

SHOWHEROES STUDY 2022:

CONTEXT vs. TARGET GROUP

Advertising impact of context-based placements vs.
audience targeting

by ShowHeroes + Annalect

SHOWHEROES



annalect

STUDY DESIGN

The study "Context vs. Target Group" was conducted by Annalect on behalf of the ShowHeroes Group from May 25th to June 14th 2022. In an online access panel including a test website, 3,000 consumers from Germany **aged 18 to 59** were surveyed during this period.

The central question of the study was:

Which advertising conditions create the **greatest impact?**

- If the ad is precisely targeted to an audience?
- Or when a perfect contextual fit is created for the ad?

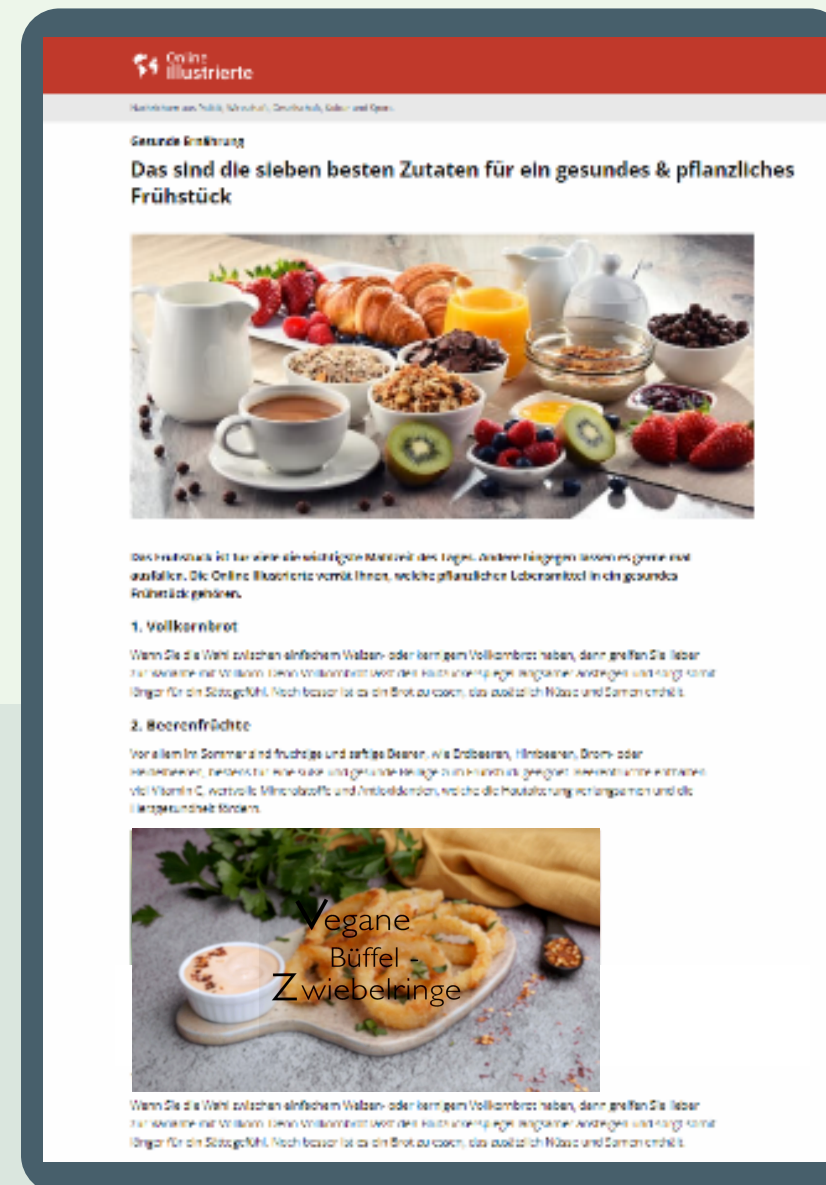
Six groups were created to explore the ad impact of different delivery setups.

Groups 1–3 were exposed to one of **three fictional-themed** websites embedded with the ShowHeroes player delivering a content video and an ad. All content videos were derived from the ShowHeroes video library, which consists of **150.000 in-house** produced editorial content clips on a broad variety of evergreen topics.



