Final (A/B Testing) Project

Target Audience

The audience for the ad explaining "4 Personal Factors that Drive Real Estate Marketing Strategies" primarily consists of real estate marketers, a diverse group in terms of marketing skill levels. This audience seeks valuable insights to enhance their marketing campaigns and adapt to the ever-evolving real estate market. Novice marketers are looking for foundational knowledge to kickstart their careers, while seasoned professionals aim to refine their strategies. Therefore, presenting the information in numerical order is highly beneficial. It provides a clear and structured framework for the audience, making it easier for them to follow and understand the concepts. Numerical order simplifies complex ideas, making them more accessible to marketers of all levels, aligning with their preferred manner of consuming information.

To stand out from competitors, my creative approach focuses on delivering concise, visually appealing video content. I understand that today's audience often prefers bite-sized, engaging videos over lengthy text. The content's visual and dynamic nature will cater to the diverse learning styles within the real estate marketing community.

Creative Process

In my video creation process, I decided to leverage Canva as my primary tool to design and produce my content. To start, I used Canva to craft a visually appealing PowerPoint presentation, which served as the foundation for my videos. Canva's user-friendly interface and a wide range of design elements made it a logical choice for this initial step. Next, I opted to utilize Canva's voiceover capabilities to record and add a voiceover to the presentation. This streamlined the entire video creation process, allowing me to stay within a single platform.

The most significant change I introduced between the two videos was the presence or absence of a voiceover. In the first video, I included a voiceover to test whether it would enhance engagement. My rationale behind this was to assess whether a voiceover could provide additional context, emotional appeal, and a personal touch to the content, potentially increasing audience retention and comprehension. However, in the second video, I deliberately omitted the voiceover to gauge how the absence of narration would impact engagement. Some audiences prefer a more visual, voiceover-free experience, and I wanted to determine if this format resonated better with my target audience.

This video creation process and the subsequent changes were driven by a desire to experiment and gather valuable insights into what makes for more engaging advertising content. By comparing the two videos and monitoring audience responses, I aimed to make informed decisions for future video marketing strategies, ultimately striving to create content that resonates best with my audience's preferences and expectations.

Video Upload to YouTube
1. Video 1: AB Test No VO
   a. https://youtu.be/LElA1mvwF_M

2. Video 2: AB Test VO
    a. https://youtu.be/ptCE14qbcJM
3. Reasoning behind the title, description and tags.
    a. *Title:* "Unlocking Success: 4 Personal Factors That Drive Real Estate Marketing"
    b. *Description*: In this video, discover the key factors that drive success in real estate marketing strategies. Whether you're a seasoned pro or just starting in the real estate industry, understanding these crucial drivers can make a significant difference in your marketing efforts. Join us to uncover valuable insights and practical tips that can elevate your real estate marketing game. Don't miss out – watch now and take your marketing strategies to the next level!
    c. *Tags:* Real Estate Marketing Strategies, Personal Factors in Real Estate, Marketing Insights for Realtors, Real Estate Marketing Success, Driving Factors in Real Estate Advertising

Rationale: The title, description, and tags selected for this video, "Unlocking Success: 4 Personal Factors That Drive Real Estate Marketing," are strategically designed to capture the audience's attention, provide valuable information, and improve discoverability on YouTube.

The title is engaging and informative. "Unlocking Success" suggests that the video will reveal valuable insights, which piques curiosity. "4 Personal Factors That Drive Real Estate Marketing" clearly communicates the content of the video, attracting viewers interested in improving their real estate marketing strategies. The combination of curiosity and relevance makes the title compelling.

The description further reinforces the video's value proposition. It emphasizes the importance of understanding these personal factors for both seasoned professionals and newcomers in the real estate industry. By highlighting that these factors can make a significant difference in marketing efforts, the description encourages viewers to watch the video for practical tips and insights. Additionally, the call to action ("Don't miss out – watch now and take your marketing strategies to the next level!") creates a sense of urgency, motivating viewers to click and engage with the content.

