Ford's objective was to expand their brand awareness and visibility of their 2022 F-150, Ford Ranger, and Ford Explorer to their Canadian targeted audience. Their media agency Xaxis partnered with Sharethrough to find a solution to increase attention, comprehension and completion rate of their video ads. Motivated by Sharethrough’s research study on video consumption behavior, Xaxis decided to leverage Sharethrough’s newly-released Dynamic Video Captions technology. Sharethrough added Dynamic Captions to 11 of Ford’s video ad tags and Xaxis targeted the Ford Canada audience across the Sharethrough Exchange.

Research Methodology
Dynamic Video Captions were applied on 11 of Ford’s video ad tags. In order to test the effectiveness the delivery of Ford’s video ads had on comprehension, Sharethrough showed participants several videos with and without Dynamic Captions. The videos were followed by a list of questions to assess the impact they had on consumers’ message comprehension, awareness, favorability and purchase intent.

Results
The results revealed Dynamic Captions delivered an increase in every major brand metric including a 142% increase in message comprehension, 22% increase in awareness, 10% lift in favorability and 19% lift in purchase intent.

Additionally, the combination of Dynamic Captions, Sharethrough Performance PMPs and programmatic campaign optimizations by Xaxis resulted in a 70% video completion rate, which is 57% higher than industry benchmarks for similar video ads. On top of this, the cost per completed view was 59% lower than industry average*.