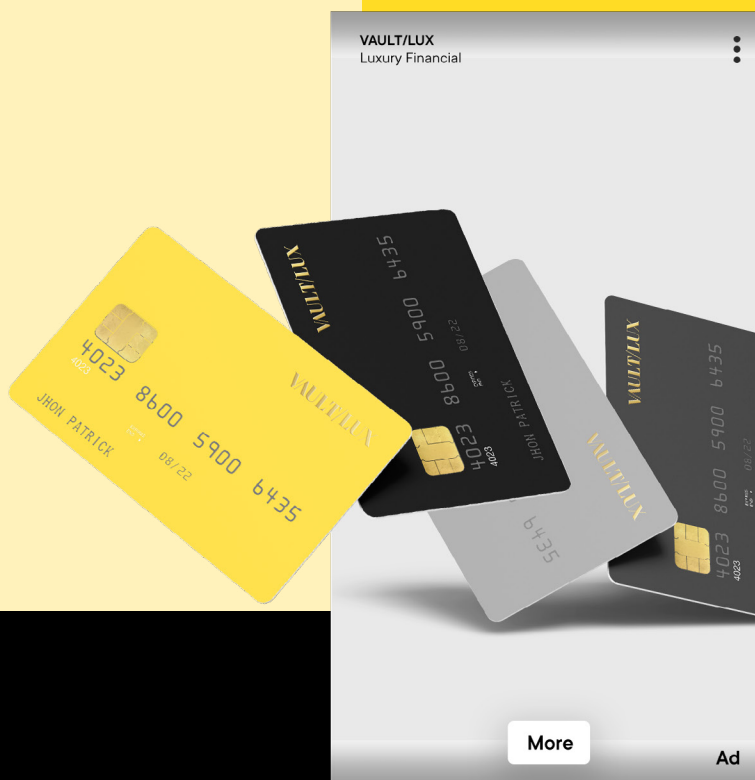


3 Snapchat Ad Creative Findings For FinServ Marketers



Will a big, bold banner of text cause users to stop their thumbs?



Or should text be more subtle?



Do celebrity endorsers move the needle for consumers?



Or are endorsements mostly ignored?

These are just a few of the questions we sought to uncover in our recent study of advertising on Snapchat, an analysis that spanned 2,882 Snap Ads across 513 campaigns from 23 different financial ad accounts, served over the course of two and a half years. All told, the report covers a combined 10 billion impressions (yes, with a “B”). We worked closely with the Snapchat team to produce these insights.

Our proprietary video-recognition technology allows us to analyze the visual elements of each ad — from the colors used, to facial expressions — using AI and machine learning technology. We then analyzed these results with the performance metrics for each campaign to determine which techniques had the greatest effect.

In doing so, we were able to gain insight into how different creative decisions influence campaign performance, at all points on the marketing funnel.

Our research quantifies how Snapchat consumers respond to different visual cues.

But our analysis does more than identify industry-wide best practices — it also identifies the creative choices that can work best for your specific brand.

Methodology

513	ad campaigns
2,882	video ads
10 billion	impressions

The ads VidMob analyzed appeared on Snapchat over a period of two and a half years, from January 1, 2019 to July 15, 2021.

VidMob Creative Analytics — our proprietary, AI-powered, visual image processing software — evaluated every visual component of these ads, frame by frame, to determine what creative strategies were deployed. The software tracks everything from the color scheme of the ad, to the eye gaze of the models used in the ad to the text prompts used in call-to-action buttons.

Our visual analysis was then compared to the multiple engagement and conversion events across platforms for each campaign to determine which creative decisions have the most impact.

