GDC

Breaking Ad: The Formula for Winning Video Advertising

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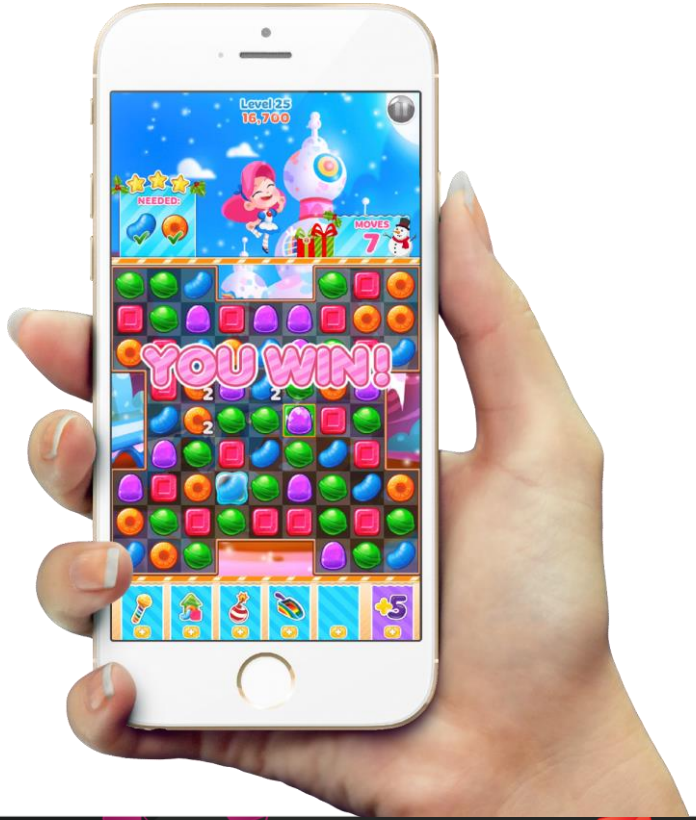
Video Producer

Who am I?

Storm8

- Mobile Developer in the Bay Area
- Making Games Since 2009
- 45+ Published Games
- 1 Billion Installs



Part 1

General Advice

10 Basic Rules for Every Video Ad

1. Viewer Experience

B I N G O
5 25 40 53 70
6 16 60 72
2 26
1
75
71
64
69

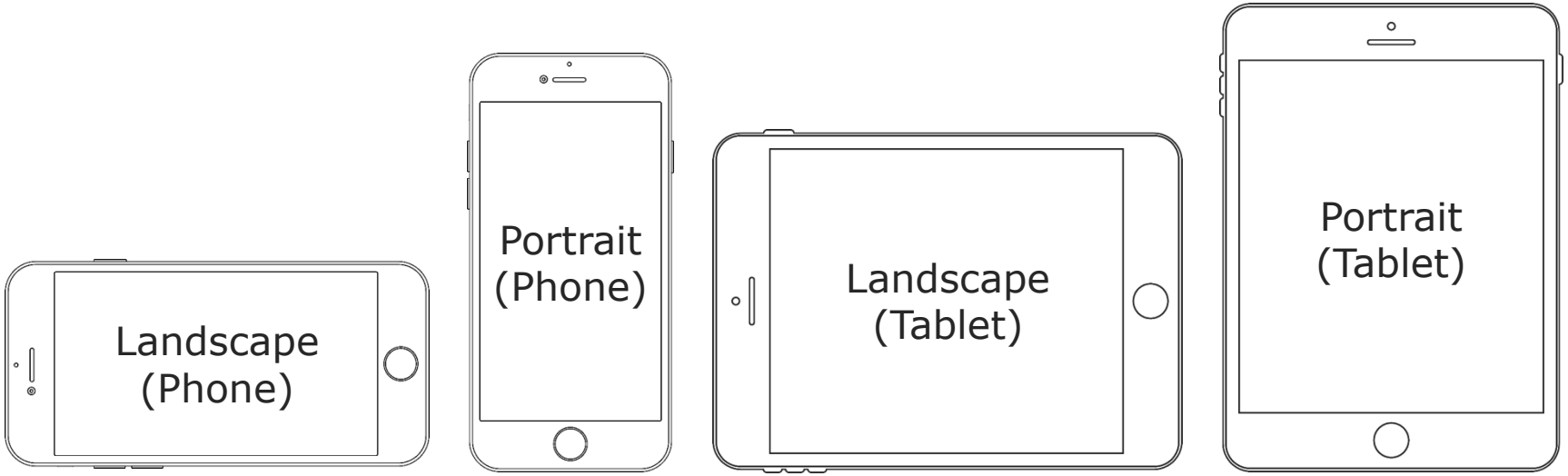
2. End Card Call-To-Action

Free Tag

Button

Name & Search Bar

3. Resize Your Ads


Landscape
(Phone)
Portrait
(Phone)
Landscape
(Tablet)
Portrait
(Tablet)

