

New Facebook Autoplay video unit drive awareness for a product launch.

Adaptly helped create awareness for a game launch by reaching the right users on the right devices with a highly effective auto-play video unit.

Drive awareness, measured through video views of an upcoming game launch and pre-order opportunities.

Approach

Leveraging Facebook's native video player and newly available auto-play unit, Adaptly pushed reach to relevant users. We knew that if we could get the video in front of the right audience, the content would drive strong results.

- Created user groups from different targeting tactics (3rd Party, Interest terms and lookalikes) to diversify and maximize our opportunity to engage a user.
- Focused on mobile as the main source of delivery since our unit would have up to 100% SOV on the screen and our key users consume content on their mobile devices most.
- Maximized reach to these users, knowing auto-play units would be extremely likely to garner completions.

Results

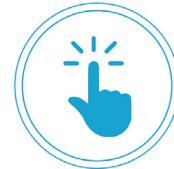
- Reached a little over 3 million users at an average frequency right around 2.
- Served over 95% of impressions on mobile with roughly 85% of our ads being shown as auto-play units.
- With such a high level of auto-play units, drove an action from 1 in 5 users on average.



1.3 million views.



30% 95% completion rates.



Average Completion Rate 50%.

Key Takeaways

- Facebook's native video unit is one of the most effective ways to drive meaningful engagement, particularly on mobile.
- Targeting the same user through different tactics will ensure we get every qualified user and improve our end result.

Adaptly