How the Classic Fairy Tale Inspired the Mobile Ad Strategy

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TRUE IMPACT
The idea is simple:
Humanize the customer.
Impact the bottom line.
KNOW
WHO & WHAT

UNDERSTAND
WHY
To quantify the impact of mobile ad delivery on:

**ATTENTION** > **RECEPTIVITY** > **PERCEPTION**

be seen  be relevant  be chosen

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The Team
Global Thought Leaders in Neuroscience

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HOW

- Neurometrics
- Biometrics
- Explicit Surveys
Methodology

Video Interstitial Ad vs. Embedded, Opt-in Ad

62 Participants

32/30 Male/Female
50% 21-29 y.o.
50% 30-45 y.o.

Participants:

- Own an iPhone
- Regularly use iPhone for gaming
- Fluent in English
- Right handed
- Good vision
- Not on medication

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**EMBEDDED, OPT-IN AD FORMAT**

- Embedded into app environment
- Same orientation as game
- Appears in moments of user need
- Reward based interaction
KEY FINDINGS & INSIGHTS

1. Continual engagement
2. Positive reaction
3. More visual attention
Cognitive Load

CONTINUAL MENTAL ENGAGEMENT & CONSIDERATION

EMBEDDED, OPT-IN ADS EARNED 8X MORE COGNITIVE ENGAGEMENT

CHANGE IN COGNITIVE EFFORT BY AD FORMAT

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What is happening during ad delivery?

Motivation

OVERALL POSITIVE REACTION, BUT…

CHANGE IN COGNITIVE EFFORT BY AD FORMAT
Visual Attention

MORE TIME SPENT WITH THE AD

EMBEDDED, OPT-IN AD

- 40 sec TOTAL FIXATION TIME
- 19 sec CONTEXTUAL TIME
- 21 sec TOTAL BRAND TIME

INTERSTITIAL AD

- 9 sec TOTAL FIXATION TIME
- 2 sec CONTEXTUAL TIME
- 7 sec TOTAL BRAND TIME

EMBEDDED, OPT-IN ADS EARNED:

4.6X
TOTAL TIME SPENT WITH THE AD

3.0X
TIME SPENT WITH THE BRAND

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Visual Attention

THE ‘RACE TO X’ FACTOR

INTERSTITIAL AD

EMBEDDED, OPT-IN AD

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Motivation

YES, OVERALL POSITIVE REACTION

EMBEDDED, OPT-IN ADS PRODUCED 4X MORE MOTIVATION

CHANGE IN COGNITIVE EFFORT BY AD FORMAT

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The Majority Watched Vertically

65% of devices remained in vertical orientation during ad presentation

14% Users that kept devices in vertical orientation only viewed 14% of the video before closing the ad

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Vertical vs. Horizontal

DEVICE ORIENTATION MATTERS
SUMMARY

1. Think different.
2. Consider the ad delivery and context.
3. Consider the person on the other end of the phone.
Humanize your customer and create experiences that add value to their life and impact the bottom line.