

The Year  
Streaming Went  
**SUPERNOVA**



**Global Omni-Channel  
Benchmarks Report**

**INNOVO**

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# Executive Summary

2020 was a year marked by lockdowns and isolation, a shift from the physical world to a digital one. Between working from home, an endless breaking news cycle, and streaming services continuously churning out binge-worthy content, it's unsurprising that many of us were glued to our screens for much of the year.

The past year upended the way we engage with content, and brands have had to adjust their strategies accordingly. To uncover how advertising trends have shifted in such an unprecedented year, we sifted through hundreds of billions of global impressions from 2020 across more than 550 advertisers.

While advertisers paused campaigns at the start of the pandemic, many made a strong comeback in Q3. Brands realized the need to reach consumers where they are: on digitally-enabled devices at home. As consumers flocked to their biggest (and smallest) screens, marketers followed suit and adapted their strategies to center around the home. Connected TV skyrocketed faster than we could have anticipated, establishing its position as a key player in the omni-channel marketing mix.

Omni-channel solutions ultimately became the most important focus for brands, especially those which had lost so many of the traditional channels they relied on — point of sale, organic word-of-mouth, live events. As brands look to build deeper relationships with consumers, it's important to consider the shift in viewership from linear to connected TV and the opportunity that arises when the largest screen in the home is now addressable. Brands need integrated solutions designed with TV at the center to personalize, deliver, and measure ads across every screen and device.



**Jessica Hogue**  
GM Measurement and Analytics, Innovid



# Key Takeaways

# 1

## TAKEAWAY 1

### CTV Skyrockets, Mobile Climbs, and PC Hangs On

- Global CTV impressions increased 60 percent year over year. Outside of North America, LATAM was the leader in CTV impression share growth.
- Mobile hung on to its top position, with 43 percent of global video impressions and 68 percent of global display impressions, while PC impressions continued to dip, resulting in just a 16 percent share of global video impressions and a 32 percent share of global display impressions.

# 2

## TAKEAWAY 2

### Programmatic Advertising Energizes Omni-Channel Marketing

- Across all video impressions, programmatic publisher impressions rose 54 percent year over year.
- What's more, programmatic impressions served to CTV increased by over 200 percent year over year.

