

# VERTICAL VIDEO

## SUCCESS STORY

A VERIFIED WAY TO INCREASE INSTALLS BY 2.3 TIMES AND IN-APP PURCHASES BY ALMOST 6 TIMES SIMPLY BY OPTIMIZING YOUR VIDEO FORMAT ON FACEBOOK AND INSTAGRAM

VIDEO VIEWS	REACH	INSTALLS	CPI	MOBILE APP PURCHASES
1.6X	2.1X	2.3X	-28 %	5.8X

## THE IMPACT

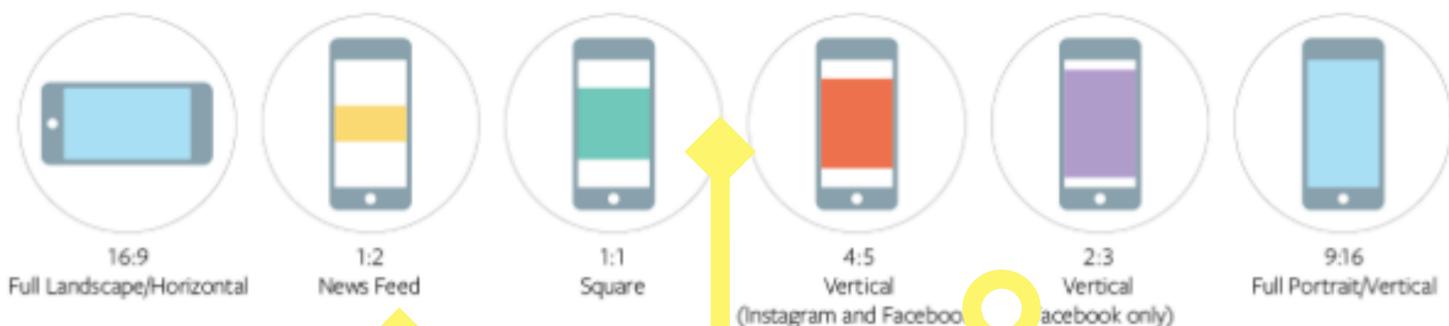
# PEOPLE NATURALLY HOLD THEIR PHONES VERTICALLY

As you probably know, every advertiser has the opportunity to integrate their video messaging into a native experience on Facebook and Instagram. A recent Facebook study has found that people respond more positively to vertical videos, which are more likely to be watched for longer and with sound.

With the help of ten brand advertisers in North America, Latin America and Europe, the impact of vertical video ads was tested against horizontal and square video ads. The tests used the same creative, video length, targeting, budget and bid, with the only difference in aspect ratio. Seven of the ten tests showed that vertical video ads drove an incremental increase in brand lift, including a three- to nine-point increase in ad recall.

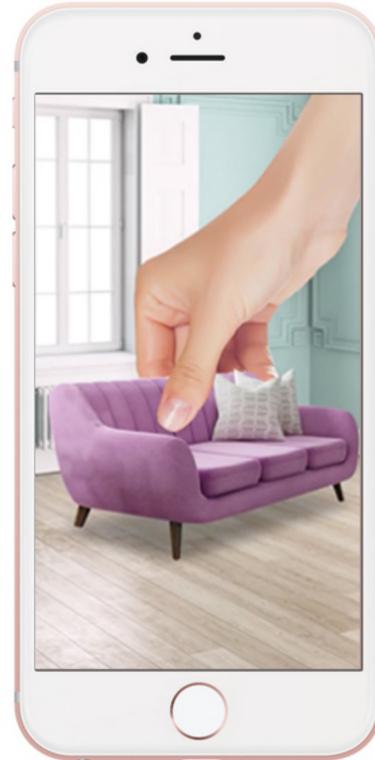
You can use vertical videos for Facebook News Feed, Instagram and Instagram Stories ads, though the aspect ratio would differ.