4. Video Length

0:20 – 0:26

5. Get Proper Feedback

Feel

Observe

Learn

Dislike

6. Creative Refresh

2-3 weeks

7. Localize When Possible

8. The First Five Seconds

9. Try Other Games

Free on your phone or tablet!
FREE
B I N G O
3 24 45 50 68
11 29 37 46 75
9 16 59 71
12 20 32 58
8 17 41 55
CURRENT BALL
59

Free on your phone or tablet
Free

UBM

10. A/B Test Everything

Part 2

Tested Advice

5 Test Results and What We Learned

Some of the things we test…

- Audience Appeal
- Ad Length
- Text
- Topical Relevance
- Logos
- End Cards
- Use of Characters
- Gameplay
- Music Choices
- Visual Design
- Device Images
- Seasonal Relevance
- Remove Game UI
- Live Action
- Localization
- Sound Effects
- Simulated Gameplay
- Stock Footage
- Title Cards
- Storytelling
- Social Proof
- Pace
- Hand Overlay
- Intro Sequence
- CTA Text
- Search Bar
- Parody
- 3D vs 2D
- Music Choices
- Exaggerated Gameplay
- Color Palette
- Store Badge Placement
- Number of Scenes
- Button Shapes and Colors
- “Free” Tag
- Subliminal Messages
- Different Themes
- Mechanics vs. Experience
- Features
- Challenging the Viewer
- Active/Passive Viewership
- Teaching Something

Audience Appeal

Visual Design

Topical Relevance

Logos

Gameplay

Where do we test?

facebook

- Profile Targeting
- User Feedback
- Expensive

Ad Networks

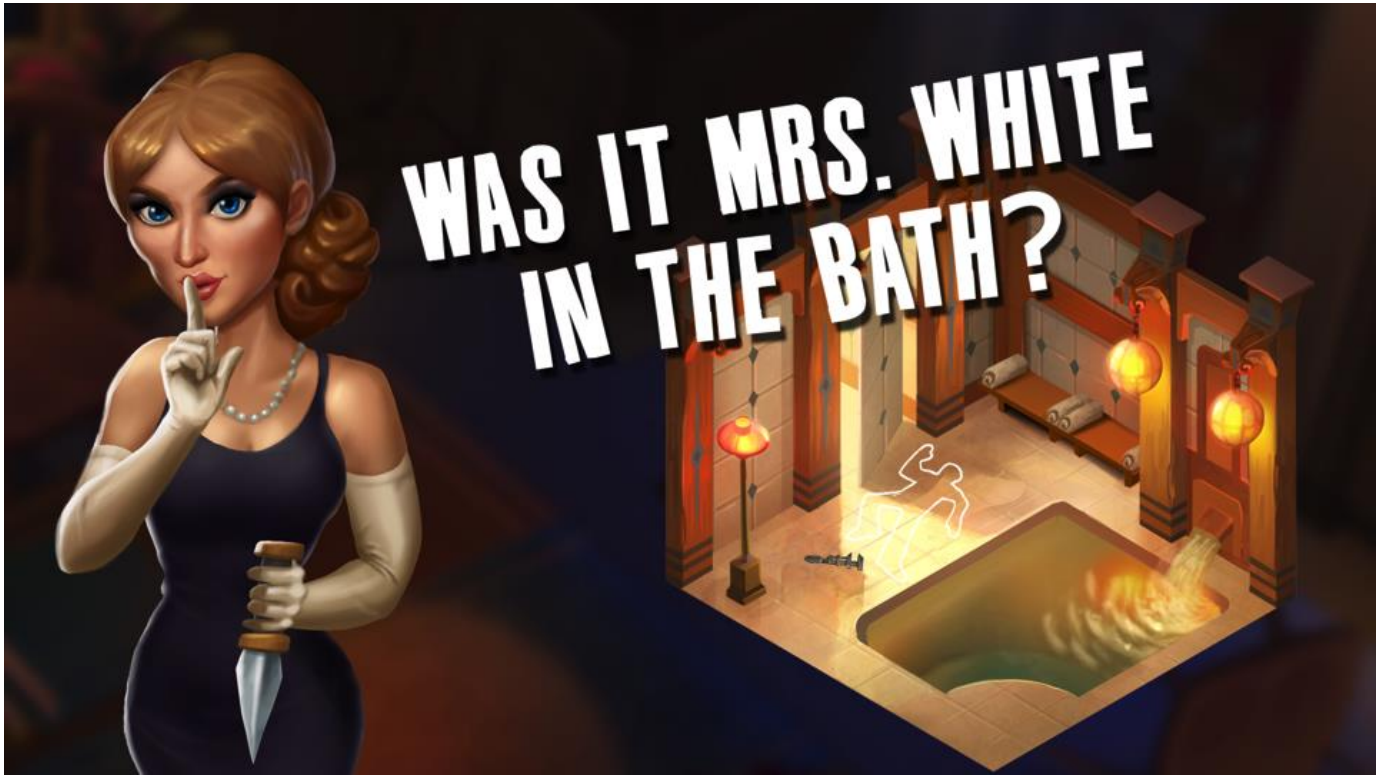
- Cookie Targeting
- Diversity
- Cheaper

