

# Media Type Combinations Report

# INTRODUCTION

# Overview of Study

**The primary objective of this study was to determine which media type combination yielded the highest campaign results per KPI.**

The media type combination test was set up to determine if targeting an audience with a combination of multiple media types (Display, Native, and/or Video) would yield a more successful campaign performance than targeting an audience with just a singular media type.

A total of **seven tactics** were tested with the equivalent of a client campaign budget and targeting framework using AdDaptive-branded Display, Native, and Video creatives in an effort to determine whether using a combination of creative types would produce consistent results in areas such as reach, engagement, and CTR. **The results of the study would determine which media type combination consistently optimized campaign goals; this data would then inform future campaign strategies and provide greater insight into creative performance.**

# TEST SETUP

# Conditions

The test was set up with seven tactics: **Display Only, Display & Native, Display, Native & Video, Native Only, Video Only, Native & Video, Display & Video.** Each tactic (or media type combination) was given a theoretical client budget divided evenly among media types. The audience was then broken into seven separate segments (one per media type combination). The segments were mutually exclusive according to creative type. All line items were given the same flight duration and set to optimize toward appropriate CTRs based on media type.

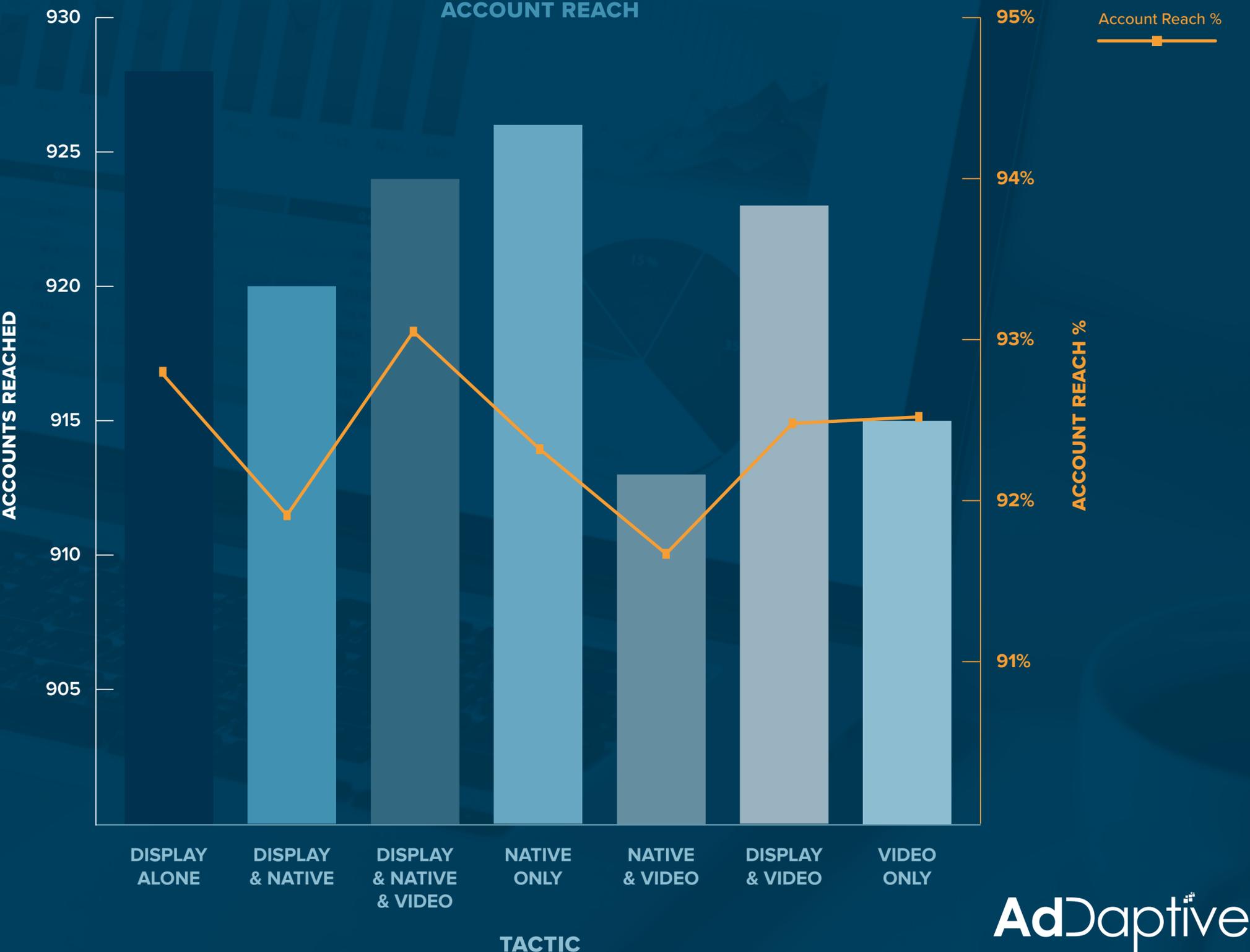
To encourage reach and engagement among a wide variety of accounts, all campaigns used a daily frequency cap in terms of impressions delivered per account. In the end, the data was still substantial and conclusive enough to draw clear patterns and form widely applicable insights.

