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 immersion®

The Impact of a Haptic Experience

A consumer study on
TouchSense® Ads in
market

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Introduction

Native mobile advertising has been proven to be a highly effective and efficient use of video ad creative.

The result of an increase in video consumption on mobile and mobile's unique ability to or capture consumers' attention, advertisers are quickly working to figure out the best way to use the mobile platform to drive even more engagement.

Creating a premium advertising experience on a smaller screen device can be challenging. New mobile technologies are changing the emphasis on highest quality video and audio to features that can drive consumers to opt-in and enjoy the content on their own and/or respond to different engagement – such as immersive, VR or 360 video experience.

The Haptic technology creates premium advertising by engaging consumers through a natural human sense that is the definition of a 1:1 experience – Touch. Teads and Immersion partnered to test the effects of haptics in advertising. The results are profound. Two consumer studies – a quantitative A/B analysis of the

impact of haptic in-market deployment to more than 9 million video views, and a qualitative focus group study completed by third-party research firm, Research Now, comparing mobile outstream video with haptics against video without haptic and in feed article based advertising.



The inventor of outstream video and the number one video advertising marketplace in the world.



The developer of haptic digital experiences.

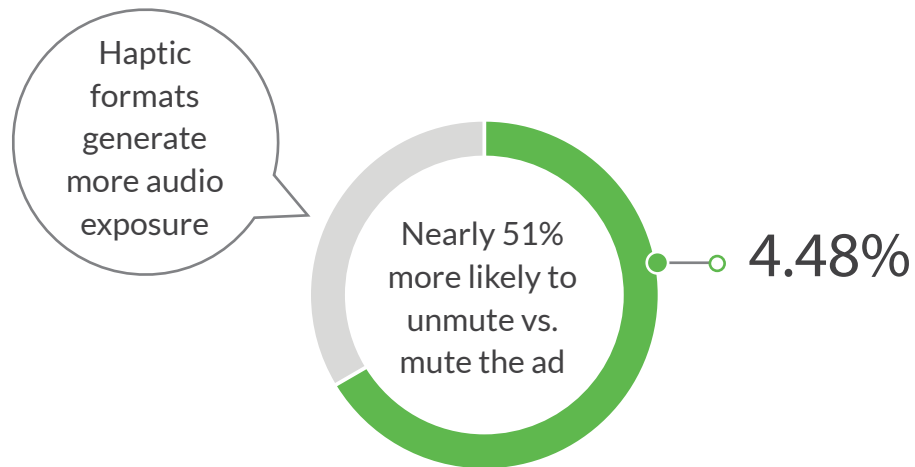


A world leading digital data collection company commissioned for this study.

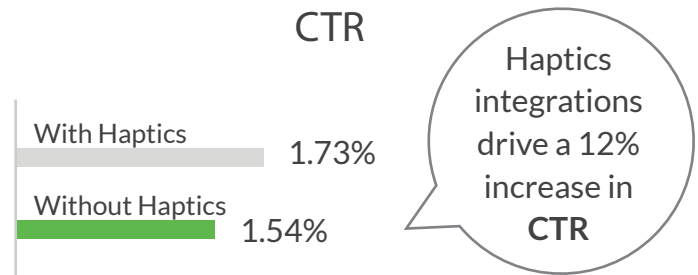


The quantitative study shows that haptic video ad measured significant increase in engagement and interaction

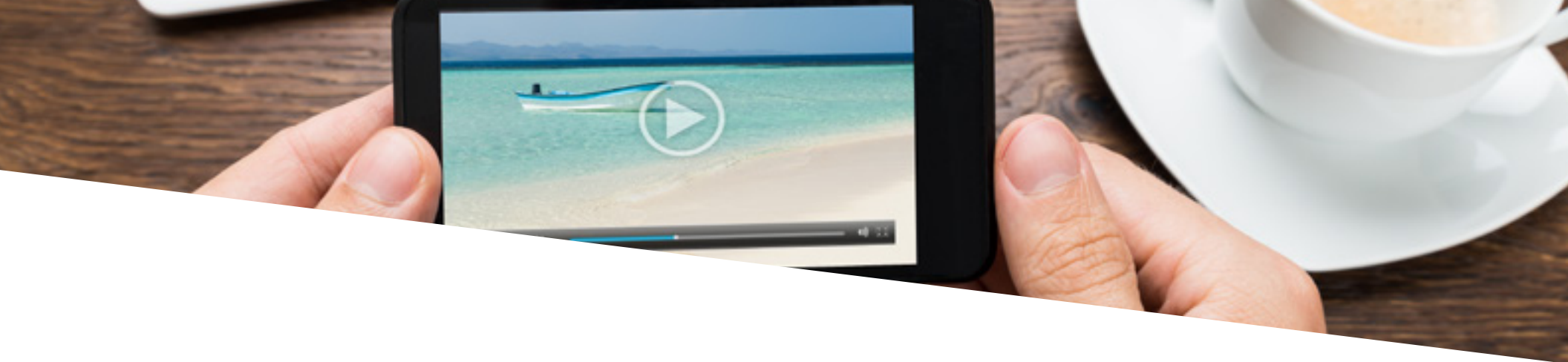
Higher engagement, interest, and interaction



