The Consumer Engagement Crossroads: Getting consumers to opt in, before they opt out

Consumers have spoken. Uncover the results of a nationwide survey of brand marketers and consumers that highlight a new and preferred method for mobile engagement: opt-in video.
Mobile advertising is at a crossroads.

More than 80% of consumers say they are overwhelmed by the number of ads they see today. Compounding the online bombardment, nearly 70% say the ads they see are not relevant to them.

This disconnect has led consumers to consider actively “opting out” of ads, with 8 out of 10 being so dissatisfied with digital advertising they are considering installing ad-blockers.

However, there is a solution for the growing consumer angst. When marketers deliver ads that are more relevant and provide direct value, consumers are willing to have a deeper brand relationship and nearly 7 out of 10 say they would be willing to watch more ads.
Survey data reveals that when done well, mobile can deliver the trifecta of ROI brands are seeking: high brand recall, strong click-throughs and purchases.

more than 2/3rds of consumers can recall specific brand advertisements seen on mobile ads weekly

6 out of 10 click on mobile ads weekly

20% make purchases weekly based off of online and mobile ads
As advertisers are shifting their video strategies to be mobile-first, they are finding not all mobile video formats are equal in the eyes of the consumer.

Nearly 80% of consumers say opt-in video - video ads that provide a value exchange for watching the ad - provide a better advertising experience than other video ad formats. Opt-in video is strongly preferred over pre-roll, and consumers are 3X more likely to prefer opt-in video over interstitial advertising.

<table>
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<th>OPT-IN:</th>
<th>INTERSTITIAL:</th>
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<td>80%</td>
<td>69%</td>
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<tr>
<td>of consumers say it provides a positive experience</td>
<td>of consumers say it provides a poor experience</td>
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Opt-in video had the highest percentage of consumers respond it was a “very good” experience and the lowest percentage respond it was a “not good” experience.
Many brand marketers claim to see the benefits of opt-in video. Nine out of 10 agree that it provides a better consumer experience than other ad formats, and 80% agree that it provides better ROI.

However, opt-in video is not frequently used. Less than 50% of brand marketers say they are “very familiar with opt-in video,” and opt-in video is less used than in-feed, pre-roll and interstitial video.

**HOW OFTEN DO YOU USE THE FOLLOWING VIDEO AD FORMATS?**

(Very Often - Never Use)

**OPT-IN:**
- 31% said very often
- 7% said they never use

**PRE-ROLL:**
- 44% said very often
- 1% said they never use

**IN-FEED/NATIVE:**
- 59% said very often
- 2% said they never use

**Opt-in video was ranked last in “very often” and highest in “never”**
ADDRESSING THE DISCONNECT: OPT-IN VIDEO IS NOT ONLY FOR GAMING

Opt-in video originated in gaming, and some marketers feel the ad format only works for gaming companies.

This is not what today’s consumer thinks, however, and it is not what they expect from a brand. They expect to be valued for their time spent engaging with a brand, and they see the opportunity to do this with a variety of advertisers and in all sorts of app environments.

According to a recent test across hundreds of premium apps, opt-in video performance was consistent in gaming, sports, photography, social and several other verticals. Regardless of the content, opt-in works.

In fact, by presenting consumers with free music, video content or discounts from retailers, consumers are open to engaging with ads up to 60 seconds in length.

**Over 50%** of consumers would be willing to watch ads up to 60 seconds long for discounts from retailers, premium video content and more.
MediaMath has set up a curated marketplace for opt-in video, and advertisers have seen results that significantly outperform other types of video.

- **Videos had an 87% completion rate** compared to 74% on an open exchange.
The opportunity for brands, publishers and mobile app developers alike is huge with opt-in video. When thinking about this ad format and planning for the future, remember these 6 key principles:

1. **Consumers are in control:** 85% of consumers responded that they are open to using ad blockers, and at least 1 out of 3 has used one in the past. It’s more important than ever to provide consumer friendly experiences or they opt-out of online brand engagement.

2. **Consumers are open to deeper brand engagement - on their terms:** 7 out of 10 consumers are open to watching more ads if they are more relevant. A strong majority are willing to opt-in to watch up to a 60 second video if it delivers value.

3. **Opt-in video is consumer-friendly:** 80% of consumers say opt-in video provides a good user experience, and they prefer it to other types of advertising in both digital and traditional media.
Opt-in video is not just for gaming: While gaming environments are where the majority of consumers have experienced opt-in video, consumers would welcome opt-in ads in other content categories. For example, 77% of consumers would watch a 30-second ad in order to get a discount from a retailer.

Opt-in video aligns with key KPIs: Viewability was ranked as one of the top KPIs for brand marketers, and opt-in video is uniquely set to deliver this, with close to 100% viewability.

Opt-in video is a rare win-win-win: Opt-in video delivers results for brands, a good experience for consumers, and an ad format for publishers/developers that their users proactively choose to watch. This is one of the only formats in all of advertising, where the brand, publisher and consumer all benefit.