

5 Charts That Prove Viewability and Audibility Together Are Key to Video Ad Effectiveness

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Video ads = sight + sound + motion. What if one of those elements is missing? Can a video ad be effective if it isn't seen and heard? Here we look at aggregated YouTube ad effectiveness data through the lens of viewability and audibility to answer just that.

When you think video ads, you think sight, sound, *and* motion. But what happens if someone only sees your ad without hearing it? Or if someone only hears your ad without seeing it?

We looked at aggregated YouTube data from over 1,000 ads to see how sight and sound are associated with YouTube ad effectiveness.

Without sight (viewability*) or sound (audibility**), are video ads still effective? In short, yes.

But ads are even more effective when they're seen and heard.

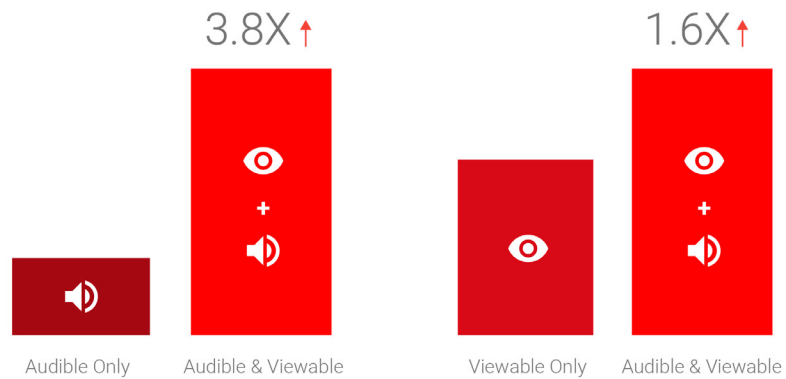
Scroll through the five charts below to see how viewability and audibility are associated with ad effectiveness on YouTube.

think with 

Differences in brand awareness for audible and viewable ads on YouTube

Users who see *and* hear ads experience higher brand awareness than those who *only* see or *only* hear ads.

Differences in **brand awareness** vs. control

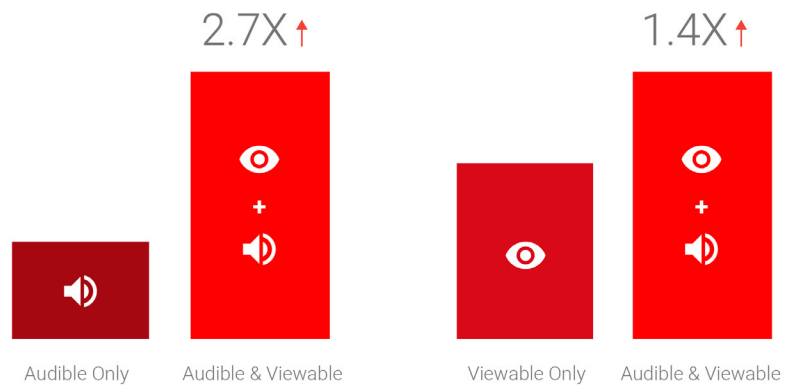


Source: Google TrueView Brand Lift studies, Global, data for users with single impression. Data shows ratio of additive differences vs. control respondents for each group of viewers, Aug.–Sept. 2016.

Differences in ad recall for audible and viewable ads on YouTube

Users who see *and* hear ads experience higher ad recall than those who *only* see or *only* hear ads.

