Ipsos MORI

MORE GOOD NEWS FOR BRANDS

Mobile app ads drive impact

Ipsos MORI carried out a total of 3,539 online interviews amongst PC/laptop and smartphone/tablet users aged 18 to 64 years old in Great Britain. Each respondent saw up to 2 ads, and a total of 7,043 responses to ads were gathered. All respondents qualified as 'category buyers' for specific products or services for market places where 11 brand partners actively took part. Brand partners shared ad assets that were used across formats and devices in order to be evaluated by respondents. The same creatives and execution formats were shown to respondents across devices to allow for comparability of results.

The scores shown in this report are averages of results achieved across all 11 participating brands, unless otherwise stated.

INTRODUCTION

Our research in late 2017 showed that people use apps all the time, throughout the day. This presents a great opportunity for brands to reach their key decision makers. For example, more than 4 in 5 women identify as the main shopper within their households, and women of all ages are heavy daily app users[1].

This next phase of our research investigates the potential of mobile apps and websites as an effective advertising channel. The findings show that in-app advertising was effective both at reaching decision makers and in driving action.

The study looked at four areas of in-app advertising:

Awareness of advertising. How much did people remember of an ad once they'd seen it in an app?

Response to the advertising. What emotions did people feel about the brand or ad after they had been exposed?

Impact on the brand. What actions would people take once they had seen it? Would they want to interact with the brand or recommend it to a friend?

Overall look and feel. Are ads in apps annoying? Do they interfere with the content? Do they look visually appealing?

Our findings showed that, advertising in apps was likely to be remembered in greater detail, created positive sentiments for the brand, and drove recommendations and purchases more than those ads shown on a PC/laptop.

The study has demonstrated that mobile app ads were more likely than those shown via a PC/laptop to reach important decision makers and create an emotional connection with them. This presents a great opportunity for brands.

[1]   *Appify your Campaigns,* Think with Google (2017) www.thinkwithgoogle.com/intl/en-gb/marketing-resources/programmatic/appify-your-campaigns/

In-app advertising drives memorability

What did we do?

We asked whether people could remember an ad they saw on an app, a mobile website and a PC browser. We investigated whether participants could remember specific things about the ads seen in those three formats.

What did we find?

We found that, in general, participants were slightly more likely to remember ads if they saw them on a PC than on an app. Nearly three quarters [74%] of them could remember the ad seen on a PC, compared to 71% on an app and 70% on a mobile website.

FIGURE 1: Ad recall (Do you remember this ad? Yes)

MOBILE / TABLET APP	71%
MOBILE / TABLET WEB	70%
PC	74% ▲

▲ Significantly higher than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app [2,813]; Mobile/tablet web [1,407]; PC [1,403]

However, people tended to remember ads to a greater level of detail when they saw them on apps and mobile websites. Almost half [47%] said they could remember 'a lot' or 'some' of an ad when they saw it on an app, compared to just over a third [36%] who saw it on a PC.
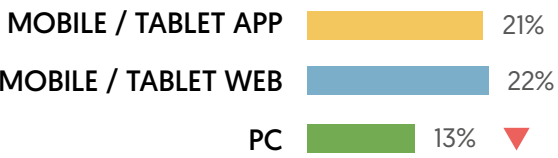
FIGURE 2: Specificity of recall (Remember a lot / some)
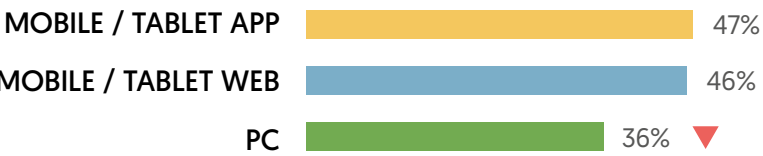
MOBILE / TABLET APP	47%
MOBILE / TABLET WEB	46%
PC	36% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app [2,813]; Mobile/tablet web [1,407]; PC [1,403]

In-app advertising also made the brand more memorable. Just over a fifth of people who saw the ad via an app (21%) or mobile website (22%) were more likely to say that 'everyone would remember which brand this ad is for' compared to those who saw it through the browser on their PC (13%).