Lastly, the choice of tags is essential for increasing the video's discoverability. By including tags such as "Real Estate Marketing Strategies," "Personal Factors in Real Estate," and "Real Estate Marketing Success," the video is more likely to appear in search results and recommendations when viewers search for related content. These tags help connect the video with its target audience, ensuring that those interested in real estate marketing strategies can easily find and engage with the video.

Google Ad

Both ad campaign has a budget of $10 per campaign. The target countries for this campaign include Austria, Canada, Ireland, New Zealand, the United Kingdom, and the United States. Two locations, specifically Florida, United States, and Miami-Ft. Lauderdale FL, Florida, United States, have been excluded from the campaign. The videos associated with the ads is unlisted on YouTube, which means it won't be publicly visible on the platform but can still be accessed by

individuals who have the direct link. These details reflect a cost-effective and geographically targeted approach, allowing the ads to reach specific regions while staying within the specified budget.

Analysis

<u>Google Ads Analytics</u>

In this section of the report, I'll outline the processes I followed for comparisons and statistical testing, along with the rationale for examining these comparisons. I conducted a comparative analysis of two ads: one with no voiceover (Ad with No VO- In-Stream) and another with a voiceover (Ad with VO- In-Stream). The primary goal was to assess which ad format was more effective in terms of engagement.

Ad with No VO- In-Stream: Views vs Impressions
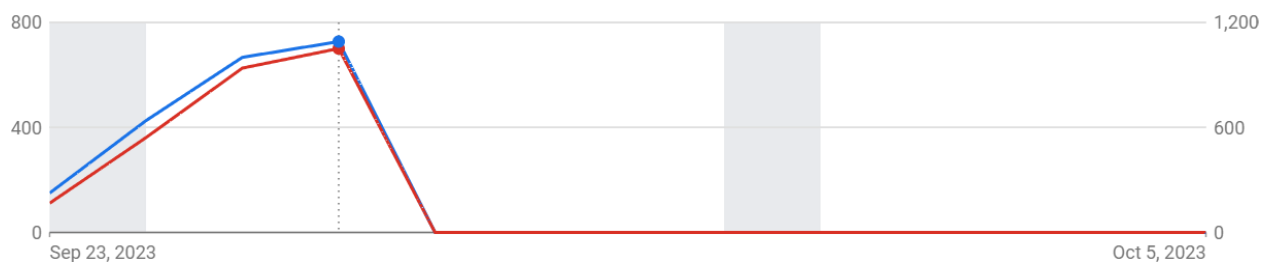
Source: Google Analytics; Red = Impressions and Blue= Views

To measure engagement, I calculated the view-to-impression ratio for each ad. The view-to-impression ratio for the ad with no voiceover was 94.48%, indicating that 94.48% of the ad impressions resulted in views. For this ad, there were 2,699 impressions, 1,970 views, and 729 non-views.

Ad with No VO- In-Stream: Views vs Impressions
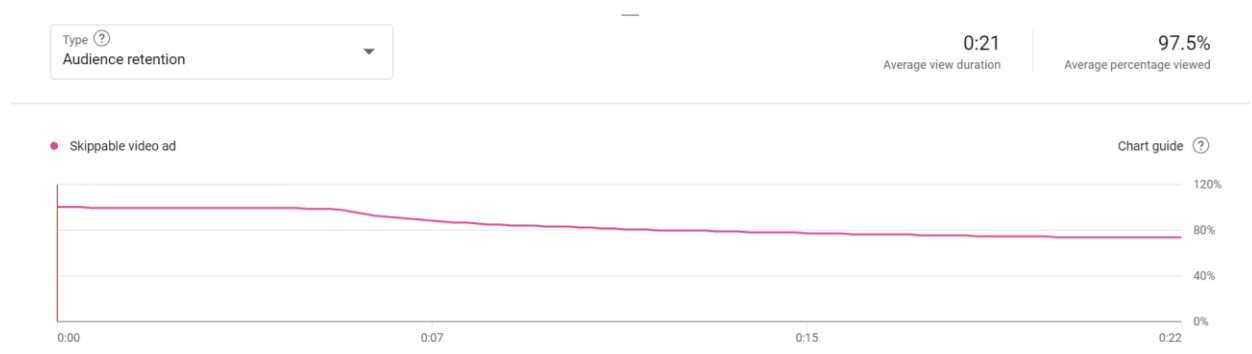
Source: Google Analytics; Red = Impressions and Blue= Views