| Display Alone            | Standard Banners |
|--------------------------|------------------|
| Display & Native         | Standard Banners |
|                          | Native           |
| Display & Native & Video | Standard Banners |
|                          | Native           |
|                          | Video            |
| Native Only              | Native           |
| Native & Video           | Native           |
|                          | Video            |
| Display & Video          | Standard Banners |
|                          | Video            |
| Video Only               | Video            |

# RESULTS & ANALYSES

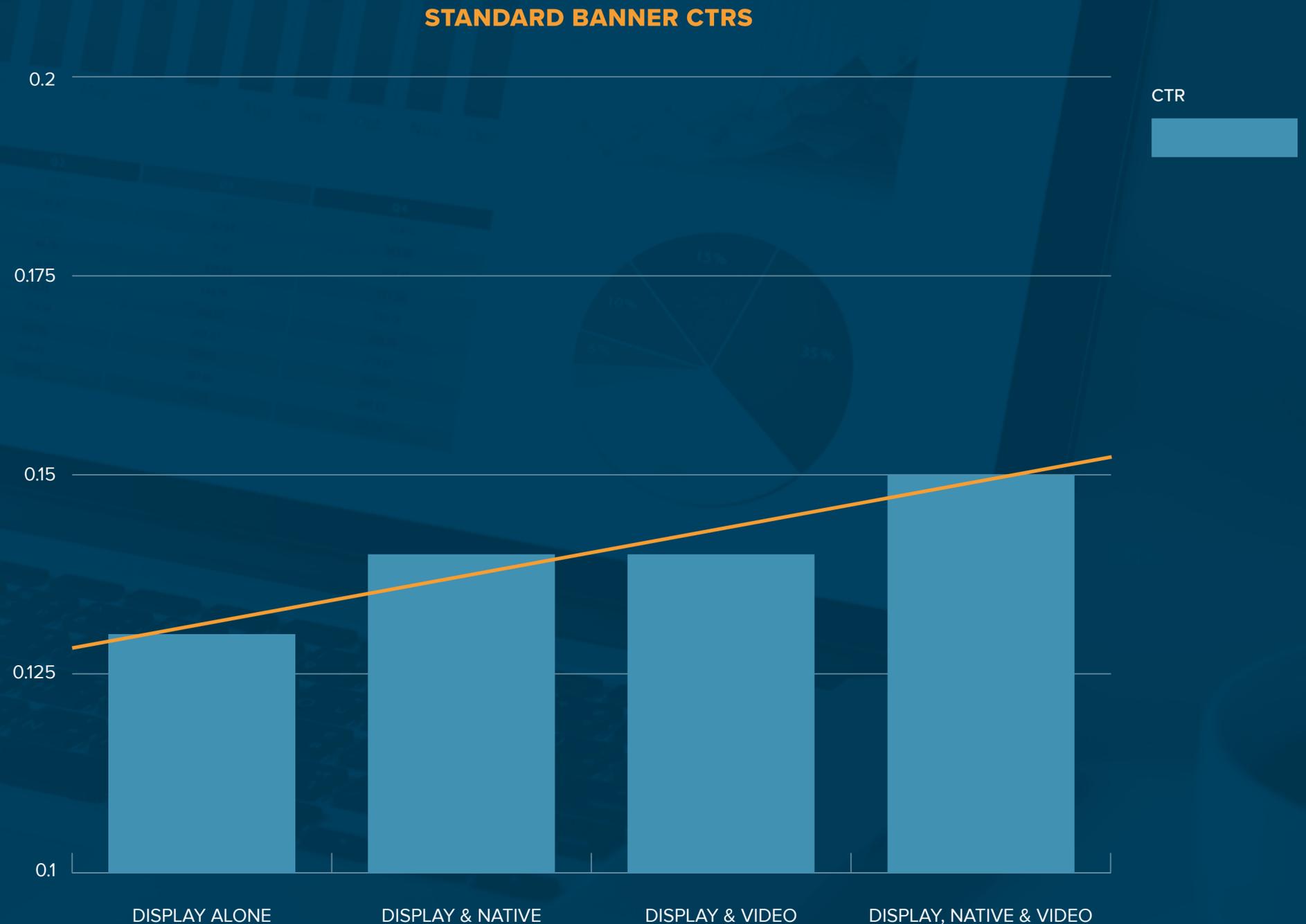
# Reach

The campaign had an average of **92.4%** unique B2B Analytics account reach across all tactics. The combination of Display, Native, and Video had the highest unique B2B Analytics account reach at **93.05%**. Campaign results showed that running Display Only reached the highest number of unique accounts, while there was a sharp decrease in reach when Display was not used. These findings indicate that in order to maximize B2B reach, Display should be used in combination with other creative types.



