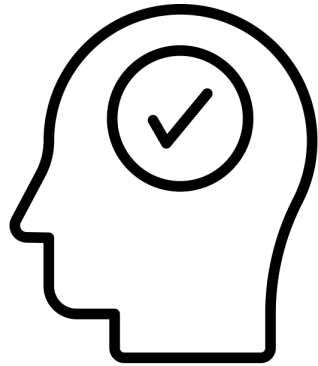# vidmob

Vertical Insights for Non-Profits
Facebook & Instagram

Creative Insights for Non-Profits
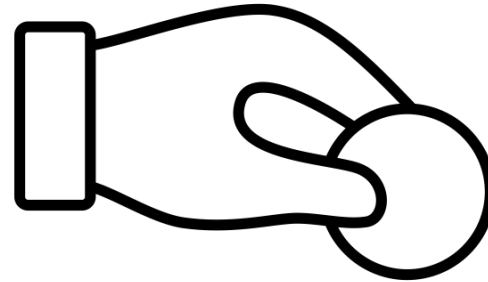
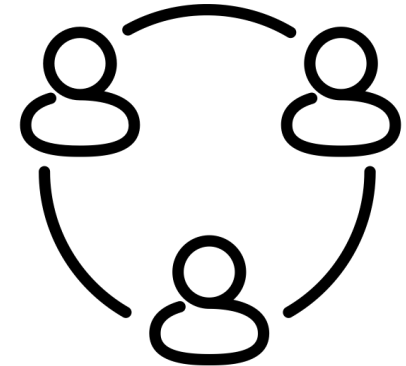# People aware of an ad campaign are:

24%
More likely to be aware of the organization*

11%
More likely to donate to the organization*

13%
More likely to donate to organizations with similar goals*

*Tackling the Future of Socially-Charged Advertising by Dr. Carl Marci

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We Analyzed

154	1261	799.1M
AD CAMPAIGNS	VIDEO ADS	IMPRESSIONS

Across 45 non-profit ad accounts that promote:

Cancer Research   Homeless Shelters   Environmental Protection

Clean Drinking Water   Anti-Bullying   And so much more!

Date Range: 01/01/2019-12/31/2019

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Creative Findings

Awareness-Driven Campaigns

Smiling in the initial frames of an ad boosted 3s View Through by 22%

Ads that featured animals early-on had higher View to 50% and 100% Rates

Opening an ad with human presence increased 3s View Through

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Insight

Human Presence and Smiling boosted 3s View Through by 22%.

Make a moment.

✓ Human presence seen upfront

✓ Positive sentiment as well as emotional variance is shown through expressions and movement

✓ A visually appealing first frame captured viewers' attention

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Insight

Ads with animals featured early-on had a higher View through 50% & 100% Rate compared to the average.

Example
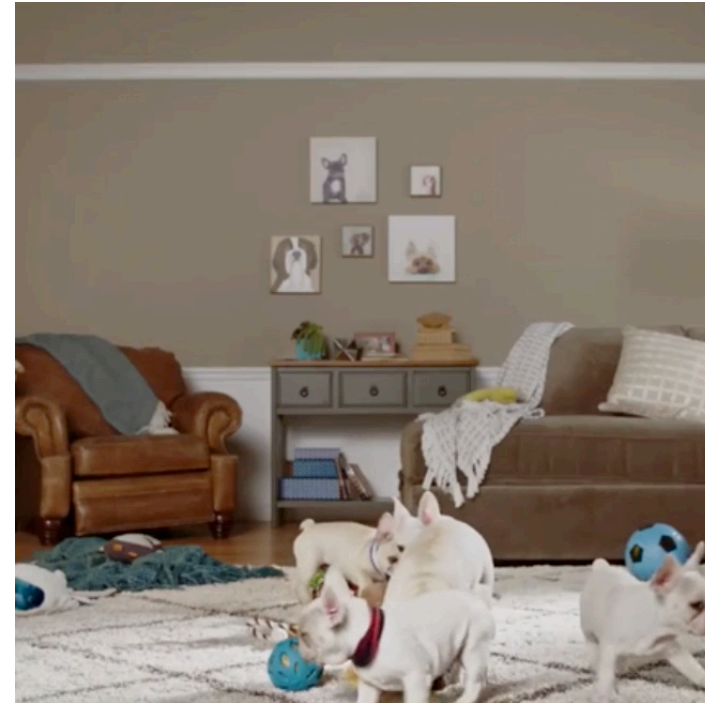
✓ Animals in initial frames catch viewers attention

✓ Everyone loves puppies!

✓ View to 50% and 100% increased

Clicks-Driven Campaigns

Scenery in initial frames increased Click Through Rate

Celebration featured in first 3 seconds boosted Click Through Rate

Opening ads with a logo boosted Click Through Rate and connected the ad with the non-profit

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Insight

Scenery in initial frames increased CTR.

