

Case Study

Long Form Video Performance

Challenge

A financial technology brand wanted to increase awareness of career opportunities among the highly sought-after tech talent within the Bay Area with a :30 second video across Facebook, Instagram, LinkedIn, Twitter, and Reddit

Despite knowing longer form video content does not yield high video completion rates, the client wanted to support the long form video due to its captivating animation and storytelling

Strategy

The long form video was launched April 2019 on Facebook, Instagram, LinkedIn, Twitter, and Reddit

The video was tested within similar audiences utilizing key skills possessed by top tech talent (i.e. Data Science, AI/ML, SQL), as well as geo-targeting the Bay Area



Results

Reddit was the most efficient platform to run :30 second video in terms of video completion rate and cost per video completion

Of all the other platforms, LinkedIn also saw positive results, however Reddit still outperformed with a 68% higher VCR and at a 76% more efficient cost

Based on these learnings, users on Reddit consume long form content at a significantly higher rate compared to other social platforms where shorter form content dominates the space