



Shifting Gears: Global CTV & Creative Insights

A Snapshot into Automotive Advertisers'
Media & Creative Strategies



Video Mix & Creative Strategies Evolving to Better Reach Audiences

For an industry with a long sales cycle – with hundreds (if not thousands) of advertising interactions across media channels – automotive advertisers have had to rethink the ways they reach and engage with consumers in a fragmented video landscape. With audiences dispersed across platforms and devices, many automotive brands have adapted their video and creative strategies to impactfully reach and engage with consumers throughout the weeks- to months-long purchase funnel.

While automotive brands have been and will continue to be a mainstay on linear due to its sheer reach, they have increasingly turned to connected TV (CTV) to play a crucial role in the video mix. Embodying the best of linear and digital, CTV is a platform that allows advertisers to reach diverse audiences and provides the targetability, interactivity, and measurement needed to drive active consideration and engage with consumers at every step of the journey.

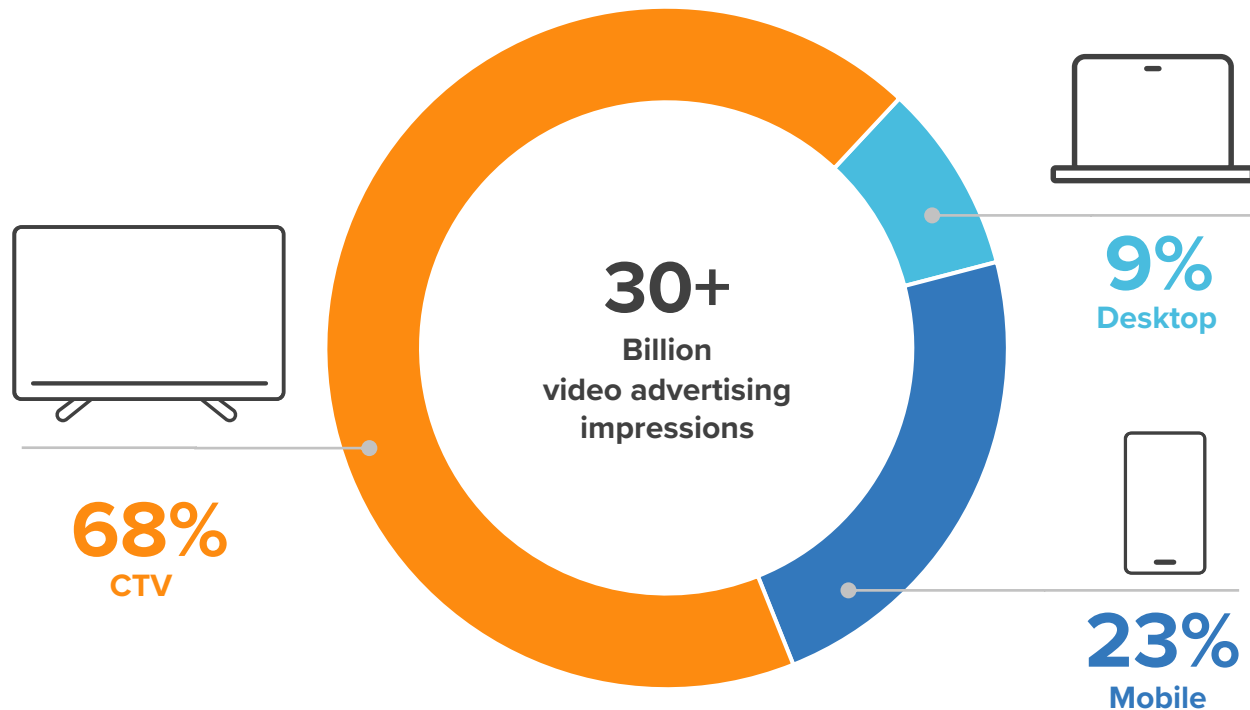
With consumers expecting relevant, engaging, one-to-one experiences, it is no longer enough for automotive advertisers to “copy and paste” assets across platforms and channels.

The use of advanced creative technologies is growing as a way to pique customer interest, encourage active consideration, and ultimately drive them down the purchase funnel. These include dynamic formats that allow for personalization (day, time, location, weather, etc.), and interactive formats that leverage things like expanded video galleries, vehicle configurators, find a dealership, and QR codes to encourage viewers to meaningfully engage.

