

Advertisers Demand Proof Of Online Video's Efficacy

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Finding evidence for video's branding power

Online video advertising is growing at a fast pace in the US. eMarketer forecasts a spending increase of 48.1% to over \$1.5 billion this year, followed by a further boost of about 43% for the next two years.

But publishers and video ad networks have concerns about their effectiveness.

A survey of web publishers by online video ad service provider BrightRoll found that they considered standardization of formats across ad networks to be the greatest barrier to online video growth, followed by the interruption to the user experience.

Publishers also had concerns about working with ad networks, mainly about fill percentages and sales-channel conflicts.

But even more publishers' 88% said they thought advertisers would spend more if research proved the efficacy of online video advertising.

An earlier BrightRoll survey that queried agencies found 52% said their clients would spend more under the same conditions.

"Today's video metrics only partially answer the essential question marketers want to know: Did the ad convince the consumer to buy?" wrote David Hallerman, eMarketer principal analyst, in the October 2010 report "Measuring Video Ads: Metrics for Brand Marketers." "Whether the metric data comes from servers (completion rates) or from surveys (awareness), it acts as only a proxy for answering that bottom-line question."

Research from Dynamic Logic and TubeMogul in Q4 2009 showed online video performed better than rich media or simple flash in online ad awareness, brand favorability, and a variety of other branding metrics.

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