# 3

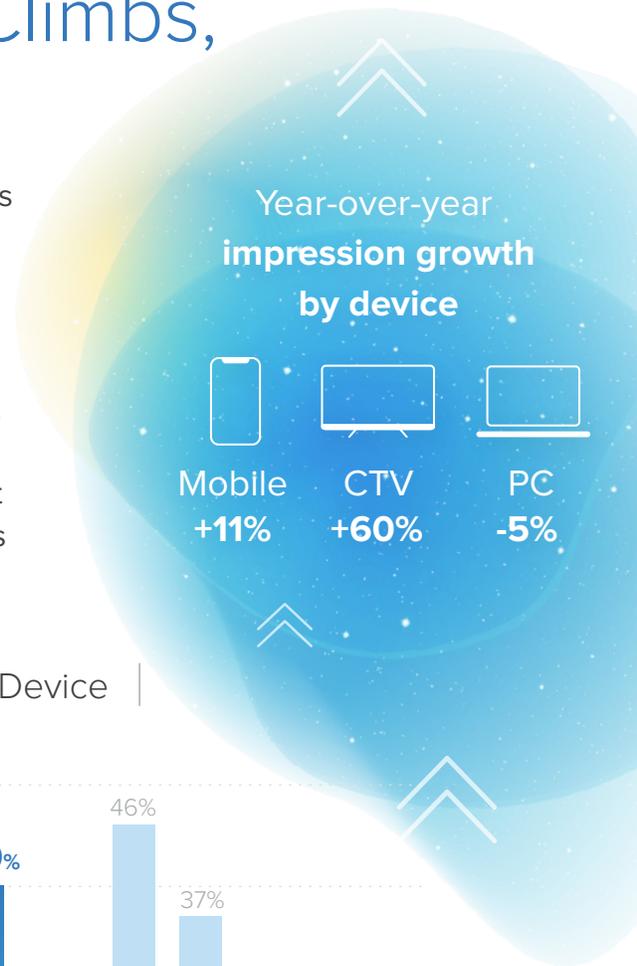
## TAKEAWAY 3

### Advanced Creative Boosts Agility, Engagement, and Loyalty

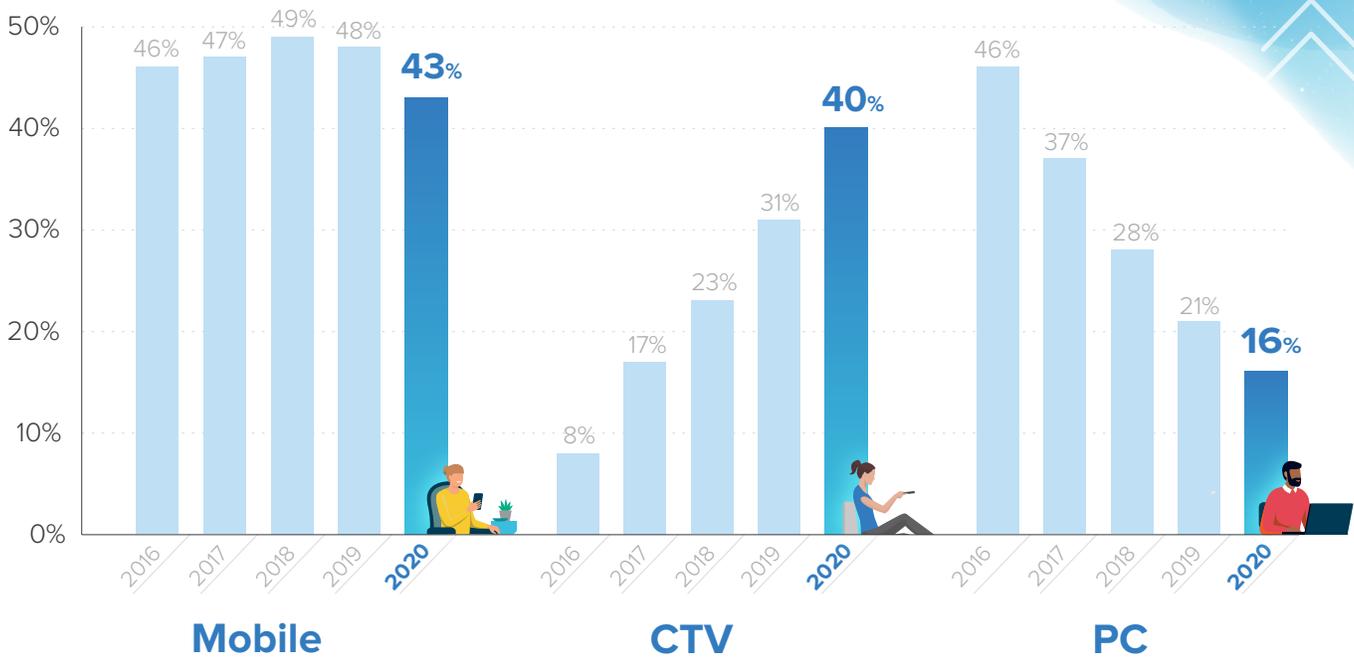
- In March 2020, more advertisers swapped out creative across all formats. In the second half of the year, we recorded a 100 percent growth in dynamic creative video impressions. Brands leaned on dynamic creative to stay nimble and swap out messaging as quickly as situations changed.
- Advanced creative video formats generated a 309 percent lift in engagement and an average of 34 additional seconds earned. For display, dynamic creative generated a 37 percent lift in CTR over standard display — a number that jumps to 82 percent on mobile devices.

# CTV Skyrockets, Mobile Climbs, and PC Hangs On

The past year has altered our relationship with devices. Even as the light at the end of the tunnel grows brighter, it's clear that the pandemic will have a lasting impact on both consumer and advertiser behavior. In the U.S. alone, adults spent an average of almost eight hours a day with digital media last year, up 15 percent from 2019<sup>1</sup>, and this growth is expected to be retained. As people continue to embrace their digital behaviors and attention becomes increasingly fragmented, it's imperative that brands are able to seamlessly manage advertising experiences across channels.



Video Impression Share by Device



## The Explosion of CTV

The golden age of linear TV is fading as consumers increasingly make the switch to streaming and advertisers continue to shift budget towards CTV. Over a quarter of all U.S. households will cut the cord this year, a trend that was accelerated by the pandemic but has been gaining momentum for awhile<sup>2</sup>. In 2020, CTV accounted for **40 percent of all video impressions**, up from 31 percent the year before. It's now almost neck-and-neck with mobile as the top driver of overall video volume.

<sup>1</sup> eMarketer, [U.S. Time Spent with Media 2021 Update](#)

<sup>2</sup> eMarketer, [U.S. Pay TV Suffers Historic Cord-Cutting](#)

