

4 Tips to Enhance Your 2021 Holiday Creative

VidMob's eCommerce
Benchmark Report

vidmob



This past holiday season was unlike any other.

The unprecedented nature of the 2020 holidays allowed marketers to develop an equally unprecedented understanding of consumers' digital shopping behaviors. We saw the highest volume of online shopping to date, an interesting influx that made our eCommerce analysts here at VidMob want to dig deeper so that we could learn more and generate meaningful insights to help our customers make the most of this upcoming holiday shopping season.

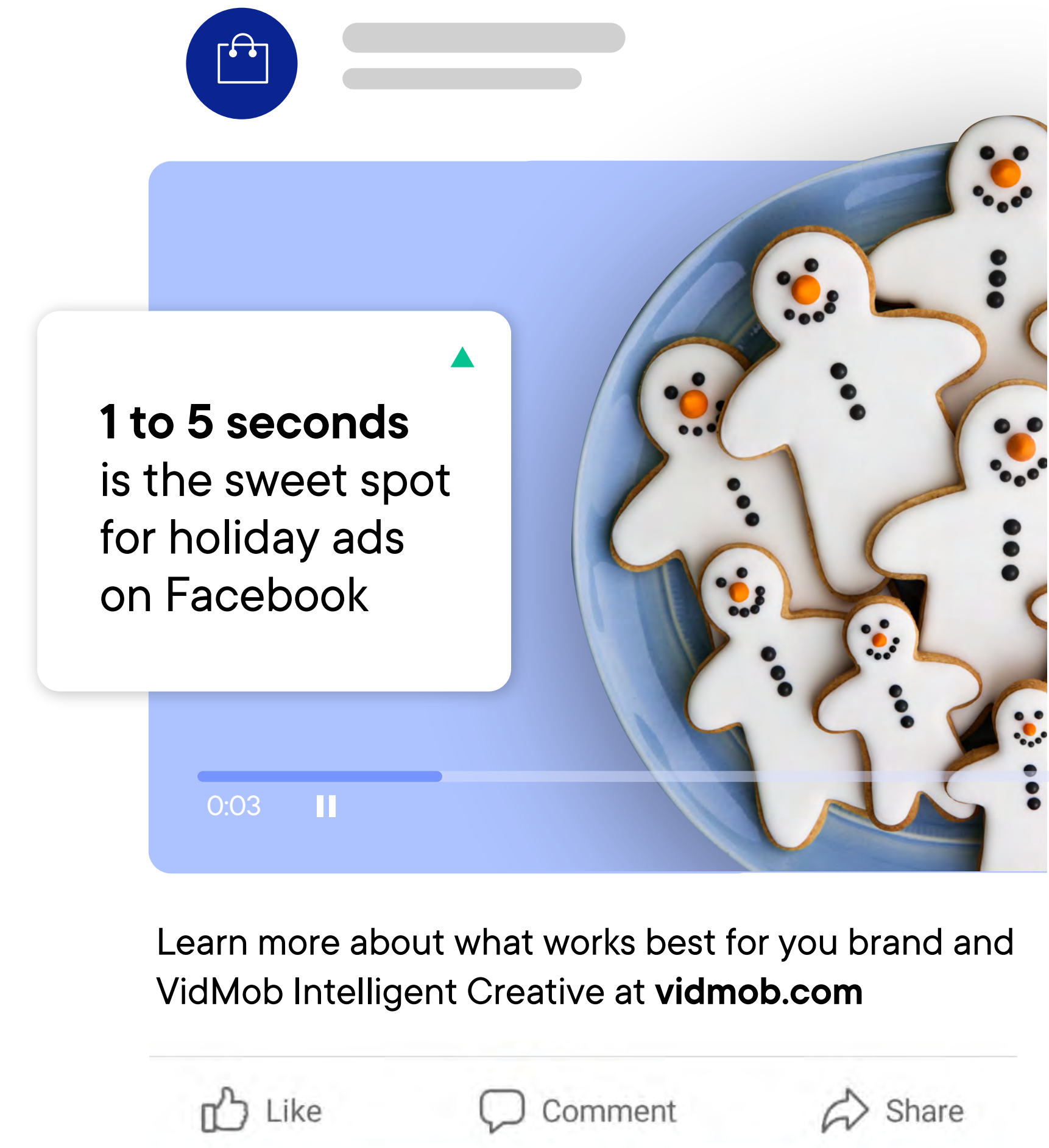
Holiday shopping shifted online due to concerns about in-person shopping, generating a wealth of eCommerce data. And VidMob has sifted through it all to determine just what does (and doesn't) work when it comes to holiday advertising. We didn't only want to know the most successful campaigns — we also wanted to identify the specific visual elements that prompt consumers to make a purchase.

For example:

- **The shapes and colors that command a consumer's attention**
- **The photos that cause someone to double tap their thumb**
- **The ad copy that piques a shopper's interest and convinces them to click through to find out more**

We sought out to measure creative effectiveness with quantifiable precision, and thanks to our proprietary AI image recognition system, we analyzed more than 3.2 billion ad impressions, and made some interesting discoveries. We learned how to best align text with imagery, and the amount of time before a consumer zones out of a brand's video ad.

We've compiled those insights in the following pages to help eCommerce brands like yours ready up for the upcoming shopping season — the ultimate opportunity to drive revenue and win customers for life. Creative is the #1 driver of campaign performance, so read on to arm yourself with insights and learn more about how technology can measure and optimize your holiday ads.



VidMob examined the ad design and messaging tactics of 68 different retail and eCommerce brands during the 2020 holiday season.

12K Ads	68 Brands	3.2B Impressions	1,200 Campaigns
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Our analysis includes more than 12,000 discrete ads, across nearly 1,200 campaigns, generating more than 3.2 billion impressions across Facebook, Instagram, Facebook Messenger, and Facebook Audience Network.

