



Video Advertising on Social Media 2016

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Video and social media, increasingly, go hand-in-hand.

The consumption of online video content continues to rise at a dizzying rate. Combine this with the granular targeting options offered by social networks, and it's little surprise that marketers have identified a huge opportunity.

Video advertising campaigns on social media, in short, allow marketers to serve up dynamic, engaging content to their specific target audience. Campaigns can be targeted by gender, age, location, interests, and more – all packaged in a media type which is almost unanimously popular.

But, as always in the world of advertising, it's a two-way transaction.

Yes, there are marketers on one end.

But what about the consumers at the other end? How do they feel about social video ads?

We wanted to find out:

- How willing are they to watch video ads?
- How likely are they to share them with their own social network?
- What kind of action will they typically take after watching video ads?
- How much video do they see on their news feed today compared to 12 months ago?
- How do video ads compare to photo and text-only ads?

We built out our survey and opened it up to consumers. 415 people completed the survey. These were made up of a mix of paid and organic respondents, giving us a healthy sample size.

The results can be found in the following pages. We hope you find them interesting, insightful and informative!

Matt Byrom
Wyzowl

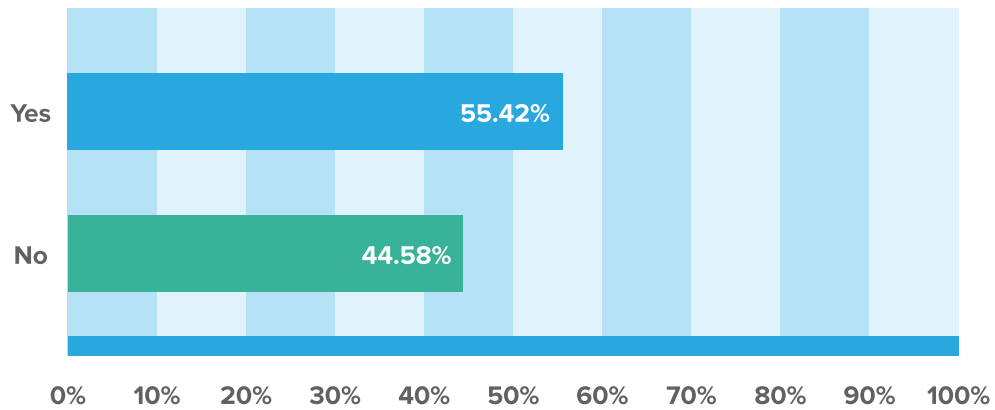


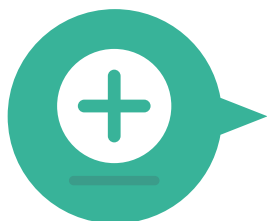


1. Video ads are consumed in great volume by social media users.

More than half of users **(55%)** say they've spent time on social media watching branded video ads.

Have you watched branded videos adverts on social media i.e. company videos as opposed to personal videos?

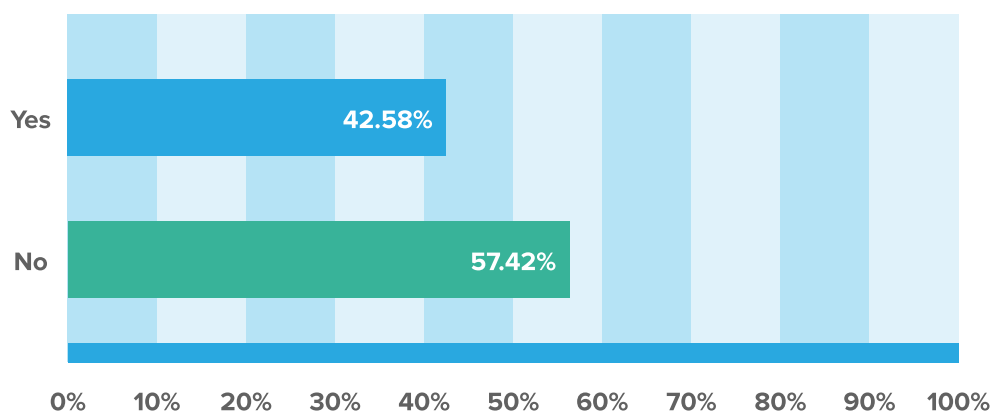




2. They build a higher social audience.

43% of users say that, having watched an ad, they've gone on to like or follow that brand.

Have you followed/liked a company's social channel after watching one of their video advertisements on social media?

