TEADS AND NIELSEN’S VIDEO IMPACT & EFFECTIVENESS STUDY

Video ads delivered through inRead® significantly outperformed skippable pre-roll on key brand impact and perception metrics.

Background information
Teads worked with Nielsen to measure the impact of exposure to their inRead® video ad format versus a skippable pre-roll video ad format. The basis of the research was to understand which format drives advertisers’ main KPIs, including awareness, recommendation, favorability and purchase intent.

Teads also wanted to evaluate ad format likeability and perceptions.

Methodology
Survey based, US adults 18+ (demographically balanced split)

22 questions rating perceptions of the ad after engaging with it through Teads’ inRead® and skippable pre-roll.

Substantially increased purchase intent

inRead® delivered 50% more purchase intent than skippable pre-roll.

Compared to skippable pre-roll, inRead® delivered a 74% increase in purchase intent amongst viewers between 18-34 years old.
Strengthened brand recommendation

Compared to skippable pre-roll, inRead® delivered a **60% increase in brand** recommendation amongst millennials.

Less likely to skip

inRead® viewers were less likely to skip the ad, as it provided them with a more natural user experience.

Most liked ad format

21% more viewers liked the ad when it was run within inRead® compared to when it was run within skippable pre-roll.