



PROGRAMMATIC VIDEO PULSE 2015

SURVEY FINDINGS

OVERVIEW



Unruly's Programmatic Video Pulse 2015 is a survey-based report designed to shine a spotlight on the rapidly growing programmatic video landscape. The largest survey of its kind, polling 1,000 marketers, the report identifies new trends, hurdles and opportunities as the video ecosystem undergoes the biggest transformation yet in programmatic execution.

Methodology:

1,000 senior brand and agency marketers (500 in the US and 500 in the UK) were surveyed. The survey was conducted in March 2015.

KEY FINDINGS

The UNRULY logo is located in the top right corner. It consists of the word "UNRULY" in a bold, white, sans-serif font, slanted slightly to the right. The text is contained within a black, rounded rectangular shape that resembles a speech bubble or a stylized banner. The background of the slide features a light blue geometric pattern of interconnected lines and dots, creating a network-like effect.

UNRULY

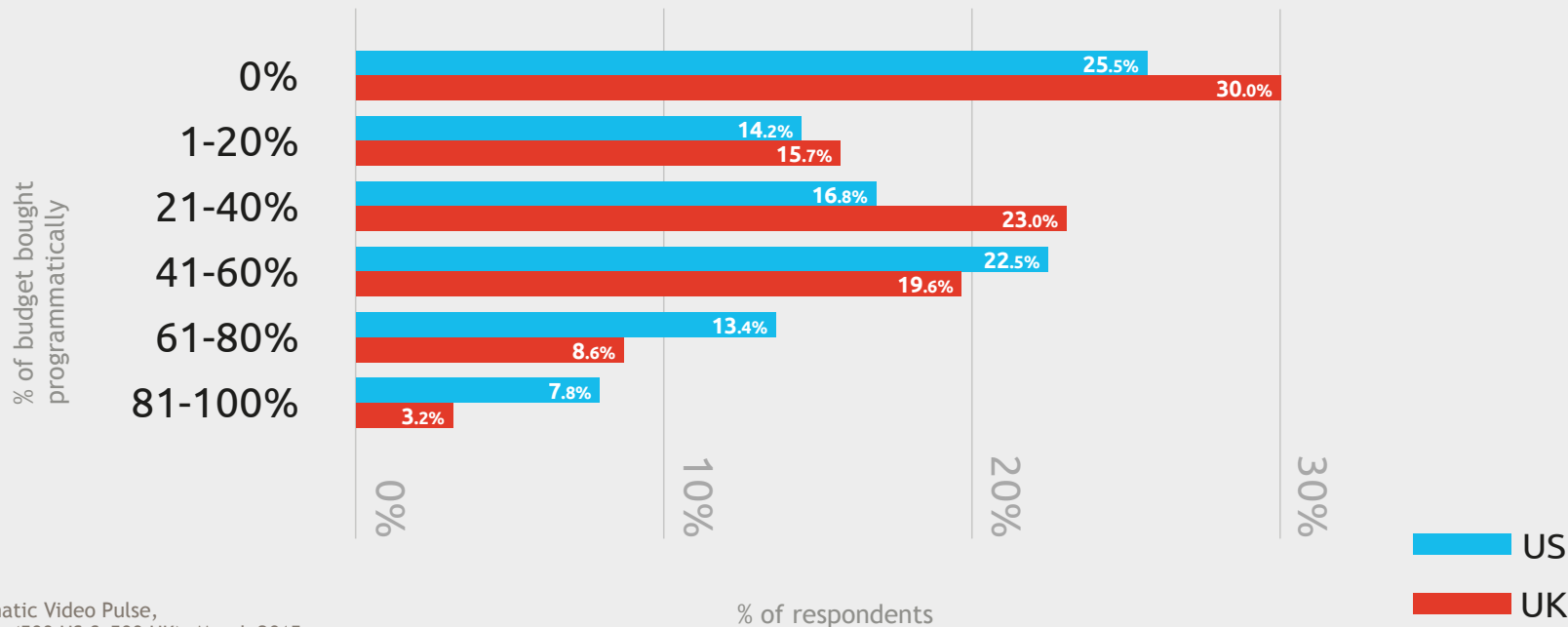
- Nearly 70% of respondents have transferred a proportion of their budget from TV to programmatic video in the last 12 months
- Emotional/psychographic targeting is seen as the most desirable targeting capability for marketers utilizing programmatic video
- CTR has become the least used KPI; Viewability and Completed Views are now the key success metrics
- The ROI gap remains, with over half of respondents thinking that programmatic targeting does not impact offline sales
- Quality of inventory, ad fraud and the skills gap are among the top concerns for marketers operating in the programmatic video sector

ONLINE BUDGETS



What % of your current online video advertising budget is bought programmatically?

