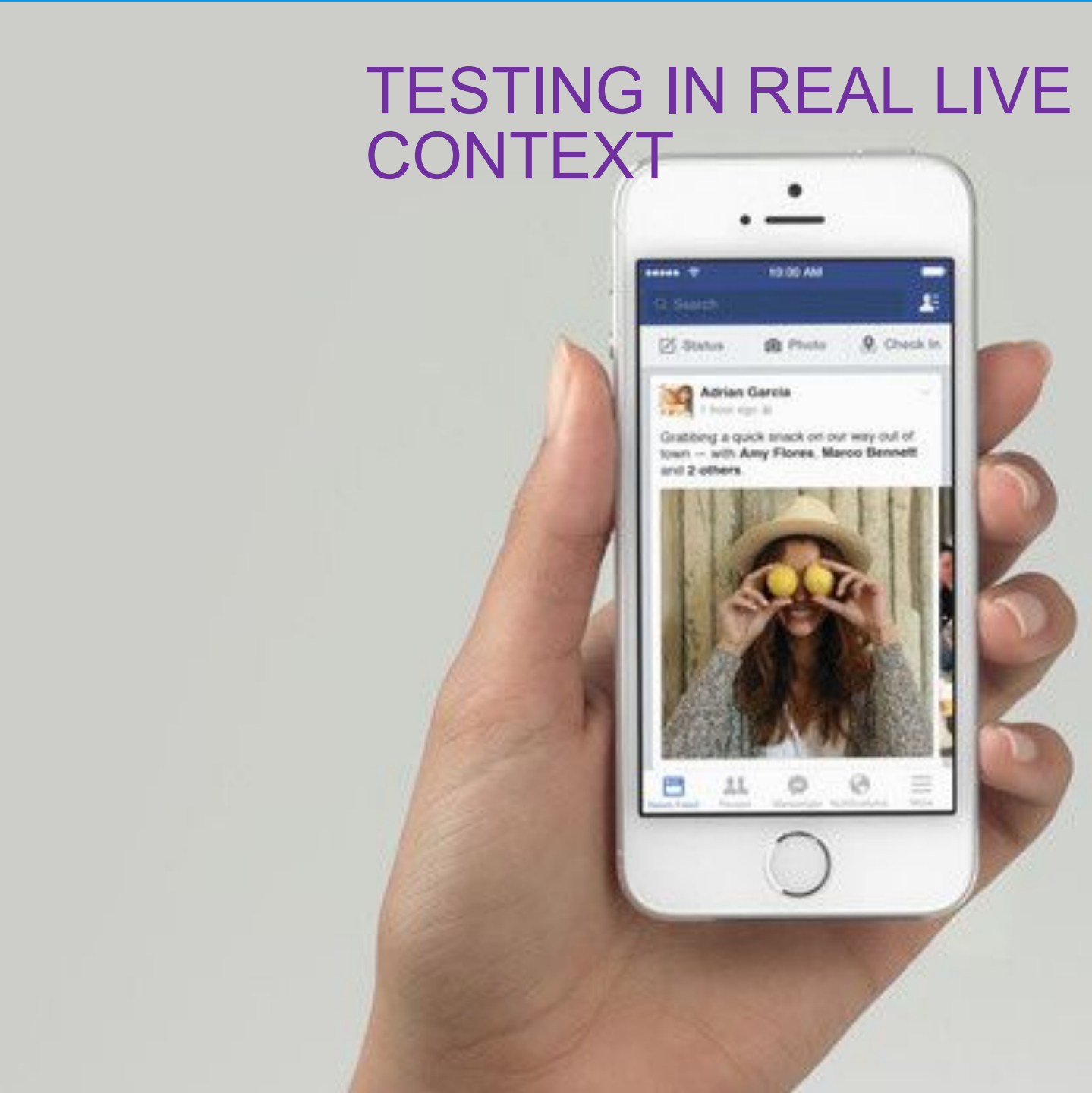
TESTING IN REAL LIVE CONTEXT



eye square

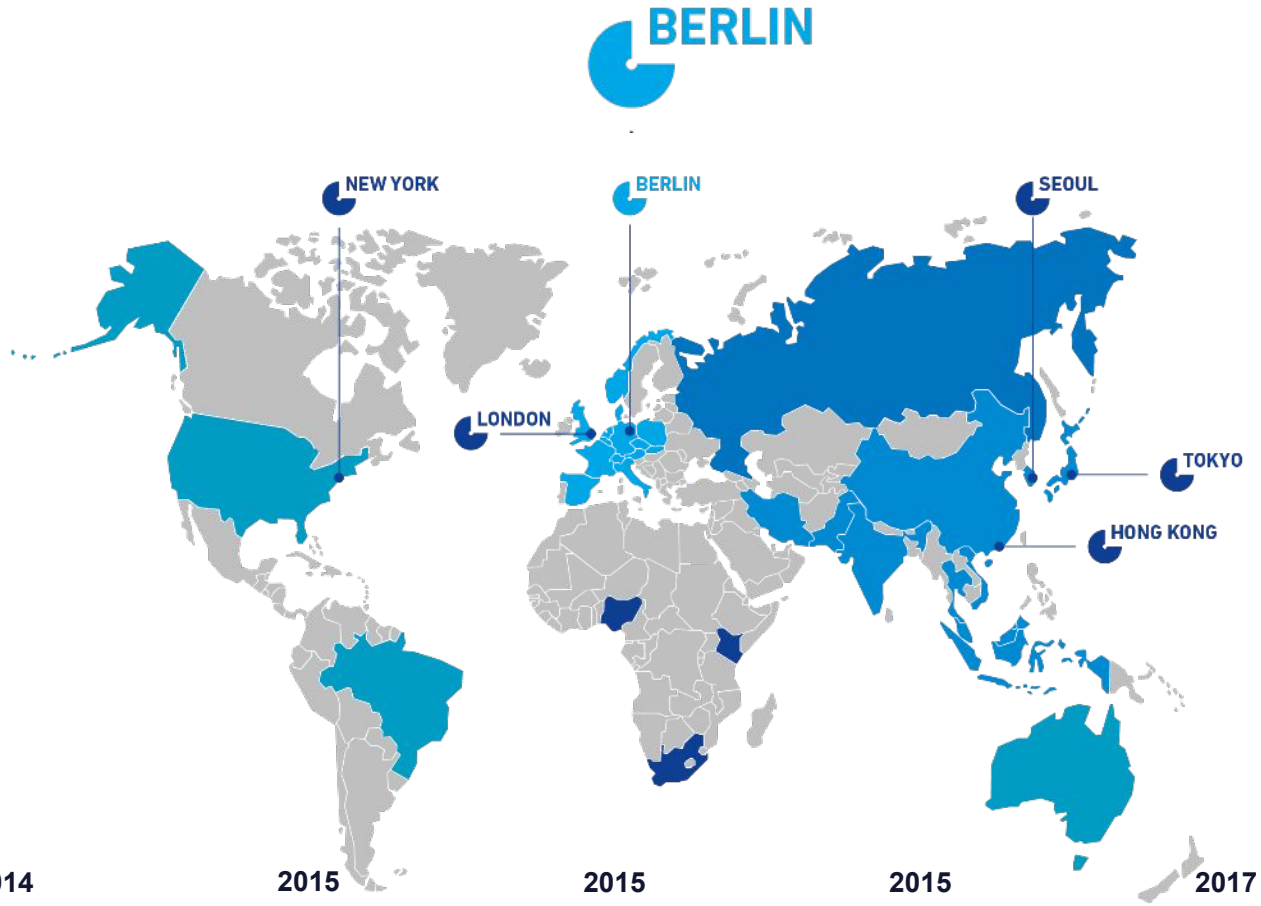
eye square

LIVE IN CONTEXT RESEARC
on SOCIAL MEDIA

eye square

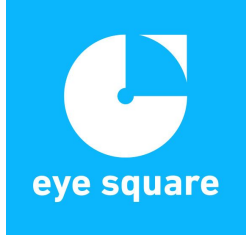
Understanding digital Touchpoints– since 1999

- Founded 1999
- User Experience, Brand & Media, Shopper Research
- 72 Consultants
- 6 Offices: Berlin, London, New York, Hong Kong, Seoul, Tokyo
- proprietary software technology, US patented
- over 300 well-known national and global clients
- Academic cooperation for method validation
- 11 Research Awards



2007	2014	2014	2014	2015	2015	2015	2017
BVM CONGRESS STUDY OF THE YEAR	ESOMAR BEST PAPER AWARD	IAB BRANDING AWARD	DER MARKENTAG BEST PRESENTATION AWARD	FIPP SILVER AWARD	BVM NOMINATED CATEGORY INNOVATION	IAB RESEARCH AWARD	US PATENT

eye
square


eye square

DAIMLER
HYUNDAI
DB BAHN
Ford
PORSCHE
Audi
BRIDGESTONE
Continental
BVG Berliner Verkehrsbetriebe
Google
here
twitter
YAHOO!
ebay
mobile.de
OTTO
IMMOBILIEN SCOUT 24
cewe
Europcar
myToys
StepStone
indeed one search. all jobs.
.comdirect
Deutsche Bank
Finanzgruppe Deutscher Sparkassen- und Giroverband
MLP
norisbank
PayPal
Schwäbisch Hall
TARGOBANK
Volksbanken Raiffeisenbanken
AOK Die Gesundheitskasse.
BARMER
Allianz
Basler Versicherungen
ERGO
Gothaer
HANNOVERSCHE EINFACH. BESSER. DIREKT.
HanseMerkur Versicherungsgruppe
HUK-COBURG Aus Tradition günstig
ZURICH
BERLIN-CHEMIE MENARINI
SANOFI
BOSCH
B/S/H/
Miele
SIEMENS
VORWERK
LG
NOKIA
GIRA
VIESMANN
intel
SONY
Bahlsen
Dr. Oetker
FERRERO
iglo
Maggi
Nestlé
STORCK
BDF Beiersdorf
Henkel
Melitta
P&G
Reckitt Benckiser
BACARDÍ
Bitburger
Heineken
AKTION MENSCH
ARD
ZDF
Disney
NDR
ProSiebenSat.1 Media SE
RTL GROUP
sixx
viacom
BVDW Wir sind das Netz
IP
STRÖER
united internet media
axel springer
G+J
Hubert Burda Media
Reader's Digest
BURGER KING
HORNBACH Es gibt immer was zu tun.
METRO
OBI
real,-
REWE GROUP
T.K.maxx
LEGO
OSRAM
SWAROVSKI
Tchibo
Messe Berlin
NÜRNBERG MESSE
LEIPZIGER MESSE
Condor
easyJet
HolidayCheck
Hotels.com
HRS
TUI
1&1
Deutsche Telekom
mobilcom debitel
vodafone
EWE
enviaM
RWE
VATTENFALL

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Live In Context Testing on Social Media

eye@eye-square.com

eye square

Test Live to Thrive

The Old:
Mock ups / static image = meaningless results and ads that DON'T WORK

The NEW:
Mobile and desktop injected ads on LIVE social media sites = REAL RESULTS

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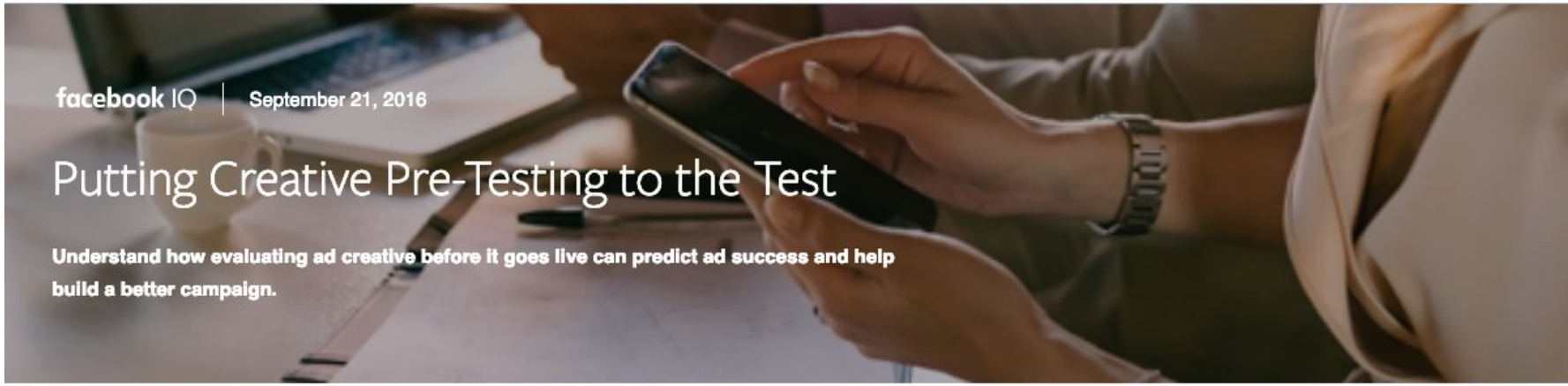
FB IQ RECOMENDS

“TEST LIVE FOR REAL RESULTS ”



Topics

Advertising Insights Creative Effectiveness North America

CONTENTS

1 About the Study
2 Methodology
3 Chips all in for consistent results
4 Breaking through the screen
5 Factors to consider
6 What it means for marketers

Watching TV on a laptop, streaming live video on a phone and reading news headlines on a tablet are just a few of the ways people consume media these days. And no matter the channel, marketers want ad campaigns that reach their audience and make an impact.

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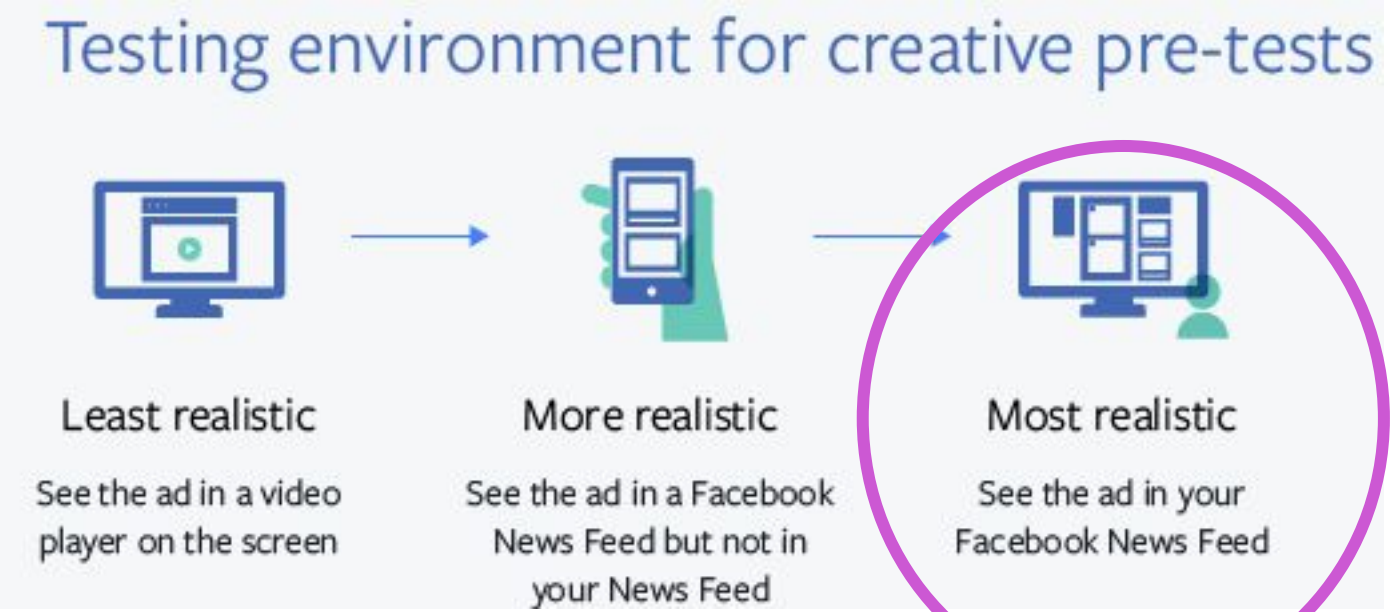
Facebook IQ

facebook



- **Capture attention in-feed**
- ads viewed in-feed require more breakthrough creative to capture attention

- **Put your creative to the test**
- before a campaign goes live will help advertisers launch higher-impact campaigns in-market and spend more efficiently

- **Think holistically-**targeting, timing and other campaign goals.

LIVE IN CONTEXT SOCIAL MEDIA ADVERTISING RESEARCH

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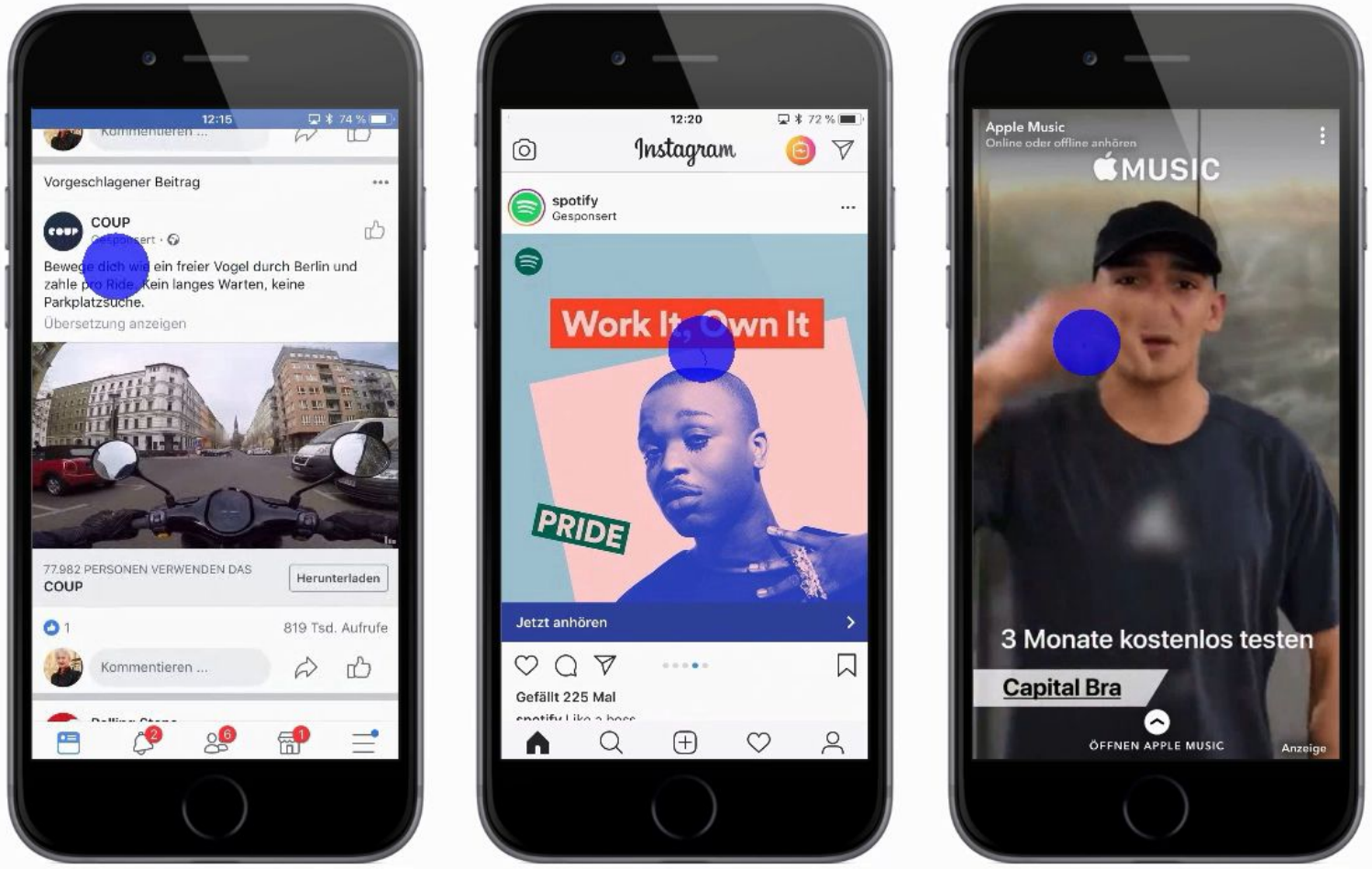
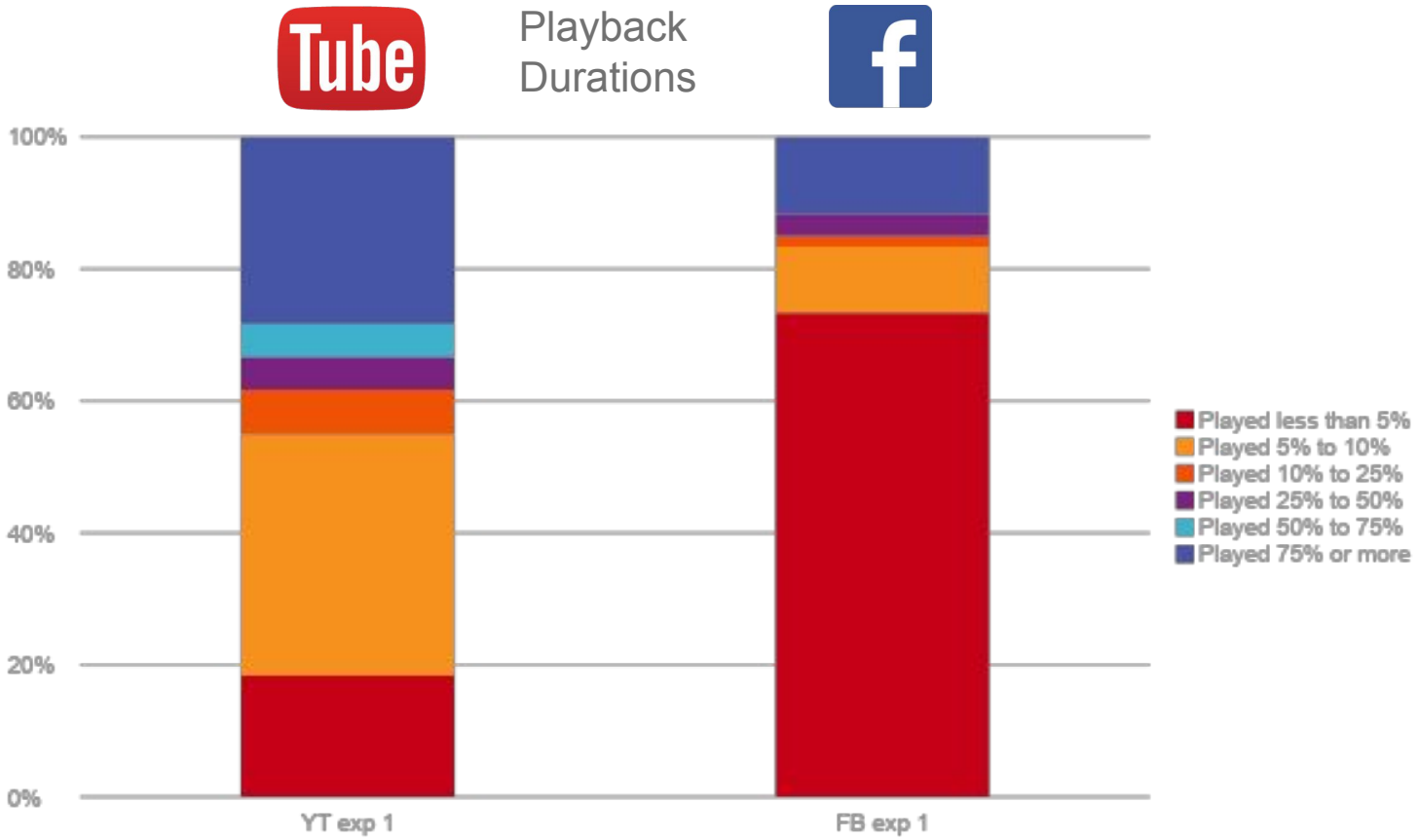