On the other hand, the ad with a voiceover had a higher view-to-impression ratio of 98.83%, suggesting that 98.83% of the ad impressions resulted in views. This ad received 2,731 impressions, 1,891 views, and 912 non-views.

Chi-square Test

To determine the statistical significance of these findings, I performed a chi-square test, resulting in a statistic of 26.2377 and a p-value of < 0.00001, which is highly significant at $p < .05$. This indicates that the difference in engagement between the two ad formats is statistically significant, with the ad containing a voiceover outperforming the one without. These initial findings suggest that including a voiceover in the in-stream ad has a significant positive impact on engagement, as demonstrated by the higher view-to-impression ratio.

Overview of Data

- Ad with No VO- In-Stream
  - View-to-impression ratio: 94.48%
  - Impressions 2,699
  - Views:1,970
  - Non-Views: 2,699 – 1,970= 729
- Ad with VO- In-Stream
  - View- to-impression 98.83%
  - Impressions 2,731
  - Views:1,819
  - Non-Views: 2,731- 1,891= 912
  - The chi-square statistic is 26.2377. The p-value is < 0.00001. Significant at $p < .05$.

YouTube Analytics

In conducting the comparisons and statistical testing for our video ads, I followed a structured process aimed at understanding viewer engagement and determining which ad format was more effective. To begin, I collected key metrics for both ad variations: "Ad with No VO- In-Stream" and "Ad with VO- In-Stream."

Ad with No VO- In-Stream: Absolute Audience Retention Chart
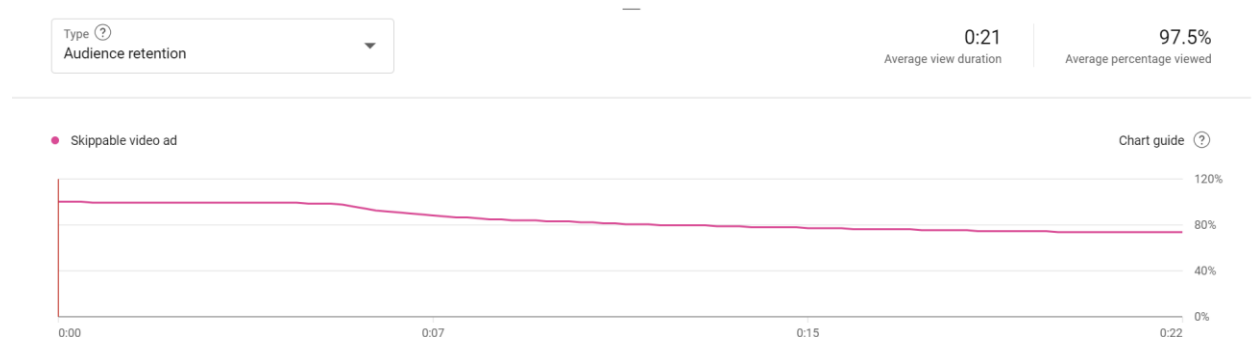
Source: YouTube Studio

For "Ad with No VO," I observed that it garnered 1,960 views with an overall watch time of 11.7 hours. The average view duration was 21 seconds, and the average percentage of views was an impressive 97.5%. To delve deeper into viewer engagement, I analyzed the Absolute Audience Retention chart. This analysis revealed gradual declines in viewer attention over time, with retention starting at 100.3% at 0:00 and gradually decreasing to 73.6% at 0:22.

