

COVID-19 INSIGHTS

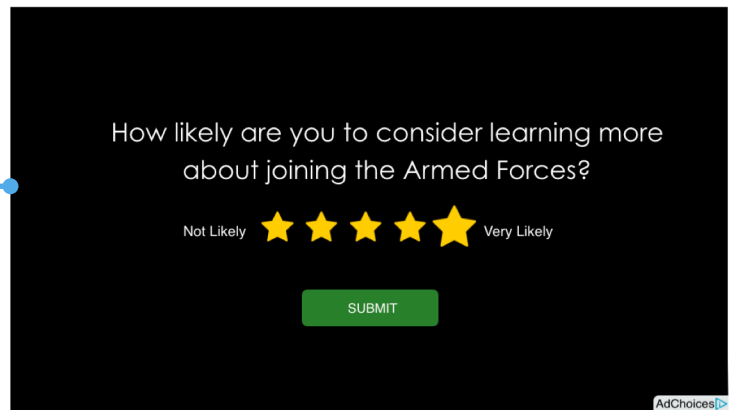
Tracking Impact on Customer Sentiment with Video Ads

Brands leverage ViralGains to capture the voice of the customer via their online ads, in order to serve future ads that are tailored to sentiment. In just a few weeks, the COVID-19 pandemic impacted customer sentiment in an unprecedented manner. Here we examine the different ways the pandemic has shifted the way people feel about certain brands, products and services.

U.S. Armed Forces Division

A U.S. Armed Forces division leverages ViralGains for their video campaigns to reach and recruit potential members. They use **ViralGains' Likert Survey** to gauge consideration among the people who complete their video.

Historically, those people who answered 3-5 stars (mid to high consideration) have represented 15-22% of total responses. However, **that number jumped to 29% in March-April 16, 2020, the time period COVID-19 became prevalent in the U.S.**

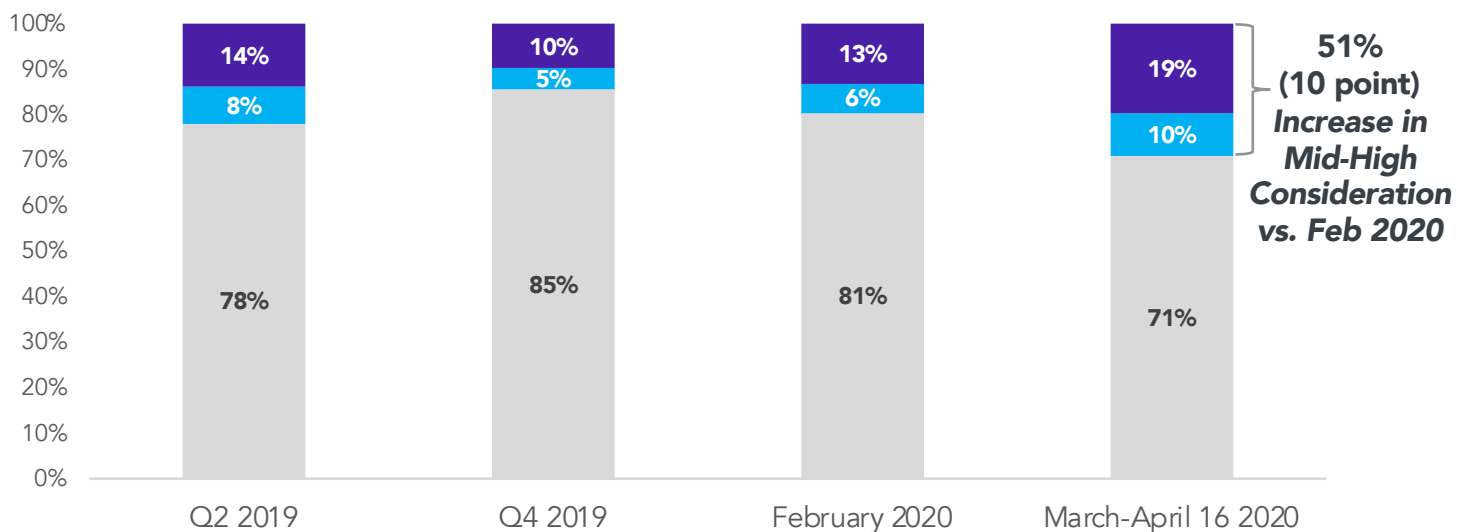


The Likert Survey Engagement Experience appears at the end of the video ad.

Consideration by Video Ad Flight

Q: How likely are you to consider learning more about joining the [Armed Forces Organization]?

■ Low Consideration ■ Mid Consideration ■ High Consideration



Based on 17,610 survey responses; High Consideration = 4&5 Stars, Mid Consideration = 3 Stars, Low Consideration = 1&2 Stars

COVID-19 Lockdowns begin in US

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Investment Management Platform

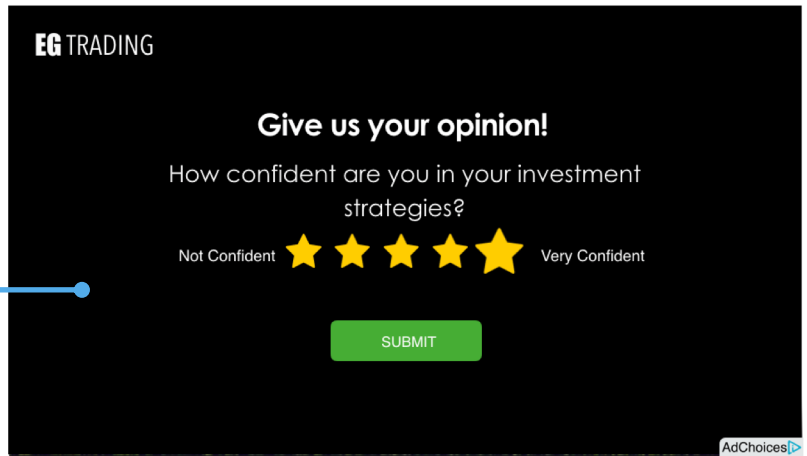
A major investment management platform wants to reach confident investors to drive interest in their industry leading technology.

They use ViralGains to distribute a series of video ads that highlight the unique benefits of their platform. By using ViralGains' **Likert Survey** at the end of each video, they can determine if the person who completed the video felt confident in their investment strategies. This provides the brand with a gauge on the perceived ability of their video audience and allows them to retarget confident investors with additional ads to drive action or incentivize trial.

Looking back at their 2019 campaigns, 62% of respondents reported mid to high confidence.

They launched their 2020 campaign in February and since then, overall confidence has decreased and **low confidence has increased by 26% (10 points)**.

The brand recently created an online education hub for investors to help them navigate the impact of COVID-19. They can now retarget low confidence investors with ads about their customer support & education.

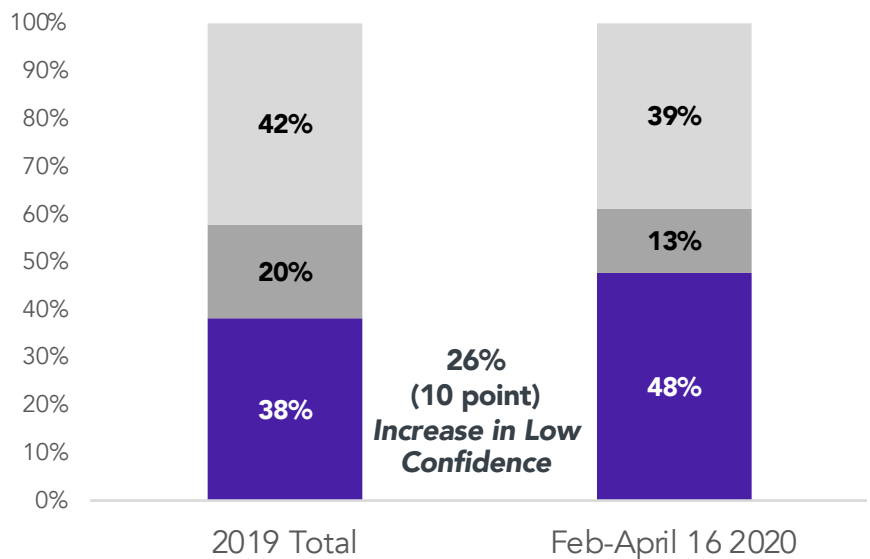


The Likert Survey Engagement Experience appears at the end of the video ad.

Investment Confidence 2019 vs. YTD 2020

Q: How confident are you in your investment strategies?

■ Low Confidence ■ Mid Confidence ■ High Confidence



Based on 30,360 survey responses; High Confidence = 4&5 Stars, Neutral = 3 Stars, Low Confidence = 1&2 Stars

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Tracking Impact on Customer Sentiment with Video Ads

Supermarket Pharmacy

A large regional supermarket sought to attract new customers to its pharmacy using online video ads throughout 2020.

They partnered with ViralGains to transform their videos into interactive ads designed to drive viewers to their website and register prescriptions with the pharmacy. They leveraged ViralGains' [Custom Image Engagement Experience](#) which boosted qualified leads by driving almost half (47%) of all clicks to brand's landing page.

When U.S. States implemented shelter-in-place guidelines because of COVID-19, there was a strong desire among people to limit the number of stores they visited for essential items. Since they were first and foremost a supermarket, the pharmacy shifted their strategy in two ways:

- Informed customers that they were a one-stop-shop and could fulfill their grocery and pharmacy needs in just one visit, thus limiting potential exposure to the virus. Customers could save both time and money by switching their prescription.
- In March, the brand implemented a conquering strategy where they targeted customers of stand-alone pharmacies like CVS and Walgreens.

After implementing these changes in March, their KPIs results improved drastically*.

