



ENTERTAINMENT

Engagement Equation

The right data can mean the difference between reaching an engaged audience and spending your ad investment in the wrong place.

In this series, we tap into our own data to analyse audience engagement with ads across each industry – giving actionable insights and tips to help make your ad campaigns more impactful.

Who are entertainment audiences?

From geeky gamers to ethical enthusiasts, fans of entertainment have diverse interests.

Compared to the general population, consumers who engage most with entertainment-related ads are:

1.3x more likely to be aged 25-29

1.3x more likely to be interested in dieting and weight loss

1.3x more likely to purchase organic and ethically sourced products

TAKEAWAYS AND TIPS

Our insights reveal that TV and cinema aren't the only screens entertainment ad clickers are looking at, being up to 24x more likely than the general population to visit gaming sites. It seems that all the on-screen action encourages film buffs to seek out their own adventures, as they're up to 11x more likely to visit travel sites and are 1.3x more likely to be interested in health and fitness.

- Start with data to ensure the right audiences are being targeted.
- Identify receptive users who might not be obvious candidates with lookalike modelling.
- Use Planner, our powerful AI-powered campaign manager, to help you get right to the heart of your audiences.

When do they engage?

Spring is the prime time for entertainment enthusiasts to engage with ads, peaking in April.

We find that entertainment ads perform best during these times:



Month

Viewability:
April
Engagement (CTR):
April, May
Video completion:
March, April, May



Day of the Week

Viewability:
Wednesday
Engagement:
Sunday
Video completion:
Wednesday
Conversion:
Saturday



Time of Day

Viewability:
4pm to 10pm
Engagement:
12pm
Video completion:
9am to 1pm on weekdays
Conversion:
Weekend mornings (9am to 2pm) and Friday afternoons (3pm to 8pm)

TAKEAWAYS AND TIPS

Our data suggests that consumers start seeking entertainment with the arrival of spring – with April being the peak for all KPIs. Weekdays are best for video completion, as consumers mull over what to watch on the weekend – with decisions made on lazy weekend mornings - between 9am-2pm - when conversion rates are highest.

- Up your spend during optimal moments using our "Time of Day" and "Day of Week" vectors.
- Optimize spend by planning ahead for when engagement is highest – April is big for viewability, completion and engagement rates.
- Target by temperature in real time – screen time will always be more tempting when it's cold and rainy.



TOP TIP

The best times of the whole week to engage? Wednesday at 9pm, or Tuesday at 4pm.



Where are they most responsive?

The best channel is PC – but remember, different channels perform well for different KPIs.



PC Display Ads

Viewability is highest from March to May



CTV

Completion rates peak in March and April



Mobile Ads

Viewability and completion both peak in April

TAKEAWAYS AND TIPS

Different formats have different advantages so it's important to use a healthy mix to reach entertainment fans. Our data found that the spring months – April in particular - are optimal for viewability and completion for CTV and mobile video. However, both native and video ads on PC perform best in summer – between June and August.

- Make your strategy seasonal. If it's cold outside, consumers are more likely to be on PC or CTV.
- Activate Identity Alliance to reach your audiences cross-platform - no matter which device they're using.
- Video content is important year-round but adapt your device strategy for seasonal changes.



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