## ASPECT RATIO



## DISCOVER

# CLICKABLE CREATIVE EXAMPLES



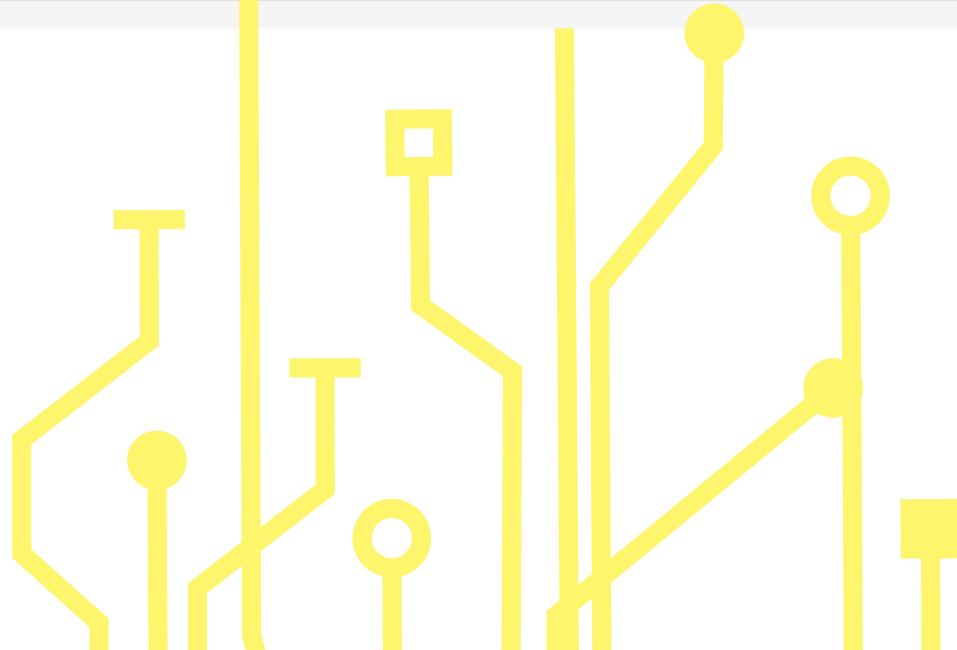
## OUR CLIENT TEST

We want to share an extraordinary story about the vertical video format power. Our client decided to launch two campaigns. One consisted of ads with horizontal video creative, and the other with vertical

video to make it more effective. Thus we had a perfect evidence for mind-blowing effectiveness of vertical video format.

Name	Spend	CPC (Lin...)	CPI	CPM	Installs	Video views to 50%	Video Views	Reach
videohorz_th_android_2017_03_17	11 310,88₽	29,53₽	73,45₽	112,40₽	154	1 758	7 558	80 630
videoverth_android_2017_03_17	18 718,23₽	20,82₽	53,18₽	92,40₽	352	3 523	12 463	171 946
	30 029,1...	23,42₽	59,35₽	99,04₽	506	5 281	20 021	226 261

Total Items: 2/2



# SUCCESS METRICS

Just take a look at the metrics. They speak for themselves.

We can see a drastic increase through the whole sales funnel: from video views to purchases:

**X1.6**

**VIDEO VIEWS**

**X2.3**

**INSTALLS**

**X5.8**

**MOBILE APP PURCHASES**

VIDEO VIEWS TO 50%	VIDEO VIEWS	REACH	CLICKS (LINK)	INSTALLS
<b>2X</b>	<b>1.6X</b>	<b>2.1X</b>	<b>2.3X</b>	<b>2.3X</b>
CPI	COST PER MOBILE APP START	ACTIONS	COST PER MOBILE APP ACTION	MOBILE APP PURCHASES
<b>-28 %</b>	<b>-2.4X</b>	<b>2.4X</b>	<b>-2.7X</b>	<b>5.8X</b>

This is a perfect example of vertical video effectiveness. Why pay more when you can reach such metrics simply by adjusting video format? You can even use your horizontal video creative and crop and alter it a bit. Cheap and effective.

Though shooting video for vertical and mobile from the start, instead of just modifying existing horizontal creative, may help ensure your campaigns have the maximum impact.

