

HOTWIRE
DIGITAL BRAND LAB

Truth About Video ROI

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SWIVELFLY: EXPLAINING FURNITURE-AS-A-SERVICE

2017 is the year of video.

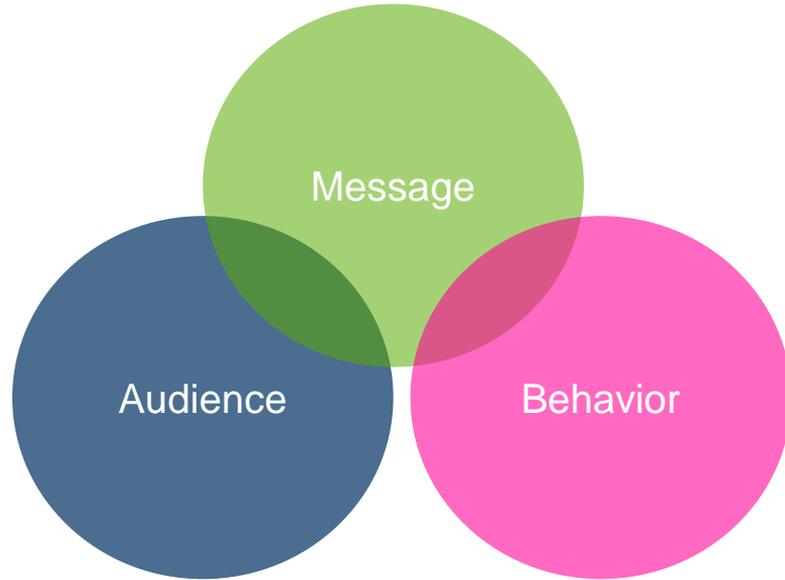
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CONTEXT OF VIDEO ROI



WHAT DOES IT EVEN MEAN?



Video Metrics

Paid Video Reach
Total Video Views
Completed Views
Clicks

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Why all online video
metrics equally suck.

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PAID REACH



An ad can reach over half a million, but 97% of those views may last up to 3 secs.

Can be bought by you, and your competitors.

Doesn't show whether your video is really resonating.

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An iceberg floating in the ocean. The tip of the iceberg is above the water, while the vast majority of its mass is submerged below the surface. The sky is a clear, light blue, and the ocean is a deep blue. The text is overlaid on the image, with the title 'TOTAL VIEWS' on the left and three bullet points on the right.

TOTAL VIEWS

- Counts views from 3 seconds to full-length.

- 97% of thousands of views are 3 seconds.

- Zero insight into optimizing your video performance.

COMPLETED VIEWS

Size of completed views is always low.

Average completion rate for video 30-60 seconds is a mere 2-5%.

Tell your story succinctly.



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CLICKS



Video isn't a big click driver.

People usually either watch a video or click on a link, not usually both.

Have a separate strand of activity better suited for driving clicks.

**So, is it all bad?
No.**

View-Through Rate (VTR)

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VTR ON PLATFORMS

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Looking across platforms



YouTube: Video viewership



Snapchat: View through



Facebook: Average % watched



Twitter: View through rate

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Google research has shown that the longer someone views a video ad, the higher the lift in brand awareness.

Higher
Consideration

Higher
Favorability

Higher
Purchase
Intent

VIEW -THROUGH RATE

It helps you understand the delivery of key messages

It helps you optimize video in real time

It helps you understand your audience

PURPOSE OF YOUR CONTENT

MESSAGE OUTPUT	AUDIENCE	BEHAVIOR METRICS
FUNDRAISING	Investors	Favorability
EXPLAINER	Customer prospects, Media, Analysts	Favorability
DEMO	Customers, Media, Analysts	Consideration/Acquisition
CUSTOMER STORIES	Customers, Media, Analysts	Consideration
RECRUITING	Employee prospects	Consideration/Acquisition
ONBOARDING	Employees, Customers	Acquisition

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