Ad with VO- In-Stream: Absolute Audience Retention Chart
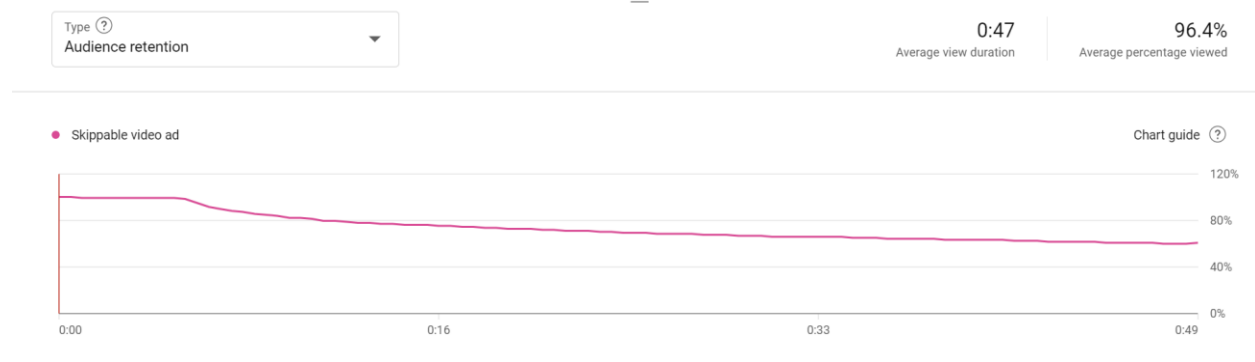
Source: YouTube Studio

On the other hand, "Ad with VO" received 1,802 views with a total watch time of 23.8 hours. The average view duration was 47 seconds, and the average percentage of views stood at 96.4%. Analyzing its Absolute Audience Retention chart, I noticed similar gradual declines in viewer attention. Additionally, there were notable spikes at 0:05, indicating moments when viewers were either rewatching or sharing specific segments of the video. Retention started impressively high at 100.7% at 0:00 but declined to 70.2% at 0:24 and 60.5% at 0:49.

Analysis of Findings

The rationale behind these comparisons was to assess which ad format, with or without a voiceover, was more effective in maintaining viewer engagement. The data suggests that the ad with a voiceover (Ad with VO) had a longer average view duration, indicating better engagement. Additionally, the spikes in the Audience Retention chart at 0:05 suggest that viewers were rewatching or sharing moments, potentially signifying higher viewer interest. While both ads showed gradual declines in viewer attention over time, the ad with a voiceover demonstrated stronger overall engagement, which could be crucial for campaign success. Further statistical testing would help validate these findings and guide future advertising strategies.

Overview of Data

- Ad with No VO- In-Stream
  - Views: 1,960
  - Watch Time: 11.7 hours
  - Average View Duration 0:21 second
  - Average Percentage Views: 97.5%
  - Absolute Audience Retention chart
    - Gradual declines mean viewers are losing a bit of attention over time.

- At 0:00 retention is at 100.3% then declines to 96.1% at 0:06 then 736% at 0:22
- Ad with VO- In-Stream
    - Views: 1,802
    - Watch Time: 23.8 hours
    - Average View Duration 0:47 seconds
    - Average Percentage Views: 96.4%
    - Absolute Audience Retention chart
        - Gradual declines mean viewers are losing a bit of attention over time.
        - Spikes at 0:05 appear when more viewers are watching, rewatching, or sharing a moment or moments of a video.
        - At 0:00 retention is at 100.7% then declines to 70.2% at 0:24 then 60.5% at 0:49

YouTube Analytics vs. Google Ads Analytics

YouTube Analytics is more focused on user behavior and engagement within the YouTube platform itself, providing insights into viewer retention and engagement over time.

Google Ads Analytics focuses on campaign performance metrics like impressions and view-to-impression ratios, providing insights into how ads perform in reaching and engaging the target audience across various platforms.