Let’s look at some results

CTR = Click-Through Rate = $\frac{\text{Clicks}}{\text{Impressions}}$

CVR = Conversion Rate = $\frac{\text{Conversions (Installs)}}{\text{Clicks}}$

Test #1
Audience Appeal


WAS IT MRS. WHITE
IN THE BATH?

Hypothesis

Colonel Mustard will be more appealing to our audience (females 25+) than Mrs. White.

WAS IT MRS. WHITE
IN THE BATH?

WAS IT COLONEL
MUSTARD IN THE BATH?

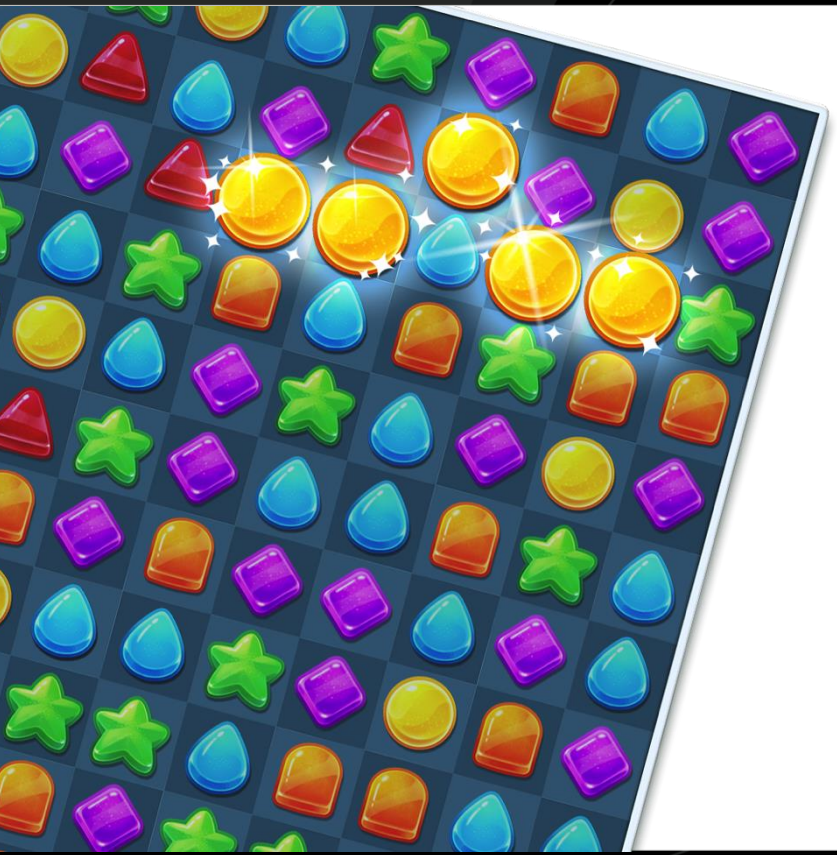
Mustard

-36% CTR

+0% CVR

Mrs. White is more relatable to our female audience

Test #2
Visual Design



Hypothesis

A darker background will make the colorful game pieces “pop” more to attract more attention.

Dark Board

-11% CTR

+31% CVR

Dark board was less inviting, but why did conversions go up?

