

Conversion rate per second

developed by

Neural 

technologies

Introduction

From a brand's perspective, a video ad fulfills its purpose not by winning a Cannes Lion¹, but rather by maximizing the attractiveness of a determined product or concept.

In contrast to non-advertising videos, in which the main objective is aesthetic or entertainment, advertisement should achieve these aims within the smallest duration as possible, in order to maximize expected utility.

This premise sheds light into the possibility of backing briefings & scripts, or editing raw materials (1st cuts) & released versions in order to maximize the economic relevance of each second of exhibition.

The general guideline for such aim is clear to us and won't hurt sharing: to rip-off whatever will not brake the storyline, diminish brand recall and sales pitch and, whenever faced with the possibility of choice, keep the most engaging scenes.

Using cutting edge neuroscience-based approaches and a solid data science approach to economics, our team of scientists developed Conversion Rate per Second®, a proprietary methodology to assess the relevance generated by each epoch (scene) and insert into an economic model, which allows the determination of the piece with the highest chances of maximizing ROI, in light of campaign duration, mean costs of exhibition and others.

What are the typical questions that CRS can answer?

- Which scenes may have the greater impact on my audience?
What's the nature of this impact?
- How does people from a specific audience engage with my video ad?
 - What kind of message is actually being held by the audience?
- What's the optimal duration of a specific video ad, from an expected utility perspective?
- What are the fine-grained impacts of campaign duration and mean costs of exhibition in the determination of the ideal video ad?

Defining relevance to feed the Economic Model of Conversion Rate per Second

Epoch selection in the CRS framework is conducted in two phases. First, the most efficient combination of declarative measures and neural correlates is extracted and converted into standardized data points, using our minimally-invasive patented device for simultaneous declarative/non-declarative evaluations in the time domain; second, these metrics feed a model that situates this whole debate in the world of economic reality, by returning indications of what should remain and what should be ripped-off to maximize ROI, in light of campaign duration, mean costs of exhibition and other variables.

But how to establish meaningfulness herein? To advance our model, we had to innovate in this domain as well. This was done by the proposal of a two-step model for relevance in the context of ad maximization. Our double approach first finds the epochs that are necessary and sufficient for the narrative formation, the ideal order in what they should fit and, finally, the epochs that should be added to enhance the narrative till the point that the cost/benefit becomes negative, from an economic perspective. The result is much more realistic and powerful than alternatives that assume that all that matters is finding what's relevant or engaging in pre-existing videos.

¹For that purpose, we recommend this: <https://blog.sprinklr.com/what-it-will-take-to-win-a-cannes-lions-award/> and this: <https://www.businessinsider.com/winning-cannes-award-costs-agencies-a-ridiculous-amount-of-money-2014-6>

The economic basis of scene conversion rate per second

The score that emerges from data integration is plotted into the economic model, with a beta-binomial probability mass function (Danaher & Rust, 1996), whose sophistication allows the inclusion of the campaign's main features.

An economic approach to ad evaluation

Approach ad campaigns from a highly sophisticated, economic-driven probabilistic model. Make your ads adhere to economic policies and not the other way around. Foster business-oriented decisions. Stop money waist and create a culture where more is less.

Some features we provide in the constructing of the ideal ad

Intra-scene evaluation

Know which part of the scene are more engaging and which parts could be cut out without any meaningful loss for cognitive engagement and conversion rate of your advertisement.

Inter-scene evaluation

Avoid redundant information which may hamper the quality of your advertisement and make confident decisions regarding which scene should be maintained and which scene should be removed.

Global evaluation and informational assessment

Know whether your audience actually understand and like your advertisement working the best strategy for the current campaign and using the experience to ever improve your branding communication.

Time-dependent likeability

Avoid redundant information which may hamper the quality of your advertisement and make confident decisions regarding which scene should be maintained and which scene should be removed.

This evaluation is comprised by three complementary analyses:

Narrative likeability curve:

Provides information regarding the accumulated likeability along time. Allowing to understand effects of habituation and impact along the storytelling as a whole.

Narrative consistency analysis:

Provides a measure of internal consistency of the narrative, indicating whether the video is perceived in a more similar or variable way through the audience.

Peak analysis:

Provides information regarding likability fluctuations second by second, allowing us to determine the most relevant moments on each scene.

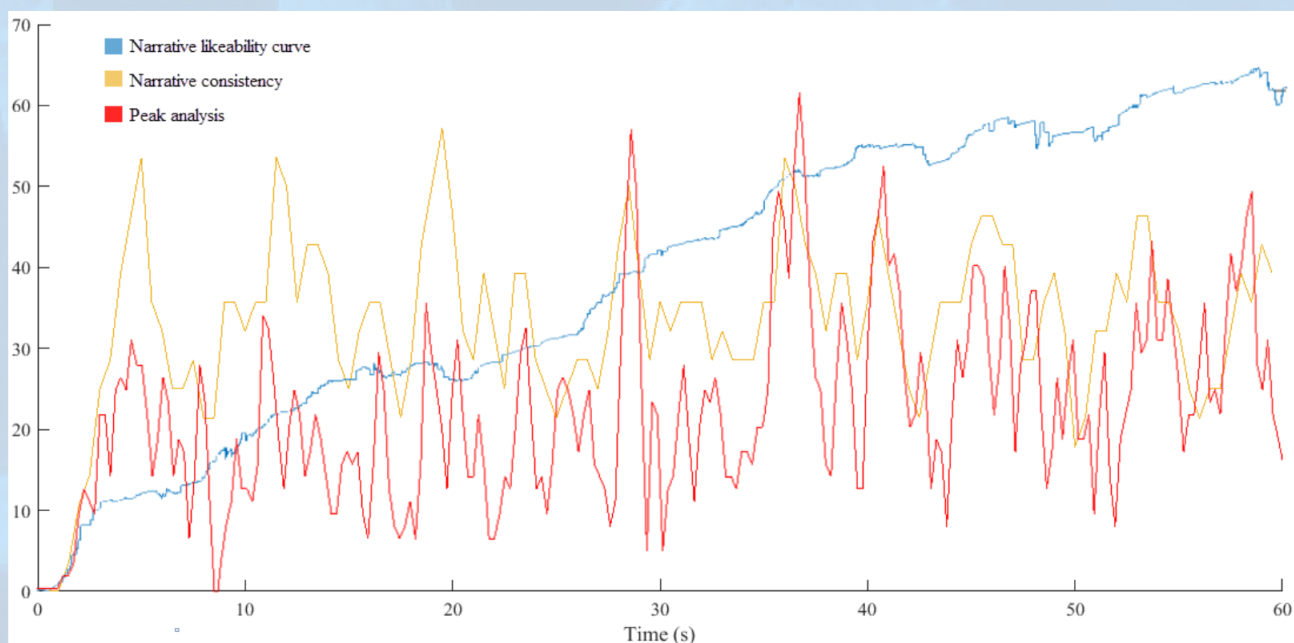


Figure I. A graphical representation of dimensions that we have developed for CRS.