Methodology

Our goal for this study was to develop a better understanding of the creative drivers of holiday campaign performance for retail and eC-commerce brands to identify what works, what doesn't work, and most importantly, to understand know why.

We gauged success by measuring the purchase rate of 1,168 distinct campaigns — that is, the percentage of consumers who viewed the ad and went on to purchase the item being advertised within the next 28 days.

Purchases include items bought directly on Facebook or on other websites (as tracked by Facebook Pixel). All campaigns included in the study were executed with “Conversions” as the primary objective.

The analysis itself was conducted using Creative Intelligence, VidMob's AI-powered technology. Creative Intelligence tags every visual component of an ad — the objects, shapes, words, colors, and logos. The software can even analyze language, to see if a message has a positive or negative sentiment. This dataset is then referenced against campaign performance data, providing marketers with real-time insight into the creative drivers of campaign KPIs.

With Creative Intelligence, brands don't just know which campaigns are successful, they know the specific visual characteristics that made those campaigns successful. And thanks to machine learning, the Creative Intelligence system is entirely automated, and constantly improving. To date, VidMob has tagged over 1.3 billion visual elements across ads that generated more than 6.2 trillion impressions.

1 Keep it Moving

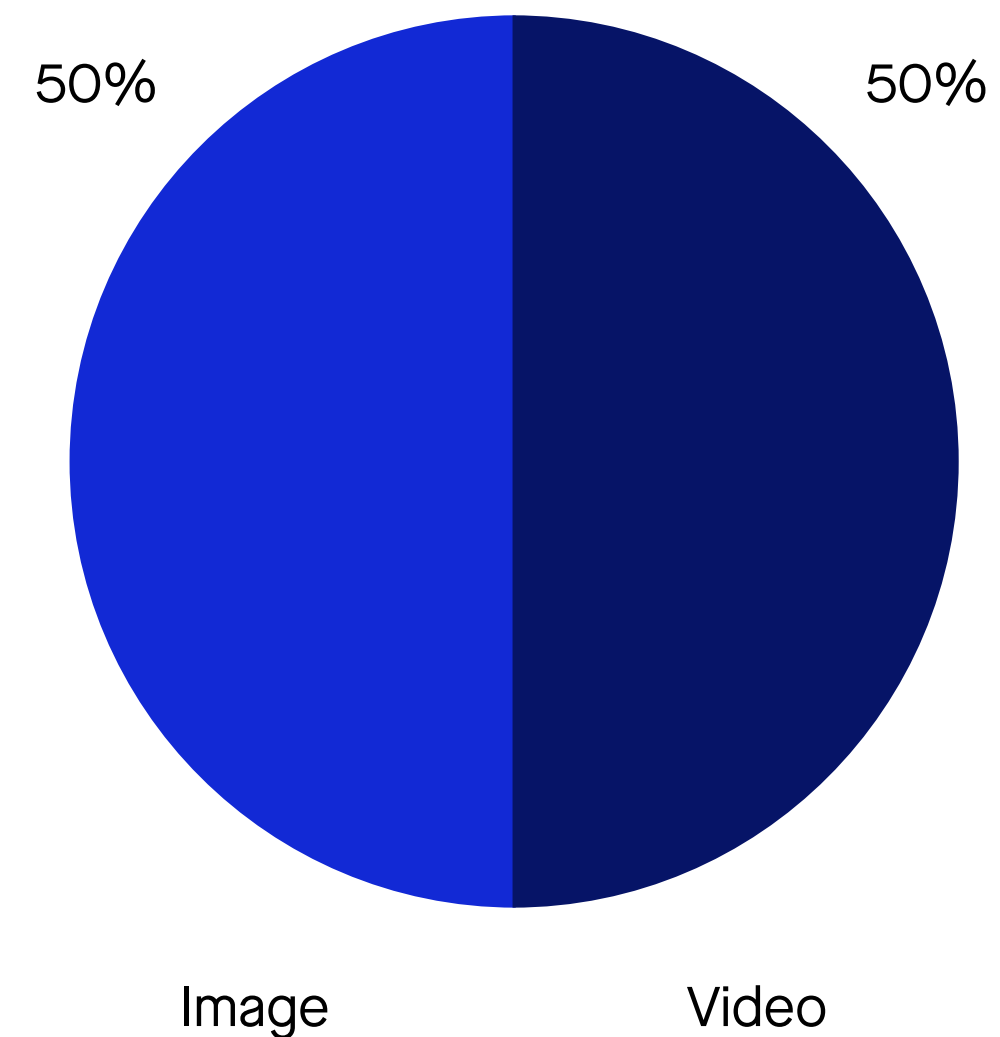
When it comes to advertising on Facebook, it helps to keep things moving (literally).

Video ads drove a 30% higher online purchase rate compared to static ads, according to the analysis.