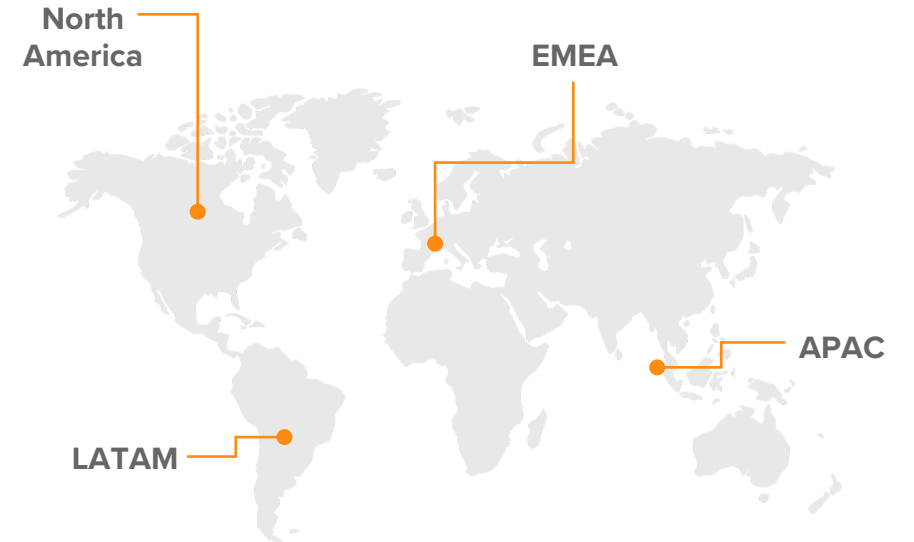
In the following report, Innovid analyzed more than 30 billion video advertising impressions from automotive advertisers served on our platform between Jan. 1-Dec. 31, 2022. We looked across CTV, mobile, and desktop devices to compile a snapshot of global video advertising insights and a view into how automotive brands are adapting media and creative strategies for a market in flux.

Snapshot of Advertisers Analyzed

Global Video Impression Share By Device



Global Regions Analyzed



Among automotive advertisers, CTV's share of impressions has grown by **100.0% since 2019**

| Key Automotive Insights

CTV Grows Impression Leadership Position

For several years, CTV has been establishing itself as an integral part of the automotive video mix, and 2022 was no exception in terms of growth. With 68.0%, CTV accounted for the greatest share of global video impressions, an increase of 100.0% compared to 2019. At 23.0%, mobile represented the next largest impression share, but has seen a steady decline since 2019. Desktop also slid to 9.0% in 2022 vs. 24.0% in 2019.

Relevant, Engaging, 1:1 Creatives Work

Across CTV, mobile, and desktop, it was the year of the advanced creative. Interactive impressions grew by 50.4% since 2021, and dynamic video and display saw an annual increase of 164.8% and 201.8%, respectively. It's easy to understand the "why" behind that growth: interactive CTV beat out standard video in terms of completion rates, and had the highest engagement rate among all advanced creative formats. While performance is comparable between dynamic video and standard video, dynamic display has a 64.3% higher lift compared to standard display.

VCRs are Strong across Creative Lengths; Engagement Varies

When it comes to creative lengths, automotive has consistently high video completion rates (VCRs). And that performance was not limited to select lengths, from ≤ 10 seconds through to 60 seconds, VCRs were 89.6% and above. When it came to engagement, 30-second ads won out, with a rate of 2.0% – more than 6x greater than the next highest performing length of 15 seconds.