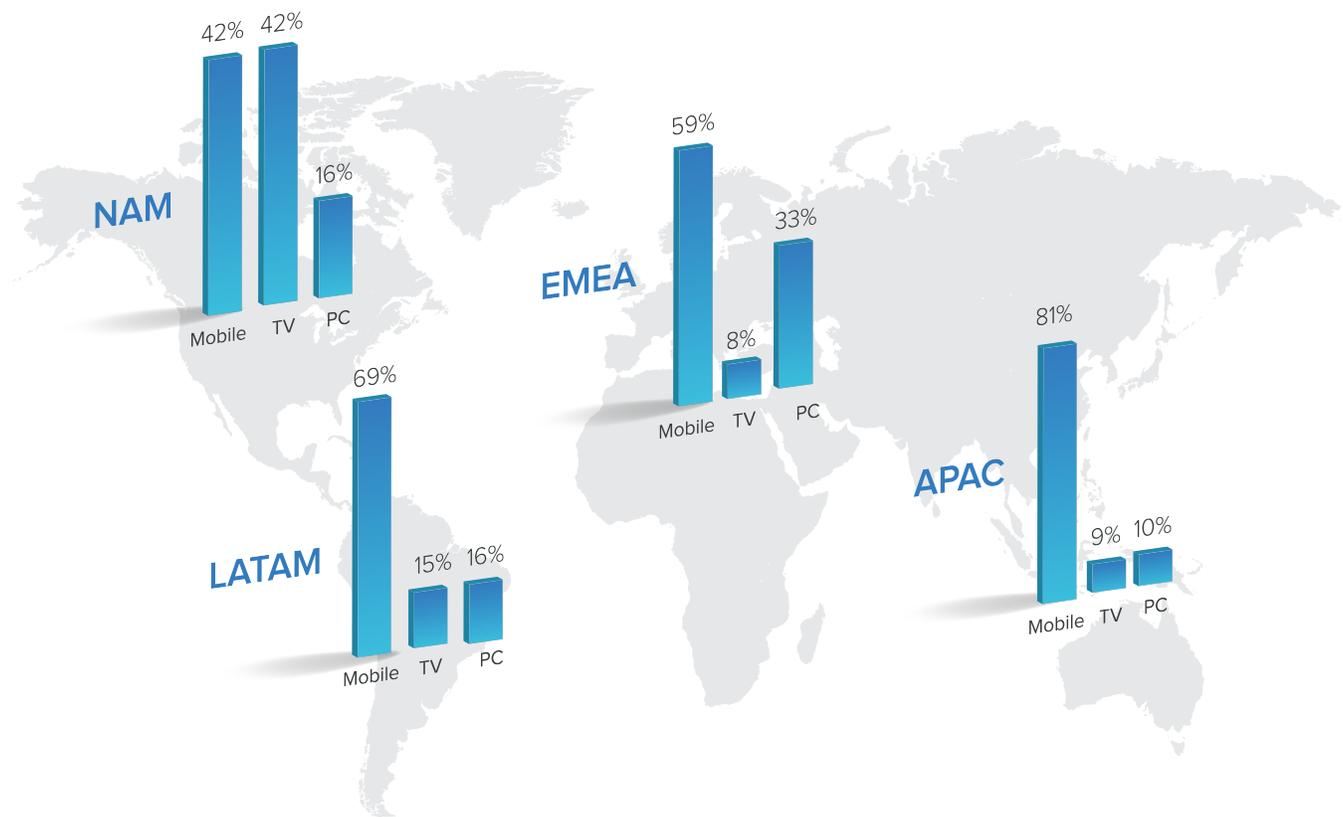
## A Global Glimpse: Video Impression Share by Device

Around the world, CTV penetration and usage are growing rapidly. Most major European markets have seen a rise in the percentage of TV users who watch CTV, and a recent study found that CTV ad spending is actually growing the fastest in APAC<sup>3</sup>. It's clear that streaming is a global phenomenon, and our data shows that CTV is driving the growth of global video impressions, increasing **60 percent year over year**.

Outside of North America, LATAM has the second largest share of CTV impressions and the largest growth in share going to CTV. The region's improving digital infrastructure has made it a focus for streaming services, with Disney+ launching last November and HBO Max slated to launch later this year. It's been estimated that the number of subscription CTV video viewers in LATAM will grow by nearly 28 percent in 2020 to surpass 117 million viewers<sup>4</sup>.

Global CTV  
video impressions  
saw a  
**60%**  
year-over-year  
increase

### Regional Video Impression Distribution by Device



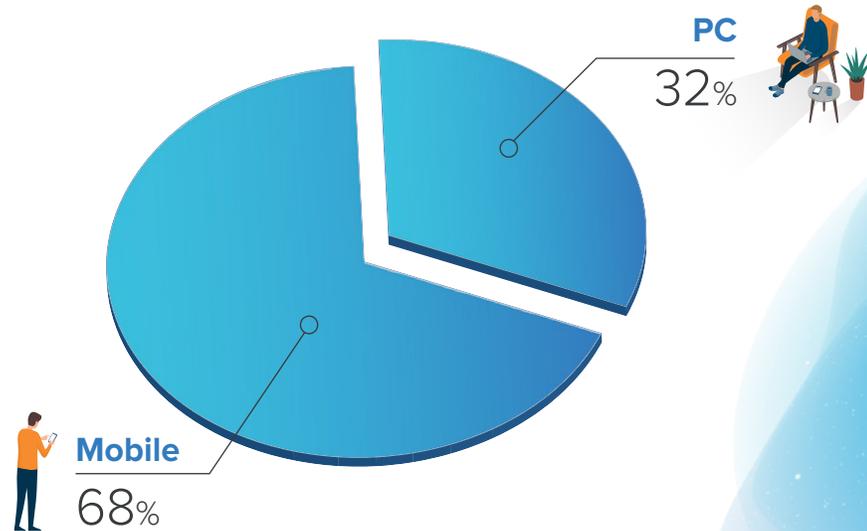
<sup>3</sup> Pubmatic, [The Future of Video](#)

