



The Impact of Mobile Video Campaigns in News Feed



Our focus was based on the following questions:

- Are video-based News Feed Campaigns more effective than non-video Campaigns? This question functioned as a simple A/B test.
- We wanted to know whether videos generated higher engagement and conversions at lower costs per acquisition (CPA)
- Can WiFi-only ads increase conversions?

We know that mobile users are conscious of how much bandwidth they're using, so we wanted to see if we could increase conversions by targeting users who aren't limited by their data plans.

Our test was with GREE, the global leader in free-to-play mobile gaming. We suspected that showing audiences a game trailer would pique interest and increase engagement. To answer our questions, we set up a total of three ad sets (Campaigns). We prioritized device-level targeting and then created sub-groups to include our test variations.

What We Learned

- It's important to include WiFi-only ads, likely because users are hesitant to download games on their expensive data plans.
- Android devices are great for testing—video ads are comparatively less expensive than their iOS counterparts.
- WiFi is especially important when trying to control CPI.

Campaign Results

DEVICE	TYPE	CPC CHANGE	CVR CHANGE	CPI CHANGE
Android	Video only for WIFI	↑ 15% Savings	↑ 8% Increase	↑ 14% Savings
	Video*	↑ 13% Savings	↑ 22% Increase	↑ 15% Savings
	Non-Video	Baseline	Baseline	Baseline

* Video means it is targeting to anyone with that device, regardless of whether their WIFI is on or off.