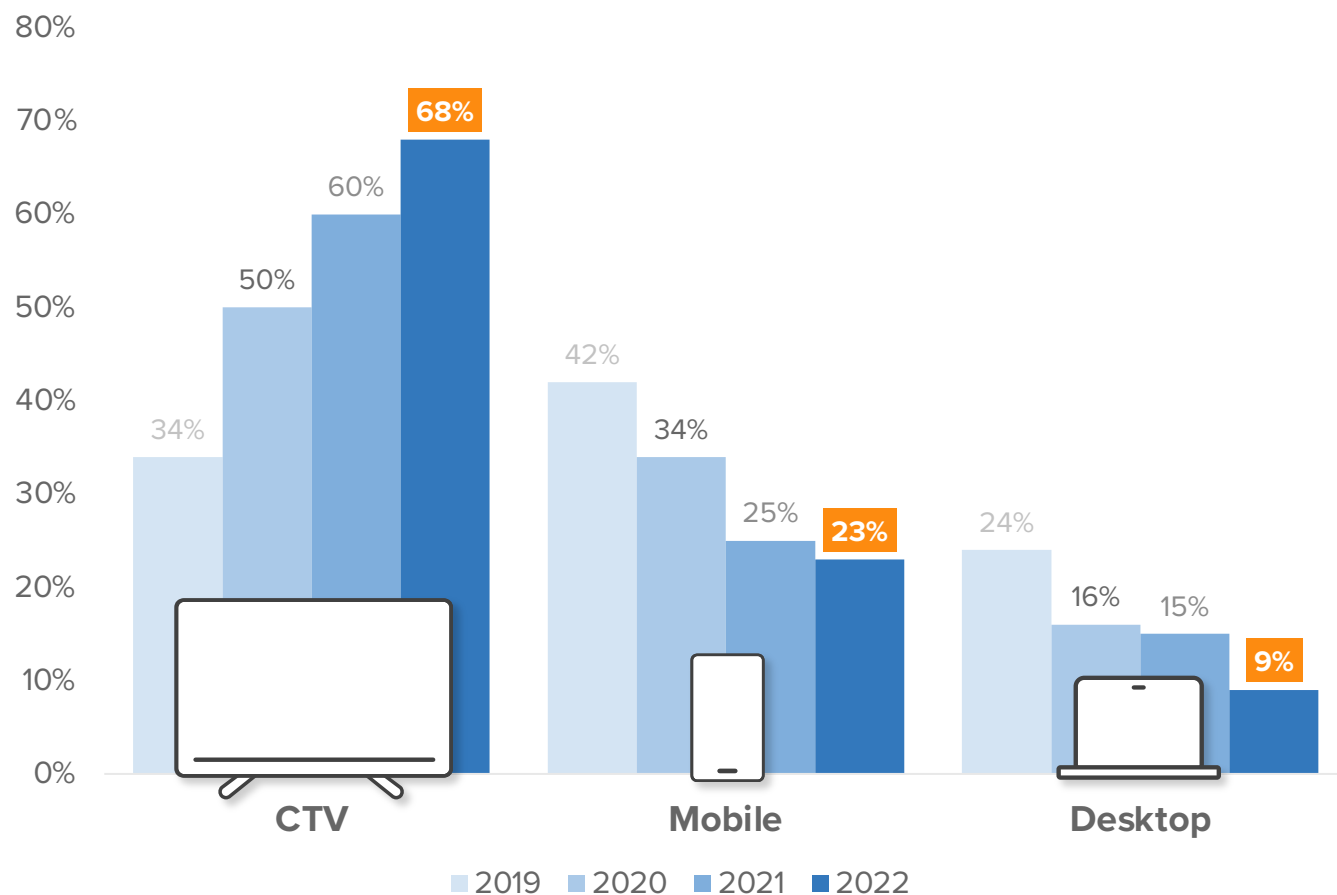


CTV Reigns Supreme for Impression Share

CTV provides ever-increasing platforms to reach diverse audiences at scale in a premium viewing environment, in addition to offering sophisticated targeting, measurement, and advanced creative options not found with other mediums.

CTV's Role in the Video Mix Grows

Video Impression Share By Device



Accounting for 68.0% of total global video impressions in 2022, CTV's role within the video mix has grown – even among a conservative economic outlook – as automotive brands follow viewers to streaming. In fact, CTV impression share has grown by 100.0% since 2019. **The impression share for mobile, and desktop has continued to drop since 2019.**