- Un-mute rate
- Mute rate (i.e User re-Muted video)

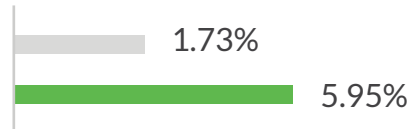


Source:
Immersion Teads - Haptics A/B Study, in market study with 9 million viewers, September 2016

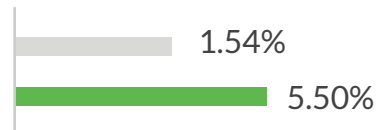


Haptics formats create higher engagement

With Haptics



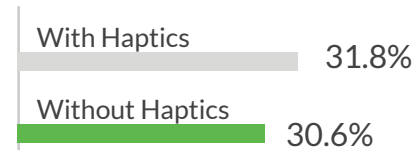
Without Haptics



- Click through rate
- Expand rate (i.e User goes fullscreen)

And higher engagement reflects higher interest

Resume rate

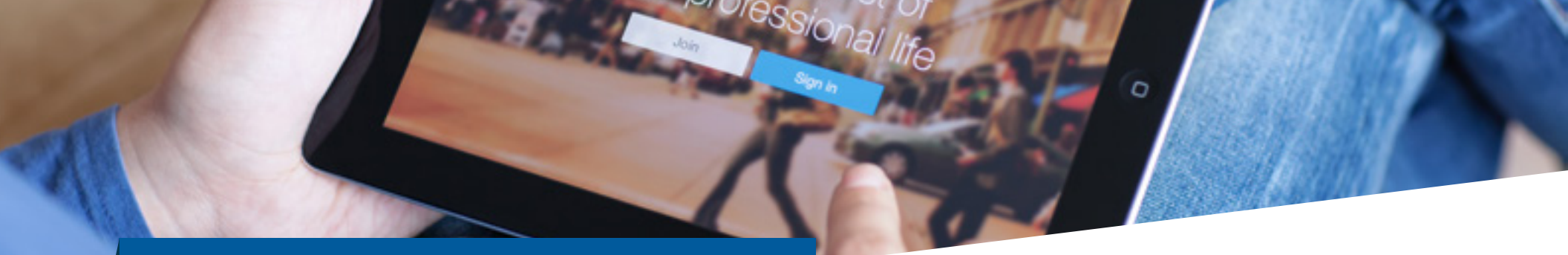


And more video starts

↑ +1.12%
2.4M vs 2.1M

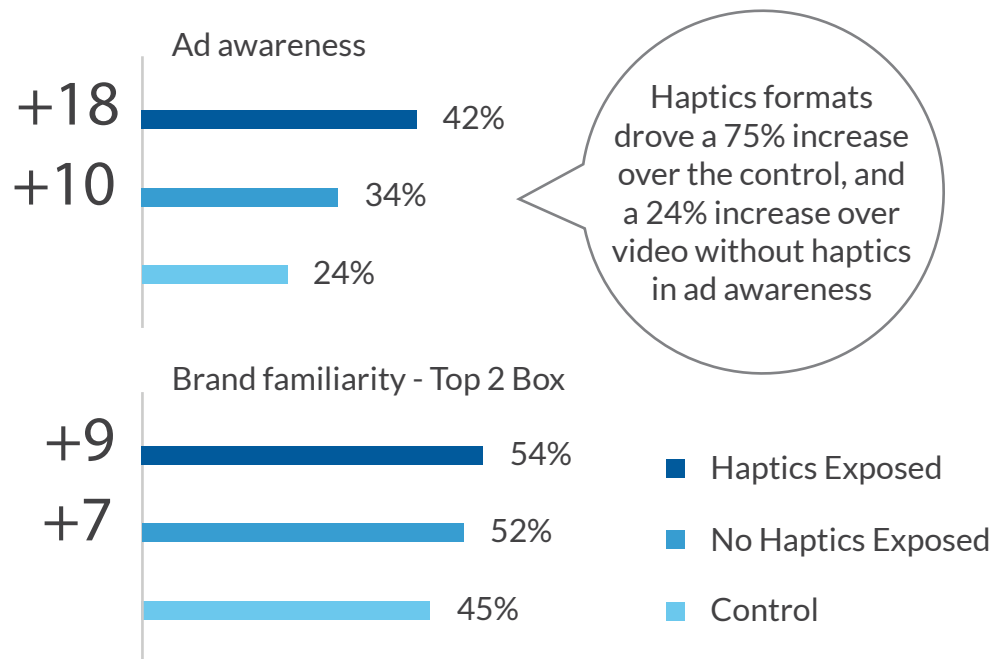


Source:
Immersion Teads - Haptics A/B Study, in market
study with 9 million viewers, September 2016



The qualitative study resulted in indications of higher brand engagement and positive sentiment

Video ads with haptics drive high awareness



Video ads with haptic integrations drove both ad and brand awareness higher than video ads alone. Haptics drove a 75% increase in ad awareness. The vibrating sensation was successful in capturing users' attention beyond sight and sound alone. The vibrating ads change user perceptions and strongly impacted purchase intent. In fact, purchase intent increased to 41%.