<sup>4</sup> eMarketer, [How Has the Forecast for Subscription OTT Video Viewer Growth in Latin America Changed?](#)

## Mobile Is Still a Shining Star

Mobile remains a steady leader around the globe, with **43 percent of global video impressions** and **68 percent of global display impressions**. Time spent on mobile has continued to rise as the pandemic prompted people to turn to their phones for streaming, shopping, food delivery, and nearly everything else. At the height of lockdown orders, average users spent 25 percent of their waking time on mobile devices<sup>5</sup>

### Global Display Impressions by Device



## The Downward Dip of PC

Global PC impressions have continued to dip in both display and video. In 2020, PC's share of global display impressions was only 32 percent. Its share of global video impressions dropped to 16 percent, marking a **23 percent year-over-year decline**. Many countries have been focusing on mobile devices and services, and ownership of desktops and laptops have declined sharply as a result.

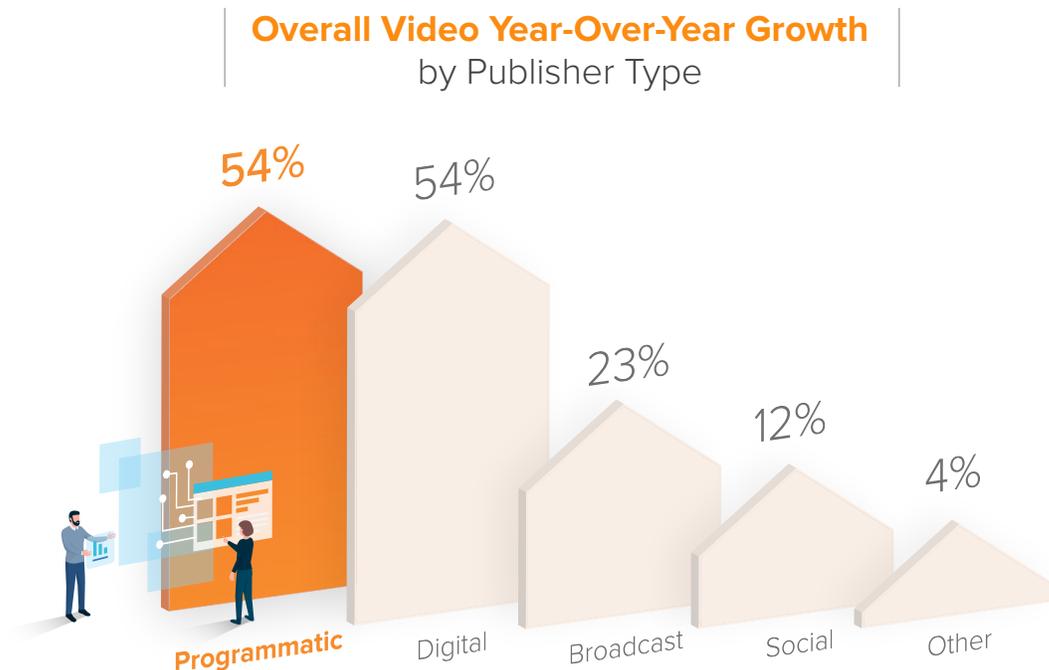
Despite this downward trend, PC is still an important part of the omni-channel marketing strategy, especially now. In the U.S., internet time spent on PC actually increased 7.5 percent last year<sup>6</sup>, and our data revealed that **PC gained share in Q2** display ad impressions while lockdowns were enforced around the globe and many people began working from home.

<sup>5</sup> App Annie, [How Covid-19 Has Changed Consumer Behavior on Mobile Forever](#)

<sup>6</sup> eMarketer, [U.S. Time Spent with Media 2021 Update](#)

# Programmatic Advertising Energizes Omni-Channel Marketing

Brands have been taking advantage of programmatic advertising for greater efficiency, smarter targeting capabilities, and increased scale. Effects of the pandemic (including the upending of the upfronts season) and marketer demands for greater flexibility have further fueled this growth in 2020. Global programmatic ad spend is expected to hit \$147 billion this year, up 41 percent since 2019<sup>7</sup>. What's more, brands are increasingly leveraging programmatic advertising for video. Across all video impressions, those served programmatically grew **54 percent year over year**, tying with digital native as the fastest growing publisher types.