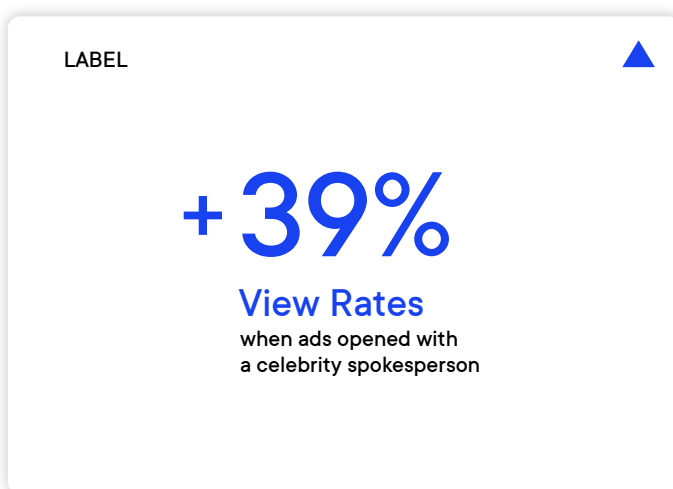
Here's what works:

1 Star power is powerful

Samuel L. Jackson, Jennifer Garner, Kevin Hart.

The financial services industry has many celebrity endorsers — and rightfully so, because a celebrity endorsement has a demonstratively positive effect on engagement, according to our analysis. **Ads that opened with a celebrity spokesperson had view rates that were 39% higher.**

Note: Celebrity status was determined by a proprietary algorithm to analyze IMDb listings and determine an actor's popularity.



2 Make it pop

One of the most consistent learnings we find among brands, regardless of platform, is to make their primary visuals have a high degree of contrast.

Brands should use bold colors and lighting to differentiate their lead image from the background. Simply put, the lead image should stand out.

Videos with a moderate degree of image contrast saw 6% higher swipe rate. The difference was even more substantial for videos with high degrees of color contrast. **High contrast videos had a 15% higher swipe rate than videos with low contrast.**

Be purposeful with text. Our research found that the **view rate on a Snap Ad is 175% (or 19 times) higher when text takes up less than 5% of the screen** versus when text takes up more than 5% of the screen. Swipe rate was also higher, by 9%, when text constituted less than 5% of the visible area.

CONTRAST

+ **6%**
Swipe Rate
 with a moderate
 image contrast

TEXT DENSITY

+ **175%**
View Rate
 when text took up less
 than 5% of the screen

3 Get Attention

Hook a user's attention by opening an ad on one key scene.

Snap Ads with **zero scene changes in the first 3 seconds had 17% higher view rates** according to our study.

A quick change in perspective, right at the beginning of an ad, can be jarring to people. It's better to give users a sustained image that lets them orient themselves and understand what they're consuming.

SCENE CHANGES

+ **17%**
View Rate
 in ads with zero scene
 changes in the first 3sec

Find Your Currency

An important caveat to this study is that no one strategy works for every brand and unique public perception.

While we have identified some common characteristics across successful ad campaigns, discovering the most

effective creative elements for your brand specifically can make your campaigns more engaging and your ad spend more efficient.

Small tweaks can set you up for even more success and efficiency in video advertising — and with VidMob, you can analyze your video advertising more precisely than ever before.



See how your ad performance stacks up: [request a demo](#)

Why VidMob?

The world's leading platform for Intelligent Creative, VidMob offers an end-to-end solution to help brands improve their marketing results by unifying creative and data. As the only company in the world to receive a Certified Creative Marketing Partner badge from every major social and digital platform, our access to creative data is unparalleled.

A portion of every dollar VidMob receives is used to fund pro bono creative services for nonprofits through its 501(c)(3) VidMob Gives. Learn more about VidMob at vidmob.com and VidMob Gives at vidmob.gives.

The collage features a browser window at the top showing the VidMob watch dashboard. The dashboard includes a 'Campaign Snapshot' for 'Your 3-Sec View' performance over time, displaying a 15.9% view rate, which is 1.4% above the account average. A line graph shows performance fluctuations between July 15 and July 22. Below the dashboard is a mobile app interface showing user comments: Sebastian Westergren asks 'Can we use the shot with the model facing forward?', Alexandre Paiva asks 'Can we brighten the background?', and Zoe Miller says 'Love this! Approved!'. The bottom right corner of the collage shows the VidMob logo.