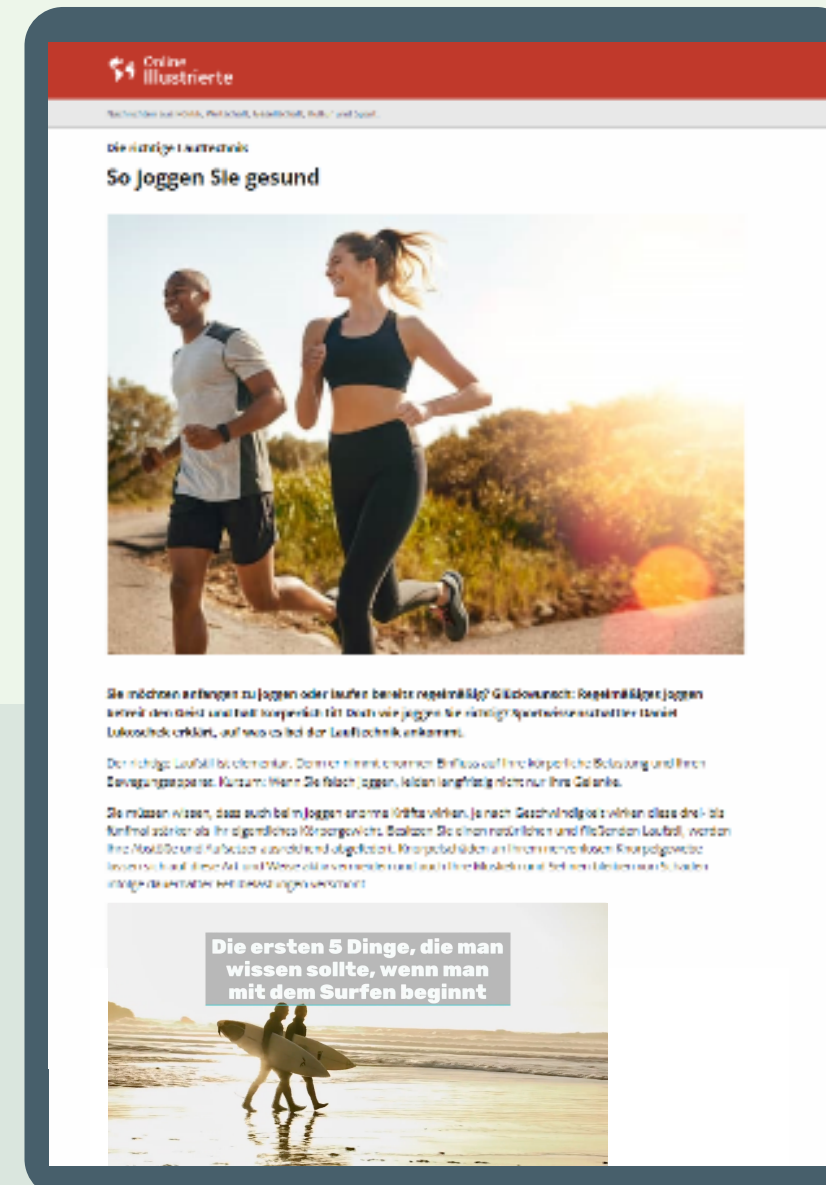
STUDY DESIGN

Nutrition



The ShowHeroes video player on the **Nutrition-themed page** contained the content video “Vegan buffalo onion rings”. It was combined with an ad for a vegan spread by a well-known German brand.

Sport



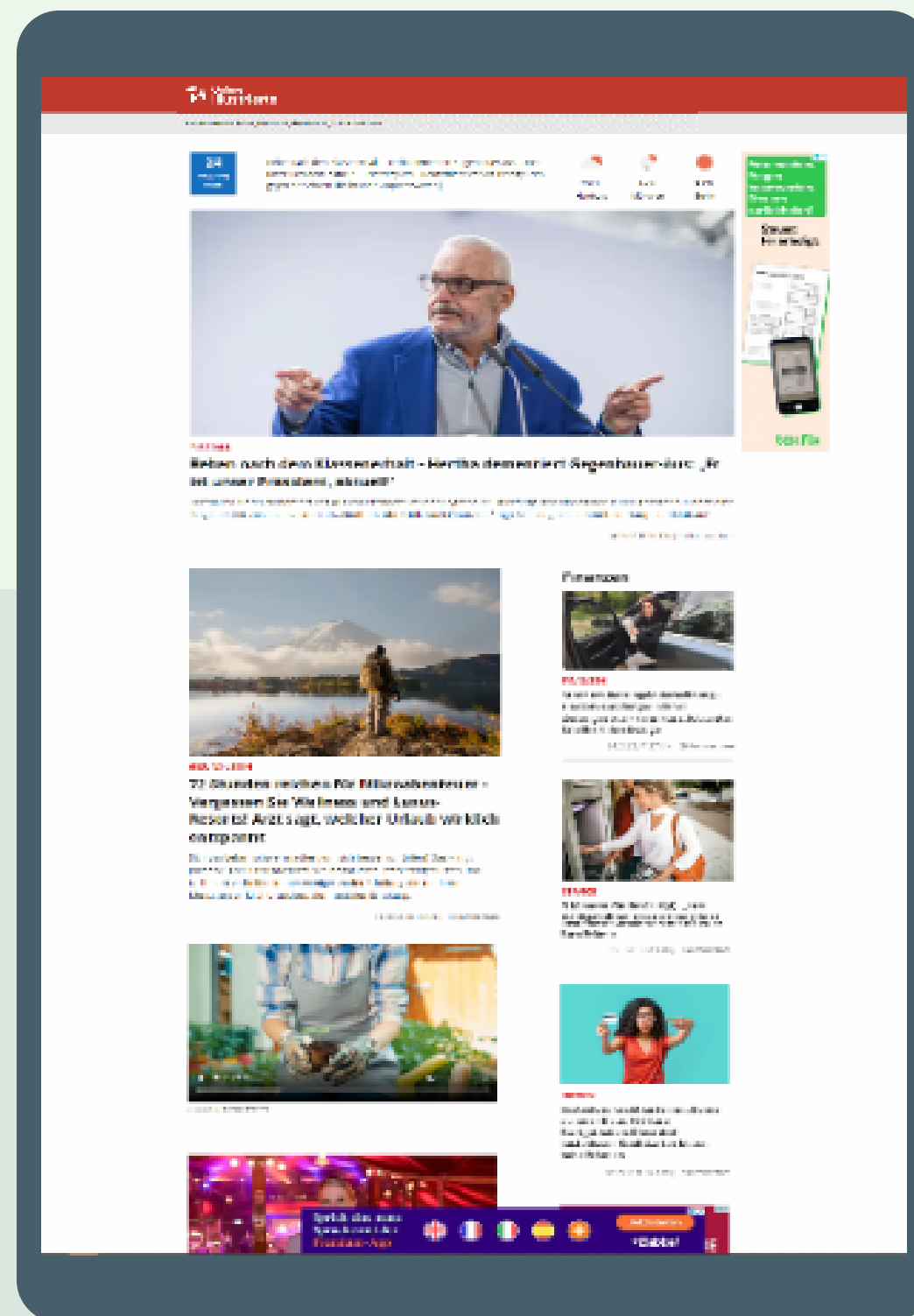
The ShowHeroes video player on the **Sports-themed page** contained the content video “Surf tips”. It was combined with a sports clothing ad.

Garden



The ShowHeroes video player on the **Gardening-themed page** contained the content video “Gardening tips for the whole year”. It was combined with an ad for a garden tools brand.

STUDY DESIGN 2/2: TARGET AUDIENCE



Vegan/vegetarian nutrition style



Groups 4-6 were explicitly composed with regards to a strong personal interest in either **Nutrition, Sports or Gardening.**

People who do sports regularly



Each group was exposed to the start page of a fictional news website with **multiple articles** on a mix of topics. The ShowHeroes video player was embedded within the page content with an ad placement inside.

Garden owners

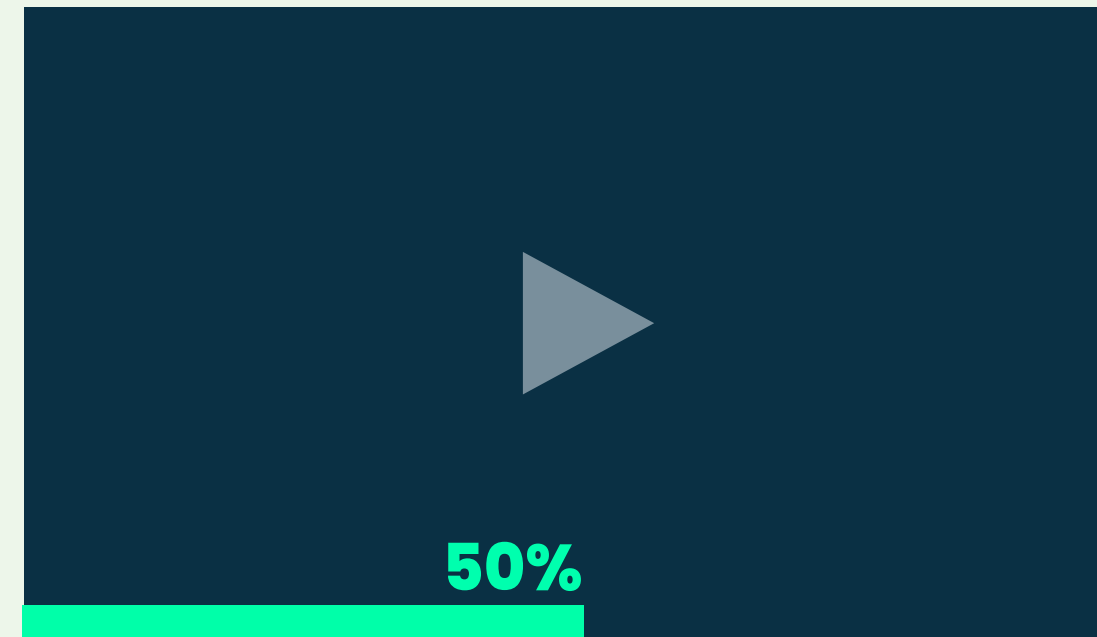


The ad **campaign was targeted** and delivered according to the strong personal interest of each audience.

CONTEXT TRUMPS TARGET AUDIENCE

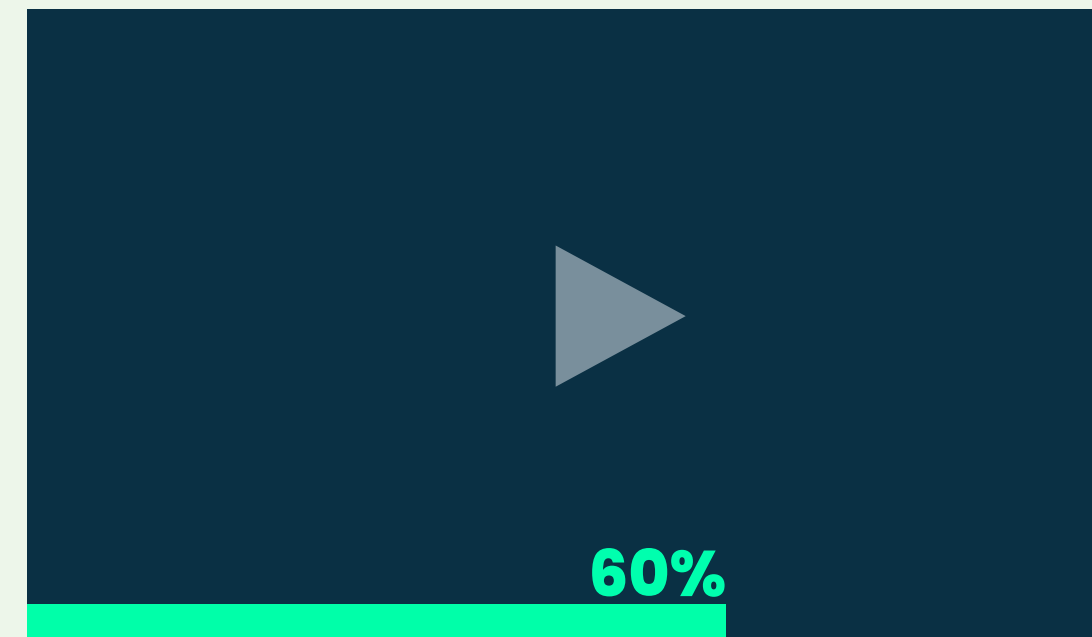
In a contextually relevant environment, better results can be achieved in comparison to an ad delivered only with audience-related targeting.