“

“Brands are moving away from traditional channels and are exploring new models of media buying. Our recent survey of marketers, conducted with Advertiser Perceptions, found that nearly 60 percent of linear TV buyers intend to spend less at the upfronts this year. Of that group, half will reallocate those dollars to programmatic video. Brands are focused on putting their data to work while leveraging increased flexibility, better targeting and accurate campaign management. CTV solves for all of those and more, which is why the channel is growing so quickly.”

— **Jon Tabak, GM, TV Partnerships, The Trade Desk**

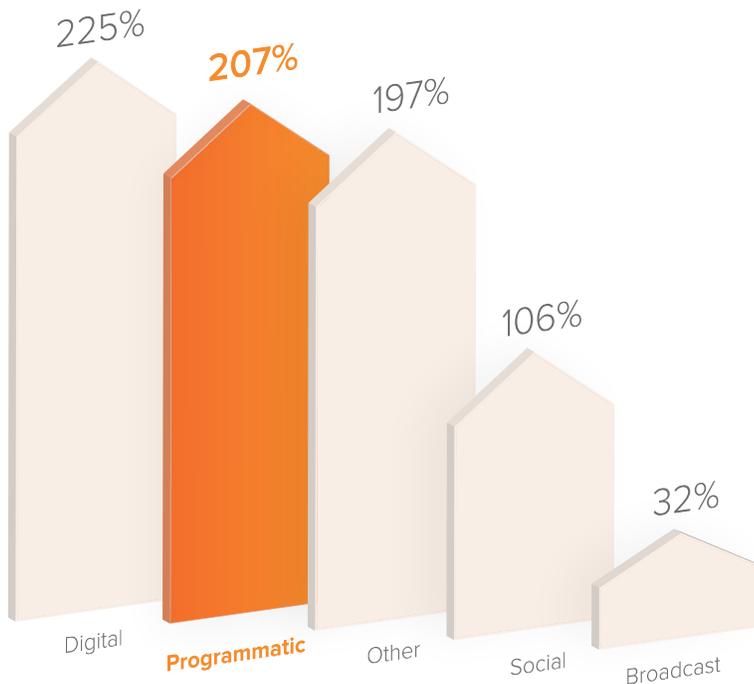
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<sup>7</sup> statista, [Global programmatic advertising spending from 2019 to 2021](#)

# Programmatic CTV Is Growing at the Speed of Light

Given the explosive growth of CTV this past year, it shouldn't come as a shock to learn that CTV represents one of the largest growth areas for programmatic advertising. In the U.S. alone, programmatic CTV ad spending is expected to reach \$6.73 billion, up 54 percent from 2020<sup>8</sup>. Our data showed that programmatic CTV impressions increased by over **200 percent year over year**, second only to CTV impressions served via digital native publishers.

## CTV Year-Over-Year Growth By Publisher Type

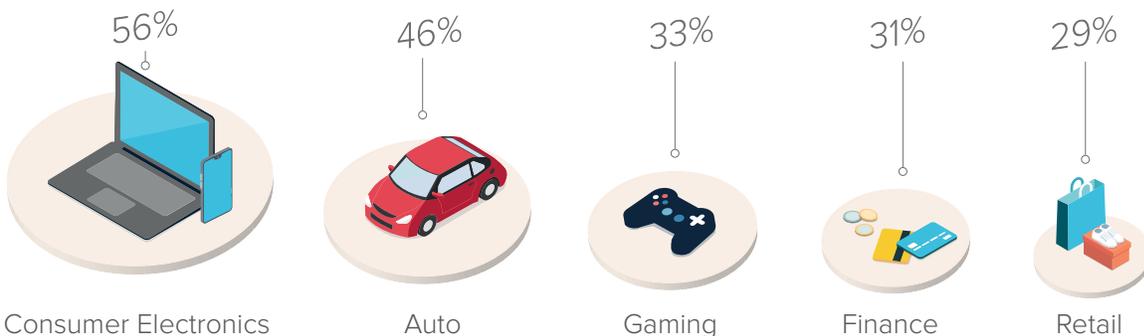


Programmatic impressions served to CTV increased by

**207%**  
year over year.

## Programmatic CTV Impression Share by Vertical

Consumer electronics, auto, and gaming lead the pack when it comes to programmatic CTV.



<sup>8</sup> eMarketer, [U.S. programmatic CTV video advertising will soar in 2021](#)

# Advanced Creative Boosts Agility, Engagement, and Loyalty

Advanced creative solutions, including interactive and dynamic, offer brands the best of both worlds: Not only can advertisers leverage advanced creative for data-driven evergreen experiences, but they can also use it to stay nimble and swap messaging as quickly as the world changes. Advanced creative continues to generate **higher engagement rates, click-through rates, and time earned** compared to standard creative formats, underscoring the importance of personalization and relevance.

