

T>>VISION

The Impact of Repeat Ads on CTV Performance

August 2021



Finding the right balance between frequency & attention

Consistency and repetition are both critical for brands to stay top of mind with consumers—especially when it comes to TV advertising. But is there a point when seeing the same CTV ad on repeat can have the reverse effect and cause viewers to tune out?

Oversaturation of ads due to lack of frequency controls and the inability for advertisers to align their ads with chosen content pose continued challenges. As was recently covered in *The Wall Street Journal's* article, “Streaming TV Is Surging, but the Ads Remain on Repeat,” one ad buyer complained:

“Connected TV usage has gone up significantly—and everyone is dumping money into it—but you can see how it’s breaking at the seams... You get the same ad over and over—it’s worse than ever.”

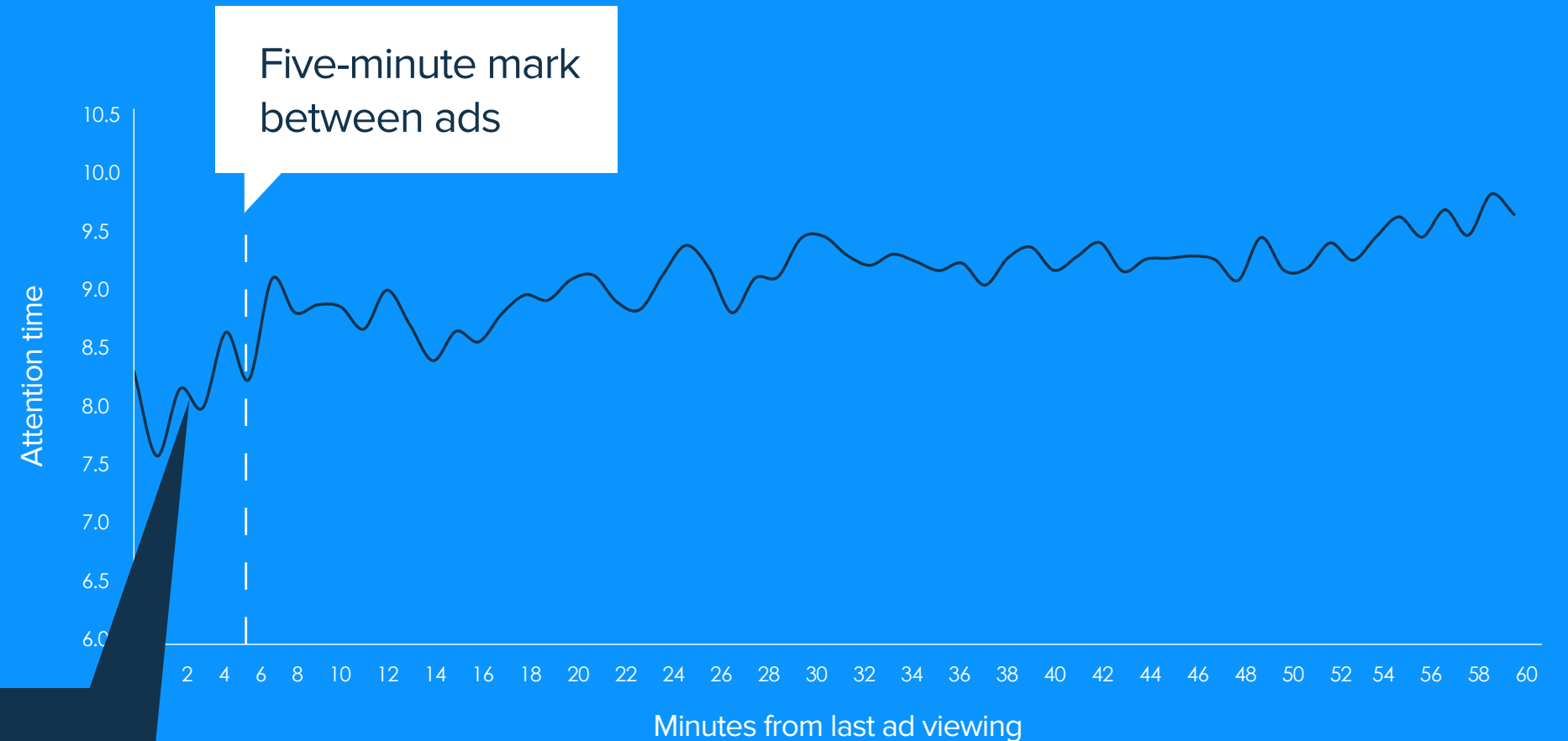
The purpose of this study is to shed light on the value advertisers are actually getting from repeat CTV ad exposures, and when they risk losing viewer attention. TVision analyzed viewer engagement with CTV ads over the past eight months to see how creatives that aired more than once within a short time period impacted viewer attention.