Example

✓ Scenery as initial shot

✓ Shows a larger perspective of an issue

✓ Sets the stage for rest of ad

✓ Increases CTR

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Insight

Beginning an ad with celebration boosted CTR.

Example

✓ Starts with celebration

✓ Gives sense of positivity

✓ Increased CTR

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Insight

Opening an ad with the organization's logo boosted CTR.

Example

✓ Early logos increase viewer consideration

✓ Helps to emphasize CTA

✓ Increased CTR

Messaging

INSIGHT

Featuring a website link was clearly linked with higher View and Click Through Rates, but there was no clear correlation with hashtags.

RECOMMENDATION

Consider featuring website link to boost key KPIs. Experiment further with hashtags to find which placements work the best.

	Website	No Website	Hashtag	No Hashtag
	📹 248 👁 94.5M	📹 312 👁 163.3M	📹 40 👁 19.4M	📹 478 👁 236.6M
ⓘ **KPI** ⌄				
View 100%	7.0%	4.1%	7.1%	5.1%
3-Second View	33.5%	15.6%	16.8%	22.6%
Click Through	1.9%	0.94%	0.13%	1.37%

*Data pulled from 11/12/19 – 2/12/20

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INSIGHT

The best performing CTA verbs across the board were 'Learn' and 'Get'. However, 'Make' had the highest View Rates and 'Join' had the highest CTR.

RECOMMENDATION

Consider altering specific CTA verbs based on objective and desired KPIs.

	Rethink	Learn	Call	Make	Join	Get	Donate
	🎥 10 👁 2.6M	🎥 53 👁 24.7M	🎥 170 👁 83.7M	🎥 11 👁 11.4M	🎥 304 👁 58M	🎥 27 👁 10.3M	🎥 1 👁 2.5K
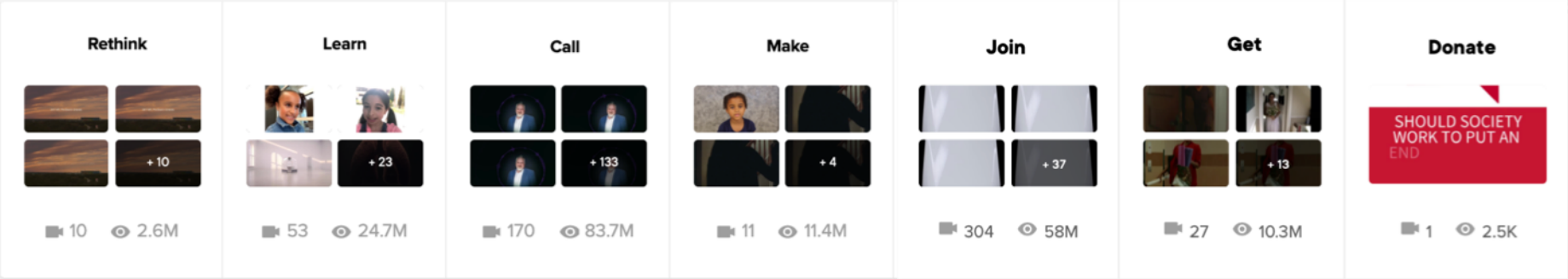
ⓘ KPI ⌄							
View 100%	4.1%	9.1%	2.9%	23.8%	0.51%	4.4%	3.8%
3-Second View	51.1%	36.1%	13.3%	77.0%	28.0%	37.1%	15.4%
Click Through	1.23%	1.8%	0.91%	0.78%	7.5%	2.5%	1.8%

*Data pulled from 11/12/19 – 2/12/20

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Duration

Insight

View Rates performed significantly better for shorter ads, while longer ads received higher clicks.

Next Step

Keep ads short for more views to completion, but tell full story to drive clicks.

View 100%

🎬 1337   👁 879.8M

Length ⌄	
00:3s	2.5% 🎬 12 👁 69.1K
00:5s	6.4% 🎬 35 👁 57.3M
00:10s	2.8% 🎬 208 👁 159.8M
00:15s	5.2% 🎬 126 👁 112.8M

CTR

🎬 1337   👁 879.8M

00:45s	1.9% 🎬 14 👁 3.8M
01:0s	0.85% 🎬 74 👁 65.8M
02:0s	4.5% 🎬 61 👁 32.5M
03:4s	3.5% 🎬 26 👁 10M
20:0s	7.6% 🎬 327 👁 59.7M

*Data pulled from 11/12/19 – 2/12/20

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Thank You!