Data FB and Google can't give you



Main Metrics Table

		YT exp 1	FB exp 1
Information			
	Exposure	1	1
	ElementID	YT	FB
Visibility	ad visible	97%	95%
	visibility duration	**54s**	**23s**
	average visibility	**35%**	**17%**
Cursor	hovered ad	92%	50%
	hover duration	24s	6s
Clicked ad	clicked ad	0%	13%
Video play	video replay started	100%	100%
	video replay duration	48s	20s
	percentage of video viewed	**37%**	**15%**
Audio play	audio started	100%	13%
	audio replay duration	48s	11s
Video skip	skipped ad	65%	
	skip time	13s	
	N	60	60

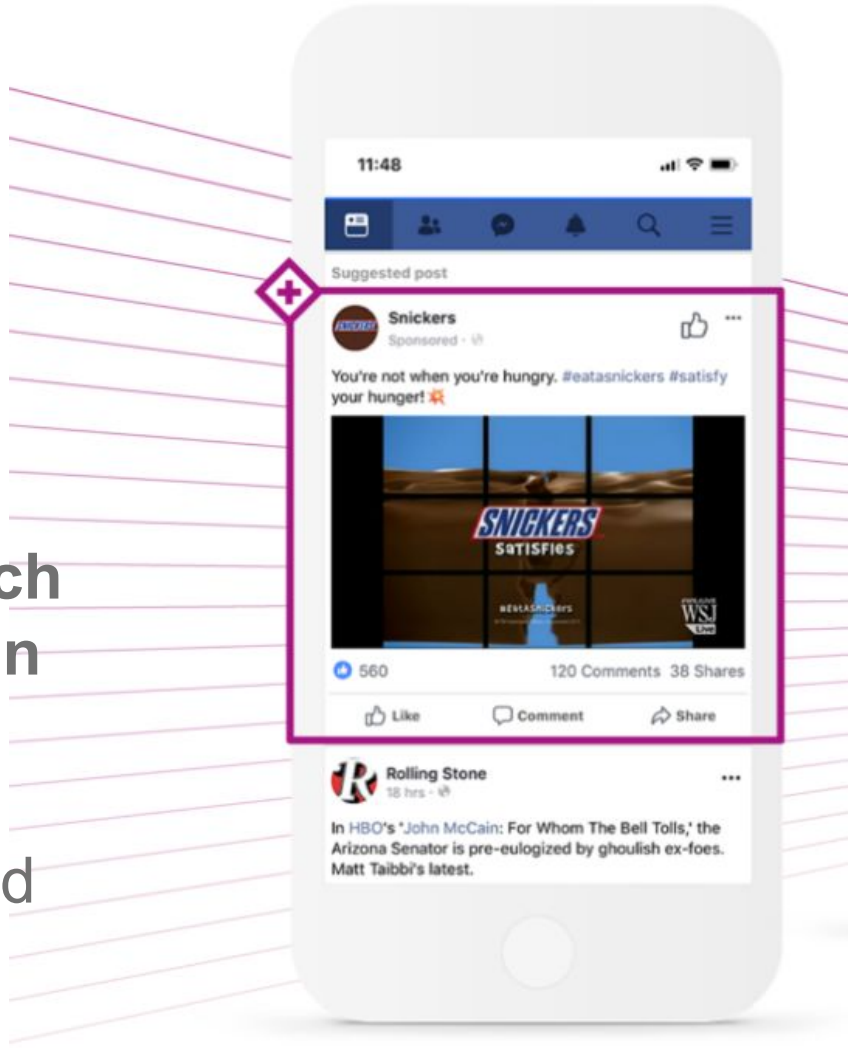
eye square Live Recap

Live ad replacement **injects test ads into the personal Live newsfeed of survey respondents.**

All other **content is respondents' own personal newsfeed content** and is neither modified not captured.

We effectively mask the purpose of the test which leads to realistic ad effectiveness results (hidden trials).

The software runs on both **desktop and mobile** and on both Android and iOS.