Playing it too close?

It's a fact, viewers pay less attention to repeat CTV ads that air closer together. TVision found that when the same creative aired multiple times within a five-minute period, viewers kept their eyes on the screen only 25% of the time—paying attention to just 8 seconds of the total ad.

By contrast, they spent 14% more time with their eyes on the screen when repeat ads were spaced more than five minutes apart. This suggests marketers may have a bigger opportunity to engage viewers if their ads don't target the same audiences in rapid succession.

VIEWERS PAY LESS ATTENTION TO CTV ADS WHEN AIRED CLOSER TOGETHER.



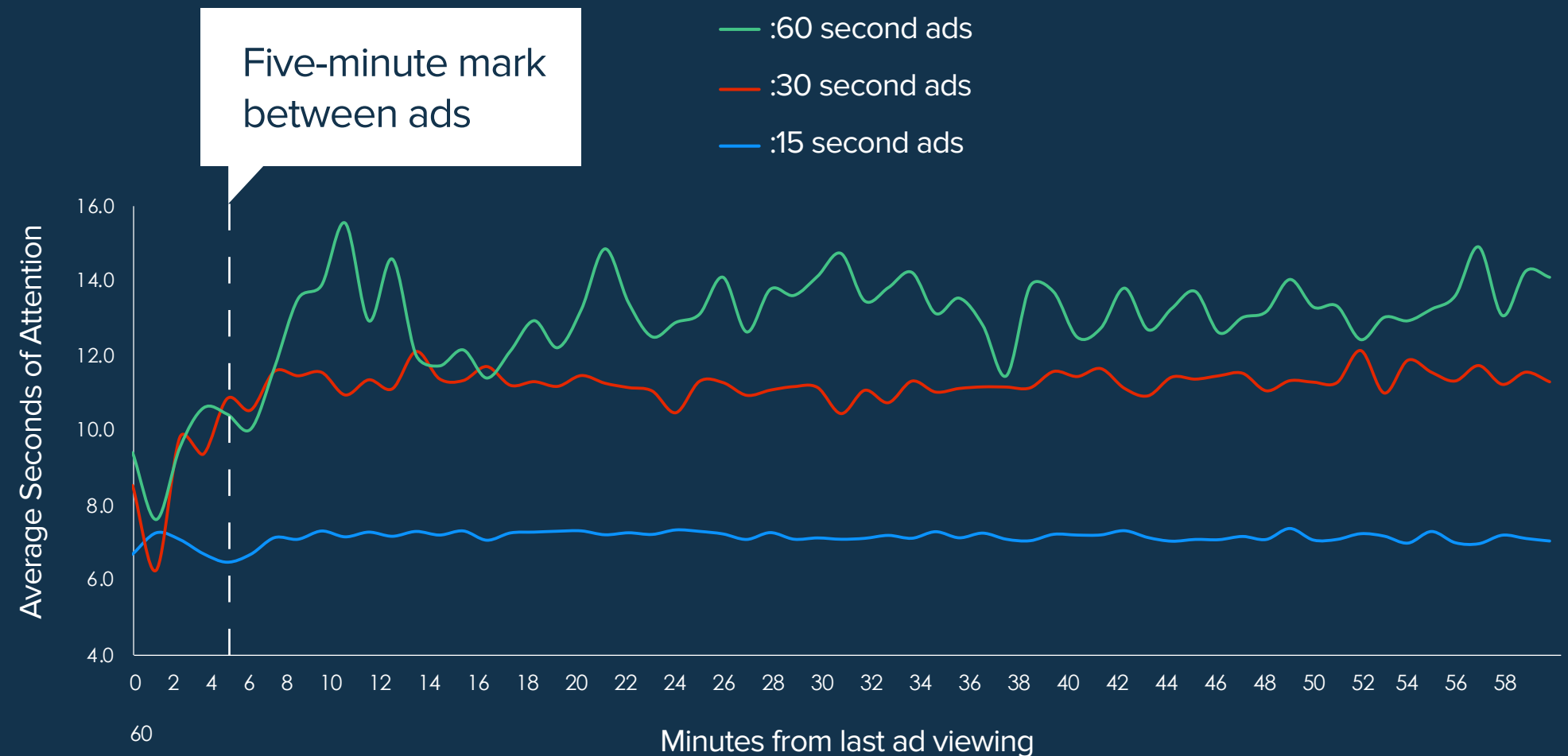
8 seconds
The average time viewers pay attention to repeat ads shown less than five minutes apart.