The view-through rate increases by up to 10%



Relevant target audience

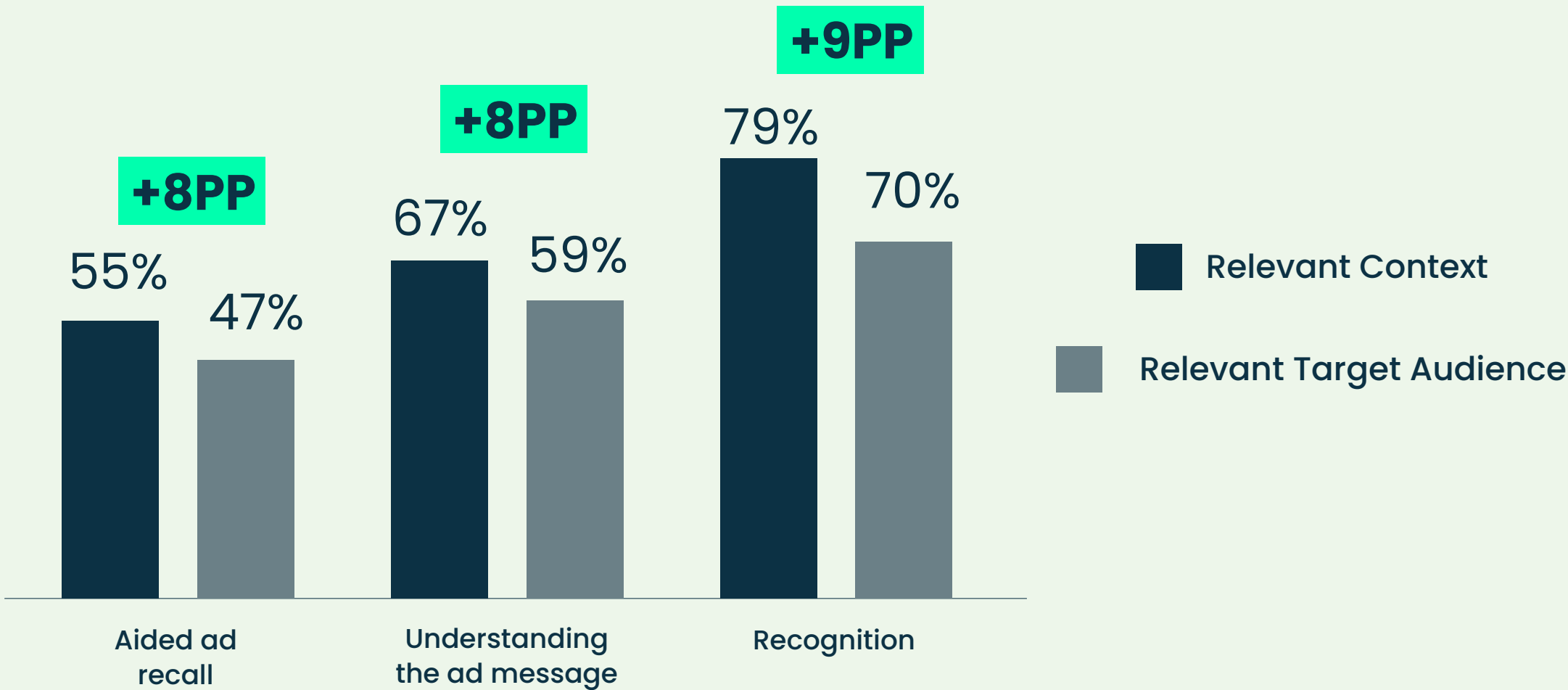
We discovered an important impact factor: contextual targeting visibly drives the view-through rates of instream video advertisements.