Nearly $\frac{3}{4}$ of respondents are currently spending a proportion of their online video budget on programmatic video

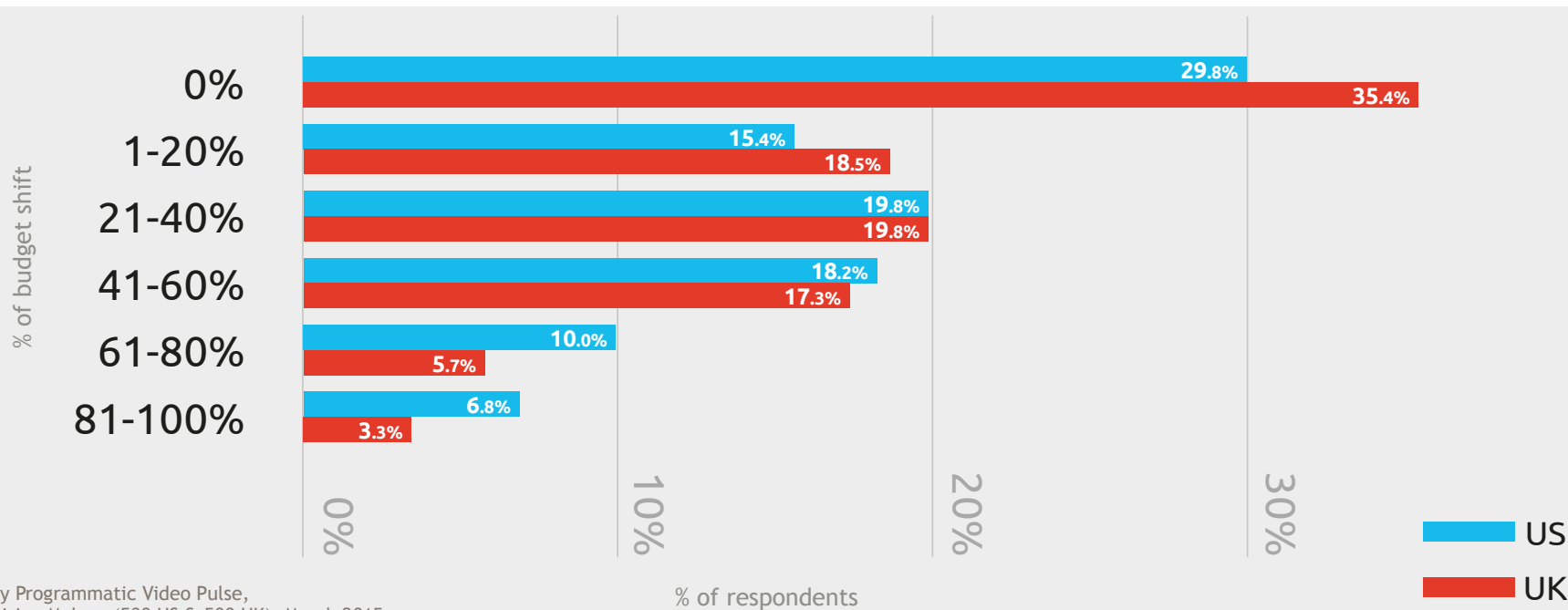


SHIFT IN TV BUDGETS



In the last 12 months, how much of your TV advertising budget has been transferred to programmatic video advertising?

