VIDMOB GIVES Vertical Insights for Non-Profits Facebook & Instagram
Creative Insights for Non-Profits
People aware of an ad campaign are:

- **24%** More likely to be aware of the organization*
- **11%** More likely to donate to the organization*
- **13%** More likely to donate to organizations with similar goals*

* Tackling the Future of Socially-Charged Advertising by Dr. Carl Marci
We Analyzed

154
AD CAMPAIGNS

1261
VIDEO ADS

799.1M
IMPRESSIONS

Across 45 non-profit ad accounts that promote:

- Cancer Research
- Homeless Shelters
- Environmental Protection
- Clean Drinking Water
- Anti-Bullying
- And so much more!

Date Range: 01/01/2019-12/31/2019
Creative Findings
Awareness-Driven Campaigns
Smiling in the initial frames of an ad boosted 3s View Through by 22%.

Ads that featured animals early-on had higher View to 50% and 100% Rates.

Opening an ad with human presence increased 3s View Through.
Insight

Human Presence and Smiling boosted 3s View Through by 22%.

Example

✓ Human presence seen upfront
✓ Positive sentiment as well as emotional variance is shown through expressions and movement
✓ A visually appealing first frame captured viewers’ attention
Insight

Ads with animals featured early-on had a higher View through 50% & 100% Rate compared to the average.

Example

- Animals in initial frames catch viewers attention
- Everyone loves puppies!
- View to 50% and 100% increased
Clicks-Driven Campaigns
Scenery in initial frames increased Click Through Rate

Celebration featured in first 3 seconds boosted Click Through Rate

Opening ads with a logo boosted Click Through Rate and connected the ad with the non-profit
Scenery in initial frames increased CTR.

- Scenery as initial shot
- Shows a larger perspective of an issue
- Sets the stage for rest of ad
- Increases CTR
Beginning an ad with celebration boosted CTR.

- Starts with celebration
- Gives sense of positivity
- Increased CTR
Opening an ad with the organization’s logo boosted CTR.

Example

- Early logos increase viewer consideration
- Helps to emphasize CTA
- Increased CTR
Messaging
**INSIGHT**

Featuring a website link was clearly linked with higher View and Click Through Rates, but there was no clear correlation with hashtags.

**RECOMMENDATION**

Consider featuring website link to boost key KPIs. Experiment further with hashtags to find which placements work the best.

*Data pulled from 11/12/19 – 2/12/20*
The best performing CTA verbs across the board were ‘Learn’ and ‘Get’. However, ‘Make’ had the highest View Rates and ‘Join’ had the highest CTR.

Consider altering specific CTA verbs based on objective and desired KPIs.

*Data pulled from 11/12/19 – 2/12/20
Duration
Insight
View Rates performed significantly better for shorter ads, while longer ads received higher clicks.

Next Step
Keep ads short for more views to completion, but tell full story to drive clicks.

*Data pulled from 11/12/19 – 2/12/20
Thank You!

vidmob
Appendix
## KPI Definitions

<table>
<thead>
<tr>
<th>KPI Definition</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View Through to 50% Rate</td>
<td>Number of views on an ad that reach 50% / impressions</td>
</tr>
<tr>
<td>CPM</td>
<td>Cost per thousand impressions</td>
</tr>
<tr>
<td>EARL (Estimated Ad Recall Lift) Rate</td>
<td>The rate at which an estimated number of additional people, when asked, would remember seeing the ad within 2 days. Calculated using the predicted recall of people who saw the ad vs the number of people who did not see the ad (calibrated using recall lift surveys) / impressions</td>
</tr>
<tr>
<td>Post Engagements</td>
<td>Post engagement includes all actions that people take involving your ads while they’re running (reacting to, commenting, clicking) / impressions</td>
</tr>
<tr>
<td>Click Through Rate</td>
<td>Number of total clicks / impressions</td>
</tr>
<tr>
<td>3 Sec View Rate</td>
<td>Number of video views that reach 3 seconds / impressions</td>
</tr>
<tr>
<td>Purchase Rate</td>
<td>Number of purchase events / impressions</td>
</tr>
</tbody>
</table>
The overall account average for the column category (9:16) and selected KPI within the parameters of the analysis.*

The number of total ads in the ad account for the selected analysis parameters.*

The creative element “tag” is identified using artificial intelligence.

The number of total impressions in the ad account for the selected analysis parameters.*

Numbers in red indicate the tag’s KPI average is statistically below the column average at 95% confidence.

Numbers highlighted in green indicate the tag’s KPI average is statistically greater than the column average at 95% confidence.

The KPI average, ad count, and impression count associated to each tag reflects the data for all ads within the ad account that detected the associated creative element.

*Parameters for analysis can include date range, campaigns, KPI, Placements, and Objectives.