Longer repeat creatives risk greater wear out

In an increasingly fast-paced world where customers are constantly surrounded by bite-sized content, each second of ad attention counts more than ever. Traditionally, longer ads have given marketers a greater opportunity to reach their audience; however, quickly repeated ads shown in CTV are breaking this norm.

Wear out from seeing the same ad proves to be especially challenging for longer creative. Shorter 15-second ads maintained viewer attention through nearly half the ad—regardless of how quickly the creatives were repeated. In contrast, longer :30 and :60 second ads were 5-6 times less likely to keep CTV viewers' eyes on the screen when the same creative is repeated within five minutes of airing.

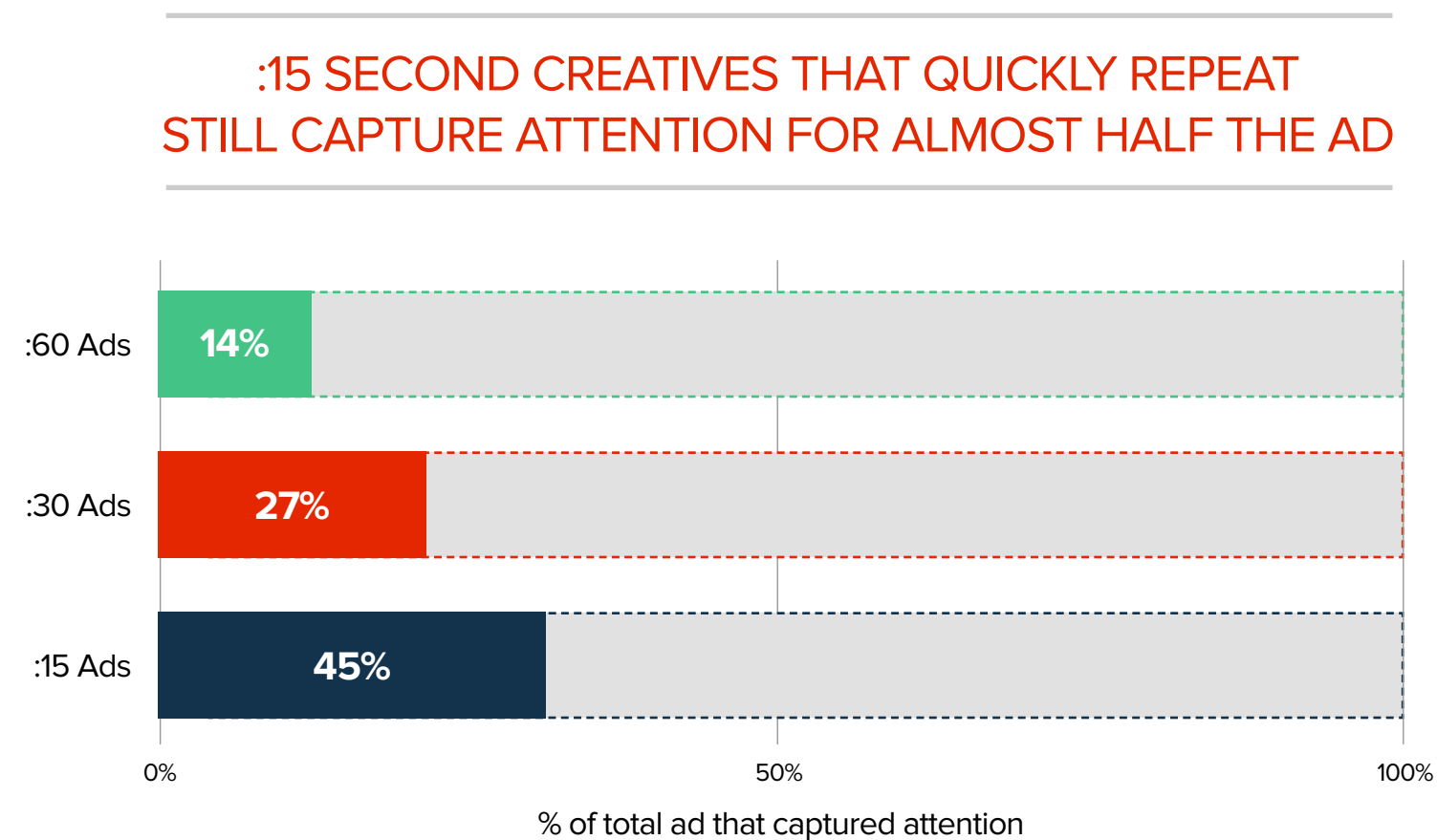
CTV WEAR-OUT IS LESS LIKELY AMONG 15 SECOND ADS