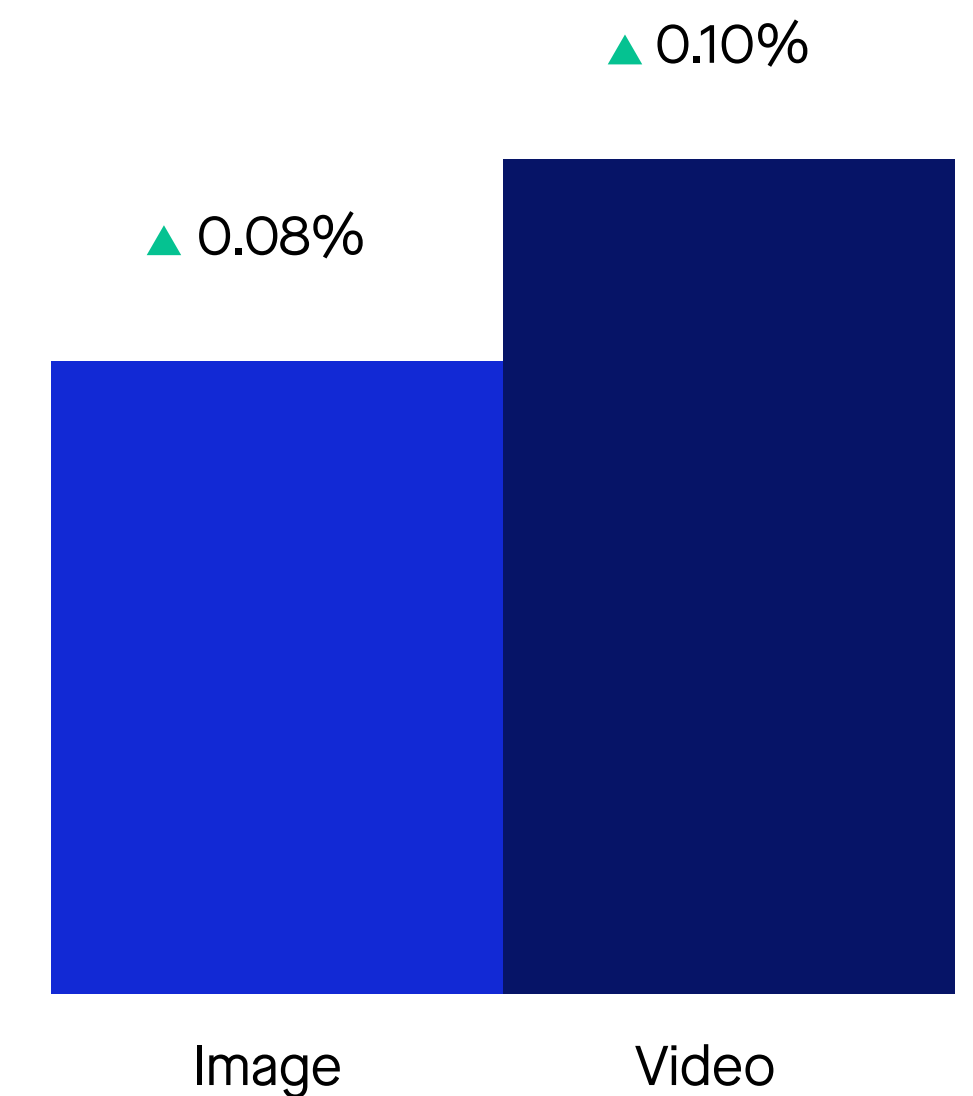
Creative Takeaways

- Think of ways to creatively convey the lifecycle or journey of your products
- Show your shoppers “how to” in your creative — and make it move
- Allow your ads to serve as a map for product experience to provide a glimpse into things your shoppers will enjoy

Global Ad Breakdown by File Type



Effects of File Type on Purchase Rate



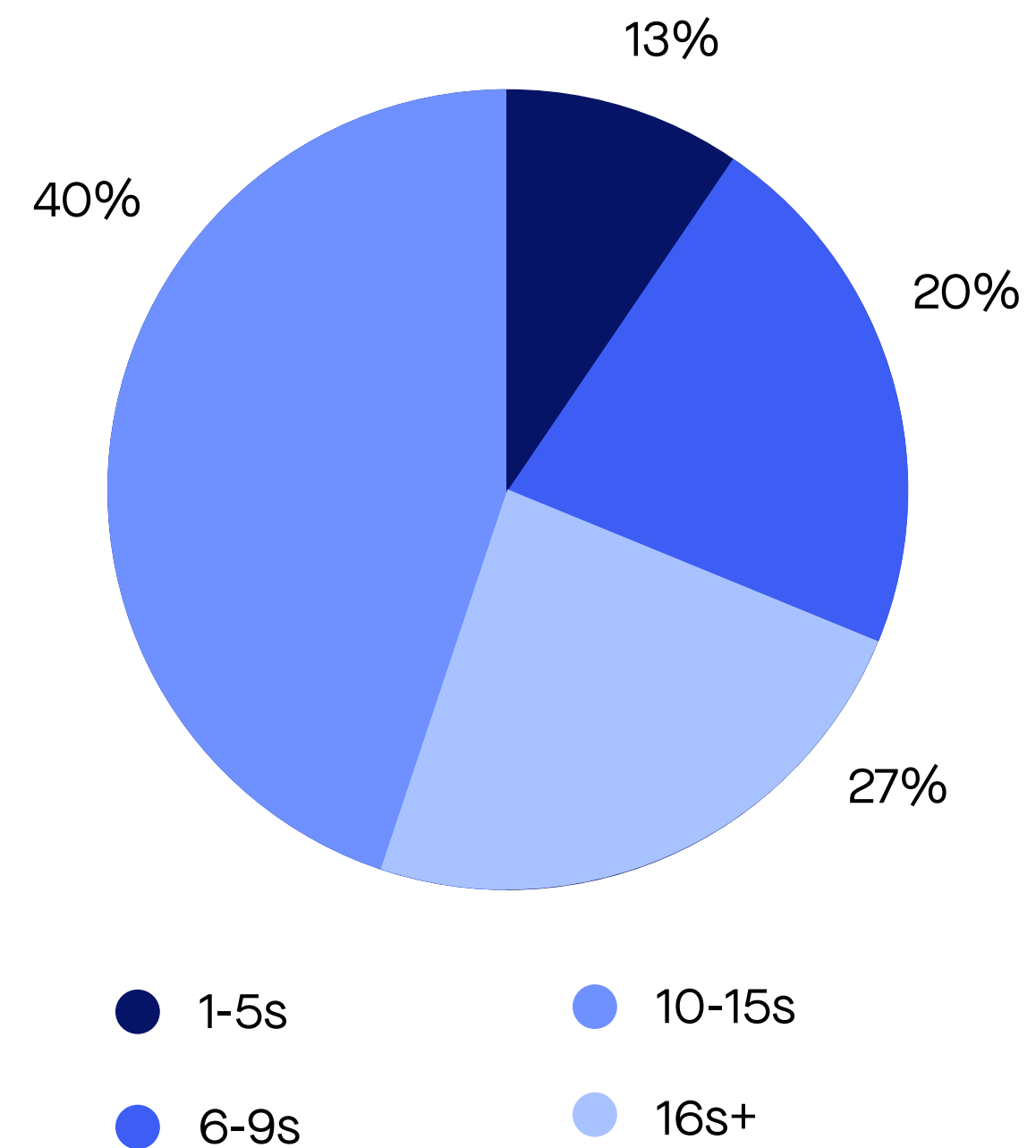
2 For Video, Shorter Is Sweeter

Video ads 1 to 5 seconds in duration had a purchase rate **167% higher** than the overall video average, and **700% higher** than videos 16 seconds or longer (the lowest performing duration), and 100% higher than 6-9 second videos.

