



CASE STUDY:

Creating Personas of the Streaming Video User

CUSTOMER:

A leading video advertising network

PRODUCTS USED:

Audience Profiles and Smart Poll

Our customer wanted to provide its sales team with thought leadership and insights on the streaming video user to educate advertisers about opportunities to reach this audience.

What they wanted to discover:

1. How can we identify the right context and time to engage users?
2. How can we identify different types of streaming video users based on behavior and demographics?
3. Does device type influence the viewing habits and behavior of different user types?

*With Audience Profiles and Smart Poll, the customer created the **industry's first comprehensive report** on cross-device, streaming video users.*



Findings

Device Usage

- ▶ Short-form video is watched most often on PCs and smartphones.
- ▶ Long-form video viewing takes place more often on home entertainment devices (smart TVs, game consoles, OTT).
- ▶ Short video clips are most often watched on mobile devices on the weekends.

Audience Profile

- ▶ One type of user type identified, the “video addict,” spent more than 11 hours watching streaming videos per week.
- ▶ By comparison, the average online user watched only around 1 hour of streaming video per week.
- ▶ Females aged 25-34 are more likely to pay for streaming video subscriptions.

Behavior

- ▶ Ad recall while watching streaming video content was highest on PCs and smartphones versus other device types, including game consoles.

- ▶ Most viewers used their smartphones and PCs simultaneously in the late evenings.
- ▶ When viewers navigated to short-form video, they were most likely to be referred by Facebook.

Approach

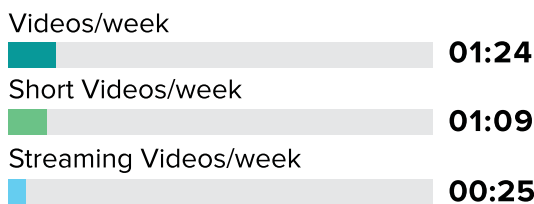
Using insights from Audience Profiles and Smart Poll, we helped the customer identify four distinct patterns of cross-device behavior. Then we mapped out their typical “day in the life” and streaming habits. Finally, we surveyed these same users to gauge ad recall and sentiment while streaming video content.

Outcome

With Audience Profiles and Smart Poll, the customer created the industry’s first comprehensive report on cross-device, streaming video users.

Technology Enthusiast

Avg. time spent [hours] on:



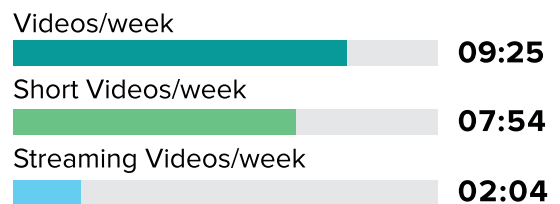
Average Online User

Avg. time spent [hours] on:



Screen Hopper

Avg. time spent [hours] on:



Video Addict

Avg. time spent [hours] on:

