360 VR Ad Case Study

ADVRTAS

Executive Summary

In May 2017, Advrtas ran an ad campaign using our 360 VR Ad Format. The ad capitalized on the advantages of the Advrtas Panamorphic Advertising Platform which leverages emerging content platforms of mobile 360˚, virtual reality, augmented reality and beyond to enable advertisers to elevate the consumer-brand relationship.

The 360 VR ad campaign, which featured a travel destination themed 360 degree video for the country of Australia, garnered notable results which included the below highlights:

- 97% engagement rate on mobile
- 2.98% CTR on mobile
- 15.8% engagement rate for mobile and desktop combined
- 0.53% CTR for both mobile and desktop
- Average view time of 104 seconds for both mobile and desktop

Challenges of Advertising

There is no denying that banner blindness has plagued online advertising for years. Ad engagement and click-through rates (CTRs) continue to be abysmal and as evidenced by underline recent advertising benchmarks reports*, these rates continue to decline.

For example, in 2016 the two best performing desktop rich media ad types--300x250 and 300x600, generated CTRs of 0.06% and interaction rates of 1.91%. For mobile, the best performing ad type--a 300x250 sized HTML5 ad unit, also had a CTR of 0.06%.

It leaves one pondering that there must be a better way to engage with audiences on the devices they're on today.

* http://bit.ly/2thgMRl

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How 360 VR Advertising Helped

The Advrtas travel themed ad campaign was available on both desktop and mobile. The 360 VR ad had a size of 300x250 and contained a 360 video with 2 CTAs (calls to action) laid on top of the video. One CTA was prominently displayed over the video and featured the destination logo with circularly rotating text prompting the user to click to visit the destination. The other CTA was also a logo and was featured in the upper left hand corner of the ad.

The 360 VR ad included attributes that are characteristic of Panamorphic Ads such as 1-touch VR mode, IAB compliancy, MRAID compliancy, and the ability to work on any device, any browser, and any platform. The ad was distributed via a combination of platforms which included One by AOL and DFP (DoubleClick for Publishers).

During the span in which the 360 VR ad campaign was run the ad generated performance results that significantly exceeded industry averages. CTRs were measured by how many times the CTAs were clicked. Interaction rates, which in the 360 VR ad space are referred to as Engagement Rates, were especially notable. A hallmark of Panamorphic Ads is an entirely new set of data tracking that is unique to 360 VR ads. Some of the new metrics that were collected and only available with the advent of these new ad formats included the following:

Interaction/Engagement Rate Comparison

- Rich Media Industry Avg.
- 360 VR Ad (Mobile + Desktop)
- 360 VR Ad (Mobile)

97%
1.91%
3.8%

Engagement Rate

- Device movement: any direction with device motion detection set at 50 degrees or greater
- On/Off Full Screen Mode
- Mouse Movement & Finger Drag
- Reorient Button
- On/Off Sound Button
- 360 & VR Mode Buttons
- Touch to Start the Ad
- Touch to Move the Ad

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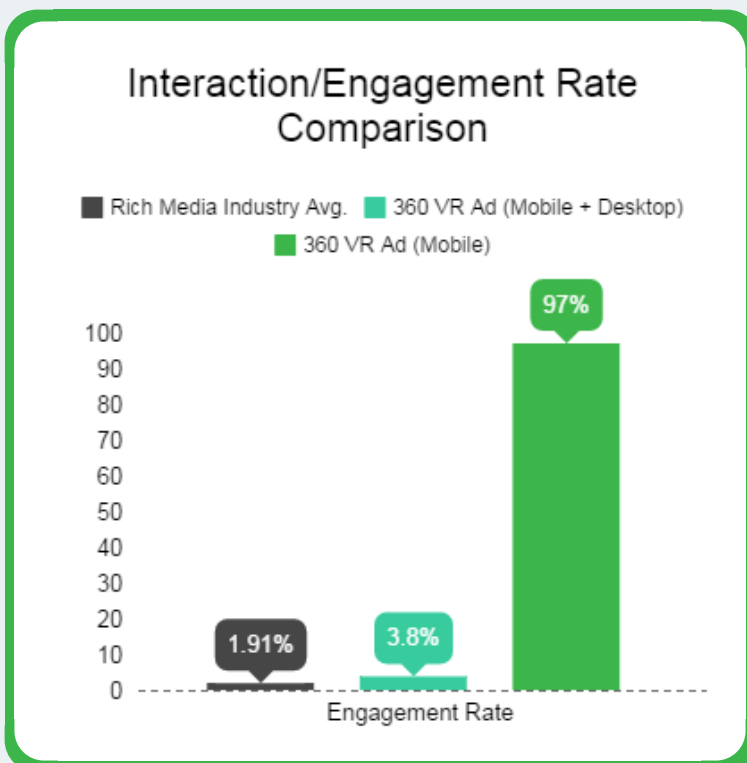
Results

The ad had a total of 74,681 impressions delivered and had 73,060 views. It generated a high engagement rate of 15.8% (desktop and mobile combined) and a CTR of 0.53%. These results, however, tell a different story when isolated for mobile and desktop only.

For desktop, the 360 VR ad had an increase in performance of 26% over the industry average as it had an engagement rate of 2.4%. When it came to click-throughs, the 360 VR ad had a CTR of 0.13%--twice the industry average.

When isolated for mobile, the results of the Advrtas 360 VR ad campaign were even more impressive. The 360 VR ad's engagement rate achieved an astoundingly high figure of 97% and the CTR rose to 2.98%. Nearly every user who saw the ad on mobile engaged with it in some way and the CTR was nearly 50x the industry average.

Another interesting metric to point out is the 360 VR video ad's average seconds viewed. For desktop and mobile combined, the ad was viewed for an average of 104 seconds (mobile: 97 seconds, desktop: 105 seconds). This is very interesting as the video was in reality only 20 seconds long, meaning that people interacted with the ad even when the video was over or they viewed the video more than once.

The results strongly support that 360 VR ads represent a tremendous opportunity for brands as a much more effective means by which to engage with consumers in the digital advertising space. Not only are 360 VR ads revealing themselves to be an indispensable weapon to combat ad blindness but also they are extremely effective in both stimulating and sustaining ad engagement. The results also suggest that 360 VR ads will play a pivotal role in the mobile components of future digital campaigns. Their strength on mobile will be critical as consumers continue to shift their attention to the small screen and advertisers are forced to adjust their strategies accordingly.

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