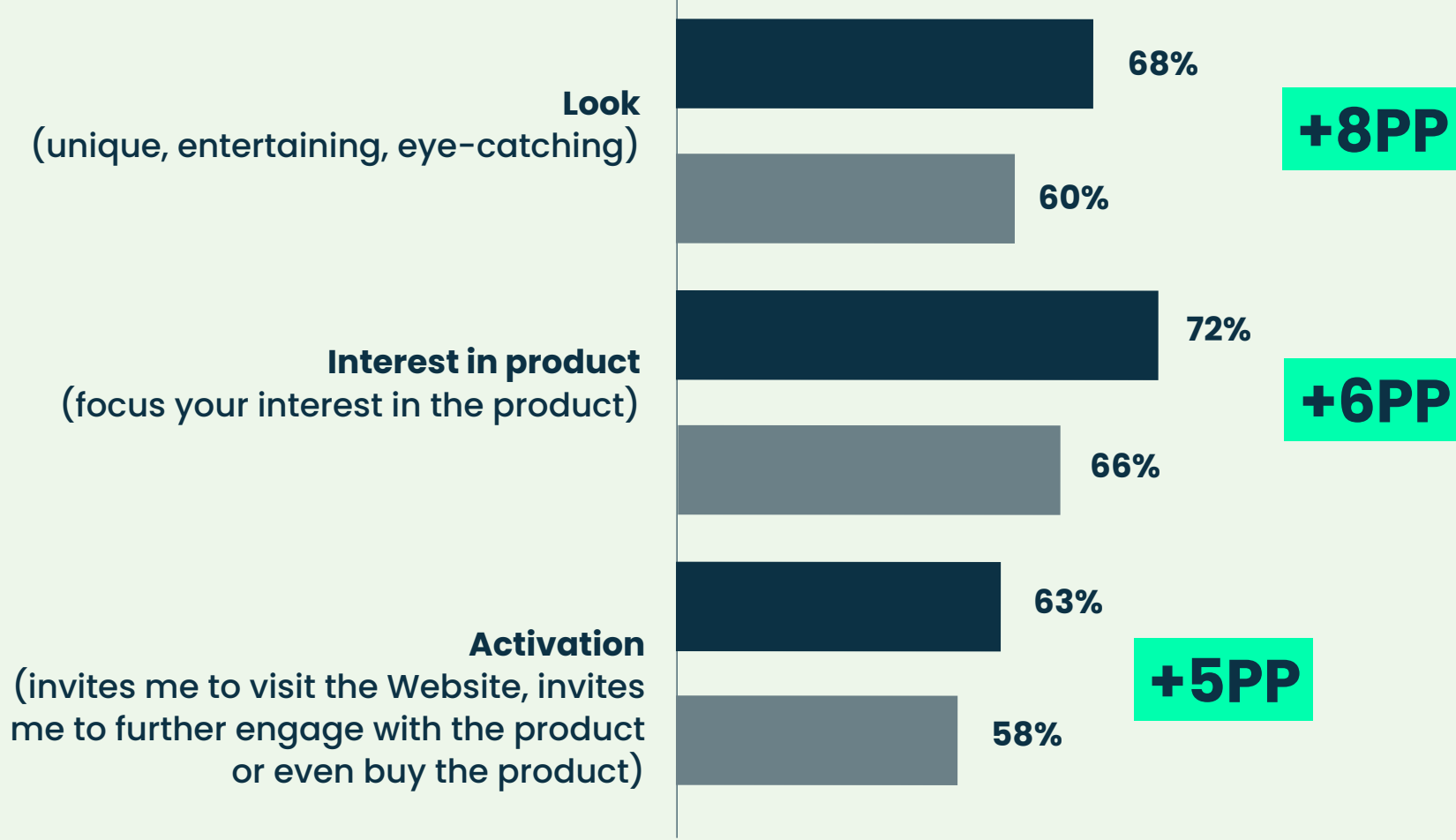
Relevant context

In the appropriate target group, 50 percent watch at least half of the video ad played. If the context is relevant, this value rises to a remarkable 60 percent.

