



# THE SENTIMENT DRIVEN CONSUMER JOURNEY

Brand Impact With Intelligent Video Advertising

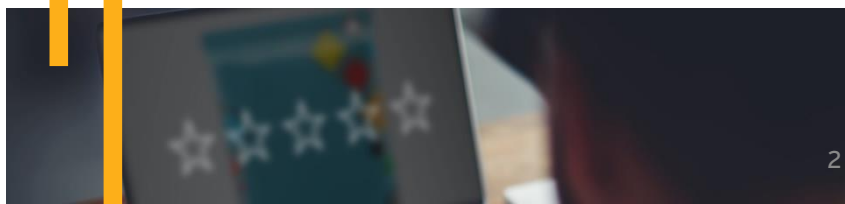
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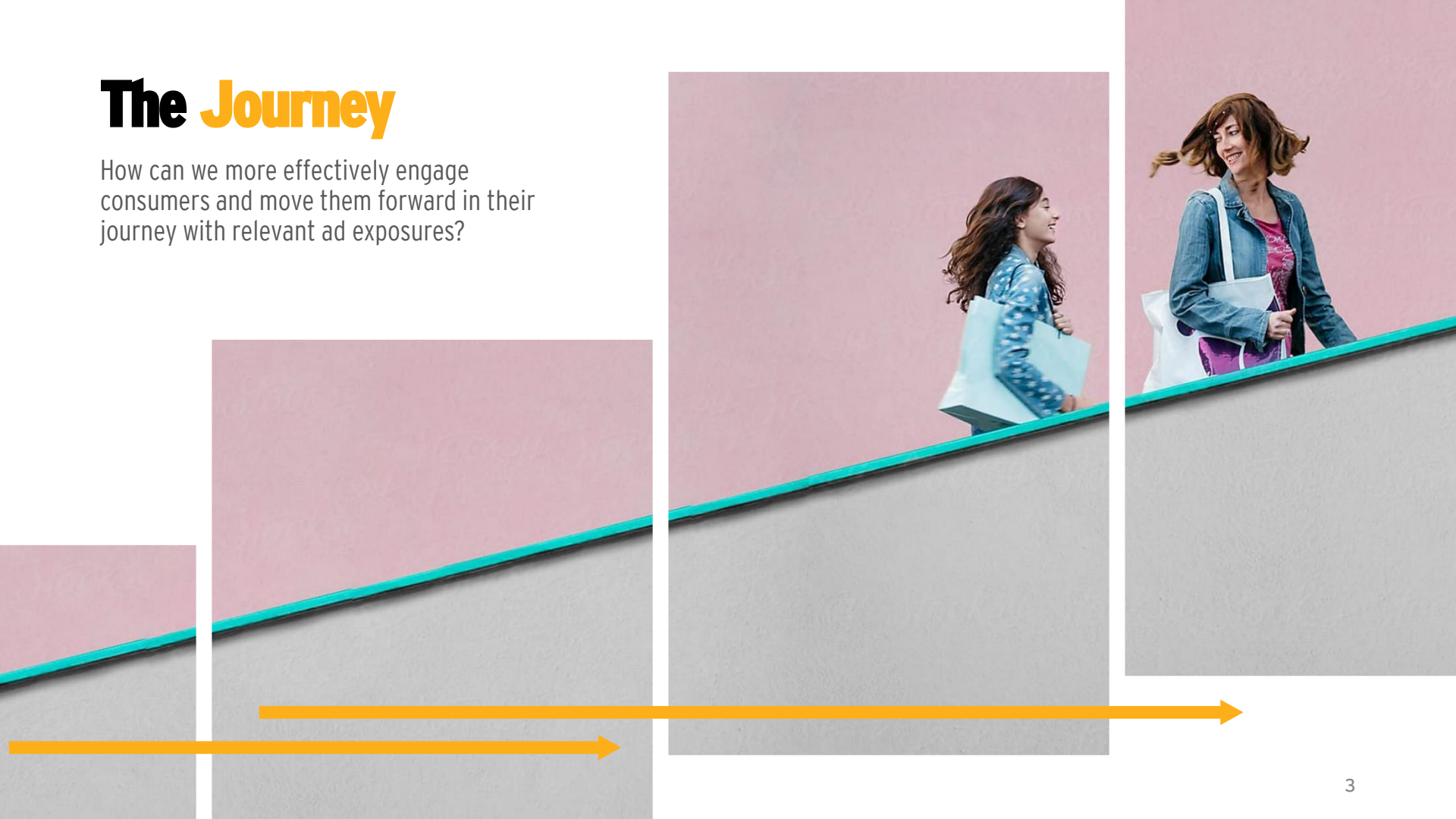
# Relevance = Impact

Marketers know that relevant brand stories can propel audiences through the consumer journey.



# The Journey

How can we more effectively engage consumers and move them forward in their journey with relevant ad exposures?



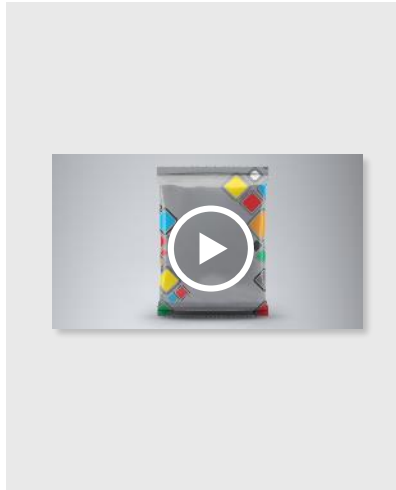


# This Is Where **Artificial Intelligence** Comes In...

In advertising, sometimes a computer works best. Machine learning can take the guesswork out of ad sequencing.

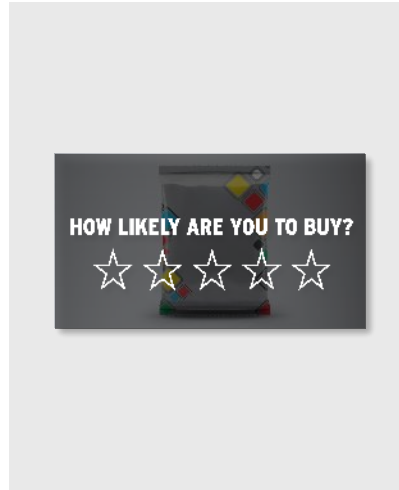


# How AI Drives Optimized Consumer Journeys



## AD EXPOSURE

Consumers are exposed to an ad



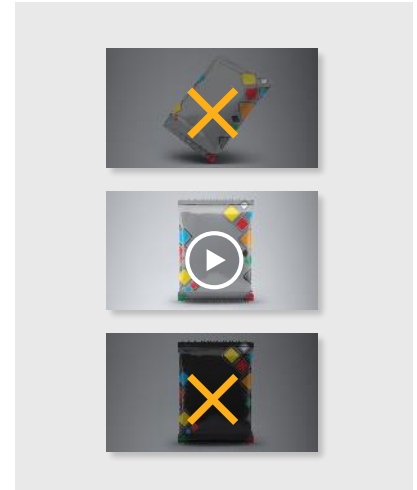
## POLL

After video ad, subset of consumers are asked a single attitudinal or behavioral question to assess their engagement