Nearly 70% of respondents have transferred a proportion of their budget from TV to online programmatic video in the last 12 months

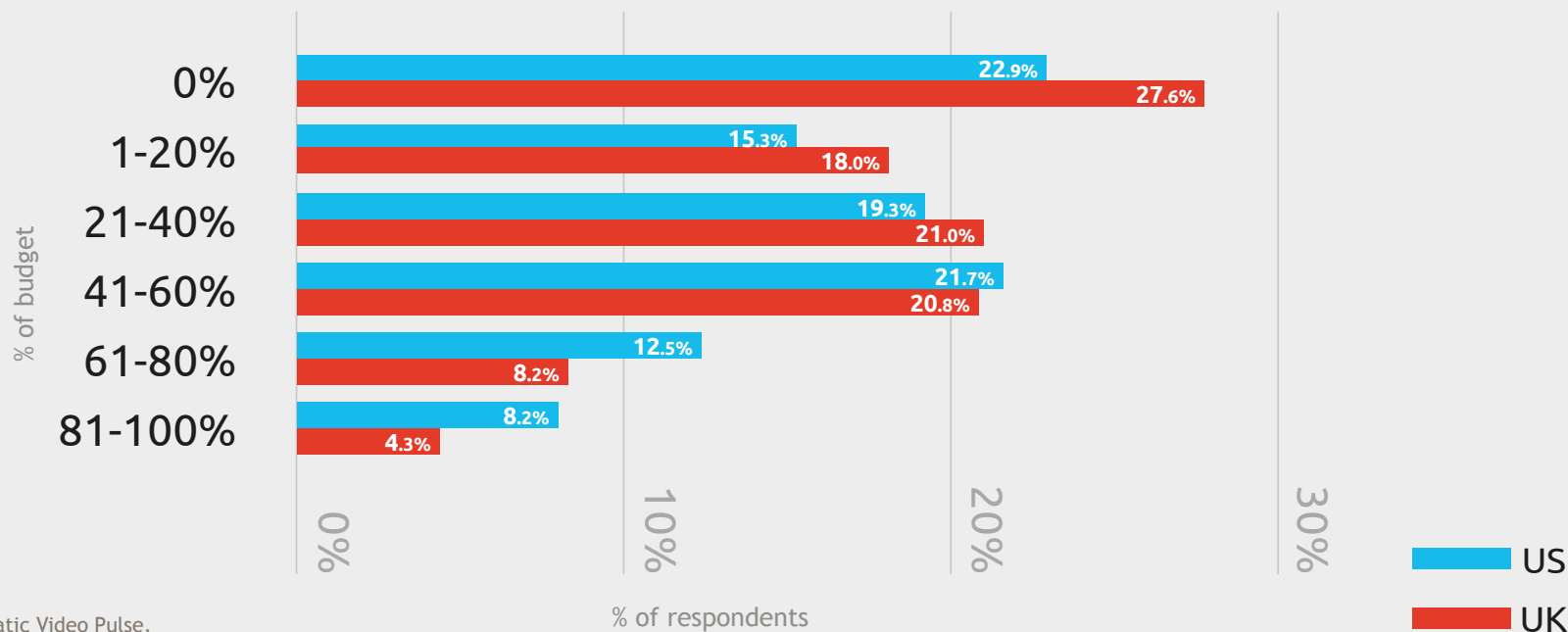


PROGRAMMATIC SPEND FORECAST



What % of your online video advertising budget do you expect to be traded programmatically in 12 months' time?

$\frac{3}{4}$ of surveyed marketers expect to increase their budget for programmatic video in the next year

