

Hitting it Out of the Park with Online VideoAds

Case Study



A Major League Baseball Team

In the dark days of winter, thoughts of warm weather start to fill the air. One of the premiere Major League Baseball franchises wanted to stir those thoughts even more and get people talking baseball.

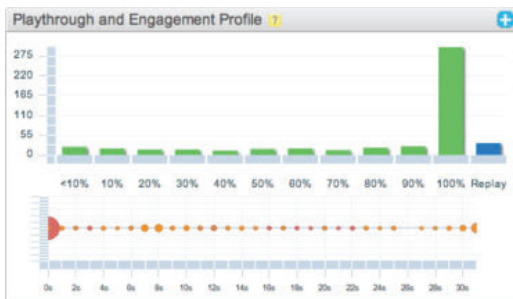
In the month of January, the team ran a 10-day VideoAd campaign to promote its ballpark and upcoming season.

Objective

- Build anticipation for the upcoming season.
- Promote the team's single-game ticket availability date of January 17th.

Strategy

- Created 3 VideoAds, each emphasizing one of 3 different features: the stadium and fans, the coach, and the players.
- Promoted the single-game ticket purchase data in all three ads.
- Rotated the 3 VideoAds randomly through the same Player.



As the green bars demonstrate, viewers were highly engaged with the VideoAd. More than 65 percent watched the VideoAd to completion.

Methodology

Took existing high quality television spots and repurposed them for online use. Added the ability to click to the official team website.

Results

VideoAds make display ad units **high impact** and offer so much more than regular display ads. VideoAds engage potential customers – letting them interact with your brand, drive direct response, and build brand exposure (without forcing viewers to leave the page). The clicks they do generate are more qualified ones. Regular display ads only offer clicks away from the page and, consequently, disrupt the viewer experience.

- The overall engagement rate (ER) for the 3 VideoAds (0.66 percent) was more than 6 times better than the clickthrough rate (CTR) achieved by typical display ads.
- Surprisingly, the stadium and fans VideoAd performed best, generating an ER of 0.88 percent and CTR of 0.13 percent.
- Viewers were highly engaged. They watched, on average, more than 83 percent of a VideoAd. More than 65 percent of viewers watched a VideoAd all the way to completion.
- This VideoAd campaign delivered a \$2/engagement ROI. Typical ROI for display ads is \$13/click.