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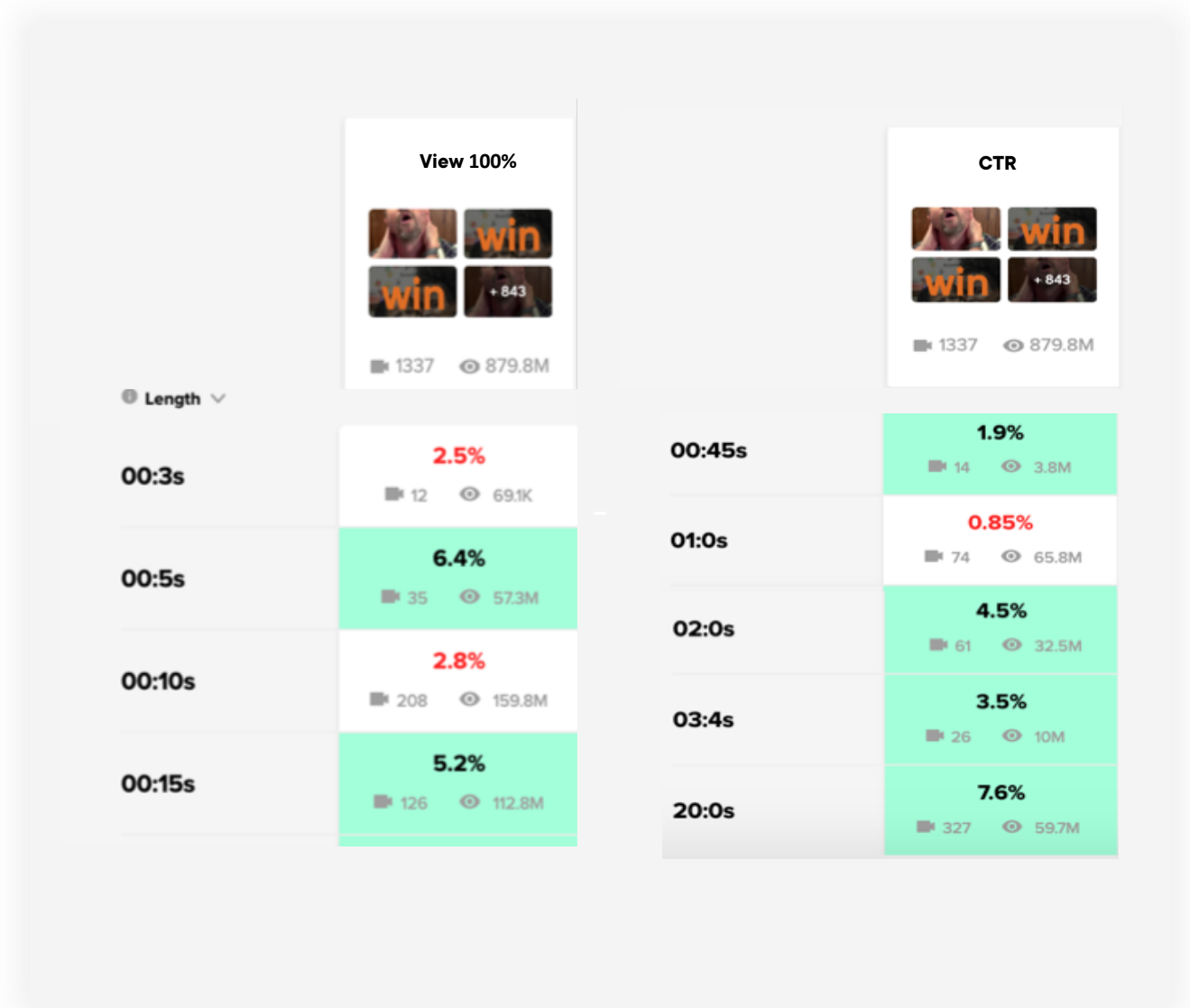
Appendix

KPI Definitions	
View Through to 50% Rate	Number of views on an ad that reach 50% / impressions
CPM	Cost per thousand impressions
EARL (Estimated Ad Recall Lift) Rate	The rate at which an estimated number of additional people, when asked, would remember seeing the ad within 2 days. Calculated using the predicted recall of people who saw the ad vs the number of people who did not see the ad (calibrated using recall lift surveys) / impressions
Post Engagements	Post engagement includes all actions that people take involving your ads while they're running (reacting to, commenting, clicking) / impressions
Click Through Rate	Number of total clicks / impressions
3 Sec View Rate	Number of video views that reach 3 seconds / impressions
Purchase Rate	Number of purchase events / impressions

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The overall account average for the column category (9:16) and selected KPI within the parameters of the analysis.*

The number of total **ads** in the ad account for the selected analysis parameters.*

The number of total **impressions** in the ad account for the selected analysis parameters.*

9:16

Avg 8.6%

210   6.2M

Post Engagement Rate ⌄

ⓘ **Elements** ⌄

Person

7.7%

155   4.6M

Numbers in red indicate the tag's KPI average is statistically below the **column average** at 95% confidence.

Happy

11.4%

62   797.5K

Numbers highlighted in green indicate the tag's KPI average is statistically greater than the **column average** at 95% confidence**.**

The creative element "tag" is identified using artificial intelligence.

Logo

10.2%

27   296.4K

The KPI average, ad count, and impression count associated to each tag reflects the data for **all ads** within the ad account that detected the associated creative element.

*Parameters for analysis can include date range, campaigns, KPI, Placements, and Objectives.

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