Advanced Creative: **The Pathway to Relevance & Performance at Scale**

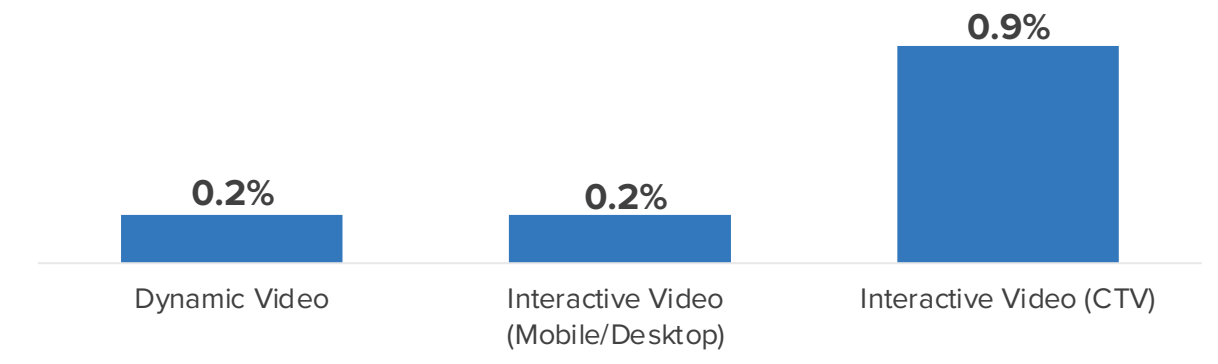
In a time when there is no shortage of content – or ways to consume it – advanced video creatives, including dynamic and interactive formats, offer advertisers ways to make engaging, personalized content to strengthen brand building and retention, and provide shoppable experiences that drive direct conversions.



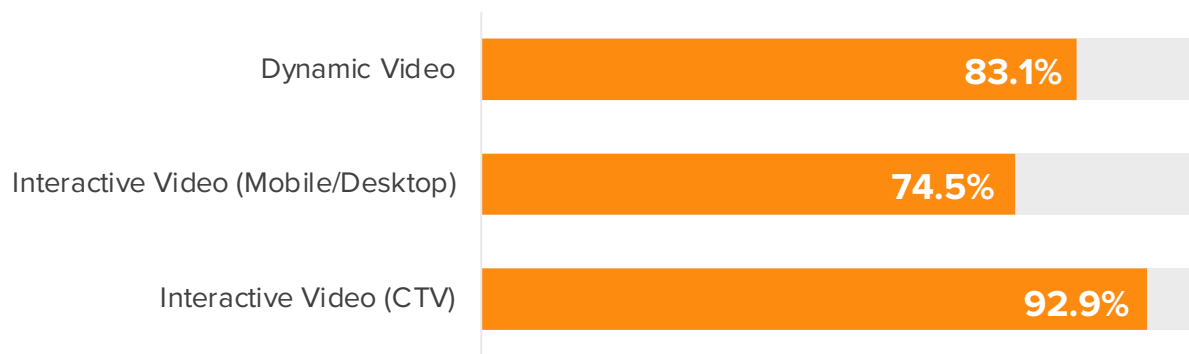
Advanced Creatives

Engagement & Completion Snapshot

Engagement Rate by Video Format



Video Completion Rate by Video Format



Interactive Video

Learn More → Engage

Interactive ads provide viewers with opportunities to engage, learn more about a product or service, and convert via features like overlays, branded canvases, and expanded units. For automotive, it can include things like expanded video galleries, vehicle configurators, and QR codes.

Among automotive advertisers, compared to 2021, the number of impressions allotted to interactive CTV campaigns increased by 50.4%. Interactive's growth is easy to explain when you see its performance rates:

92.9%
video completion rate

0.9%
engagement rate

beating
standard video
completion by
2.9%

highest among all advanced creative
formats, including dynamic and
interactive mobile/desktop, and 200.0%
higher than standard video

Across all verticals and markets, interactive CTV formats generate **an average of 92 additional seconds of time earned** on top of the time spent watching pre-roll.



Did you know?

For QR codes across all verticals, Innovid saw solid engagement, with a **scan-click rate of 0.02%**. While this may seem low, think about what a QR code requires viewers to do: pull up their camera app, scan it, and click on the link. This action is not accidental, it's intentional follow through on the part of the consumer.