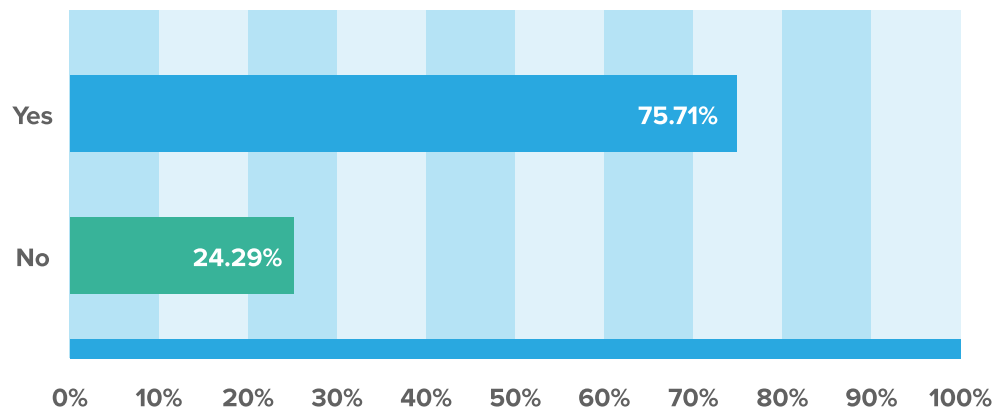


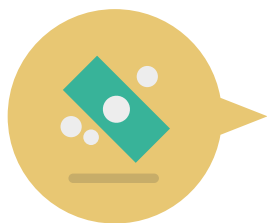


3. They drive web traffic.

More than three-quarters (**76%**) of users have visited a company's website after watching one of their video ads on social media.

Have you visited a company's website after watching one of their video advertisements on social media?

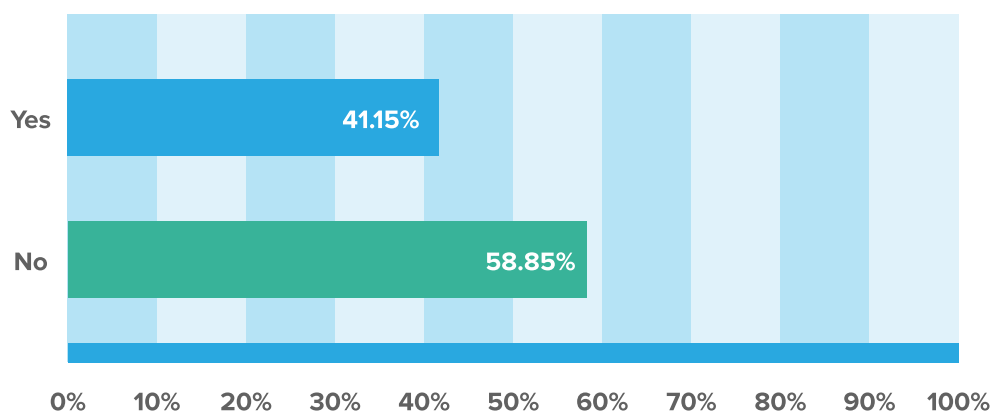




4. They generate sales.

More than 4 in 10 social users **(41%)** say they've bought a product or service after watching a video ad on social media.

Have you bought a product or service discussed after watching one of their video advertisements on social media?

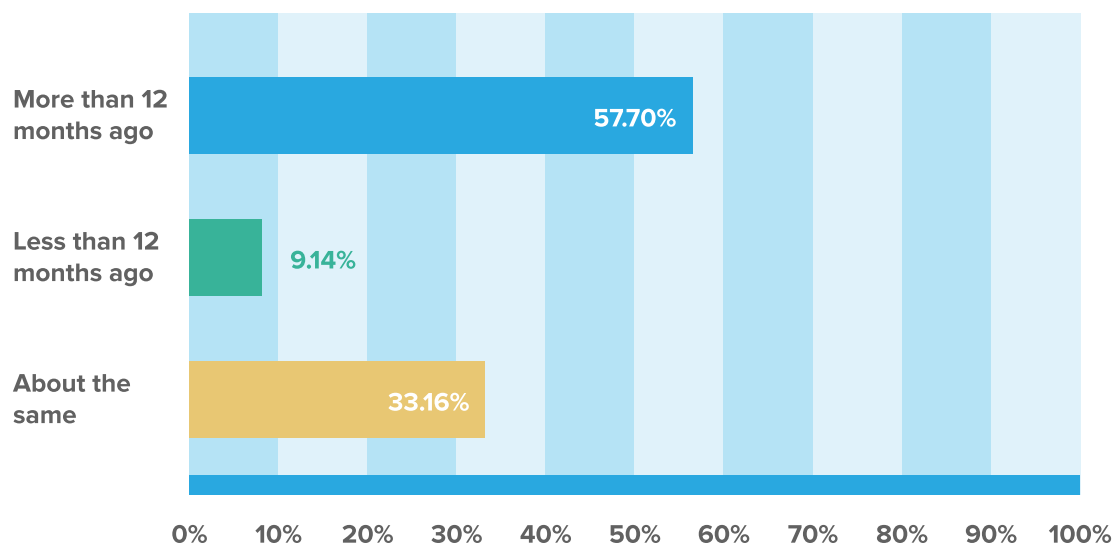


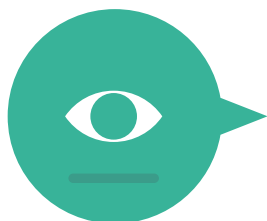


5. Video is an increasing focus on social media.

More than **57%** of users report seeing more video content on their social media news feeds than they did 12 months ago (and only **9%** say they believe video content has reduced).

