

Google Video Extension Ads POV



Google Lures Brand Advertisers to Paid Search

Overview

Google's latest paid search ad format, Video Extensions, proposes a new level of user engagement and branding opportunities for advertisers. A logical follow-on from the image-based Product Extensions Ads they released earlier this year, Video Extension ads give users a new way to interact with advertisers, without having to leave the Google results page.

The Video Extensions appear beneath standard text ads, and begin to play when the user opens the expandable plusbox (see Figure 1). They are charged on a cost-per-play basis after they have run for 10 seconds (at the same CPC bid price as the accompanying text ad). The user can then either click the URL link in the video, or on the text ad above it, to be taken to the ad's landing page at no additional cost to the advertiser.

Implications

The introduction of Video Extensions signals an important step in the evolution of paid search, which will allow advertisers to combine branding campaigns with the targeted relevance of PPC advertising. Video Extensions will expand the possibilities of what has primarily been a direct response marketing channel, increasing its brand engagement and brand awareness capabilities.

The new Video Extensions also improve the functionality of PPC advertising and could be used to display product demos, previews, corporate videos, TV commercials, trailers and viral ads, among others. Not only does this invite advertisers to create exciting new video content, but also to promote latent video assets that are not receiving the desired attention.

As a consequence of Video Extensions, click-through rate (CTR) and traffic from a particular campaign can be expected to decrease. However, the quality of the visitors and the leads generated should be higher, as the Video Extensions will have the ability to pre-qualify clicks and bring only the most engaged users to the advertiser's website.

Finally, it seems reasonable to assume that the addition of video to paid search ads would be comparable with display network rich media ads in their potential to engage prospective customers with the advertiser's brand. However, it is important to bear in mind that unlike the display network, Google paid search ads are in competition with natural search listings, which are traditionally seen by users' as more 'trusted' than sponsored advertising.

Summary

Google Video Extension ads offer advertisers an enticing new proposition to engage searchers with branded rich media content while still on the Google results page, pre-qualifying traffic to their site. The introduction of video elements in paid search ads seems a logical progression from image-based Product Extension ads and, in line with the rise of Universal Search, creates a richer user experience for searchers through the mixture of various digital assets.

However, it remains to be seen what level of insight on video engagement metrics Google provides advertisers with and how it can be used to enhance campaign optimisation.

Figure 1: Example of Video Extension ad format