Differences in **ad recall** vs. control

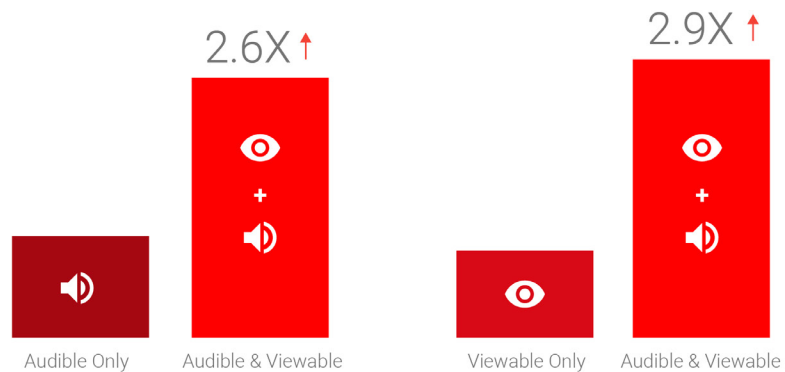


Source: Google TrueView Brand Lift studies, Global, data for users with single impression. Data shows ratio of additive differences vs. control respondents for each group of viewers, Aug.–Sept. 2016.

Differences in consideration for audible and viewable ads on YouTube

Users who see *and* hear ads experience higher brand consideration than those who *only* see or *only* hear ads.

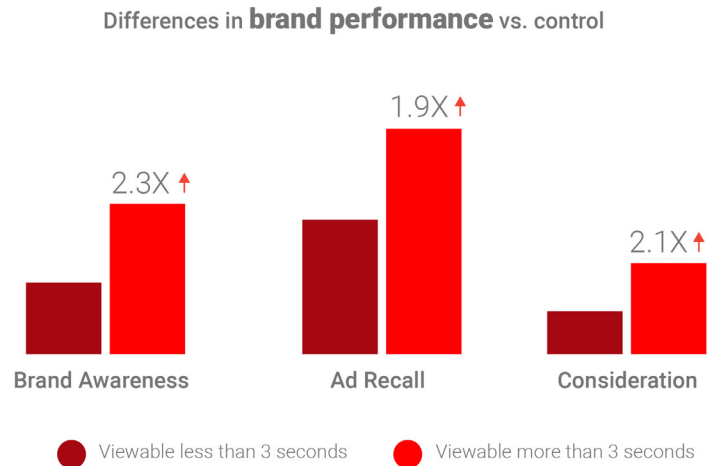
Differences in **consideration** vs. control



Source: Google TrueView Brand Lift studies, Global, data for users with single impression. Data shows ratio of additive differences vs. control respondents for each group of viewers, Aug.–Sept. 2016.

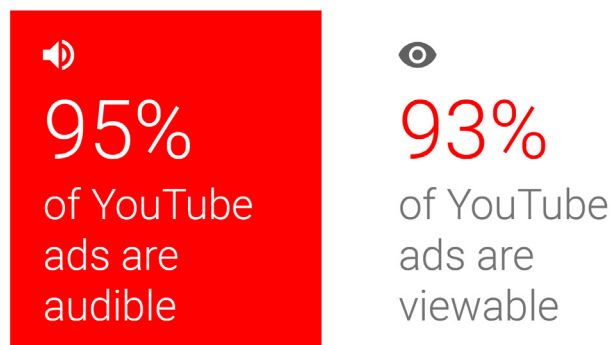
Brand performance of YouTube ads by viewable time

Users who watch ads for more than three seconds experience higher brand awareness, ad recall, and consideration.



Source: Google TrueView Brand Lift studies, Global, data for users with single impression. Data shows ratio of additive differences vs. control respondents for each group of viewers, Aug.–Sept. 2016.

State of sight and sound for video ads on YouTube



Source: Google Internal Data, Global (when volume is at least 10% for YouTube ads), Aug. 2016.

Mere exposure to ads isn't enough. Ads are more effective when they're seen *and* heard. That means building engaging creative that viewers *want* to watch and listen to is more important than ever.

For more research on the scarcity of attention and what that means for various ad platforms and effectiveness, check out [new visual attention research from Ipsos](#).

***Viewable:** At least 50% of ad pixels are viewable on screen for at least two seconds (the Media Rating Council definition of viewable).

****Audible:** Audio level greater than or equal to 10% at some point during the ad playback.