## MACHINE LEARNING

Attitudinal and behavioral data power machine learning to determine which ad each individual should see next, at scale

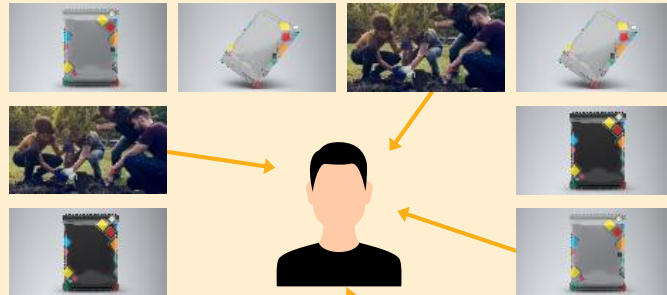


## THE "RIGHT" NEXT AD IS DELIVERED

The right next ad exposure is optimized for each individual to drive them through the consumer journey

# What We Tested: Today's Consumer Journey Options

## NON-OPTIMIZED CONSUMER JOURNEY



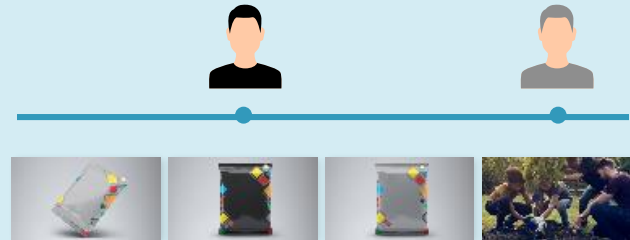
Use of multiple creative units **without consideration for order**. Also known as "Spray and Pray".

Marketers target and deploy multiple ad units, using **only behavioral data** to find consumers.



## OPTIMIZED CONSUMER JOURNEY VIA MACHINE LEARNING

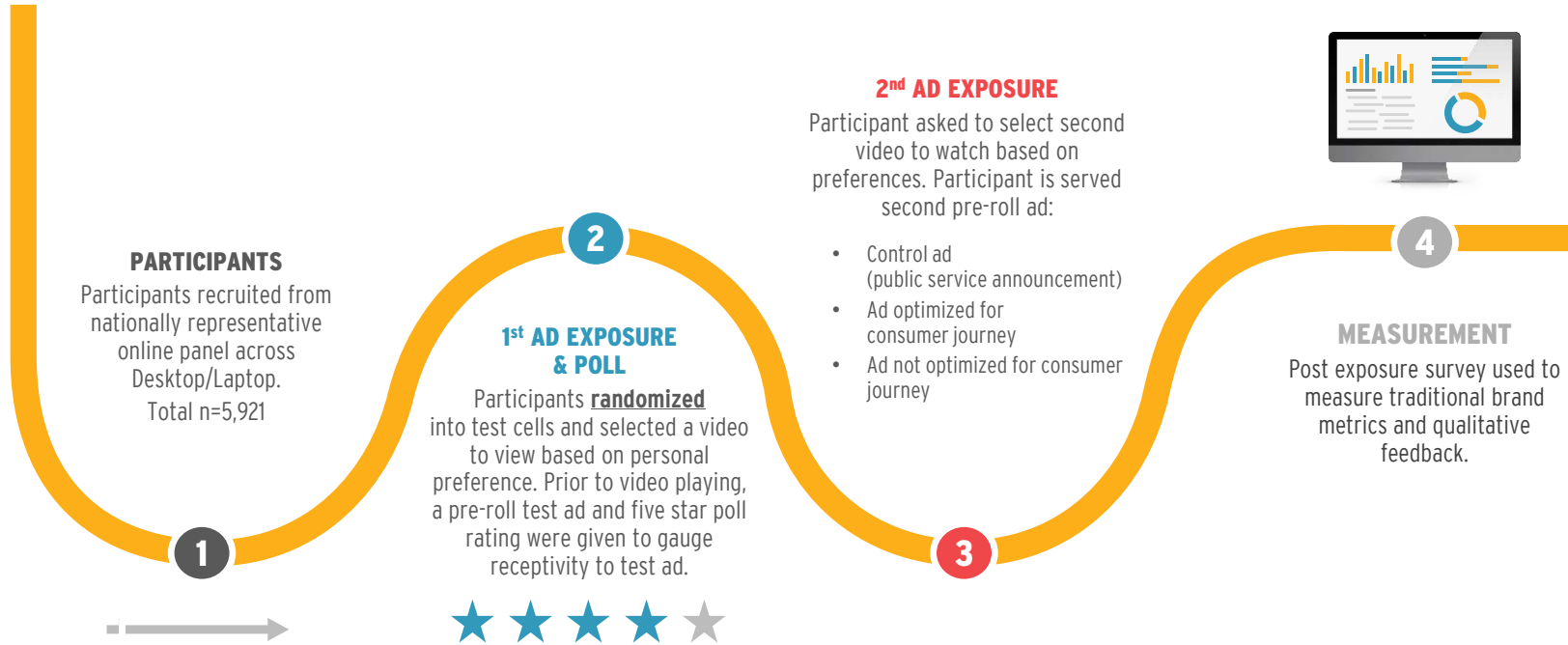
Use of multiple creative units **based on where the consumer is in their journey**.



**Machine learning** targets and deploys ad units using both **behavioral and attitudinal** data to engage consumers.



# Our Methodology



# The Brands We Tested



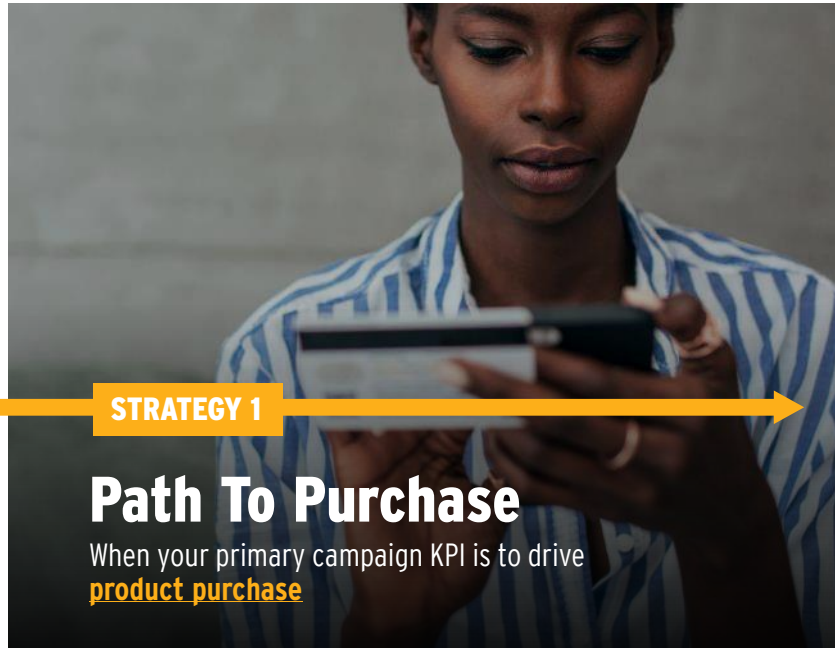
*charles*  
SCHWAB

**MAJOR QUICK  
SERVICE  
RESTAURANT**

**MAJOR TRAVEL  
BRAND**



# We Tested Two 'Consumer Journey' Optimization Strategies



**STRATEGY 1**

## Path To Purchase

When your primary campaign KPI is to drive **product purchase**



**STRATEGY 2**

## Brand Health

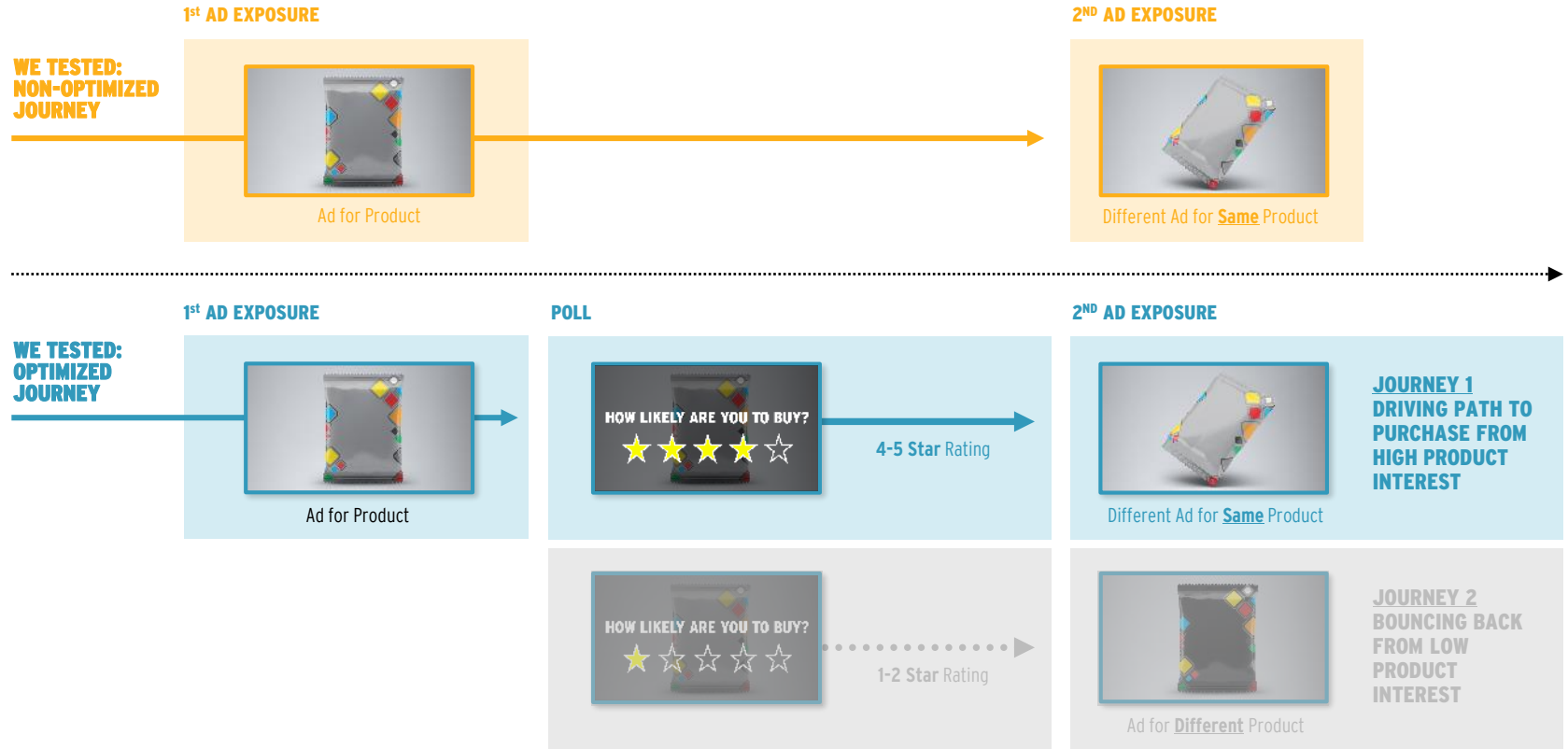
When your primary campaign KPI is to build **brand health**

# Path to Purchase

STRATEGY 1



# Path To Purchase: Journey 1



# Optimized Ad Sequencing Works 2x As Hard In Improving Trust

Impact of 2<sup>nd</sup> Exposure on Brand Trust  
Driving Purchase From High Product Interest |  
Delta (Test - Control)

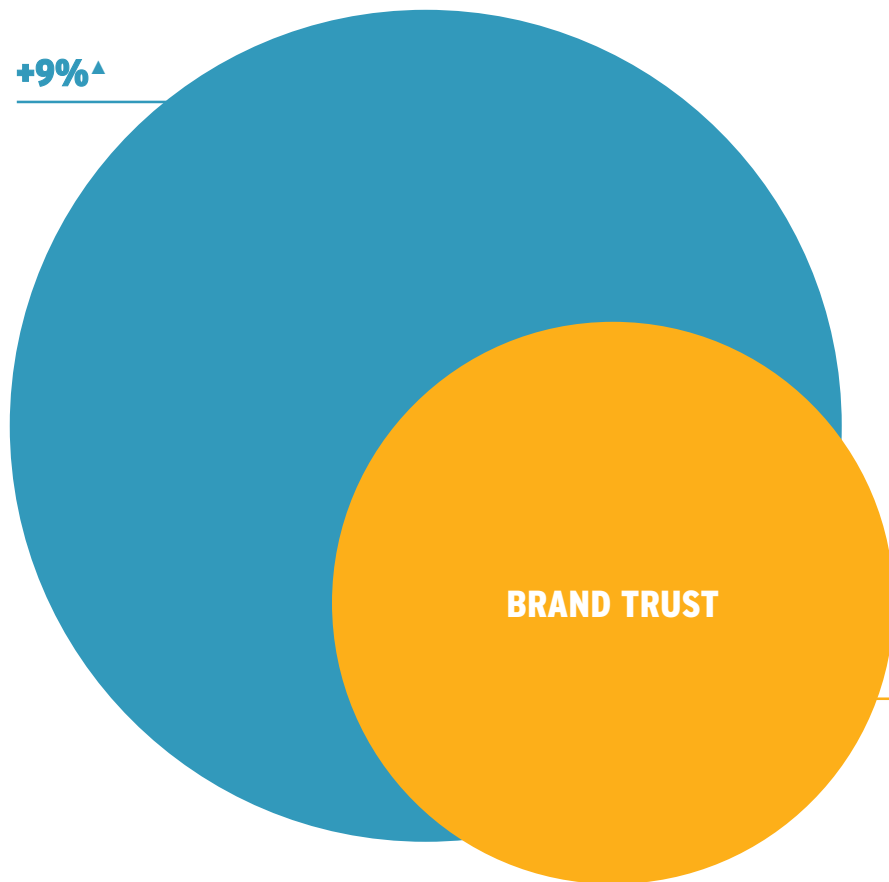


**Non-Optimized Journey**  
Delivered different ad for same product regardless of interest



**Optimized Journey**  
Delivered different ad for same product because of high interest

+9%<sup>▲</sup>



+4%

<sup>▲</sup>: significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Path to Purchase - Driving Purchase from High Product Interest: (Non-Optimized Control n=565, Non-Optimized Test n=508, Optimized Control n=250, Optimized Test n=226)  
Q: Please indicate how much you agree or disagree with each of the following statements about (Brand)...

