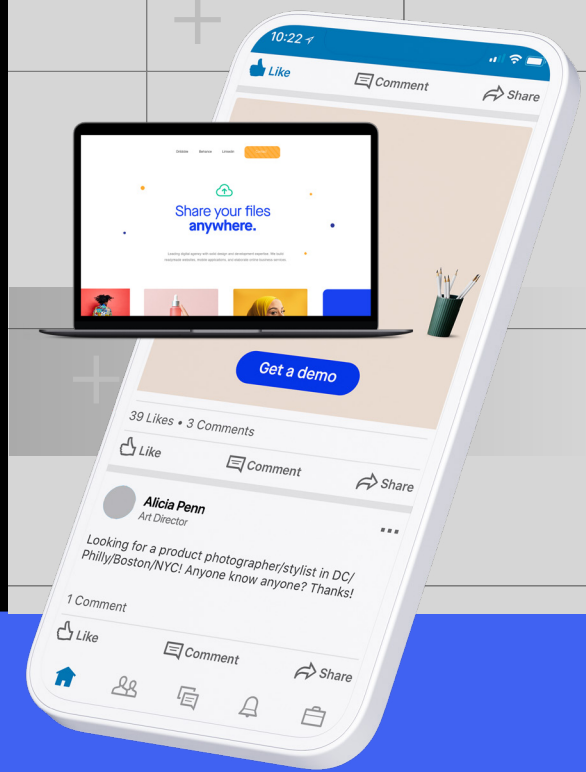


4 Tips for your LinkedIn Ad Creative For Tech Marketers



What makes a consumer stop their thumb when scrolling LinkedIn?



What causes them to resist hitting the “Skip Ads” button when watching a YouTube video?



What’s the difference between an ad that attracts eyeballs and one that makes your eyes glaze over?

Questions like these — questions of just what, exactly, makes for compelling ad creative — have plagued marketers since the inception of advertising.

And they’re especially pertinent now in the crowded, hypercompetitive world of online technology marketing. With every company hawking its own unique, groundbreaking, full-service, proprietary, AI- and machine learning-powered, game-changing enterprise SaaS solutions; or dating apps, each one claiming it’s algorithmically guaranteed to find you ‘The One’... well, it can be hard to stand out from the crowd. These challenges are compounded by the fact that ads are getting shorter, just like consumer attention spans.

For decades, advertisers had no choice but to rest on their best educated guess. Creatives would try to cater to the fickle tendencies of consumers, media executives would try to measure its effect on sales and the resultant analysis was a crude approximation.

But it’s a brave new world. Technology now enables us to gauge the effectiveness of ad creative with unprecedented depth and more accurately identify what makes an ad resonant with consumers.

Here at VidMob we get excited by the opportunity to measure what matters. Based on recent client discussions and user feedback, we became curious to investigate what makes technology ads successful on LinkedIn.

The key, it turns out, is in the details.

The difference between a successful ad campaign and a flop can be as particular as whether the ad is set indoors or outside, where a model directs her gaze, or if the video features text in its first 2 seconds.

In a new study of video ads on LinkedIn, VidMob examined more than 265,000 ads generating a combined 1.6 billion impressions. Our technology allowed us to analyze the specific visual elements of each ad — from the colors used to the facial expressions on the models. We then compared these results with the performance metrics for each campaign to determine which techniques had the greatest effect on consumers.

Our study identified several creative strategies that have a clear and profound effect on consumer engagement. That is, we know the creative strategies that produce more engagement, a higher conversion rate and a greater return on advertising spend.

Whether it's a SaaS offering that promises greater efficiencies, or a travel app boasting the lowest airfares, our technology was able to identify the best marketing practices — both in general, and for each specific brand.

Collectively, these results show that it pays to sweat the small stuff — and that the characteristics of an influential digital ad are often counterintuitive

Methodology

38,848 video campaigns

265,000 video ads

1.6 billion impressions

We analyzed 38,848 video campaigns on LinkedIn from different tech brands — everything from flight-booking apps to SaaS companies — for a total of 265,000 video ads and more than 1.6 billion impressions.

The ads appeared on LinkedIn over a period of more than three years, from January 1, 2018 to May 31, 2021.

Agile Creative Studio — our proprietary, AI-powered, visual image processing software — evaluated every



visual component of these ads, frame by frame, to determine what creative strategies were deployed.