# Click-Through Rate (CTR)

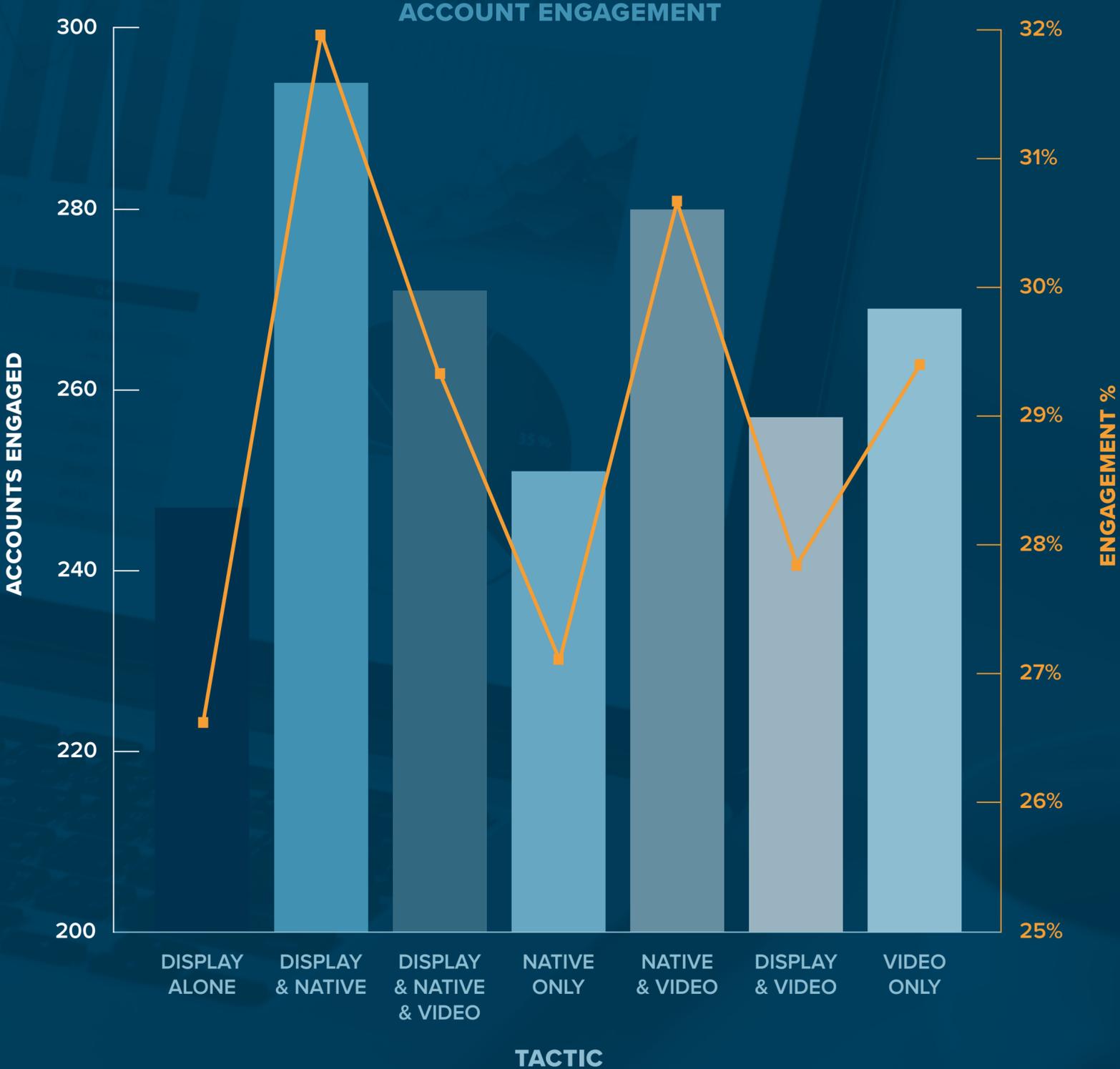
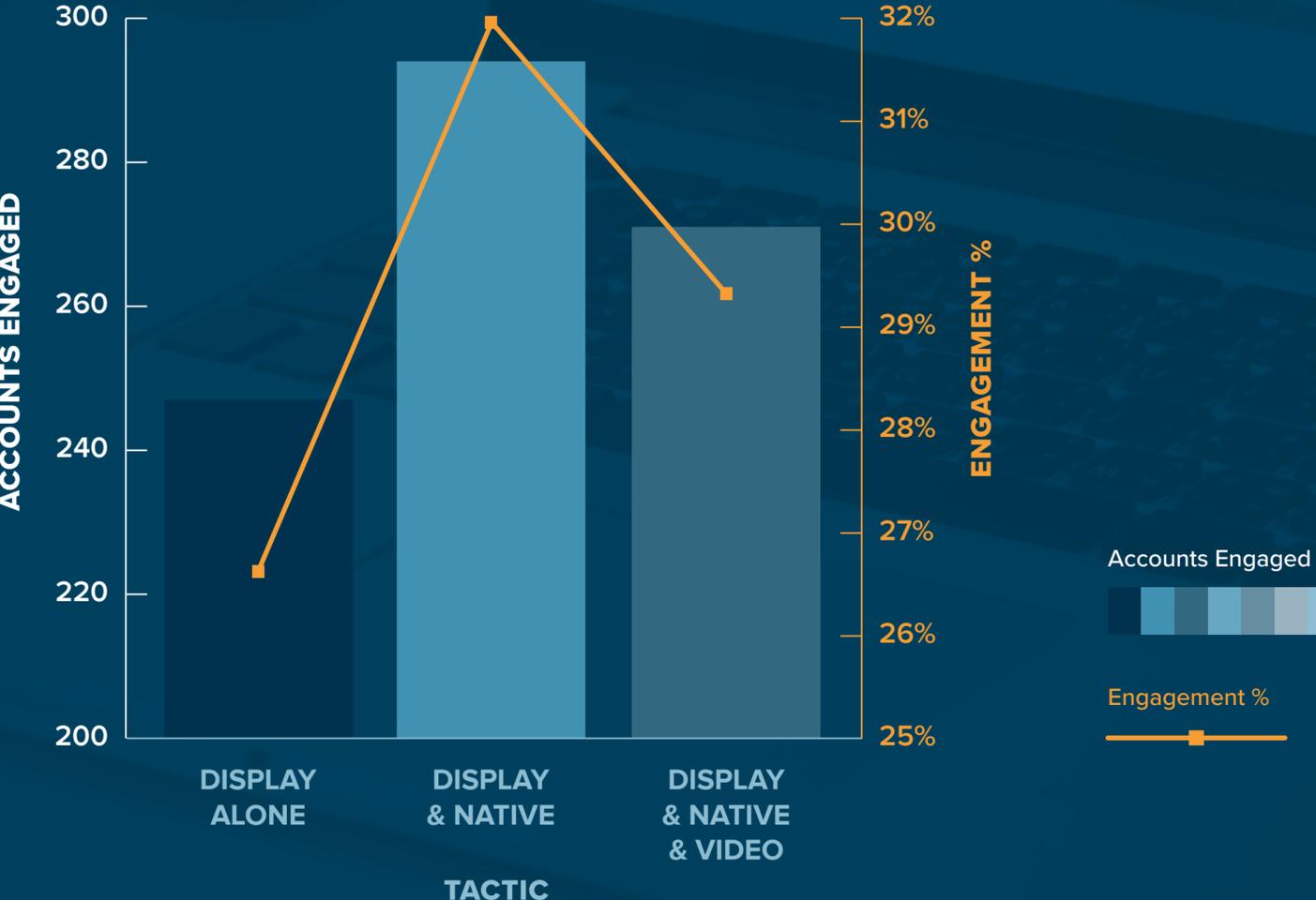
The campaign results found that running multiple creative types had a higher CTR than one creative type alone. There was an 8% increase in Display CTRs when pairing a Display creative with a second creative type (such as Native and Video). Video can also enhance ad serving performance and boost CTR, but needs to be used in combination with additional creative types to significantly boost reach and engagement numbers. **When all three creative types were combined, there was a 15% increase in the Display CTR.**