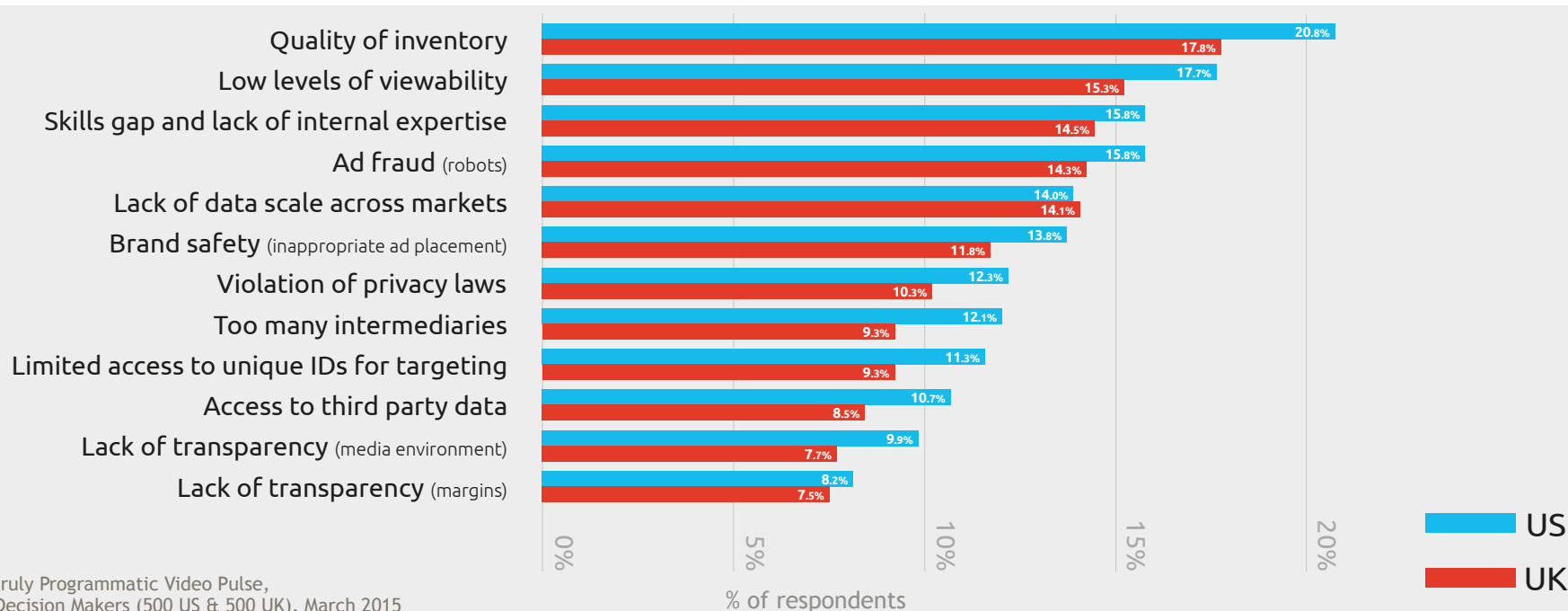


KEY CHALLENGES



Which of the following are you most concerned about when considering programmatic video advertising? (select up to 3 that apply)

Quality of inventory, ad fraud and the skills gap are among the top concerns for marketers operating in the programmatic video sector

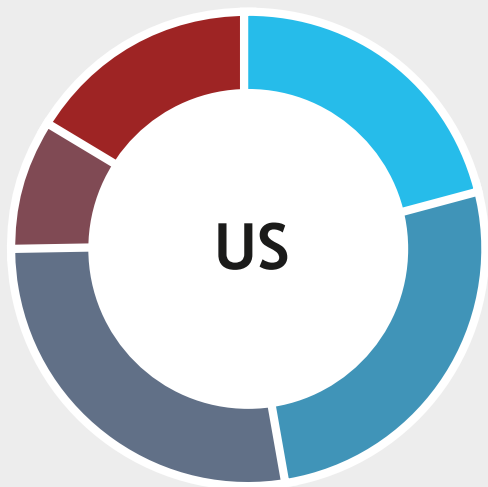


KNOWLEDGE

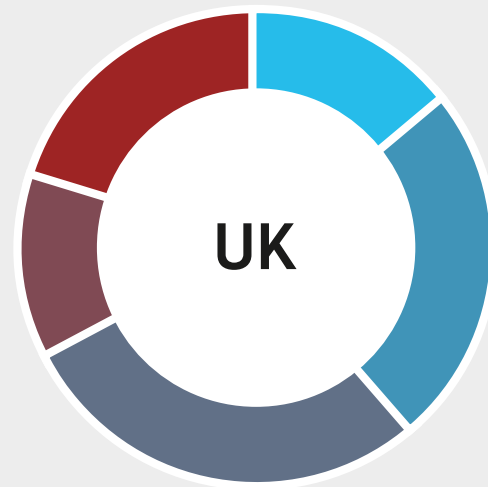


How would you rate your knowledge of programmatic video?

Fewer than half of marketers considered their programmatic video knowledge to be good or very good

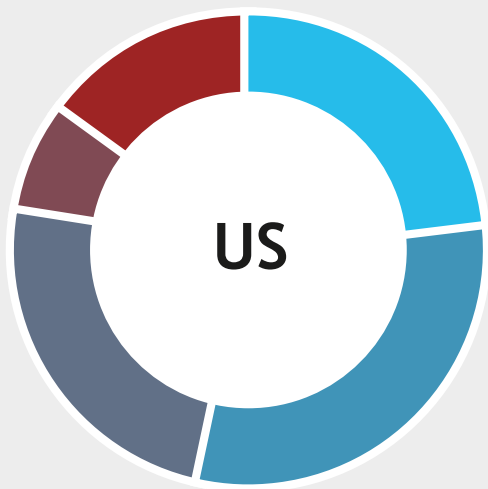


US		UK
20.9%	Very good	14.1%
26.4%	Good	24.6%
27.5%	Average	28.7%
9.0%	Poor	12.4%
16.3%	Very poor	20.2%