- Online Conversions **Doubled**
- Cost per Conversion **Decreased by 47%**
- Cost per Click **Decreased by 15%**

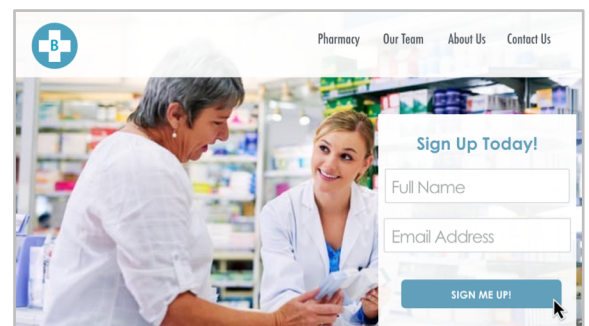
*March-April 2020 compared to January-February 2020



Video highlighted the benefits of the supermarket's pharmacy.



Custom Image Engagement Experience drove video completers to sign up.



Landing page prompted sign-ups.

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Driving Luxury Brand Consideration & Intent with Shoppable Video

Luxury Retailer

A luxury retailer sought to attract shoppers while highlighting key brand partners in two shoppable video ads. After the Coronavirus outbreak caused lockdowns across the US, the retailer quickly created a third video featuring clothes for staying at home. In total, the retailer was able to showcase **34 different fashion brands** across all three videos.

At the end of each video, the retailer used ViralGains' proprietary **Likert Survey Engagement Experience** to:

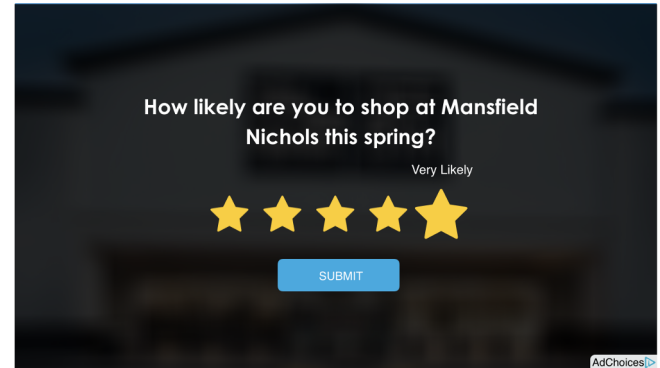
- gauge viewers' likeliness to shop at the retailer in real time.
- understand which video creative drove the highest likeliness to shop.
- compare each video's survey results to a control group to understand lift in likeliness to shop.

The campaign drove a large lift in shopping intent based on **9.6K total survey responses** from consumers that completed the videos:

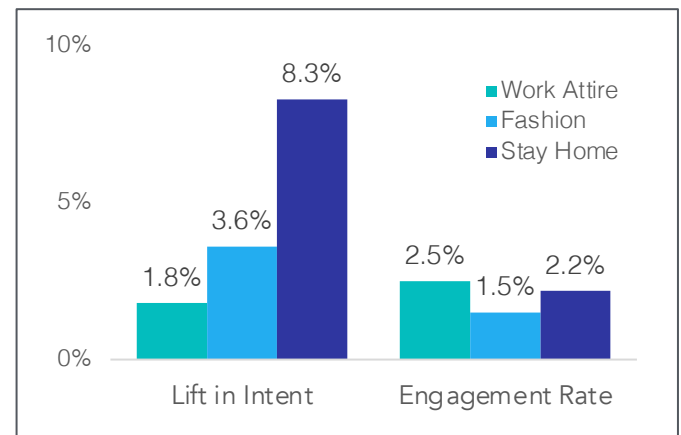
- **8.3%** point lift for "Stay Home" ad vs control
- **3.6%** point lift for "Fashion" ad vs. control
- **1.8%** point lift for "Work Attire" ad vs. control

The brand and ViralGains acted quickly to develop a "Stat at Home" shoppable video ad, which paid off, driving more than twice as much shopping intent as their original video ads.

Likert Survey Engagement Experience



Engagement Rate & Absolute Lift in Intent* by Creative



*Lift measured as the change from control to exposed in somewhat likely & likely respondents (4&5 stars)

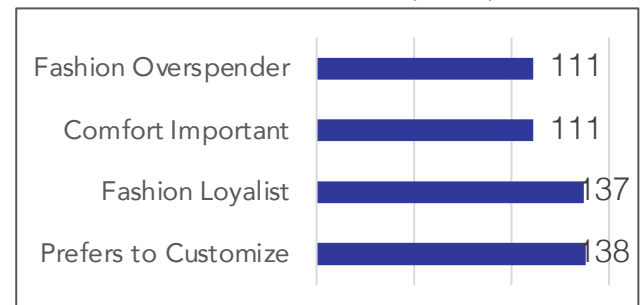
Additional Insights

Distribution of Hotspot Engagement

Brands Featured	% of Hotspot Interactions
Brand A	11%
Brand B	9%
Brand C	12%
Brand D	17%
Brand E	10%

With video engagement rates between **1.5%-2.5%**, the retailer learned which brands featured in the videos drove the most interest among consumers.

Audience Insights – Sample Report



ViralGains' **Audience Insights Report** provided a deeper understanding of the women who completed the videos and inspired new outreach tailored to the interests and preferences of potential customers.