Viewers pay more attention to shorter ads in proportion to their total length

Assuming every second of ad time is priced equally, :15 second ads may deliver better ROI within CTV. This trend is accelerated when ads are shown less than 5 minutes apart. In this scenario, longer ads see a more dramatic drop off in attention. These viewers paid attention to 45% of :15 second ads, in comparison to 27% of :30 second ads, and only 14% of :60 second ads.

While this report focuses on viewer attention, repeat ads also impact viewability. Viewers aren't just more likely to tune out when longer ads are repeated--they might even leave the room. After all, if viewers know exactly how long an ad is and what they're about to watch, it's easier to time a quick break before their program comes back on.



Tips to get more attention:

Since the problem of repeat airings has yet to be fixed, here are a few quick tips for marketers looking to make the most of their CTV spend.

Mix in more creatives:

1 Consider adding a wider variety of creatives to your rotation to reduce the risk of repeat ad wear out.

Experiment with shorter ad lengths:

2 Viewers are less likely to tune out when shorter ads air repeatedly in a short period of time. Try adding some 15-second ads to your mix.

Work with platforms to limit frequency:

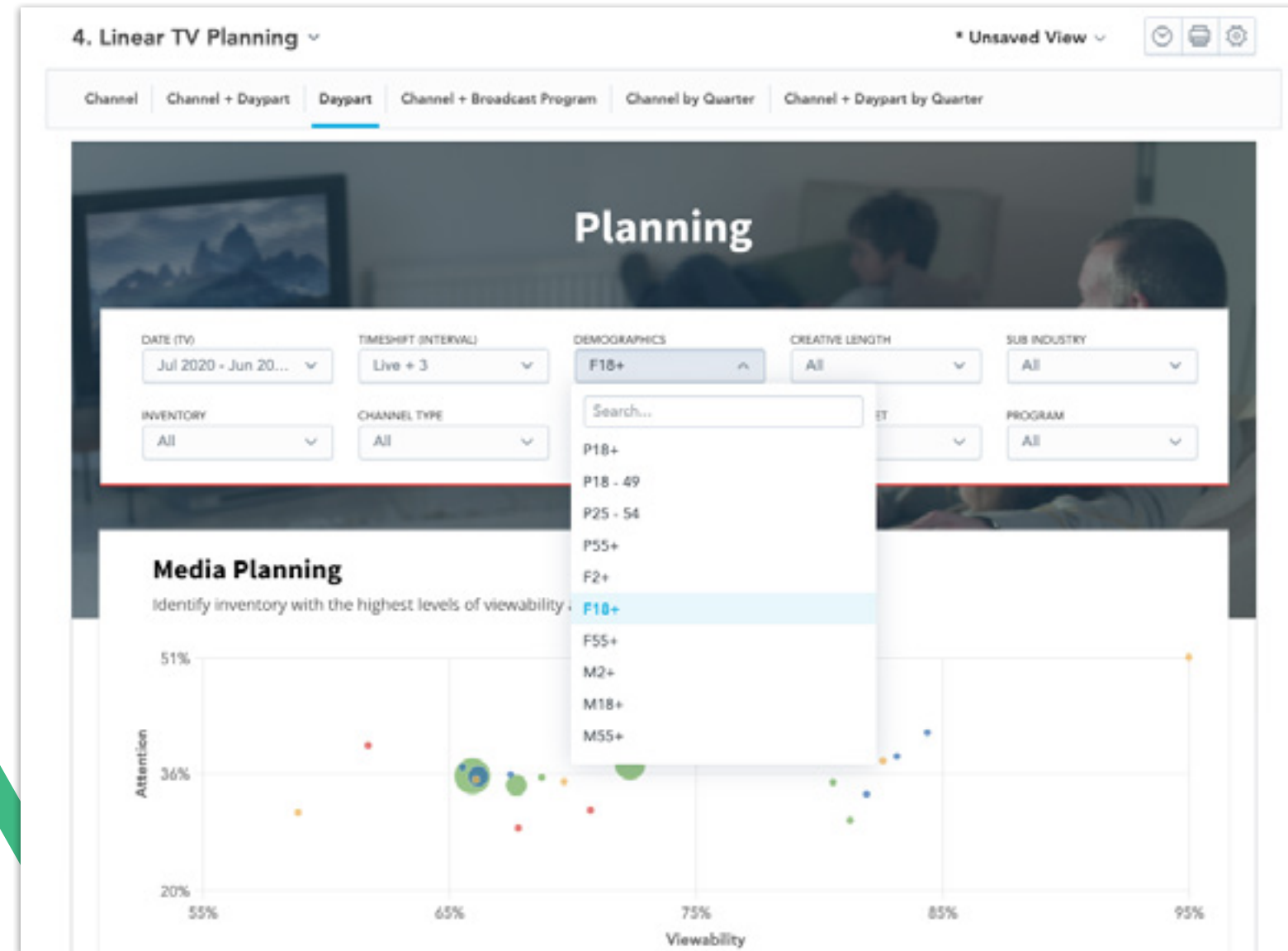
3 If the same ad is being distributed through multiple partners, frequency caps can reduce the chance of customers seeing it back-to-back.

Ready to start planning smarter CTV campaigns?

CTV planning data is now available in the TVision platform. TVision's panel-based approach provides much-needed transparency and unified metrics to evaluate viewer engagement across both linear TV and CTV - including CTV's walled gardens.