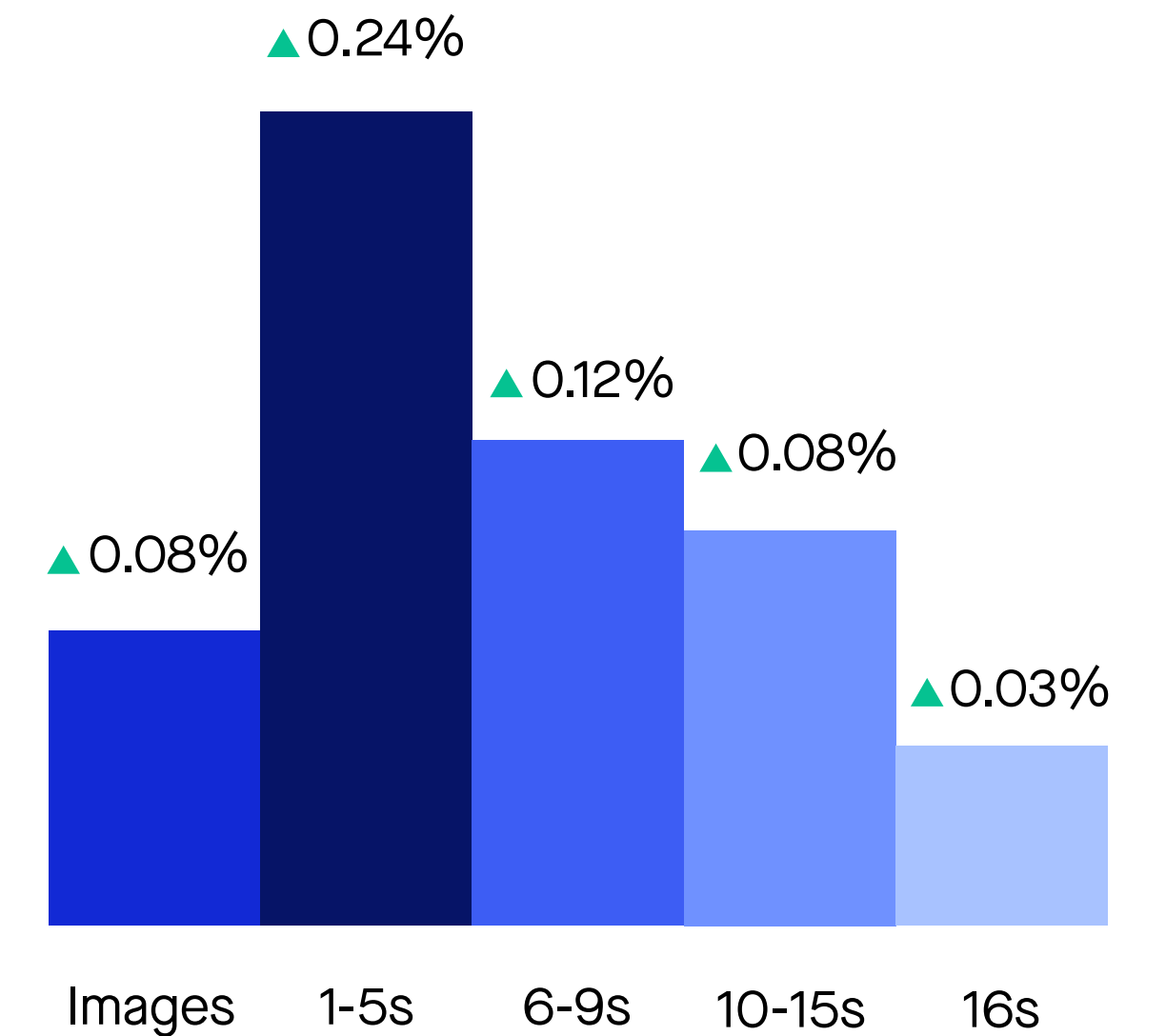
Creative Takeaways

- Consider how different color shifts can quickly compel your shoppers
- For shorter ads logos should be displayed within the first two seconds for quick recognition
- Try allocating one second to each explainer moment

Global Ad Breakdown by length



Effects of Length on Purchase Rate

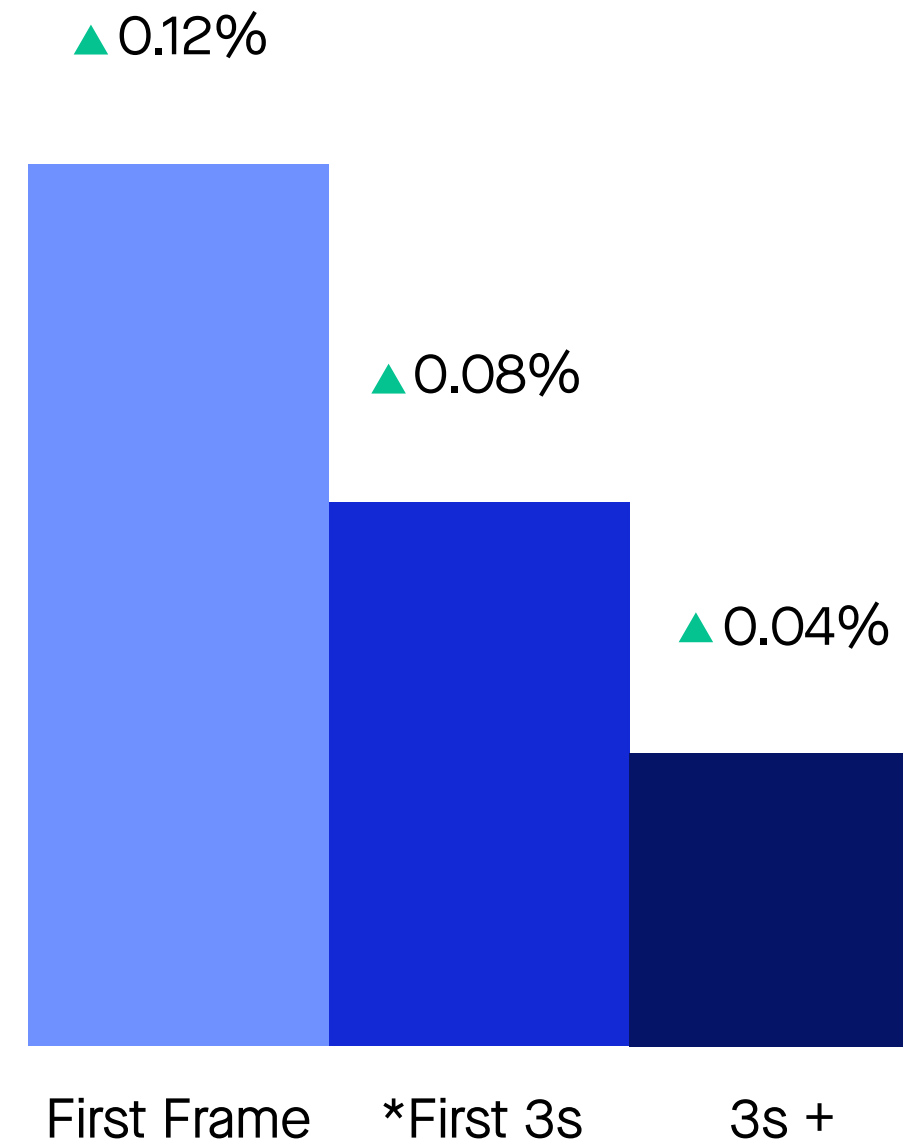


3 Lead With Text

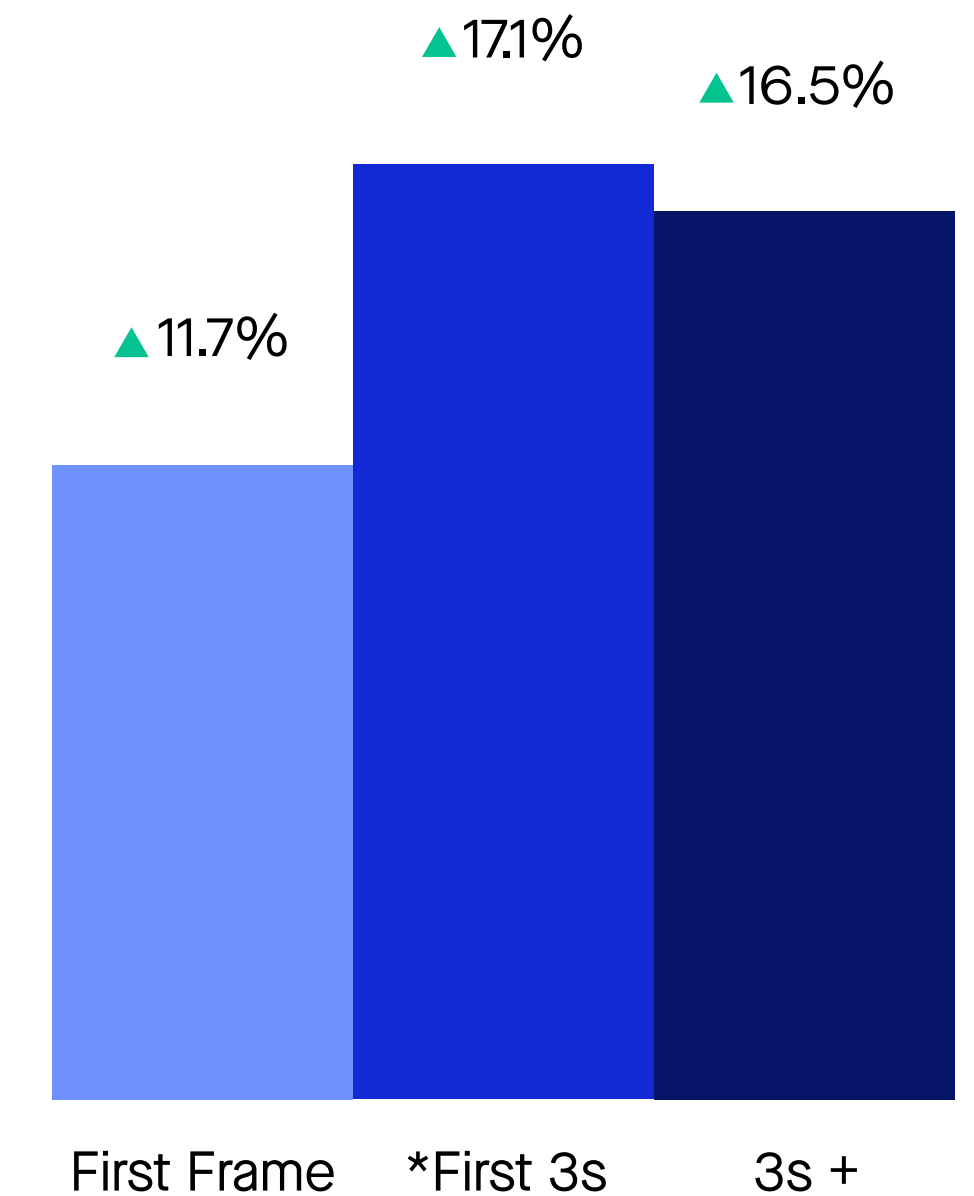
Combining video with strategically-placed text on screen is an effective combination. Videos with text in the first frame **saw a 3x higher sales lift** than ads that introduced text after the first 3 seconds.

