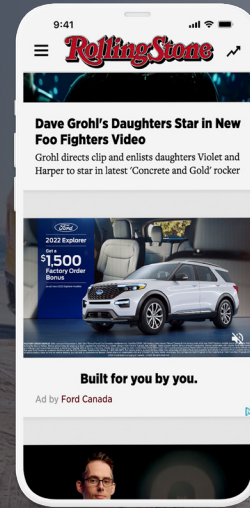


How Ford Maximized User Attention in Their Video Ads With Dynamic Captions Technology

By adding Sharethrough's Dynamic Video Captions to Ford's campaign, they increased all branding metrics while improving efficiency.



- +19% Purchase Intent
- +22% Awareness
- +142% Message Comprehension

[View live demo →](#)

Strategy

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.

Audience—

Canadian Auto Intenders

Campaign Goals—

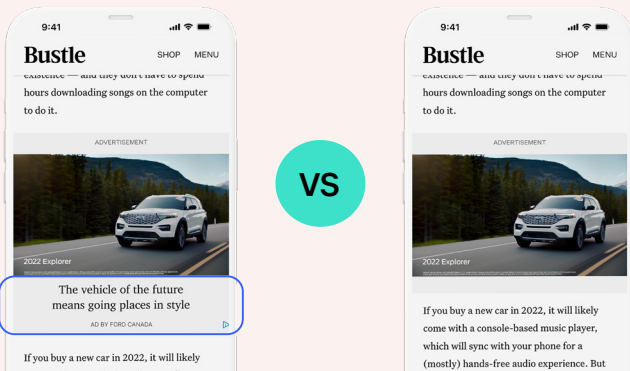
Brand Awareness, Improve Attention & Comprehension, Completion Rate

Ad Format—

Video

Creative Type—

Dynamic Video Captions



Research Methodology

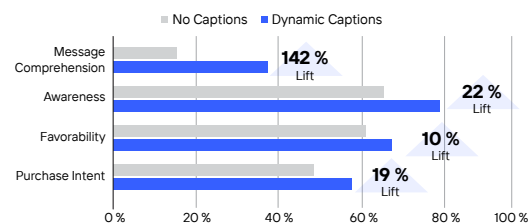
Dynamic Video Captions were applied on 11 of Ford's video ad tags. In order to test the effectiveness the delivery of Ford's video ads had on comprehension, Sharethrough showed participants several videos with and without Dynamic Captions. The videos were followed by a list of questions to assess the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

Results

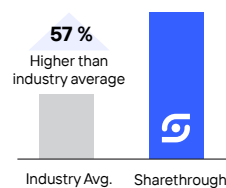
The results revealed Dynamic Captions delivered an increase in every major brand metric including a **142% increase in message comprehension, 22% increase in awareness, 10% lift in favorability and 19% lift in purchase intent.**

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***.

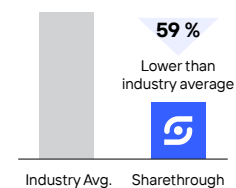
Dynamic Video Captions Impact on Brand Metrics



Video Completion Rate



Cost per Completed View



Top 3

Exchange for Scale & Directness

50B+

Daily Display, Video & Native Impression Requests

Ads.txt (incl. in-app)
Sellers.json

Safe & Trusted Exchange;
Compliant With All Industry Auditing Initiatives

iab. TAG

IAB Tech Lab Council & TAG Registered Member

GDPR & CCPA

In-Line With CCPA & GDPR