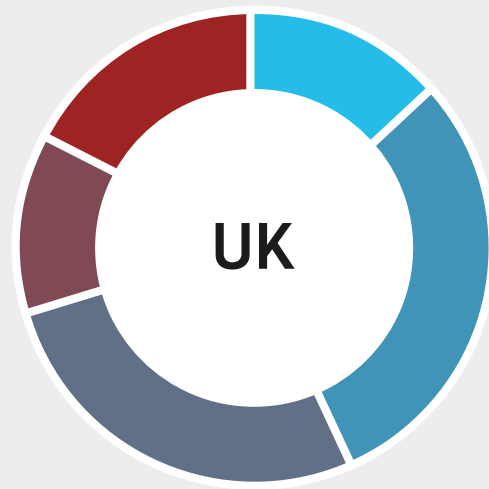


To what extent would you feel comfortable executing a programmatic video campaign?

Only half of marketers are comfortable executing a programmatic video campaign



US		UK
23.3%	Very comfortable	13.2%
30.1%	Comfortable	29.9%
24.1%	Neither	27.3%
7.5%	Uncomfortable	12.3%
14.9%	Very uncomfortable	17.3%

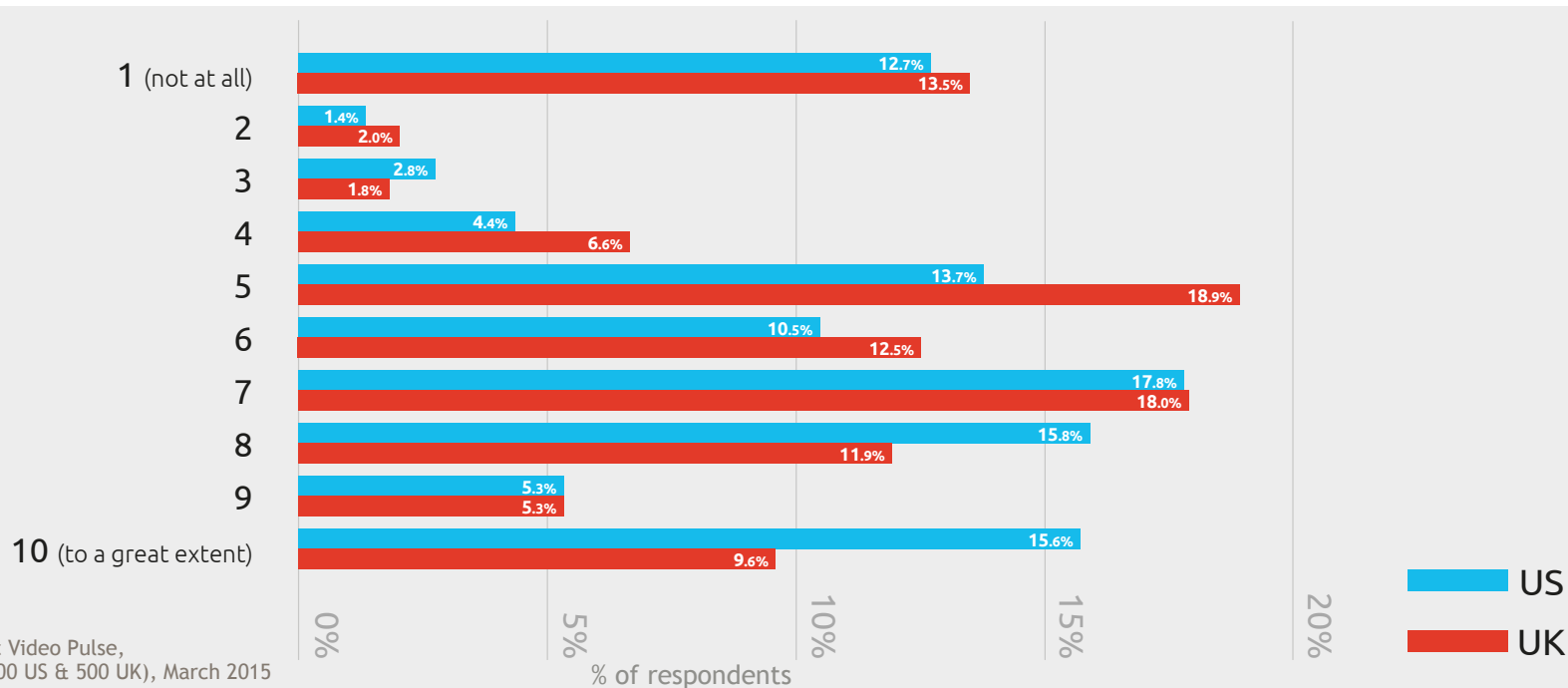


CUSTOM AD CREATIVES



To what extent are brands creating custom ads to take advantage of the targeting opportunities offered by programmatic?

