


Personalized video advertising doubles brand favourability for Travel Site.

Research by Knowledge Networks proves effectiveness of Eyeview personalization for Kayak video ads.

Overview

Kayak and Eyeview set about to quantify the brand impact of video personalization. Knowledge Networks (KN), a third party research provider, conducted a research study using an independent uniquely representative online probability-based panel of internet users. KN conducted the study and analyzed the results to assess the effectiveness of personalized video advertising in comparison to a “one-size-fit-all” TV ad.

Testing Methodology

 Knowledge Networks (KN) divided the sample panel users into two groups and presented them with two and a half minutes of online video content which included two 30 second Kayak pre-roll advertisements. The first group (control group) saw the traditional Kayak TV ads. The second group was exposed to Eyeview’s personalized versions of the ads.

After viewing the full content and ads, respondents in both groups were asked an identical set of questions.

Default Ad - 187 respondents



[See default video](#)

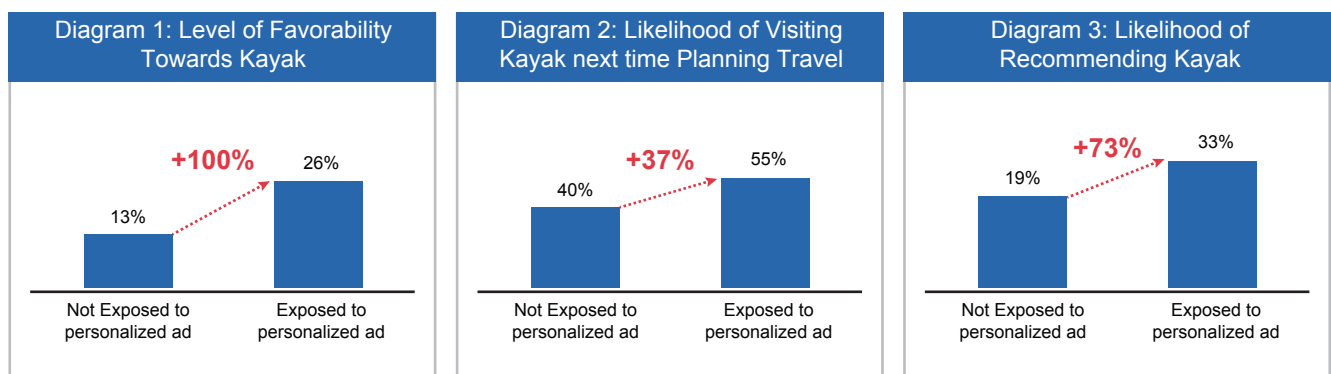
Personalized Ad - 205 respondents



[See personalized video](#)

Results

The Knowledge Networks study showed that the personalized video ads delivered 100% increase in Brand Favorability (Diagram 1), 37% increase in Purchase Intent (Diagram 2) and 73% increase in Brand Loyalty (Diagram 3).



This research is another proof that Eyeview’s proprietary technology delivers on a number of quantifiable factors - brand lift, purchase intent, favourability, and even willingness to watch the ad, which are all critical to the campaign’s effectiveness.

About Eyeview

Eyeview, through its patent pending technology, lets advertisers deliver localized, personalized, real-time updated video ads
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