In summary, these two analytics platforms serve different purposes: YouTube Analytics delves into viewer behavior within the YouTube environment, while Google Ads Analytics provides broader campaign performance metrics across different platforms. Both sets of data are valuable for understanding different aspects of your ad campaign's performance and can be used together to gain a comprehensive view of your video ad's effectiveness.

Insight

The comparative analysis of the video ads, as measured through YouTube Analytics and Google Ads Analytics, provides valuable insights for marketers seeking to optimize their video advertising strategies. Here are key insights from the findings and what marketers can learn:

1. **Audience Retention Insights:**

    - Both ads exhibited gradual declines in audience retention over time, indicating that viewers tend to lose some interest as the video progresses.

    - In the Ad with VO, there were spikes in audience retention at 0:05, suggesting that certain moments captured viewers' attention and even prompted them to rewatch or share those segments.

    - Marketers can use audience retention data to identify specific moments within their videos that resonate with viewers and tailor their content to maximize engagement at those points.

2. **Statistical Significance in Google Ads Analytics:**

- The chi-square test in Google Ads Analytics demonstrated that the difference in engagement between the two ad formats was statistically significant.

- The ad with a voiceover had a higher view-to-impression ratio, indicating that a larger percentage of viewers who encountered the ad chose to watch it.

- Marketers can rely on statistical tests to provide empirical evidence of the effectiveness of different ad formats and make data-driven decisions when optimizing ad campaigns.

3. **Complementary Use of Analytics Platforms:**

- YouTube Analytics and Google Ads Analytics serve distinct purposes. YouTube Analytics offers insights into user behavior and engagement within the YouTube platform, while Google Ads Analytics provides campaign performance metrics across various platforms.

- Marketers can benefit from using both analytics platforms in tandem to gain a comprehensive understanding of their video ad performance. YouTube Analytics helps assess viewer engagement, while Google Ads Analytics provides broader campaign reach and effectiveness metrics.

In conclusion, these findings emphasize the importance of considering audio elements, such as voiceovers, when creating video ads. Additionally, a comprehensive analysis that combines both viewer engagement data (from YouTube Analytics) and campaign performance data (from Google Ads Analytics) can provide a holistic view of ad effectiveness. Marketers can leverage these insights to refine their video advertising strategies and create content that resonates with their target audience, ultimately driving better results and ROI.

Brief Assessment of My Learning Experience

Completing this project has significantly enhanced my **data analysis skills**. By working with metrics from YouTube Analytics and Google Ads Analytics, I've become more proficient in handling and interpreting data. This skill is immensely valuable in marketing because it allows me to dissect and understand customer behavior, campaign performance, and market trends. With improved data analysis skills, I can conduct thorough market research, segment audiences effectively, and optimize marketing strategies by leveraging actionable insights from data-driven analyses.

Another critical skill I've developed is the ability to **make decisions based on facts and statistics**. Through the chi-square test conducted in this project, I learned how to assess the statistical significance of differences in engagement between two ad formats. This skill empowers me in my marketing career to make evidence-based decisions, ensuring that marketing initiatives are guided by reliable data rather than assumptions. It enables me to confidently allocate resources, select the most effective marketing channels, and optimize campaigns for better results. By relying on facts and statistics, I can also justify marketing strategies to stakeholders and ensure alignment with business objectives.

Additionally, this project has reinforced my **critical thinking skills in marketing**. Analyzing data and conducting statistical tests require a thoughtful approach to problem-solving. These skills enable me to identify opportunities for improvement, troubleshoot marketing challenges, and innovate in response to changing market dynamics. Critical thinking also helps me assess the validity of marketing strategies and adapt them based on real-time data, ensuring that my marketing efforts remain agile and responsive to market conditions.

In summary, this project has strengthened my data analysis skills, decision-making based on facts and statistics, and critical thinking abilities. These skills are instrumental in my marketing career, allowing me to optimize strategies, make informed decisions, and navigate the complex landscape of marketing with confidence and precision.