An important caveat: For upper-funnel campaigns, introducing text in the first video frame hinders 3-second view rates. Introducing text in the first 3 seconds, excluding the first frame, however, increases the 3-second view rate by 46%.

Text Introduction (Videos) on Purchase Rate



Text Introduction (Videos) on Video View Rate



*Excluding First Frame

3

Lead With Text (cont.)

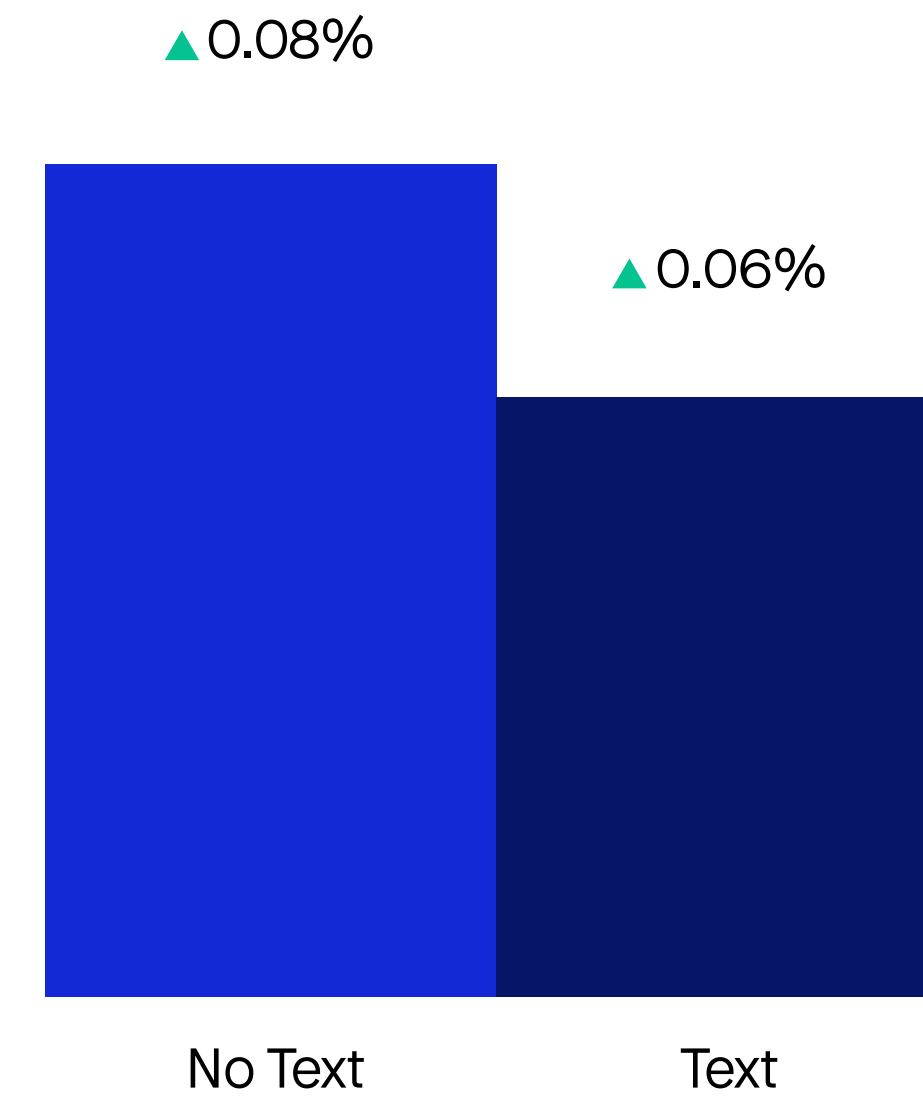
Still images work differently to videos.

For static ads, including text in the image decreases purchase rate by 40%.

Creative Takeaways

- Consider the most important words for your shoppers by consulting your SEO list
- Use messaging that greets or celebrates the viewer
- Take advantage of supplementary text placement to share ideas more sharply

On-Screen Text's Impact on Purchase Rate (Images)