Dynamic Video & Display

Creating Relevance

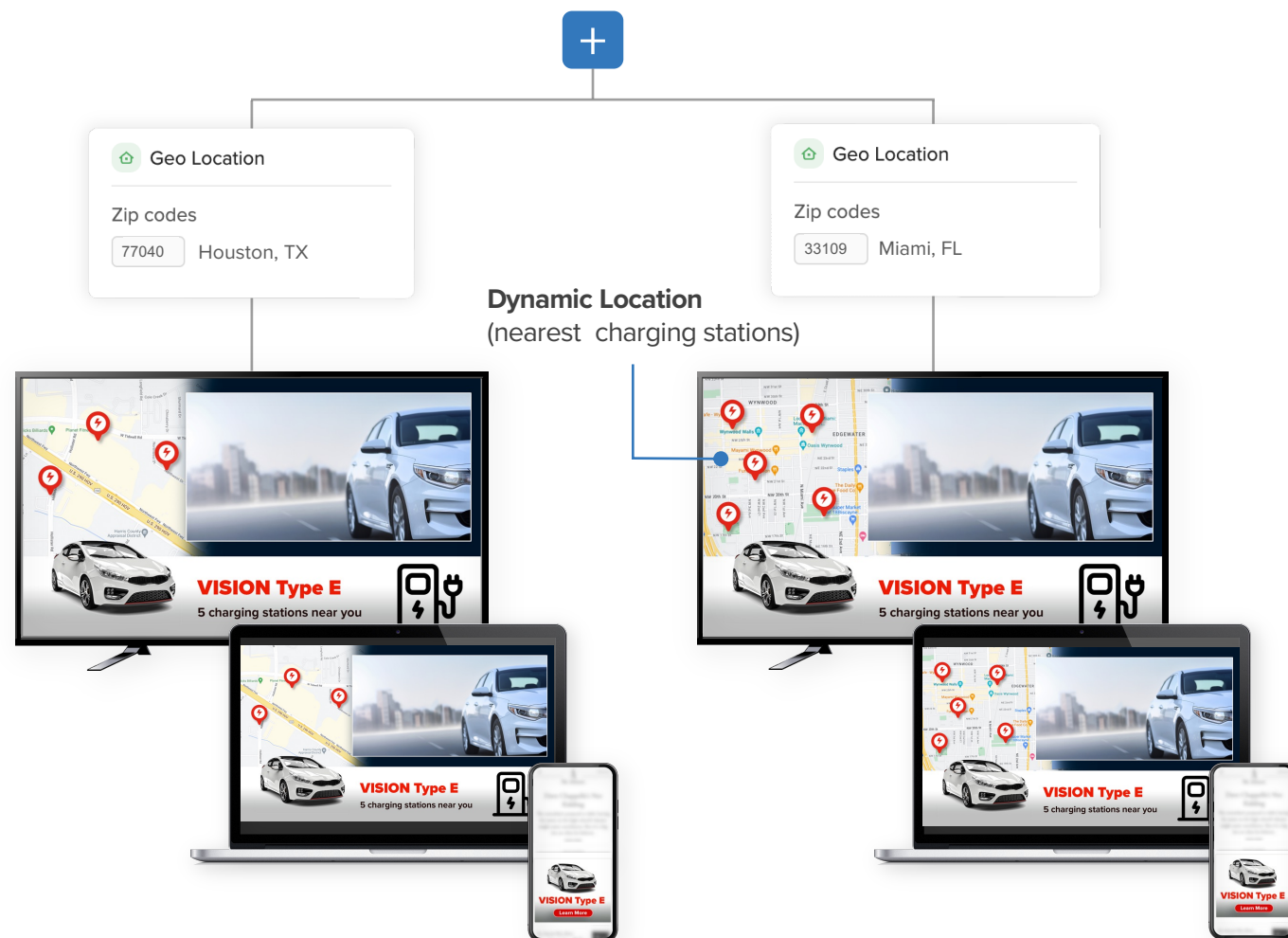
Dynamic ads allow advertisers to optimize creatives for personalization – increasing relevance based on date, time, location, weather targeting, sequential messaging, or publisher/third-party targeting.