While impressions dropped overall in Q2 2020, they picked back up in the second half of the year as advertisers turned to dynamic creative. We saw a **37 percent** increase in the number of advertisers running dynamic creative video and a **100 percent** increase in the number of dynamic creative video impressions from the first half of the year to the second. In March 2020, we saw more advertisers swapping out creative than any other month of the year, meaning that brands were taking advantage of the flexibility offered by dynamic creative.

## Engagement and Click-Through Rates by Video Ad Format and Device

DEVICE	AD FORMAT	ENGAGEMENT RATE	CTR
 <b>Mobile</b>	Standard Pre-Roll	— <sup>9</sup>	0.5%
	Dynamic Creative	0.6%	0.6%
	Interactive	<b>0.8%</b>	0.7%
 <b>PC</b>	Standard Pre-Roll	— <sup>9</sup>	0.4%
	Dynamic Creative	0.4%	0.4%
	Interactive	<b>1.1%</b>	0.4%
 <b>CTV</b>	Interactive (Choice Based)	<b>21.5%</b>	— <sup>9</sup>
	Interactive (Non-Choice-Based)	0.6%	— <sup>9</sup>
	Interactive (Total)	<b>3.9%</b>	— <sup>9</sup>

<sup>9</sup> Dashes denote where there is no additional engagement outside of click-throughs, or no option to click through (in the case of CTV).

## Engagement and Click-Through Rates

by Display Ad Format and Device

DEVICE	AD FORMAT	CTR
 <b>Mobile</b>	Standard Pre-Roll	0.2%
	Dynamic Creative	<b>0.5%</b>
 <b>PC</b>	Standard Pre-Roll	0.1%
	Dynamic Creative	0.1%

Compared to standard pre-roll video, advanced creative ad formats generated a **309%** lift in engagement and an average of **34 additional seconds earned**.

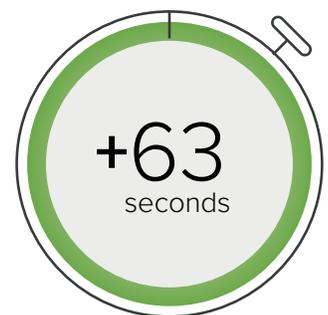
## Interactive CTV Sends Engagement into Hyperdrive

While advanced creative video formats overall generated an average of 34 additional seconds earned, interactive CTV generated an additional **63 seconds earned**. That's an additional minute people chose to watch! Did we mention that interactive CTV ads averaged a **video-completion rate of over 85 percent**, and that we've seen a **16 percent increase in interactive CTV engagement year over year**? Brands are increasingly adopting interactive ads on CTV, and clicking on a CTV ad with a remote control has become a learned behavior for consumers, similar to engagement with ads on mobile and PC. What was once experimentation has now become a core part of the mix as marketers continue to see efficacy.

### Additional Seconds Earned by Ad Format



Advanced Creative (All Video)



Interactive CTV

## A View by Vertical: Top Dynamic Creative Strategies

The rise of digitally savvy, direct-to-consumer (DTC) brands has caused larger B2C brands to take note of the need to build deeper relationships with customers<sup>10</sup>. We're seeing brands in verticals that have traditionally led with linear advertising embrace advanced creative solutions to do just that: create memorable, engaging experiences and meet their customers where they already are.

Retail, auto, and CPG were the top verticals leveraging advanced creative last year. Given the in-person nature of their traditional points of purchase, auto and CPG in particular needed to pivot and replicate that level of engagement across digital channels. Auto brands leveraged dynamic creative strategies like geo-targeting to, for instance, alert consumers of which dealerships were open and what services they were offering at the time. CPG brands, which experienced supply chain issues throughout the year, leaned on dynamic creative to adjust messaging in real time based on product inventory and availability.

### Top Verticals Leveraging Dynamic Creative and Interactive CTV



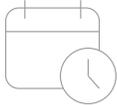
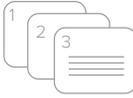
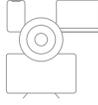
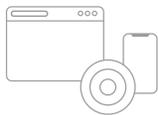
Auto

CPG

Retail

Based on impressions, number of campaigns, and number of advertisers

### The Overall **Most-Used Dynamic Creative Video Strategies** in 2020

	1  DATE / TIME	2  GEO-TARGETING	3  SEQUENTIAL MESSAGING	4  CROSS-DEVICE TARGETING	5  PUBLISHER OR PLATFORM THIRD-PARTY TARGETING
Auto	✓	✓			
CPG	✓			✓	✓
Pharma	✓	✓			✓
Retail	✓				
Finance / Insurance			✓		

<sup>10</sup> Warc, [The Lines Between DTC and Traditional B2C are Blurring](#)

## The Length of Your Video Should Match Your Goals

We all know that video is working, but is there an optimal length for your ad? Is there a sweet spot that attracts more engagement? While we can't share a magical formula, our data does show that engagement seems to be at its peak between 15 and 30 seconds.

DURATION of Video Ad	CTR Click-Through Rate	VCR Video Completion Rate	YoY IMPRESSION Growth
< 10 sec.	0.2%	<b>84.4%</b>	38% 
15 sec.	<b>0.5%</b>	<b>77.4%</b>	15% 
30 sec.	<b>0.6%</b>	<b>81.6%</b>	25% 
45 sec.	0.5%	65.8%	-5% 
60 sec.	0.4%	65.9%	<b>104%</b> 
>75 sec.	0.3%	56.5%	-6% 

## A View by Device

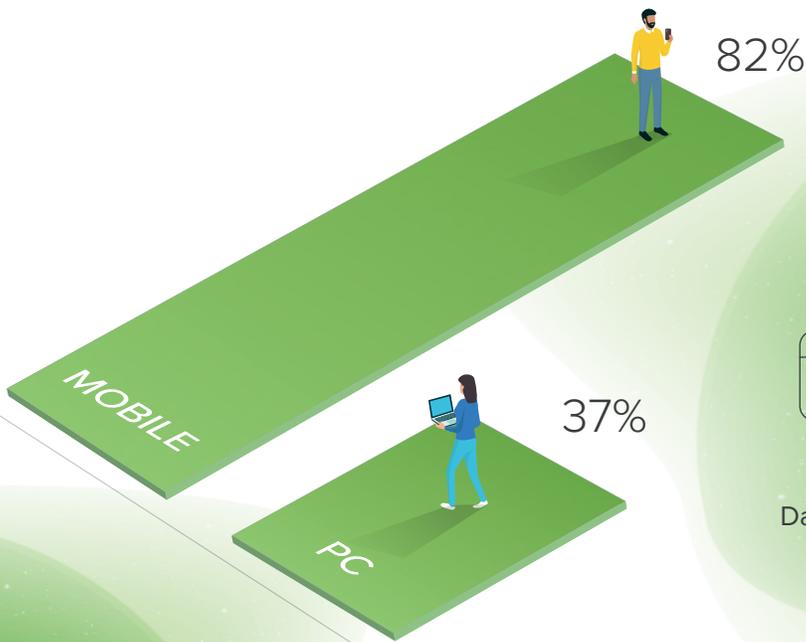
Both mobile and PC saw a majority of impressions go to 15-second videos, though 22 percent of mobile video impressions were even shorter, clocking in at under 10 seconds. CTV saw a near-even split between 15 and 30 second formats. Notably, video completion rate (VCR) remained high across formats for CTV, though it decreased steadily for mobile and PC as ads got longer.

We saw a **104%** year-over-year growth in 60-second ads last year, with a strong uptick in the second half of the year — perhaps driven by ads reminding us that “we’re all in this together.” If you’re optimizing for click-throughs and video completions, though, 15- and 30-second ads are likely your best bet.

# Advanced Creative Brings a Renewed Spark to Display

Why serve a one-size-fits-all banner ad when you can customize messages and offers based on date and time, geo-location, or an individual's interest? Within display, dynamic creative generated a **37 percent** lift in CTR over standard display on PCs. On mobile devices, that lift jumped to **82 percent**.

## CTR Lift Generated by DCO for Display Ads



### The Overall Most-Used Dynamic Creative Display Strategies in 2020



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“Consumers are telling us that they prefer personalized brand touchpoints. In fact, we found that 31 percent of consumers are actually more loyal to brands which provide personalized experiences, and 29 percent are more likely to purchase via ads specifically tailored to them<sup>11</sup>. It’s clear that brands can benefit from developing an omni-channel marketing strategy that meets customers when they’re on, on the platform they’re using, and with the message they want right at that moment.”

— **Stephanie Geno, Senior Vice President, Marketing, Innovid**

”

<sup>11</sup> Innovid, [Consumer Attitudes on Personalized Ads](#)

# Conclusion: 2021 Best Practices

The effects of 2020 on digital consumer behavior likely won't wear off anytime soon. As we enter year two of our new reality, here are some best practices that marketers can implement in their omni-channel strategies:

## Make CTV the Center of Your Omni-Channel Universe

The shift of viewership from linear to connected TV has reinvented the rules for how today's marketers reach and engage with consumers across an increasingly diverse and fragmented landscape. Now more than ever, it's crucial to deliver seamless brand experiences across all screens — with the biggest one at the center.



**TIP:** Connecting CTV to traditional digital channels is no longer an overwhelming undertaking. Tap into technology solutions designed with interoperability in mind, which can seamlessly bridge the gap between linear and connected TV while integrating the customer experience across video, display, and more.