Most marketers believe that brands are utilizing custom creative assets when it comes to making the most of programmatic video campaigns

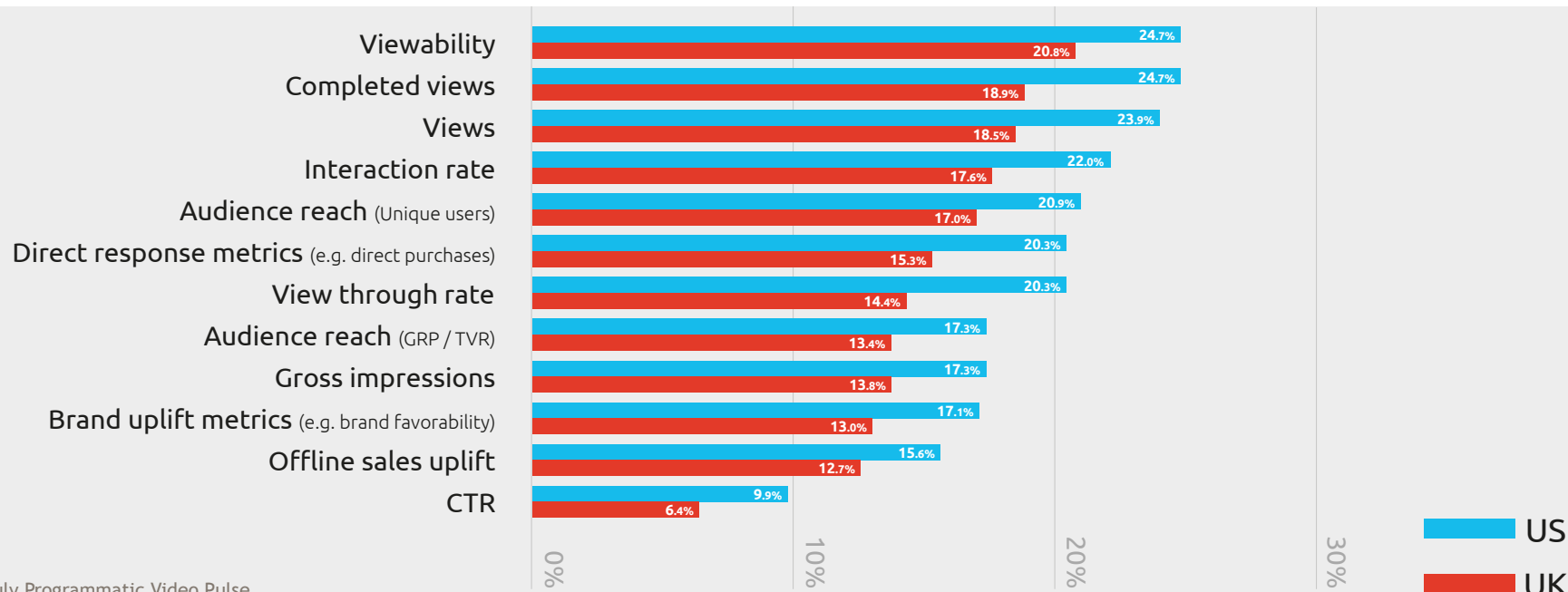


MEASUREMENT



Which KPIs do you currently use when measuring programmatic video campaigns?
(Select up to 3 that apply)

Across the board, Viewability is the most used KPI in measuring the success of programmatic video campaigns