CONTEXT TRUMPS TARGET AUDIENCE



Several questions regarding ad recall and recognition.
Basis : Split 4- relevant context, n=500, Split 1 - relevant target audience, n= 510



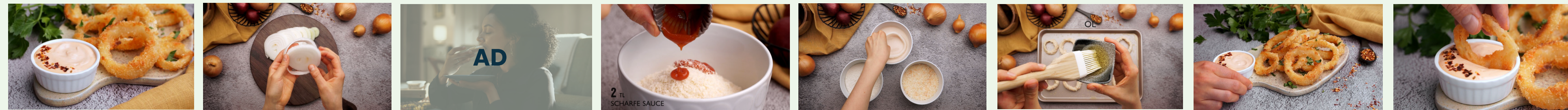
What characterizes the following video the best?
Basis : relevant content, n1=1.516, Relevant target audience n=1.521

When it comes to ad recall and recognition, context-sensitive targeting of video advertising performs significantly better in all success parameters than the delivery to the appropriate target group.

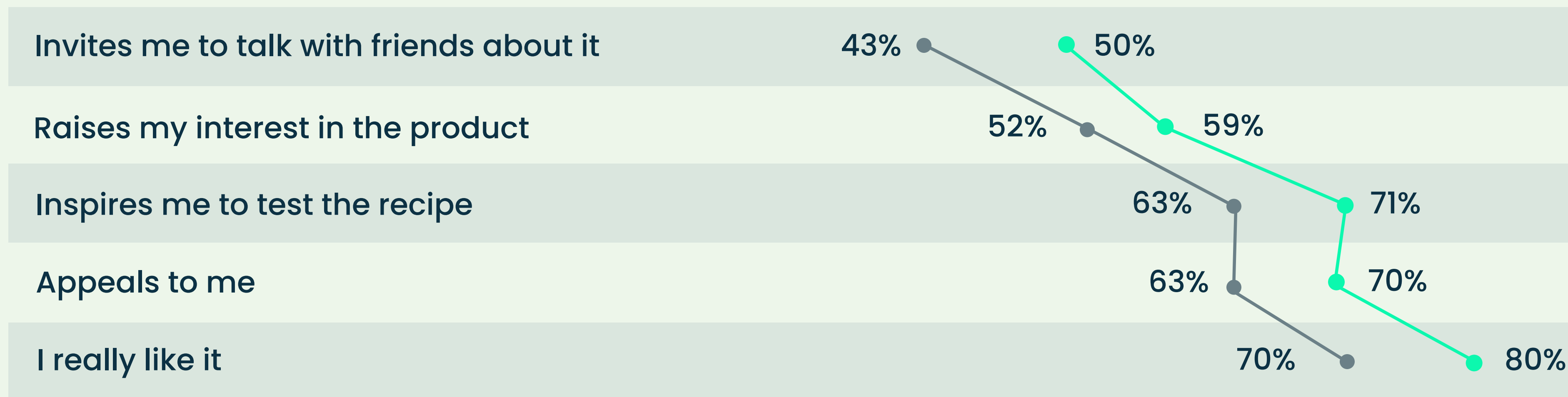
In particular, context-optimized ad placements are clearly ahead of in terms of aided ad recall (context: 55 percent vs. target group: 47 percent), ad recognition (79 vs. 70 percent) and understanding of the core message of the ad (67 vs. 59 percent).

SPECIAL: SHOWHEROES RECIPE VIDEOS

With relevant context, the ShowHeroes recipe video is perceived more positively.



● Relevant Context ● Relevant Target Audience



How do you characterize the video?

Basis: Split - context relevant, n=500, Split 1 - target audience relevant, n=510



Our study demonstrates very clearly how big of an impact context can have when combined with instream video advertising. Especially today as our industry must prepare for a cookie-less future. With this in mind, it's increasingly urgent to prepare with alternative cookieless solutions and move away from audience-based targeting. Contextually relevant video ads are not only privacy-friendly, they also create ideal conditions for achieving maximum campaign results now and in the cookieless future.



Ania Sojka
Director Sales
Germany at ShowHeroes Group



Given the cookie-less future, media creators are rushing to find alternatives to successfully implement their instream video advertising. The current study shows that context-sensitive ad placements can significantly improve the desired results. By providing direct contextual reference, instream video advertising is perceived significantly better and thus has a greater impact.



Frank Händler
Managing Partner
Research at Annalect

GET IN TOUCH NOW!

WANT TO LEARN MORE ABOUT OUR
CONTEXTUAL SOLUTIONS?

advertiser@showheroes.com

FOLLOW US



SHOWHEROES

©2022 ShowHeroes. All rights reserved.