## Give Your Campaigns a Programmatic Boost

We've come so far since the early days of programmatic advertising. Today, advertisers have the ability to combine the efficiencies of programmatic ads with the high-engagement nature of CTV, enabling them to deliver personalization at scale on the largest screen in the house. It's no wonder we're seeing a 200 percent year-over-year increase in programmatic CTV impressions!



**TIP:** Did you know that interactive CTV can now be bought programmatically? Advertisers no longer have to transact with individual publishers directly each time they wish to leverage interactive CTV formats and features.

## Leverage Advanced Creative for Agility, Engagement, and Increased Brand Loyalty

Integrating advanced creative might sound daunting at first, but our data shows that the effort is absolutely worth it. Use interactive formats to create engaging evergreen campaigns, use dynamic creative for ultimate personalization and flexibility, or combine the two to get the most out of your advanced creative efforts.



**TIP:** New to dynamic creative optimization (DCO)? Try a simple brand awareness strategy based on time of day or day of week to drive relevance around a promotion, countdown to a holiday, or content release. Try these [DCO Plug & Play](#) strategies and templates to test relevant messaging in-market.

# Key Definitions

**Advanced Creative:** Premium ad formats that include dynamic and/or interactive components.

**Broadcast (Publisher Type):** Digital versions of traditional linear TV networks such as ABC, NBC, CBS, and FOX. For the purpose of this report, non-broadcast publishers that ran broadcast inventory were not included in this definition. For example, if an advertiser buys inventory on ABC via The Trade Desk, then the publisher is designated as programmatic even if the inventory itself is broadcast.

**Connected TV (CTV):** A TV that is connected to the internet, whether natively or by a device, that is primarily used to stream video content. This includes smart TVs, gaming consoles (e.g., Xbox, Playstation) and devices (e.g., Roku, Apple TV, Amazon Fire Stick).

**Cross-Device Targeting:** Targeting that maps users across devices and optimizes ad serving video strategies.

**Digital (Publisher Type):** Digital native publishers which are not traditional broadcast, cable, or linear TV networks. For example, Huffington Post and Pandora.

**Dynamic Creative or Dynamic Creative Optimization (DCO):** A form of advertising technology that uses data to guide and optimize creative elements and messages such as copy, pictures, backgrounds, video, animation, and interactive elements in real time.

**Engagement Rate:** The percent of impressions where there was at least one interaction within the interactive video unit.

**Impressions:** The measurement of responses from a web server to a page request from the user browser. Innovid's impression measurement is defined at ad render and does not include those filtered as general invalid traffic.

**Interactive Ads:** An interactive and/or dynamic ad experience such as an overlay, branded canvas, or expanded unit that runs across desktop and mobile devices.

**Interactive CTV Ads:** An interactive and/or dynamic TV experience such as an overlay, branded canvas, or expand unit that runs across connected TV.

**Interactive CTV Choice-Based Ads:** An interactive CTV ad experience that gives viewers the ability to engage for a given period of time and, in turn, receive their content with significantly reduced commercial breaks.

**Interactive CTV Non-Choice-Based Ads:** An interactive CTV ad experience that allows viewers to engage, but does not incentivize engagement with reduced commercials or ad load.

**Other (Publisher Type):** Advertising impressions delivered to publisher types not included in other categories, such as aggregators.

**Programmatic (Publisher Type):** Typically a DSP or other platform through which all types of digitally-delivered inventory is purchased.

**Publisher or Platform Third-Party Targeting:** Data that is passed to the ad server on ad call, usually via macro, that helps the ad server determine the most relevant creative to serve.

**Sequential Messaging:** When creative and messaging are presented in a specific order, gated by either frequency or consumer behavior (e.g., video completion percentage).

**Social (Publisher Type):** Social platforms and publishers such as YouTube and Twitch.tv.

**Standard Pre-Roll:** A standard promotional video message that plays before the content the user has selected, also known as pre-roll video.

**Time Earned:** The average number of extra seconds a user engages with an interactive video, subsequently extending the amount of time spent with an ad.

**Video Completion Rate (VCR):** The percentage of video ads that play to 100 percent completion.

# About This Report

Innovid analyzed over 200 billion video and display advertising impressions served on our platform between January 1 and December 31, 2020. Researchers looked across mobile, desktop, CTV devices, and social platforms to compile the most complete picture of video advertising in terms of benchmarks and insights globally.

## About Innovid

Innovid is the only independent omni-channel advertising and analytics platform built for television. We use data to enable the personalization, delivery, and measurement of ads across the widest breadth of channels in the market including TV, video, display, social, audio, and DOOH. Our platform seamlessly connects all media, delivering superior advertising experiences across the audience journey. Innovid serves a global client base of brands, agencies, and publishers through over twelve offices across the Americas, Europe, and Asia Pacific.

For ongoing video advertising trends, visit [Innovid iQ](#).

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