MOBILE / TABLET APP	21%
MOBILE / TABLET WEB	22%
PC	13% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)
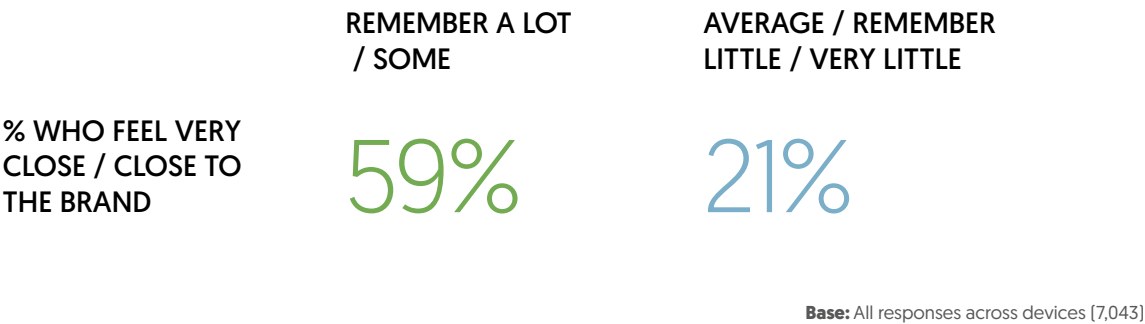
Why is this important?

On average, people spend 3.3 seconds looking at an advert[2]. However, these seconds may not be consecutive and by no means suggest that ads are destined to cut-through. The fact that people are more likely to remember more of an in-app ad than its PC counterpart is testament to its memorability in a world where people's attention is limited.

Our research suggests that the more of an advertisement people remember, the more likely they are to feel close to that brand.

Across each of the 11 brands asked, on average, 6 in 10 (59%) people who remembered either 'a lot' or 'some' of the ad felt 'very close' or 'close' to the advertising brand. In contrast, just 2 in 10 (21%) who had weaker memories of the ad said they felt a similar level of closeness.

FIGURE 4: Impact of level of recall of advert on closeness to a brand (Very close / close)

	REMEMBER A LOT / SOME	AVERAGE / REMEMBER LITTLE / VERY LITTLE
% WHO FEEL VERY CLOSE / CLOSE TO THE BRAND	59%	21%

Base: All responses across devices (7,043)

2 *Attention 2.0,* Ipsos MORI & Lumen (2018) www.ipsos.com/ipsos-mori/en-uk/attention-20-viewability-brand-impact

People feel more positive towards a brand when it's advertised on a mobile app

What did we do?

We asked how people rated brands after exposing them to their ads in an app, on a mobile website or on a PC / laptop. We also asked them whether these ads prompted positive sentiments and how close they felt to the brand once they had seen them.

What did we find?

Generally, people who were exposed to the advertising via an app or mobile website were more likely to rate brands higher in their respective categories than those who had seen the same ad on a PC. Those who were exposed via an app [55%] or mobile website [56%] were more likely to say that they felt 'good' or 'very good' about the given brand, versus those exposed via a PC / laptop [44%].

FIGURE 5: Rating of brands in their category (Very good / good)

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app [2,813]; Mobile/tablet web [1,407]; PC [1,403]

The advertising in our survey also prompted an array of positive sentiments among participants. People said that ads in apps and mobile websites:

- **Were informative** – nearly half of those who saw app-based [46%] or mobile website [47%] ads said this, compared to a third [34%] who saw PC-based ads.

- **Told them something new** – more than a third of app [38%] and mobile website [37%] viewers learnt something new from the ads, compared to just over a quarter [27%] of PC ad viewers.

- **Were enjoyable to watch** – two in five of those who saw the ads in apps [40%] and on mobile websites [41%] said they were enjoyable to watch. Only around a quarter [28%] of PC ad viewers were as positive.

- **Gave them a good feeling about the brand** – close to half of app [49%] and mobile website [48%] viewers said that the ads they saw gave them a good feeling about the brand. Just over a third [34%] of PC viewers said the same thing.

FIGURE 6: Agreement with statements (Strongly agree / Somewhat agree)

	THE AD WAS VERY INFORMATIVE	THE AD TOLD ME SOMETHING NEW	THE AD WAS ENJOYABLE TO WATCH	THE AD GAVE ME A GOOD FEELING ABOUT THE BRAND
MOBILE / TABLET APP	46%	38%	40%	49%
MOBILE / TABLET WEB	47%	37%	41%	48%
PC	34% ▼	27% ▼	28% ▼	34% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app [2,813]; Mobile/tablet web [1,407]; PC [1,403]

Furthermore, people felt closer to brands when they saw ads on their smart devices, both in apps [37%] and via mobile web browsers [38%], than when they saw them on PC [31%].

FIGURE 7: Closeness to brands (Very close / close)

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app [2,813]; Mobile/tablet web [1,407]; PC [1,403]

People may feel closer to brands viewed on their smartphones because a smartphone is a personal device which people have with them at all times, as opposed to PCs and laptops. In fact, 15% of UK smartphone owners check their phones every 15 minutes[3]. As our first phase of research showed, people use apps all day long, especially during their leisure time while they're relaxing or watching TV[4]. These trends may contribute to the closeness that people feel to brands from app ads.

[3] *At least one third of UK smartphone owners consider themselves addicted to their devices,* Business of Apps [2018] www.businessofapps.com/at-least-one-third-of-uk-smartphone-owners-consider-themselves-addicted-to-their-devices/

[4] *Appify your Campaigns,* Think with Google [2017] www.thinkwithgoogle.com/intl/en-gb/marketing-resources/programmatic/appify-your-campaigns/

Why is this important?

Creating close connections with audiences is important for brands because it drives consideration. For all 11 participating brands in our research, regardless of platform, the closer people felt towards a particular brand, the more likely they were to say they would consider the brand when taking further action in the brand's respective category (e.g. making a purchase or a booking, or downloading a particular type of app, etc.).

64% of those who felt 'very close' or 'close' to the brand said they would consider the brand in the future, versus 38% of those who said they felt 'neither close nor far', 'far' or 'very' far from the brand.

FIGURE 8: Impact of closeness on brand consideration

	VERY CLOSE / CLOSE	NEITHER / FAR / VERY FAR
% WHO WOULD CONSIDER THE BRAND IN THEIR RESPECTIVE CATEGORY	64%	38%

Base: All responses across devices (7,043)

So far, our study has shown that people who viewed ads via an app or mobile website tended to form stronger connections with brands than those who viewed on a PC/laptop. They remembered details of ads and who the ad is for. They felt closer to the brand and had good feelings about it.

As well as forming connections, in-app advertising was also more successful in driving action than PC/laptop-based ads.

In-app advertising is more likely to drive action towards your brand among your audience

What did we do?

We asked participants whether, after viewing an ad in an app, on a mobile website or via a PC, they were likely to take some kind of action.

What did we find?

- **People viewing on apps are more likely to interact with a brand** – Half (50%) of those who saw ads in apps said that they would be likely to interact with a brand in the future. A smaller proportion (39%) thought they would be likely to interact with a brand after seeing its ad on a PC.

MOBILE / TABLET APP — 50%
MOBILE / TABLET WEB — 51%
PC — 39% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)

- **They are more likely to do something specific as a result of seeing an ad on a mobile app** – A similar amount (51%) of those seeing ads in apps were more likely to do something specific, for example make a purchase, book a ticket or a hotel, significantly more than those who saw the ads via a PC (41%).

FIGURE 10: Likelihood of specific call-to-action with brand (Definitely / probably)

MOBILE / TABLET APP — 51%
MOBILE / TABLET WEB — 52%
PC — 41% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)

- **Those seeing an ad on a mobile app are more likely to recommend the brand to family and friends** – Nearly half (47%) of participants viewing app-based ads said they would recommend the brand to family and friends, compared to 37% of those who saw the ad on a PC.

FIGURE 11: Likelihood of recommending brand to a friend (Definitely / probably)

MOBILE / TABLET APP — 47%
MOBILE / TABLET WEB — 49%
PC — 37% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)

- **In-app advertising makes people more likely to want to buy a product/ service from the brand** – Around two in five (39%) people who saw app-based ads said that those ads made them want to buy a product/service from the brand, compared to less than a quarter (23%) of PC users.

FIGURE 12: Agreement with statement: "The ad made me want to buy (a product / service from) the brand" (Strongly agree / somewhat agree)
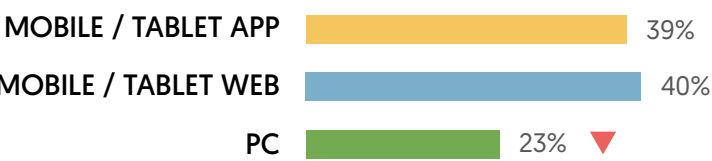
MOBILE / TABLET APP — 39%
MOBILE / TABLET WEB — 40%
PC — 23% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)

Why is this important?

Advertisers want to know whether they will get a return on the investment they have made in creating new campaigns and ads. We know that ads in apps are more memorable and that the advertising brand is more obvious when advertising in this space.

Our findings also show that people who see ads on mobile apps are more likely to interact with the brand, perform a specific call-to-action and recommend the brand to a friend/relative. These findings provide some indication to brands that investing on ads in apps is more likely to encourage an action. It suggests that advertising, when shown on mobile apps, has a greater impact on its audience and is more likely to result in a higher return on investment than showing the same advertisement on a PC / laptop.

Ads on mobile apps are more visual, less distracting and more acceptable than their PC counterparts

What did we do?

We tested the participants' overall ad experience and receptiveness to app ads. We asked participants whether they liked the look and feel of the ads they saw. We also gauged how likely they were to find an ad visually appealing or distracting, among other receptiveness metrics.

What did we find?

Participants were more receptive of advertising via apps and mobile sites. Half (50%) of those who saw ads in apps or on mobile websites thought the ads were **visually appealing**, compared to 44% of PC users.

Also, **fewer** participants (17% apps, 18% mobile websites) said the ads **distracted them from the content**, compared to 27% of those who saw the ads on a PC.

People were also more likely to say that they '**wouldn't mind seeing more ads like this**' when exposed to ads via an app or mobile website (42% and 43% respectively) than on a PC (29%).

FIGURE 13: Agreement with statements (Strongly agree / somewhat agree)			
	THE AD WAS VISUALLY APPEALING	THE AD DIDN'T DISTRACT ME FROM THE CONTENT (Strongly disagree / somewhat disagree)	I WOULDN'T MIND SEEING MORE ADS LIKE THIS
MOBILE / TABLET APP	50%	17%	42%
MOBILE / TABLET WEB	50%	18%	43%
PC	44% ▼	27% ▲	29% ▼

▼ Significantly lower than Mobile/tablet app   **Base:** All responses to ads via: Mobile/tablet app (2,813); Mobile/tablet web (1,407); PC (1,403)

▲ Significantly higher than Mobile/tablet app

Why is this important?

Done right, app ads deliver a better overall ad experience. Our research has shown that app ads can be more memorable, deliver more positive sentiments, and drive more response.

But app ads need to be done right. IAB UK research indicates that 4 out of 5 people get annoyed by ads not tailored to their smartphones[5], and Ipsos research shows that people are more likely to block ads if they find them annoying (69%), irrelevant (56%) or intrusive (51%)[6].

The brands most effective with app ads are the ones that tailor the ad experience to the smartphone and app environment. Tailoring creates a better overall ad experience and makes viewers more likely to want to find out more about that brand, prefer that brand to a competitor and trust that brand.

[5] *IAB Fit For Purpose Research,* The Internet Advertising Bureau UK (2018) www.iabuk.com/research/iab-fit-purpose-research

[6] *The Rise of Ad Blocking,* Ipsos MORI (2016) www.ipsos.com/sites/default/files/2016-07/Rise-of-Ad-Blocking-Apr2016.pdf

CONCLUSION

The first phase of our research into mobile apps showed that people use apps all the time, throughout the day[7]. This second phase of our research into mobile apps highlighted their potential as an effective advertising channel.

We found:

- **Ads in apps were more memorable.** More people could remember details of an ad when they saw it in an app. And they were more likely to remember which brand the ad was for when viewed in an app or on a mobile website.

- **They drove a stronger response.** People felt closer to brands when they saw ads in apps. They were more likely to find the ads informative and enjoyable. There was a greater chance of them feeling positive about a brand when seeing the ad via an app, than on a PC.

- **They had a bigger impact.** In-app advertising was more successful in driving action. People were more likely to interact with a brand, buy a product or service, follow a call-to-action or recommend a brand to their family or friends after seeing its ad in an app, compared those who saw it via a PC.

- **They delivered a better ad experience.** People viewing app-based ads were more likely to think they were more visually appealing than those seeing ads via a PC. They tended to think that the ads didn't interfere with the content. In general, they were more receptive to seeing similar ads in the future.

The findings from phases one and two show that advertising on mobile apps, when done right, can allow you to reach a wide-ranging audience in a way that will make them more likely to remember more of your ad, feel positive towards your brand and ultimately, drive action.

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[7] *Appify your Campaigns,* Think with Google [2017] www.thinkwithgoogle.com/intl/en-gb/marketing-resources/programmatic/appify-your-campaigns/

OUR METHODOLOGY

Ipsos MORI carried out a total of 3,539 online interviews amongst specific device users (PCs/laptops and smartphones/tablets) aged 18 to 64 years old in Great Britain. Each respondent saw up to 2 ads, and a total of 7,043 responses to ads were gathered. Fieldwork took place mid-January through to mid-February 2018.

All respondents qualified as *'category buyers'* for specific products or services for market places where 11 brand partners actively took part. These 11 brand partners represented a broad range of categories such as FMCG, durables, services, tangibles and digital products or services. Brand partners shared ad assets that were used across formats and devices in order to be evaluated by respondents who qualified for a given category.

Ads from each brand were seen and evaluated by qualifying respondents in disguised environments (game app, news app, mobile websites and PC / laptop websites) for the specific devices (smartphones / tablets or PC / laptops). The same creatives and execution formats were shown to respondents across devices to allow for comparability of results.

Quotas were placed on age within gender, region, internet usage, income and working status to ensure a representative sample of specific device users.

Results were weighted at an individual brand level, determined by the overall profile of category buyers in order to remove any device ownership bias. Weighting within each brand was also based on age, gender, and previous / future purchase behaviour.

Final results shown are the mean average score across all participating brands, unless otherwise stated.
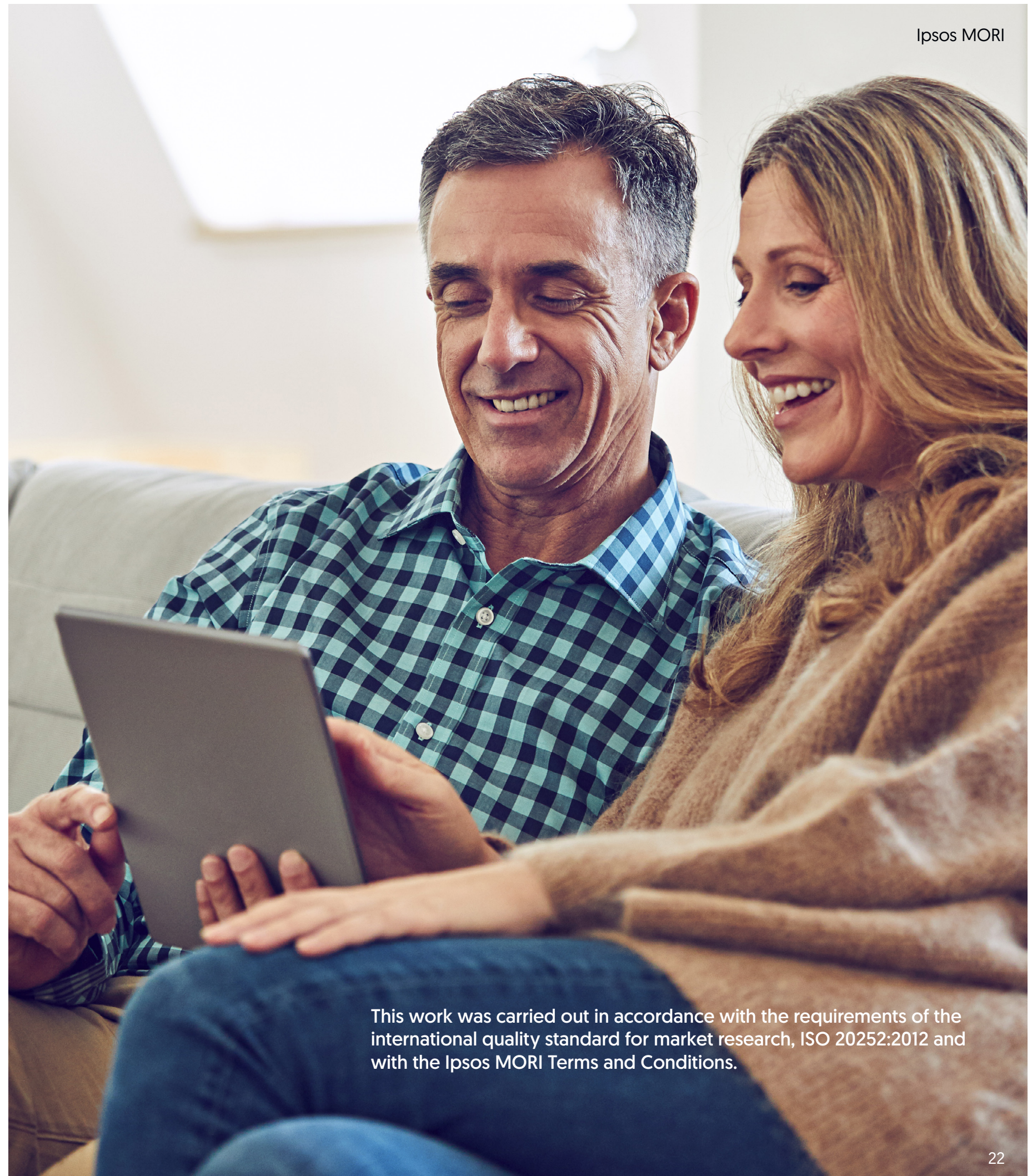
This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2012 and with the Ipsos MORI Terms and Conditions.