TVision's tagless solution provides insight into 130 channels, 16,000 hours of CTV content and more than 75,000 ads, helping marketers:

- Make apples-to-apples comparisons of performance across linear and CTV applications
- Gain performance perspective into CTV walled gardens
- Pinpoint the most engaged viewers across apps and the content on those apps that drives engagement
- Negotiate from a point of knowledge with hard facts about media performance compared to the market compared to the market



Contact TVision at hello@tvisioninsights.com to schedule a demo today

Key Metric Definitions & Methodology

Average Ad Attention (%)

This measures the percent of impressions where a viewer had their eyes on the screen for two seconds or more.

Average Seconds of Attention

This is the average amount of seconds that viewers engage with a program.

Ad Viewability (%)

This metric measures how effectively viewers are kept in the room while ads are on-screen. It is measured as the percentage of all ad impressions in which a viewer was in the room for two or more seconds.

Methodology

TVision measures TV and CTV Ad Attention for every second of programming and advertising. Every time a person walks into the room, our technology detects who the viewer is, where they are in the room, and what their eyes are looking at. We do all this without personally identifying individual users, and without transmitting any images or videos. The data for this report was collected from October 29, 2020, to July 5, 2021, from 5,000 homes across the United States and is limited to 15-, 30-, and 60-second CTV ads that aired within 60 minutes of each other. All data is weighted to represent the country. All data is measured second-by-second, person-by-person.