Thinking about a typical scroll down your social media news feeds, how much video content would you say you see now when compared to 12 months ago?

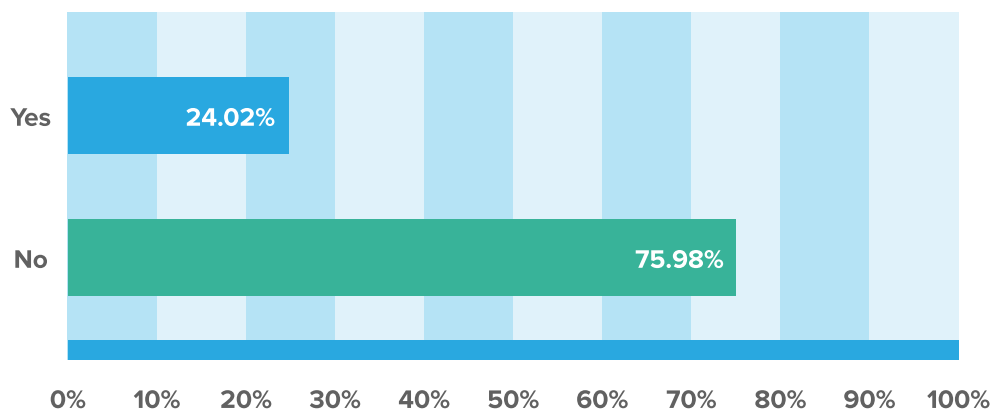


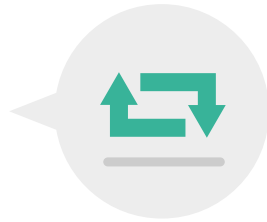


6. A large portion of users will actively choose to watch a video ad.

42% of users would actively choose to watch an ad they saw on their news feed.

Would you watch a video advertisement if you saw it on your social media news feed?

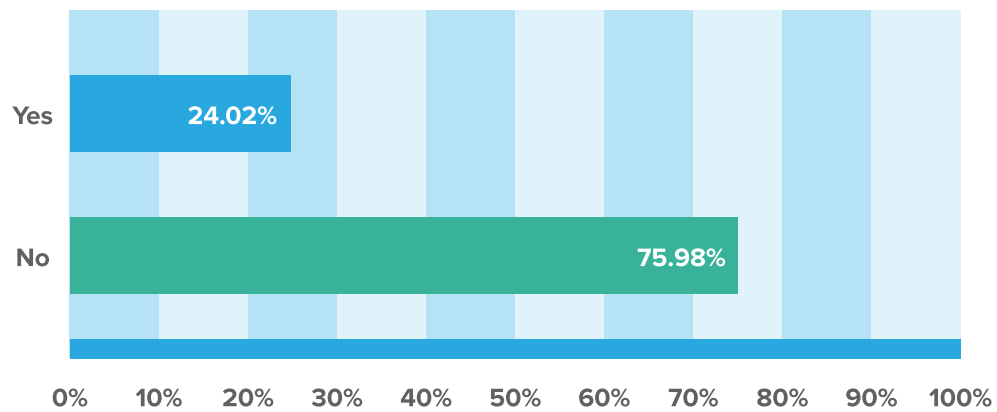


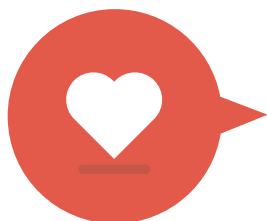


7. Many users WILL share video ads.

More than one in five users (24%) would be willing to share a video ad they saw on their news feed.

Would you share a video advertisement if you saw it on your social media news feed?





8. Sharing and preference habits are inconsistent...

- a. Users trust their friends' judgement when it comes to video ads. **69%** say they'd be more likely to watch a video ad their friend had shared.

- b. Users are more likely to watch video ads posted by their favourite brands. Over half (**56%**) say they'd be more likely to watch an ad posted by a brand they already follow or like.

- c. Users value the immediacy of photo-only adverts...Only just over a quarter of users (**27%**) say they prefer video ads to photo-only.

- d. They like the simplicity of text-only adverts...**61%** say they'd rather see a text-only advert than a video.

- e. But they like to share video ads...Over a third of users (**34%**) say they'd be more likely to share a video ad than a static advert.

Do you agree with the following statements:

