



## How engaging is online video?

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In October 2009, Eyeblaster reported that creative was the key to more engaging rich media ads. Based on the research firm's "Online Video Advertising: Doubles

Engagement, Boosts ROI" bulletin, video grabs attention and has a lasting impact.

Rich media ads with video had a higher dwell rate than those without, and almost double the dwell time.

This translates to fewer impressions needed for the same results. For example, Eyeblaster found that two exposures to a video ad campaign produced the same dwell rate as three exposures to non-video rich media ads.

Unsurprisingly, in-stream banners were most likely to be fully played. They far outpaced the start rate and fully played rate of all other video ad formats.

Other creative decisions also influenced effectiveness. Video ads initiated on rollover performed best, followed by auto-initiated ads. Ads that only began playing when a user clicked did worst.

The performance of video ads also varies according to the content it appears with. Video ads did best when placed next to e-mail, news, finance, sports and music, but fell behind in social network and gaming environments.