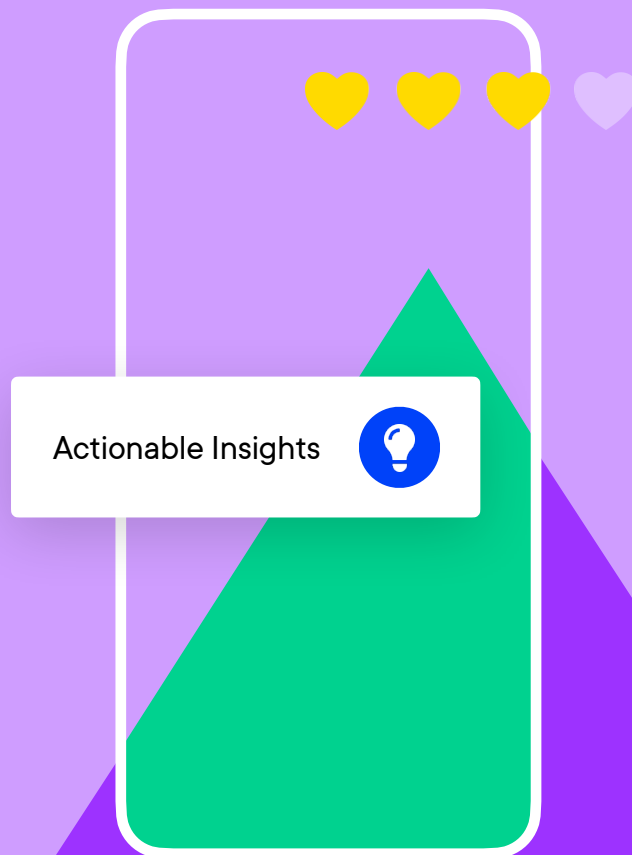


Level Up Your Creative

On Google App Campaigns

VidMob used Creative Intelligence to analyze 630K campaigns, 5M video ads, and 3.2T impressions of from brands running ads on Google App Campaigns, to identify key visual elements and creative strategies.



INSIGHTS:

KPI: ROAS

- 1 Ads including **talent** resulted in a **▲70% lift** in ROAS above VidMob benchmarks.
- 2 When showing talent, **positive emotions** (ie. happiness, smiling) were most effective, resulting in an **▲83% lift** in ROAS, followed by more negative emotions such as fear and disgust.
- 3 When showing an in-app demo, ads that **displayed the outline of a mobile phone or electronic device** led to a **▲48% lift** in ROAS.
- 4 Videos that included **messaging on-screen in addition to a voiceover** led to a **▲100% lift** in ROAS above the benchmark.
- 5 Brands that included their **logo within the first 2s** saw a **▲139% lift** in ROAS over the average. However, only 32% of content had the brand's logo in the first 2s.