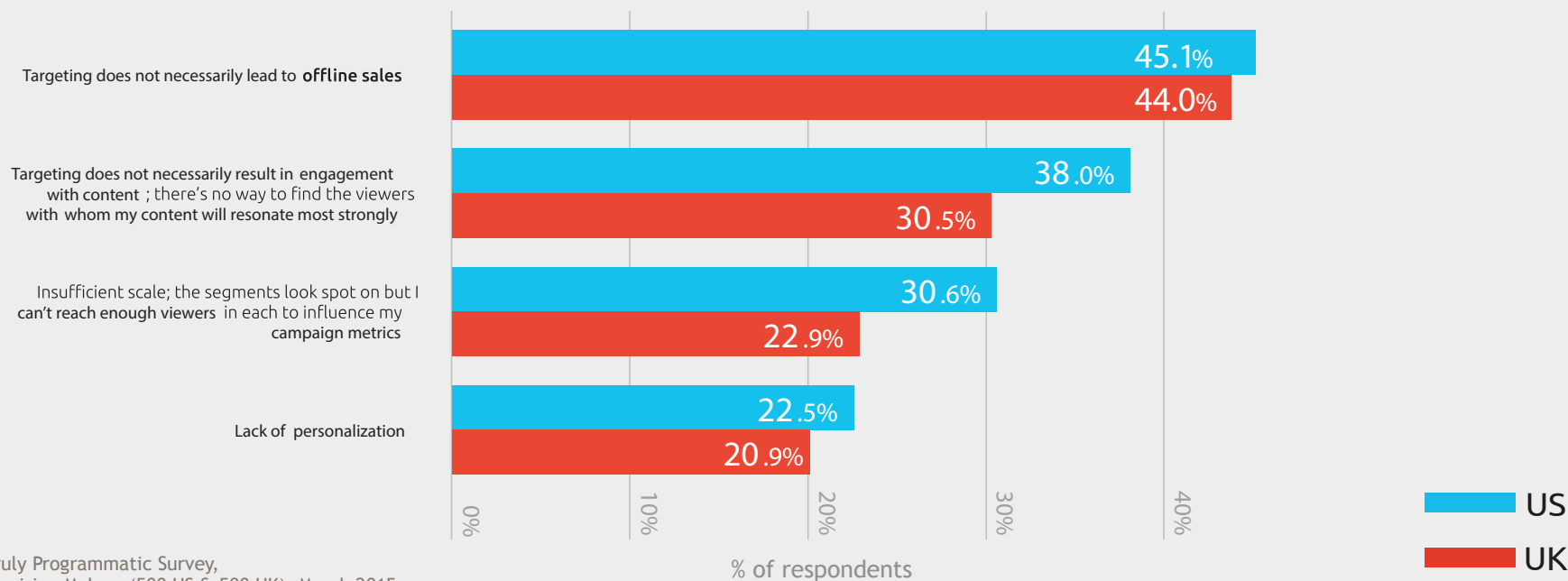
Source: Unruly Programmatic Video Pulse,
Marketing Decision Makers (500 US & 500 UK), March 2015

IMPACT ON OFFLINE SALES



What do you think are the biggest gaps in terms of programmatic video targeting?

The ROI gap remains with over half of respondents thinking that programmatic targeting does not impact offline sales