Jeff Ephraim Bander

CRO
+1 917 523 0007
bander@eye-square.com

Thank you

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PERSONAL NEWS FEED

ENABLING A FULLY PERSONALIZED EXPERIENCE VIA IOS AND ANDROID APP

IN LIVE CONTEXT

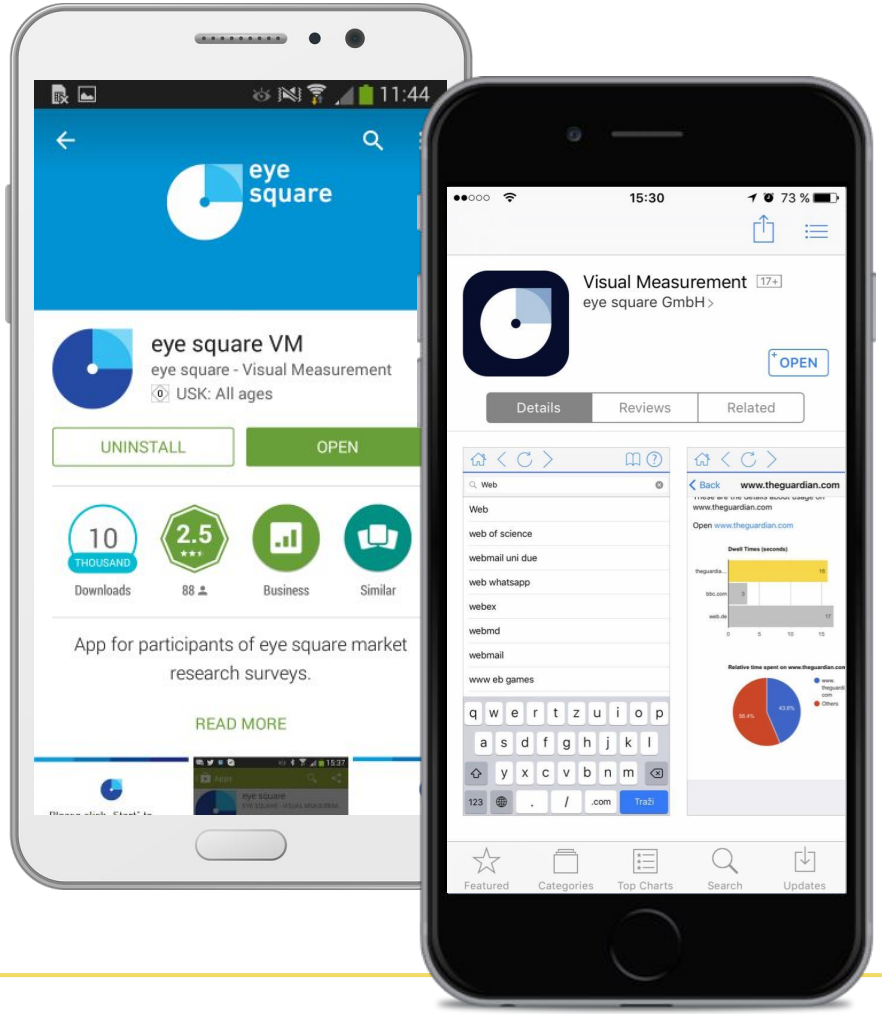
The ad is shown in a realistic personalized context which results in a lifelike reception and valid insights

GUARANTEED EXPOSURE

The new user guidance feature makes sure that respondents find and watch the ad by scrolling the ad into view and showing context sensitive instructions

MULTI-PLATFORM/MULTI-FORMAT

Support for video and static ads on Facebook, Youtube, Instagram, Twitter, LinkedIn on desktop/iOS/Android (more planned)



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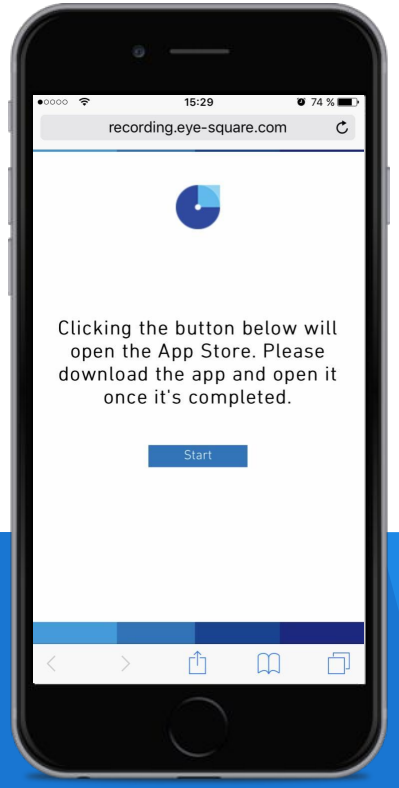
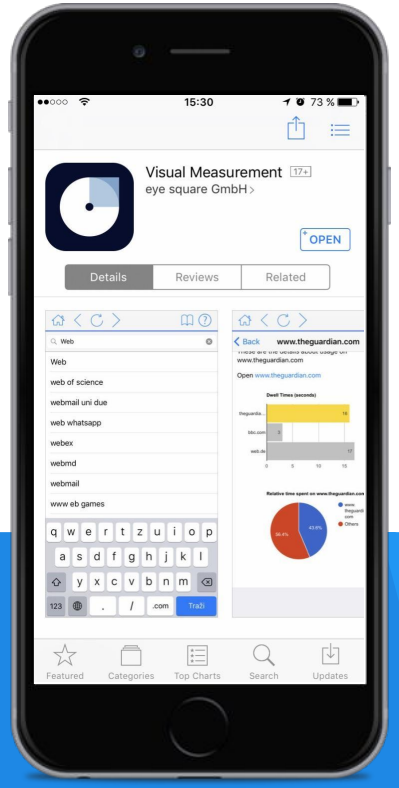
PERSONAL NEWS FEED