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Create a Sense of Urgency

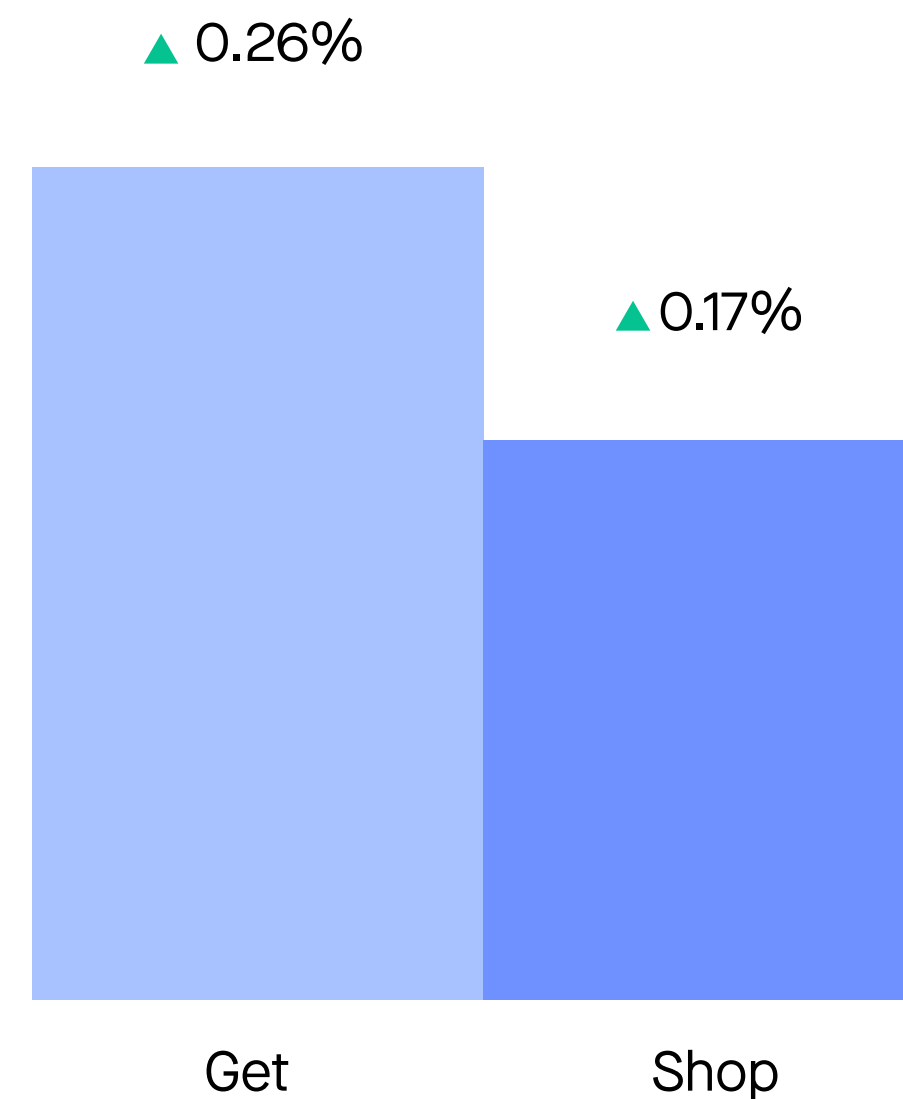
Messaging choices are endless so we examined which calls to action (CTA) had the highest conversion rates. For CTAs served during the first 3 seconds of a video, we found the word “Get” had an average purchase rate 53% higher than CTAs using “Shop.”

Using “Limited” in static ads increased purchase rate by 20% compared to using “Now.”

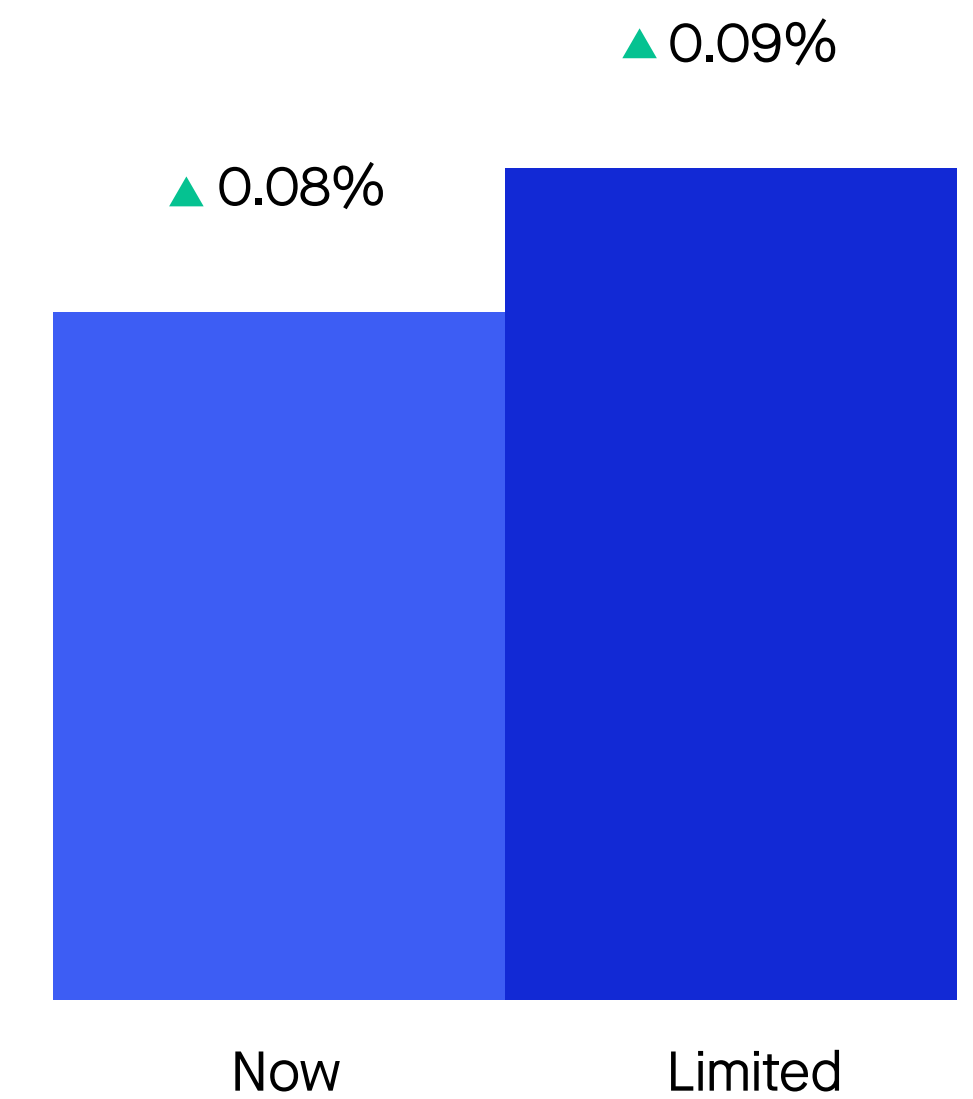
Creative Takeaways

- Fill in the “Get” gap by inserting the value add your brand offers to customers
- Incorporate images to stimulate a threshold for shopping time
- Show shoppers how many items have been sold to enhance excitement

CTA Effectiveness on Purchase Rate (Videos)



Effectiveness of Urgent CTAs on Purchase Rate (Images)



