

Case Study

360 / VR Test Ad Campaign

Date: 12/6/16 – 12/31/16

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Campaign Overview

The following is a case study report for the recent CBS NCIS 360°/VR Test Ad Campaign. The campaign ran between December 6, 2016 and December 31, 2016 and featured the new Advrtas 360° ad format with 1-touch Virtual Reality Mode. The ad was a 300 x 250 display, run-of-site placement, featured on both desktop and mobile. The ad was unique in that it was created using existing 2D assets converted into a full spherical 360° ad unit using Advrtas technology. The ad was IAB compliant and featured engagement based on 360° and VR interactivity that taps into, among other things, mobile sensory data inputs (i.e. movement of device or finger/mouse dragging of image, accelerometer measurements, gyrosopic detection, magnetometer data, etc.). The ad was hosted and served by Advrtas leveraging our proprietary Panamorphic content delivery system and published by CBS Interactive across the CBS network of site readers.



360/VR Ad Features & Functionality

The NCIS ad unit contained the following unique 360/VR features and functionalities:

- Proprietary universal 360° “magic window” & VR viewing (all browsers, devices and platforms)
- Device, mouse and touch 360° interactivity
- 360° image rotation upon load
- 360° interactivity indicator
- One-touch, expandable full page viewing with both vertical and horizontal options
- One-touch VR mode with full, in-VR viewing and interactive capability that responded to gaze

Campaign Review

Overall the campaign featured 1.4 million impressions. The majority of impressions were delivered to desktop (76.6%) with less than one-fifth to mobile (23.4%). In-view click-through rate was .11% and climbed to an impressive .29% when isolated for mobile.

The most impressive figures, however, came from the engagement metrics. Unique to 360°/VR ad formats is the ability to **engage** consumers with advertisements at more heightened and immersive levels; versus simply getting them to click through. In the case of the CBS NCIS ad campaign an

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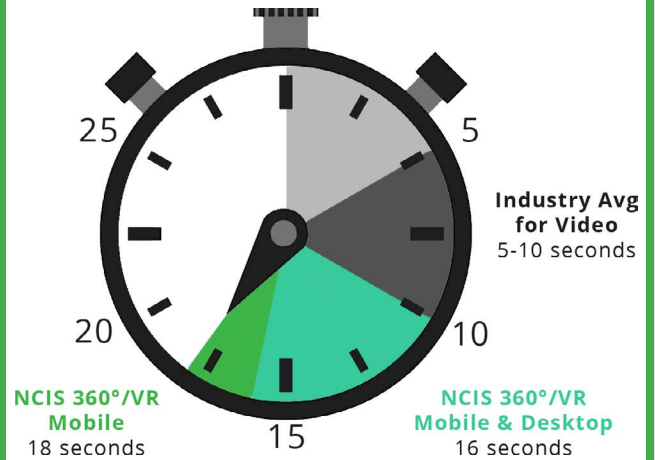
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entirely new set of data tracking unique to 360°/VR digital display advertising was included:

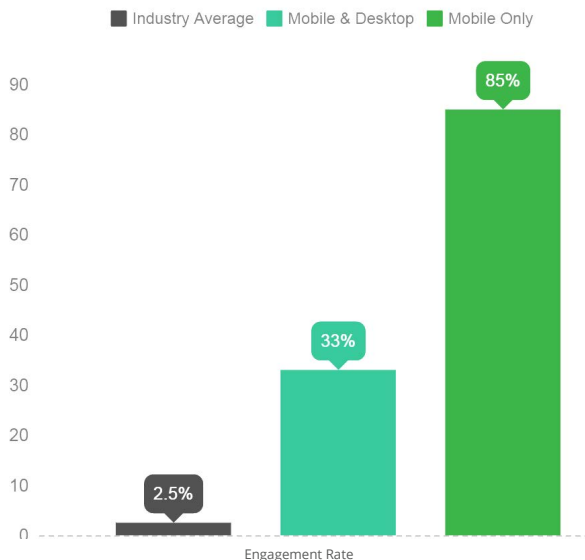
- Mouse or finger drag of image to view in 360°
- Device movement left, right, up or down to view in 360° with device motion detection set at 20 degrees or greater
- Click to enlarge view including vertical to horizontal change of view
- Click to view in VR mode
- Click-through and hotspot interactivity
- In-view CTR
- Length of time engaged with ad

When the above metrics are considered, 33% of all people who saw the NCIS 360°/VR ad engaged with it in one or more

Advrtas Non-Video 360°/VR Ads Have Longer Engagement than Video Ads!



Advrtas Non-Video 360°/VR Ad Higher Engagement!



33%
ENGAGEMENT RATE
ACROSS ALL DEVICES

85%
ENGAGEMENT RATE
ON MOBILE

of the above ways. Even more importantly, when engagement was isolated for **mobile** the percentage of people who interacted with the ad skyrocketed to a staggering **85%** - this is compared to the industry average of only 2.5%¹ for ad interactivity. Notably, over 90% of the engagement for mobile was due to consumers moving their device or using their index finger to rotate left, right, up and down in order to view ad in 360 – a feature exclusive to this new form of advertising.

360°/VR ads are designed not only to “enhance” engagement but also to “sustain” engagement. When duration is considered, the average length of time viewers engaged with the NCIS 360°/VR ad (i.e. move image “pan” around, click on, enlarge or view in VR) was over 16 seconds. When isolated for mobile this number increased to 18 seconds – this is compared to the industry average of only about 5-10 seconds² for skippable video ads.

It's worth noting this 360°/VR ad contained no video components, rather the creative was comprised of 2D images leveraged within a 360° spherical space.

1. <http://bit.ly/2kX6nXX> 2. <http://bit.ly/2jIaxxM>

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Conclusion / Summary

Overall, the NCIS 360°/VR test campaign showed impressive performance results. Click-through rates were above industry standards but the real story is the level of engagement the ad units produced. Mobile in-view ad engagement, for example, was a staggering **85%** and the average length of time viewers engaged with the NCIS ad was an impressive 16 seconds. And although only less than one-quarter of the ads were served to mobile, the evidence strongly suggests that mobile device movement played a key role in initial ad engagement; making it clear that 360°/VR should be leveraged as a mobile-first product.

Although click-through rates have become the norm when gauging ad effectiveness, in reality they only reveal a piece of the ad performance pie. As evidenced in this campaign, 360°/VR ad units open up the door to a powerful new set of digital advertising metrics (i.e. more time spent interacting with an ad means higher levels of brand identity, affinity, recollection, and loyalty) that challenge a “direct response” dominated digital marketplace. And given the huge numbers projected for virtual and augmented reality, where immersive and brand storytelling becomes the norm, publishers and advertisers may soon see the day when branding replaces direct response and engagement replaces impressions as the new standard in ad currency.

360°/VR display ad units represent the future of digital advertising. Their exceedingly high levels of ad engagement should not only be considered but also emphasized when pitching this exciting new format to advertisers; particularly for those looking to target branding experiences on mobile -- a notorious challenge for the small screen. Premium placed brand-building style ad units that benefit from robust levels of


consumer engagement are especially well suited to this new ad format; a format that is especially well suited for mobile. The ability for 360°/VR advertising to drive initial and sustained levels of engagement represents a tremendous opportunity for advertisers and publishers to move aggressively into the mobile brand advertising space.


[Click here to view live demo of NCIS: Hidden Crimes 360 / VR Ad Unit](#)

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by Outlyer Technologies

With digital ads unlike any you've ever seen, Advrtas was the first to market with the World's First Fully Interactive 360 Degree rich media ad technology, with a layered in one-touch virtual reality mode. With Advrtas, brands, publishers and agencies can for the first time build incredibly immersive, rich and fully interactive 360°/VR digital marketing experiences using video, graphics, photo-real images and CG – displayable on any ad space, in any browser, on any platform and on any device.

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