The software tracks everything from the color scheme of the ad, to the eye gaze of the models used in the ad to the text prompts used in call-to-action buttons.

Our visual analysis was then compared to the engagement and conversion rates for each campaign to determine which creative decisions have the most impact on consumers.

Here's what works:



Wear your heart on your sleeve

One of the more obvious results of our analysis is that **consumers respond to emotion**. The view rate, defined as viewing a video for at least 2 seconds, **was 74% higher for ads in which models had particularly animated, emotive facial expressions (compared to models who had muted, neutral affects). When models conveyed happy emotions, the conversion rate was 22% higher.**

Advertising, at its core, is about eliciting an emotional response in consumers, persuading them to desire the product or service being advertised. So it only makes sense that consumers would be more swayed by models displaying intense emotional reactions.



Be direct

Less obvious, however, is the effect eye gaze has on consumer engagement. **Consumers seem to prefer ads that address them directly. When the talent pointed their gaze squarely at the consumer, view rate increased by 30% and conversion rate was 23% higher.**

It's important to note these were digital video ads, which can be a more engaged, intimate advertising medium. Scrolling through your phone or sitting hunched over a laptop is a more active consumption experience than, say, kicking back on your couch and passively consuming TV commercials. This difference in intimacy helps explain why direct gaze is so important for digital video ads.



The great indoors

Another counterintuitive insight is that ads set indoors performed better than ads filmed in outdoor settings. **Indoor ads had a 45% higher view rate and a staggering 57% higher conversion rate.**

In this instance, it's important to take the medium into consideration. All of the ads examined for this study ran on LinkedIn, a platform primarily for professional services and B2B ads — products and services designed for use in offices and other work settings. It doesn't make sense to use images of sweeping mountains vistas or rolling meadows when advertising an enterprise SaaS solution. No wonder that the best-performing ads were shot indoors.



Show them the goods

Similar to eye gaze, there's no use to being coy when it comes to advertising your brand. Consumers respond well to compelling visuals — whether they be text, people or physical devices — especially when those images are presented early in the advertisement.

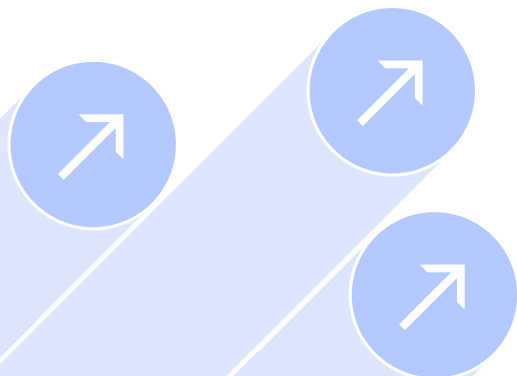
Ads that have text in their first 2 seconds of video have a conversion rate 46% higher than the industry average, for instance.

Opening with an image of a smartphone or different kind of electronic device raised conversion rates by upwards of 17% and lifted view rate by 2.7 times the industry average.

Including celebrities in an ad increased conversion rate by 46%. But using no-name talent has a substantial effect, too. Ads with general talent have a conversion rate 31% greater than the industry average.

That said, it's even more important to showcase your brand. **Videos that led with brand imagery had a view rate 69% higher than ads that led with talent.**

Don't bother trying to build up to some grand reveal. The data shows that the best approach is to serve up your most compelling imagery early and often.



Find your future state

An important caveat to this study is that no one strategy works for every brand.

Each brand has its own distinct voice and unique public perception. So while there may be some common characteristics across successful ad campaigns, it's better to understand the strategies that work best for your specific brand. Discovering the most effective creative elements for your brand will make your campaigns more engaging and your ad spend more efficient.

The difference between success and failure in advertising is slim, and in an era of ever-shortening attention spans, the margin of error is even narrower. The difference could be as subtle as having the model avert their gaze two degrees to the left.

It pays to sweat the small stuff in video advertising — and with VidMob, you can analyze your video advertising more precisely than ever before.



See how your ad performance stacks up to date: **request a demo**

Why VidMob?

The world's leading platform for **Intelligent Creative**, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3) VidMob Gives. Learn more about VidMob at vidmob.com and VidMob Gives at vidmob.gives.

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