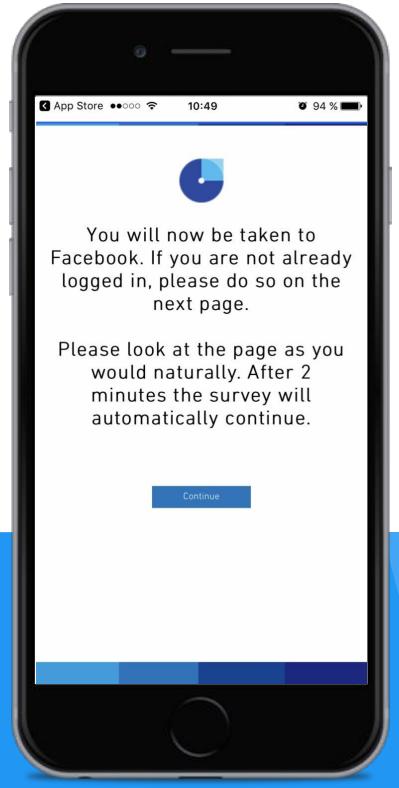
ENABLING A FULLY PERSONALIZED AD EXPERIENCE ON IOS AND ANDROID



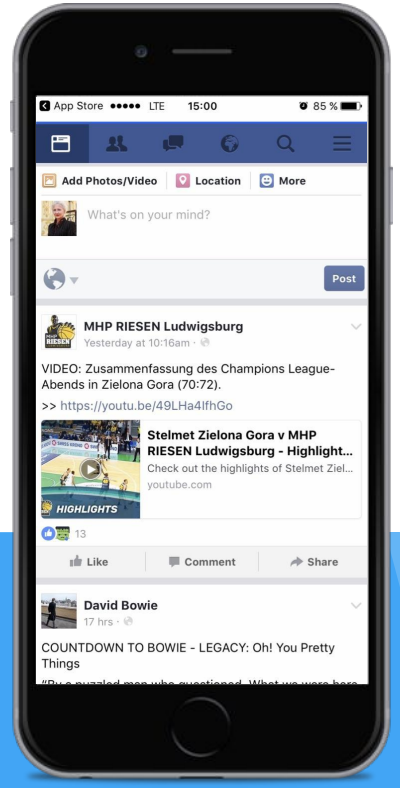
Start in mobile browser



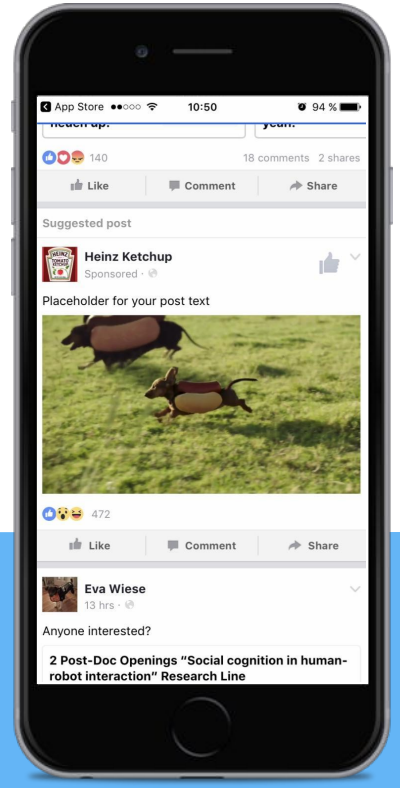
Link to App Store



In app start instructions



Login to live platform



Test ad is injected live

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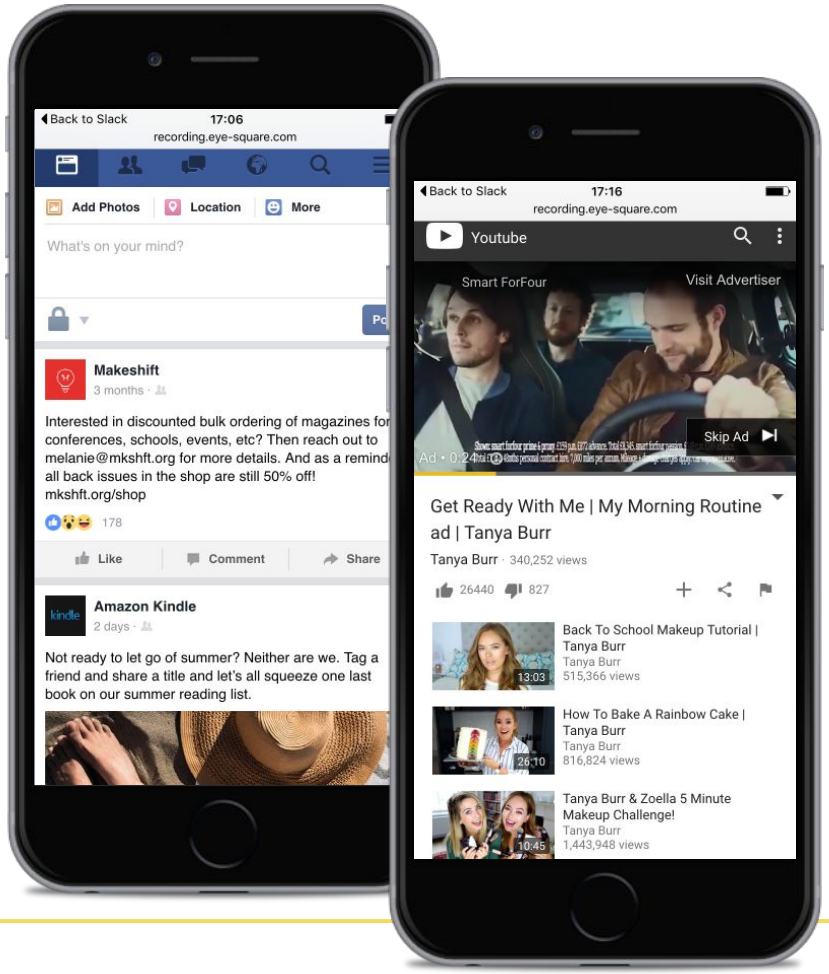
PUBLIC NEWS FEED

NO APPLICATION DOWNLOAD NECESSARY



MAXIMUM PANEL ACCEPTANCE

Respondents do not need to download any app or extension but use their default device browser. This maximizes acceptance and reduces panel costs

AUTHENTIC NEWS FEED CONTENT

The ad is shown in a realistic context with targeted platform content without the need for the respondents to remember their login

MULTI-PLATFORM/MULTI-FORMAT

Support for video and static ads on Facebook, Youtube on iOS/Android (more planned)

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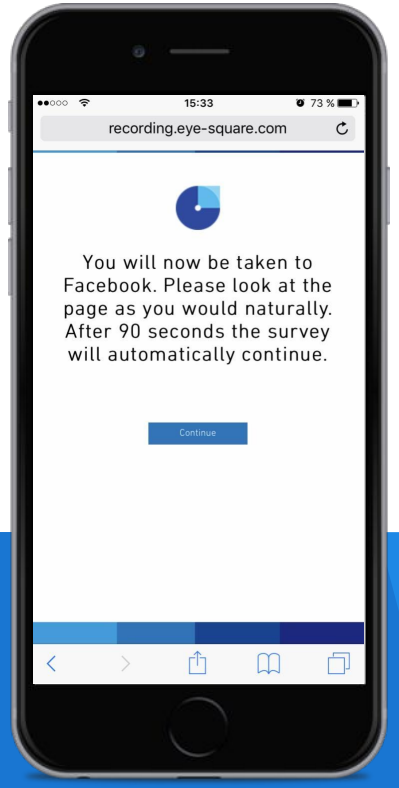
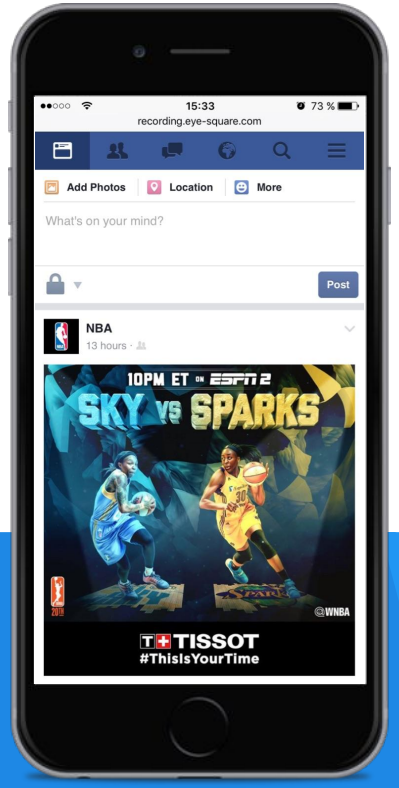
PUBLIC NEWS FEED

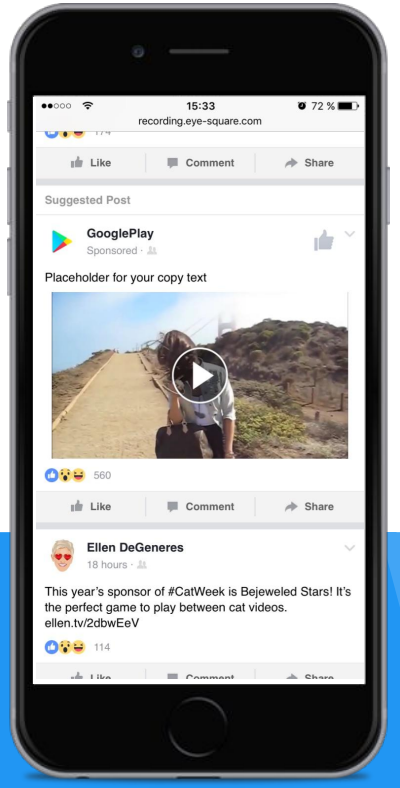
IN BROWSER EXPERIENCE - NO APPLICATION DOWNLOAD NECESSARY



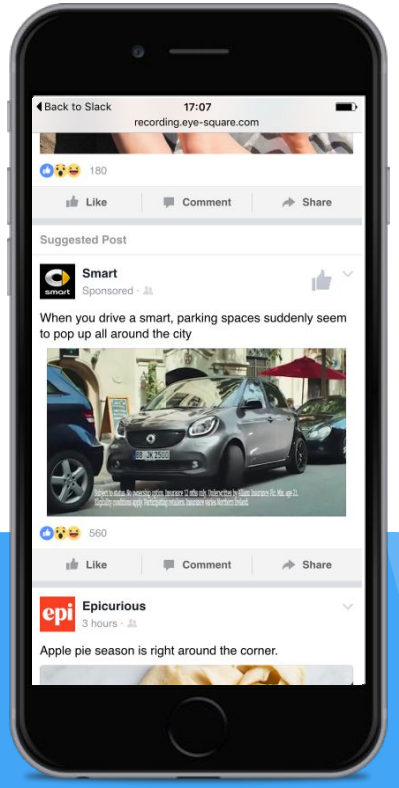
Start in mobile browser



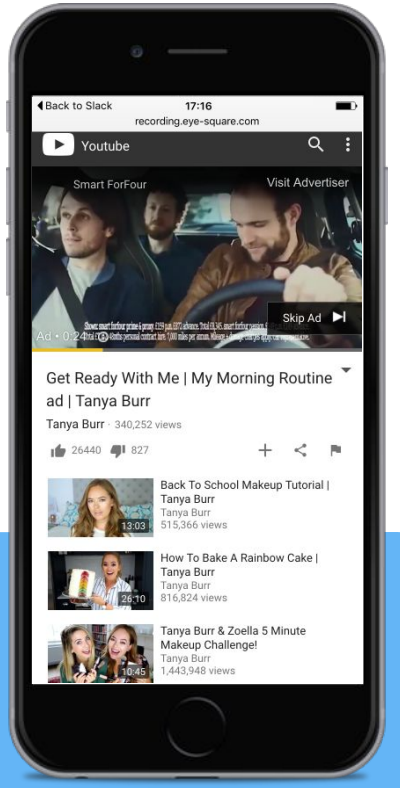
No app download



No login necessary



Original look and feel



Multiformat