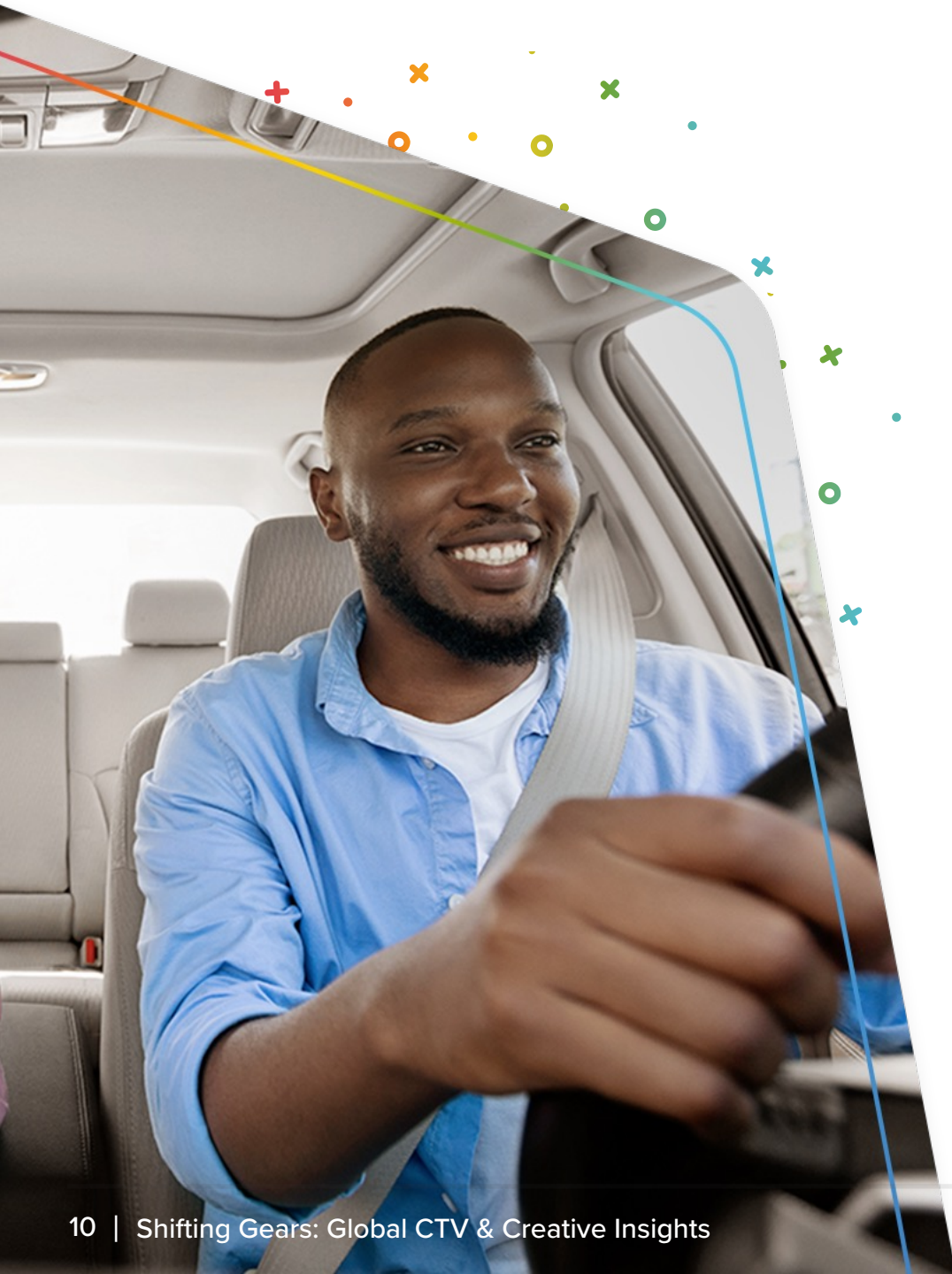
Innovid saw growth in automotive advertisers devoting more impressions to dynamic video and display advertising, with an increase of 164.8% and 201.8%, respectively, for 2022 vs. 2021. While performance is comparable between dynamic video and standard video, dynamic display has a 64.3% higher lift compared to standard display.



Across all verticals and markets, dynamic video formats generate an average of **23.9 additional seconds** of time earned on top of the time spent watching pre-roll.

Many automotive advertisers leverage dynamic creative optimization (DCO) as an efficiency play. For a highly localized industry, the automation inherent with DCO introduces major time savings for managing creatives at scale. With that, there is room to grow when it comes to using DCO for even more relevance and personalization.





Video Completion & Engagement: **Creative Length Matters**

Creative sits at the heart of every media strategy, and length can have a significant impact on overall performance. Whether a standard 30-second ad, a longer version for bigger screens, or quick spots for smaller ones, it is crucial for advertisers to test/learn and continuously measure aspects of every creative, including its duration.

| 30-Second Ads Drive Major Engagement

When it comes to engagement rate, at 2.0%, 30-second ads are the highest performing creative length by far. Additionally, automotive has some of the highest VCR rates across creative length than all other verticals analyzed.