# Improved Ad Experiences Show The Right Ad Is Being Delivered To The Right Person

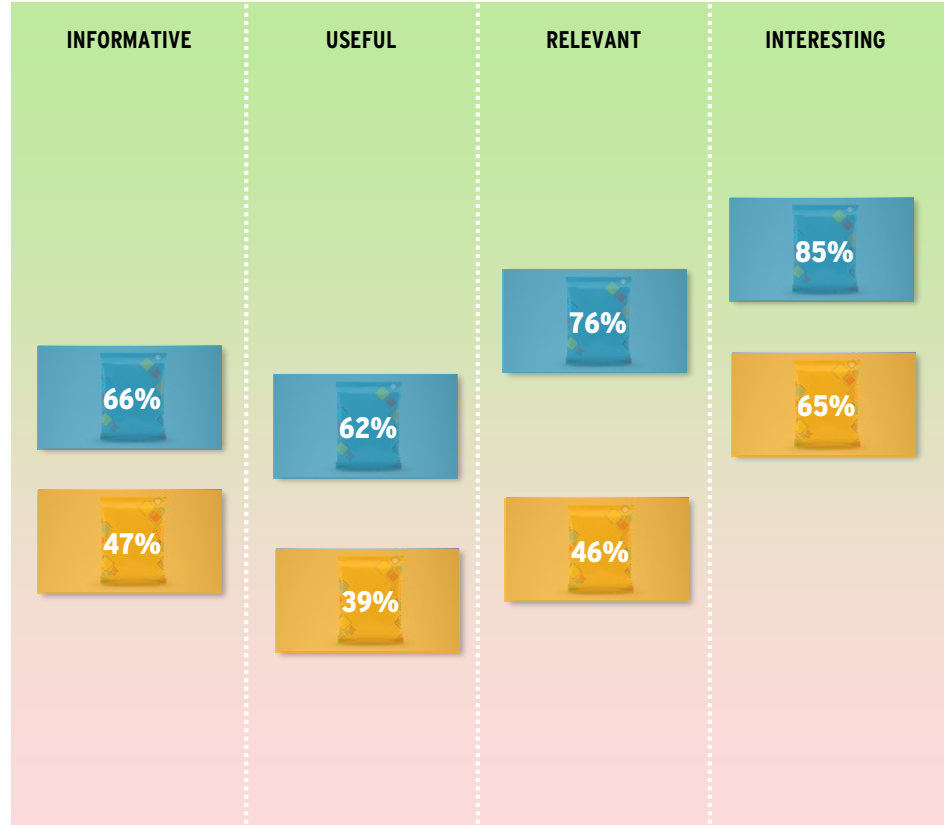
Ad Opinions  
Driving Purchase From High Product Interest | % Who Agree



**Non-Optimized Journey**  
Delivered different ad for same product regardless of interest



**Optimized Journey**  
Delivered different ad for same product and were interested in product



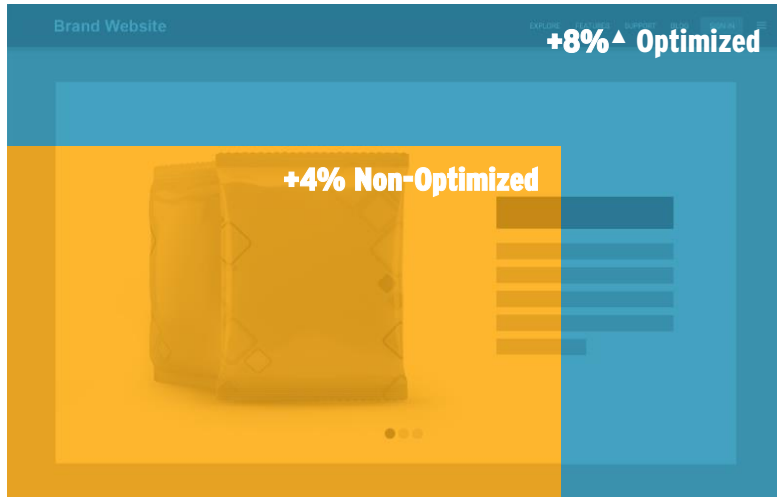
Path to Purchase - Driving Purchase from High Product Interest: (Non-Optimized Control n=565, Non-Optimized Test n=508, Optimized Control n=250, Optimized Test n=226)  
Q: Please indicate how much you agree or disagree with each of the following statements about this ad.

# Because The Right Next Ad is Delivered, Consumers are Persuaded to Take Action

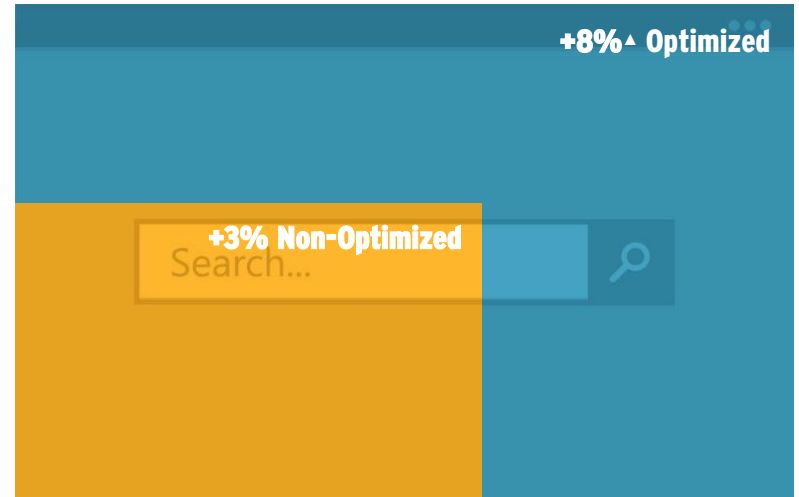
## Impact of 2<sup>nd</sup> Exposure on Intent Metrics

Driving Purchase From High Product Interest | Delta (Test - Control)

### LIKELY TO VISIT BRAND WEBSITE



### LIKELY TO SEARCH FOR BRAND ONLINE



▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Path to Purchase - Driving Purchase from High Product Interest: Non-Optimized Control n=565, Non-Optimized Test n=508, Optimized Control n=250, Optimized Test n=226)  
Q: In general, how likely are you to visit the following brand websites? How likely are you to go online to search for the following brands, or one of its products, online?

