

INDICATORS OF ASSESSING THE EFFECTIVENESS OF ONLINE VIDEO ADVERTISING

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Effectiveness of online video advertisement is considered in the article. Based on various sources, authorial system of indicators of effective performance is composed.

Introduction. The video advertising market is growing and evolving. According to recent studies, the growth of investment in video advertising outpaces the overall dynamics of investment in online promotion. It is important to assess whether the target audience has been reached, and to what extent the video has interested users. All of these points to the importance and necessity of timely, complete and accurate assessment of online video advertising effectiveness. Therefore, it is important to study indicators and methods of assessing the effectiveness of online video advertising.

Task. Determine key indicators and methods to assess the effectiveness of online video advertisement.

Methods of research. General logical, theoretical and empirical methods.

The main part. To evaluate the effectiveness of online video advertising and predict or adjust the next steps of an advertising campaign, it is crucial to take the main indicators of online video effectiveness into consideration. Based on various sources, we have made a table dividing indicators into groups (Table 1) [2-5].

Table 1. – Suggested system of indicators of assessing of online video advertising effectiveness

Indicator Group	Indicator	Definition
Primary		
Media indicators	Reach	The number of unique users who have seen the video.
	Views	The total number of times the video has been viewed.
	Impressions	The number of times the video appears on the user's page.
	Clicks	The number of clicks on the elements of the video advertisement which redirect the user to an external resource.
	CTR (Click-through rate)	The ratio of the number of clicks on an advertisement to the number of times it is shown to the audience. $CTR = \text{number of clicks} / \text{number of impressions} * 100\%$.
	VTR (View-through rate)	The percentage ratio of the number of views to the number of times the video was viewed. $VTR = \text{number of views} / \text{number of impressions} * 100\%$
	Video quartile	Percentage of video views. There are 4 indicators: the percentage of one quarter of the video (25%), half of the video (50%), three quarters of the video (75%), watching the video to the end (100%).
	Engagement	Aggregate of all elements of video interaction: reposts, likes, comments, saves.
	Conversion	A desirable action performed by the viewer.
Targeted		
Marketing indicators	Brand interest	Criterion evaluated by analyzing the volume of search queries.
	Brand recognition	Criterion evaluated by means of survey advertising materials.
	Brand awareness	
	Number of mentions	Number of mentions is a measure of how often the advertising campaign was mentioned in mass media, on social networks and on specialized websites.
	Tone of mentions	The way the advertising campaign is talked about online: positive or negative.
Business indicators	Payback period	The period from the launch of a video advertisement to the time when the funds spent on its production have paid off.
	ROI (Return of investment)	The ratio of the video expenses to the profit generated by the video.

Source: own elaboration based on the studied literature

According to Table 1, indicators for evaluating the effectiveness of online video advertising are divided into two groups: primary and targeted. Media indicators have developed from Big Data Base technology and are unique to online sphere. They are accommodated based on online users' actions and, therefore, considered primary. Targeted indicators are accumulated based on primary indicators and are aimed at evaluating specific goals of a marketing campaign and, therefore, online video advertisement. Marketing indicators are aimed at evaluating brand loyalty developed by video advertising. Business indicators show economic effectiveness of video advertising through evaluating revenues and expenses.

Many online advertising platforms, such as social networks and contextual advertising services, have built-in analytics where you can track most of the media indicators. Marketing indicators can be measured using automated tools, like "Brand Lift". "How users perceived a video ad is tracked by "Brand Lift" in the following way: along with the launch of the commercial a survey of the audience who watched it and the audience that did not see it is conducted" [4]. Business indicators involve a longer process of analytics, including interaction between advertising agents and a company's sales department.

Conclusion. As a result of this research, a system of indicators of assessing the effectiveness of online video advertising has been developed. Three groups of indicators (media, marketing and business indicators) have been divided into primary and targeted. Primary indicators are accommodated based on online users' actions. These are media indicators. Targeted indicators are aimed at evaluating specific goals of a marketing campaign: brand loyalty (marketing indicators) and economic effectiveness (business indicators). Also, examples of tools assessing these indicators have been studied in the article.

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