The ad coordinated with App Store screenshots

+53% CVR

We started using the lighter board in ads and screenshots

Test #3
Topical Relevance

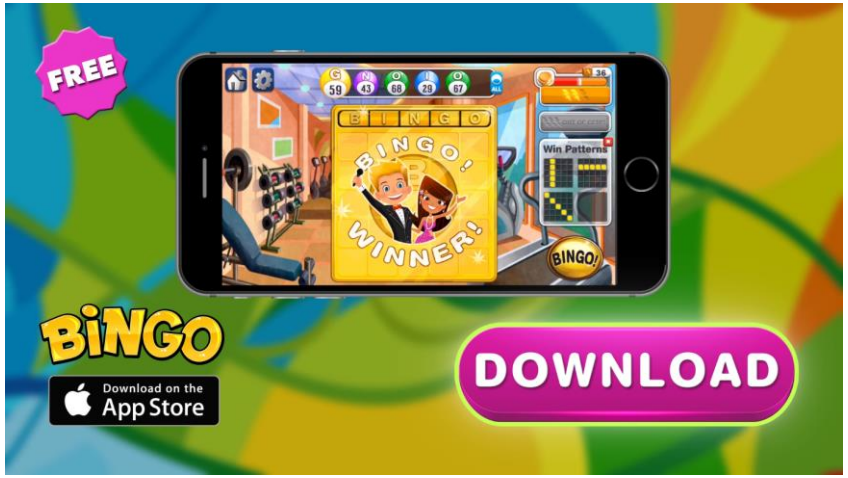
BiNGO
Join millions of players!
B I N G O
I N G O
22 35 46 73
23 36 50 61
29 51 65
18 44 49 69
25 45 54 67
BINGO!
WINNER!
BiNGO
Download on the
App Store

Hypothesis

Seasonal or topical imagery

will improve ad performance.

New World Record!
01:19.143
WBN
WORLD BINGO NETWORK
WINNER!


FREE
BINGO
WINNER!
BINGO!
Win Patterns
BiNGO
Download on the App Store
DOWNLOAD

Olympics

+31% CTR

+0% CVR

Topical relevance will pique interest, but users are smart

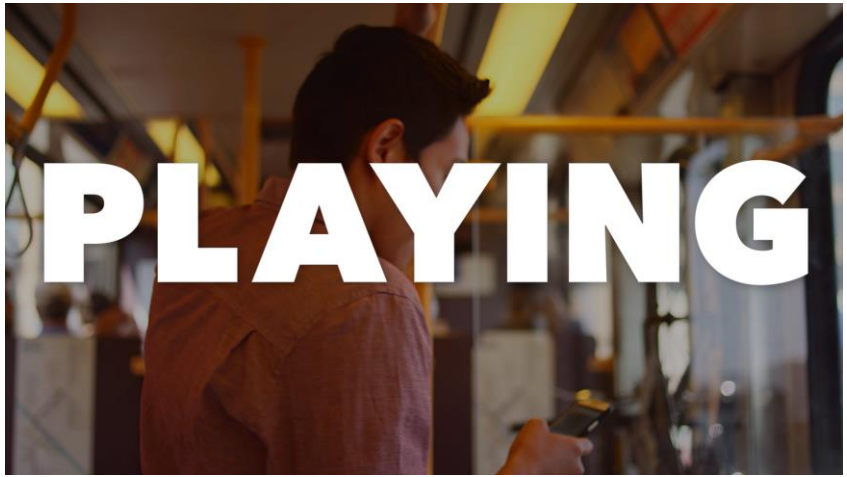
Test #4
Logo

FROZEN
FRENZY
mania

Hypothesis

Opening the video with text will catch the viewer's attention.

FROZEN
FRENZY
mania


PLAYING

Text Intro

+0% CTR

-37% CVR

Logo establishes the tone right away, reflected on App Store

Test #5
Gameplay

BINGO!

Hypothesis

Focusing on the gameplay will yield better results than a story-driven ad.

Free on your phone or tablet!
FREE
B I N G O
3 24 45 50 68
11 29 37 46 75
9 16 71
12 20 32
8 17 41
CURRENT BALL
59

Gameplay

+145% CTR

+11% CVR

Users want to see gameplay and in-game experiences

But how effective is all of this?

Monopoly Bingo

Compared to closest competitor

Competitor

Monopoly Bingo

Installs (higher is better)

Cost Per Install (lower is better)

Questions?

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