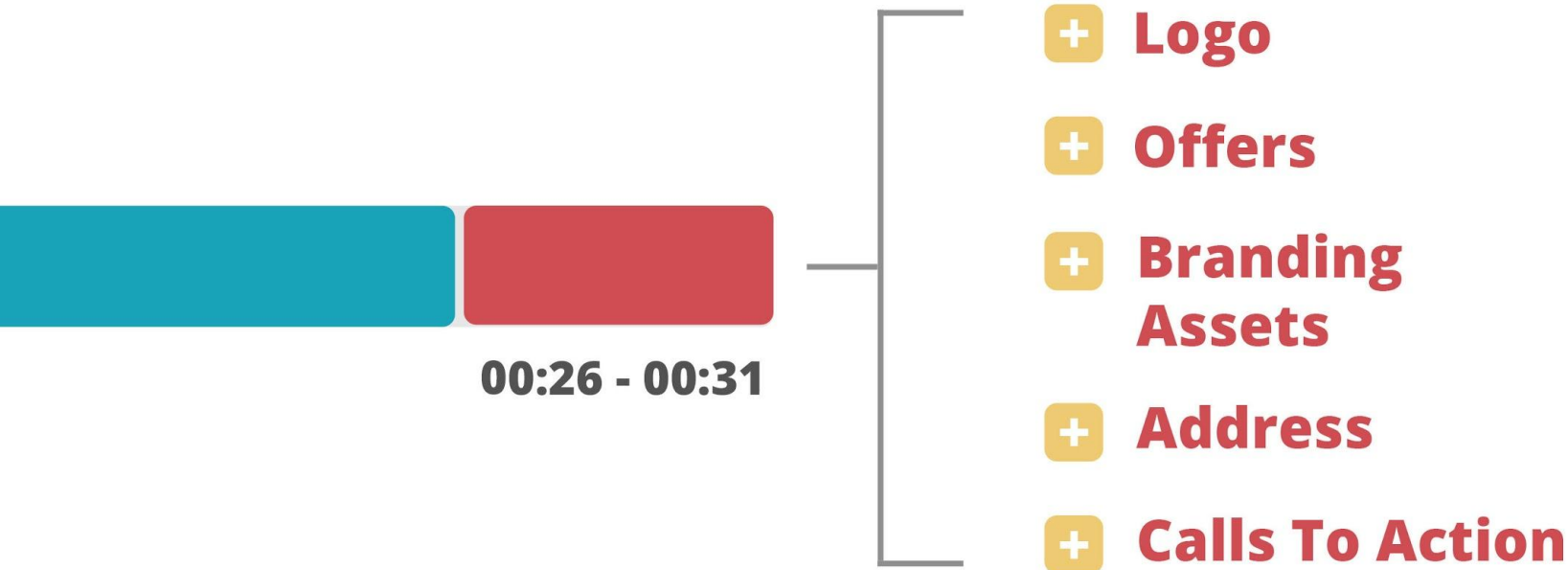
+ **Additional Info**  
Clients Requests