# Engagement Rate

The unique B2B Analytics account engagement rate averaged 29% across all tactics. A combination of Display and Native resulted in the highest B2B engagement rate of 31.96%, while Display Only had the lowest engagement of 26.62%.

ACCOUNT ENGAGEMENT TOTALS & ENGAGEMENT RATE %



## CPC and CPE

CPC and CPE improved consistently as new creative types were added. Adding Native had a greater impact on lowering Display's CPC & CPE than adding Video. Running Display with both Native and Video resulted in a 15% decrease in cost per click compared to running Display by itself. Additionally, running Display with Native and Video resulted in a 32% decrease in cost per engagement when compared to running Display by itself. **In summary, running Display, Native and Video together generated the most efficient buy.**

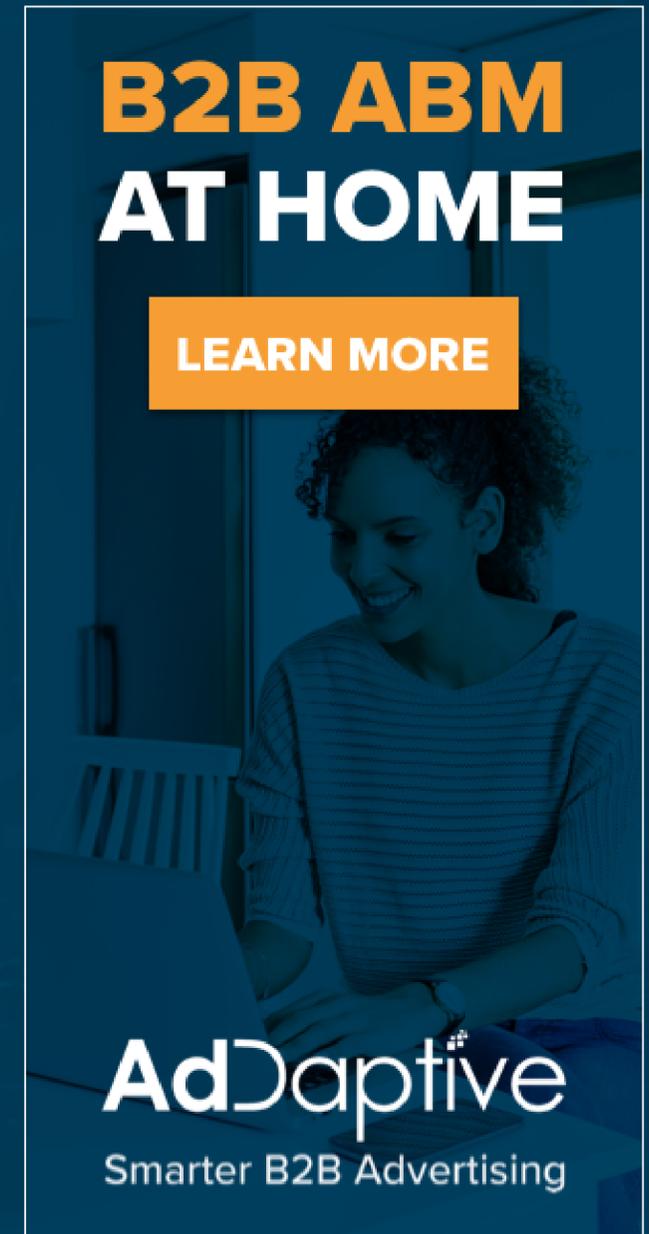


*Display, Native and Video together generated the most efficient buy.*

# TAKEAWAYS

# Power of Display

Display continues to be a powerful addition to campaign strategy: Display creatives have shown to be the most cost-effective creative type providing the highest reach and account penetration with the lowest cost. Using Display as a foundation, then adding Native and Video, will effectively address reach and increase engagement. Conclusively, using Display as the base of the campaign guarantees reach, while layering on other creative types ensures that any additional goals are met.



# Recommendations based on KPI

Each individual media type has the power to maximize the results of a campaign. Combining media types will then drive campaign results in specific areas.

- If a campaign's main KPI is account reach, then a single Display creative would be the best option.
- If the focus of the campaign is on viewability, then a combination of Display and Video would optimize results.
- For cost-efficiency metrics like CPC and CPE, the recommendation would be to use all three creative types.
- To boost CTR and awareness, adding Native and Video to Display on average boosts Display CTR by 15%.
- Combining Display, Native and Video results in lower CPC and CPE than running a single creative type on its own.
- Video (due to high CTR) is a strong driver of landing page engagements, but Native is the strongest driver of view-through engagements/site activity.
- To re-engage accounts, the study indicated that Native and Display are effective in combination and yield the highest conversion rate out of the seven combinations.
- B2B ABM Analytics can then be used in tandem with all of these pairings to provide insights on the campaign audience and inform future campaigns.

The insight into which creative combinations will perform best for each objective is a huge strategic and competitive advantage guaranteed to impact campaign success.

## Conclusion

The strategic use of media type combinations should be leveraged to consistently conquer campaign objectives. The highest performing creative type combination is entirely based on the desired KPIs and overall strategy. Knowing the value of each creative type individually, and in combination, will ensure that the goals of future campaigns are exceeded through efficient strategy and execution.

*Disclaimer: The statistics reflecting averages and ranges throughout the study are dependent on budget, audience, and targeting strategies.*

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