Mastering YouTube Ad Recall: Achieving a Remarkable 45% Success Rate

Picture this.

A hot, juicy, deliciously fresh burger. Hungry? This brand was. For consumer insights. Specifically, they needed data on social trends. As they make a staple of fast-food burgers, the cheese. So, while you need a slice of that burger, they needed to know how well their product sits on social YouTube.

Research was required.

Here’s the thing.

There are two ways to get insights on a social media ad. So, they sit in a rather unique fashion panel. You’ll get data in a few hours. Or, they use a native social panel, ads are served topically, consumers in n-tier and the insights are captured at the Point of Emotion® ad behavior.

That second method also captures behavior and affection. The type of phone they’re using, what they’re interacting with, how long the information is on screen. So the ad is good, but the research isn’t.

Our approach.

We used Surveys On The Go® (SOTG).

As the nation’s largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app identified hardware shoppers. And, as they went in-store, the app triggered a survey to this target audience. In 23 minutes survey collected three opinions on the display.

The results.

The ads were tested for appeal and like in the category. And a new idea for the next campaign was discovered.

- 82% of the target group saw the ad.
- 76% of the target group engaged with the ad.
- Both ads were well received. Product was well liked by consumers, and both brands were recommended.
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- 85% of the product is a perfect fit for them, and validated via the SOTG app.
- 85% of the target group, 88% of the target group, and 85% of the target group.
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About MFour.

Better solutions than MFour. MFour is the only place for real-time data, well, and traffic data united with validated consumer surveys for unprecedented insights into how you capture the modern consumer’s attention.

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MFour introduced Surveys On The Go® (SOTG) in 2011. As the nation’s largest, highest-rated consumer panel, SOTG tracks 10 million daily consumer journeys.

References:


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But, there was a hill to climb. The new market for this Cannabis client was very familiar with the competition; they didn’t really know the client’s brand. This client needed to understand who their true target audience and product user was. To do it, they’d need to dig in deep, for consumer insights.

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The goal.

Talk to the competition. Well, at least to their buyers. For a major Cannabis client, they made them. To learn more, visit us online at www.mfour.com/our-story.