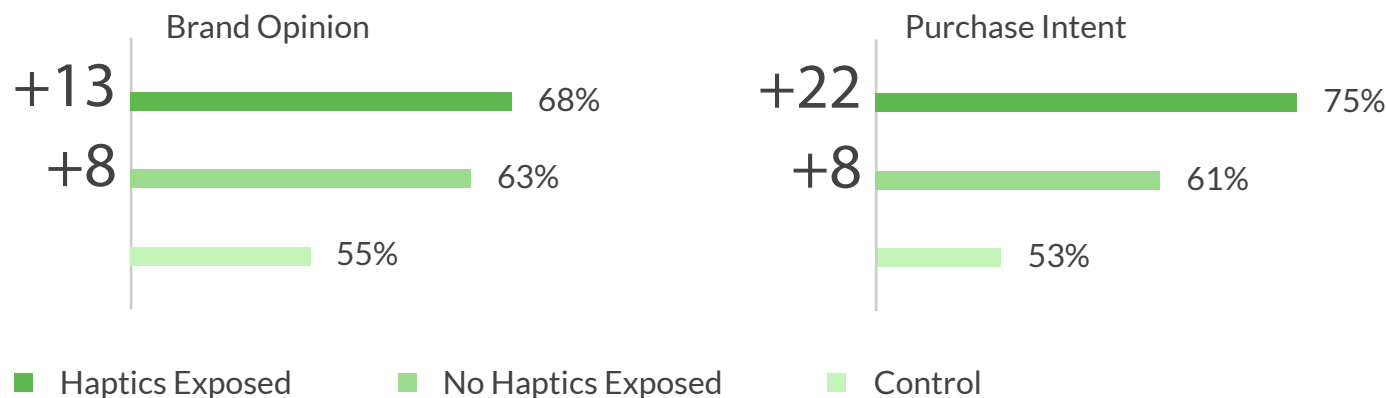
Source:
Immersion Teads - Haptics A/B Study, in market study with 9 million viewers, September 2016



Vibrating video ads change user perceptions

The tactile integration strongly impacted purchase intent


Brand opinion and purchase intent were driven higher by integrating haptics technology into the ad experience



Haptics formats drove a 41% increase over control, and a 23% increase over video without haptics purchase intent



Source:
Immersion Teads - Haptics A/B Study, in market study with 9 million viewers, September 2016



Ad engagement is increased by
integrating a tactile sensation
within the video ads (Change in
lift points)

Ad
engagement

+19 vs.


Control group
(Top 3 box)

Sound
engagement

+14 vs.

No haptics
exposed group
(Top 2 box)

Source:
Immersion Teads - Haptics A/B Study, in market
study with 9 million viewers, September 2016



Perceptions of haptics integration vs. control (In lift points)

Haptics created positive user perceptions of the ad experience

Haptics fit the ad content

+8 vs.

Control group

Haptics drove desire to purchase

+17 vs.

Control group

And actually reduced negative perceptions

Ad annoyance

-11 vs.

Control group

Ad intrusiveness


-9 vs.

Control group

Haptics reduced the level of ad intrusiveness, created positive user perceptions of the ad experience, and reduced negative perceptions.

Over 3 in 4 respondents agreed that haptics made ads more attention grabbing and helped make the ad more interesting.

Source:
Immersion Teads - Haptics A/B Study, in market study with 9 million viewers, September 2016



User perceptions of haptics integration by statements of agreement (Top 2 box – Haptics exposed only)

% agreement

71%	Made the ad more interesting
77%	Made me pay more attention
76%	It was a good fit for the trailer
72%	Is something I'd like to see used again in other ads

By embracing the interactive capabilities of the mobile platform, advertisers can drive higher engagement for their brands. The addition of haptic technology changes the equation. Advertisers can now engage with more than two out of the five human senses, creating a richer, more immersive experience. Touch – arguably the human sense of the most depth can magnify the mobile video experience by communicating to the consumer at a level beyond visual and audio.

Learn more about how you can leverage the power of touch in your next ad campaign at www.immersion.com/advertising.

A close-up photograph of a person's hand holding a black smartphone. The hand is positioned diagonally across the frame. The background is heavily blurred, showing indistinct shapes and colors of other people in what appears to be a public space. The lighting is soft and even.

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