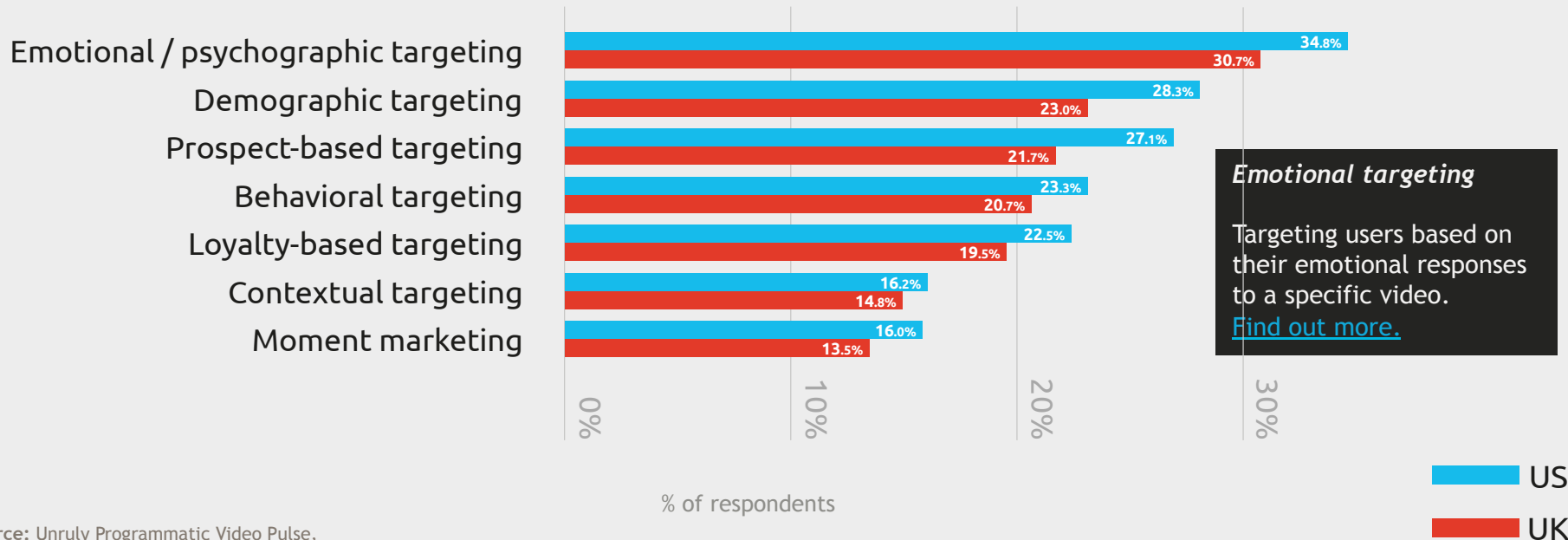


DESIRED TARGETING CAPABILITY



Which of the following programmatic video targeting abilities are of most interest to you?

Emotional/psychographic targeting is the most desired capability for marketers utilizing programmatic video



% of respondents

BRINGING IT ALL TOGETHER



The Unruly Video Programmatic Pulse is the largest survey on the topic to date. The data collected from 1,000 marketers points to **five business trends** in programmatic video.

- 1. Success metrics are shifting, advertisers are moving toward verified engagement metrics:** Viewability and completed views are king and CTR has fallen to the bottom of the pile.
- 2. Media allocation is shifting from TV to programmatic digital video:** Recent studies from Luma (May 2014) and the IAB/ Nielsen (February 2013) have shown the last 10% -15% of TV ad spend results in very small increase in audience reach and recommend reallocating funds to digital video.
- 3. Programmatic advertising is getting more emotional and personal:** Emotional / psychographic targeting is the top focus for marketers. Not surprising, given that emotional advertising studies have shown that emotional campaigns are 88% more profitable than rational ones (IPA).
- 4. Marketers acknowledge that brands are getting savvier about creating custom content for programmatic video:** the majority of marketers claim that brands are making custom content for programmatic video.
- 5. The programmatic skills gap still needs bridging:** Marketers have low levels of confidence in their knowledge of programmatic video and their ability to execute campaigns.

WHAT NEXT: RECOMMENDATIONS



1. Focus on developing a content stack for short-form and long-form content, and for specific ad formats & devices.
2. Deploy emotional targeting segments across programmatic video buys in order to increase viewer attention, engagement and purchase intent.
3. Remember machines alone are not 100% fail safe. Invest in training for your team to bridge the skills gap, capitalize on programmatic opportunities and avoid the common pitfalls. Unruly offers a 'Powering Up With Programmatic Video' course free of charge to clients and partners.
4. With 57% of views going unseen online be sure to seek viewability guarantees on your video ads ([NYTimes](#)) and use MRC accredited verification partners.
5. Get anti-fraud measures in place for your video campaigns. 40% of ad views are impossible to verify. ([Business Insider](#))

To find out more please visit www.unruly.co or contact hi@unrulygroup.com

WE ARE

UNRULY

OUR MISSION:

TO DELIVER THE MOST AWESOME SOCIAL
VIDEO CAMPAIGNS ON THE PLANET!

High growth video ad tech
company, #1 in Europe

Run over 14,000 campaigns
for 84% of ad age 100 brands

Unique data set
of 2 trillion views

200 people across 15
offices in 11 countries

Global reach 1.36bn
monthly unique users