# Without Optimization, Many Consumers are Bound to Be Served an Ad that Doesn't Make Sense for Them



## Interested, But Not Driven To Purchase

Consumers that are interested in the product could be delivered an ad for an alternative product

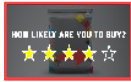
## Not Interested, But Attempt To Drive Purchase

Consumers that are not interested in the product and are delivered an ad to encourage purchase



# What Happens When Consumers Receive The “Wrong” Ad?

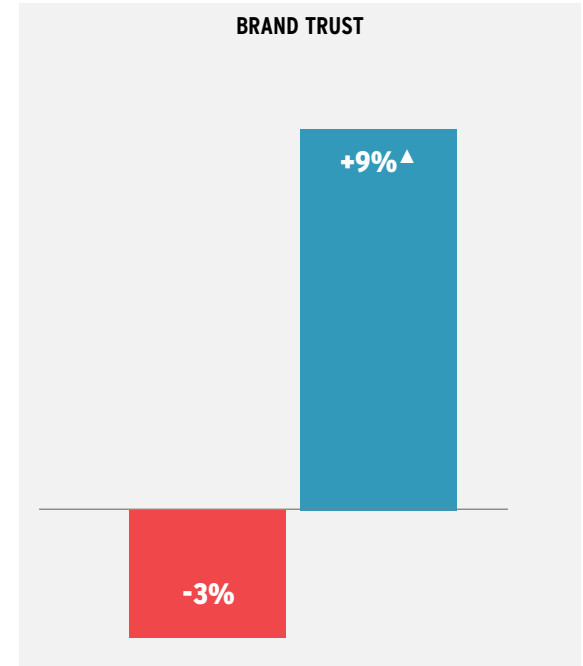
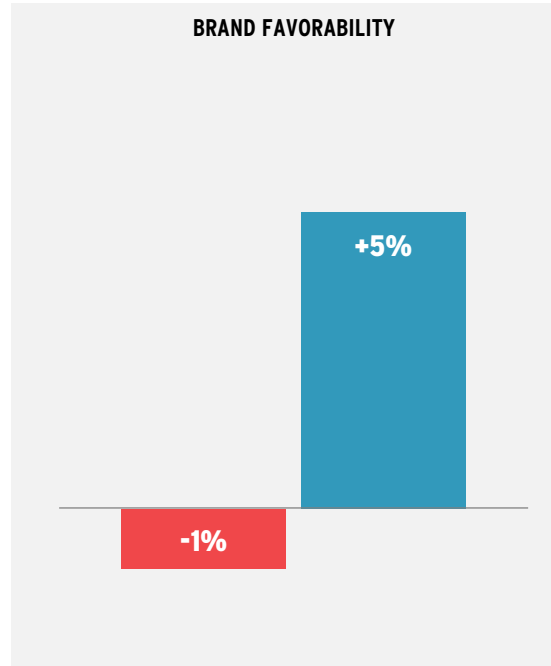
Impact of 2<sup>nd</sup> Exposure on Brand Perception  
Driving Purchase From High Product Interest |  
Delta (Test - Control)



⚠️ **Non-Optimized Journey**  
Interested in product, but  
delivered ad for an  
alternate product

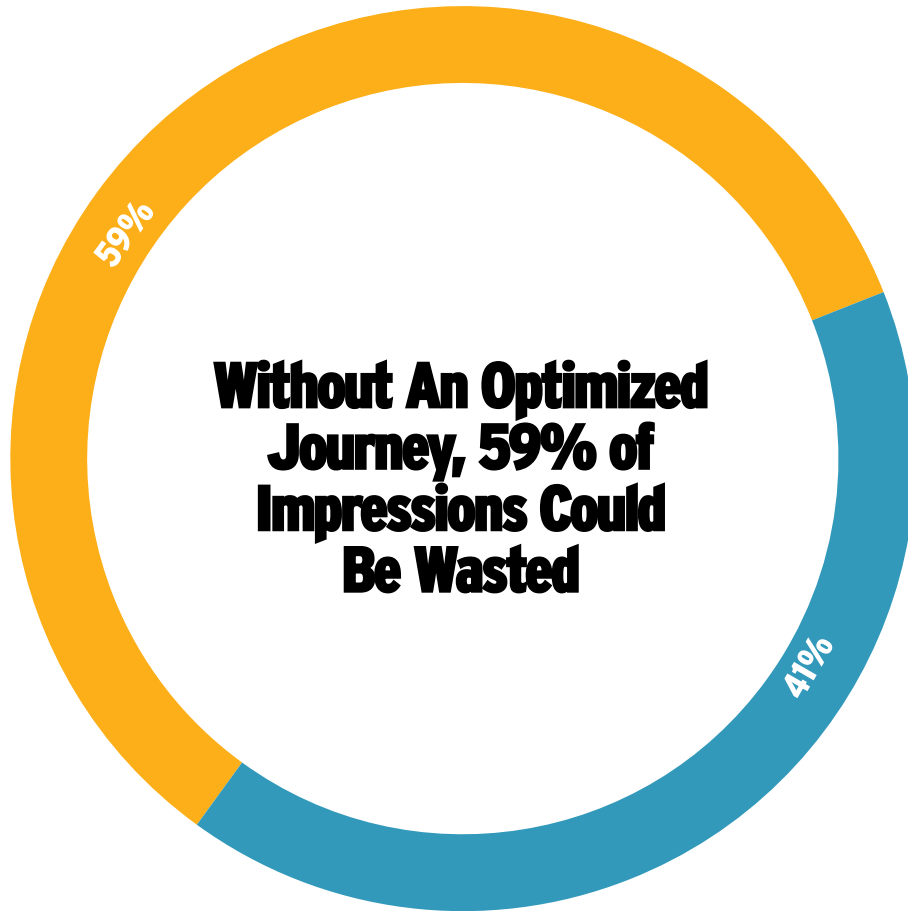


**Optimized Journey**  
Delivered different ad  
for same product and were  
interested in product



▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Path to Purchase - Driving Purchase from High Product Interest: (Optimized Control n=250, Optimized Test n=226, Mismatched Control n=113, Mismatched Test n=112)  
Q: How likely are you to go online to search for the following brands, or one of its products, online? Please indicate how much you agree or disagree with each of the following statements about {Brand}...





**Without An Optimized Journey, 59% of Impressions Could Be Wasted**

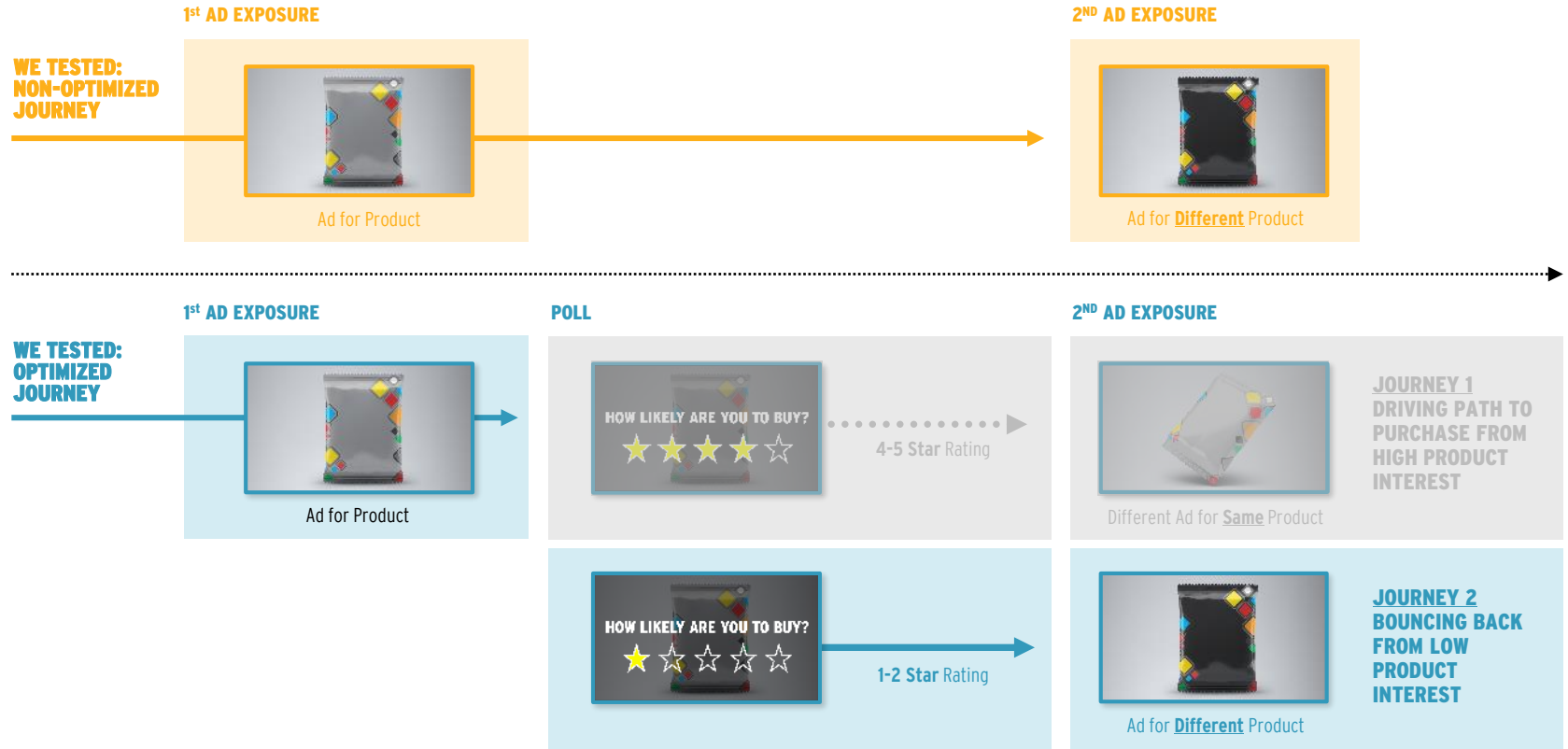
**Likelihood of Delivering the Appropriate Ad**

■ 🚩 Delivered the wrong ad

■ Delivered the "right" ad

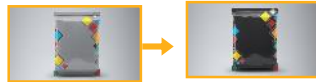
Path to Purchase: (Delivered the Wrong Ad n=993, Delivered the Right Ad n=690).

# Path To Purchase: Journey 2



# When A Consumer Isn't Interested, An Alternative Product From The Same Brand May Not Be The Answer

Impact of 2<sup>nd</sup> Exposure on Brand Attributes  
Transforming Non-fans Into Fans | Delta (Test - Control)



**Non-Optimized Journey**  
Delivered different ad for different product regardless of interest



**Optimized Journey**  
Delivered different ad for different product because of low interest in product

IS A BRAND I WOULD PAY MORE FOR

+0%

-7%▲

IS A TRUSTWORTHY BRAND

-1%

-3%

▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Path to Purchase - Bouncing Back from Low Product Interest: (Non-Optimized Control n=565, Non-Optimized Test n=350, Optimized Control n=103, Optimized Test n=116)  
Q: The next time you are looking to buy xxx, how likely are you to consider the following companies? Please indicate how much you agree or disagree with each of the following statements about (Brand)...

# If Recapturing Interest Doesn't Work...

## What Now?

Suppress uninterested audiences and reallocate impressions to those who are:

**\$100K CAMPAIGN  
= \$59K IN SAVINGS\***

\*Based on % of those uninterested  
Path to Purchase: (Interested n=993 Uninterested n=690).



# 'Path To Purchase' Strategy Summary



## Driving Purchase From High Product Interest

Consumers were efficiently moved through the buyer journey by being persuaded to take important next steps in purchasing the brand - visiting the website and searching for the brand online.

## Bouncing Back From Low Product Interest

Those not interested to begin with were not persuaded to consider a different product from the brand. While different creative approaches could be useful, marketers could also re-allocate impressions.





**STRATEGY 2**

# Brand Health

# Brand Health: Journey 1

1<sup>ST</sup> AD EXPOSURE

WE TESTED:  
NON-OPTIMIZED  
JOURNEY



Ad for Product

2<sup>ND</sup> AD EXPOSURE



Corporate Responsibility Ad

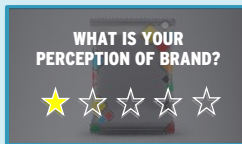
1<sup>ST</sup> AD EXPOSURE

WE TESTED:  
OPTIMIZED  
JOURNEY



Ad for Product

POLL



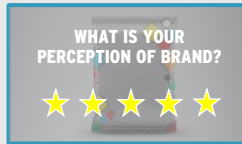
1-2 Star Rating

2<sup>ND</sup> AD EXPOSURE



Corporate Responsibility Ad

**JOURNEY 1  
TRANSFORMING  
NON-FANS INTO  
FANS**



4-5 Star Rating



Different Ad for Same Product

**JOURNEY 2  
FROM BRAND  
LOVERS TO  
BRAND BUYERS**

# When Brand Perception Is Lacking, An Optimized Journey Drives 5x Greater Impact For Low Perception Consumers

Impact of 2<sup>nd</sup> Exposure on Brand Attributes  
Transforming Non-fans Into Fans | Delta (Test - Control)

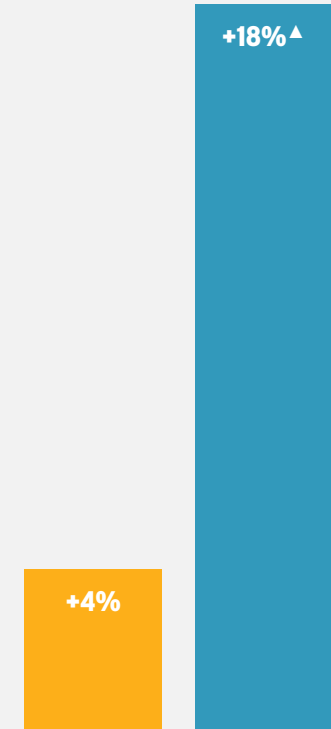


**Non-Optimized Journey**  
Delivered corporate responsibility ad regardless of brand perception



**Optimized Journey**  
Delivered corporate responsibility ad because of low brand perception

## BRAND FAVORABILITY



## IS A TRUSTWORTHY BRAND

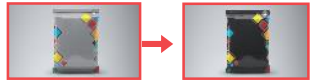


▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Brand Health (Non-Optimized Control n=736, Non-Optimized Test n=684, Optimized Control n=70, Optimized Test n=59)  
Q: How would you describe your overall opinion of each of the following brands? Please indicate how much you agree or disagree with each of the following statements about [Brand]...



# What Happens When Consumers Receive the "Wrong" Ad?

Impact of 2<sup>nd</sup> Exposure on Brand Attributes  
Transforming Non-fans Into Fans | Delta (Test - Control)

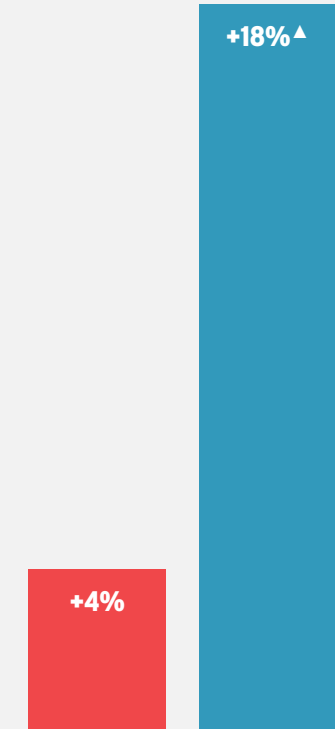


**⚠ Non-Optimized Journey**  
Attempted to drive brand interest with different product ad despite low brand perception



**Optimized Journey**  
Delivered corporate responsibility ad because of low brand perception

## BRAND FAVORABILITY



## IS A TRUSTWORTHY BRAND



▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Brand Health (Non-Optimized Control n=736, Non-Optimized Test n=650, Optimized Control n=495, Optimized Test n=430, Mismatched Journey Control n=70, Mismatched Journey Test n=53)  
Q: How likely are you to go online to search for the following brands, or one of its products, online? Please indicate how much you agree or disagree with each of the following statements about [Brand]...

# Brand Health: Journey 2

1<sup>st</sup> AD EXPOSURE

WE TESTED:  
NON-OPTIMIZED  
JOURNEY



Ad for Product

2<sup>ND</sup> AD EXPOSURE



Different Ad for Same Product

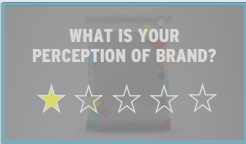
1<sup>st</sup> AD EXPOSURE

WE TESTED:  
OPTIMIZED  
JOURNEY



Ad for Product

POLL



1-2 Star Rating

2<sup>ND</sup> AD EXPOSURE



JOURNEY 1  
TRANSFORMING  
NON-FANS INTO  
FANS

Corporate Responsibility Ad



4-5 Star Rating



JOURNEY 2  
FROM BRAND  
LOVERS TO  
BRAND BUYERS

Different Ad for Same Product

# Those Who Liked the Brand Appreciate Receiving the Optimized Ad

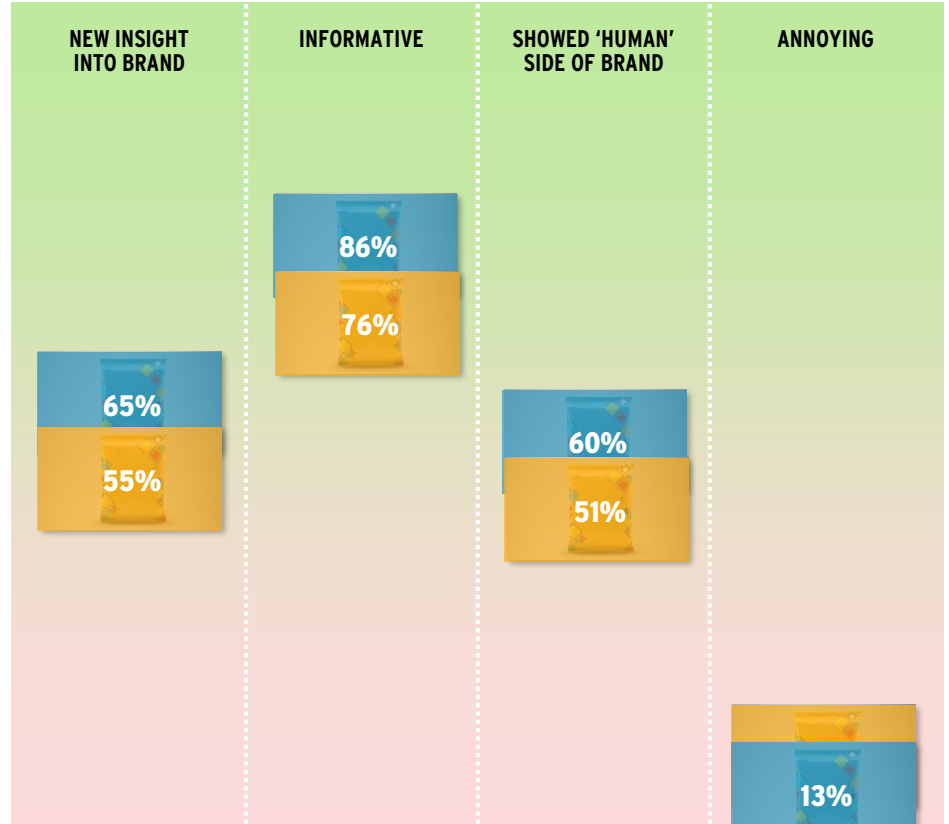
Ad Opinions  
From Brand Lovers To Brand Buyers | % Who Agree



**Non-Optimized Journey**  
Delivered different ad for same product regardless of interest



**Optimized Journey**  
Delivered different ad for same product because of high interest



▲ : significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group.  
Brand Health (Optimized Control n=495, Optimized Test n=430)  
Q: Please indicate how much you agree or disagree with each of the following statements about this ad.

# Driving Interest Among Those Who Already Like the Brand, May Require a Higher Frequency of Exposure

Impact of 2<sup>nd</sup> Exposure on Brand Attributes  
From Brand Lovers To Brand Buyers | % Who Agree

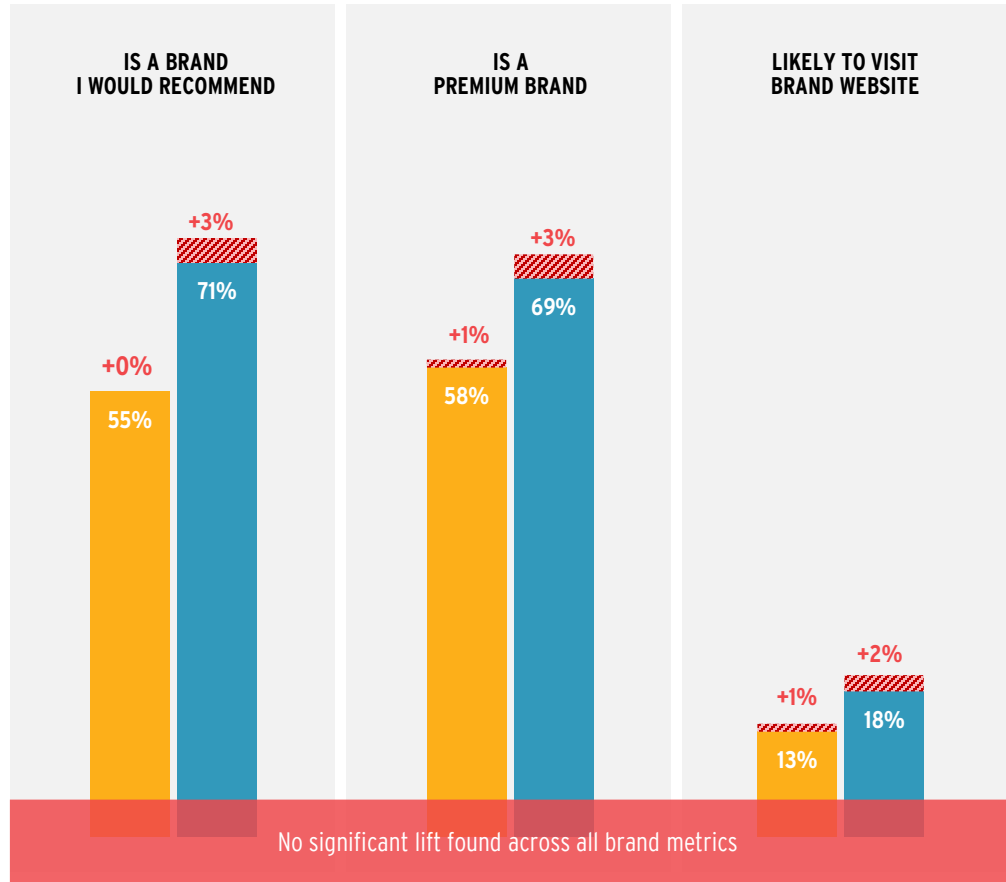


**Non-Optimized Journey**  
Delivered ad for same product  
regardless of brand interest



**Optimized Journey**  
Delivered ad for same product  
because of high interest in brand

 Delta for Second Ad Exposure



▲: significant difference between double and single ad exposure at p<=0.1. Significance testing not done between optimized and not optimized group. Brand Health (Optimized Control n=495, Optimized Test n=430).

# 'Brand Health' Strategy Summary



## Transforming Non-fans Into Fans

Those with negative perceptions of the brand can be turned around with a corporate responsibility ad

## From Brand Lovers To Brand Buyers

It may be possible to drive interest for those who have a positive opinion of the brand. Results show potential, but it may actually require a higher frequency of exposure



Add to Cart

# Implications

1



## Brands Who Use Optimized Consumer Journeys Have A Stronger Overall Consumer-Brand Relationship

In both Path to Purchase and Brand Health strategies, brands who used optimized journeys were considered more trustworthy.

2



## Without Optimizing, Brands Run The Risk Of Hurting Brand Perceptions

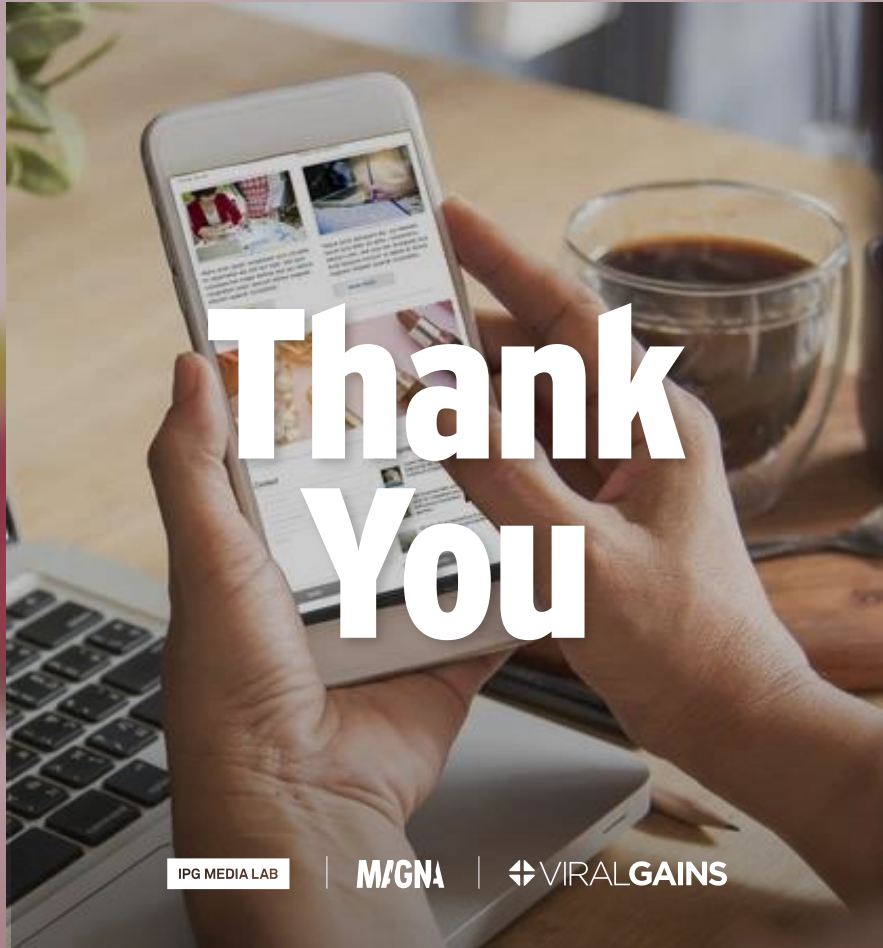
Without optimizing, consumers feel they aren't being heard which can adversely affect brand trustworthiness.

3



## Optimizing Saves Campaign Dollars

Sometimes there is no "right next ad" for an uninterested consumer, making their impressions wasted. Consider re-allocating instead.



# Thank You

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