Engagement & VCR by Video Ad Duration

Duration	Engagement Rate	VCR
≤ 10 Sec	0.3%	91.6%
15 Sec	0.3%	90.9%
30 Sec	2.0%	91.5%
45 Sec	0.02%	97.1%
60 Sec	0.1%	97.3%





Unified TV Measurement: **Real-World View**

Through a unified, independent view of campaigns, cross-platform TV measurement is providing actionable reach and performance analytics to inform and optimize the media mix. Here's just one example of a global automotive brand.

Automotive | Maximized Brand Awareness in CTV-Driven Ad Campaign

Who

Multinational automotive manufacturer

What

To promote a new car model, the advertiser launched its first CTV-focused campaign with the goal of growing brand awareness among audiences it could not reach with linear alone

How

With InnovidXP, the automotive brand measured a diverse mix of publishers, using the intel to understand optimal frequency, minimize household overlap, and maximize audience reach

Results



23
CTV publishers



80.0%
unique reach



3
average campaign frequency

| Key Takeaways

1

Diversify the Media Mix

There have never been more ways to reach and engage with audiences “where they are” – and the rise of CTV shines a light on the importance of having the right video mix. Modern mixes should not only be diverse, spanning linear, CTV, and digital video (as well as devices), but also be continuously adapted to align with the ever-changing ways audiences consume content, and continuously optimized in-market for better reach and performance.

2

Make Creatives Work Harder, Smarter

CTV affords the opportunity to leverage advanced creative technologies to deliver relevant, engaging, and personalized creatives to audiences at scale. From interactive ads using vehicle galleries, configurators, and feature interactions, to dynamic ads using geo/time to serve up different products, the time is now to bring creative to the next level to improve performance and engagement and deliver against specific business objectives.

3

Measure, Optimize, Repeat

Every dollar spent on video needs to work (especially during times of economic uncertainty). That’s why real-time, cross-platform measurement that ties campaign reach and outcomes directly to business metrics and ROI needs to be table stakes. Measurement should be always-on for advertisers to use insights to continuously inform both creative and media optimizations. Never stop learning or making insights actionable!



| Key Definitions

Advanced Creative: Premium ad formats that include dynamic and/or interactive components.

Click-Through Rate (CTR): Calculated by dividing the total number of impressions by the number of ad impressions that resulted in a click through to an external new web page.

Connected TV (CTV): A TV that is connected to the internet, whether natively or by a device that is primarily used to stream video content. This includes smart TVs, gaming consoles (e.g., Xbox, PlayStation), and devices (e.g., Roku, Apple TV, Amazon Fire Stick).

Dynamic Ads: A form of advertising technology that uses data to inform and optimize creative elements and messages such as copy, pictures, backgrounds, video, animation, and interactive elements in real time.

Engagement Rate: The percent of impressions where there was at least one interaction within the interactive video unit.

Impressions: The measurement of responses from a web server to a page request from the viewer's browser. Innovid's impression measurement is defined at ad render and does not include those filtered as general invalid traffic.

Interactive Ads: An ad experience that allows viewers to engage directly within the ad, such as an overlay, branded canvas, or expanded unit that runs across CTV, mobile, and desktop devices.

Time Earned: The average number of extra seconds a user engages with an advanced creative experience, subsequently extending the amount of time spent with the ad.

Standard Video: A standard promotional video message that plays before the content the user has selected, also known as pre-roll video.

Video-Completion Rate (VCR): The percentage of video ads that play to 100% completion.

About Innovid

Innovid (NYSE:CTV) powers advertising delivery, personalization, and measurement across linear, CTV, and digital for the world's largest brands. Through a global infrastructure that enables cross-platform ad serving, data-driven creative, and measurement, Innovid offers its clients always-on intelligence to optimize advertising investment across channels, platforms, screens, and devices. Innovid is an independent platform that leads the market in converged TV innovation, through proprietary technology and exclusive partnerships designed to reimagine TV advertising. Headquartered in New York, Innovid serves a global client base through offices across the Americas, Europe, and Asia Pacific.

Find out how Innovid can help you power the future of TV advertising today.

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