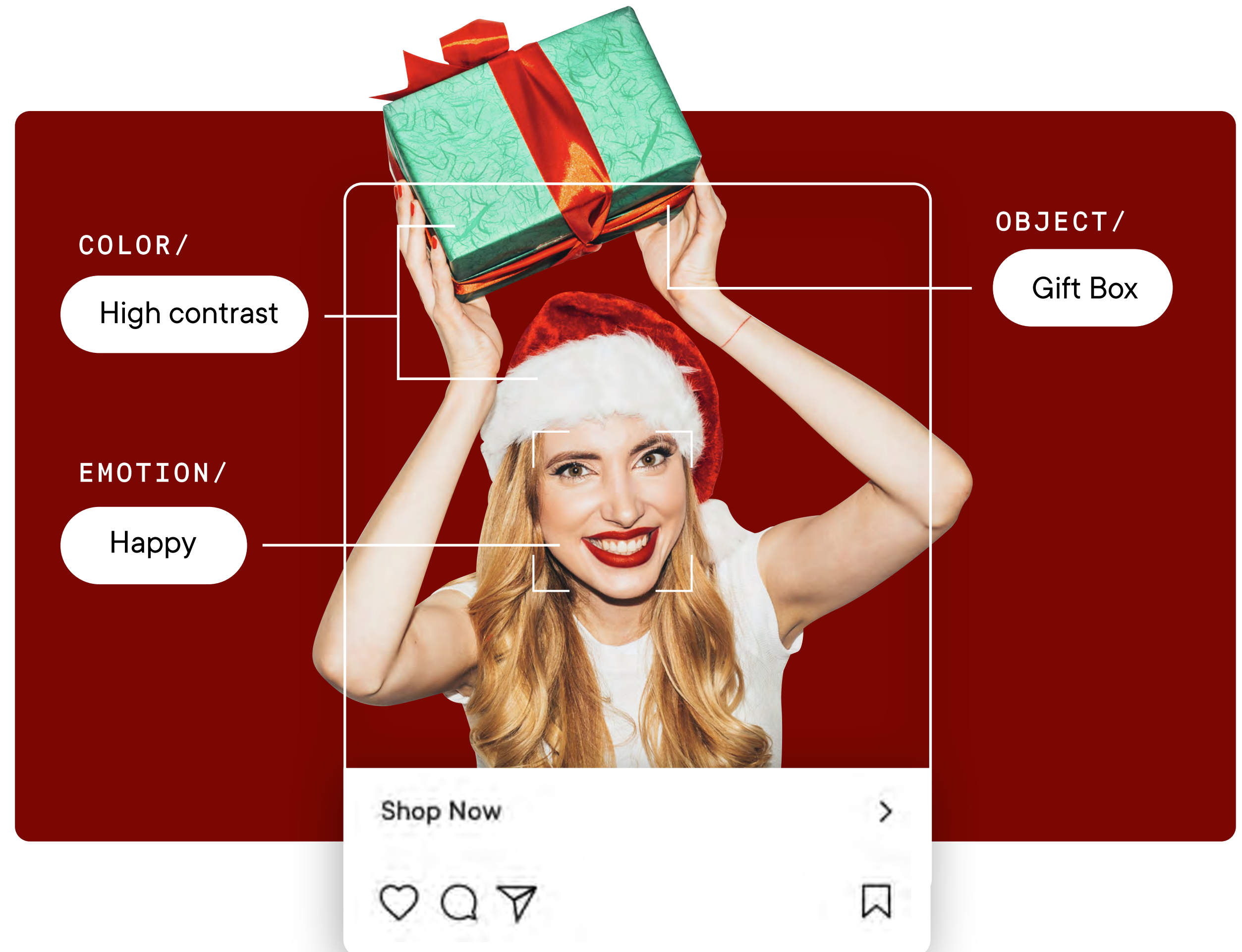
IN CLOSING

The power of ads to captivate their audience has always been the key to performance.

Intelligent Creative empowers you to manage your creative performance to dramatically improve ROI. That starts by knowing how each visual or audio attribute contributes, or is likely to contribute, to campaign performance.

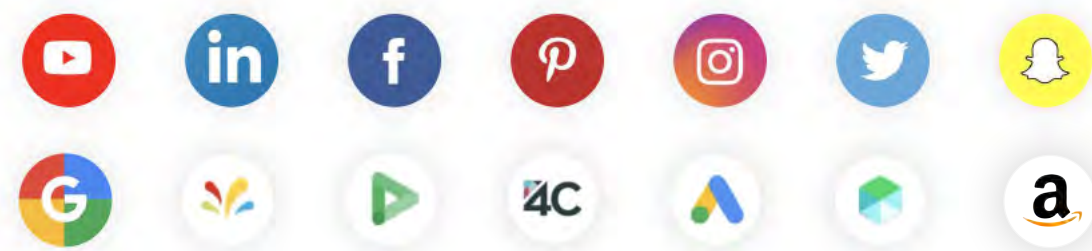
This report looks at large volumes of data to provide general insights into the effectiveness of creative attributes for holiday ads on Facebook. Insights can vary by brand, campaign, and by platform — even from one year to the next.

True Creative Intelligence is about setting and refining your brand's unique best practices.



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.

The composite image illustrates the VidMob ecosystem. At the top, a browser window shows the VidMob dashboard at <https://acs.vidmob.com/watchdashboard>. The dashboard includes a 'WATCH' button, a 'DECAY' graph, and a 'Campaign Snapshot' section. The 'Campaign Snapshot' displays a '3-Sec View' performance of 15.9%, which is 1.4% above the account average. A line graph shows performance over time from July 15 to July 29. Below the graph, there are 'Top Performers' and a 'Text' vs 'People' vs 'Objects' analysis. In the center, a mobile phone displays a product shot of a red stand mixer. To the right, a social media comment thread shows a user asking for product shot adjustments, with replies from 'Alexandre Paiva' and 'Zoe Miller' discussing background brightness and framing.