



Case Study

Long Form Video Performance on Snapchat

Challenge

A financial technology brand wanted to increase awareness of career opportunities among top tech talent in the San Francisco Bay Area by using a :60 second video featuring employees

Long form video (LFV) content (over :30s) typically doesn't perform as well as shorter content (under :15s) on social, so we wanted to test if Snap users were willing to consume long form content in platform

Strategy

In 2019, Snapchat launched a Long Form Video Snap Ad beta test* allowing advertisers to use a video up to 3 minutes long within the top snap itself. This eliminated users having to swipe up to watch more content

This allowed for the use of the :60s video on Snapchat within 3 placements; LFV Snap Ad, Snap Ad (swiping up to the LFV), & Story Ad. Both Snap Ads appeared between user stories; whereas, Story Ads appear within content on the discover feed. Across all placements, we targeted first party, DLX, and custom audiences based off top tech talent key interests and email lists

** This is now a permanent ad feature*

Results

The test revealed that the Long Form Video Snap Ad was the most effective way to drive video completes for long form content resulting in 97% of all completed long form video views at a \$2.92 cost per completed video. This ad type also resulted in a significantly higher video completion rate compared to the other formats (0.10% vs 0.01%).

Allowing users to watch the full :60s video without having to take an action before hand (either clicking into a Story or watching a shorter teaser video first & swiping up) showed that users are more likely to watch longer form content when served to them right off the bat

10x
Higher
LFV VCR

96%
Lower CPCV
compared to the other
placements

97%
Of all LFV
completions