**00:07 - 00:25**

# Image Based Videos

Image: **Best Company Photo**



# Image Based Videos



# Image Based Videos



# Image Based Videos

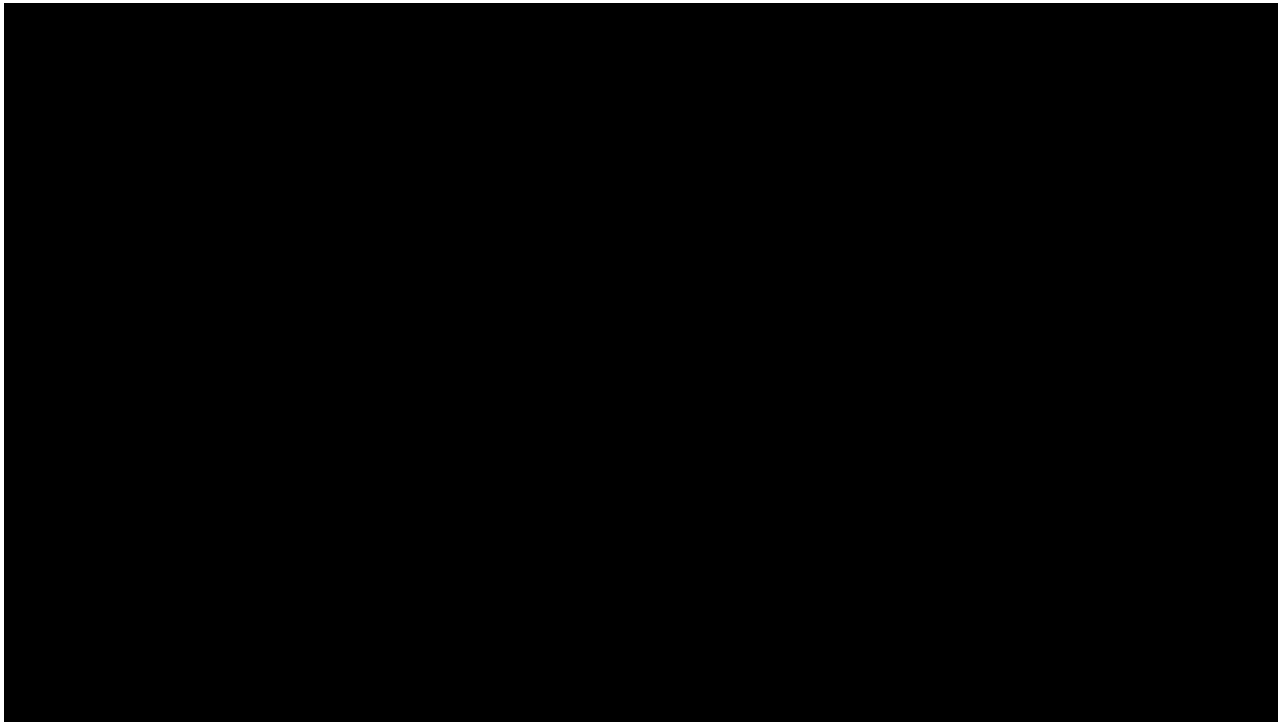




# Image Based Videos



# Video Example



Part 4

# Optimizing Your Video Ads for Brand Awareness & Conversions



# Portland Community Leverages Facebook Video Ads to Generate Awareness and Leads

## Challenge:

Community located in SE Portland wanted to find renters for their vacant one bedroom units.

## Approach:

- The community launched a Facebook ad campaign targeting in-market apartment seekers in the Portland area.
- The video ad promoted their community's one bedroom unit with a virtual tour style video.

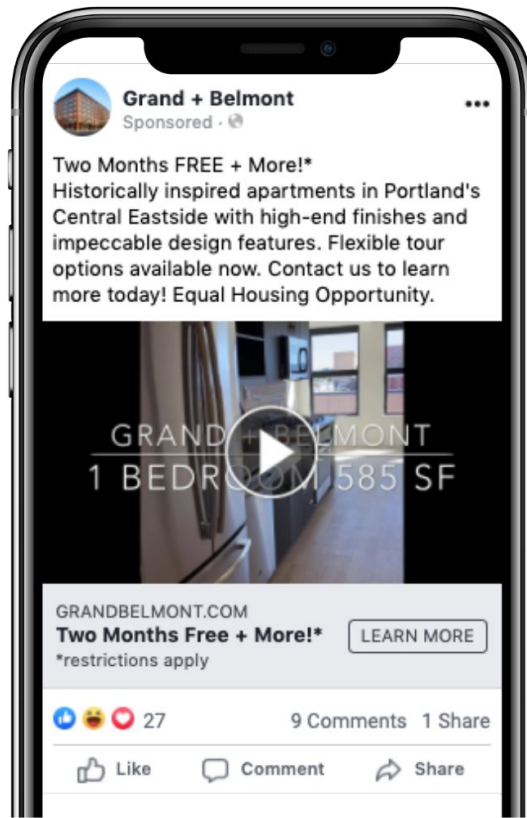
**Results:** Jan 2021 - March 2021

**50,695 Impressions**

**2,592 Clicks**

**5.11% CTR**

**68 Goal Completions**



# San Francisco Apartment Community Increases Brand Awareness & Conversions with YouTube Advertising

## Challenge:

A 19th century-inspired apartment community located in San Francisco's Mission District wanted to reach a larger audience and retarget interested prospects.

## Approach:

- Launched a [skippable 31 second video ad](#) using YouTube's TrueView for Action format targeting apartment seekers in the San Francisco area and retargeting the community's website visitors.
- The video highlighted the community's unique selling points: its' location in a historic neighborhood, modern take on 19th century-inspired interior design, and ground floor live/work loft units.
- Leveraged maximize conversions bidding strategy to optimize the campaigns for website conversions.

**Results:** Jan 2021-Feb 2021

**7,977 Video Views**  
**1,635 Clicks to Website**  
**25 Goal Completions**

**65 View-Through Conversions**  
**\$0.12 Avg. CPV**



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# South Carolina Community Reaches Renters on the Big Screen with CLTV

## Challenge:

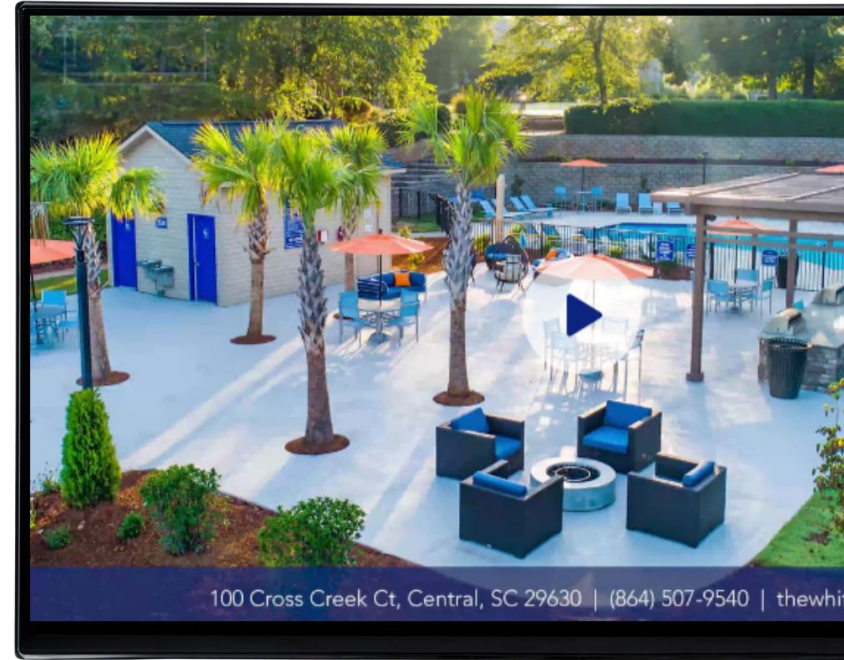
Apartment building located minutes from Clemson and Southern Wesleyan wanted to promote their community to renters in the Central, South Carolina area.

## Approach:

- Promote a 30-second CLTV video to Central, South Carolina apartment dwellers and online apartment shoppers.
- The campaign reached connected TV viewers across a host of platforms including, AMC Network, A+E Network, DirectTV, Samsung TV Plus, Sling, and Vudu.

**Results:** May 2020 & July 2020

**9,409 Video Impressions**  
**82% Video Completion Rate**  
**\$0.05 Cost Per Video Complete**



Part 5

# Next Steps







# Key Takeaways

- 1** Digital video consumption on mobile apps and CTV devices is on the rise among all age groups.
- 2** Launch video advertising campaigns across YouTube, Facebook, Instagram, and CTV Devices.
- 3** Top performing video ads target an in-market audience, use on-site imagery or video footage, and present call to actions.



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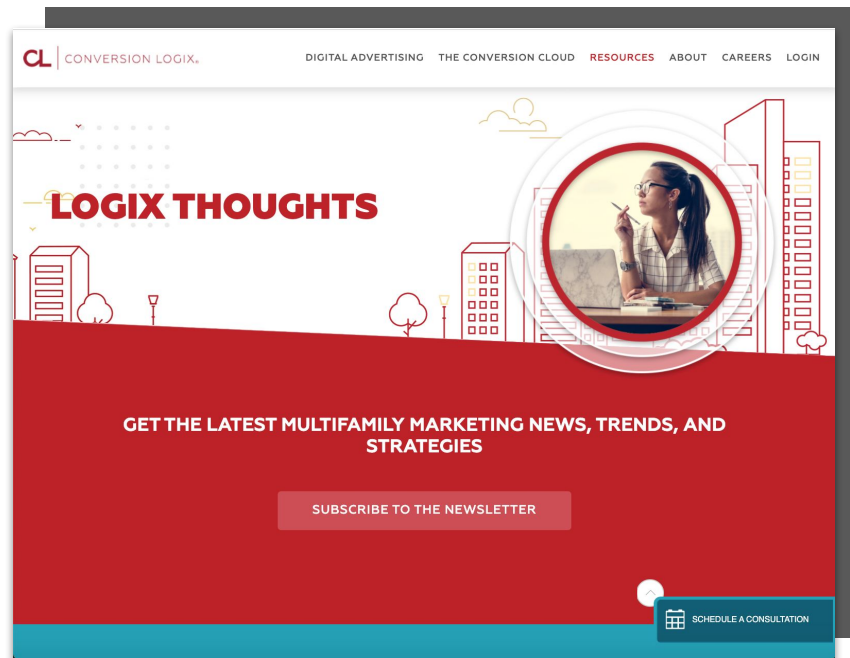
# Take Your Next Step

## 1. Get Started With Video Advertising.

Use our video optimization services to edit your video for advertising. Launch your next video campaign on YouTube Ads, Facebook Ads, or CLTV.

2. Reach out to us at [sales@clxmedia.com](mailto:sales@clxmedia.com) for a one on one consultation.

3. Visit us online at [ConversionLogix.com](https://ConversionLogix.com) and schedule a call.





# Questions?